

VIRGINIA BEACH CONVENTION AND VISITORS BUREAU HIRES NEW SALES MANAGERS

Virginia Beach, Va. – May 27, 2020 – Virginia Beach Convention and Visitors Bureau, the official destination marketing organization (DMO) for Virginia Beach, Virginia, welcomed two new convention sales managers recently.

Amy Overstreet, a native of Virginia Beach, will be managing state, regional and national government associations/organizations, along with all associations outside of vertical markets in the DC and NE territories. Prior to her new role, she served as director of sales and marketing at the Ramada Plaza by Wyndham Virginia Beach Oceanfront.

Jamie Mitchell, CMP, returns to the VBCVB sales team with nearly 25 years in the hospitality industry. Mitchell will be managing the Virginia state association market and the Southeast territory as well as the education association market nationally. Jamie, also a native of the region, earned her Certified Meeting Professional designation in 2004.

“Bringing exceptional talent into our organization is a key tenet in our mission in becoming a DMO of the future,” said Sally Noona, interim vice president of convention sales & marketing for VBCVB. “Amy and Jamie possess diverse experiences that complement our current staff, plus provide fresh perspective to help push Virginia Beach to the next level. They are excited to be selling our premier east coast destination for meetings and conventions.”

About Virginia Beach Convention and Visitors Bureau

Virginia Beach Convention and Visitors Bureau, the official destination marketing organization for the city of Virginia Beach, is a municipal organization whose mission is to promote the coastal city as a year-round destination for domestic and international leisure travel, business travel, conventions, sports and special events. Virginia Beach, one of Virginia’s most populous cities, resides where the Chesapeake Bay meets the Atlantic Ocean and is comprised of seven unique districts: Sandbridge, Chesapeake Bay, Town Center, Pungo, Oceanfront, ViBe Creative District and Inland. The area is home to 35 miles of sandy beaches, nationally recognized convention & sporting venues, a flourishing culinary and emerging craft beer scene, rich history, a variety of arts and entertainment and

family-friendly attractions that keeps its 15 million annual visitors entertained year-round. For all there is to see and do in Virginia Beach, follow Virginia Beach Convention and Visitors Bureau on Facebook and Instagram @VisitVaBeach and on Twitter @VisitVaBch, or go to VisitVirginiaBeach.com.

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