



# News Release

**For Immediate Release ~ May 13, 2015**

Rick Dunlap, Public Relations Director  
Hershey Harrisburg Regional Visitors Bureau  
3211 North Front Street, Suite 301 A, Harrisburg, PA 17110  
[Rick@HersheyHarrisburg.org](mailto:Rick@HersheyHarrisburg.org)  
Twitter@HHRVB4Media  
Cell: 717.884.3328

## Kunisky named VP at Hershey Harrisburg Visitors Bureau

Sue Kunisky will join the regional destination marketing organization as VP of Operations in June 2015 after a 28-year career with Hershey Entertainment and Resorts.



Harrisburg, PA – The Hershey Harrisburg Regional Visitors Bureau ([HHRVB](#)) today announced Sue Kunisky will join the destination marketing organization for Dauphin and Perry County as Vice President of Operations in June 2015. Kunisky, who lives in Harrisburg, has worked for the Hershey Entertainment and Resorts (HE&R) organization for 28-years.

HHRVB President Mary Smith points to Kunisky's proven strengths in strategic planning and development, project and event management, marketing and branding executions as key elements to the bureau's decision.

"Since starting her career as a Reservations Agent in 1987, Kunisky has earned a broad range of sales and marketing experience at HE&R that will serve her well in this role," said Smith. "Sue's knowledge, experience, and skill-set just presented the perfect package for this role. She brings an extensive knowledge of the region and the tourism industry with a core set of leadership skills that are necessary to lead our multi-disciplined team."

In her new role, Kunisky will be responsible for leading the strategic planning and execution of the bureau's marketing, sales, services, and communications programs. Kunisky will also assist the President in managing the daily operations of the bureau and overseeing the team of eleven sales, marketing, and communications professionals.

"Our bureau operates as the primary destination marketing organization, the leading sales force for the region, and the travel and tourism association for local businesses and industry stakeholders," said Smith. "To manage the operations of such a diverse organization requires someone with Sue's wide range of experience and comfort-level with advertising, technology, public relations, social media, sales, partnership development, client services, community affairs, the travel and tourism industry, non-profit organizations, team leadership, and organizational management."

Kunisky's previous experience includes serving as Territory Sales Manager and Group Sales and Marketing Manager for Hersheypark; Assistant Director of Sales and Special Events for Hershey Entertainment Group; Digital Marketing Manager and Assistant Director of Digital Marketing for HE&R; and most recently as the Marketing Revenue Manager for Hersheypark.

The VP position was recently held by Sharon Altland who took the Executive Director position at the PA Farm Show Complex & Expo Center in April 2015.

###

**MEDIA INTERVIEWS:** HHRVB President Mary Smith is available for media interviews regarding the contents of this news release. Please try to make interview requests at least 12-hours in advance. HHRVB will make every effort to accommodate all interview requests. Contact [Rick@HersheyHarrisburg.org](mailto:Rick@HersheyHarrisburg.org) or cell 717.884.3328.

### **About the Hershey Harrisburg Regional Visitors Bureau (HHRVB)**

[LinkedIn](#) | [Facebook](#) | [Twitter](#) | [YouTube](#) | [Pinterest](#) | [Foursquare](#) | [Blog](#) | [Media Lounge](#)

The Hershey Harrisburg Regional Visitors Bureau (HHRVB) is the official non-profit partnership-based Destination Marketing Organization (DMO) serving Pennsylvania's Dauphin and Perry counties. This Destination Marketing Association International ([DMAI](#)) accredited organization is committed to actively marketing the region locally, domestically, and internationally to leisure and business travelers; meeting & convention planners; sporting event producers; and group tour leaders. For more information go to [VisitHersheyHarrisburg.org](http://VisitHersheyHarrisburg.org), or call 877-727-8573.