

Tacoma Regional Convention + Visitor Bureau

[NEWS RELEASE]

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FOR IMMEDIATE RELEASE

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Tacoma Regional Convention + Visitor Bureau's Lunde Named one of 30 Emerging Leaders of Destination Marketing

Tacoma, Wash. –Destination Marketing Association International [DMAI] named Shauna Lunde, Director of Sales and Marketing of Tacoma Regional Convention + Visitor Bureau [TRCVB] as one of thirty emerging leaders of the destination marketing industry.

As one of DMAI's inaugural 30 Under 30 group, Lunde has been awarded complimentary registration and hotel accommodations to the DMAI Annual Convention, the foremost professional development opportunity for individuals working at official destination marketing organizations [DMO]. The 97th Annual Convention, July 20-22 in New Orleans, will offer educational opportunities and a business exchange trade show that brings together one of the largest groups of DMO-focused suppliers.

Lunde has worked at the TRCVB for more than three years selling meeting space, developing tour products and driving business to Pierce County. Her career in tourism began in 2006 and has lead to a number of accomplishments including a Master of Public Administration from the Evergreen State College, C.A.S.E. Certification [Certified Association Sales Executive] from Professional Convention Management Association and serving as Vice President of P.U.R.E. Travel Collaborative.

"I am honored to be recognized by DMAI," Lunde said. "I really enjoy working with my team and community to promote Pierce County and continually looking for ways to grow the destination."

"This group of individuals not only keeps destination marketing on the cutting-edge, but is the future of our industry," commented Michael D. Gehrisch, President & CEO of DMAI. "Our new 30 Under 30 program provides this key group with access to new knowledge and tools that are necessary to further infuse innovation into their DMO."

Mike Gamble, President & CEO of SearchWide, LLC and the founding sponsor of DMAI's 30 Under 30 program, also commented "Identifying and developing future leaders is an important priority, and DMAI has stepped up to the plate in a big way with this new initiative. The DMO world is an exciting and challenging career path and it is crucial we prepare this group for the complexities of leading these organizations."

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The Tacoma Regional Convention + Visitor Bureau is the official destination marketing organization for Tacoma + Pierce County, WA.

Destination Marketing Association International [DMAI] is the world's largest resource for official destination marketing organizations [DMO]. Dedicated to improving the effectiveness of professionals from over 600 destination marketing organizations worldwide, DMAI's membership represents more than 3,000 DMO professionals, students, educator and industry vendors and partners in over 30 countries. Providing cutting-edge educational resources, networking opportunities and marketing benefits, the association has worked to enhance the professionalism, effectiveness and image of DMOs since 1914. www.destinationmarketing.org

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