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Tammy Blount Appointed as Secretary/Treasurer of DMAI Blount to take reins in 2017 as 5th Woman Chair in organization's 100+ year history

MONTEREY, Calif – July 20, 2015 - Global trade organization, Destination Marketing Association International (DMAI) has announced the appointment of Tammy Blount to the position of Secretary/Treasurer of their Board of Directors. The Secretary/Treasurer position of DMAI is placed in a succession plan – in three years, Blount will become Chair of the organization, the fifth woman to receive such a designation in DMAI's 100+ year history. Her appointment was ratified by the membership last week at DMAI's 2015 Annual Meeting in Austin, Texas.

"I am honored to serve in this role as Secretary/Treasurer of DMAI. For more than 20 years, DMAI's programs and members have fed my personal and professional development and shed a spotlight on the community I serve. It's a privilege to be tapped for this special and important role," says Blount about the appointment.

Ms. Blount is the President and CEO of the Monterey County Convention & Visitors Bureau (MCCVB). Under Ms. Blount's leadership, the MCCVB has successfully promoted economic expansion by increasing visitation, generating overnight stays, and subsequently increasing transient occupancy and sales taxes at local hotels, retail shops, wineries, and restaurants. She is credited with launching a brand that serves as an example to other destination marketing organizations (DMOs) and also galvanizing the community around regional marketing.

With more than 25 years of experience, her community, state, and national involvements are extensive. Her various appointments and memberships include working as the CEO of the Tacoma Regional Convention & Visitors Bureau, serving as architect and inaugural Chair of the Washington Tourism Alliance and sitting on the leadership team of Tourism Vancouver for more than a decade.

Ms. Blount has participated in a variety of national tourism initiatives leading to her current place on the Executive Committee of DMAI. She Co-Chairs DMAI's DestinationNext Task Force which is revolutionizing the DMO business model, and serves on the Visit California CEO Destinations Council. In addition, Tammy has been named as one of the Top 25 Most Influential People in the Meetings Industry in 2015 by Successful Meetings magazine and one of the Top 25 Women in the Meetings Industry by Meetings & Conventions magazine.

DMAI Chairman, Bob Lander, said, "We are very pleased to have Tammy join us as the new Secretary/Treasurer of DMAI. It is a very exciting time for the travel industry, especially in her neck of the woods. Her understanding of our mission and continual opportunity, and her experience both at DMAI and international DMOs, makes her a natural fit for the leadership of our organization."

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ABOUT MONTEREY COUNTY CONVENTION & VISITORS BUREAU

The Monterey County Convention & Visitors Bureau (MCCVB) is the organization that drives tourism for Monterey County and in recent years has led the destination to record levels of growth. Tourism is the largest industry on the Monterey Peninsula and the second largest in the County. The MCCVB is a partnership of the hospitality community and local governments that aims to drive business growth through compelling marketing and sales initiatives that maximize the benefits of tourism to our guests, members and the community. Travel spending in Monterey County was more than \$2.5 billion in 2014, representing a

4.4 percent increase from 2013, and per person/per day spending rose significantly to \$324. More than 4.3 million visitors stayed overnight in 2014, generating more than \$100 million in local tax receipts and supporting 23,850 jobs. The MCCVB is a 501(c)6 organization, visit SeeMonterey.com for more information.