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CONTACTS: Phoebe Fasulo & Kelsey Kinton

mediarelations@bostonusa.com

www.bostonusa.com

617-867-8233



**GREATER BOSTON
CONVENTION & VISITORS BUREAU**

**THE GREATER BOSTON CONVENTION & VISITORS BUREAU NAMES
JOLIN ZHOU THE TOURISM MARKETING & SALES MANAGER - CHINA**

Boston, MA (May 20, 2014): The Greater Boston Convention & Visitors Bureau (GBCVB) announced today that Jolin Zhou has been named the Tourism Marketing & Sales Manager – China for the GBCVB. Jolin will be responsible for developing and implementing sales and marketing initiatives to promote and sell Boston to the China market, as well as developing new business relationships for GBCVB member companies.

Chinese in-bound visitors to Boston have grown from 37,961 visitors in 2008 to 147,000 visitors in 2012, a 289% increase. By 2017, China will be the number one country sending visitors to Boston and New England. “Clearly, this is a unique opportunity for the GBCVB and our members. Jolin’s expertise will be key for us in targeting this rapidly growing market of in-bound visitors,” said GBCVB President & CEO, Patrick Moscaritolo.

Jolin, who was born in China and graduated from the University of Fudan, in Shanghai, China with a Bachelor of Science in Tourism Management, has a Master of Science in Hospitality and Tourism Management from the University of Massachusetts, Amherst. Prior to accepting this position, she served as the Business Development Director at Sunshine Travel where she was responsible for forging partnerships with Chinese travel agents and tour operators and maintaining relations with Chinese government officials. She also served on the Board of Directors of the GBCVB and on its China Ready Board Committee.

“Jolin’s deep understanding of the Chinese travel culture, her experience and proven track record in the Chinese market will ensure the success of our China Sales and Marketing initiatives,” Moscaritolo said.

About the Great Boston Convention & Visitors Bureau (GBCVB):

The Greater Boston Convention & Visitors Bureau (GBCVB) is the primary private sector marketing and visitor service organization charged with the development of meetings, conventions and tourism-related business to enhance the economy of Boston, Cambridge and the greater metropolitan area. For more information on what to do, where to stay, and what to see when visiting Boston visit www.BostonUSA.com.

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