



## PRESS RELEASE

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### **DMAI NAMES VISIT FAIRFAX SALES MANAGER AS FUTURE LEADER**

Melissa McClure Recognized in Prestigious “30 Under 30” Program

**FAIRFAX COUNTY, VA – June 27, 2016** – Destination Marketing Association International (DMAI) has selected Melissa McClure of Visit Fairfax for its renowned “30 Under 30” program. The program focuses on identifying and developing the talent of destination marketing professionals, 30 years of age and under, through increased access and exposure to industry networking and thought leadership.

“Our nominating Committee reviewed every submission, and ultimately delivered an impressive roster for 2016,” said Bob Lander, Chair of DMAI. “I look forward to recognizing these 30 future leaders who have already demonstrated exceptional potential.”

A lifelong resident of Fairfax County with a passion for travel, Melissa McClure joined Visit Fairfax as Destination Sales Manager, Domestic/International Packaged Tours, in early 2015. In just a year and a half, she has worked tirelessly to put Fairfax County on the map in many target markets around the world. Others have taken notice, as she was asked to join the board of National Travel Association’s Young Professionals Advisory Committee – and was named Chair just five months later. She is also currently enrolled in American Bus Association’s Certified Travel Industry Specialist program, which she will complete by January 2017.

“We are incredibly proud of Melissa for being named to such a prestigious program,” said Barry Biggar, President & CEO of Visit Fairfax. “She works exceptionally hard and has been an extraordinary addition to our team. I look forward to seeing what she will undoubtedly accomplish next and to sharing the many successes ahead.”

The 2016 honorees originate from a variety of destinations and backgrounds, from National Tourism Bureaus such as Brand USA and the Bermuda Tourism Authority to local Convention and Visitors Bureaus of counties and cities from around the United States.

“Investing in the future generation of destination experts is paramount,” said Don Welsh, President & CEO of DMAI. “I am confident that the program we have developed for this year’s Annual Convention will inspire and further educate this incredibly talented team of future destination marketing leaders.”

Now in its sixth year, “30 Under 30” is supported by founding program partner SearchWide, and sponsored by IMEX and USAE. The honorees will convene for the first time at DMAI’s Annual Convention August 1-3 in Minneapolis, MN. Recipients will be recognized Monday, August 1 immediately following the Opening Keynote featuring Abigail Posner.

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#### **About Visit Fairfax**

Visit Fairfax ([www.fxva.com](http://www.fxva.com)) is the official tourism organization for Fairfax County, Virginia. Charged with destination marketing and tourism promotion, it is directed by many of the County's top tourism and hospitality leaders. #FXVA