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Visit Omaha’s Mackenzie Coleman Receives National Honor

OMAHA (May 8, 2017) – Visit Omaha is proud to announce that one of its staff has received national recognition as a future leader in the tourism industry. National Sales Manager Mackenzie Coleman has been selected by Destination Marketing Association International (DMAI) as one of the 2017 “30 Under 30” honorees, presented to a select few each year.

“As an organization our goal is to recognize and develop young talent in the tourism industry,” said Keith Backsen, executive director for Visit Omaha. “Mackenzie is a great example of when talent meets opportunity, and we couldn’t be more proud of her accomplishments.”

Coleman started as an intern with Visit Omaha and worked in multiple departments. She quickly grew to love sales and was offered a full time job after college to join the sales team. She’s been with Visit Omaha for 5 years and was recently promoted to National Sales Manager.

“Our future as an industry is dependent on young professionals choosing to pursue a career with destination organizations and bringing their energy, insight and dynamic skills to our benefit,” said DMAI Chairman Gary C. Sherwin, CDME and President and CEO of Visit Newport Beach, Inc.

The 2017 honorees originate from a variety of destination marketing organizations of all sizes, including Meet Puerto Rico, Destination DC, Travel Oregon, Visit Wichita and Brand USA, in addition to Visit Omaha.

Now in its seventh 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 July 11-14 in Montreal, Canada, where they will be recognized.

Destination Marketing Association International

Destination Marketing Association International (DMAI) is the world’s largest and most reliable resource for official Destination Marketing Organizations (DMOs), also called convention and visitors bureaus (CVBs) or tourism boards. A passionate advocate for its members, DMAI is dedicated to improving the effectiveness of more than 4,100 professionals from nearly 600 destinations in approximately 15 countries. It provides its members — professionals, industry partners, students and educators — the most cutting-edge educational enrichment, networking opportunities and travel marketing benefits available. For more information visit destinationmarketing.org.

Photo Attached

Visit Omaha, also known as the Omaha Convention & Visitors Bureau, is the official tourism authority for the City of Omaha.

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