



## PRESS RELEASE

VISIT SYRACUSE

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## WELCOME ALLYSON TOWNDROW

### Visit Syracuse introduces new Welcome Center manager

**Syracuse, NY (November 9, 2017)** – Visit Syracuse welcomes Allyson Towndrow to the team. Towndrow has been hired as the Manager of the new Central New York Welcome Center at Destiny USA.

Towndrow will manage Welcome Center staff, provide visitors with a positive and enthusiastic first impression of Syracuse and Central New York as a destination, answer questions about the region, greet visitors, create innovative ways to increase traffic to the Welcome Center, manage the retail space/inventory, and train employees to help sell Central New York and the great products produced in the Syracuse area.



She will also be responsible for distributing informational (brochures and maps), maintaining good working relationships with vendors and staying informed about all the activities and events in the area, as well as a working knowledge of Central New York tourism inventory including accommodations, retail, restaurants, attractions, events, exhibits, seasonal venues, and related visitor services that are available.

Towndrow's recent experience included managing several Enterprise Rent A Car branches throughout Syracuse and working at two local family-run businesses, EarQ and Murphy & Nolan.

Prior to this week's official grand opening of the Welcome Center, Towndrow was busy meeting with local vendors to finalize inventory, hiring staff for the Center, planning the retail space, building a good relationship with Destiny USA, and training new staff.

"I hope to bring enthusiasm about this area and all the new exciting things happening in this area," Towndrow said. "I strongly believe in reinforcing the idea of loving where you live and getting visitors to return to this area as a destination in the future."

Towndrow is an avid runner, who is married to a Syracuse native and has a stepson that goes to SUNY Geneseo.

She will report directly to Visit Syracuse's Vice President of Visitor Engagement Tracey Burkey.

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### ABOUT VISIT SYRACUSE

*Visit Syracuse, Inc. is Onondaga County's official marketing organization for tourism related economic development; leading the production of over \$850 million in direct visitor spending annually. The organization aims to strengthen the positive awareness of the City of Syracuse and Onondaga County as a convention and visitor destination; to increase revenues and stimulate economic development and growth for the community.*

