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GRAPEVINE CONVENTION & VISITORS BUREAU'S TARA HIPPENSTEEL EARNS WOMEN IN TOURISM AWARD

GRAPEVINE, TEXAS (May 26, 2026) – Grapevine Convention & Visitors Bureau Leisure & International Sales Manager Tara Hippensteel was recently awarded as an honoree at the 5th Annual Women in Tourism Awards luncheon in New York City, recognizing her commitment to excellence in Tourism Sales in the destination experience industry.

A seasoned tourism and hospitality professional with more than 25 years in the industry, Hippensteel has built a strong reputation for cultivating partnerships and supporting international, leisure and student travel markets. Her expertise spans trade sales, destination marketing, revenue growth and collaborative tourism development.

Prior to joining the Grapevine Convention & Visitors Bureau in April, Hippensteel served as a National Tourism Director, leading group tour sales across multiple U.S. destinations and Toronto. She also has more than 17 years of experience focused on sales, marketing and tour and travel programs.

Hippensteel was one of 18 distinguished tourism professionals honored at the 2026 Women in Tourism Awards, produced by City Guide New York on May 12. The Women in Tourism Awards recognize women in the hospitality industry who, "encourage collaborations in the tourism industry." City Guide noted that, "these individuals were celebrated for creating great visitor experiences."

For more information about Hippensteel's recognition visit CityGuideNY.com/WIT.

For more information on Grapevine, Texas visit GrapevineTexasUSA.com.

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