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FOR IMMEDIATE RELEASE

**MONTEREY COUNTY CONVENTION AND VISITORS BUREAU'S ROBERT ROW NAMED
ONE OF 30 FUTURE LEADERS OF DESTINATION MARKETING**

MONTEREY, Calif., May 23, 2018 – Monterey County Convention and Visitors Bureau (MCCVB) is thrilled to announce that Market Intelligence Specialist Robert Row has been named one of 30 future leaders of destination marketing and management. Destinations International Foundation Chair Stephanie Pace Brown and President and CEO of Explore Asheville and Destinations International President and CEO Don Welsh announced the 2018 30 Under 30 class, which will convene for the first time at the association's 2018 Annual Convention in Anaheim from July 10-13, 2018.

The 30 individuals, 30 years of age and under, will have the opportunity to engage in professional development opportunities throughout 2018 and beyond. The honorees originate from a variety of destination organizations of all sizes, including Brand USA, Visit Panama City Beach, Tourisme Montréal and Choose Chicago.

"The 30 Under 30 program recognizes the up and coming talent of destination organizations nationwide," said Brown. "The Foundation created this initiative to develop the future leaders of our industry and is proud to have supported the 210 professionals who have participated in the program the past seven years."

Row joined the MCCVB as Market Intelligence Specialist in August 2016. Robert is passionate about using data to drive informed decision-making. He believes that creating and sustaining jobs is one of the greatest ways to improve a community and give back to society. These passions combined with his background in marketing and economics led him to the tourism industry and to his role at the organization. Row's goals include participating in expanding the MCCVB's role in the future of tourism and as a driver in economic development. He is also committed to participating in responsible tourism, which the MCCVB has been actively developing and promoting through its Sustainable Moments program for the past three years.

"We are thrilled to welcome this year's 2018 30 Under 30 class to our Annual Convention in Anaheim," said Welsh. "Attendance to the convention will be the first of many educational and professional development opportunities offered through the program."

Program benefits include a scholarship to Destinations International's 2018 Annual Convention in Anaheim, professional development and the opportunity to apply to attend the Association of Australian Convention Bureaux's Annual Conference.

“Each year, our convention attendees are inspired by the astute, creative minds in the 30 Under 30 program,” said Tammy Blount-Canavan, Destinations International Chair and President and CEO of the MCCVB. “The program provides the best and the brightest additional insights, opportunities and tools for success in destination marketing and management. These young leaders give us a glimpse into a very bright future for our industry. Knowing there were nearly 100 applicants from all over the world, we are pleased and proud that Robert was selected to join this elite group.”

The 30 Under 30 program is supported by founding program partner, SearchWide and sponsored by IMEX and Northstar.

“In its eighth year, SearchWide is still thrilled to sponsor such an incredible program,” said Mike Gamble, President and CEO of SearchWide. “We’re looking forward to connecting with the 2018 recipients at Destinations International’s Annual Convention as well as offering our mentorship to these rising stars as they continue their career paths.”

For more information about the 30 Under 30 program or Destinations International, visit www.destinationsinternational.org.

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ABOUT MONTEREY COUNTY CONVENTION & VISITORS BUREAU:

The Monterey County Convention and Visitors Bureau (MCCVB) is a 501c6 organization that drives tourism for Monterey County. Tourism is the largest industry on the Monterey Peninsula and the second largest in the County. The MCCVB is a partnership of the hospitality community and local governments that aims to drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and the community. Travel spending in Monterey County was nearly \$2.85 billion in 2017, representing a 3.5 percent increase from 2016. Visitors also generated \$127 million in local tax receipts, an 8.7 percent increase and supported nearly 25,000 jobs.