



FOR IMMEDIATE RELEASE

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DESTINATION CLEVELAND EXPANDS TEAM IN WASHINGTON D.C.
APPOINTMENT OF TWO SALES MANAGERS STRENGTHENS
NATIONAL MEETINGS AND CONVENTIONS SALES EFFORTS IN KEY MARKET

CLEVELAND (Nov. 7, 2016) – Destination Cleveland, the convention and visitors bureau of Greater Cleveland, today announced the addition of Jennifer Sullivan and Alexis O'Connor as national sales managers serving the association market in the District of Columbia. Sullivan and O'Connor will leverage the positive meetings and conventions sales momentum that the organization is experiencing as a result of both its successful hosting of the 2016 Republican National Convention and the media attention the city continues to receive about its revitalization.

An enhanced presence in the Mid-Atlantic region allows the Destination Cleveland team to showcase the city's more than \$3.5 billion in visitor- and meetings-related infrastructure development over the past five years, including the opening of a new convention center, multiple new hotel properties and the redevelopment of Public Square, the city's primary downtown greenspace.

"Cleveland is experiencing unprecedented interest and attention from meeting and event planners in 2016 – leads for future conventions continue to be received at a record pace," said Mike Burns, senior vice president of convention sales and services, Destination Cleveland. "This strategic investment in the Mid-Atlantic market, which is home to more than 1,000 national associations, will help sustain the positive trajectory as Alexis and Jennifer bring strong relationships in this region to their work with Destination Cleveland. They can actively introduce potential clients to the benefits of meeting in Cleveland."

Jennifer Sullivan joins Destination Cleveland with 12 years of sales experience focused on the meetings and conventions segment. Previously, Sullivan spent six years at Visit Baltimore. In her role as a senior national sales manager, she specialized in government and union markets. Sullivan is also experienced with the sports market having worked directly with the Maryland Sports Commission to secure and organize numerous sporting events for the region. She held sales- and meetings-related positions with hotels in the Baltimore area earlier in her career.

Sullivan is a Certified Association Sales Executive (CASE) and member of the Society of Government Meeting Planners (SGMP), Association of Meeting Professionals (AMPS) and Professional Convention Management Association (PCMA) where she serves on the board of directors. Sullivan lives outside Annapolis, Maryland, with her husband and daughter.

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Alexis O'Connor brings to Destination Cleveland nearly eight years of experience selling mid- to large-scale meetings and conventions with a focus on medical and sporting events. Most recently, O'Connor served as national sales manager for Visit Baltimore where she secured numerous new and emerging meeting and convention opportunities that resulted in significant economic impact for the region. Through additional experience earlier in her career, O'Connor is a knowledgeable sales resource for medical conferences and conventions, a focus that allows her to bolster Cleveland's sales growth at the national level.

O'Connor obtained her Bachelor of Science degree in Mass Communication from Towson University and is a member of PCMA, Meetings Professional International (MPI), AMPS, International Association of Exhibitions and Events (IAEE) and National Association of Sports Commissions (NASC). She lives in Catonsville, Maryland with her husband.

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ABOUT DESTINATION CLEVELAND: *Destination Cleveland is Cleveland's convention and visitors bureau. This private, non-profit organization's mission is to drive economic impact and stimulate community vitality for Greater Cleveland through leisure and business travel. Cleveland welcomes more than 17 million visitors annually. For more information, visit www.thisiscleveland.com.*