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VISIT AURORA ANNOUNCES APPOINTMENT OF NEW CEO

Bruce Dalton Named President and Chief Executive Officer

Mar. 27, 2017 (Aurora, CO) – Visit Aurora is proud to welcome Bruce Dalton as President and Chief Executive Officer. Dalton succeeds Visit Aurora’s former President and CEO, Gary Wheat, who established the organization in 2010.

“After a thorough and deliberate vetting process, the Board of Directors could not be happier with our selection of Bruce Dalton as we navigate through the evolving and expanding landscape of our destination,” said Visit Aurora Chairman, Gian Gandolfo. “Bruce’s experience in hospitality will help us continue to attract both large and small business event groups to the region. We look forward to seeing his leadership in action as the Visit Aurora team elevates Aurora as the thriving and sought after destination that it is.”

Dalton is a second-generation leader in the hospitality industry. He comes to Visit Aurora with 29 years of industry experience, most recently serving as Vice President of Groups360, a Nashville-based hospitality company. In his previous role, he served as Managing Director of Sales for the Grapevine (Texas) Convention & Visitors Bureau. Dalton began his career as a bellman at the Twin Bridges Marriott Hotel and then progressed with positions with Marriott and Hyatt hotels, as well as sales roles with the convention and visitors bureaus in San Antonio, Nashville, Hawaii, and Fort Worth.

“It is an incredible honor to join the Visit Aurora team and I look forward to the growth of Aurora as a meetings and leisure destination,” said Dalton. “Aurora, the gateway to the Rocky Mountains, is a special place with more than 100 parks, 50 miles of trails and six public golf courses.”

Dalton is a member of Meeting Professionals International, American Society of Association Executives, Professional Convention Management Association, and Destination Marketing Association International, and was the co-founder of the Hospitality Industry Golf Organization.

"We have seen exponential growth in our tourism industry since Visit Aurora's inception in 2010," Aurora Mayor Steve Hogan said. "Because of Visit Aurora's tremendous efforts, the city's reputation as a leading Colorado destination continues to grow. I look forward to working with Bruce as he leads the way in growing and enhancing Visit Aurora's programs and initiatives."

About Visit Aurora

Established in 2010 as one of Colorado's newest tourism organizations, Visit Aurora contracts with the City of Aurora to position Aurora, Colorado, as a premier destination and spread awareness of its regional and national accomplishments.

Tourism supports 7,000 jobs in Aurora and generates \$25 million in state taxes and \$22 million in local taxes. It also saves each household in Aurora hundreds of dollars in taxes every year. In total, Visit Aurora works with 54 hotel partners (over 9,000 rooms), and partners with the Aurora Chamber of Commerce, Aurora Economic Development Council, Aurora Sister Cities, Fitzsimons Redevelopment Authority, and the City of Aurora to create a business and visitor friendly environment for all.

The Visit Aurora staff is here to assist you with your visit, from answering questions and providing resources to facilitating your meeting or event through our complimentary services. Our team strives to help make your Colorado experience one you will always remember.

For more information on Aurora, upcoming events or meeting facilities, go to www.VisitAurora.com or call 720.484.8902.

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