



Media Contact:

Randi Westervelt

randiwestervelt@visitaaurora.com

D: [303-326-8684](tel:303-326-8684) O: [303-326-8699](tel:303-326-8699)

FOR IMMEDIATE RELEASE

VISIT AURORA WELCOMES GROUP SALES MANAGER

AURORA, CO, Sept. 25th, 2017 – Visit Aurora is pleased to announce Alex Yampolsky has joined the Convention and Visitors Bureau as Group Sales Manager.

In her role as Group Sales Manager, Yampolsky is responsible for identifying viable customers in assigned markets, tracing potential accounts with a goal of booking business, and maintaining a database of relevant contacts. She will also be heavily involved with developing and maintaining professional relationships with clients to showcase Aurora, Colorado as a premier destination for meetings and conventions.

“Alex’s well-rounded hospitality experience in Colorado will be a strong asset in developing new business for our hotels,” said Bruce Dalton, Visit Aurora President and CEO. “We’re thrilled to have her join the team and know her talents are well-suited for the Visit Aurora mission as we grow our destination.”

As Group Sales Manager, Yampolsky will connect with hotel sales teams to identify new group business opportunities and bridge current client relationships. “Being from Aurora, I am very excited to play a key role in the city’s changes, enhancements, and overall growth,” said Yampolsky. “After working locally in the hospitality industry for some time, I believe that Aurora has a great thing going. It’s flourishing as a destination, perfect for meetings and conventions.”

Yampolsky brings a wealth of experience from well-known Colorado catering and event space organizations including Biscuits and Berries and the Wings Over the Rockies Museum. With a passion for hospitality, Yampolsky previously represented the Hyatt Regency Denver. She holds a master’s degree in Business Administration from Johnson & Wales University in Denver and a bachelor’s degree in Communications from the University of Northern Colorado in Greeley.

“Since joining the sales team, Alex has already made significant strides towards developing new leads for Aurora. I know her success will continue and she’ll be an ambitious member of our sales team,” said Justin Clark, Visit Aurora Director of Sales.

With substantial staff growth and strategic efforts over the past year, Visit Aurora continues to expand and enhance the city’s overall positive presence in the meetings industry.

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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 meetings 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 47 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. Our team strives to help make your Colorado experience one you will always remember. For more information on Aurora, go to www.VisitAurora.com or call 720.484.8902.