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Media Contact: Randi Westervelt

randiwestervelt@visitaaurora.com

D: [720-484-8907](tel:720-484-8907) O: [720-484-8902](tel:720-484-8902)

VISIT AURORA WELCOMES NATIONAL SALES MANAGER

July 10, 2017 (Aurora, CO) – Visit Aurora is pleased to announce Victoria Lewis has joined Aurora’s Convention and Visitors Bureau as National Sales Manager. Lewis will manage all North American sales efforts including development strategies and tactics to acquire and grow relationships with potential clients. Lewis will play a major role in furthering Visit Aurora’s mission to strengthen the city’s reputation as the choice destination for Colorado meetings and events.

“Victoria’s strong knowledge of sales, hospitality, and hotel management will be invaluable for serving the growing volume of clients entering the Aurora market,” said Bruce Dalton, Visit Aurora President and CEO. “Her background and talents are a perfect fit for the personal service that Visit Aurora is known for.”

As the new National Sales Manager, Lewis will identify and connect with meeting, convention, and association planners to drive overnight visitors to the city. “I am thrilled to join the Visit Aurora team and look forward to great things on the horizon for our destination,” said Lewis. “As a resident of Aurora, I truly believe it is a fantastic place to live, do business, and play. I’m fortunate to help tell the stories of this community while raising awareness of the different activities, services, and industries thriving in the region.”

Combined with her passion for hospitality, Lewis brings a wealth of experience from well-known industry brands including Marriott, Westin, and Crowne Plaza in the Denver and San Diego Markets. She holds a bachelor’s degree in Management, Business Administration from the University of California, Irvine.

“Since joining the sales team, Victoria has already made a significant impact while developing important customer relationships. I know her success won’t stop there and that she will be a strong and positive leader for 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 tourism industry while remaining the choice destination for any event.

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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