



CONVENTION & VISITORS BUREAU

FOR IMMEDIATE RELEASE

January 4, 2010

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Sarasota Convention & Visitors Bureau

Hires Cultural Tourism & International Sales Manager

SARASOTA – The Sarasota Convention & Visitors Bureau (SCVB) is proud to announce that Lynn Hobeck-Bates has been hired to fill the position of Cultural Tourism & International Sales Manager. This newly created position for the SCVB will have the task of leading cultural tourism marketing efforts for the destination, including being the primary liaison within the organization with the communities many cultural groups. Mrs. Hobeck-Bates will also focus on raising visitation numbers to Sarasota County from International Markets.

Ms. Hobeck –Bates comes to the SCVB from The John & Mable Ringling Museum of Art where she was the Public Relations Manager for three years. Previous to that she worked with another local Sarasota County organization, SCOPE, where she served as the Communications Manager.

“I look forward to bringing my knowledge and passion of Sarasota County to aid in raising awareness of this destination, both to art lovers and the International market alike,” stated Mrs. Hobeck-Bates, “and the best part about it is that I get to work with like-minded folks in the process. I am excited to have had the chance to hit the ground running and am already actively meeting with community leaders and SCVB partners to make sure 2010 is as successful as it can be for this new position.”

The Sarasota Convention & Visitors Bureau leads and supports the tourism industry in Sarasota County by providing the highest quality, and most innovative, marketing programs and promotions to ensure the continued growth of tourism and travel from visitors around the world. For more information on the functions of the SCVB, contact Erin M. Duggan at (941) 955-0991, ext. #108, or eduggan@sarasotafl.org.

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