

FOR IMMEDIATE RELEASE

December 2008

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Lee County Visitor & Convention Bureau announces new tourism sales manager

LEE COUNTY, FL (USA) – The Lee County Visitor & Convention Bureau (VCB), representing The Beaches of Fort Myers & Sanibel in southwest Florida, welcomes a new member to the staff: Erick Garnica, tourism sales manager.

Garnica will develop and implement sales programs for the international and wholesale markets and will act as the primary in-house resource for the VCB's current international sales offices based in London and Germany.

Garnica will build and manage relationships with receptive tour operators as well as facilitate all aspects of familiarization trips to the destination. Also, he will assist in implementing follow up to international sales trade shows such as World Travel Market, Florida Huddle, ITB and Pow Wow. Furthermore, Garnica will work with hotel partners through tour operator sales calls and by organizing destination training to North American tour operator call centers.

Garnica comes to the VCB with a strong hospitality background. Most recently he worked as the marketing coordinator at Coral Hospitality in Naples, Fla. where he was charged with analyzing the effectiveness of the company's marketing materials, as well as coordinating all aspects of the marketing plan. He also worked at LXR - Luxury Resorts & Hotels, as the wholesale leisure sales coordinator, for The Registry Resort & Club / Edgewater Beach Hotel & Club, located in Naples.

Garnica holds a bachelor of science degree in business administration from Hodges University and is fluent in Spanish.

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Editor's note: *Image available upon request.*