

**FOR IMMEDIATE RELEASE**

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**CVB Update: Peggy Coleman Joins as Vice President, Tourism and Community Relations**



Ithaca, NY- The Ithaca/Tompkins County Convention and Visitors Bureau, a division of the Tompkins County Chamber of Commerce, announced today that Peggy Coleman has been hired as the new Vice President, Tourism and Community Relations. Ms. Coleman brings over 29 years of demonstrated success in destination marketing to the Ithaca/Tompkins County team, most recently as President of the Steuben County Conference and Visitors Bureau headquartered in Corning, NY.

With extensive experience in sales, marketing, visitor services, and organizational management, Ms. Coleman will lead the CVB team to develop and deploy a creative integrated strategic marketing plan, a comprehensive and highly effective visitor services program, and increase group tourism as well as meeting and conference business to Ithaca and Tompkins County. In addition to her extensive experience, Ms. Coleman brings a wealth of connections to tourism industry professionals on state, national, and international level.

“I am excited to join this talented team to market the unique visitor assets of Tompkins County. My goal is to share the stories of Ithaca and Tompkins County with the world, and to invite visitors to experience our destination in every season.” said Ms. Coleman. “The work of the CVB has a positive impact on the quality of life of local residents,

“Peggy’s wealth of experience and industry knowledge made her a perfect addition to the CVB and Chamber team. Her appointment demonstrates our continued commitment to growing Tompkins County as a prime tourism destination in the Finger Lakes, and supporting its long term economic growth,” said Jennifer Tavares, President & CEO of the Tompkins County Chamber of Commerce. “Our evolving tourist demographics and recent successes provide us an opportunity to be leaders within the industry, while continuing to provide exceptional service to visitors and local tourism partners.”

“Ms. Coleman is the perfect leader to increase local tourism and economic impact, and take the CVB to the next level of performance,” said Jerry Dietz, Chamber Board Chair. “Our comprehensive search led us to a very experienced and talented destination marketing organization leader with years of experience right here in the Finger Lakes—our Board couldn’t be more thrilled.”

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**About the Ithaca/Tompkins County Convention & Visitors Bureau**

A division of the Tompkins County Chamber of Commerce and funded through the Tompkins County Tourism Program, the Ithaca/Tompkins County Convention and Visitors Bureau is the official destination marketing organization for Ithaca and Tompkins County. Through its three visitor centers, multiple websites and ongoing marketing efforts, the bureau helps attract more than 840,000 visitors annually, generating local economic impact in excess of \$160 million per year. Additional information is online at [VisitIthaca.com](http://VisitIthaca.com).