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Michelle Devine Joins Visit Newport Beach Inc. Conference Sales Team as National Account Director

Luxury hospitality sales expert brings over 20 years of extraordinary expertise to Visit Newport Beach Inc.

NEWPORT BEACH, CA (July 8, 2014) – The Visit Newport Beach Inc. Conference Sales team is delighted to announce Michelle Devine as newest member of the company as National Account Director. With more than twenty years of group sales experience, including ten years of leadership at two Newport Beach luxury properties, Devine is prepared to launch into a year of results-oriented group business sales.

“We were diligent with the recruitment process, to ensure we found the perfect fit,” says Michelle Donahue, senior vice president of sales. “We had three main objectives for the position, we were looking for a dynamic professional who could deliver aggressive group business results to our hotel partners, have an active Northeast network and someone who fits into our internal culture; we are ecstatic that Michelle fits all three criteria.”

Having last held a vital role at Newport Beach’s Balboa Bay Resort, Devine as director of sales, earned the accolade of “Director of Sales of the Year” for Pacific Hospitality Group in 2012. Devine oversaw

leisure, group and corporate sales for the resort. Prior to that, Devine held key senior sales roles with MGM Mirage Resorts, St. Regis Hotels and Resorts, golf clubs and the Irvine Company. Devine's intimate knowledge of the industry, invaluable experience with luxury clientele and vast expertise of the sales craft, will be tremendously rewarding for the entire Newport Beach hospitality community.

"I wanted to get back to my true passion, that is sales," says Michelle Devine, "my supervising roles as director removed me from the exciting challenge of selling group business and at this stage in my career, I am looking forward to working with clients again, booking business and immersing myself in the community that I love."

Devine is charged with strategically positioning Newport Beach as the leading destination for meetings, conferences and events. Her new expanded role will allow her to represent all seven of Visit Newport Beach Inc.'s hotel partner properties in her territories of the Northeast and Los Angeles, California.

Devine's network spans several industries across the country. Devine has a proven track record under belt managing multi-million dollar budgets, developing and managing effective business plans, as well as short and long term strategic group sales plans to consistently generate new group business.

Devine is a nominee for 2014 Orange County Business Journal's Women in Business Award and earned 2013 Hotel Sales Team with the

highest market share performance improvement year-over-year by Pacific Hospitality Group. Devine part of industry associations including Meeting Planner International Orange County and SITE SoCal.

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About Visit Newport Beach Inc.

Visit Newport Beach Inc. is a not-for-profit, 501(c)6 destination marketing organization that positions Newport Beach as a premier visitor and conference destination. For more information, go to VisitNewportBeach.com.