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**NEWPORT BEACH & COMPANY PRESIDENT & CEO,
GARY C. SHERWIN, APPOINTED CHAIRMAN FOR
DESTINATION MARKETING ASSOCIATION INTERNATIONAL**

NEWPORT BEACH, Calif. (August 9, 2016) – Hospitality-industry veteran, Gary C. Sherwin, CDME, has been appointed as chairman for Destination Marketing Association International (DMAI), the global trade association for official destination-marketing organizations. Sherwin was appointed as DMAI chairman at its annual conference held in Minneapolis, Minn. on Aug. 3, 2016.

"Gary has a passionate dedication to the hospitality and tourism industry and commitment to his work alongside fellow DMAI members," said Don Welsh, president & CEO of DMAI. "We will certainly rely on his expertise and experience and look forward to his many contributions that will help move our industry forward."

In his new role as DMAI Board Chairman, Sherwin will work alongside DMAI President & CEO Don Welsh and the global association's new executive team to transition the organization into a high-performing association focused on supporting its members. Under Sherwin's leadership, he will spearhead a renewed focus on education, certification, accreditation and advocacy opportunities for DMAI members around the world.

"I am honored to represent our industry and advance educational opportunities for the association's members across the globe," said Sherwin. "It's a new day for DMAI as we work together to recognize and seize those opportunities that will bring value and collaboration across the industry. Today's travelers are seeking unique destination experiences, which presents a promising opportunity for destination-marketing organizations like never before."

Sherwin has spent the last 10 years as president & CEO of Newport Beach & Company. As president & CEO, Sherwin is responsible for overseeing the destination-marketing organization and its subsidiaries, which promote the city of Newport Beach, Calif. as a premiere luxury conference and leisure destination. He has created the destination-marketing organization of the future where six stand-alone business units work together to promote the city of Newport Beach, including all tourism, conferences, economic development, signature events, restaurants and the local TV station.

Prior to joining Newport Beach & Company, Sherwin served as the vice president of market development for the Palm Springs Desert Resorts Convention & Visitors Authority. Nationally recognized as a leader and consultant in community-brand development, he co-authored the international, best-selling book *Destination BrandScience™*, published by the International Association of Convention & Visitors Bureaus (now known as DMAI) in 2005.

In 2015, Sherwin received the Orange County Visitors Association's most prestigious honor – The Legacy Award, which recognizes a visionary in the tourism industry for contributing to the awareness, positive reputation and growth of tourism in Orange County. The award has been given to the likes of Walt Disney, Henry Sergerstrom, the Walter Knott Family and Done Hansen.

In 2011, California State University, Fullerton named Sherwin a Vision and Visionary by the university, its highest honor given to alumni. He was also inducted into the department of communications wall of fame. Sherwin is accredited by the Public Relations Society of America (APR) and has also received his Certified Destination Management Executive (CDME) credential from the Destination Marketing Association International.

For more information, please visit www.newportbeachandco.com

About Newport Beach & Company

Founded in January 2013, Newport Beach & Company is a non-profit organization established to serve as the official marketing agency for the city of Newport Beach. The agency brings together all of the marketing entities

connected to the Newport Beach brand, and is designed to oversee separate business units that include Visit Newport Beach, Dine Newport Beach, Celebrate Newport Beach, Enterprise Newport Beach and Newport Beach TV. For more information, please go to NewportBeachAndCo.com.

About Visit Newport Beach, Inc.

Visit Newport Beach, Inc. is a non-profit, 501(c)6 marketing organizations under contract with the City to position Newport Beach as a visitor and conference destination. Visit Newport Beach, Inc. sells the destination through direct sales efforts such as database marketing, lead generation, trade show participation, and familiarization tours for potential clients. In addition to these direct sales efforts, it promotes Newport Beach through advertising, international, collateral, online public relations and efforts. Visit Newport Beach, Inc. is funded primarily by the city of Newport Beach through Transient-Occupancy Tax (TOT) and through a Tourism Business Improvement District (TBID). For more information, please go to VisitNewportBeach.com.

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