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**MONTEREY COUNTY CONVENTION & VISITORS BUREAU  
NAMES BRUCE SKIDMORE NEW DIRECTOR OF SALES**

*Industry veteran's experience includes Marriott Hotels & Resorts, Walt Disney Parks & Resorts*

**MONTEREY COUNTY, CALIF. – May 23, 2007** – The Monterey County Convention & Visitors Bureau (MCCVB) recently announced that Bruce Skidmore has been named Director of Sales of the organization. Skidmore joins the bureau from Marriott/Renaissance Hotels & Resorts, where he served as Area Director of Sales for several of the organization's properties.

As Director of Sales, Skidmore, a 20-year hospitality management industry veteran, will promote Monterey County as a destination for group meetings to increase hotel room night bookings and revenue for local businesses. His responsibilities will include directing sales for groups and conventions as well as tour operators and travel agents.

Skidmore served as Area Director of Sales for Marriott/Renaissance Hotels & Resorts for four years. Previously, he was Vice President of Convention Sales and Marketing for the Mobile Bay Convention & Visitors Bureau in Mobile, Ala. and spent eight years as a Senior Sales Manager for Walt Disney Parks & Resorts in Lake Buena Vista, Fla. Skidmore began his career with Marriott Hotels and Resorts, where he spent nine years in various sales managerial roles.

“Bruce is an outstanding addition to an exceptional sales team,” said Michael Oprish, MCCVB board member and General Manager of Bernardus Lodge in Carmel Valley, Calif. “His many years of multi-property sales experience, combined with extensive destination sales expertise, demonstrate a proven track record in effective leadership of sales strategies and team building.”

A graduate of Pennsylvania State University, Skidmore has a bachelor’s degree in hotel, restaurant and institution management and is a member of Meeting Professionals International and the Society of Incentive and Travel Executives (SITE). He was previously a member of the Professional Convention Management Association and the American Society of Association Executives.

**VISITOR INFORMATION**

Monterey County is located 120 miles/192 km south of San Francisco and 345 miles/552 km north of Los Angeles along the classic California corridor. The region boasts 99 miles of prime Pacific Coastline, the Monterey Bay National Marine Sanctuary, three historic missions, 40,000 acres of premium vineyards, 25 golf courses and nearly 200 lodging properties. Monterey County includes the Monterey Peninsula, Big Sur, North County and the Salinas Valley. The Monterey Peninsula Airport (MRY), just three

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In partnership with Monterey County and the cities of Carmel-by-the-Sea, Del Rey Oaks, Marina, Monterey, Salinas, Sand City, Seaside and Soledad

miles from historic downtown Monterey and minutes from the area's major attractions, is served by non-stop flights to and from Denver (DIA), Salt Lake City (SLC), Las Vegas (LAS), Phoenix (PHX), Los Angeles (LAX and ONT), San Diego (SAN) and San Francisco (SFO). [www.montereyinfo.org](http://www.montereyinfo.org).

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