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For more information:
Joel Cliff, Media Relations Manager
Phone: 717-735-0311
E-mail: jcliff@padutchcountry.com

Editor's note: Image attached.

Messina joins PA Dutch CVB as Managing Director, Sales
Hospitality veteran brings wealth of experience to destination's sales efforts

(Lancaster, Pa.) The Pennsylvania Dutch Convention & Visitors Bureau (PA Dutch CVB) has hired **Mike Messina** as its new Managing Director, Sales. He will oversee the strategic direction of the organization's tourism and meeting & convention sales departments, in promoting travel to Lancaster County.

"With his combined background in tourism sales, staff development, and project management, we're thrilled to welcome Mike to our team," said Chris Barrett, PA Dutch CVB President and CEO. "As a long-time and active member of our organization, including service on our board, Mike has a first-hand grasp of what our members need, and we look forward to his contributions in further growing Lancaster County as a leading travel destination"

Prior to joining the CVB, Messina worked at Willow Valley Resort & Conference Center, most recently as general manager. During his more than two decades at Willow Valley, he also served as banquet manager, assistant front office manager, and vice president of sales & marketing. A resident of Lancaster, Messina holds a bachelor's degree in business administration from Elizabethtown College.

Lancaster County is a wonderful blend of urban style and rural splendor, and the PA Dutch Convention & Visitors Bureau is dedicated to promoting its many rich cultures, from the Amish to the arts. Travelers can take in our vibrant downtown city life – with galleries, great dining, specialty shops, and live music – or explore surrounding towns and villages to get a sampling of the heritage, food, craftsmanship, and hands-on activities for which Lancaster is famous. Visit us at www.discoverlancasterpa.com. Lancaster is also part of Pennsylvania's [Dutch Country Roads](#) region, a true vacation destination where country meets city and the past lives side-by-side with the present.