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**BROCK RETURNS TO VISITHATTIESBURG
AS PROGRAMS AND PROMOTIONS MANAGER**

April 2, 2018 (Hattiesburg, Miss.) – The Hattiesburg Tourism Commission is pleased to announce the addition of experienced tourism professional Kristen Brock as its new Programs and Promotions Manager. Brock brings extensive knowledge of Hattiesburg’s tourism industry and a strong community outreach network to the team in this community liaison role.

“Tourism is a significant and increasing part of Hattiesburg’s economy, and we are currently in growth mode across numerous fronts in our community. Applying the right strategies today will help us maximize Hattiesburg’s growth for the long-term. That’s why we are excited to add Kristen to the team; her skills and her experience will help us to strengthen our partnerships as well as enhance the overall experience for Hattiesburg’s many visitors,” VisitHATTIESBURG Executive Director Marlo Dorsey said.

Brock will primarily focus on VisitHATTIESBURG’s programs and partnerships, including the newly formed Hattiesburg Hotel and Hospitality Association, the Mississippi Miss Hospitality competition, and the Hattiesburg Alliance for Public Art. Brock will also serve as a community liaison with tourism partners throughout the community, including the Historic Hattiesburg Downtown Association, to maximize collaboration and support services aimed to enhance the overall experience for Hattiesburg’s visitors.

“My passion for Hattiesburg and its tourism industry has deep roots, and there’s no more exciting time than now to rejoin the VisitHATTIESBURG team. With enthusiastic new leadership and the unprecedented growth of attractions, lodging, shops, and eateries, Hattiesburg is thriving as a visitor destination. I am excited to serve as a member of this dynamic team,” Brock said.

Downtown Hattiesburg Association’s Executive Director Andrea Saffle has witnessed an increase in overall business traffic downtown, including visitor growth and a surge in event attendance.

“There is an enthusiasm in Hattiesburg right now, and Downtown Hattiesburg is enjoying many new features and benefits of a resurgence of economic vitality. It’s fun and professionally fulfilling to be a part of a thriving community, but it also requires us to provide more resources and services as our market grows too. We are excited to have Kristen be a part of the outreach team that can provide programming and promotions support to our efforts,” Saffle said.

Prior to her stint as HubCitySPOKES Advertising Manager, Brock worked as Sales Manager for both VisitHATTIESBURG and the Hattiesburg Convention Commission for 13 years. She was part of the original team who created the new HBURG logo that is used today.

In 2008, Brock was the youngest representative selected to serve on the state board of Mississippi Society of Association Executives. Additionally, Brock served on the Miss Hospitality board and continues to serve on the Pinebelt Sales and Marketing Professionals board as well as the United Way of Southeast Mississippi communications committee.

Brock is originally from the Mississippi Gulf Coast but has lived in Hattiesburg for 17 years. She and her husband Paul have three sons, Colin, Noah, and Andrew.

VisitHATTIESBURG's mission is to increase Hattiesburg's overnight visitor stays for both business and leisure travel through sales and marketing efforts, strategic partnerships, and visitor services. In 2016, Hattiesburg was the third most visited city in Mississippi with more than 1.8 million visitors, whose combined spending was more than \$274 million in the local economy.

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