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FOR IMMEDIATE RELEASE

### **Visit York County welcomes Jenny Waller as the new Vice President of Destination Services**

Jenny Waller has been named the new VP of Destination Services at Visit York County. Waller recently began her tenure with Visit York County on July 23. She brings travel and tourism industry knowledge and skills to York County from her previous work experience with the SC Department of Parks, Recreation & Tourism (SCPRT).

Waller's responsibilities as Visit York County's new VP of Destination Services include organizing, coordinating and directing all operations, programs and personnel required for servicing meetings and events. By working closely with CVB staff and event organizers, Waller will determine servicing requirements and other support needed by the planning organizations working with Visit York County.

"York County is such a growing area and I look forward to promoting the destination to groups who are considering York County as the destination for their event," said Waller.

After starting her career at the Charleston Convention and Visitors Bureau, where she focused on tasks such as media, membership and event planning, Waller took a position at the SC Department of Parks, Recreation & Tourism in event planning management. While working at SCPRT, Waller planned the Annual Governor's Conference on Travel and Tourism and managed the state's annual Tourism Advertising Grant program.

"Jenny was the perfect fit for this role due to her previous experience in event planning at Charleston's CVB and the State of South Carolina tourism office," said Billy Dunlap, President/CEO at Visit York County. "Her experience provides her with the knowledge of what we do as an organization, so it was an easy decision to choose her for the position. We are excited about what she brings to Visit York County."

For more information, please call (803) 329-5200.

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[Visit York County, SC](#) (also known as the Rock Hill/ York County CVB) is the destination marketing organization (DMO) responsible for developing an authentic, unified identity for York County, SC. As a DMO, the CVB's goals are to promote the long-term development and marketing of their destination, focusing on convention, sports and leisure sales, tourism marketing and services. The organization works in collaboration with the CVB board as well as the York County Council and appropriate funding sources. In 2008, Rock Hill/ York County CVB became the first accredited destination marketing organization in South Carolina.