



Greater Williamsburg CHAMBER & TOURISM ALLIANCESM

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Alliance promotes Bob Harris to Vice President, Tourism

(Williamsburg, VA) – The Greater Williamsburg Chamber & Tourism Alliance announced that Bob Harris is promoted to the position of Vice President of Tourism effective June 1. Harris is currently Director of Tourism Marketing, a position he has held since July 2007.

In his new role, Harris will develop and manage programs that will increase tourism to the Williamsburg area. All Alliance tourism staff, including those in group tour marketing and conference sales, will report to Harris. He also represents the Alliance on the Marketing Resource Task Force of the Williamsburg Area Destination Marketing Committee.

“When we hired Bob Harris last year we knew that he would add tremendous energy and creativity to our tourism marketing efforts,” said Dick Schreiber, President and CEO of the Alliance. “In just a few months he has established strong ties in the community, launched bold, new initiatives – including the opening of the New Kent Welcome Center—and earned the respect of his colleagues at the Alliance and the entire local tourism industry. Promoting the Williamsburg area as a travel destination is one of our most important mandates as an organization, and the Alliance as well as our entire destination will benefit from his leadership.”

Before joining the Alliance staff, Harris served for seven years as Director of Global Marketing for the Georgia Department of Economic Development. Prior to that position, he served as Executive Director of the Gwinnett (GA) Convention & Visitors Bureau. His career is highlighted by extensive experience in sales and marketing, dating to 1988, when he was in hotel sales for Lodging Unlimited in Williamsburg. Harris is a graduate of James Madison University with a B.S. in Business Management and Hotel Restaurant Management.

Established in 1938, the Greater Williamsburg Chamber & Tourism Alliance is a non-profit organization comprised of more than 1,000 members. Its purpose is to sustain, enhance and promote the business community of the Historic Triangle (City of Williamsburg, James City County and York County).