



## **PRESS RELEASE**

For Immediate Release

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### **Alise Hale Joins Gaylord Area Convention & Tourism Bureau as Group Sales Manager**

Gaylord, MI - The Gaylord Area Convention & Tourism Bureau is pleased to welcome Alise Hale as their Group Sales Manager. A lifetime Northern Michigan resident, Alise is excited to bring her expertise in the travel and tourism industry to the Gaylord area.

An Alma College graduate, Alise has a strong background in graphic design, marketing, sales, group services, business development and hospitality. Her most recent position was serving as the Sales & Partnership Director for the West Michigan Tourist Association, where she planned and executed strategic sales plans to increase partnerships and solidify client relationships.

“Alise has a solid foundation in the travel and tourism industry and will bring a great deal of experience and insight to our organization,” commented Paul Beachnau, Executive Director of the Tourism Bureau. “We’re excited to have her on our team to help this new position grow.”

The Tourism Bureau created the Group Sales Manager position to better utilize our community’s event, wedding, conference and meeting amenities. The Group Sales Manager will connect with meeting and event planners, associations and sporting groups to facilitate bringing more business to our community.

Alise describes herself as a “foodie” in her free time and loves having new culinary experiences, whether that means dining or cooking. An avid outdoors enthusiast, she participates in boating, hiking, downhill skiing and other types of winter recreation. Alise and her husband, Chris, travel frequently to see their 3 children attending college throughout the Midwest, and also have a son in high school.

Alise commented, “starting this position with the Gaylord Area Tourism Bureau feels like the stars aligned. I’m thrilled to begin a new opportunity with this organization and absolutely delighted by the reception they’ve shown me so far.”

The Gaylord Area Convention & Tourism Bureau is located at 319 West Main Street in downtown Gaylord. For more information on group sales, meetings and conferences, please contact Alise Hale at [alise@gaylordmichigan.net](mailto:alise@gaylordmichigan.net) or 231-350-2973.