

August 31, 2017

Tourism Victoria names Miranda Ji as Vice-President of Sales, Victoria Conference Centre and Business Events Victoria

VICTORIA, B.C. – Tourism Victoria is pleased to announce Miranda Ji has been appointed Vice President of Sales, Victoria Conference Centre (VCC) and Business Events Victoria (BEV).

The Vice President of Sales is an executive position responsible for developing strategic partnerships and ensuring Tourism Victoria meets revenue and room-night targets set by the organization's Board of Directors.

Miranda was promoted to this position after exceeding targets in her role as Director of Sales for the Victoria Conference Centre and Business Events Victoria — a crucial role for Tourism Victoria, which took on sales and marketing of the VCC on Jan. 1, 2017.

"Miranda has proven herself and surpassed expectations. She knows the market and has the necessary sales expertise. We could not ask for a better person to lead our team during this period of ongoing growth," says Paul Nurse, President and CEO of Tourism Victoria. "Miranda deserves full credit for earning her new title and the responsibilities that go with this position. She is highly regarded by her customers and colleagues, and her team's numbers speak for themselves."

"This has been an incredible opportunity and I am thrilled to be part of the team that is providing real leadership for our industry. The VCC has a vital role to play in the long-term health of the tourism industry in our region," says Miranda Ji, Vice President of Sales, Victoria Conference Centre and Business Events Victoria. "The Business Events Victoria team really rose to the challenge we were given, and we look forward to continuing to bring delegates from around the world to major conferences and meetings in our city."

"Miranda's leadership and strategic focus has ensured that the talented Business Events Victoria sales team is positioned for ongoing success in inking business for Victoria while continuing to earn our reputation as one of the top up-and-coming meeting destinations in the world," says Jocelyn Jenkyns, Deputy City Manager, City of Victoria. "We are truly lucky to have someone of Miranda's talents in our city."

Miranda holds the Certified Meeting Professional designation from the Convention Industry Council and the Certified Association Sales Executive designation from the Professional Convention Management Association. Miranda completed a Bachelor Degree in Education from the University of Victoria.

The **Victoria Conference Optimization Network** (VCON) was created to build the foundation that allowed Tourism Victoria, the Victoria Conference Centre and their partners to work toward deeper collaboration to effectively bid for and win more business together. With a Director of Sales now in place, the network can kickstart the VCON process of securing conference business for our region.

Business Events Victoria is the meetings, conventions and major event division of Tourism Victoria and has worked steadily in the past two years to grow the amount of confirmed conference and meetings business contracted for our destination. Having this business on the books provides for stable and predictable revenue for our accommodation sector and all the small- and medium-sized businesses that rely on the economic benefit of hosting meetings and conferences in our region.

Tourism Victoria (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing organization working in partnership with more than 950 businesses and municipalities in Greater Victoria.

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