

**For Immediate Release:**

March 10, 2017

Contact: Katherine White

P: 214.883.3809 | [katherine@marketlubbock.org](mailto:katherine@marketlubbock.org)



## Visit Lubbock Welcomes a New Sales Manager

---

**(LUBBOCK)** –Visit Lubbock is excited to announce the promotion of Lisa Branson from sales and servicing coordinator to sales manager.

In her new role, Branson’s primary market focus includes education, social, fraternal, wedding and reunion groups. She will proactively work to promote Lubbock as a convention and meeting destination.

Branson’s passion for the tourism industry began in college where she spent some time in Italy studying wine tourism. Upon graduation, she developed her client relations skills while working at The Broadmoor, a AAA Five Diamond resort in Colorado Springs, Colo.

“The Visit Lubbock Team celebrates Lisa’s transition into her new role on our sales team,” said John Osborne, president and CEO of Visit Lubbock. “With her knowledge of the industry and unique perspective, I am confident she will excel as a sales manager and draw more visitors to our city.”



Branson’s previous role as Visit Lubbock’s sales and servicing coordinator allowed her to see the West Texas hospitality Lubbock is known for as she provided assistance to clients and communicated regularly with group representatives and area hotels.

As a graduate of Texas Tech University, Branson received a Bachelor of Science in Restaurant, Hotel and Institutional Management. She served as the university’s homecoming coordinator and worked with various departments within the Texas Tech Student Union and Activities. Branson went on to attain a Master of Tourism Management from Colorado State University in Fort Collins, Colo.

---

### **About Visit Lubbock and Lubbock Sports**

Visit Lubbock is Lubbock’s official Convention & Visitors Bureau, charged with increasing the activity of leisure, sports, meeting and convention travel to Lubbock. Since 2004, Visit Lubbock and Lubbock Sports have booked more than 4,925 events or conventions, resulting in 4.2 million visitors, 1.5 million room nights and \$461.4 million in direct economic impact to the Lubbock area. For more information, or to receive a free Visitor’s Guide, please call 800.692.4035 or go to [VisitLubbock.org](http://VisitLubbock.org). For our latest events, check out our Facebook page at [Facebook.com](https://www.facebook.com/visitlubbock) and search for Visit Lubbock and/or Lubbock Sports.

###