



FOR IMMEDIATE RELEASE

CONTACT:

Kim Sabow
President & CEO, AzLTA
ksabow@azlta.com

Longtime Tourism Partner Joins AzLTA

PHOENIX, AZ (February 11, 2016) - The Arizona Lodging and Tourism Association and Valley Hotel and Resort Association are pleased to announce David Drennon as the new Executive Vice President. David brings extensive industry knowledge from his most recent role as VP, Strategic Initiatives at the Arizona Commerce Authority, where he worked to promote Arizona's tourism and business assets, climate and culture to global markets including Canada, Mexico, China, England, Germany, France, India, Norway and Taiwan.

"Through global trade and tourism missions, statewide Governor's conferences and other opportunities, David has been a critical asset in presenting our state as the best place to visit in the United States, and an incredible place to explore, settle, work and raise a family," said Kim Sabow, President and CEO of the Arizona Lodging and Tourism Association. "Many of our stakeholders have worked with David over the past ten years in support of our state's gems - both urban and rural. He is a great addition to our team."

David brings an incredible background in marketing and media to AzLTA and VHRA. He led daily news product development for channels 12 and 15 in the Valley, and maintains an extensive network of connections which will be important to growing our statewide brands in the coming months and years. He additionally produced one of the state's first and only nationally televised commercials showcasing the value proposition for business leaders and visitors to explore our great state, return and even consider it as a permanent home.

"From world class sporting events and top ranked major league teams to diversified cultural experiences, and some of the nation's best resorts, spas and dining for foodies, Arizona is home to incredible assets and I look forward to helping promote all we have to offer," said Drennon. "This is an exciting opportunity in support of one of our state's most important industries, and I am energized and excited to begin."

David will officially join the team next week, and we look forward to introducing him to our statewide members during the annual [Tourism Unity Dinner](#) on Thursday, February 25 at The Westin Kierland Resort & Spa.

For additional information, please contact Kim Sabow, President and CEO at the Arizona Lodging and Tourism Association at 602-604-0729 or ksabow@azlta.com.

The Arizona Lodging & Tourism Association (AzLTA) is the leading public policy advocate for Arizona's Lodging and Tourism Industries. Representing more than 40,000 rooms statewide and 500 members, including hotels, resorts, attractions, destination marketing organizations, B&B's and related industry partners, AzLTA's mission is to unify, protect, educate and promote the interests of the Arizona Lodging and Tourism Industries. For more information, visit www.azlta.com.

###