FOR IMMEDIATE RELEASE

Media Contact:Renée Williams

rwilliams@exploreedmonton.com
780-917-7894

**Edmonton Tourism’s Kennedy Clayton Named one of 30 Future Leaders of Destination Marketing and Management Industry**

**Edmonton April 9, 2019** – **Edmonton Tourism is thrilled to announce that Kennedy Clayton has been named one of Destinations International’s 30 Under 30 recipients.**

The 30 individuals, 30 years of age and under, will have the opportunity to engage in professional development opportunities throughout 2019 and beyond. The honorees originate from a variety of destination organizations of all sizes and countries.

“The 30 Under 30 program remains critical to our organization’s vision and mission,” said Don Welsh, President and CEO of Destinations International. “The future of the travel and tourism industry remains dependent on today’s young professionals and the Foundation continually invests in the leaders of tomorrow through professional development and mentorship opportunities. We look forward to connecting with the 30 future leaders at this year’s Annual Convention, throughout 2019 and their careers.”

Kennedy Clayton is the Tourism Development Specialist with Edmonton Tourism. Her role is to work with local entrepreneurs to help develop and grow their business to have product that is ready to sell within designated international markets. In her first year, Kennedy helped develop and implement a Marketplace Development Program which supports local operators who attend various marketplaces throughout Canada. Additionally, she created an itinerary that showcased Edmonton which was later picked up by a key Receptive Tour Operator. Kennedy holds a Bachelor of Arts in Recreation, Sport and Tourism from the University of Alberta.

“As a team we are so proud of Kennedy and her accomplishments,” says Maggie Davison, VP of Edmonton Tourism. “Being recognized as one of the top 30 under 30 with Destinations International is truly an honour and a well-deserved acknowledgement. Kennedy works hard to support our industry and stakeholders in the Edmonton region. The entire Edmonton Tourism team is excited to be celebrating with our esteemed colleague.”

Program Benefits:

* Honorees will receive complimentary registration and three nights' hotel accommodations during Destinations International's 2019 Annual Convention.
* Recognition on stage and throughout the 2019 Annual Convention in St. Louis, MO, July 23-25, 2019.
* Complimentary registration for Fundamentals in Destination Marketing, the first course of Destinations International's PDM program.
* Year-round professional development focus, including regular interactive webinars and an online community to share ideas.
* Opportunity to apply to attend the Association of Australian Convention Bureaux's Annual Conference.

“The Destinations International Foundation is proud to support the 30 Under 30 Program,” said Jason Fulvi, Board Chair of the Destinations International Foundation and President and CEO of Visit KC. “This program helps further develop our industry’s leaders of tomorrow. We look forward to having them join us at the Annual Convention and continuing to grow throughout the year.”

Now in its ninth year, the 30 Under 30 program is supported by founding program partner, SearchWide Global and sponsored by IMEX Group, MMGY Global and Northstar Meetings Group.

“Not only does the program bring incredible value to our industry, but it brings unlimited opportunity to the recipients,” said Mike Gamble, President and CEO of SearchWide Global. “By shaping future industry leaders, we can build an even better future for destination marketing.”

For more information about the 30 Under 30 program or Destinations International, visit [www.destinationsinternational.org](http://www.destinationsinternational.org).