



Seattle's Convention and Visitors Bureau

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News Release

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SEATTLE'S CONVENTION AND VISITORS BUREAU ANNOUNCES CONVENTION SALES STAFF NEWS

SEATTLE – Seattle's Convention and Visitors Bureau (SCVB) announced the promotion of Alison LaFollette to Director of the Washington, D.C. Office and the addition of Christopher Garratt as convention sales manager in its Seattle headquarters office. Both Convention Sales Division appointments are effective April 24.

LaFollette was promoted to her new position following the departure of industry veteran Deborah Stinebert. "Alison has quickly gained the respect of our Seattle sales team and our local partners," said Tom Norwalk, SCVB Senior V.P. of Sales & Marketing. "Her sales performance has been outstanding."

LaFollette received her BBA in Hotel and Restaurant Management from James Madison University and since 1995 has had sales and catering sales experience with Hilton and Ritz Carlton Hotels in the Washington, D.C. area. She joined the SCVB sales team in 2001 and has served as Convention Sales Manager in the D.C. office since then.

Christopher Garratt's responsibilities as Convention Sales Manager for SCVB include new business development as well as maintaining relationships with current customers in the education, cultural and public affairs market segments. "We are delighted that Chris will be joining our bureau sales team and returning home to sell the entire region," said Norwalk. "He will bring a lot of enthusiasm and energy to his position."

Garratt most recently served as both sales manager and business development manager for the MGM Grand Hotel in Las Vegas. Prior to the MGM Grand, Garratt worked for Whitman College as an admissions officer and, prior to that, for the Boeing Company.

A Tacoma native, Garratt earned his degree in politics at Whitman College, where he was a scholar athlete in varsity basketball and active in student government, music and theater.

Seattle's Convention and Visitors Bureau is a non-profit economic development agency responsible for competitively marketing Seattle as a destination for meeting and convention groups and leisure travelers. Visitors spend \$3.97 billion in Seattle and King County annually, contributing \$342 million in state and local tax revenues. Direct visitor spending benefits hotels, retailers, restaurants, attractions, transportation services and other businesses, and supports jobs for nearly 60,000 people in the Seattle region.

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