



ABILENE

Convention and Visitors Bureau

1101 North 1st • Abilene, Texas 79601
325.676.2556 • 800.727.7704 • Fax: 325.676.1630
www.abilenevisitors.com

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Nov. 28, 2017

FOR MORE INFORMATION:

Nanci Liles, Executive Director
325-676-2556, nanci@abilenevisitors.com

Convention Bureau announces Communications Hire

ABILENE, TX – The Abilene Convention and Visitors Bureau has tapped public relations professional Kelly Langford Thompson to serve as its new Communications Director.

”We’re thrilled to have Kelly on board,” said Executive Director Nanci Liles. ”Her experience and enthusiasm are a great fit.”

Thompson came to the bureau from the Abilene Zoological Society, where she raised funds and marketed the park to local and statewide visitors. Her prior experience includes serving as Abilene’s Cultural & Heritage Tourism Director, making her a veteran at working with many of Abilene’s best visitor experiences.

Located in the T& P Depot landmark downtown, the Abilene Convention & Visitors Bureau leverages local hotel tax into economic development. The ACVB’s tourism professionals harness the latest travel trends, research and strategies to bring groups and leisure visitors to Abilene. Travelers to the Abilene MSA produced more than \$11.5 million in local receipts in 2016 bringing happy people to stay in local hotels, shop, dine, and enjoy sports, arts and attractions. Established as an affiliate of the Abilene Chamber of Commerce in 1970, the bureau has improved the quality of life and enhanced the Abilene visitor experience for nearly 50 years.