



NEWS RELEASE

FOR MORE INFORMATION, CONTACT:

Jessica Beyer, President & CEO

507-385-6660

jbeyer@greatermankato.com

For Immediate Release

Ashlee White Named Visit Mankato Director

MANKATO, Minn. (February 7, 2023) — Visit Mankato, a business unit of Greater Mankato Growth, Inc. announces new Director, Ashlee White.

Ms. White joins Visit Mankato with more than a decade of public relations and marketing experience across the travel, hospitality, music/entertainment, healthcare and consumer product sectors. Executing strategic and results-driven campaigns, she has worked with tourism boards around the world including the Israel Ministry of Tourism, Visit Tucson, Visit Wales, Visit South Walton, and Los Cabos Tourism. She has also led comprehensive communications efforts for countless hotels, restaurants, events, and attractions within domestic and international destinations. After graduating from Minnesota State University, Mankato, she spent close to a decade working in New York City, before moving back to Mankato.

"We are excited to have Ashlee on board," said Jessica Beyer, President & CEO of Greater Mankato Growth. "I believe her extensive tourism and destination marketing background will allow her to hit the ground running in this role and make a positive impact for our community."

"With her experience working with domestic and international tourism boards, Ashlee will bring a fresh, global perspective to our community," said Trisha Duncan, Chair. "We're excited to see how she'll be able to contribute to the strategic direction and growth for Greater Mankato's tourism economy."

"I'm thrilled to join the Visit Mankato team," said Ashlee White. "I look forward to promoting the destination's expansive offerings, while strategizing new ways to help increase awareness and visitation to Mankato and its surrounding communities."

Ashlee holds a bachelor's degree in mass communications, with an emphasis in public relations, and a minor in marketing from Minnesota State University, Mankato.

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About Visit Mankato:

Visit Mankato, the local destination management organization, is a business unit of Greater Mankato Growth, Inc. (GMG), which also includes the regional chamber of commerce and economic development organization, Greater Mankato Growth, the downtown development organization, City Center Partnership, and GreenSeam, which utilizes agriculture to build on the region's extensive agribusiness assets to develop the ag economy. Visit Mankato leads the development of the visitor economy in Greater Mankato by actively promoting Greater Mankato as a premier destination for conventions, tournaments and tourism. These activities bring a steady flow of visitors and business activity to Greater Mankato that benefits local residents and future visitors. The work of Visit Mankato helps strengthen the hospitality industry which provides jobs, a diverse tax base and amenities for everyone to enjoy.