Convention bureau hires sales manager

FOR THE JOURNAL

Mountain Lakes Convention and Visitors Bureau has hired Whitney Ellis as its new sales manager.



Ellis

Ellis has served as the group sales manager for the CVB part time through a contractual agreement with the South Carolina National Heritage Corridor for two years.

Her role was to develop a group tour sales business with a focus on Motorcoach Groups, Travel Media and Education.

As the new sales manager, she will continue developing the group tour business, but will also be responsible for developing educational tours and a small meetings business.

"During her first year, I challenged her with a goal of four tours. She sold eight. The second year I challenged her to deliver 10 tours. The year is only half over, but she has already sold 12," said Ken Sloan, president of the Mountain Lakes CVB. "I can't wait to see what she does with the small meeting market."

Ellis has been in the group travel profession for six years with the South Carolina National Heritage Corridor and South Carolina Parks Recreation and Tourism.

Before group travel, she was the manager of the Region 2 Discovery Center in Edgefield that promoted five state counties.

She currently resides in Edgefield with her husband, Jason, and two daughters, Isabella, 8, and Sarah Grace, 6.

She grew up in Greenville and attended Christ Church Episcopal School, Greenville High School and USC Spartanburg.

Ellis is an outdoor enthusiast who loves tennis, hiking and adventure.

She and her family are very excited about moving back home.