



Contact: Christine Hinz
Phone: 212.315.2812
Email: christine@chcommunications.biz

Tere Martinez
Phone: 787-725-2110
Email: tmartinez@prcb.org

**PUERTO RICO CONVENTION BUREAU APPOINTS
TOM CASADEMONT TO OVERSEE MAINLAND SALES EFFORTS**

SAN JUAN, November 12, 2008– Ana María Viscasillas, president and CEO of the Puerto Rico Convention Bureau announces the appointment of Tom Casademont as Senior Vice President of Sales for the organization.

In this newly-created position, Mr. Casademont will oversee and manage all sales business units in the Continental U.S., including the Bureau’s sales offices in Chicago, Miami, New York, Washington, DC, its satellite units and all sales for the Puerto Rico Convention Center.

“Tom’s exceptional work experience in the hospitality arena, as well as his outstanding sales track record will serve Puerto Rico well,” stated Ana María Viscasillas, president and CEO, Puerto Rico Convention Center. “As the Bureau continues to progressively strengthen its sales efforts to meet the needs of an extremely competitive marketplace, Tom will play an integral role in helping the Bureau set and reach long term goals as well as provide the heavy-hitting support to our sales team necessary to secure greater amount of group business for the Island.”

A certified meeting planner, Tom Casademont is a sales professional with extensive experience in the hospitality industry, serving the group market and managing sales activities. His background include having worked for top hotel brands that include Omni, Hyatt and Westin, both in Puerto Rico and the Mainland

Casademont worked for nearly a decade with Hyatt Regency in Hilton Head before relocating to Puerto Rico to join the pre-opening team at the former Westin Rio Mar Resort (now the Rio Mar Beach & Golf Club, a Wyndham Resort). Serving as National Sales Manager in Puerto Rico, after nearly three years he moved on to Washington, DC as Associate Director of

-more-

PRESS RELEASE



Chicago | Miami | New York | San Juan | Washington, D.C.

Sales and Marketing Agent for the Puerto Rico Convention Center





Tom Casademont.../2

Sales for the property, overseeing a team of sales managers dedicated to developing group association and corporate business for the hotel and Puerto Rico. Most recently, Casademont worked with Omni Hotels and the Omni Orlando Resort at Champions Gate, where his proficiency in pre-opening office and sales efforts ensured the successful opening of the four-diamond resort.

In this new position, Casademont will work closely with all sales professionals at the Convention Bureau and the sales network of industry professionals in support of business tourism for Puerto Rico; i.e. national sales offices, hotel sales teams, etc.. He will report directly to Ramón Sánchez, Executive Vice President and COO for the organization.

Tom Casademont graduated from the University of Massachusetts, Amherst with a B.S. in Hotel Management. He also served in the U.S. Army National Guard.

#

Editor's Note:

The Puerto Rico Convention Bureau (PRCB) is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Chicago, New York, Miami, and Washington DC, the Bureau strengthens Puerto Rico's competitive position in the Americas and abroad by increasing awareness of the Island's outstanding meeting facilities and services, and produces approximately \$118 million to the local economy. The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) opened November 2005. For more information on the new Convention Center visit www.prconvention.com. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a proud member of Best Cities Global Alliance, the first convention bureau alliance that represents the highest standards of service in the meetings and convention industry. For more information, visit www.bestcities.net. The Puerto Rico Convention Bureau has also been awarded accreditation from the Destination Marketing Association International as an elite destination marketing organization. DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries. The Bureau can be reached electronically through the Internet at info@meetpuertorico.org or at its website www.meetpuertorico.com.

PRESS RELEASE

Chicago | Miami | New York | San Juan | Washington, D.C.

Sales and Marketing Agent for the Puerto Rico Convention Center

