

September 12, 2016

Tourism Victoria announces Miranda Ji as Director of Sales, Victoria Conference Centre and Business Events Victoria

VICTORIA, B.C. - Tourism Victoria is pleased to announce the appointment of Miranda Ji as Director of Sales, Victoria Conference Centre and Business Events Victoria.

After an exhaustive search over several months, an internal candidate has risen up to the challenge and will take on leadership of the Victoria Conference Centre and Tourism Victoria Meetings' sales teams and will guide the integration of the teams that are coming together formally on Jan. 1, 2017 as part of Tourism Victoria's renewed relationship with the City of Victoria. An important element of that new agreement is that Tourism Victoria will take on leadership of the Sales and Marketing of the Victoria Conference Centre.

Miranda has an extensive sales and hospitality background, having worked in senior sales management roles with the Victoria Marriott Inner Harbour and Starbucks. For the past year, Miranda has served as Tourism Victoria's Corporate Sales Manager stationed in Vancouver but has extended her sales reach far and wide. In her time with Tourism Victoria, Miranda has doubled the confirmed sales output and definite business and outperformed in her role. Miranda holds the Certified Meeting Professional designation from the Convention Industry Council and the Certified Association Sales Executive designation from the Professional Convention Management Association. Miranda completed a Bachelor Degree in Education from the University of Victoria.



- "I am confident that Miranda has the market knowledge, sales expertise and leadership ability to guide us into an even stronger period of growth. Miranda is highly regarded by both customer groups in market and within the local tourism and hospitality community. The great news is that 2017 and 2018 are already shaping up to be strong meeting and conference years for Victoria and we look forward to Miranda leading the charge into the future."
 - **Paul Nursey, President and CEO, Tourism Victoria.**

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- “I am excited to be leading this dynamic team to drive growth and achieve strong results for our community. This is a great time for the Victoria Conference Centre and Tourism Victoria Meetings’ sales teams to integrate and collaborate. As Henry Ford famously said ‘Coming together is a beginning; keeping together is progress; working together is success.’”
 - **Miranda Ji, Director of Sales, Victoria Conference Centre and Business Events Victoria**
- “I am very excited about Miranda taking on the new post to further solidify our partnership. Through her leadership with the teams and our destination partners, I believe we can take Victoria to the highest levels of business development based on the very best that sales and marketing has to offer.”
 - **Jocelyn Jenkyns, Deputy City Manager, City of Victoria**

The Victoria Conference Optimization Network (VCON) was created to build the foundation that allowed Tourism Victoria, the Victoria Conference Centre and their partners to work toward deeper collaboration to effectively bid for and win more business together. With a Director of Sales now in place, the network can kickstart the VCON process of securing conference business for our region.

Business Events Victoria is the meetings, conventions and major event division of Tourism Victoria and has worked steadily in the past two years to grow the amount of confirmed conference and meetings business contracted for our destination. Having this business on the books provides for stable and predictable revenue for our accommodation sector and all the small- and medium-sized businesses that rely on the economic benefit of hosting meetings and conferences in our region.

ABOUT TOURISM VICTORIA: Tourism Victoria (Greater Victoria Visitors and Convention Bureau) is the official not-for-profit destination marketing organization working in partnership with more than 900 members in Greater Victoria.

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