



For Immediate Release

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VISITORS BUREAU APPOINTS MARKETING & COMMUNICATIONS DIRECTOR

Bureau Expands Team with Hospitality Industry Professional

January 17, 2024 – (Petoskey, Mich.) The Petoskey Area Visitors Bureau (PAVB) welcomes **Sarah Ombry** as its new Marketing & Communications Director. Ombry, previously with Mission Point Resort on Mackinac Island, brings over seven years of industry experience to northern Michigan and the Petoskey area.

“We are excited to have Sarah joining the team at the bureau, and we look forward to tapping into her destination marketing and communications experience,” said Jim Powell, the Executive Director of the Petoskey Area Visitors Bureau. “She will take on an important leadership role as we work to build a strong destination brand and drive year-round overnight visitation to the region.”

Ombry, a graduate of Michigan State University, most recently served as the Marketing & Public Relations Manager for Mission Point Resort where she was responsible for the planning, development, and execution of various marketing and communications efforts resort wide. She brings a fresh perspective to this new role coupled with a thorough knowledge of northern Michigan’s hospitality industry.

“I am proud to join the Petoskey Area Visitors Bureau team and share the culture and hospitality of our region,” said Ombry. “This area is rich in natural beauty, historic character, a thriving arts & culture community and lively local businesses. We have a great story to share, and I am happy to continue to grow tourism efforts.”

Working with the entire PAVB team, Ombry will lead the bureau’s efforts to increase consumer awareness, opinion, and consideration of both leisure travel and group business in the Petoskey area as Michigan’s only true four-season destination by developing and implementing its annual marketing and communications strategy. She will work closely with the bureau’s Social Media & Content Manager to provide integration of messaging across owned media channels, including website, blog, email, and social media and alongside the bureau’s Group Sales Director on paid media programs targeting destination meetings, conferences, and group travel.

Sarah is a musician and theater enthusiast, avid hiker and enjoys exploring local trails in her spare time. She can be reached at Sarah@PetoskeyArea.com or 231.348.2755.

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