



**For Immediate Release**

Media Contact:  
Becca Barnhart  
marketing@willamettevalley.org  
541-231-4788

**Willamette Valley Visitors Association welcomes new position: Deputy Director of Destination Development and Outdoor Recreation**

**Salem, Ore. (September 1, 2023)** – The [Willamette Valley Visitors Association](#) (WVVA) welcomes a new position, Deputy Director of Destination Development and Outdoor Recreation to Katie McFall, the current Communications and Program Manager. The role of Deputy Director of Destination Development and Outdoor Recreation is responsible for planning, organizing, directing, and managing activities related to tourism programs within the Departments of Destination Development, Outdoor Recreation, and Community Relations at the stakeholder (business) level. This position involves overseeing the Destination Development Program division and works to develop strategies that support and enhance the region's tourism industry.

The Willamette Valley Visitors Association is the destination management and stewardship organization for the region, dedicated to developing tourism attractions and facilities while effectively marketing the destination development through advertising, promotions, public relations, and sales materials. McFall will play a vital role in increasing the number of new and repeat visitors to the Willamette Valley, thereby contributing to economic development and local vitality.

Though the McFall will primarily focus on destination development and promoting outdoor recreation opportunities, her role, beginning in September 1, 2023, also serves as the second-in-command to the Executive Director, Dawnielle Tehama, and assumes the executive responsibilities in her absence.

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**About the Willamette Valley Visitors Association**

The Willamette Valley, defined as the area between the crest of the Cascade Mountains and the crest of the Coast Range, from Newberg south to Cottage Grove, is the largest river valley in the Pacific Northwest. Willamette Valley Visitors Association (WVVA) is a private, nonprofit organization that supports travel and tourism in the Willamette Valley, Oregon's Wine Country. Comprising six destination marketing organizations, WVVA works to maintain the Willamette Valley as Oregon's premier travel destination, while also highlighting the culture, heritage and natural resources of the region. For more information, visit <https://willamettevalley.org/>.