

HOWARD COUNTY TOURISM & PROMOTION

FOR IMMEDIATE RELEASE

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HOWARD COUNTY TOURISM & PROMOTION NAMES ANTHONY CORDO NEW EXECUTIVE DIRECTOR

HOWARD COUNTY, MD - Howard County Tourism & Promotion (HCTP) is pleased to announce that Anthony Cordo, CMP, CTA is joining Howard County Tourism & Promotion as the new Executive Director. Prior to joining HCTP, Cordo was the Director of Explore Victoria, the Victoria, Texas Convention & Visitors Bureau (CVB).

"The board of directors is excited by the arrival of Tony to help lead Howard County's tourism team forward," said David Balderson, board chair. "Tony was the selection team's first choice from the scores of résumés we received. We are excited about his obvious enthusiasm for tourism and for Howard County, and the experience and strong skills he brings with him."



Anthony Cordo, CMP, CTA

"Hospitality in Howard County is a major driver of jobs and money; I'm looking forward to being a part of the organization spearheading this economic engine," Cordo said. "Howard County is a great product to market — one that inspires pride in residents and excitement in our guests. Our excellent staff and board along with strong leadership in the county and communities we market will empower us to take our marketing, sales and development efforts to the next level."

Cordo is a seasoned professional with nearly a decade of experience in the destination marketing industry. Cordo began his tourism career at Experience Columbus, serving as the Visitor Services Manager and later Senior Visitor Services Manager. Most recently, Cordo ran Explore Victoria, marketing and selling a destination in Texas that focused on barbecue, the outdoors and history. Key initiatives at Explore Victoria included the Coastal Texas Barbecue Trail and Bootfest, an annual country and Tejano event that draws more than 30,000 attendees.

Howard County Tourism & Promotion is the official destination marketing organization for Howard County. HCTP is a not-for-profit (501c6), partnership-based organization recognized and funded in part by Howard County Government, the Maryland Office of Tourism as the official Destination Marketing Organization for Howard County and by private partners. HCTP markets, sells and develops Howard County's hospitality product. For more information, call 410-313-1900 or go to www.VisitHowardCounty.com.

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