



Paducah Convention & Visitors Bureau (CVB) Appoints Executive Director

PADUCAH, KY — June 14, 2024 — In the summer of 2023, the Paducah Convention & Visitors Bureau began a process to identify and hire its next Executive Director. The executive search firm, GovHR, was engaged in January of 2024 to assist the CVB Board of Directors with a nationwide search. The search resulted in 53 applications from across the nation. Board Chair Glenn Denton described the pool of candidates as “impressive, diverse and thought-provoking.” After further narrowing the applications, six candidates were identified for interviews and four candidates were interviewed.

“Today’s announcement brings our search to an end,” says Denton. “The board believes the search was well worth the effort and that we have found the right person to lead the Paducah CVB into the future.”

The Paducah Convention and Visitors Bureau is thrilled to announce the appointment of Alyssa Phares as its Executive Director. With an impressive background in tourism including 10 years at VisitCape in Cape Girardeau, Missouri, and a proven track record of fostering community partnerships and destination development, Alyssa brings a wealth of experience and dedication to the role. In previous positions, Alyssa has effectively planned, coordinated and implemented initiatives that enhanced community engagement and promoted regional collaboration. Notably, Alyssa has served on boards and industry organizations such as the Southeast Tourism Society and Show Me Missouri Sports, contributing valuable insights and industry leadership.

Phares holds the Certified Destination Management Executive (CDME) designation from Destinations International, reflecting a deep commitment to growth and excellence in the tourism industry. This credential highlights Alyssa’s dedication to staying at the forefront of industry trends and best practices, ensuring that Paducah’s tourism strategies are innovative and effective. Phares also holds a Master’s Degree in Historic Preservation from Savannah College of Art & Design in Savannah, Georgia.

“I am excited to join the talented team at the Paducah Convention and Visitors Bureau and to contribute to the future of this vibrant community,” said Phares. “Paducah, situated at the heart of America’s inland waterways, is a unique river town where cultural heritage and creativity thrive. As a designated UNESCO Creative City, Paducah is becoming a must-visit destination for those seeking rich, authentic cultural experiences. I look forward to leveraging this prestigious designation to bolster our local economy and enhance our city's appeal.”

With her appointment, Phares becomes the organization’s eighth Executive Director, following the late Mary Hammond’s 23-year tenure. Phares will begin her work with the CVB in July.

“Collaborating with Paducah’s diverse tourism industry partners will be instrumental in our collective success,” says Phares. “These partners include local hotels and restaurants, the Sports Tourism Commission, the Convention Center Corporation, the National Quilt Museum, the various arts and cultural entities and our other local and regional museums and attractions. Additionally, partnerships with the riverboat industry, Paducah Main Street, the Paducah Area Chamber of Commerce and the Kentucky Department of Tourism will further strengthen our efforts. I also look forward to expanding our tourism outreach to include sectors such as healthcare, historic preservation and educational entities, all of which play a crucial role in shaping the unique character of Paducah. Together, we can encourage visitors and residents alike to find their inspiration in Paducah.”

The Paducah Convention & Visitors Bureau is the official destination marketing organization (DMO) for Paducah, Kentucky. The CVB exists to create new economic opportunities through destination marketing, management and tourism development.

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