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Laurel Highlands Visitors Bureau Welcomes New Director of Public Relations

LAUREL HIGHLANDS, PA., (November 30, 2015) –Reneé Seifert, President of the Laurel Highlands Visitors Bureau (LHVB), announced today the appointment of Anna Weltz as Director of Public Relations.

“Anna comes to the Laurel Highlands Visitors Bureau with a deep background in the communication of ideas across media and cultures,” said Seifert. “She will play a key role in strengthening and enriching how we communicate travel and tourism opportunities in the Laurel Highlands and how we engage with audiences locally and nationally.”

Weltz most recently served as Executive Director of the Ligonier Valley Chamber of Commerce and Communications Manager for Seven Springs Mountain Resort and Hidden Valley Resort. During her time at the resorts, she was responsible for publicity and strategic messaging for a full range of activities, events and amenities. Weltz holds a Bachelor’s degree in journalism with an emphasis in public relations from Indiana University of Pennsylvania.

Under the leadership of Kristin Ecker, Vice President of Marketing and Communications, Weltz will oversee the planning and implementation of strategic media relations, communications and other outreach efforts for the LHVB.

"Anna’s experience working in the Laurel Highlands tourism industry and her knowledge of our vision, mission, goals and strategies will make her a key member of our marketing team,” said Ecker. “She will be a passionate and effective communicator for our brand as she works to share the Laurel Highlands with the world."

“I have lived, shopped, dined, worked, and explored the Laurel Highlands for 16 years,” said Weltz. “A diverse destination, the Laurel Highlands offers endless opportunities for adventure, history, romance and excitement. It is an honor and a privilege to join this incredible team of partners and professionals.”

About the Laurel Highlands Visitors Bureau:

The Laurel Highlands Visitors Bureau is a destination marketing organization dedicated to promoting Fayette, Somerset and Westmoreland counties in Pennsylvania. Established in 1958, the LHVB implements year-round seasonal marketing campaigns throughout the Northeast and Mid-Atlantic to enhance awareness of the Laurel Highlands as a travel destination, which increases overnight stays, generates jobs and contributes to the economic growth and quality of life for the region.

The visitors bureau and its partners influence thousands of decision-makers and millions of visitors to choose the Laurel Highlands through direct sales, marketing, public relations, branding and visitor services. Destinations within the area include three architectural masterpieces by Frank Lloyd Wright - Fallingwater, Kentuck Knob and Duncan House; Seven Springs Mountain Resort, Nemacolin Woodlands Resort, the Flight 93 National Memorial, Idlewild and Soak Zone, whitewater rafting at Ohiopyle State Park and so much more.

Located within 200 miles of the major metropolitan areas of Pittsburgh, Baltimore, Cleveland and Washington D.C., the Laurel Highlands can be easily accessible from exits 67, 75, 91 and 110 of the Pennsylvania Turnpike.

To discover all that the Laurel Highlands has to offer, please call (724) 238-5661 or visit www.laurelhighlands.org, www.facebook.com/laurelhighlandsPA and www.twitter.com/laurelhighlands.