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Media Release

Alex Tyson, Chamber's Visit Billings Executive Director, Named One of Smart Meeting's Innovative Smart Women of the Year

For Immediate Release

Billings, MT, April 7, 2016:

Alex Tyson, Executive Director of Visit Billings, has been named one of 25 meetings professionals selected as Smart Women of the Meetings Industry in the April 2016 issue of Smart Meetings. Tyson is recognized as an innovator among the professionals acknowledged.

More than 200 women were nominated to receive this honor. "In an ever-changing landscape, innovation in tourism is more important than ever. We're proud Visit Billings is represented by such a distinguished professional clearly excelling in her field and working to move Billings' tourism forward," commented John Brewer, President and CEO of the Billings Chamber of Commerce, the managing entity of Visit Billings.

"This recognition strengthens Visit Billings' position as a destination marketing organization on a national level, while simultaneously shining a positive light on our leadership, stakeholders and staff. I am thrilled with the acknowledgement particularly for those reasons," Tyson remarked. Tyson's honor can be read here. The full article may be accessed here.

Visit Billings, the destination marketing organization for Billings, Montana's Trailhead, markets the community to potential visitors using Lodging Tax funds and Tourism Business Improvement District funds.

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The MISSION of Visit Billings is to generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.

Visit Billings is managed by the Billings Chamber of Commerce.

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