

## **John F. Oliver**

John Oliver has been the President/CEO of VisitErie (formerly the Erie Area Convention & Visitors Bureau) for 11 years. He is a travel and tourism specialist with 36 years of marketing strategy and management experience

Oliver is responsible for managing the growth of tourism as a viable industry with an economic impact in Erie County, Pennsylvania. He is also closely working with the Convention Center Authority on the marketing of the Bayfront Convention Center. During the past 11 years under his leadership, marketing strategies increased the direct economic impact of travel to Erie, Pa from \$454 million to nearly \$1 billion and tourism related employment from 10,000 to nearly 17,000. The organization's budget has grown from \$400,000 to \$2 million

Oliver came to Erie from the Niagara Falls Convention and Civic Center. As the Center's Director of Marketing, he coordinated efforts which generated attendance figures of 250,000 people over 200 event days. Prior to his work in Niagara Falls, he served as Vice President of Visitor Development at the Greater Buffalo Convention and Visitors Bureau.

His extensive experience in the travel and tourism field includes: Director of Tourism Development at the Niagara Falls Convention and Visitors Bureau, NY; the United States Marketing Consultant for Pathway Tours, London, Ontario; and Director of Tour Sales for Maple Leaf Village Resort in Niagara Falls, Canada.

Oliver holds a Bachelor of Science in Transportation, Travel and Tourism from Niagara University, NY. He was an adjunct professor specializing in Convention and Visitors Bureau development at Niagara University, 1982-1990.

Professional affiliations include Past Chair of the Pennsylvania Association of Convention and Visitors Bureaus, Past President of Pennsylvania's Great Lakes Region, Past Chair of the Erie County Signage Region Trust, Board of Trustees for ArtsErie, Destination Marketing Association International, Hamot Hospital Board of Corporators; and member of the Erie Rotary Club.