



**For Immediate Release:**

**Appointment Of New Director Of Tourism**

**Belize City, Belize – April 2, 2014** – The Belize Tourism Board (BTB) is pleased to announce the appointment of our new Director of Tourism, Mrs. Karen Bevans.

Mrs. Bevans joins the BTB after 25 years of service with the Belize Telemedia Limited (BTL). She began her career at BTL as an Administrative Officer, then, was promoted to Manager of Administration, Human Resources, and Public Relations, followed by General Manager of Marketing and Administrative Services, which later changed to include further responsibilities of Business Development, Marketing and Sales, and then named the Head of Business Development, Marketing and Public Relations. After a reorganization of the company, she was appointed the General Manager of Business Development and Marketing, and then became the acting Chief Operations Officer, before her latest position as the Chief Operations Officer. She, therefore, brings with her a wealth of knowledge in administration, marketing, public relations, sales, and management, having held the various positions in her ascension to Chief Operations Officer. She holds a MSc degree in Business Administration from the University of Phoenix, and a BSc degree in Management and Psychology from the University of Ozarks in Arkansas. Her past position allowed her to attend several international training sessions in Executive Management, Leadership, Public Relations, Business Development, and Marketing, which gave her vast exposure and allowed her to network with international firms.

“We are very happy to welcome Karen Bevans to the organization. Her impeccable reputation precedes her and we certainly expect to see great things from her. The industry has been excelling in both overnight and cruise arrivals, and our rebranding of the country has given us great international exposure. We look forward to working with her as we continue to build momentum,” commented Minister of Tourism, Culture, and Civil Aviation, Hon. Manuel Heredia Jr.

Mrs. Karen Bevans assumes her position as Director of Tourism on Wednesday, April 9, 2014.

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***About the Belize Tourism Board***

The Belize Tourism Board (BTB) is a statutory body within the Belize Ministry of Tourism and Culture, and it is governed by a Board of Directors appointed by the Minister of Tourism and Culture. The BTB works in conjunction with members of the private sector - including the Belize Hotel Association, Belize Tourism Industry Association and Belize National Tour Operators Association – and is dedicated to building tourism in the most economically and environmentally sustainable manner. As a part of its responsibilities, the BTB promotes Belize as a premier tourism destination to both in-country and international consumers. Among its outreach to the international travel market, the BTB markets the country’s unique attractions to travellers, members of the travel trade industry and media outlets in key markets.

The BTB is also dedicated to developing and implementing tourism programs that will help strengthen and grow the Belizean tourism industry; promote good destination stewardship; and instil high quality standards for accommodations and travel experiences. For more information on the BTB and its services, visit [www.travelbelize.org](http://www.travelbelize.org).

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