



**FOR IMMEDIATE RELEASE**

**DANA PORTER HIGGINS JOINS VISIT OCEANSIDE AS SENIOR SALES MANAGER**

**Oceanside, Calif. – November 30, 2011-** Visit Oceanside Conference and Visitors Bureau has hired Dana Porter Higgins as senior sales manager. Higgins brings more than 15 years of experience in hospitality sales and marketing to her new role and will be responsible for overseeing all group sales efforts for the bureau.

“We are thrilled to welcome Dana to our team at Visit Oceanside,” said Leslee Gaul, CEO of Visit Oceanside. “Dana will play a key role in helping Oceanside to expand its role in the social and group meetings market.”

Higgins most recently served as director of marketing at the luxury Cal-A-Vie Health Spa in Vista, Calif. Specializing in business development, event planning and client retention, her career history includes sales and marketing positions at Marbella Country Club, San Juan Capistrano; Visco Entertainment Group, San Diego; The University Club, San Diego; and The Meadows Del Mar.

Higgins attended Johnson & Wales University in Providence, RI and holds a degree in hospitality management. A San Diego native, she currently resides in Oceanside with her family. In her free time, Higgins is a volunteer with the San Diego chapter of the American Cancer Society and is co-chair of its Associate Executive Partnership Council. Dana can be reached at [dana@visit oceanside.org](mailto:dana@visit oceanside.org).

**About Oceanside**

Centrally located in the heart of the beautiful Southern California coastline, Oceanside is considered the gateway city between metropolitan San Diego and Los Angeles. A classic Southern California beach town, Oceanside’s central location offers visitors an ideal place to stay and experience California’s casual spirit. With 3.5 miles of sandy beach, a quaint New England-style harbor, California’s longest wooden pier and a stellar year-round climate, Oceanside is an ideal place for enjoying active pursuits including surfing, kayaking, boating, fishing, bike-riding and more. The city also boasts a number of important cultural attractions including Mission San Luis Rey (The King of Missions), the California Surf Museum and the Oceanside Museum of Art.

**About Visit Oceanside**

To assist with every aspect of visitor travel needs, Oceanside is home to one of the state's official California Welcome Centers and the Visit Oceanside Conference and Visitors Bureau. With just one stop, visitors can find local, regional and state maps, purchase discount tickets to major attractions, make hotel reservations or shop for the perfect California keepsake. The Visit Oceanside CVB/California Welcome Center Oceanside is conveniently located just off Interstate 5 at 928 North Coast Highway. For more information, please call (800)350-7873 or visit [www.visitoceanside.org](http://www.visitoceanside.org).

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