



News Release

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ALYSSA PARDINI JOINS VISIT VACAVILLE AS NEW PRESIDENT AND CEO

Tenured tourism professional to take the helm on October 2

Vacaville, Calif. September 27, 2023 — Visit Vacaville is pleased to announce the hiring of Alyssa Pardini, CHDM as its new President and CEO. Pardini will start her new position on October 2, and work with outgoing President and CEO Melyssa Reeves during a monthlong transitional period before Reeves departs for her new post at Destination Marketing Association of the West.

Pardini brings a background in branding and marketing unique experiences, travel destinations, food and beverage, and hotels and resorts to the role. She has worked in marketing and brand development roles throughout California, including for The Walt Disney Company and a variety of acclaimed properties including Central Coast of California Hospitality, LLC (SeaCrest OceanFront Hotel, Pismo Beach), Destination Hotels (L'Auberge Del Mar, Del Mar), and KSL Resorts (Silverado Resort, Napa) in addition to time spent as a Multi-Property Lifestyle Marketing Manager for Evolution Hospitality's in-house creative and digital agency, Second Wave, where she worked with more than 30 properties in the Desert/Southwest, South/Gulf Coast, and California/Pacific Coastal regions. Pardini is also the Chief Creative Officer and Owner of Culaccino Winecolors®, a wine-related art business she started earlier this year.

"I'm excited to join Visit Vacaville at a time when the brand has already been elevated to a prominent national stage by my predecessor," Pardini shared. "I'm inspired by the current vision, and I also look forward to adding my expertise to help Vacaville tourism, and its brand, grow. I will be working with community leaders, residents, and other stakeholders to understand local perspectives and continue pushing the destination to lead the way as a small but impactful destination marketing organization."

Pardini received her BBA in Business Management and Anthropology from The University of San Diego, and later took design media courses at UCSD Extension. She has been certified in Marriott International's Marriott Executive Orientation Course and holds a Certificate in Hospitality Law from the

American Hotel & Lodging Association. She has served as a Board Member with the Del Mar Historical Society, a Committee Member with the Del Mar Village Association, and a Hotel Representative with the Del Mar Tourism Business Improvement District. Pardini also served as a Travel Trends Contributor to the Condé Nast Traveler Navigator Panel. She is an active member of Rotary International through the Napa Sunrise club.

About Visit Vacaville

Visit Vacaville is the official destination marketing organization for the City of Vacaville. For information on reservations, activities and more, visit www.visitvacaville.com, or request a travel planner. Visit Vacaville operates a visitor center at 1671 E. Monte Vista Ave. Suite N-110.