



Convention & Visitors Bureau Executive Director

Casandra Matej

As the Executive Director of the San Antonio Convention & Visitors Bureau, Casandra Matej oversees the sales and marketing of San Antonio's \$12 billion hospitality industry, with a \$19 million budget and more than 80 employees. The SACVB is responsible for convention sales and services, group visitor sales and marketing and communications. Through these efforts, the SACVB is the key driver of the city's hospitality industry, a leading economic sector which employs approximately 112,000 and welcomes more than 28 million visitors annually.

Since her arrival at the SACVB in 2011, Casandra has overseen an update to Destination SA – the industry's strategic roadmap to enhance the visitor experience, and created the Top 100 Sales Strategy that targets the industry's most profitable meetings. In 2012, the bureau booked almost 850,000 convention room nights for San Antonio for future years. Her leadership has seen the launch of a new, major leisure campaign - social media driven, consumer generated - that over the course of one year increased new Facebook "Likes" by almost 1,000 percent.

Her leadership has included organizational integration of the marketing and communications functions, allowing for efficiencies as well as strengthening digitally-based programs. She introduced new strategies to leverage events such as Formula 1 United States Grand Prix in Austin, and Festival People en Español to drive incremental visitation and exposure awareness for San Antonio. She and her team rolled out San Antonio's Certified Tourism Ambassador program, to continue to inform, inspire and engage hospitality employees across the City and hundreds have already been certified.

Matej has 19 years of experience in the convention and visitors bureau, and hotel industry. Prior to joining the SACVB, she was the Senior Vice President of Sales and Services for the Dallas Convention & Visitors Bureau, where she participated in a number of leadership roles to include being a member of the Hospitality Host Committee for Super Bowl XLV.

Education

- The University of Texas at Austin, 1994
- Bachelor of Science in Speech Communications, Organizational Communications Concentration

Professional Memberships and Community Involvement

- U.S. Travel Association Board
- Circuit of the Americas Host Committee
- Texas Travel Industry Association Board
- Greater San Antonio Chamber of Commerce Economic Development Council
- San Antonio Economic Development Foundation Marketing Committee
- San Antonio Sports Board
- American Society of Association Executives
- International Association of Exhibition & Events
- International Association of Association Management Companies
- Destination Marketing International Association
- Association Forum of Chicagoland
- Volunteer with United Way and Boysville
- Kappa Delta Sorority Alumnae, Sigma Epsilon Chapter
- Attends First Baptist Church San Antonio

Honors

Event Service Professionals Association Executive Excellence Award

Personal

Casandra and her husband Chris are proud parents to two-year-old John, four-year-old Ellie and stepdaughters Madison (16) and Carlie (12).