



City of Bedford
County of Bedford
Virginia



NEWS RELEASE

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For more information, contact

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Bedford City and County have hired the long-time Director of the Staunton Convention and Visitors Bureau to head the joint City/County Tourism Department.

Sergei S. Troubetzkoy brings a rich mixture of academic training and real-world experience in tour promotions, facilities management and history-oriented marketing to the high-profile position.

Troubetzkoy has directed the City of Staunton's Convention and Visitor's Bureau since 1989, where he developed a history-oriented tourism program that led to the city being named "One of a Dozen Distinctive Destinations in the United States" by the Trust for Historic Preservation in 2001. In 2002, Staunton became the first community in Virginia to receive a "Great American Main Street Award."

In Staunton, Troubetzkoy is responsible for two visitor's centers employing both paid and volunteer staff. He developed a notably successful group tour marketing program, which is a facet of tourism which has become increasingly important to Bedford. His ability to develop and maintain relationships with travel writers led to community profiles in the *New York Times*, *Boston Globe*, *Baltimore Sun*, *Washington Post*, *Washington Times*, *Chicago Tribune*, *Los Angeles Times*, *Atlanta Constitution*, *the London Times*, *Southern Living*, *Travel and Leisure*, *Gourmet* and *Bon Appetite* and many other national and regional publications.

Troubetzkoy is also very experienced in working with multiple jurisdictions, a talent that will come in handy as he will answer to both the City and the County. As Director of Public Relations and Promotion for Petersburg from 1984 to 1989, he developed the first major cooperative tourism marketing effort in Virginia that involved multiple jurisdictions. "*Virginia Plantation Country*" successfully marketed a large region of the state that is largely rural and which had very limited financial resources. The effort encompassed Petersburg and Hopewell and the counties of Charles City, Surry and Prince George.

(more)

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Tourism
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He is author of two books, "*Hoots and Hollers in the Hills of Staunton*" a collection of historical ghost stories, and "*Images of America: STAUNTON*," published in 2004 by Arcadia Publishers. He was also a contributing author to "The Making of Virginia Architecture," an award-winning book dealing with architectural drawings and plans for buildings in Virginia, published in 1992 by the University of Virginia Press.

A Richmond native with an undergraduate degree from Virginia Commonwealth University, Troubetzkoy has been involved with the tourism industry his entire working life, beginning as a Smithsonian Resident Associate Tour guide leading historic tours throughout Virginia and North Carolina. His career also included stints at the Richmond Visitors and Convention Bureau, the Edgar Allan Poe Museum and Richmond-on-the-James.

The selection process included a broad spectrum of community input that came from City and County staff, members of the Bedford Area Tourism Advisory Council and the Bedford Area Chamber of Commerce.

Members of the selection committee screened more than 80 applications from all across Virginia, the Eastern Seaboard and beyond. The position was advertised in a number of professional publications nationwide beginning in December.

"The City joins the County in extending a heartfelt welcome to our new Tourism Director," said City Manager Charles Kolakowski. "Mr. Troubetzkoy's experience and enthusiasm will propel the joint tourism program to even greater success. "We look forward to working with him to develop new and expanded programs in the tourism department."

"We're extremely pleased that Mr. Troubetzkoy will be joining us in Bedford," said County Administrator Kathleen Guzi. "I think he's the perfect fit for what we want to accomplish in our joint tourism program, and his vision matches ours. He comes equipped with a wide range of experience, and shows such enthusiasm and drive that I'm sure he will continue the fabulous momentum our tourism effort already enjoys."