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## **ARUBA CONVENTION BUREAU WELCOMES HAL DAVIS AS SALES MANAGER FOR NORTH AMERICA AND CANADA**

**NEW YORK, NY- DATE** - The Aruba Convention Bureau (ACB) is pleased to announce that Hal Davis has recently joined the ACB team as regional director of sales for Northern Midwest and Canada.

Davis brings to the ACB team over 20 years of professional sales, marketing and operational experience. He first joined the Aruba Convention Bureau in 2008 as regional director of group sales. During his two years in this position, Davis worked closely with meeting planners to promote Aruba as a premier destination for groups.

“I am thrilled to represent Aruba again with its perfect year round climate and such inviting, warm and friendly people,” said Davis. “We at the ACB have excellent resources to offer the ideal set up for groups and I look forward to continue working with planners to assist in choosing Aruba as their event destination.”

Davis earned a Bachelors Degree in Business Administration from the University of South Florida and worked within the hospitality industry during his college years.

For more information on Aruba’s 2011 events, please visit online at [www.ARUBA.com](http://www.ARUBA.com) or call 1-800-TO-ARUBA.

### **About Aruba**

Aruba, One happy island, is truly an extraordinary experience. Located only two-and-a-half hours by air from Miami and four hours from New York City, the island is ideally situated in the southern Caribbean and boasts year-round cooling trade winds and perfect weather with average annual temperatures of 82 Fahrenheit and less than 20 inches of rainfall per year. Aruba serves up 28 luxurious hotels/resorts, championship golf courses, sumptuous spas, vibrant casinos, extraordinary international and local cuisine, exclusive shops and boutiques, exciting land and water activities, art galleries and museums, world-famous festivals and events, clubs and cafes with live music and world class beaches. The backdrop of a cosmopolitan tropical destination with warm, hospitable people is the perfect place for first-time guests and loyal visitors. For more information, please call 1-800-TO-ARUBA, visit us online at [www.aruba.com](http://www.aruba.com) or find us on [Facebook](#).

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