

## WEST HOLLYWOOD TRAVEL + TOURISM BOARD APPOINTS ERIC PARKER AS PR & COMMUNICATIONS DIRECTOR



**WEST HOLLYWOOD, Calif., Aug. 23, 2023** – [West Hollywood Travel + Tourism Board](#), also known as Visit West Hollywood, has appointed destination marketing executive Eric Parker as PR & Communications Director. In the role, Parker will oversee domestic and international PR activities in key markets including Canada, France, Australia, the United Kingdom and Ireland. Parker reports to West Hollywood Travel + Tourism Chief Marketing Officer, Jeff Morris.

“The tourism assets in West Hollywood tell a story that Eric’s experience is uniquely tailored to share,” said Jeff Morris, Chief Marketing Officer, West Hollywood Travel + Tourism. “Eric will provide our team with the necessary support to elevate our domestic PR efforts in addition to those in West Hollywood’s key international markets. Like our recent Creators video series, we look forward to continuing to identify compelling stories that media and travelers will associate to West Hollywood, adding our city to the bucket list for visitors from all over the world who want to come experience West Hollywood for themselves.”

As PR & Communications Director, Parker will support continued marketing efforts for the city’s 1.9 walkable square miles that include 20 hotel properties, with multiple new lodging concepts soon to join the fold. As the nation’s first official TBID (Tourism Business Improvement District), West Hollywood Travel + Tourism works alongside existing Business Improvement Districts of the Sunset Strip and Design District, in addition to the City of West Hollywood and the West Hollywood Chamber of Commerce.

“West Hollywood has a fantastic array of assets to offer both domestic and international travelers,” said Eric Parker, PR & Communications Director, West Hollywood Travel + Tourism. “It will be exciting to tap into past experiences for both tourism and entertainment to continue advancing the significant impact West Hollywood has made, and will continue to make, on cinema, television and music as well as dining, architecture, design and fashion.”

Parker joins the organization after a three-year tenure with Visit SLO CAL (San Luis Obispo County, California), where he led similar tourism efforts, as well as the county film commission, for Paso Robles Wine Country, Hearst Castle, and 80 miles of the famed Highway 1 coastline. Prior to relocating to the West Coast, Parker resided in Nashville, Tennessee where he led an entertainment trade association and periodically supported the city’s tourism arm. Parker is a previous board member for FLICS (Film Liaisons in California Statewide) and holds a WSET Level 2 Award in Wines from the Wine & Spirit Education Trust.

### **About West Hollywood Travel + Tourism Board**

West Hollywood Travel + Tourism Board is the official marketing organization that invites visitors to West Hollywood, California, a walkable, 1.9 square mile city in the heart of Los Angeles. Located at the base of the Hollywood Hills and adjacent to Beverly Hills, West Hollywood is a creative and progressive city that embodies the quintessential L.A. lifestyle. West Hollywood is home to 20 hotels and comprises three main districts: the world-famous Sunset Strip with unparalleled nightlife, eclectic and LGBTQ-friendly Santa Monica Boulevard, and the Design District known for its sought-after shopping and dining. West Hollywood enjoys a year-round moderate climate and thanks to its prime location and hip atmosphere, West Hollywood serves as home and playground to many celebrities. Follow us on Facebook and Instagram (@visitweho). For more information, please visit [www.visitwesthollywood.com](http://www.visitwesthollywood.com).

### **Media Contact**

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