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DESTINATION CLEVELAND INTRODUCES VOLUNTEER PROGRAM, INVITES RESIDENTS TO SHARE THEIR LOVE OF THE LAND

Opportunities available for residents to illustrate The Land's unmistakable hospitality to visitors

CLEVELAND (June 24, 2024) – Destination Cleveland, the destination marketing and management organization for Cuyahoga County, is seeking volunteers to help create memorable experiences for the thousands of meeting and conventions visitors who attend events in Cleveland each year. The volunteers would help demonstrate the unmistakable hospitality The Land offers to guests and will work alongside Destination Cleveland's team to enhance visitors' experiences during large events, starting with the American Society of Association Executives (ASAE) Annual Meeting and Exposition (Aug. 10-13).

Available opportunities for volunteers include:

- Airport Welcome – Make a positive first impression as visitors touch down in Cleveland and assist with questions they may have about transportation and the city.
- Hotel Welcome and Concierge – Welcome guests and help them find things to do during their stay.
- Wayfinder – Serve as directional help and answer questions at locations around Downtown Cleveland.

"As Cleveland hosts more meetings and conventions, volunteers play an essential role in creating positive perceptions of our city with visitors," said Gordon Taylor III, chief sales officer at Destination Cleveland. "Our residents help us to stand out from the competition, and we're hoping locals will join us in showcasing that authentic Cleveland hospitality as we welcome thousands of guests each year."

Residents interested in becoming a Destination Cleveland volunteer should visit [ThisisCleveland.com/volunteer](https://www.thisiscleveland.com/volunteer) to sign up.

All registered volunteers are required to attend a virtual orientation session, being offered initially from 5-6 p.m. on a variety of dates between July 23 and Aug. 7.

To learn more about Destination Cleveland or to keep up-to-date on new developments and activities in Greater Cleveland, please visit www.thisiscleveland.com, follow us on [X/Twitter](#), [Facebook](#), [TikTok](#) and [Instagram](#) and subscribe to our channel on [YouTube](#).

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ABOUT DESTINATION CLEVELAND: Destination Cleveland is Cleveland's destination marketing and management organization. The private, non-profit organization's mission is to stimulate economic growth by attracting people and connecting them to experiences that illustrate Cleveland's diversity, creativity and contagious passion. In 2022, visitation increased 12% over the year prior to 17.9 million visits. For more information, visit www.thisiscleveland.com.