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THE TEXAS HILL COUNTRY

The Fredericksburg Convention and Visitors Bureau Announces Appointment of New CEO

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FOR IMMEDIATE RELEASE

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Fredericksburg, Texas — The Fredericksburg Convention and Visitor Bureau (FCVB) today announced the appointment of Lisa Oliveira as its new President/Chief Executive Officer. Oliveira's first day will be May 11th.

Oliveira joins the organization with over 15 years of experience in tourism and hospitality, most recently serving as President/CEO at Visit Fresno County, where she played an integral part in advancing the region's tourism strategy. During her tenure, she led strategic marketing initiatives, strengthened stakeholder partnerships, and elevated the destination's profile through innovative campaigns and collaborative programming. Her work helped drive visitation, support local businesses, and position Fresno County as a competitive and compelling destination in California.

In this role, Oliveira will oversee the FCVB's strategic direction, working closely with the CVB leadership team, Board of Directors, local stakeholders, and community partners to further elevate Fredericksburg and Gillespie County as a premier travel destination while supporting sustainable tourism growth and a high quality of life for residents.

"I speak for all of my colleagues on the Hiring Committee when I write that we are thrilled to welcome Lisa to our community and confident that her boundless energy, compelling ideas, and well-rounded perspective on the destination market will help guide us into an exciting new chapter. A recognized leader in her field, Lisa brings an inviting, collaborative spirit and a deep commitment to listening—ensuring we grow thoughtfully, responsibly, and together." said David Shields, PhD, Chair of the FCVB Board of Directors.

Oliveira's background includes strategic planning, destination development, and brand storytelling. She holds the distinction of Certified Destination Management Executive (CDME), the highest accreditation for tourism industry professionals. Throughout her career, she has demonstrated a commitment to community and collaboration.

As CEO, Oliveira will focus on advancing key initiatives, including strategic marketing, destination stewardship, and growth of overnight visitation, building on the destination marketing organization's strong foundation and reputation in the tourism industry.

"I'm honored to join the talented team at FCVB, its dedicated board, and this wonderful community to promote such a special place in the Texas Hill Country," said Oliveira. "I look forward to listening and learning from the community to continue the great work that has been done to support sustainable growth in Fredericksburg and Gillespie County."

The appointment follows a nationwide search conducted by the FCVB Board of Directors. The Board extends its sincere appreciation to the FCVB Executive Committee and the CVB leadership team for their steady leadership and support throughout the transition period.

Fredericksburg continues to see strong tourism performance, with visitor spending reaching million in 2024, supporting 1,200 local jobs and generating \$17 million in tax revenue for the community. Ongoing efforts remain focused on attracting high-value visitors who engage meaningfully with the destination and contribute to the local economy while preserving the area's charm and authenticity.

Under Oliveira's leadership, the FCVB will continue to build on this momentum through innovative marketing, strong community partnerships and a strategic focus on long-term sustainability.

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The mission of the Fredericksburg Convention and Visitor Bureau is to market Fredericksburg and Gillespie County as a premier travel destination on the regional, national and international stage thereby creating a positive impact on the local economy and the quality of life here.