

Rendell Administration announces deputy secretary for Tourism, Film and Economic-Development Marketing.

Text of April 9 press release.

Executive director of the Greater Philadelphia Hotel Association will head the office of Pennsylvania's second largest industry

HARRISBURG -- Community and Economic Development (DCED) Secretary Dennis Yablonsky today named James A. (Mickey) Rowley to be the Deputy Secretary of the Tourism, Film and Economic- Development Marketing within DCED.

"I chose Mickey for Deputy Secretary because he possesses the expertise needed to build Pennsylvania's tourism industry," Secretary Yablonsky said. "Tourism is an economic-development and community-building tool that has far reaching effects on Pennsylvania's economy. Mickey's overall understanding of the travel and tourism industry will be an asset to the Commonwealth."

As Deputy Secretary, Rowley will serve as the Secretary's top representative to the travel and tourism industry. Rowley will oversee the daily administration and operations of the Pennsylvania Tourism, Film and Economic-Development Marketing Office and promote business and consumer travel in the Commonwealth.

Rowley has served as Executive Director of the Greater Philadelphia Hotel Association in Philadelphia, Pennsylvania for five years, during which he has helped secure permanent tourism and marketing funding through hotel tax legislation in Philadelphia. He also served as director of the Greater Philadelphia Tourism Marketing Corporation and was an advisor to the Philadelphia Film Society.

Rowley earned a Bachelor of Arts degree in 1976 from the University of Notre Dame. After graduation, he spent a brief time in government in the Mayor's office in Boston in his home state of Massachusetts. In 1978 he moved to Washington, DC where he began a 25-year career in hotel sales and management. He moved to Philadelphia in 1992 to open the Embassy Suites Hotel in Center City.

The Tourism, Film and Economic-Development Marketing office within DCED is comprised of strategic marketing, domestic and international tourism, and also offers two funding programs to promote tourism within the Commonwealth. Tourism is Pennsylvania's second-largest industry, and the Commonwealth

invests a significant amount of time and resources in developing tools to assist in creating the deepest possible understanding of this vital industry.

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