



FOR IMMEDIATE RELEASE

May 4, 2022

VISIT EL PASO PRESENTS THE SPIRIT OF AMIGO AWARD TO BRYAN CROWE AND CREATES A SCHOLARSHIP IN HIS NAME

EL PASO, TEXAS – Each year since 2005, Visit El Paso has used the Spirit of Amigo Award to recognize a person or organization that has had a profound and positive impact on El Paso and its image. This award has been presented to outstanding individuals such as Diana Natalicio, Don Baumgardt and Danny Padilla and organizations such as the Sun Bowl Association and Ft Bliss. This year’s Spirit of Amigo Award recipient was Destination El Paso’s former President & CEO, Bryan Crowe, who’s enormous impact was not only evident in our community but also impacted the Texas travel industry and how El Paso would be perceived on a state, regional and national level.

In 2004, Bryan began his career in destination marketing and venue and event management in El Paso as Director of Operations at Destination El Paso. The organization would grow to become the parent organization of three branded operating divisions: Visit El Paso, El Paso Live and El Paso Water Parks. During his tenure, he was promoted to Senior Assistant General Manager, General Manager and finally as President and CEO and by then would have devoted 18 years to furthering the mission and goals of the organization.

Bryan played a critical role in spurring Visit El Paso to secure conventions and sporting events such as Conference USA Men’s & Women’s Basketball Championships, the United States Bowling Congress – both the Women’s and Open Championships, the Combat Veterans Motorcycle Association’s National Meeting, USA CRITS’ Sun City CRIT race with a five-year commitment and the Society of American Travel Writers’ Annual Convention along with hundreds more, bringing thousands of attendees and spectators to El Paso. Under his leadership, the team would achieve significant wins which boosted hotel occupancy and contributed economic impact to the city. He was also a strong advocate for cross-border relationships and helped to cultivate programs with the Visit El Paso Tourism Department. He encouraged partnerships with both economic development and travel/hospitality sectors in Juarez, Chihuahua, and Mexico City to increase leisure and business travel to El Paso and the region.

Bryan also contributed to the quality of life in El Paso in the creation of a number of annual events and festivals. Events such as the Tequila, Tacos & Cerveza festival, the Sun City Craft Beer Fest, Winterfest and Ice Cream Fest allowed our residents to experience large scale and professionally managed events without having to travel to another destination. Also, in service of the local community, Bryan devoted his personal time to worthy causes and organizations such as PBS, the Amigo Airsho, Sun City Pride, the El Paso Club and the El Paso Chamber. He served on the Board of Directors for the Hospitals of Providence and the Sun Bowl Association and with state tourism organizations like the Texas Travel Alliance and the Texas Association of Convention and Visitors Bureaus.

Inspired by Bryan’s extraordinary accomplishments and the remarkable impact he had on the El Paso community, his friends and former colleagues are pleased to share a scholarship opportunity for students pursuing a career in tourism and hospitality. The Bryan Crowe Scholarship for Achievement in Tourism & Hospitality was established to honor his impactful contributions to the El Paso community and to support the education of the next generation.

Donations can be made at [The Bryan Crowe Scholarship for Achievement in Tourism & Hospitality | Paso Del Norte Community Foundation](https://pdnfoundation.org) (pdnfoundation.org).

Applicants can apply at [Bryan Crowe Scholarship for Achievement in Tourism & Hospitality](http://mykaleidoscope.com) (mykaleidoscope.com).

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The mission of Destination El Paso is to provide convention, tourism, venue, and event management services to visitors, clients and the greater El Paso community so they can enjoy a pleasurable experience that enhances quality of life and generates economic growth.

ABOUT ASM GLOBAL

ASM Global is the world’s leading producer of entertainment experiences. It is the global leader in venue and event strategy and management—delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company’s elite venue network spans five continents, with a portfolio of more than 350 of the world’s most prestigious arenas, stadiums, convention, and exhibition centers, and performing arts venues. Follow us on Facebook, Instagram, LinkedIn, and Twitter. For more information, please visit <https://www.asmglobal.com/>

