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PINK JEEP TOURS ANNOUNCES NEW VP OF SALES FOR LAS VEGAS ***Billy Johnson to Grow the Adventure Tour Brand's Las Vegas Business in Newly Created Role***

Sedona, AZ (April 10, 2017) — Pink Adventure Group, known for its popular Pink Jeep Tours, announces the addition of Billy Johnson as the organization's first ever vice president of sales for the Las Vegas market. With more than 20 years of experience in the entertainment and sports industries and an extensive network in Las Vegas, Johnson will play an integral role in expanding the Southwest adventure brand's Las Vegas presence and market share.

In his new position, Johnson will focus on growing Pink Jeep Tours' Las Vegas business by increasing direct to consumer sales, as well as strategically developing the company's partnerships with hotels, online travel agents and international wholesalers. The newly created position demonstrates Pink Adventure Group's commitment to investing in the Las Vegas market.

"We see a great deal of opportunity for Pink Jeep in Las Vegas, which is why we decided to add this growth focused position to our team," said Tim Miller, CEO of Pink Adventure Group. "Billy's expertise and local relationships will be invaluable assets for expanding the brand's footprint and revenue there."

Prior to joining Pink Adventure Group, Johnson's most recent role was general manager of Casa de Shenandoah, Wayne Newton's estate and famed Vegas attraction. Johnson's diverse career in the entertainment and sports industries also includes a long tenure as president and CEO of the Las Vegas Wranglers professional hockey team and vice president and general manager of the Nashua Pride professional baseball team. Johnson has been recognized with numerous prestigious awards including being named 40 Under 40 by In Business Las Vegas and New Hampshire Union Leader, along with Atlantic League's Executive of the Year.

"My experience in entertainment and sports lends itself well to my new position with Pink Jeep, since the foundation of both are creating memories consumers will remember," said Johnson. "I am excited by Pink Jeep's vision and look forward to championing the brand in Las Vegas."

Pink Jeep Tours has been providing one-of-a-kind adventure tours in Arizona and Las Vegas since 1960. The first jeep tour operator in the U.S., Pink Jeep Tours welcomes more than half a million guests annually to experience premier sightseeing tours and off-road excursions.

ABOUT PINK ADVENTURE GROUP

Founded in 1960 and based in Sedona, Arizona, Pink Adventure Group provides unique, unforgettable tour experiences to Sedona, Las Vegas, and the Grand Canyon, for visitors from around the world. With a fleet of over 150 cutting edge vehicles, it remains the only tour company with guide trainers certified by the National Association for Interpretation on its staff, and the only tour company to use the Smith System® of Driving by all guides.

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