

Southeast Tourism Society to celebrate 30 years of Marketing College®

ATLANTA, GA – April 11, 2022: Southeast Tourism Society (STS) will celebrate 30 years of its unique continuing education program for the travel and tourism industry.

Since its inception in 1992, STS Marketing College has hosted tourism professionals for one week, each year, on a three-year path to earning their Travel Marketing Professional (TMP) certification. What began as the vision of the late Dorothy Hardman has now graduated over 1,200 TMPs across the association's 14-state region. Marketing College remains a fundamental travel and tourism professional development staple in the southeast.

“We are excited to celebrate the 30th anniversary of Marketing College this year. The longevity of this program, and the 1200+ TMPs to date, are a testament to the quality of education, leadership development, and networking that are the cornerstones of Marketing College.” says Monica Smith, President & CEO of Southeast Tourism Society. “We are so grateful to Miles Partnership for their long-term support of Marketing College and to the Marketing College professors that have contributed to the program over the past 30 years.”

Berkeley Young, Marketing College Provost says “I attended the second year of Marketing College and haven't missed a year since! I'm devoted to it as the best and broadest marketing foundation available for all parts of travel destinations. It continues to evolve with travel planning trends to deliver a top-notch professional education experience”.

This year, STS Marketing College will take place June 5-10 on the campus of Mercer University in Macon, Georgia. Class topics will include *Vital Tools to Empower Your Online Marketing Strategies, Tourism Product Development, Trends & Best Practices for Sports Tourism Marketing, and Perception is Reality: Creating a Crisis Communication Response Framework*.

Registration is open and can be accessed, along with a complete schedule, via the Southeast Tourism Society website at www.southeasttourism.org.

About Southeast Tourism Society

The Southeast Tourism Society is a not-for-profit membership association dedicated to the development of travel and tourism professionals and organizations within the southeast region. STS' mission is to strengthen the economic vitality of the region by uniting all segments of the travel and tourism industry through the four pillars of education, advocacy, recognition, and networking. Member states include Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia, plus the District of Columbia.

###

Media Contact:

Tonja Ray-Smith, TMP

Marketing & Communications Manager

Email: tonja@southeasttourism.org

Phone: (770) 355-4002

Official Marketing College 30 Logo found [here](#).