

Southeast Tourism Society hosts Inaugural Domestic Showcase in Virginia Beach, Virginia

ATLANTA, GA – March 16, 2022: Southeast Tourism Society (STS) in February 2022 welcomed over 350 delegates representing the group tour industry, travel media and tourist destinations from 14 southeastern states, including the District of Columbia, to Virginia Beach, Virginia, for its inaugural Domestic Showcase.

In partnership with the Virginia Tourism Corporation and Virginia Beach Convention & Visitors Bureau, STS hosted delegates for two days of networking and fun exploring the culture, food, art and history of Virginia Beach while exchanging information in order to rebuild group tour business following 2020's pandemic downturn. Within the event, Domestic Showcase Media Marketplace continued to be a success as well with 40 journalists and 46 Southeastern destination public relations representatives meeting to garner earned media placements in newspapers, magazines, blogs and travel websites promoting travel to and within the country's southeastern region.

In alignment with STS's emphasis on tourism education, keynote speakers Douglas Quinby, Co-founder and CEO of ARIVAL, and Cheryl Hargrove, President of Hargrove International, gave compelling presentations on group tour and travel trends and forecasted future opportunities during breakfast educational sessions.

Of the inaugural STS Domestic Showcase, STS President & CEO, Monica Smith, says, "it was such a pleasure to witness the connections being made and relationships strengthened during our time in Virginia Beach. The STS team and I thank our hosts, Virginia Beach Convention & Visitors Bureau and the Virginia Tourism Corporation, for all of their hard work and hospitality that led to such a successful event. The feedback that we've received from the attendees has been very positive and we are excited to host the next Domestic Showcase in Huntsville, AL in 2023."

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.

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For photos of the events, click [here](#). Photo credit should be given to Southeast Tourism Society by Big Slate Media.