



**SOUTHEAST**  
TOURISM SOCIETY

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STS headquarters is located in Roswell, GA

ROSWELL, GA

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## OUR MISSION

Dedicated to improving the economic vitality of the Southeast by uniting all segments of the Travel and Tourism Industry; promoting tourism within our member states, fostering cooperation, sharing resources and providing continuing education.



STUART, FL



NORTH LITTLE ROCK, AR

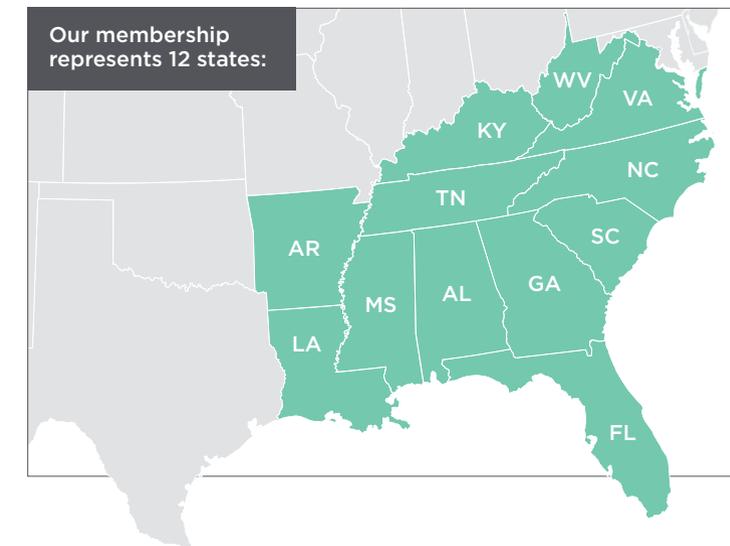


## STS AT A GLANCE

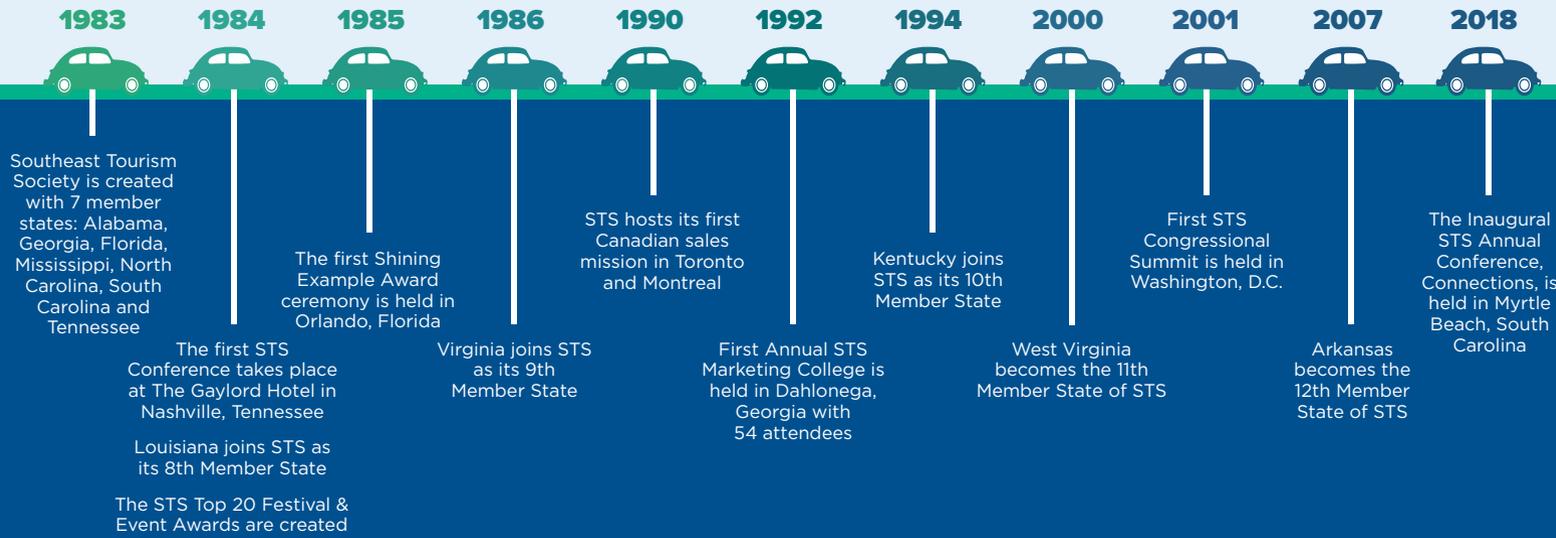
### OUR VISION

*Established in 1983*

To create, maintain and promote a cohesive membership organization responsive to the development of travel and tourism professionals and organizations within the southeast United States of America.



# STS AT A GLANCE: 35 YEARS OF SERVICE



# OUR PILLARS OF FOCUS



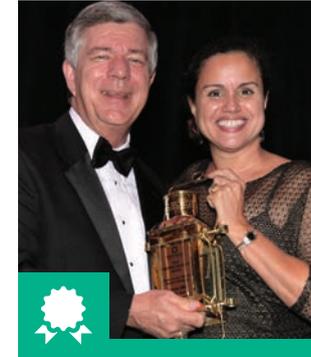
## EDUCATION

STS hosts annual events to provide educational opportunities for travel and tourism professionals. These events consist of the annual **STS Connections Conference**, workshops, webinars and **STS Marketing College®**, a program designed for seasoned and new industry professionals that provides certification as a Travel Marketing Professional (TMP).



## NETWORKING

Noted by our members as one of the top reasons to join STS, our event programs are a time to share ideas and catch up on the latest industry news with your travel and tourism peers. STS also provides a variety of social media channels for members to share ideas throughout the year.



## RECOGNITION

There are multiple opportunities to showcase industry leaders via our award programs. The **STS Top 20 Festivals and Events Award** program is awarded quarterly whereas the **STS Shining Example Award Ceremony**, recognizing the best and brightest in travel and tourism, takes place during STS Connections.



## ADVOCACY

Tourism community leaders have a powerful voice with elected officials at all levels of government. STS's advocacy program works to amplify the voice of tourism by developing platforms and events to allow tourism leaders to share their success stories and challenges. The annual **STS Congressional Summit on Travel & Tourism** in Washington D.C., the **Federal Tourism Directory**, and **Tourism Works!** are resources provided to our members.



# MEMBERSHIP

STS represents several segments of the travel and tourism industry. Our growing membership includes 500 member organizations and over 1,000 travel professionals.

## MEMBERSHIP CATEGORIES:

- ATT\*** = Attraction (Museums, Theme Park, National Park etc.)
- DMO\*** = Destination Marketing Organization/Convention and Visitor Bureau
- EDU** = Educational Institution
- HER** = Alliance of National Heritage Areas (ANHA member)
- IND** = Individual (Tourism professional not representing a business)
- LOD\*** = Hotel/Lodging Property
- STATE** = State Tourism Office
- SVC** = Service Provider/Business

*\*Where applicable, membership is based on annual budget.*



ARLINGTON, VA

## MEMBERSHIP PRICING

*\*ATT/DMO/LOD Annual Budget of:*

Less Than \$150K | **\$305/year**

\$150K - \$499K | **\$545/year**

\$500K - \$1 Million | **\$735/year**

More than \$1 Million | **\$835/year**

EDU & IND | **\$305/year**

HER | **\$110/year**

SVC | **\$895/year**

Renewed on anniversary of join date.



BIRMINGHAM, AL



# MEMBERSHIP: WHAT'S IN IT FOR YOU?

You're Unique and so is an STS Membership!

First and foremost, your member benefits extend to your entire team. Second, you are part of an organization with a specific focus on the Southeast United States.

## EDUCATION:

*Enjoy Member Pricing for...*

- STS Marketing College®: the official Travel Marketing Professional (TMP) certification program
- Connections
- Congressional Summit
- Fall Education Program

## RESEARCH:

- Take part in the STS Research Panel and provide valuable insights for your peers.
- Snapshot studies designed to help members understand industry norms on various topics.
- Salary Survey Results

## AFFINITY PROGRAMS/DISCOUNTS:

- American Road
- Atlas Obscura
- Endless Vacation
- j rudny interactive design solutions
- RoadRUNNER

## ACCESS TO HELPFUL RESOURCES:

- STS Online Directory
- Member Service Providers
- Industry Job Listings
- RFP Listings
- Monthly Newsletter

**MORE ON NEXT PAGE . . .**



### WEBINARS:

Learn from the convenience of your desk with complimentary STS Webinars scheduled throughout the year

### INDUSTRY EVENTS:

*STS Members receive member pricing at:*

- Florida Attractions Association Conference
- Southeast Festivals and Events Association Conference

### ADVOCACY:

- **Advocacy Idea Book**
- **Access to the STS VoterVoice Action Center**  
Contact your representatives or let STS assist you in a Call to Action for your state.
- **Access to the STS Advocacy Resource Center**  
Your go-to source for key insights and data for industry-related legislation, policies and local advocacy efforts.



# SPONSORSHIP OPPORTUNITIES

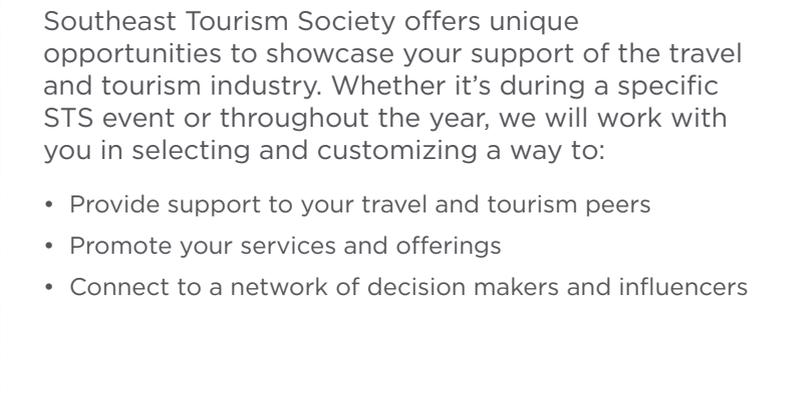
When you partner with Southeast Tourism Society, you are joining a network of travel and tourism leaders who have valued relationships and the sincerity of southern hospitality for over 35 years.

STS sponsorship shows your commitment to the tourism industry and delivers benefits reaching your target audience in the areas of the country where you do business. Let's discuss today how STS can become part of your business strategy!

### SPONSORSHIP:

Southeast Tourism Society offers unique opportunities to showcase your support of the travel and tourism industry. Whether it's during a specific STS event or throughout the year, we will work with you in selecting and customizing a way to:

- Provide support to your travel and tourism peers
- Promote your services and offerings
- Connect to a network of decision makers and influencers



# CORPORATE PARTNERSHIP

Corporate Partners embrace our philosophy, work for the betterment of our industry, and thus find a loyalty that is unsurpassed. They provide annual support to STS and ensure continued success in our efforts to bring quality programming and events to STS members.

## AS A CORPORATE PARTNER, YOU WILL RECEIVE:

-  Year-round recognition as a corporate partner on STS digital and print materials.
-  One scholarship for STS Marketing College® annually.
-  Access to the STS membership database.
-  Complimentary registration and trade show booth for the annual STS Connections conference.
-  Membership benefits and discounts - see page 6.
-  Complimentary registration for the annual STS Congressional Summit.

## CURRENT CORPORATE PARTNERS:



## TO LEARN MORE ABOUT SPONSOR AND PARTNERSHIP OPPORTUNITIES:

Please contact Heather Blanchard, Director of Member Development  
[Heather@SoutheastTourism.org](mailto:Heather@SoutheastTourism.org) or 770-542-1523

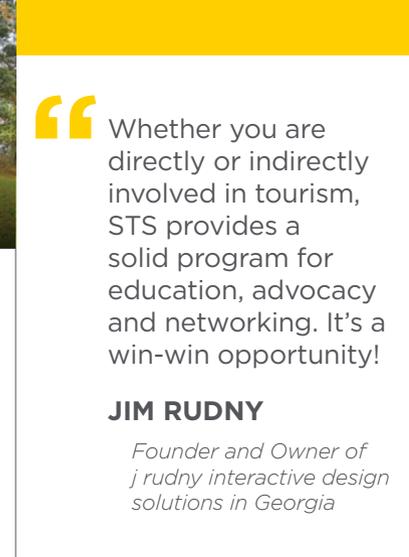


ROCK HILL, SC

“ STS is a must if you seek growth in this industry. Being a member has afforded me opportunities to grow my knowledge of the industry and continue to build relationships with fellow DMO representatives, and to also work with some of the industry’s most knowledgeable market research experts.

### SONJA BURRIS

*SVP of Marketing & Communications, TMP, Rock Hill/YorkCounty CVB in South Carolina*



LOUISVILLE, KY

“ Whether you are directly or indirectly involved in tourism, STS provides a solid program for education, advocacy and networking. It’s a win-win opportunity!

### JIM RUDNY

*Founder and Owner of j rudny interactive design solutions in Georgia*



MACON, GA



MIRAMAR, FL

“ If you really are serious about making a career of the tourism or hospitality business, join this association. It’s really professional friendship-making. You will meet folks that you will forever be able to pick up the phone and get answers. It’s a lot of fun, too.

### TROY BEAM

*Executive Director, Shepherdsville-Bullitt County Tourism Commission in Kentucky “Jim Beam Country”*

“ Earning your Travel Marketing Professional certification (TMP) shows a dedication to the industry and strengthens our employment base. When you see TMP behind someone’s name, you know they have passed the rigorous requirements of STS Marketing College®.

### JAY TUSA

*Executive Director, Visit South Walton in Florida*



MIRAMAR, FL

# CONNECT WITH US

Southeast Tourism Society



BRISTOL, TN



CHARLESTON, WV

## OUR TEAM

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