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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.

Our Vision

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.

Guiding Pillars of Focus

- **Education**
 - Connections- Annual Meeting
 - Domestic Discovery- Virtual Group Tour Event
 - Marketing College[®]- TMP Certification Program
 - Group Sales Symposium- Sales Training Event
 - Monthly Webinars- Hosted by STS partners and offering learning on different areas of focus
- **Advocacy**
 - Congressional Summit on Travel & Tourism- Advocacy Event taking place in Washington, DC
 - Advocacy Resource Center- Webpage designed to provide resources to support members in their advocacy efforts
 - DEI Resource Center- provides tools to assist members in addressing the issues of Racial Diversity, Equity, and Inclusion in their communities
- **Recognition**
 - Top 20 Festival & Events- Prestigious designation awarded bi-annually
 - Shining Example Awards- 15 Awards, 12 Categories awarded annually
- **Networking**
 - Coffee and Conversations- Virtual networking events that takes place monthly
 - Dedicated Social Media Accounts- Including a member-only CEO & Executive Director Discussion page
 - Marketing College Alumni Facebook Groups- Based on graduating year

 Southeast Tourism Society
 @southeasttouris
 Southeast Tourism Society

Quick Facts

- Established in 1983
- 13 Member States and 1 Region
 - AL, AR, FL, GA, KY, LA, MO, MS, NC, SC, TN, VA, WV, & DC
- 500+ Member Organizations-
 - 70% DMO
 - 1,500 + Members

Publications

- STS Member Newsletter
 - Informational newsletter about STS and its members
- Travel and Tourism Talk (T3)
 - Member newsletter on a variety of industry topics
- Escape to the Southeast[®]
 - Annual Business to consumer publication & website designed to help promote tourism within our member states
 - Member benefit and discounts
- Federal Tourism Directory
 - Information resource for Members of Congress which provides an overview of Federal tourism programs and key staff contacts
- Tourism Works!
 - Compilation of community level success stories
- Advocacy Amplified
 - A guide for tourism advocacy

Research

- STS Research Panel- Snapshot studies designed to help members understand industry insights on tourism topics
- Southeast Travel & Tourism Research Association- Affiliate partner for tourism education

Partners in Travel & Tourism

- Alliance of National Heritage Areas
- Brand USA
- Destination International
- National Park Service
- Southeast Festivals & Events Association
- Tourism Cares
- US Travel
- United States Army Corps of Engineers
- United States Department of the Army
- United States Forest Services

CORPORATE PARTNERS

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