

Southeast Tourism Society President Selected for Lifetime Achievement Accolades

ATLANTA (Sept. 23, 2009) -- Gov. Sonny Perdue has given Bill Hardman, president and CEO of the Southeast Tourism Society, the 2009 Lifetime Achievement Award for his tourism career that began in 1969.

Perdue honored Hardman and other Georgia tourism professionals at the 2009 Governor's Conference on Tourism at Lake Lanier Islands Resort earlier this month.

Hardman's tourism career has included Six Flags Over Georgia, the DeKalb Convention and Visitors Bureau and the 12-state Southeast Tourism Society, where he has been president since 1997.

He was named Georgia's Travel Industry Leader of the Year in 1991 and 1993. He has served on the board of the U.S. Travel Association and now is on the National Park System Advisory Board by appointment of the U.S. Secretary of the Interior.

The Georgia Department of Economic Development, Georgia Association of Convention & Visitors Bureaus and the Tourism Development Alliance of Georgia hosted the conference where Hardman was honored. More than 400 tourism industry professionals from around the state attended.

Founded in 1983, Southeast Tourism Society is dedicated to the promotion and development of tourism to its member states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. The membership includes state travel offices, attractions, hotels, motels, resorts, convention and visitors bureaus, transportation companies, travel media and other travel-related organizations.

#

Neville Y. Bhada
Neville@southeasttourism.org
404-364-9847