

## **MARYLAND JOINS REGIONAL TOURISM RESEARCH GROUP**

ATLANTA, Ga. (Nov. 11, 2009) – The state of Maryland has joined the 11-state regional tourism research association of the Southeast States Chapter of the Travel and Tourism Research Association (SETTRA).

The union was approved by the board directors of Travel and Tourism Research Association (TTRA) last month. The southeast chapter covers Alabama, Arkansas, Florida, Georgia, Mississippi, Louisiana South Carolina, North Carolina, Tennessee, Virginia, West Virginia and now, Maryland.

Maryland will now have access to the resources of SETTRA and be able to fully participate in its symposium held annually in March.

“SETTRA is a dynamic organization,” said Rebecca Dougherty, Research Manager at the Maryland Office of Tourism. “On behalf of the Maryland Office of Tourism, I look forward to becoming more engaged in SETTRA activities while sharing and developing best practices with my peers in the Southeastern region.”

TTRA, based in Lake Orion, Michigan, promotes the development and application of professional research in the travel and tourism industry and in institutions of higher education.

“The Southeast Chapter of TTRA is excited about Maryland becoming a part of SETTRA; Maryland will contribute significantly in the growth of SETTRA. This is a tremendous opportunity for both SETTRA and Maryland to grow and learn from each other,” said Jennifer Driscoll, president of SETTRA.

SETTRA’s mission is to increase the understanding and the knowledge of tourism research within the industry as well as with tourism researchers. The Travel and Tourism Research Association twice named SETTRA the “Chapter of the Year” in 2008 and 2004.

There are nine TTRA chapters with SETTRA being one of the larger chapters in terms of membership. Southeast Tourism Society has been SETTRA’s administrator since 2002.

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### About Southeast Tourism Society (STS)

Founded in 1983, Southeast Tourism Society ([www.southeasttourism.org](http://www.southeasttourism.org)) is dedicated to the promotion and development of tourism in its member states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. Its headquarters are in Atlanta. The membership includes state travel offices, attractions, hotels, motels, resorts, convention and visitors bureaus, chambers of commerce, travel media and other travel-related organizations.