



Interview by:

Karen Trevino, CTIS, CCTP, CTDP

President & CEO

North Little Rock Convention & Visitors Bureau

You know me as the Skål USA VP of Membership but another hat I wear is that of Vice Chairman of the Southeast Tourism Society (STS). I will become Chairman of STS in 2023. Due to my relationship with both Skål and with STS, we were able to form an Affiliate Partnership. This mutually beneficial arrangement provides great opportunities for both organizations to grow in membership and professional development for their members.

Formed in 1983, STS is an established leader linking tourism professionals through education, advocacy, recognition, and networking. Southeast Tourism Society covers these states: Alabama, Arkansas, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia. Members are comprised of attractions, convention & visitors bureaus, destination management organizations, educational institutions, national heritage areas, travel providers, lodging, state tourism offices, and many more categories.

STS hosts an annual fall conference “Connections” that provides educational sessions, networking events, an industry trade show, and the Shining Example Awards ceremony. For thirty years, STS has led the Marketing College which explores the many facets of destination management and leadership. This three-year curriculum leads to certification as a Travel Marketing Professional (TMP). Visit southeasttourism.org if you want more information about the Southeast Tourism Society. Your membership in Skål provides you with educational and promotional opportunities even if you are not physically located in the areas that STS covers.

The partnership agreement provides that both organizations will identify as an Affiliate Partner on websites, marketing materials, and media relations. Each organization provides one complimentary membership, and a complimentary registration for conventions/meetings to include a trade show booth. STS will also provide Skål members with the STS member rate for attending Marketing College or the Connections conference.