

What our students have to say...

"I truly believe anyone in the tourism industry should attend this school. I have only held my position for seven months as Tourism Director and Every day I was telling myself, 'I'm just not there yet,' if you know what I mean. Now, I know I am 'not there,' however, I know I can 'get there' and do my job well, thanks to STS Marketing College. I have an altogether new approach for my marketing plan and I owe it all to STS."

"I am a CTPP for the state of Tennessee and that means a great deal to me, but having my TMP from STS means the world to me. The acquaintances and very close friends I have made through Marketing College, is worth millions to me. I wouldn't take back a second."

"Marketing College has continued to revitalize my energy towards tourism, the organization and customer service."

"Professional development is important. We never know everything and with the TMP designation and the opportunity to attend the program offered for alumni, the development continues as well as keeping me on top of the latest and greatest effecting the hospitality industry. It's good to see how other destinations are dealing with similar situations.

Sometimes we forget that although the destination is different - larger or smaller - we all have the same struggle or challenges or needs. I look forward to the Alumni program knowing it will provide new and exciting ideas."

"This week has been amazing! I cannot imagine that anything else will benefit my career in the way that Marketing College will. Everything as been exceptional, from the rich curriculum and scrumptious snacks, to the incredible networking events and lifelong friendships I have made with colleagues from across the southeast. Thank you STS for providing this fabulous opportunity!"

"I can't THANK you enough for all of the insight that I gained from STS Marketing College!!!! What a week WELL spent!"

"I want to thank you (STS) for making Marketing College such a wonderful experience. We implemented so many ideas during our three year stint, all of which have made our Visitors Bureau a better place to be and increased our bottom line as well. I am looking forward to the alumni class and again,
THANK YOU, THANK YOU, THANK YOU!!!"

"I absolutely enjoyed every minute of my Marketing College experience and would highly recommend it to anyone! Not only in the Tourism Industry, but in the Economic Development Industry. In my opinion it is vital that the business world begin looking at us with eyes that see us for what we really are and do. Our Industry creates countless jobs as well as the huge economic impact it makes on our communities! I am making use of the education I received from STS and carrying it forward. It is my personal goal to guarantee that my community is well-informed of the impact the tourism industry makes in my county, and our state. I want you to know how much I sincerely appreciate this experience, and I will be attending the Alumni Class next year."

"I thoroughly enjoyed the alumni class and left a completed survey for you in the class. I must say we (DMO's) are very fortunate to have an organization like STS providing the level of training, research, networking opportunities and tools for us to better market our destinations."

"Often the newcomers have a limited tourism background and it appears that many attend the marketing school after they have been in the field a while. I feel that the program would be a huge benefit to newcomers and would diminish the learning curve. The networking is by far, the best benefit – at least for me it helped me to realize that there were others still learning the ropes after three years. Most of all, I endorse and support the STS... it is the kind of organization we need."

Finishing the STS Marketing College to earn a Travel Marketing Professional certification is the key to professionalization.

"Marketing College is a great way to learn and have fun at the same time.... (STS) did a fantastic job, as always."