

## **Southeast Tourism Society Marketing College Boasts Largest Total Enrollment, Largest First-Year Class**

ATLANTA, Ga. (June 22, 2018) – STS Marketing College, a three-year professional development program in tourism marketing, has recorded its largest total enrollment and largest first-year class for the session that runs June 24-29.

Total enrollment is 327, and the first-year class has 139 students. The program is organized and operated by the Southeast Tourism Society, a 12-state organization that promotes tourism in the Southeast. Classes are at the University of North Georgia in Dahlonega.

This is the 27<sup>th</sup> year for STS Marketing College. Almost 1,100 people have completed the curriculum and earned Travel Marketing Professional (TMP) certification.

“These enrollment figures prove tourism’s strength across the Southeast, and verify that people who work in tourism want to keep learning,” said Bill Hardman, president and CEO of STS.

STS Marketing College, sponsored by Miles Partnership, is recognized as one of the nation’s leading continuing education programs for tourism. The curriculum requires three one-week summer sessions and two projects to earn TMP certification.

Instructors, 27 for the 2018 session, are senior-level tourism professionals in areas such as research, marketing, public relations and special events. Faculty members donate their time and expertise. Students are from all 12 STS states, plus one from Arizona and two from New York.

“The curriculum benefits people at all stages of their careers. Tenured tourism professionals take the first-year classes and come away with new knowledge,” Hardman said.

In addition to the regular three-year curriculum, STS Marketing College schedules “alumni classes” for people who already have earned TMP certification.

“Tourism is an ever-changing field, and one of STS’s core missions is increasing the number of people who are highly educated in all aspects of the industry,” Hardman said, noting that tourism is among the top five industries in each of its member states.

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