



Our Mission

Dedicated to improving the economic vitality of the Southeast by uniting all segments of the Travel and Tourism Industry, promoting tourism within our member states, fostering cooperation, sharing resources and providing continuing education.

Our Vision

To create, maintain, and promote a cohesive membership organization responsive to the development of travel and tourism professionals and organizations within the southeast United States of America.

Membership Categories

- ATT*** = Attraction (Museums, Theme Park, National Park etc.)
- DMO*** = Destination Marketing Organization/Convention and Visitor Bureau
- EDU** = Educational Institution
- HER** = Alliance of National Heritage Areas (ANHA member)
- IND** = Individual (Tourism professional not representing a business)
- LOD*** = Hotel/Lodging Property
- SVC** = Service Provider/Business

**Where applicable, membership is based on annual budget & renewed on anniversary of join date*

Pricing

*ATT/DMO/LOD Annual Budget of:

Less Than \$150K	\$295/year
\$150K - \$499K	\$530/year
\$500K - \$1 Million	\$715/year
More than \$1 Million	\$810/year
EDU & IND	\$295/year
HER	\$105/year
SVC	\$870/year

- Southeast Tourism Society
- @southeasttouris
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Quick STS Facts

- Established in 1983
- 12 Member States AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV
- 500+ Member Organizations
 - 70% DMO
 - 1,000+ Members
- Guiding Pillars of Focus
 - Education
 - Advocacy
 - Recognition
 - Networking
- STS Connections
 - Annual membership meeting and tradeshow
 - Industry research and leadership education
 - Awards Gala, MC Graduation
- STS Marketing College®
 - Only available from STS
 - Established in 1992
 - Official Travel Marketing Professional (TMP) certification program
- STS Congressional Summit on Travel & Tourism
 - Bringing grassroots leadership to Washington
 - Voice for national, state and local tourism platforms
- Top 20 Festival & Events
 - Since 1985
 - Prestigious designation awarded quarterly
 - 20 events / month
- Shining Example Awards Program
 - Established in 1985
 - 15 Awards, 10 Categories awarded annually
- STS Research Panel
 - Established in 2015
 - Snapshot studies designed to help members understand industry norms on various topics
- STS Reciprocal Member Benefits
 - Tourism Cares @
 - Member pricing for TC events
 - Southeast Festival & Events
 - Member pricing for SFEA conference
- Southeast Travel & Tourism Research Association (SETTRA)
 - Affiliate partner for tourism education

PARTNERS

Advance Travel & Tourism · Charles Ryan Associates · ITI Digital · Osborn Barr | Paramore · Stamp · Stowaway
September 2018

STS PILLARS OF FOCUS

EDUCATION

STS hosts annual events to provide educational opportunities for travel and tourism professionals. These events consist of the STS Annual Meeting - **Connections**, Workshops, Webinars and STS **Marketing College®**, a program designed for seasoned and new industry professionals, that provides certification as a "TMP", Travel Marketing Professional.

ADVOCACY

Frontline tourism leaders have a powerful voice with elected officials at all levels of government. STS's advocacy program works to amplify the voice of tourism by developing platforms and events to allow grassroots leaders to share their success stories and challenges. The annual **Congressional Summit on Travel & Tourism** in Washington, DC, the **Federal Tourism Directory**, and **Tourism Works!** are resources provided to our members.

RECOGNITION

There are multiple opportunities to showcase industry leaders via our award programs. The **STS Top 20 Festivals and Events Award** program is awarded quarterly whereas the **STS Shining Example Award** Ceremony, recognizing the best and brightest in travel and tourism, takes place during STS Connections.

NETWORKING

Noted by our members as one of the top reasons to join STS, our event programs are a time to share ideas and catch-up on the latest industry news with your travel and tourism peers. STS also provides a variety of **social channels** for members to share ideas throughout the year.

Publications

- STS Member Newsletter
 - Informational newsletter about STS and its members
- Travel and Tourism Talk
 - Member newsletter on a variety of industry topics
- Escape to the Southeast ®
 - B to C publication & website designed to help promote tourism within our member states
 - Member benefit & discounts
- Federal Tourism Directory
 - Information resource for Members of Congress which provides an overview of Federal tourism programs and key staff contacts
- Tourism Works!
 - Compilation of community level success stories

Partners for Sustainable Travel & Tourism in the Southeast

STS Federal Agency partners as recognized in signed Memorandum Of Understanding (MOU)

- Alliance of National Heritage Areas (ANHA)
- National Park Service Southeast Region
- United States Department of the Interior
 - Bureau of Indian Affairs
 - Bureau of Land Management
 - United States Fish and Wildlife Service
 - National Park Service
- United States Department of Agriculture
 - United States Forest Service
- United States Department of Commerce
 - Office of Travel and Tourism Industries
- United States Department of Transportation
- United States Department of the Army
 - United States Army Corps of Engineers
- Advisory Council on Historic Preservation

Southeast Tourism Society

555 Sun Valley Drive Suite E5 · Roswell, GA 30076-5624 · (770)542-1523 · SoutheastTourism.org · #SETourism

President & CEO
Monica Smith
Monica@SoutheastTourism.org

Marketing & Communications
Wendy Thomas
Wendy@SoutheastTourism.org

STS Policy Advisor
Halle Czechowski
halleczech@mac.com
(202) 460-4651

Operations & Marketing College
Suzanne Moon
Suzanne@SoutheastTourism.org

Membership & Sponsorship
Heather Blanchard
Heather@SoutheastTourism.org

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