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.

TABLE OF CONTENTS

STS AT A GLANCE 3
OUR PILLARS OF FOCUS 5
MEMBERSHIP 6
SPONSORSHIP OPPORTUNITIES 9
CORPORATE PARTNERSHIP 10
TESTIMONIALS 11
CONNECT WITH US 12

STS AT A GLANCE
Established in 1983
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.

Our membership represents 12 states:
Southeast Tourism Society is created with 7 member states: Alabama, Georgia, Florida, Mississippi, North Carolina, South Carolina and Tennessee.

The first Shining Example Award ceremony is held in Orlando, Florida.

West Virginia becomes the 11th Member State of STS.

Kentucky joins STS as its 10th Member State.

STS hosts its first Canadian sales mission in Toronto and Montreal.

Arkansas becomes the 12th Member State of STS.

The Inaugural STS Annual Conference, Connections, is held in Myrtle Beach, South Carolina.

The first STS Conference takes place at The Gaylord Hotel in Nashville, Tennessee.

Louisiana joins STS as its 8th Member State.

Virginia joins STS as its 9th Member State.

First Annual STS Marketing College is held in Dahlonega, Georgia with 54 attendees.

First STS Congressional Summit is held in Washington, D.C.

The STS Top 20 Festival & Event Awards are created.

EDUCATION
STS hosts annual events to provide educational opportunities for travel and tourism professionals. These events consist of the annual STS Connections Conference, workshops, webinars and STS Marketing College®, a program designed for seasoned and new industry professionals that provides certification as a Travel Marketing Professional (TMP).

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 media channels for members to share ideas throughout the year.

OUR PILLARS OF FOCUS

- ADVOCACY
  - Tourism community 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 tourism leaders to share their success stories and challenges.
  - The annual STS Congressional Summit on Travel & Tourism in Washington D.C., the Federal Tourism Directory, and Tourism Works! are resources provided to our members.

- EDUCATION
  - STS hosts annual events to provide educational opportunities for travel and tourism professionals. These events consist of the annual STS Connections Conference, workshops, webinars and STS Marketing College®, a program designed for seasoned and new industry professionals that provides certification as a Travel Marketing Professional (TMP).

- 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 media channels for members to share ideas throughout the year.

STS AT A GLANCE:
35 YEARS OF SERVICE
MEMBERSHIP

STS represents several segments of the travel and tourism industry. Our growing membership includes 500 member organizations and over 1,000 travel professionals.

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
- **STATE**: State Tourism Office
- **SVC**: Service Provider/Business

MEMBERSHIP PRICING

<table>
<thead>
<tr>
<th>Segment</th>
<th>Annual Budget</th>
<th>Membership Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATT/DMO</td>
<td>Less Than $150K</td>
<td>$305/year</td>
</tr>
<tr>
<td></td>
<td>$150K - $499K</td>
<td>$545/year</td>
</tr>
<tr>
<td></td>
<td>$500K - $1 Million</td>
<td>$735/year</td>
</tr>
<tr>
<td></td>
<td>More than $1 Million</td>
<td>$835/year</td>
</tr>
<tr>
<td>EDU &amp; IND</td>
<td>$305/year</td>
<td></td>
</tr>
<tr>
<td>HER</td>
<td>$110/year</td>
<td></td>
</tr>
<tr>
<td>SVC</td>
<td>$895/year</td>
<td></td>
</tr>
</tbody>
</table>

*Where applicable, membership is based on annual budget.

You’re Unique and so is an STS Membership!

First and foremost, your member benefits extend to your entire team. Second, you are part of an organization with a specific focus on the Southeast United States.

EDUCATION:

- Enjoy Member Pricing for...
  - STS Marketing College: the official Travel Marketing Professional (TMP) certification program
  - Connections
  - Congressional Summit
  - Fall Education Program

ACCESS TO HELPFUL RESOURCES:

- STS Online Directory
- Member Service Providers
- Industry Job Listings
- RFP Listings
- Monthly Newsletter

RESEARCH:

- Take part in the STS Research Panel and provide valuable insights for your peers.
- Snapshot studies designed to help members understand industry norms on various topics.
- Salary Survey Results

AFFINITY PROGRAMS/DISCOUNTS:

- American Road
- Atlas Obscura
- Endless Vacation
- J rudny interactive design solutions
- RoadRUNNER

MORE ON NEXT PAGE . . .
WEBINARS:
Learn from the convenience of your desk with complimentary STS Webinars scheduled throughout the year

INDUSTRY EVENTS:
STS Members receive member pricing at:
• Florida Attractions Association Conference
• Southeast Festivals and Events Association Conference

ADVOCACY:
• Advocacy Idea Book
• Access to the STS VoterVoice Action Center
  Contact your representatives or let STS assist you in a Call to Action for your state.
• Access to the STS Advocacy Resource Center
  Your go-to source for key insights and data for industry-related legislation, policies and local advocacy efforts.

SPONSORSHIP OPPORTUNITIES

When you partner with Southeast Tourism Society, you are joining a network of travel and tourism leaders who have valued relationships and the sincerity of southern hospitality for over 35 years.

STS sponsorship shows your commitment to the tourism industry and delivers benefits reaching your target audience in the areas of the country where you do business. Let’s discuss today how STS can become part of your business strategy!

SPONSORSHIP:
Southeast Tourism Society offers unique opportunities to showcase your support of the travel and tourism industry. Whether it’s during a specific STS event or throughout the year, we will work with you in selecting and customizing a way to:
• Provide support to your travel and tourism peers
• Promote your services and offerings
• Connect to a network of decision makers and influencers
Corporate Partners embrace our philosophy, work for the betterment of our industry, and thus find a loyalty that is unsurpassed. They provide annual support to STS and ensure continued success in our efforts to bring quality programming and events to STS members.

**CURRENT CORPORATE PARTNERS:**

TO LEARN MORE ABOUT SPONSOR AND PARTNERSHIP OPPORTUNITIES:
Please contact Heather Blanchard, Director of Member Development  Heather@SoutheastTourism.org  or 770-542-1523

---

**ROCK HILL, SC**

** Advances in Tourism & Events**

**LOUISVILLE, KY**

**MIRAMAR, FL**

---

**TO LEARN MORE ABOUT SPONSOR AND PARTNERSHIP OPPORTUNITIES:**

Please contact Heather Blanchard, Director of Member Development  Heather@SoutheastTourism.org  or 770-542-1523

---

**SONJA BURRIS**

SVP of Marketing & Communications, TMP  Rock Hill/YorkCounty  CVB in South Carolina

---

**JIM RUDNY**

Founder and Owner of J rudny interactive design solutions in Georgia

---

Whether you are directly or indirectly involved in tourism, STS provides a solid program for education, advocacy and networking. It’s a win-win opportunity!

**JIM RUDNY**

Founder and Owner of J rudny interactive design solutions in Georgia

---

If you really are serious about making a career of the tourism or hospitality business, join this association. It’s really professional friendship-making. You will meet folks that you will forever be able to pick up the phone and get answers. It’s a lot of fun, too.

**TROY BEAM**

Executive Director, Shepherdsville-Bullitt County Tourism Commission in Kentucky “Jim Beam Country”