



CONTACT: Yolanda Clay-Moore, Manager, Public Relations
(601) 960-1891, ext 310 or ymoore@visitjackson.com

DATE: May 24, 2018

RELEASE: FOR IMMEDIATE RELEASE

Visit Jackson's Wanda L. Henley-Watts, Earns 'Travel Marketing Professional' Certification from STS Marketing College

Three-year program recognized nationally for continuing education



Jackson, MS- "City with Soul"

Wanda Henley-Watts, marketing coordinator for Visit Jackson and president of Metro Jackson Attractions Association, has earned certification as a Travel Marketing Professional (TMP) from STS Marketing College. Certification comes after a course of study spread over three years that includes two work-related projects.

The certification program is a project of Southeast Tourism Society, a 12-state professional association that promotes travel and tourism in the Southeast. The Class of 2017 was announced at the inaugural STS Connections conference in Myrtle Beach, S.C.

Henley-Watts was among 79 graduates in the Class of 2017. Since inception in 1992, STS Marketing College has graduated almost 1,100 TMPs. The program uses facilities at the University of North Georgia at Dahlonega to teach travel marketing for a week each summer.

"There is no other program like STS Marketing College in the country. Every TMP is marked as a person who is versed in travel industry knowledge and practicalities," said Bill Hardman, STS president and CEO.

Instructors are travel industry professionals such as convention and visitors bureau executives, public relations practitioners, sales and marketing consultants, and research experts.



111 E. Capitol Street, Suite 102
Jackson, MS 39201
601.960.1891
1.800.354.7695
601.960.1827 FAX
www.visitjackson.com

Study topics include special events marketing, media relations, tourism advertising, vacation research, crisis management, heritage tourism and community/rural tourism. In addition to classroom work, students also must complete two projects that relate to their employment.

Tourism ranks among the top three industries in all STS states, which stretch from Virginia to Louisiana.

Registration is open for the 2018 session of STS Marketing College, which is June 24-29. STS membership is not required, but STS members receive a tuition reduction.

About Southeast Tourism Society (STS)

Founded in 1983, Southeast Tourism Society (southeasttourism.org) promotes and develops tourism in its 12 member states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. Its headquarters are in Atlanta. Membership includes state travel offices, convention and visitors bureaus, lodging properties, attractions, travel media and other travel-related organizations.

#

Contact:

Wendy Thomas

770-542-1523

wendy@southeasttourism.org