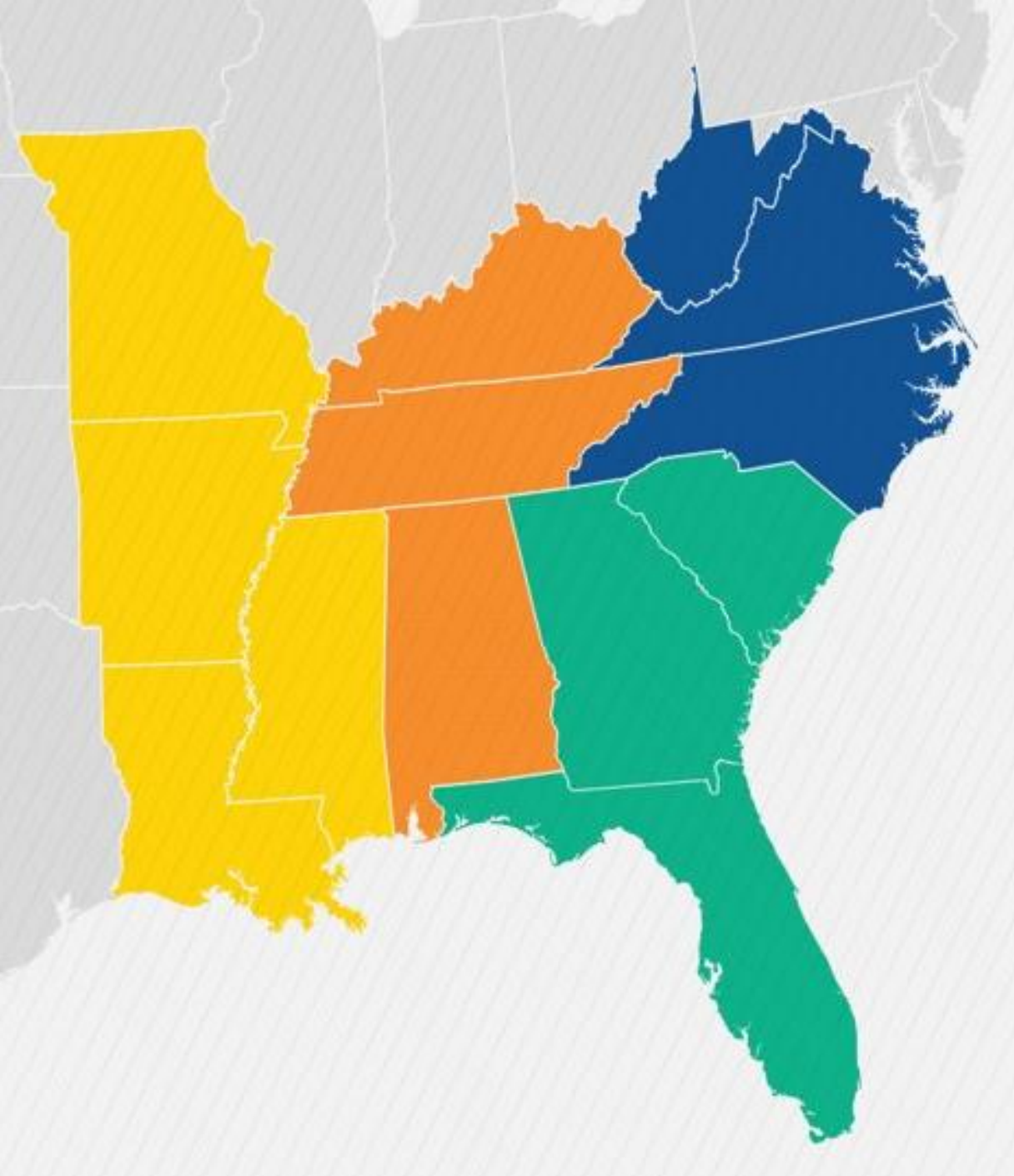




8 Reasons to Partner with DMOs/CVBs to Grow Your Business

Monica Smith, CMP, CASE, CDME
President & CEO
Southeast Tourism Society



About STS

Regional tourism trade association representing 13 states & DC

- ✓ CVBs/DMOs
 - ✓ State Tourism Offices
 - ✓ Attractions
 - ✓ Lodging/Hotels
 - ✓ Service Providers
- 500+ member organizations

**EDUCATION
ADVOCACY
RECOGNITION
NETWORKING**

1. Destination Tourism Plan



2. Visitor & Welcome Centers

DISCOVER ATLANTA NOW

SPRING 2022

lonely planet

TOP CITY
Atlanta

BEST IN TRAVEL
2022

TRAVEL

BEST OF THE
WORLD
2022

PICTURE PERFECT

WESTSIDE PARK IS ATLANTA'S NEWEST GREENSPACE,
JOINING COUNTLESS OTHER OUTDOOR PLACES TO
ENJOY SPRING IN THE CITY.

ULTIMATE
SPRING GUIDE
SEE PAGE 6

OUTDOOR
DINING
SEE PAGE 22

SHOP
LOCAL
SEE PAGE 30



3. Visitors Guides +

4. Destination Website

5. Social Media Strategy





6. Group Sales Effort

Group Tours

Meetings & Conventions

Sports & Competitions



7. Travel Writers & Influencers



8. Festivals & Events

9. Community Connections



Successful Collaboration with DMOs

1. Quarterly updates to DMO & State tourism websites
2. Engagement with DMO & States in co-op marketing
3. Provide information on new tours/experiences for DMO staff
4. Annual update of marketing materials
5. Participation in FAMs and site visit opportunities
6. Tourism Ambassador Training

Questions?

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