



Amarillo Convention and Visitor Council
1000 S. Polk St. * Amarillo, TX 79101
806-374-1497 * 806-584-6792 (cell)

August 10, 2016

Eric W. Miller * Director of Communications

eric@visitamarillo.com

www.visitamarillo.com

Tina Brohlin Receives *Certified Tourism Executive* Designation After Completing Travel & Tourism College

Tina Brohlin, Director of Sales, Amarillo Convention & Visitor Council, has completed all coursework in the Travel & Tourism College, a program of the Texas Travel Industry Association (TTIA) and has received her *Certified Tourism Executive* (CTE) designation. In addition to completing the coursework, she also completed a capstone project required for the certification designation.

Travel & Tourism College (TTC) provides participants with an intensive professional education full of marketing, leadership and management courses taught by college professors and seasoned travel and tourism professionals from around the country.

Over the past three years, Brohlin attended TTC courses that covered topics such as the emotional IQ of today's marketing campaigns, hands-on strategies for handling any crisis situation, how to create eco-friendly, sustainable tourism products, management excellence, positively outrageous customer service, essential strategies for tourism marketing success, and how relationships affect advocacy and engagement.

“My daily work has been impacted by what I learned these past three years,” Brohlin said. “I highly recommend this program to anyone wishing to move their career forward in the travel and tourism industry.”

Her capstone project for graduation, determining the economic impact of current and potential sporting events for Amarillo, was central to the fact-finding process for Youth Athletics and Recreation Opportunities for the city's Wise Investment campaign.

"Tina is a respected leader both in Amarillo and in the Texas tourism industry. Achieving the certified tourism executive status is a reflection of her dedication to professional growth," Dan Quandt, Vice President of the Amarillo CVC, said.

"With this CTE designation, Tina has taken her career a step further, increasing her knowledge and expertise in all aspects of travel & tourism marketing and management," David Teel, President/CEO of the TTIA, said. "She has increased her knowledge on current trends in the travel industry, social media and research, and is prepared to take on new and larger responsibilities within the travel industry."

Travel & Tourism College is open to all travel & tourism professionals from across the United States. TTC attendance is eligible for continuing education credits with the Texas Association of Convention & Visitors Bureaus, the Texas Municipal League, and the International Association of Amusement Parks and Attractions. For more information on Travel & Tourism College, visit www.travelandtourismcollege.com.

#####

The Amarillo CVC mission is to positively impact the economy and image of Amarillo through destination marketing and related support programs.

Visit the Amarillo CVC website at www.visitamarillo.com