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FOR IMMEDIATE RELEASE

STEPHANIE MARTIN RECEIVES *CERTIFIED TOURISM EXECUTIVE* DESIGNATION AFTER COMPLETING TRAVEL & TOURISM COLLEGE

Austin, Texas, May 18, 2017 – Stephanie Martin, Director of VisitMidland, has completed all coursework toward her *Certified Tourism Executive* (CTE) designation from Travel & Tourism College, a program of the Texas Travel Industry Association (TTIA). In addition to completing the coursework, Mrs. Martin also completed a capstone project required for the certification designation.

“After attending my first year of TTC I knew exactly what I wanted my capstone project to cover” said Mrs. Martin. “I have been involved on the Star Spangled Salute committee, and have Chaired the Health & Safety area since bring the event back in 2012. After the Boston Marathon incident in 2013, we knew health and safety was the most important priority for our community. I worked with the emergency management and first responder teams across Midland to create a detailed Incident Action Plan for the event over the last few years and each year we find ways to make it better.”

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, Mrs. Martin attended TTC courses that covered such topics 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.

VisitMidland constantly works to keep our city at the forefront of destination marketing initiatives and will continue to take advantage of opportunities such as Travel & Tourism College to ensure our staff has advanced training,” said Bradley Barnett, Executive Vice President of Tourism & Facilities for VisitMidland and the Midland Convention Center.

“I feel incredibly blessed having the opportunity to attend this program and I am amazed by the amount of innovative solutions and ideas that I was able to bring back over these past three years, many of which I have implemented,” said Stephanie Martin. “It’s such a great opportunity to work with marketing professionals from tourism icons in Texas such as Sea World, Texas Highways Magazine and

Texas Parks & Wildlife to learn best practices. I highly recommend this program to anyone wishing to move their career forward in the travel and tourism industry,” Mrs. Martin added.

“With this CTE designation, Stephanie has taken her career a step further, increasing her knowledge and expertise in all aspects of travel & tourism marketing and management,” said David Teel, President/CEO, Texas Travel Industry Association. “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.

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About Travel & Tourism College (TTC)

Travel & Tourism College (TTC) is a program presented by the Texas Travel Industry Association (TTIA). TTC is a three year certification program consisting of a week of intensive tourism marketing and management courses offered in June of each year. TTC is open to all travel & tourism professionals from across the United States. Travel and tourism professionals who complete this three-year program and a capstone project receive the Certified Tourism Executive (CTE) designation. www.travelandtourismcollege.com

About Texas Travel Industry Association (TTIA)

The Texas Travel Industry Association (TTIA) is a non-profit organization made up of businesses, organizations, associations and individuals dedicated to developing Texas tourism to its fullest potential. TTIA’s mission is to improve the quality of life in Texas by strengthening travel and tourism. For more information about the Texas Travel Industry Association, visit www.ttia.org or contact the office in Austin at (512) 328-8842.