



Charles McCool is an SATW member, a digital travel journalist, and social media fanatic, whose main purpose when working with destinations and travel brands is to increase visits and sales. As a longtime travel skills expert, speaker, author, and trainer, Charles McCool's articles and travel advice have appeared in hundreds of publications; including Conde Nast, Forbes, Frommers, Orbitz, Reader's Digest, Smarter Travel, TripAdvisor, and USA Today. McCool was profiled in "World's Smartest Traveler" and has been called "one of the most creative minds in the travel industry." He was recently honored with the **Travel Media** award from Mississippi Tourism Association (MTA) at the state's Governor's Conference on Tourism.