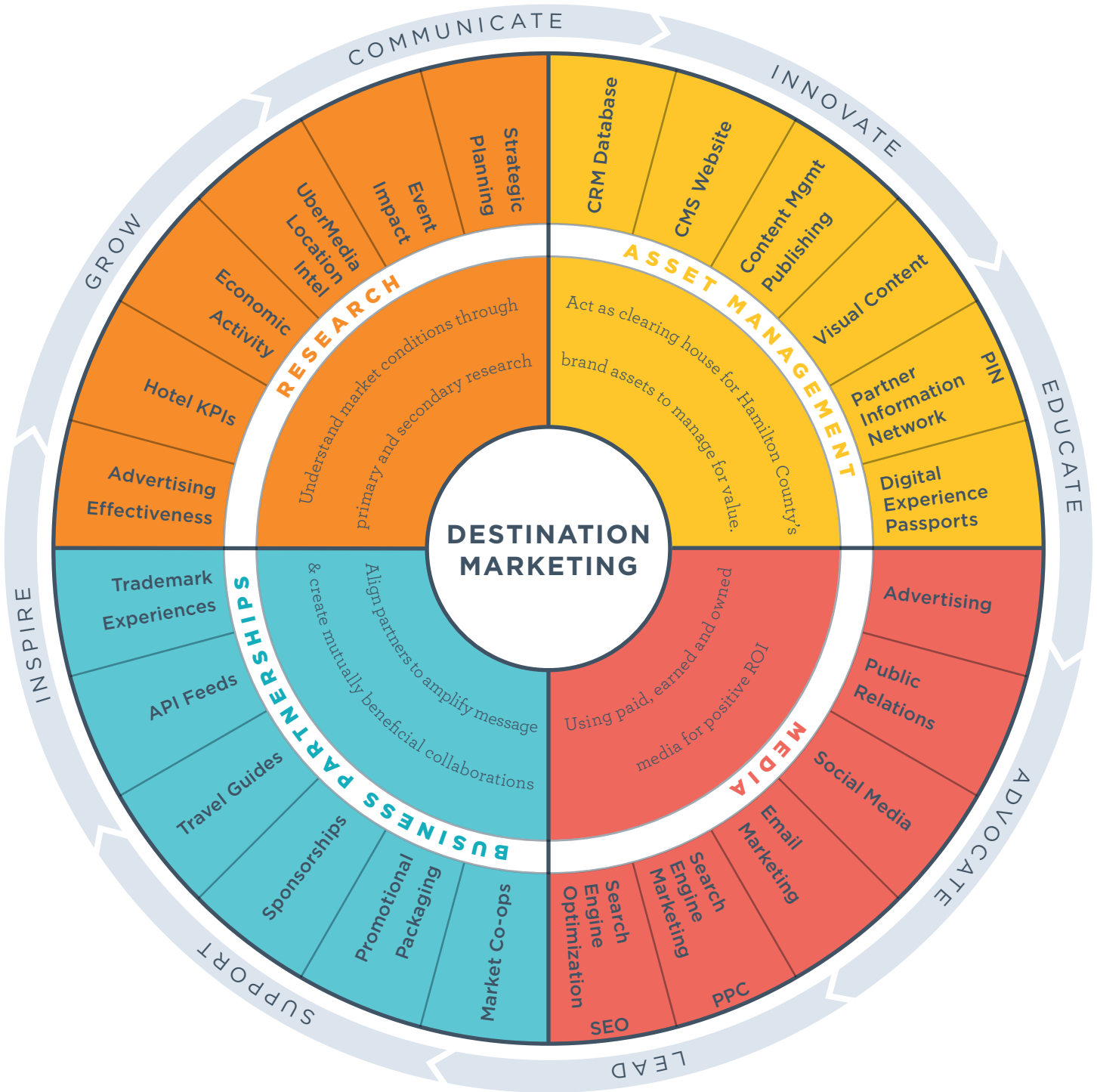


MARKETING STRATEGY

Marketing in the 21st Century is a complex world with greater opportunities for return on investment. Where travel marketing professionals once relied on traditional media outlets for expensive mass-market blasts of information and patiently waited months to see if their efforts works or purchasing lists mailing houses, today's tourism promotions department relies on a layered approach that requires constant monitoring to ensure optimization of investments. While labor-intensive it is still more cost effective with much higher yields, but also requires constant monitoring of available but proven software solutions and rigorous study of data and analysis.



STAFF

ASHLEY LEDFORD
Director of Marketing & Promotions

KELLI JENKINS
Creative Services Manager

CAROL BENNETT
Database

KARA BABER
Content Manager

GABRIELLA BLAUERT
Communications Manager

KATY CAVALERI
Partnership