



## A Warm Welcome

*Fresh face, fresh ideas*

### Tell us about your background

Prior to TSUSA, I worked for the South Carolina Department of Parks, Recreation & Tourism (SCPRT) where I assisted in the coordination of the international sales and marketing efforts for the state. There, I represented SCPRT at international and national trade and consumer travel shows, receptive operator sales missions, coordinated tour operator familiarization tour logistics and provided travel industry training to SCPRT's partners.

### What will you be doing with Travel South?

I will be responsible for managing the global program of work, which includes planning, development and execution of TSUSA's marketing and advertising initiatives. Also, I will be assisting in generating revenue by increasing sales through successful marketing for the entire TSUSA organization, using market research, product development, marketing communications, advertising and public relations.

Providing oversight of Travel South's six Global Partner Programs (Australia, Benelux, Brazil, China, France and Italy) will be a major prerogative issue.

### What tourism trends are burgeoning in South Carolina?

South Carolina is blessed to have the Blue Ridge Mountains and the Atlantic Ocean in close proximity. Tourists see the opportunity to not only visit the coast, but also spend time in the upstate during the same trip. There is something incredible about watching the sun rise off the coast and see it set that same evening in the mountains!

### Personal question: You can only take three albums/mp3s to a deserted island. What three would you take and why?

"Brothers and Sisters" by The Allman Brothers Band, "Because of the Times" by Kings of Leon and "Ten" by Pearl Jam. Those three albums never seem to age; they're songs I can listen to over and over again and enjoy them just as much as I did the first time I heard them.

