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FOR IMMEDIATE RELEASE

DIANE BAXTER RECEIVES *CERTIFIED TOURISM EXECUTIVE* DESIGNATION AFTER COMPLETING TRAVEL & TOURISM COLLEGE

Austin, Texas, June 29, 2015 – Diane Baxter, Director of Communications and Tourism with the City of The Colony, 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, Baxter also completed a capstone project required for the certification designation. She chose to focus the project on her initiative to obtain a mobile marketing vehicle for The Colony Convention & Visitors Bureau. This vehicle would be “wrapped” with inviting images of major attractions in The Colony as well as a means to find additional information. CVB staff would utilize the vehicle for normal business visitations, traveling throughout the state to conferences and conventions, and attending and participating in other cities’ events. Printed materials and swag would be stored in the vehicle to provide immediate information and marketing materials to the public.

“Having completed this program gives me a tremendous sense of accomplishment as well as many new resources to pull from as we promote our remarkable, growing community,” Baxter said. “The travel industry is constantly evolving and the Texas Travel Industry Association stays current with changes and fresh trends.”

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, Baxter 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.

“I am amazed by the amount of innovative solutions and ideas that I was able to bring back to The Colony CVB over these past three years, many of which we have implemented,” Baxter said. “I highly recommend this program to anyone wishing to move their career forward in the travel and tourism

industry. It's a very well-organized, structured curriculum that leads the way on your path to success in your community."

"With this CTE designation, Diane 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 and 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.