



MARKETING OUTLOOK FORUM



NEWS RELEASE: FOR IMMEDIATE RELEASE

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Juleigh Giberson, Undergraduate Student at Ryerson University, Latest Recipient of John and Joan Markham Tourism Marketing Award

Whitehall, MI – The Travel and Tourism Research Association (TTRA) is pleased to reveal this year's winner of the John and Joan Markham Tourism Marketing Award, Juleigh Giberson. This award was established in honor of John and Joan Markham for the almost 30 years of dedicated service by John Markham as the stalwart financial planner and treasurer for the International Travel and Tourism Research Association. With Joan steadfastly at his side, the two of them have been unfaltering in their support of TTRA over the years and forever committed to its success. Nominees for the award must be undergraduate or master's level students and submit a five-page paper on a topic chosen by the awards committee, along with two letters of recommendation.

The benefits of the award include complimentary registration to attend the Marketing Outlook Forum (MOF), round-trip travel to the conference and lodging arrangements made and paid for by TTRA, and a one-year student membership in TTRA. In addition, Juleigh was given with a plaque and a check to cover her meals and incidentals. Juleigh received the award at MOF on October 24, presented to her by John Markham himself, alongside Amir Eylon, President of Longwoods International USA, and MOF Chair Shelia Flanagan.



This year's paper topic asked nominees to identify the trends likely to influence destinations over the next 20 years, as well as outline the best ways for destination marketing organizations (DMOs) to respond to those trends. In her paper, Juleigh noted the increasing population, which will require destinations to emphasize diversity and be mindful of sustainability. She also touched on the impacts of both the experience and sharing economy. However, the main trend that Juleigh chose to focus on in her response paper is the evolution of technology and its role in future travel. She reviewed virtual reality, augmented reality, and artificial intelligence, and she then offered ways DMOs can engage travelers interested in those developing trends through marketing efforts.

Juleigh is currently enrolled full-time in the Ted Rogers School of Hospitality and Tourism Management at Ryerson University, where she is also a research assistant. Among her many outstanding achievements, Juleigh earned a research scholarship in the fall of 2016. She conducted her own study and qualified to present it in Hong Kong at a graduate research conference, where she won second place. She also presented her research earlier this year at the Annual TTRA International Conference in Quebec, where it was well-received by industry professionals. In the letters recommending her for the John and Joan Markham Tourism Marketing Award, Juleigh was described as "smart, dependable, insightful, and curious," as well as "a rare kind of undergraduate student who deserves this recognition."

Founded in 1970, the Travel and Tourism Research Association (TTRA) is a non-profit association whose purpose is to enhance the quality, value, effectiveness, and use of research in travel marketing, planning, and development. TTRA strives to be a leader for the global community of practitioners and educators engaged in research, information management, and marketing in the travel, tourism, and hospitality industries. The Marketing Outlook Forum (MOF) is the industry's leading strategic travel forecast conference, running annually for over 30 years and combining industry networking and quality educational programs that can't be found anywhere else.

Travel and Tourism Research Association

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