



NEWS RELEASE: FOR IMMEDIATE RELEASE

OCTOBER 8, 2019

Hailey Post, Master's Student at North Carolina State University, Receives the John and Joan Markham Tourism Marketing Award

Lapeer, MI – The Marketing Outlook Forum (MOF) is thrilled to announce this year's winner of the John and Joan Markham Tourism Marketing Award, Hailey Post. Sponsored this year by Longwoods International, 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. Nominees for the award were undergraduate or master's level students who submitted a five-page paper on the trends likely to influence destinations over the next 20 years, along with two letters of recommendation.

Hailey received the award at the Bethesda Hyatt Regency during the Marketing Outlook Forum on October 8, 2019, for her submission titled "[Marketing the Authentic Experience](#)".



Hailey Post is a first-year master's student in the Parks Recreation and Tourism Department at North Carolina State University. Through her research, she hopes to identify strategies for improving advocacy efforts among leaders in the tourism industry and stakeholder engagement efforts. Originally from Greensboro, North Carolina, Hailey attended the University of North Carolina at Greensboro, where she received her Bachelor's in Sustainable Tourism and Hospitality. Her love for tourism and the outdoors has led her down a number of different paths, including working for Walt Disney World and in a management position at a high ropes course and eventually to NC State to pursue her master's degree. Hailey is passionate about cultural sustainability and intends to use the knowledge and experience she gains during her time in the Parks Recreation and Tourism Management Department to drive positive change in the tourism industry.

Now in its 45 year, the Marketing Outlook Forum (MOF) is the industry's leading strategic travel forecast conference, combining industry networking and quality educational programs into a premier event.

Founded in 1970, the Travel and Tourism Research Association (TTRA) is a leading advocate for higher standards in travel and tourism-related research, analysis, and marketing.

Travel and Tourism Research Association
2206 Village West Dr. S, Lapeer, MI 48446 USA
Kathy Palmer, Executive Director
kpalmer@ttra.com | 248-708-8872 | www.ttra.com