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**TRAVEL MARKETING
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Dear Travel Marketer,

As part of ATME's green initiative, we have decided to publish *Travel Marketing Decisions* both online, in a pdf format (as well as searchable individual articles in separate pdf's) and also emailed to our members and industry travel marketers who have asked to receive publications from us. The saving of paper, postage and transportation represents a positive step toward protecting the earth's limited and diminishing resources. It also enables us to publish *Travel Marketing Decisions* more frequently, at least six times per year.

We welcome submissions! If you would like to contribute an article regarding a case study, an opinion about marketing, recent research, useful marketing tools, etc., please contact me at kzern@atme.org or at 914 439-2047.

Fairmont Hotels/ATME Marketing Education To Meet The Needs Of The Future Generation of Travel Marketing Executives

I would like to take this opportunity to introduce you to an initiative that was devised by Fairmont Hotels & Resorts' **Jeff Senior**, EVP Marketing, and member of the ATME Executive Committee.

Jeff believes, as we do, that it is our responsibility as senior level travel marketers to help the next generation of travel marketers reach their goals. To this end, Fairmont through their ATME Platinum partnership has earmarked a percentage of their contribution to be spent on assisting college students and their professors to attend ATME events.

Students from **Northern Arizona State University** attended the annual conference, and students from the **Rosen School of Hospitality** will attend ATME's Think Tank in Orlando on Story Based Branding this October. At our New York lunches at the Yale Club we will host graduate students from **NYU's Hospitality & Tourism** program.

As more partners join this vital effort we will extend the scope and reach of the program by offering student memberships, scholarships to graduate hospitality and tourism degree programs, and scholarships to other industry educational programs. We'll also set up mentoring opportunities, provide onsite corporate marketing programs for junior marketing team members and more.

The students of today are the industry's future! We need to guide and support them.

Best regards,



Kristin Zern
Executive Director/Publisher

P.S. — If you strongly believe that this is a responsibility that we all need to embrace we would be glad to discuss how your ATME partnership could play a vital role in this important mission. For more information contact Kristin Zern at kzern@atme.org or 914 439-2047.

Thank you to our Platinum partners – DISCOVER Network, American Airlines, Fairmont Hotels & Resorts and the Las Vegas CVA.

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