

Project Team Experience and Credentials

Randall Travel Marketing Company Overview:

Randall Travel Marketing, Inc. (RTM) focuses solely on market research, strategic planning, consulting, marketing planning, product development, education, and trend analysis for the travel and tourism industry.

Comprehensive Research and Strategic Planning

RTM provides comprehensive research-based strategic planning for the travel industry with a primary focus on destination marketing organizations. Each project conducted by RTM is designed to meet the unique needs of the client. Research methodologies utilized by the RTM team include, but are not limited to:

- Reconnaissance and mystery shopping reports
- Audit of destination and DMO current status, history and market share analysis
- Visitor market mix analysis
- Visitor profile and conversion research (including comparability to state and national research)
- Economic Impact Studies
- Focus Groups and Focus Forums
- Creative evaluation of marketing materials, advertising, and placement
- Recommended marketing position
- Complete marketing strategies based on research findings

Consulting

RTM also provides consulting services based on individual client needs.

- Site evaluations and feasibility studies
- Board of Directors retreats, training and vision sessions
- Tourism product development consulting
- Marketing planning sessions

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Client Project History

The Randall Travel Marketing team has conducted research and planning in over one hundred destinations. Recent work includes:

Alabama

- Montgomery CVB
- Decatur CVB
- Florence/Lauderdale CVB
- Alabama Mountain Lakes Assn.
- Auburn-Opelika CVB
- Anniston CVB

California

- The Inn at Occidental

Florida

- Brevard County CVB
- Polk County CVB
- Highlands County CVB

Georgia

- Georgia Dept. of Tourism
- Macon CVB
- Atlanta Metro Travel Assn.
- Gainesville-Hall County CVB
- Coweta County CVB
- Clayton County CVB
- Columbus CVB
- Dalton CVB
- Helen-White County CVB
- Toccoa-Stevens County CVB
- Statesboro CVB
- Cartersville-Bartow County CVB
- Augusta/Richmond County CVB
- Americus-Sumter County CVB
- Port Columbus Civil War Center
- Douglass Theatre

Illinois

- Peoria CVB

Kansas

- Kansas Dept. of Tourism
- Topeka CVB

Kentucky

- Kentucky Dept. of Tourism
- Lexington CVB
- Big South Fork Scenic Railway

Louisiana

- Louisiana Dept. of Tourism
- Shreveport-Bossier CVB
- Ascension Parish CVB

Massachusetts

- Oak Bluffs Inn, Martha's Vineyard

Mississippi

- Mississippi Dept. of Tourism
- Greenville CVB
- Starkville CVB

Missouri

- Saint Charles CVB

Nebraska

- Lincoln CVB

New York

- Finger Lakes Tourism Alliance
- Steuben CVB
- Wayne County Office of Tourism
- Ithaca-Tompkins County CVB
- Geneva-Ontario County Chamber
- Cayuga County Office of Tourism

North Carolina

- N.C. Dept. of Tourism
- Brevard-Transylvania CVB
- Salisbury CVB
- Wilmington-Cape Fear CVB
- Goldsboro-Wayne County CVB
- Mount Airy CVB
- Rutherford County CVB
- Stanly County CVB
- Lexington CVB
- Onslow County CVB
- Hickory CVB
- Richmond County CVB
- Edenton/Chowan County CVB
- Boone CVB
- The Swag Inn, Waynesville
- Greystone Inn, Lake Toxaway
- North Carolina Performing Arts

North Dakota

- Grand Forks CVB

Oklahoma

- Oklahoma City National Mem.
- Norman CVB
- Bartlesville CVB
- Shawnee CVB

Pennsylvania

- York County CVB
- Bucks County CVB
- Hershey-Harrisburg CVB

South Carolina

- Rock Hill CVB
- Greenville CVB

Tennessee

- Memphis CVB
- Oak Ridge CVB
- Cleveland-Bradley County CVB
- Clarksville CVB
- Rutherford County CVB
- Monroe County CVB
- Blount County CVB
- Anderson County CVB
- Tennessee Aquarium

Texas

- Bryan-College Station CVB
- Lubbock CVB
- South Padre Island CVB

Virginia

- Fredericksburg Area CVB
- Crater Dist. Planning Comm.
- Lexington-Rockbridge CVB
- Newport News CVB
- Loudoun County CVA
- Arlington CVS
- Martinsville CVB
- Natural Bridge

West Virginia

- Morgantown CVB
- Greenbriar County CVB
- Parkersburg-Wood County CVB

Wyoming

- Wyoming Dept. of Tourism

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Project Team Biographical Information and Credentials:

Judy L. Randall, President and CEO

Over 25 years of travel, tourism and marketing experience. Randall has worked with numerous attractions, lodging, and destination marketing organizations. The team of Randall and Gustke worked together in developing the unique destination research and assessment model implemented by Randall Travel Marketing in communities throughout the United States. Randall, along with Dr. Larry Gustke, authors the annual *Top Ten Trends In Travel and Tourism*, which is used internationally by travel and tourism marketing organizations. Her speaking, writing and reports on travel and tourism marketing and promotion are well known throughout the travel industry.

Larry D. Gustke, Ph.D.

Over 30 years experience in conducting research on outdoor recreation, traveler behavior and travel marketing. Dr. Gustke holds degrees from Michigan State and Texas A&M and has conducted research throughout the United States. He is currently a tenured professor with North Carolina State University and works with Randall Travel Marketing, Inc. as a research mentor and supervisor participating in all client projects. Gustke, along with Judy L. Randall, authors the annual *Top Ten Trends In Travel and Tourism*, which is used internationally by travel and tourism marketing organizations.

Berkeley W. Young, Young Strategies, Inc., President

Over 20 years of travel/tourism marketing, management and retail experience. Young's experience includes serving as the Executive Director of a rural tourism development authority (CVB) and chamber of commerce which then led to his tenure as Director of Sales and General Manager of a large golf resort managed by the nation's largest hotel management company. Young joined Randall Travel Marketing, Inc. in 1998 as Director of Client Services and served as Vice President from 2000 to 2004. In 2004 Young formed his own Charlotte, NC based company focusing on research and strategic planning for all aspects of the travel industry. He continues in active partnership with the RTM team.

Project Research Implementation Team

- **Jan Sigmon**
- **Maria Tucker**
- **David Schadel**