

## FOR IMMEDIATE RELEASE

### **MARIKO LANICEK RECEIVES *CERTIFIED TOURISM EXECUTIVE* DESIGNATION AFTER COMPLETING TRAVEL & TOURISM COLLEGE**

**Austin, Texas, July 1, 2016** – Mariko Lanicek, Tourism Specialist with the City of The Colony's Convention & Visitors Bureau, 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, Lanicek also completed a capstone project required for the certification designation. She chose to focus the project on the CVB's 2015 digital marketing campaign that coincided with the grand opening of [Nebraska Furniture Mart of Texas](#), the city's largest and newest attraction. The campaign featured a "landing page," with optimized search-engine results, on the [CVB's website](#) designed to attract web users already searching for Nebraska Furniture Mart of Texas and convert them from simply being a shopper to becoming visitors of The Colony. The landing page provided a wealth of information and ideas to prompt the viewer to move forward on planning their visit, including a variety of sample itineraries drafted to help different kinds of travelers.



Tourism Specialist Mariko Lanicek

"I feel a great sense of pride and accomplishment having completed the CTE program," Lanicek said. "Throughout my three years of participation, Tourism College has provided me with many new tools and insights, as well as information about current trends, all of which has helped me better promote and market the city's new and existing amenities."

Travel & Tourism College (TTC) offers participants 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, Lanicek 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.

“There have been many innovative solutions and ideas that I have brought back to The Colony CVB over the past three years,” Lanicek said. “I highly recommend this program to anyone serious about establishing a career in the travel and tourism industry. It’s a very well-organized, structured curriculum that benefits not only the participants but also the communities they represent.”

TTIA President & CEO David Teel said Lanicek and other participants in the program are able to take their careers to the next level by increasing their knowledge and expertise in all aspects of travel and tourism marketing and management. By earning the CTE designation, Lanicek 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, Teel said.

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](http://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.*

***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](http://www.ttia.org) or contact the office in Austin at (512) 328-8842.*