

**Good afternoon
Georgia Coast Travel Association Members &
Friends!**

You're Invited:

*Please join us on **Thursday, MARCH 8TH***

*in St. Marys at Lang's Marina Restaurant
Located at 307 St. Marys Street West, St. Marys, Georgia 31558
(next the St. Marys Waterfront Park)*

*for our **GCTA Lunch & Learn Program - \$20 Includes Lunch***

*Cheryl Hargrove, Tourism Project Manager, Georgia Department of
Economic Development, Georgia Tourism Division will be presenting a
**"Cultural Heritage: Tourism Insights, Trends, & Steps for
Success and Sustainability"***

Board of Directors Meeting (Board Only):	10:00 a.m.
Members Meet & Greet:	11:30 a.m.-Noon
Lunch & Learn:	Noon – 1:00 p.m.

Lunch is included. A limited menu will be provided at the table.

Cheryl M. Hargrove

Cheryl Hargrove currently serves as Tourism Project Manager – The Coast for the Georgia Department of Economic Development. She helps businesses and communities in an 11-county area spanning the I-95 corridor develop, enhance, market and manage visitor's attractions, activities, amenities, and experiences to increase the economic impact from tourism.

A 35-year travel industry veteran, Hargrove is best known as the National Trust for Historic Preservation's first Director of Heritage Tourism. While at the National Trust, she developed the key steps and principles for sustainable tourism focusing on history and culture. During her tenure, she also conducted seminal research on the profile of the cultural heritage traveler. She also published "Getting Started: How to Succeed in Heritage Tourism" and produced the American Express-funded companion video, "Preserving the Past ... Building the Future." She forged partnerships and built alliances with cultural, heritage, nature-based, and tourism organizations to foster development and marketing of authentic experiences for domestic and international visitors.

Hargrove also served as Associate Director of National Geographic's Center for Sustainable Destinations where she assisted destinations around the world develop, market and manage their place-based experiences. She also produced and edited several Geotourism MapGuides and workshops for Appalachia, Montreal and Norway. Relevant consulting work includes Kansas Scenic Byways Management Plans, Texas Heritage Trails Business Plan, US-China Arts Exchange (Sustainable Tourism Forum), and the Craft Heritage Trails of Western North Carolina. Other work experience includes Travel South USA, America's oldest and largest regional travel promotion organization, as both Director of Public Relations and as manager of their UK office.

Hargrove is a member of the Society of American Travel Writers, former chair of its Phoenix Committee, and is a lifetime member of the International Association of Business Communicators. She holds a Masters of Tourism Administration from The George Washington University in Washington, DC, is also a graduate of the University of Georgia's Grady School of Journalism, and a Certificate for Tourism & International Cooperation for Development from the UNWTO Themis Foundation and The George Washington University. She frequently teaches at the College of Coastal Georgia, as well as online for the University of British Columbia.

She recently authored *Cultural Heritage Tourism: Five Steps for Success and Sustainability*, published by Rowman & Littlefield Publishing Group as part of the American Association for State and Local History book series (May 2017).