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To: Adams, ChaneyChaneyAdams@gov.sc.gov
Date: 7/29/2016 4:15:03 PM
Subject: ESTO 2016 is in Boca Raton, FL!

July 29, 2016

ESTO is in Boca Raton, FL!

August 27-30, 2016

Industry Partners,

This year, the Educational Seminar for Tourism Organizations will be held August 27-30 in Boca Raton, FL, within easy driving distance of South Carolina. As many of you know, ESTO is a premier educational conference offered by the U.S. Travel Association to help professional marketers discover new consumer trends and best practices. Because it's so close to us, I believe it's an ideal opportunity for South Carolina to be well-represented. Our regional tourism offices, DMOs and attractions can get cutting edge ideas on how to improve their marketing skills, and demonstrate our commitment to tourism in the Palmetto State!

Check out the [program](#) for yourself and consider joining the South Carolina team at the conference!

Duane Parrish

Director

South Carolina Department of Parks, Recreation & Tourism

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