



Accent Creative Group
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FOR IMMEDIATE RELEASE

Accent Creative Group Announces Corporate Partnership with Southeast Tourism Society

Lawrenceville, GA — January 8, 2024 — Accent Creative Group (ACG), a leading full-service creative agency based in Lawrenceville, Georgia, proudly announces its new corporate partnership with the Southeast Tourism Society (STS). This strategic alliance will harness ACG's extensive experience in design and marketing to further elevate the regional promotion of tourism across the southern states.

Established in 2004, Accent Creative Group has been a trailblazer in the design and marketing arena, specializing in custom publishing and branding. With a diverse portfolio spanning nearly 20 years, ACG has played a pivotal role in shaping brand identities and executing marketing campaigns for a wide array of clients, including B2B companies, tourism and hospitality organizations, chambers, cities and counties, other government and health organizations and more. The agency's work has not only earned regional, national, and international recognition but has also been credited by clients for defining and reinvigorating their brands and marketing tools. "We are thrilled to announce our partnership with the Southeast Tourism Society, a collaboration that aligns perfectly with our commitment to excellence in destination marketing," said Pam Ledbetter, President and Owner of Accent Creative Group. "As a proud member of STS since 2017, we have experienced the immense value of this organization firsthand. This partnership is a testament to our dedication to advancing the tourism industry and providing innovative marketing solutions to our clients."

In its 40th year, the Southeast Tourism Society (STS) stands as a formidable marketing alliance, uniting southern states to collectively promote tourism. Member states include Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, West Virginia, and the District of Columbia, and form the foundation of this collaborative effort, showcasing the diversity and richness of the southeastern United States. At the core of STS's influence are its Four Pillars — Education, Advocacy, Recognition, and Networking — solidifying its position as a cornerstone among tourism

organizations. STS is dedicated to empowering a diverse network of tourism professionals, fostering growth through shared knowledge and partnerships. STS's enduring legacy is rooted in its mission to link professionals, elevate standards, and promote the collective prosperity of tourism in the southeastern United States. "We are delighted to welcome Accent Creative Group to the Southeast Tourism Society family as our newest Corporate Partner," said Monica Smith, President & CEO of Southeast Tourism Society. "This partnership represents a significant step forward in the association's commitment to promote innovation and ensure more engagement with our membership. With ACG's proven track record in the design and marketing arena, we believe we can achieve great success together."

Accent Creative Group's commitment to excellence is underscored by the fact that three members of its leadership team are graduates of the STS Marketing College Program. This three-year program culminated in earning their Travel Marketing Professional (TMP) certification, a testament to ACG's dedication to staying at the forefront of industry trends. ACG's involvement in STS membership over the years has been transformative for the agency, providing invaluable opportunities for networking and education. This collaboration is poised to strengthen Accent Creative Group's visibility in the Destination Marketing industry and contribute to the continued success of both organizations.

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About Accent Creative Group

Accent Creative Group (ACG) was formed in 2004 as a full-service design and marketing studio with a focus on custom publishing and branding. For 20 years, ACG, a metro Atlanta-based company, has designed brand identity and marketing campaigns for tourism and hospitality organizations, chambers, government and more. Services include marketing and communications, advertising, custom publishing, brand development, web design, event planning, public relations and more. Their work has garnered more than 30 regional, national and international recognitions.