

# US Travel Association Unveils Award Winners at ESTO Conference

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The US Travel Association unveiled the recipients of the 2022 Destiny and Mercury Awards and the State Tourism Director of the Year during the annual Educational Seminar for Tourism Organizations (ESTO) conference.

The conference, which was held Aug. 6-9 in Grand Rapids, Mich., included awards in 31 categories for “excellence and creativity in destination marketing and inspiring visitation, a critical component to the continued recovery of the travel industry,” US Travel Association said.

“Each year at ESTO, we are proud to honor outstanding examples of destination marketing at the local, regional and state level,” said Nan Marchand Beauvois, general manager, ESTO, US Travel Association.

“Congratulations to this year’s Destiny and Mercury award winners and finalists for displaying exceptional creativity and effectiveness in travel promotion.”

Visit North Carolina was the recipient of the Mercury People’s Choice award, while Visit Jackson was awarded the Destiny People’s Choice award.

Wit Tuttell, director of Visit North Carolina, was selected by The National Council of State Tourism Directors as State Tourism Director of the Year.

The panel of judges included marketing experts from such organizations as JPMorgan Chase, Tourism Cares and Hylink Digital Solutions.

