

Alabama Governor's Conference on Tourism

August 14-17

Montgomery, Alabama

“Tourism 101”

Speaker: Lee Sentell

Sunday, August 15

1:00-2:00 PM

Alabama CD



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Alabama Tourism Director Lee Sentell has been involved in tourism promotion for more than 25 years. He was director of marketing at the U.S. Space & Rocket Center during the first 10 years of Space Camp. Since Gov. Bob Riley appointed him as tourism director in 2003, Alabama's tourism industry has grown by 45 percent to \$9.3 billion in expenditures a year.

Under his leadership, Alabama's tourism agency has been selected as the best in the South for three of the past four years. The Year of Alabama Food and Year of Alabama Arts campaigns have received numerous national awards including ones for the best state promotion. Other campaigns have celebrated gardens, outdoors, sports and history. 2010 celebrates The Year of Small Towns & Downtowns and the 2011 campaign will be The Year of Alabama Music.

He currently serves on the boards of the Alabama Historical Commission; the Alabama State Council on the Arts; the Alabama Travel Council; and the House Tourism and Travel Advisory Committee.

