



Catherine Heeg

Catherine Heeg is a recognized social media trail blazer passionate about social media and marketing in the tourism and hospitality industry.

For decades she has trained and lead sales and marketing teams in our industry. She ties together experiences gained from this inside knowledge when providing social strategies. With this practical understanding she specializes in inspiring social media success in her speaking engagements with international audiences.

She is committed to helping clients quickly learn the best ways to leverage the power of social media. An engaging speaker, workshop leader and social media marketing and communications expert, Catherine delivers proven tools that help companies reach their target audience, differentiate themselves from the competition and achieve authentic visibility that translates into winning results.

She takes the mystery out of marketing by providing the step-by-step guidance that helps clients succeed.

Social Media Solutions clients can opt to have their social sites built and maintained by a group of tourism professionals. Coaching and customized programs deliver ongoing market intelligence and support with simple tools and techniques that can be implemented immediately.

Professionals who are serious about taking consistent, winning actions every day to build their business and achieve measurable results love working with Catherine.

Professional Expertise:

- Over 3 decades sales and marketing experience in the airline, tour wholesale, car rental, hotel and travel agency segments of the tourism industry
- Bachelor of Science Degree, Management
- Leading expert in social media marketing, sales and communications in the travel, tourism and hospitality industry.
- Frequent contributing author for industry publications
- SKAL International
President 2007
Vice President 2006
Detroit, 1991-1993.
Calgary, 1993-Present.
Houston, 2009-2012.

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Recent Client List & Credentials

Catherine's Credentials...



- Catherine Heeg is a travel industry expert with extensive contacts, connections, and colleagues in the travel industry.
- She is a recognized leader in the use of social media as a networking and marketing tools for the industry.
- The CMS team is comprised of industry veterans who understand the needs of travel, tourism and hospitality clients.
- Clients appreciate the innovative, creative ideas that integrate social media with traditional media.
- Catherine has presented at a variety of travel, tourism and hospitality industry conventions, and has delivered numerous industry webinars focused on social media marketing.
- Her columns on social media marketing have appeared in publications such as Travel Market Report, TRO, NTA's Courier Magazine, Bus Tours Magazine, Travel Agent Life, The Travel Institute, E-SYTA News, Groups Today e-news and Group Tour Magazine.
- In short, Catherine knows the business you are in and can easily customize the social media you choose in order to ensure that your unique needs are met.

Select Recent Client List

- **DWWSA** - Destination Wedding & Honeymoon Specialists Association. Webinar series 2018-present
- **MAST**. Keynote and 2 breakout sessions. 2017
- **Virtuoso Global Forum**. 2018
- **CLIA cruise3sixty**. Presented 2 workshops at CLIA's Cruise3sixty in April, 2014 and 2015.
- **Celebrity Cruises**. Involvement with their sales team social media training as well as training their travel agent partners thru a 14 month series of webinars and other strategies
- **Karisma Hotels**. Social marketing videos, 2017.
- **Velas Hotels**. Social marketing workshop for BDM, 2019
- **Group Sales Success Summit**. Featured speaker. 2018 - present
- Contributing author for **Courier Magazine** 2010 - present
- Contributing author for **Bus Tours Magazine** 2016 - present
- **The Travel Institute**. Regular Friday 5 posts and webinars for members. 2012 – present
- **OASIS**. Ongoing consulting and social marketing partnership.
- **Nexion**. Presented 2 social media workshops at Co-Nexion 2013
- **Signature Travel Network**. Produced a series of webinars, 2014. Presented workshops at the Owners Meeting and Sales Conference, 2014. Ongoing consulting and social marketing partnership.
- **Cruise Planners University**. Produced a series of pre-recorded audio courses for the Masters and Ph.D. level.
- **NACTA (National Association of Career Travel Agents)**. Featured speaker at TechFest 2011—2 workshops. Webinar Author and Facilitator for 3 sessions – 2010. Featured Speaker at Seminar at Sea, March 2011 aboard the RCCL Voyager of the Seas. Featured Speaker at Convention 2011, October 2011. 2011 and 2012 Webinars; various topics. Contributing author for Agent Life magazine and monthly e-zine.
- **Travel Market Report**. Monthly contributor, Social Media column. 2013, 2014
- **TRO – Travel Research Online**. Monthly column 2015 - present
- **Home Based Travel Agent Show**. Live podcasts for the agency community 2011 - present

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- **NTA (National Tour Association).** Travel Exchange 2019 – 1 workshops & 3 mini-sessions. 2017 – 1 workshops & 3 mini-sessions. Travel Exchange 2016 – 2 workshops and 1 mini session. CoNTAct 2015 – 2 workshops. Travel Exchange 2014—2 workshops. Featured speaker at Convention 2009—2 workshops, Convention 2010—4 workshops, MoNTAge 2009—2 workshops. CoNTAct August, 2011—2 workshops.
- **NTA Courier** – social marketing columns 2009-present
- **Travel Nevada.** Workshop at Rural Roundup, 2017
- **Nebraska Tourism.** 2017 conference speaker
- **US Travel Association.** 2016 webinar series
- **SYTA.** 2019 conference. 2016-17 webinar series and conference

Additional Resources

Bio is attached [Facebook Page](#) [LinkedIn](#) [Google Plus](#) [Twitter](#) [Pinterest](#) [SlideShare](#) [YouTube](#) [Blog](#)