

## Ruf Advocates New Tourism Award

OLATHE, Kan. --- The Travel and Tourism Research Association (ttra) recently established the John and Joan Markham Tourism Marketing Award to recognize deserving students in the field of tourism research. Named for John and Joan Markham, this award honors their nearly 30 years of dedicated service to the ttra.

Ruf Strategic Solutions is proud to support this award in recognition of the Markham's commitment and to support ongoing advancements in tourism research and industry excellence. [Click here](#) to help fund the award, which will be presented at the annual [Marketing Outlook Forum](#).

Ruf Strategic Solutions is passionate about its clients' success. Since 1976, Ruf has been helping results-oriented marketers achieve their goals with rich consumer insights and intelligent tools that engage your audience, drive conversion and maximize marketing ROI. Ruf's solutions integrate, automate and optimize your BIG data, transforming it into the real-time knowledge you need to make smarter, data-driven marketing investments. Ruf's expertise, innovative solutions and commitment to service empower you with truly actionable and measureable marketing intelligence!