



Required Tourism Marketing Training

Overview

All grant funds originate from Hotel Occupancy Tax in the City of Austin. All AACME grantees are required to participate in this training. Our vendor, Miles Partnership, provides seven online Tourism Marketing Training sessions designed to help you:

- Optimize your creative online presence
- Maximize your marketing efforts, and
- Explore free and creative ways to increase your visibility online

All training is offered at no cost to grantees.

Timeline

Four of seven new virtual trainings are now available on the existing website:

<https://academyfortourism.com/austin/> Sign up for the ones you would like to attend. All webinars are virtual.

Live sessions on Zoom will be held during:

- April - May 2026
- October-November 2026

Recordings of these new sessions will be added to the website as they occur and will remain accessible through the end of your grant cycle. Anyone on your team can sign up to participate in the virtual webinars at: <https://academyfortourism.com/austin/>

Viewing Live or Recorded Sessions

If you participated in previous grant cycles, the login page is no longer part of this process. No login or password is required to access the training. Anyone on your team can view the recordings at: <https://academyfortourism.com/austin/>

Live Trainings

Live, virtual 1-hour trainings occur on Zoom and will include time for questions. [Sign up](#) to attend the ones that you would like to participate in. Sessions are scheduled during:

- April-May 2026
- October-November 2026

Recordings

- All sessions will be recorded and made available on-demand through the platform in English and Spanish.
- Sessions from past grant cycles are available on the site to watch now.

Participation Requirements

- Grantees are required to complete **2 out of the 7** trainings. We encourage completing as many as possible.
- You can select a minimum of 2 trainings based on your personal or business interests.

Reporting Participation in Submittable

- To fulfill the requirement, report your participation (whether live or recorded) via the Miles Partnership Form inside Submittable.

Optional Support

- Grantees may schedule 1:1 Virtual Office Hours with Miles Partnership staff for personalized guidance on marketing topics covered in the training.
- These sessions are optional and free. You can request a time through the platform once logged in.
- Grantees may request text transcripts of these sessions.
- Your contact for questions about this grant requirement is Peggy.Ellithorpe@austintexas.gov