

HOSPITALITY & TOURISM

BRINGING IT



LAURIE ALDERSON SMITH
CHIEF OF STAFF
EXPLORE CHARLESTON

Known as someone who “sees” others and seeks to lift them up, Laurie lists her most fulfilling contribution to Explore Charleston as her involvement in building its Intern Cultural Enrichment Program, designed to grow minority leaders in tourism. Minority students, many from HBCUs, participate each summer. “The intent is to impact young people who can then influence our industry’s diversity. I find, however, that these outstanding

young people impact *me*,” she says.

Laurie was named “Ally for the Future Workforce” at the 2023 Lowcountry Diversity Leadership Awards and co-wrote the post-9/11 article ‘How Charleston Got Her Groove Back,’ published in the Journal of Vacation Marketing. A Leadership Charleston graduate, she serves on the board of the MUSC Children’s Hospital Foundation and holds both an MBA from The Citadel and a bachelor’s degree in business from the College of Charleston.

KEY ISSUES

- 1 Protecting Charleston’s high quality of life and economy for future generations
- 2 Protecting our most vulnerable citizens: children, the elderly, the disadvantaged