



**DRIVING TOURISM**

Presented By:



# Southeast Tourism Society & SETTRA

## AGENDA

March 19 – 21, 2019

*Hilton Daytona Beach Oceanfront Resort*

Daytona Beach, Florida

*Attire is business casual unless otherwise noted*

*Times listed are **Eastern Standard Time***

*\*Official kickoff is on Tuesday, March 19*

### Monday, March 18<sup>th</sup>

### Room

9:00a – 11:00a      **Executive Committee Meeting** (Breakfast Served)

11:00a – 2:00p      **Lunch Break/On Your Own**

2:00p – 5:00p      **STS Board of Directors Meeting** (Coffee Break)

6:30p      **Board of Directors Reception**  
*Sponsored by [Hoffman Media](#)*

**Offsite**

**Board of Directors Dinner**  
*Sponsored by [ADARA](#)*

**Offsite**

**Dine Around for Early Arrival Attendees/On Your Own**

## Tuesday, March 19<sup>th</sup>

## Room

8:00a – 5:00p	<b>Registration Open</b>
8:00a - Noon	<b>Trade Show Set-Up</b>
10:00a-11:00a	<b>STS Congressional Summit Meeting (For STS State Chairs)</b>
11:00a-Noon	<b>Tourism Advocacy Strategy Session</b> Whether you want to familiarize yourself with advocacy for our industry, or develop your strategy for 2019, join us for this informative session that recognizes the importance of advocacy on the local, state, and federal levels.
11:00a-Noon	<b>TMP-Only Session</b> <b>Sponsored by</b>
11:00a-Noon	<b>Attendee Mixer</b> <b>Sponsored by</b>
12:00p -12:30p	<b>Networking and Tradeshow</b> <b>Sponsored by</b>
12:30p -2:00p	<b>Welcome Luncheon &amp; Marketing College® Graduation</b> Join us as we kickoff this year’s annual conference by recognizing our newest class of Travel Marketing Professionals (TMP).

## Tuesday, March 19<sup>rd</sup> continued...

- 2:00p -2:30p      **Dessert & Networking**  
**Sponsored by**  
Sweet treats will be served in the Vendor Trade Show.
- 2:30p – 3:30p      **Breakout: National Park Service**  
**Sponsored by**
- 2:30p – 3:30p      **Breakout: Attractions and DMO**  
**Sponsored by**  
Presenter: Arival
- 2:30p – 3:30p      **Research Roundtable**  
**Sponsored by**  
A roundtable discussion about current issues in tourism and research topics being done in the southeast and worldwide and their implications to the tourism industry. This discussion will also include the current and future needs for tourism related research in the southeast.
- 3:45p – 5:00p      **Welcome & Opening Keynote: “Fear Less, Do More”**  
Presenter: Michelle Poler
- 5:00p – 5:45p      **Attendee Break**
- 5:45p                      **Shuttles depart to Dinner**                      Hotel Lobby  
**Sponsored by Daytona Beach CVB**
- 6:00p                      **Tour & Dinner at the Daytona International Speedway**                      Offsite  
*Arrive at 6pm to ensure you don’t miss out on some unique experiences – Dinner begins at 7pm*  
**Sponsored by Daytona Beach CVB**

## Wednesday, March 20<sup>th</sup>

- 8:00a-9:00a      **Mix and Mingle** *Continental Breakfast & Vendor Trade Show*  
Jumpstart your morning with a cup of coffee and conversation.  
Speaking of customized, be sure to visit the trade show during this time to learn more about the best offers for your destination and business.
- 8:00a-9:00a      **SETTRA Breakfast Meeting** (SETTRA Attendees)
- 9:00a-10:15a      **General Session: From Insta to Action: How Media Moves Travelers**  
**Sponsored by Advance Travel and Tourism**  
**Presenter: Dylan Thuras, Atlas Obscura**  
The walls between media, commerce and experience are crumbling. NatGeo, the NYTimes, ourselves at Atlas Obscura all offer trips around the world to the very places we highlight in our respective publications. Food52, Refinery29 offer experiences as a pathway to an online retail experience. Travel plans are increasingly destination specific, as specific as a certain bridge at sunset from that certain angle. Activities that were once the territory of adventure travelers are now booked by baby boomers and millennials alike.  
  
How can a DMO first find the stories, the photos, the framing that will move traveler intent, and how can that intent then be attached to actual experiences on the ground? How can you take an asset that was previously overlooked, and transform it into an asset that not only captures attention but makes people plan a 1000 mile road trip?
- 10:15a-11:00a      **Networking Break & Vendor Trade Show**  
**Sponsored by**
- 11a-Noon      **Breakout: Social Listening**  
**Sponsored by**  
Presenter: Simpleview
- 11a-Noon      **Breakout: A Visitor Center Transformed - Peer to Peer Session**  
**Sponsored by**  
Presenter: Tupelo CVB

## Wednesday, March 20<sup>th</sup> continued...

11a-Noon

### **Breakout: Cutting Edge Research**

#### **Sponsored by**

Researchers throughout the southeast will present the findings and implications of their research.

Noon-1:30p

### **Lunch**

#### **Sponsored by**

Presenter: Paul Beirnes, Director of Destination Marketing, Hilton Regional Marketing and eCommerce Americas

1:30p-2:30p

### **Breakout: Cutting Edge Research - continued**

Researchers throughout the southeast will present the findings and implications of their research.

1:30p-2:30p

### **Breakout: Moving from Collaboration to Collective Impact in Communities**

#### **Sponsored by**

**Presenter: Dan Janes, CEO Madden Media**

As communities look to create lasting change to make their destinations more appealing to those who would live, work, and explore, destination marketing organizations (DMOs) have the ability to shape the collective impact that can transform a place. Collective impact requires thinking beyond single issues and activating support across sectors—from government, nonprofits, and the private sector. With dramatic social and economic change coming to communities, DMOs should play a significant role to impact travel and workforce attraction efforts for a place.

## Wednesday, March 20<sup>th</sup> continued...

1:30p-2:30p

**Breakout: Capturing the Canadian Consumer  
Insights into the Canadian Traveler's Path to Purchase**

**Sponsored by**

**Presenter: Amalia Meliti, Development Counsellors International**

It's been a rocky couple of years for Canadian consumers with the fall of oil prices and the corresponding decline of the Loonie. After four consecutive years of record-setting visitation, Canadian arrivals in the United States decreased. And yet, Canadians are still the leading international traveler for most U.S. destinations and accounted for nearly 31% of all international arrivals. As destinations work to compete for these visitors in an increasingly challenging environment, it is now more important than ever to understand the Canadian consumer and their path to purchase. In this session, you'll learn what appeals to various types of Canadian consumers – from millennials to Gen Xers to the super affluent – how to position your tourism offerings to peek their interest and how to influence their purchasing patterns. You'll walk away knowing the knowledge you need to tailor a successful Canadian marketing program and a copy of new research findings on the Canadian consumer, provided by Development Counsellors International.

Learning Objectives:

- Explain what differentiates Canadian travelers from American travelers
- Augment understanding of what works and what doesn't in marketing to Canadians
- Showcase best practices in destination marketing to Canadian consumers

## Wednesday, March 20 continued...

2:30p-3:00p      **Networking Break & Vendor Trade Show**

3:00p-4:00p      **Breakout: From Trash Cans to the White House – How a Successful Grassroots Advocacy Strategy Was Developed for NASCAR**

**Sponsored by**

Presenter: Hardy Smith

3:00p-4:00p      **Breakout: Alternative Accommodations**

**Sponsored by**

Presenters: [AirDNA](#) and [STR](#)

3:00p-4:00p      **Breakout: Meeting Planner Trends, Challenges & Solutions**

**Sponsored by**

**Presenter: Terri Woodin, VP at Meeting Sites Resource**

In addition to reviewing industry trends that are changing the way that planners plan and execute meetings, attendees will discuss and learn key meeting management challenges, as defined by corporate and association planners, along with viable solutions to manage forward. Clearly the role of meeting planners today is shifting from logistics to strategic, and in this interactive session, attendees will have immediate take-a-ways to enhance their role within their organizations and deliver value-based outcomes and ROI.

Learning Objectives

- Know industry issues and trends that are impacting the role of corporate and association meeting planners
- Evaluate and discuss key meeting planner challenges and identify specific value-based solutions
- Examine the methods and skills needed to make the shift from "logistics to strategic", including value reporting

## Wednesday, March 20 continued...

4:15p-5:15p

### **General Session: Lifestyle Marketing 101; If you are not partnering with Economic Development Groups, You're Doing it Wrong**

#### **Sponsored by**

Presenter: DCI (Development Counsellors International)

While destination marketing organizations (DMOs) and economic development organizations (EDOs) are both in the business of place marketing, for decades they've been speaking to different audiences – visitors vs employers. However, in the past three years there's been a dramatic change in tide. Today more DMOs are partnering with EDOs in an effort to attract and retain talent. Research shows that more than three quarters of people cite first-hand experience as a factor in forming impressions about a place to live. With their firm understanding of consumer marketing, DMOs have the chance to lead the way in these new partnerships and reinforce their importance in helping to position and brand their community. This presentation will outline the importance of partnership between tourism and economic development when it comes to lifestyle marketing and best practices from real communities that have mastered promoting their location from all angles.

#### Learning Objectives:

- Showcase findings from the study “Talent Wars: What People Look for in Jobs and Locations” and how partnering with EDOs to attract talent helps DMOs
- Demonstrate what real estate DMOs can own and the role DMOs can play in the community marketing discussion
- Review case studies of communities where DMOs and EDOs have successfully partnered to market their destination

5:15p – 6:00p

### **Attendee Break**

6:00p

### **Cocktail Reception**

Join us for a cocktail reception prior to the Shining Example Awards Ceremony.

7:00p

### **Shining Example Awards Ceremony and Dinner**

Recognizing the best and brightest of travel and tourism in the Southeast.

## Thursday, March 21

## Room

8:00a –9:00a	<b>New Board Member Orientation</b>
8:30a – 9:30a	<b>Sit &amp; Sip - Breakfast Buffet and Vendor Tradeshow</b> Sit down, sip that coffee, and savor the last day of Connections while enjoying breakfast with your friends in tourism.
9:30a-10:00a	<b>Election of STS Officers</b>
10:00a-11:00a	<b>Closing Session:</b> <b>Sponsored by</b> Presenter: Dr. Steve Morse, Reinhardt University
11:00a-1:30p	<b><u>Travel Media Meetup (Optional Event/Add-On Item)</u></b> Hosted By: <u>Pineapple Public Relations</u>

*\*TMP Only session is for graduates of STS Marketing College® that received their Travel Marketing Professional certification*

*\*\*Please note the times and content listed may be subject to change*

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Southeast Tourism Society • 555 Sun Valley Drive, Suite E-5 • Roswell, Georgia 30076 • 770-542-1523 • [STS@SoutheastTourism.org](mailto:STS@SoutheastTourism.org)