



 SOUTHEAST TOURISM SOCIETY

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 18th

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** **Offsite**
Sponsored by [Hoffman Media](#)

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

Dine Around for Early Arrival Attendees/On Your Own

Tuesday, March 19th

Room

8:00a – 5:00p	Registration Open
8:00a - Noon	Trade Show Set-Up
10:00a-11:00a	STS Congressional Summit Meeting (For STS State Chairs)
11:00a-Noon	Tourism Advocacy Strategy Session 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	TMP-Only Session
11:00a-Noon	Attendee Mixer
12:00p -12:30p	Networking and Tradeshow
12:30p -2:00p	Welcome Luncheon & Marketing College® Graduation Join us as we kickoff this year's annual conference by recognizing our newest class of Travel Marketing Professionals (TMP).
2:00p -2:30p	Dessert & Networking Sponsored by Sweet treats will be served in the Vendor Trade Show.
2:30p – 3:30p	Breakout: Attractions and DMO Presenter: <u>Arival</u>

Tuesday, March 19rd continued...

2:30p – 3:30p

Research Roundtable

This interactive session is an open dialogue to discuss key issues and how research can be leveraged. This is an opportunity for STS and SETTRA member to exchange best practices on key issues affecting destination organizations. The format will be a moderated thorough discussion on one of the following topics of your choosing. Each moderate will then present a summary of discussion.

The Roundtable Discussions will be on these topics:

- Research to communicate advocacy of destination marketing and developing a business strategy
- Measuring Marketing Effectiveness
- Research on a Limited Budget

3:45p – 5:00p

Welcome & Opening Keynote: “Fear Less, Do More”

A talk that will change your perception of fear and inspire you to take action

Presenter: Michelle Poler

Michelle’s humorous and inspiring speaking style has been captivating audiences across the globe. With authentic storytelling, engaging visuals and her **100 Days Without Fear** experience, Michelle will show you how to challenge your comfort zone to tap into your full potential. One of Michelle’s key findings lies on Abraham Maslow’s Hierarchy of Needs where she uncovered how our needs not only motivate us, but they also limit us. By learning how to prioritize and negotiate with our needs, we open a world of opportunities.

In this fun and energizing session, you’ll learn about:

- Dealing with the unknown
- Seeking growth over safety
- Embracing authenticity
- Daring to fail
- Leading with accountability
- Redefining fear, from obstacle to opportunity

Tuesday, March 19rd continued...

- 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 20th

- 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)
SETTRA members please join us for breakfast and network with fellow SETTRA Members and Board Members.

Wednesday, March 20th continued...

- 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**
- 11a-Noon **Breakout: Social Listening**
Presenter: [Simpleview](#)
- 11a-Noon **Breakout: A Visitor Center Transformed - Peer to Peer Session**
Presenter: [Tupelo CVB](#)
- 11a-Noon **Breakout: Cutting Edge Research**
Researchers throughout the southeast will present the findings and implications of their research.
- Noon-1:30p **Lunch**
Presenter: Paul Beirnes, Director of Destination Marketing, Hilton Regional Marketing and eCommerce Americas

Wednesday, March 20th continued...

1:30p-2:30p

Breakout: Cutting Edge Research

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1:30p-2:30p

Breakout: Moving from Collaboration to Collective Impact in Communities

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.

1:30p-2:30p

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

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 peak 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

Presenter: Hardy Smith

This session will reveal a behind the scenes look at how NASCAR developed a successful grassroots network for addressing governmental challenges.

Presenter Hardy Smith will share personal stories and experiences from three decades of developing grassroots initiatives at local, state, and national levels while engaged in issues affecting International Speedway Corporation and NASCAR. Participants in this session will learn how to successfully develop and leverage relationships for creating a network of friends and influencers. Specific take away action strategies for building grassroots support will be provided.

3:00p-4:00p

Breakout: You think Airbnb and other short term rental don't impact your destination? You're wrong. Learn from these experts

Presenters: AirDNA and STR

Kellen Kruse from Airdna and Chris Klauda from STR will be showing examples of destinations in the Southeast, sharing their insights on how Airbnb and other alternative accommodations have impacted the destination and how you can use the data.

3:00p-4:00p

Breakout: Meeting Planner Trends, Challenges & Solutions

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

Wednesday, March 20 continued...

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

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

Wednesday, March 20 continued...

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.

8:00a –9:00a **New Board Member Orientation**

8:30a – 9:30a **Sit & Sip - Breakfast Buffet and Vendor Tradeshow**
Sit down, sip that coffee, and savor the last day of Connections while enjoying breakfast with your friends in tourism.

9:30a-10:00a **Election of STS Officers**

10:00a-11:00a **Closing Session: *What's Driving the Southeast Travel & Tourism Economy***
Sponsored by
Presenter: Dr. Steve Morse, Reinhardt University
In this session, learn how the travel economy of each of the 12 states in the STS region have performed in the last two years compared to the U.S. In particular, Dr. Morse will examine the top four factors expected to influence the demand for leisure travel, and the top four factors expected to influence the demand for business travel. Learn what key factors to watch for that will impact travel and tourism in the Southeast into 2020. Some of these factors may surprise you.

11:00a-1:30p **Travel Media Meetup (Optional Event/Add-On Item)**
Hosted By: Pineapple Public Relations

**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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