



CONNECTIONS

 SOUTHEAST TOURISM SOCIETY

DRIVING TOURISM

Presented By:

VISITFLORIDA.COM

Southeast Tourism Society & SETTRA AGENDA

March 19 – 21, 2019

Hilton Daytona Beach Oceanfront Resort

Daytona Beach, Florida

MONDAY, MARCH 18

- 9:00am **Executive Committee Breakfast Meeting**
Tomoka A
- 11:00am **Break/Dine on your own**
- 2:00pm **STS Board of Directors Meeting**
Coffee Break Sponsored by Stamp Destinations
Coquina A
- 5:00pm **Break**
- 6:00pm **Shuttles Depart for STS Board Dinner**
Transportation sponsored by Conversant Media
North Tower Lobby
- 6:30pm **STS Board of Directors Reception & Dinner**
Reception sponsored by Hoffman Media
Dinner sponsored by ADARA
31 Supper Club

TUESDAY, MARCH 19

- 8:00am **Registration Open until 6:00pm**
Coquina Foyer
- 8:00am **Trade Show Set-Up until noon**
Coquina Foyer
- 10:00am **STS Congressional Summit Meeting (for STS State Chairs only)**
Ponce de Leon Room
- 11:00am **Tourism Advocacy Strategy Session**
Coquina G & H

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.

Emerging Tech Trends – The Future of Digital will be Different (*TMP-Only Session)

Martin Stoll and Renata Tilkian of Sparkloft Media

Coquina E

*TMP-Only Session is for graduates of STS Marketing College® that received their Travel Marketing Professional Certification.

By now most DMOs feel they have mastered digital marketing – be it through their website, email, search, display or social media. But the future of digital marketing will be very different. Do you know what is coming? In this session learn just enough to be dangerous as we will discuss emerging trends like voice marketing (“Alexa, where can I see a live band?”), what is connected TV? and how are the social insights we use to build marketing programs going to be radically different from the ones being created today?

TUESDAY, MARCH 19

Attendee Mixer

Sponsored by Meredith Travel Marketing Services

Oceanview Room

12:00pm **Networking and Tradeshow**

Coquina Foyer

12:30pm **Welcome Luncheon & Marketing College® Graduation**

Coquina D

Join us as we kickoff this year's annual conference by recognizing our new class of Travel Marketing Professionals (TMP).

2:00pm **Dessert & Networking**

Coquina Foyer

Sweet treats will be served in the trade show.

2:30pm **Travel's Next Big Thing: Tours, Activities & Attractions**

Douglas Quinby, Co-Founder & CEO, Arival

Coquina E

It's travel's third-largest and fastest growing sector, and its time has come. The digital transformation that swept through travel over the past two decades is now in full swing for Tours, Activities & Attractions. This talk walks through the key drivers and changes underway, presents exclusive consumer research on what travelers want and how they shop and book, and explains what it means for destinations, tour and activity operators, and distribution partners.

TUESDAY, MARCH 19

2:30pm

Research Roundtable

Sponsored by Longwoods International

Coquina F

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

National Park Service Session

Coquina G & H

TUESDAY, MARCH 19

3:45pm **Welcome & Opening Keynote: “Fear Less, Do More”**

Michelle Poler

Sponsored by Conversant Media

Coquina E

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

5:00pm **Break**

5:45pm **Shuttle Departs for Dinner**

Transportation provided by Daytona Beach CVB

North Tower Lobby

6:00pm **Tour & Dinner at the Daytona International Speedway (Casual Attire)**

Sponsored by Daytona Beach CVB

Arrive at 6pm to ensure you don’t miss out on some unique experiences

Dinner begins at 7pm

WEDNESDAY, MARCH 20

8:00am **Mix & Mingle Continental Breakfast and Vendor Tradeshow**
Coquina Foyer

Jumpstart your morning with a customized 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.

SETTRA Breakfast Meeting (SETTRA Members Only)
Sponsored by STR
Coquina F

SETTRA members please join your fellow members for breakfast and network with fellow SETTRA Members and Board Members.

9:00am **General Session: From Insta to Action: How Media Moves Travelers**
Dylan Thuras, Co-Founder, Atlas Obscura
Sponsored by Advance Travel and Tourism
Coquina E

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?

WEDNESDAY, MARCH 20

10:00am **Networking Break & Vendor Tradeshow**

Coquina Foyer

11:00am **Visitor Center: From Brochure Rack to an Immersive Experience**

Neal McCoy, CEO • Stephanie Coomer, Deputy Director • Elizabeth Russell, In-Market Strategist, Tupelo Convention & Visitors Bureau

Coquina E

Tupelo was looking to incorporate their branding into their visitor center and what they ended up with was a whole new attraction that allows visitors to see, touch, play and interact with the story of Tupelo in one location.

Cutting Edge Research on Craft Beverages, Heritage Tourism & Tourism Ambassadors

Sponsored by Airline Data Inc.

Coquina F

Please join to this breakout session to hear from University researchers throughout the southeast. Each will present the findings and implications of their research. This session will focus on research related to destination experience. Specific niches that will be discussed include craft beverages, heritage tourism and the importance of tourism ambassadors.

Social Listening, what is it and how to use it

Shanda Maloney, Social Media Specialist, Simpleview

Coquina G & H

Go beyond vanity metrics, impressions and social media mentions. During this session you'll learn how to learn how find elevate brand monitoring, find opportunities for engagement and use social data to make actionable decisions from social listening.

WEDNESDAY, MARCH 20

12:00pm **Lunch Session**

Paul Beirnes, Director of Destination Marketing, Hilton Regional Marketing and eCommerce Americas
Coquina D

1:30pm **Moving from Collaboration to Collective Impact in Communities**

Dan Janes, CEO, Madden Media
Coquina E

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.

Cutting Edge Research on Experience Engagement, Natural Disasters, Sustainable & Rural Tourism

Sponsored by Key Data Dashboard
Coquina F

Please join this breakout session to hear from University researchers throughout the southeast. Each will present the findings and implications of their research. This session will focus on research related to destination development and management. Specific topics include sustainable tourism, rural tourism, experience engagement and management after a natural disaster.

WEDNESDAY, MARCH 20

1:30pm **Capturing the Canadian Consumer Insights into the Canadian Traveler's Path to Purchase**

Amalia Meliti, Development Counsellors International
Coquina G & H

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

2:30pm **Networking Break & Vendor Tradeshow**

Sponsored by King of Pops
Coquina Foyer

WEDNESDAY, MARCH 20

3:00pm

Meeting Planner Trends, Challenges & Solutions

Terri Woodin, VP of Marketing & Global Meetings, Meeting Sites Resource Coquina E

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

You think Airbnb and other short-term rental don't impact your destination? Wrong.

Kellen Kruse, Director of Business Development, AirDNA and Chris Klauda, Senior Director of Market Insights, STR

Sponsored by AirDNA & STR

Coquina F

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.

WEDNESDAY, MARCH 20

3:00pm **From Trash Cans to the White House – how a Successful Grassroots Advocacy Strategy was developed for NASCAR**
Hardy Smith, Hardy Smith Consulting
Coquina G & H

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.

4:15pm **General Session: Lifestyle Marketing 101**
Development Counsellors International (DCI)
Coquina E

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.

WEDNESDAY, MARCH 20

4:15pm **General Session: Lifestyle Marketing 101 continued...**

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

5:15pm **Break**

6:00pm **Cocktail Reception** (Cocktail Attire)

Tomoka

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

7:00pm **Shining Example Awards Ceremony & Dinner** (Cocktail Attire)

Tomoka

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

THURSDAY, MARCH 21

8:00am **Sit & Sip Breakfast Buffet & Vendor Tradeshow**
Coquina Foyer

Sit down, sip that coffee, and savor the last day of Connections while enjoying breakfast with your friends in tourism.

8:15am **New Board Member Orientation**
Coquina A

9:30am **Election of STS Officers**
Coquina E

10:00am **Closing Session: What's Driving the Southeast Travel & Tourism Economy**
Dr. Steve Morse, Dean of the McCamish School of Business & Sport Studies, Reinhardt University
Sponsored by SETTRA
Coquina E

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.



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

Attire is business casual unless otherwise noted.