

## **Travel Report July – September 2016**

### **Aug 1-3 – DMAI Annual Convention**

**Attended: Julie Morgan**

**Purpose of Class/Meeting:** As the premier event for destination marketing and management professionals, DMAI's 2016 Annual Convention promises to inspire, educate and inform.

**Overview of Class:** DMAI's Annual Convention highlights –

- An exclusive opportunity to connect peers and thought leaders from inside and outside the industry.
- An integrated approach to learning regardless of your budget size or discipline focus.
- Recognition for our leaders and their accomplishments on behalf of the industry.
- Diversity of thought by assembling the best minds in local insight and global expertise.

**Take-a-aways from Class: Give at least 3 main points from Class:**

1. Integrating communication with marketing.
2. Showcasing your destination
3. Expanding your market to international.

**How do you plan to implement what you learn into the organization?**

Implement the understanding of our international market. For us it is Canada and U.K.

### **Aug. 27-30 – U.S. Travel Associations ESTO**

**Attended: Julie Morgan**

**Purpose of Class/meetings:**

The U.S. Travel Association's Educational seminar for Tourism Organizations (ESTO) is the only national forum where destination marketing professionals at the state, regional and local level get critical tools, tips and information to help them better market and grow their destinations.

**Overview of Class:** Topics at ESTO include: Share and gain cutting-edge best practices, learn about new tools and techniques, network with colleagues, hear the latest trends, development leadership skills, identify solutions to common issues.

**Take-away from class (3):**

1. Understanding the key geo-economic trends shaping the future of the global economy.
2. Examining future growth markets for in-bound US tourism.
3. Understanding how to adapt to the various changes that are happening within the TV landscape, and ways we can insert these platforms into our marketing.

**How do you plan to implement what you learn into the organization?**

Work with the Ad. Agency in making smart idea market driven ideas within out placement of TV campaigns.

## **Sept. 8 – Florida Governor’s Conference on Tourism**

**Attended: Nicole Dees**

**Purpose of Class/Meeting:** The Florida Governor’s conference on Tourism is the premier annual educational conference for Florida tourism industry and is designed and coordinated by Visit Florida. The Conference attendees include representatives from Florida Destinations, attractions, hotels, resorts, parks, convention centers, government officials, media representatives, advertising agencies and many more. The conference includes innovative educational sessions by top industry experts, an interactive marketplace and exciting networking events.

**Overview of Class:** Opening general session included the CEO of Visit Florida Will Seccombe, key note speakers Shahid Khan the owner of the Jacksonville Jaguars and the English Football League Championship team Fulham F.C. and also Alex Sheen the founder of “because I said I would” a social movement and nonprofit dedicated to the bettering humanity through promises made and kept. I attended all 3 general sessions which included updates from Visit Florida, record tourism numbers for the state and the future outlook of the global economy. I attended two breakout sessions: “How to stimulate business in a changing travel landscape” and “Pursuit of happiness, emotionally powerful brands”

**Take-a-away from Class: Give at least 3 main points from Class:**

1. Travel spending continues to increase, 28% of Americans are planning a trip continuously. The most common answer when international visitors view travel to the US, is because it is safe. Top states international visitors want to go, Florida is number one, Top 5 influencers when selecting a destination – price-convenient flight options-weather-travel reviews-safety.
2. Zika’s impact on Florida Tourism – 76% of American travelers said it will not affect their Florida travel plans.
3. Emotionally powerful brands are 25% story and 75% experience. Anticipation>interaction. More pleasure in leading up to an event (shopping, objects, vacation, new house, etc.) reward center of the brain. Tease your target audience and build excitement for planning a vacation. Tempt your target audience with discounts, specials, free giveaways. This leads to Interaction<afterglow. “Memories are all we get to keep from our experience in living” People hold onto the last thing remembered, which is how the brain works. People remember the peak of their vacation and the end of their vacation...so the message is the End an experience strong.

**How do you plan to implement what you learn into the organization?**

Implement a better understanding of domestic and international travel when it comes to Zika virus concerns. Make sure all information on Zika virus and any other future economic issues like terrorism, global events, and oil spills, weather events etc. is correct to the public and keep the media in check of correct information. Keep our brand powerful and emotionally connected to our target markets, build excitement for our brand, and build the experience into a final lasting memory.

**Sept. 11-13 – DMAI Visitor Services Summit**

**Attended: Julie Morgan**

**Purpose of Class/meetings:** Gather with similar peers from destinations large and small, and leading voices in customer service and interactive technology to discuss how to best engage travelers in a modern world.

**Overview of Class:** Visitor Centers and Services – Challenges, Opportunities and New Directions. Hiring, training and retaining your destination expert.

**Take-away from class (3):**

1. Understanding social media, best practices for my destination.
2. Understanding today's technology market.
3. Understanding the digital age and how to increase foot traffic into the VIC.

**How do you plan to implement what you learn into the organization?**

The Key components in making effective impressions to our incoming visitors and how to better engage them to utilize our VIC.