

2018 TEXAS TRAVEL SUMMIT SCHEDULE

(per Jennifer Roush, 9/20/18)

All sessions and events held at the Galveston Island Convention Center unless stated otherwise.

Schedule is subject to change.

SUNDAY, SEPTEMBER 23, 2018

3:00pm – 5:00pm **Vendor Village Table Set-Up – Grand Ballroom, 2nd Floor**

MONDAY, SEPTEMBER 24, 2018

8:00am – 12:00pm **TxDOT Administration Meeting – Harbor Room**

9:00am – 5:00pm **Conference Registration – 1st Floor Prefunction Area**
Sponsored by AAA Texas Journey / AJR Media Group

9:00am – 11:30am **Vendor Village Table Set-Up – Grand Ballroom**

12:00pm – 1:15pm **TACVB Board Orientation and Meet & Greet Luncheon – Spinnaker Room**

1:00pm – 6:15pm **Vendor Village Open – Grand Ballroom**
Sponsored by TripAdvisor

1:30pm – 1:50pm **Welcome/Opening – Grand Ballroom**

1:50pm – 2:50pm ***The Curiosity Factor* – Grand Ballroom**

The psychological phenomena creative brands employ to earn and own attention in a noisy world. Attention in today's online world is harder and harder to garner than ever before. Our clients, customers, prospects and leads tell us they have no time. No time to read our emails, download our e-books, listen to our podcasts, dive-in to our blog posts, or watch our videos.

However, these very same customers can binge watch two seasons of Stranger Things on Netflix in one weekend! Where's the disconnect?

Maybe, in our quest to make our content consumable we've eliminated every element that makes our content interesting?

It turns out, the most successful content creators in the world don't worry about how long their content is. Instead, they apply two infinitely powerful psychological phenomena to catch, keep and capture, their audience's attention.

In this exhilarating 45-minute keynote presentation, former television producer and bestselling author Andrew Davis will show you how to keep your audience curious. You'll be challenged to think like a reality tv editor, and he'll show you the five things that brilliant businesses do to transform their content from boring to brilliant.

More importantly, you'll learn the simple secret to creating infinitely engaging content.

What's the secret? You'll have to wait and see.

Keynote Speaker: Andrew M. Davis, Bestselling Author and Internationally Acclaimed Keynote Speaker

Sponsored by Kalahari Resorts & Conventions

2:50pm – 3:10pm Networking Break

3:10pm – 4:10pm Concurrent Breakout Sessions

Leadership Track Sponsored by Lower Colorado River Authority

Marketing Track Sponsored by Texas Public Media Network

Why You Need A Plan – Leadership Track – Galleon I Room

Developing strategy takes time and resources. It requires the time and commitment of some of the most highly paid and highly experienced people in your organization. This program explains why and how a strategic plan is developed, outlining 5 good reasons why a strategic plan is needed and it shows how to put a plan on paper, and lastly, how to execute it.

Speaker: Larry Woods, Director, Boerne CVB

Tapping into Creative Thinking and Innovation to Reach Your Annual Goals – Marketing Track – Yacht Room

The travel industry evolves every 6 to 12 months and it appears that this trend will continue for the long term. Creative thinking and innovation are vital components to travel companies remaining relevant in an environment of constant industry disruption. However, many people feel as though they are lacking in creativity. What most of us do not recognize is that we are creative on a daily basis, whether it's picking out what clothes to wear in the morning or stretching a tight budget at work. While these tasks may not normally be associated with creativity, there is a great deal of creativity involved to get those jobs done. While some people seem to be simply bursting with creativity, others find it a struggle to think outside the square. If you fall into the latter category, it is important to understand that boosting your creative and innovative abilities takes practice. In this presentation, Award-Winning Branding & Communications Expert, Shakira M. Brown will guide attendees through the process of tapping into their ability to recognize and hone their creative potential. Attendees will also learn techniques to increase their individual creativity to help generate solutions to business challenges and achieve the results they want.

Speaker: Shakira Brown, The Small Whisperer, CEO and Award-Winning Branding & Communications Strategist

Branding your Community – Sales Track – Clipper Room

In this session, a step by step process for how to develop a brand for your community will be presented. You will learn how to determine the best attributes of

one's community, how to perform an importance/performance analysis of the attributes of one's community, and how to develop a brand for one's community.

Speaker: Jim Petrick, Professor and Research Fellow, Texas A&M University

Measuring the High Consideration Consumer/Traveler– Sales Track – Schooner Room

Join DMO industry veterans Matt Clement and Ktimene Axetell of Arrivalist for this fascinating look at the 'High consideration Consumer/Traveler'. Beyond defining this important group of consumers that include many of our state's visitors, topics will include important considerations to make in marketing strategy creation and current best practices in ROI modeling—including integration of multiple data sources.

Speakers: Matt Clement, VP, Marketing & Business Development, Arrivalist and Ktimene Axetell, Director, Destination Insights, Arrivalist

4:10pm – 4:30pm Networking Break

4:30pm – 5:15pm *Travel Texas: Doing More with Less – Grand Ballroom*

Travel Texas met the challenges of a reduced budget in 2018 with a targeted media strategy designed to outsmart not outspend our competition. While those same challenges remain in 2019, Travel Texas will be facing them with a brand new advertising campaign. The Travel Texas team will provide an update of 2018 results and a special premier of the 2019 campaign along with cooperative opportunities for the Texas travel industry.

Speakers: Brad Smyth, Tourism Director, Office of the Governor, Economic Development and Tourism; Bryan Christian, President/Co-Owner, Proof Advertising; and Ly Tran, Chief Media Officer, Associate Partner, Proof Advertising

5:15pm – 6:15pm Vendor Village Kick-Off Opening Reception – Grand Ballroom

Sponsored by Expedia

7:00pm – 9:00pm Opening Night Event – Concert on the Beach at East Beach Pavilion

Join us for some island fun to close out the first night of Summit! There will be drinks, food, games and live music. Come dance and sink your toes in the sand with your Travel Industry colleagues! Buses to pick up in front of the San Luis Resort at valet and in front of the Hilton Galveston Island Resort and will run continuous from 6:30pm – 9:30pm.

Sponsored by Landry's, Inc. and San Luis Resort

TUESDAY, SEPTEMBER 25, 2018

6:45am – 7:30am Group Run/Walk on the Seawall

Start your day with a little sea air and exercise! Join Melonee and Jessica for a 4-mile run or 2-mile walk on the Seawall. Meet at Seawall and 53rd by 6:45am.

(Sign up required, email Jennifer at jenniferr@ttia.org)

- 7:30am – 5:00pm** **Conference Registration – 1st Floor Prefunction Area**
Sponsored by AAA Texas Journey / AJR Media Group
- 7:45am – 8:30am** **Networking Continental Breakfast – Grand Ballroom**
Sponsored by Visit The Woodlands
- 7:45am – 3:15pm** **Vendor Village Open – Grand Ballroom**
Sponsored by TripAdvisor
- 8:30am – 10:30am** **TTIA Annual Business Meeting – Grand Ballroom**
 The business of your association; financial status and membership update; and a conversation on advocacy as we prepare for the 2019 Legislative Session.
- 10:30am – 10:45am** **Networking Break**
- 10:45am – 11:45am** **Concurrent Breakout Sessions**
Leadership Track Sponsored by Lower Colorado River Authority
Marketing Track Sponsored by Texas Public Media Network

Moving From Collaboration to Collective Impact in Communities – Leadership Track – Galleon I Room

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.

Speakers: Dan Janes, CEO, Madden Media and Rick Yngve, Co-Director of Eller Social Innovation and Lecturer for the McGuire Center for Entrepreneurship at University of Arizona

5 Ways Your Travel Business Can Leverage Instagram To Grow Visibility and Revenue – Marketing Track – Yacht Room

Most people know how to take a picture and post it to Instagram. But usually, that is all they do and what they don't realize is that they are seriously shortchanging themselves and missing out on reaching an up and coming demographic. In this talk, I want to show attendees how to leverage Instagram Stories, Instagram TV, Instagram ads, Instagram direct messaging and how to search for and use specific hashtags on Instagram that will extend their reach. This will be an action-packed training session and I have no doubt that by the time attendees leave this session, they will have a clear understanding of using these 5 channels on one platform to attract and build a loyal fan base who will ultimately patronize their businesses.

Speaker: Gertrude Nonterah, Founder, Nonterah Digital Media LLC

AirBnB and STRs: How the Travel Industry Can Help Cities Create Rules that Work – Partnerships Track – Schooner Room

AirBnB, Vacation Rentals, or Short-term Rentals, can be an economic benefit to communities. But, people are beginning to notice there are changes occurring in the industry, and government is having a tough time creating effective rules. Matt Curtis talks about the changing travel trends around Vacation Rentals, the examples of communities and their economic research, and the impact on housing construction, tourism, retail, restaurants and more.

Speaker: Matthew Curtis, Founder, Smart City Policy Group

Canada: Unlocking The Tourism Potential of Your Neighbor To The North! – Marketing Track – Spinnaker Room (10:45am – 11:15am) Part 1

Canada is the second largest source of international visitor arrivals into Texas as well as a leading source of tourism revenue into the state. For many U.S. tourism suppliers, Canada is often a second thought when developing a North American marketing strategy. Canada is a lucrative market, but you have to understand the Canadian consumer, travel trade and media market to entice them. I'll provide valuable insight into the Canadian consumer and how to effectively appeal and work with them. I'll review current travel trends, challenges and opportunities in the market, show highlights of Travel Texas FY 2018 efforts in Canada, talk about the plan of action for FY 2019 and how attendees can participate and benefit as co-op partners. Attendees will leave the presentation with a better understanding of the market and how to attract Canadian travelers to their destination, attraction, etc.

Speaker: Rosalyn Hunter, Director of Public Relations, VoX International Inc. / Travel Texas

Come for the Iconic, Stay for the Unexpected: Travel Texas Influencer Strategy and Domestic Partnership Opportunities in FY19 – Marketing Track – Spinnaker Room (11:15am – 11:45am) Part 2

Like many destinations, Texas battles pre-conceived notions domestic travelers have of our state. Knowing that 44% of Gen-Xers and 36% of millennials trust influencer more than brand content, we launched a "Texplorer" program in 2015 to help combat these opinions. Last year we evolved the program into "Texplorer Road Trips," bringing out-of-state travel influencers on a journey through multiple destinations to embrace our state and bring its story to life.

In this session, you'll learn about the Travel Texas influencer approach, high-level recaps of the past three Texplorer Road Trips that drove more than 25MM impressions, and how we can work with local partners to make our FY19 Texplorer Program even better. We'll also share highlights of Travel Texas' FY19 domestic marketing plan, including missions, group FAMs and other social content partnership opportunities. Join us and learn more about strategic influencer strategies, how we can support your local influencer and social campaigns, and the best ways to partner with Travel Texas PR and social media this year.

Speaker: Katie Nafius, Senior Account Supervisor, Edelman/Travel Texas and Laura Baker, Senior Account Supervisor, Digital, Edelman/Travel Texas

12:00pm – 1:15pm Networking Luncheon – Grand Ballroom

Presenting Sponsor VisitHouston

1:30pm – 2:30pm *Leveraging Current Tourism Trends – Grand Ballroom*

What is happening here and now? This talk reveals burgeoning trends in travel and tourism. Using national and local data from a variety of sources, the economy is scrutinized and put into perspective. A broad range of data is delved into and interpreted from multiple travel segments such as hotels, restaurants, attractions, air travel and more. Economic factors that influence travel are also evaluated including employment, energy and fuel costs, transportation, and infrastructure. Marketing, technology, generational differences, and other tourism industry influencers are also explored. Learn how business, the economy and hospitality are connected and how your organization can capitalize on these trends in this lively one-hour presentation.

Keynote Speaker: Neville Bhada, Founder & CEO, Tourism Skills Group

Sponsored by SeaWorld/Aquatica San Antonio

2:30pm – 3:15pm Vendor Village Networking and Refreshments – Grand Ballroom

3:50pm – 4:50pm Excursions

Transportation sponsored and provided by First Class Tours

The Aquarium at Moody Gardens (limited to 20 ppl)

Moody Gardens presents a rare glimpse behind the scenes inside the Moody Gardens Aquarium. You'll hear about the \$37 million dollars in renovations and innovations to this unique island attraction. Immerse yourself in the day to day operations of the Aquarium and it's many inhabitants including a personal encounter with a penguin! (Bus will depart at 3:30pm from the San Luis Resort)

Galveston Historical Foundation

Welcome aboard the 1877 Tall Ship ELISSA, the Official Tall Ship of Texas! Galveston Historical Foundation brought ELISSA, an 1877 square-rigged iron barque, from a scrap yard in Piraeus Harbor, Greece to Galveston to begin restoration work in 1978. By 1982, GHF staff and volunteers completed restoration and transformed this rare, historic vessel into a floating museum that would actively sail. Today, ELISSA is one of only three ships of her kind in the world to still actively sail and welcomes over 40,000 visitors annually. She also serves as the Official Tall Ship of Texas, a National Historic Landmark and a symbol of the Gulf Coast's historic beginnings as a sea port and active waterfront. (Bus will depart at 3:30pm from the San Luis Resort)

The Port of Galveston

The Port of Galveston is the fourth busiest home port in the United States with departures from Carnival, Royal Caribbean and Disney Cruise Lines. Take a behind the scenes tour of Cruise Terminal 1 and learn about cruise operations, two new cruise ships, terminal upgrades to accommodate larger ships and a new birth being built for Royal Caribbean in 2020. (Bus will depart at 3:30pm from the San Luis

Resort)

The Bryan Museum

Experience the epic story of Texas and the American West! Meet the cowboys, legends, and heroes who lived the story of the West with a one-of-a-kind collection of art and artifacts, hats and maps, firearms and saddles, we promise you, history is high adventure.

The Bryan Museum, located in the historic Galveston Orphans Home, houses one of the world's largest collections of Texas and the American West with a special emphasis on the Spanish influences in the region. In addition to its permanent galleries, the Museum also includes rotating special exhibits, a library, and an archive. (Bus will depart at 3:30pm from the San Luis Resort)

Open Night

WEDNESDAY, SEPTEMBER 26, 2018

- 7:15am – 8:00am** **Yoga on the Promenade Lawn at San Luis Resort**
Namaste y'all! Start the morning with yoga and face the day refreshed and energized for the last full day of Summit. Meet for a yoga session on the Promenade Lawn near the gazebo. Towel and water included.
(Sign up required, email Jennifer at jenniferr@ttia.org)
- 8:00am – 5:00pm** **Conference Registration – 1st Floor Prefunction Area**
Sponsored by AAA Texas Journey / AJR Media Group
- 8:15am – 8:45am** **Donuts with Dan – Grand Ballroom**
Come enjoy a donut and some conversation with Dan Decker, the new President & CEO of TTIA in 2019. Donuts with Dan is an informal communication format that Dan has used very successfully for most of his career. His intent with this time is to listen to members and answer any questions members may have. The only requirement is that you ask a question, even if that question is “may I have a donut?”
- 8:15am – 5:15pm** **Vendor Village Open – Grand Ballroom**
Sponsored by TripAdvisor
- 9:00am – 10:00am** **What’s New...Looking Ahead to 2019 – Grand Ballroom**
- 10:00am – 10:20am** **Networking Break**
- 10:20am – 11:20am** **Concurrent Breakout Sessions**
Leadership Track Sponsored by Lower Colorado River Authority
Marketing Track Sponsored by Texas Public Media Network

Board and Committee Management: Songs of Kumbaya or Mortal Combat? – Leadership Track – Galleon I Room

The success of every organization is dependent upon its ability to gain consensus, inspire confidence and take advantage of disruption. Effective board and committee management is the key to building stakeholder loyalty and implementing big vision ideas. Group management is a learnable skill that can marshal additional resources, develop advocates and empower stakeholders. This session is intended for anyone who is interested in harnessing the power of community through the activation of board and committee members in a manner that supports staff and the organization. Participants will leave with copies of sample tools, including; policies, mission statements and calendars.

Speaker: Kelly de Schaun, Executive Director, Galveston Park Board of Trustees/CVB

Social Media. You're Doing It Wrong! – Marketing Track – Yacht Room

A step-by-step, real world discussion and teachings of the 5 most common social media mistakes that CVBs, towns and destination businesses make and how to overcome them. This discussion is about proven best practices with content strategy. What works. What doesn't. In this discussion, speaker Darren Drewitz of MindEcology will share his real-world case studies of what he has learned in directing the social media strategy for over a dozen Texas CVBs, Chambers, Lodging and entertainment-destination businesses.

Speaker: Darren Drewitz, Co-Founder & Director of Strategy, MindEcology, LLC

Lights Camera Action! Let's Role Play DISC Buyer-Seller Scenario's! – Sales Track – Clipper Room

We will examine the buyer seller relationship utilizing the DISC personality's model. (Dominate, Influencing, Steady, Cautious). You'll experience real-life hotel seller/meeting planner case scenarios on stage and will evaluate each performance.

Speaker: Dr. Edward Dramberger, Hospitality & Tourism Sales Consultant, Destination Dr. Consulting & Training

Recreation Grants - Building Parks, Trails, and Sports Facilities – Partnerships Track – Schooner Room

The Texas Parks and Wildlife Department administers the Local Park Grants program which provides funding for communities throughout the state to construct, renovate and enhance recreation opportunities for citizens and visitors. These opportunities can range from competition sports complexes, recreation centers, hike and bike trails, community gardens, playgrounds and splashpads. This presentation will cover all the available grant opportunities through TPWD, who is eligible, how to apply, and how these opportunities can improve the marketability of local communities.

Speaker: Aaron Friar, Local Park Grant Coordinator, Texas Parks and Wildlife Department

11:45am – 1:00pm

Networking Luncheon – Grand Ballroom

Presenting Sponsor Visit Fort Worth

Gene Phillips Memorial, Clara Wuest Heidemann, and Heidemann Wuest Scholarships to be presented during luncheon.

Sponsored by Natural Bridge Caverns, Inc.

1:15pm – 2:15pm

Concurrent Breakout Sessions

Leadership Track Sponsored by Lower Colorado River Authority

Marketing Track Sponsored by Texas Public Media Network

Surviving Today's Marketing Wild West – Leadership Track – Galleon I Room

By incorporating Texas mythology and the western movie metaphor, the speaker will take the audience on a journey of today' marketing wild west and provide strategies for professional and personal prosperity. Via data visualization and multi-media content, the speaker will bring the current marketing ecosystem to life. Ed's address will include insights into current media tools and advertising tactics (traditional, SEM, social media and more) as well as broader business philosophies such as The Experience Economy and rendering authenticity which is driving the future of Texas Tourism.

Speaker: Ed Cohen, Partner, Ideapeddler

Dashboards, Reports, and Memos: Use the Right Analysis Tools for Your Situation – Marketing Track – Yacht Room

Over the last few years, decision-makers in every line of business have come to appreciate that merely having information isn't good enough. We have to concentrate on how we read, communicate, and parse that information, as well, if we want to lead our organizations to success. As destination marketers, we have access to a wealth of data from a wide variety sources.

Speaker: Paul McLeod, Director of Business Intelligence, Simpleview

Traveler Behavior Across North and South America: Turning Insights Into Action – Partnerships Track– Clipper Room

Travel is not a one-size-fits-all experience, as traveler habits, influences and priorities vary by region - from trip duration and frequency, to preferred vacation types, to planning and booking resources. A recent study commissioned by Expedia Group Media Solutions and conducted by Northstar Research Partners illustrates the complex and time-consuming purchase journey of digital travelers across North and South America. Expedia Group's Matt Klug will share findings from the study, including digital behavior trends among travelers from the U.S., Mexico, Argentina and Brazil, and reveal the motives and emotions behind their consideration set as they search, discover, explore and book travel. The research also delves into the online resources, shopping platforms and devices used at every stage, as well as the influence of travel-related content and advertising throughout the path to purchase. Attendees will gain a deeper understanding of what influences travel purchase decisions and the actionable insights they can apply to their own strategies to engage with travelers and drive domestic and international visitation for Texas.

Speaker: Matt Klug, Manager of Media Sales North America, Expedia Group
Media Solutions

Say “Hola” to Your Neighbor. An Overview of the Mexico Market. – Partnerships Track – Schooner Room

With an estimated 8.1 million visitors a year, Mexico is by far the largest international source of visitation to Texas. In this session you will get an overview of the Mexico market, updates on travel trends, and tips on how to attract visitation from that country. Co-op partnership opportunities for FY 2019 will also be discussed.

Speaker: Jessika Alexander, Latin America Marketing Specialist, Texas Tourism Office / Travel Texas

2:30pm – 3:30pm ***The Ripple Effect: How Policy Decisions Impact the Travel Industry – Grand Ballroom***

This interactive panel discussion will focus on legislative issues facing the Travel Industry across the United States. The panel will be moderated by David Teel, TTIA President & CEO and will include Patricia Rojas, VP of Public Affairs for U.S. Travel Association; Jack Johnson, Chief Advocacy Officer for Destination International; and Ken Lawson, President & CEO of Visit Florida
Sponsored by AJR Media Group Digital Solutions

3:30pm – 4:15pm **Vendor Village Networking Afternoon Nourishment Break – Grand Ballroom**

4:30pm – 5:15pm **Leading The Transformation of Destination Marketing: Strategies and Tools to Stay Relevant in a Technology Dominated Era – Grand Ballroom**

Come learn from Mo Parikh, the founder of Bandwango, the mobile experience passport company, about the big picture of tracking historical destination marketing trends to insights for the future, and to get a pulse on strategies and tools that empower destination marketers to embrace the next generation of travel technology. In his presentation, Mo will draw connections between search marketing, mobile engagement, data analytics, travel content, augmented reality and personalization, all while speaking to the greater purpose of destination marketing, its unique positioning and strengths, and who it’s capable of serving. Destination marketers will learn to draw on their unique sets of skills and resources including local authority, relationships with local businesses, and a deep knowledge of the destination, to envision ideas, services and products that deliver the best of a destination more effectively to locals, visitors and would-be visitors on the platforms and mobile devices they already use.

Keynote Speaker: Mo Parikh, Founder of Bandwango
Sponsored by VisitHouston

5:15pm – 6:15pm **Vendor Village Table Teardown – Grand Ballroom**

6:30pm – 7:15pm **Cocktail Reception – 1st Floor Prefunction Area**
Sponsored by Arrivalist

7:15pm – 9:15pm **TTIA Awards Gala – Grand Ballroom**
Presenting Sponsor Madden Media