

Explore Minnesota 2013 Tourism Conference

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Tourism marketing is getting more complex all the time



Every year there are new website capabilities, mobile devices, social media platforms, new strategies, and new partnerships!

As I travel around the state and meet with smaller groups of the tourism industry, you are asking about current travel trends, best practices in marketing techniques and resources for growing your business.

At the annual Explore Minnesota Tourism Conference, we offer educational sessions that cover new technology and marketing strategies, provide networking opportunities so you can learn from each other, and present speakers that inspire us to reach for higher goals and results.

We will also share highlights from Explore Minnesota Tourism's marketing activities in 2012, and introduce you to plans for 2013. You don't want to miss the special greeting by Governor Mark Dayton. All this packed in to just 1 1/2 days! Please take advantage of this opportunity to learn, network, and keep your business growing and strong.

You don't want to miss it!

John Edman, Director
Explore Minnesota Tourism

**February 12 - 13, 2013
Hilton Minneapolis Hotel**

Explore Minnesota **2013** Tourism Conference

Conference Accommodations

Hilton Minneapolis Hotel
1001 Marquette Avenue
Minneapolis, MN 55403
www.minneapolis.hilton.com

Room rate: \$115 per night + tax; conference rate is guaranteed until January 29, 2013

Online booking: http://www.hilton.com/en/hi/groups/personalized/M/MSPMHHH-EXP-20130211/index.jhtml?WT.mc_id=POG

Phone reservations: 888-933-5363. When making reservations online or by phone use the group code: EXP

Conference Registration

Online registration is the preferred method of registering for this event.

Go to <http://www.rsvpbook.com/2013TourismConference>. If you are unable to register online, please complete this form and return it along with a check payable to Explore Minnesota Tourism or credit card information completed. Payments for online registrations must be postmarked by January 29 to qualify for Early Registration of \$299.

\$299 Early Registration: Registrations received with full payment, postmarked by January 29

\$319 Registration: Registrations received without payment or postmarked January 30 or later

\$269 Multi-Attendee Registration: Registration for the 2nd and all subsequent registrations from the same organization

\$35 Optional Pre-Conference Activities: Includes "Social Media Learning Lab" session and dinner.

Please check the type (s) of registration:

- Pre-conference Activities \$35 (add to registration rate for full amount due)
 \$299 Early Rate \$319 Full Rate \$269 Multi-Attendee Rate \$169 Student Rate
 \$179 Tuesday only \$179 Wednesday only \$65 Awards Dinner

Please check meals attending:

ALL meals or

Tuesday, February 12: Lunch Evening Welcome Reception Awards Banquet

Wednesday, February 13 Breakfast Lunch

Please List Any Special Dietary Needs _____

PRINT OR TYPE: (one form per person)

Name as preferred on badge _____ Organization _____

Address _____

Phone _____ E-mail _____

MAIL or FAX COMPLETED FORM AND PAYMENT TO:

Explore Minnesota Tourism Conference, 121 7th Place E, #100, St. Paul MN 55101-2146 ; Fax: 651/296-7095

Please note payment policy: Registration fee must be paid prior to the conference or at time of check-in at the conference registration desk. Cash, check or credit card (Visa or Mastercard) are accepted (For state agencies - Interagency Payment Info: Agency B20, Acct 2000-B202404-B2034400, Rev Source 622515)

Visa and Mastercard are accepted for registration. If using a credit card fill out the information below:

Visa Mastercard _____
(Account number) (Expiration date) (3 digit security code)

Cancellation Policy: Cancellations made prior to January 29 will be given a full refund. Cancellations made after that time, or no shows, will not be refunded and must pay the full registration fee. Registrations are transferable.

Attire is business casual. If you need special accommodations to enable you to fully participate in this event, or need this document made available in alternative formats, call Tina Skala at 651-757-1848, 800-657-3637 or e-mail tina.skala@state.mn.us. TTY Relay Service for Hearing Impaired, 800-627-3529.

CONFERENCE SCHEDULE

Monday, February 11, 2013

Pre-Conference Optional Activities (additional charge for Monday activities)

2:30 p.m. Social Media Learning Lab

5:00 p.m. Dinner (location TBD)

Tuesday, February 12, 2013

10:00 a.m. Pre-conference meetings

10:30 a.m. Making the Most of Explore Minnesota Opportunities

MACVB Silent Auction opens

11:30 p.m. Lunch and Opening Session

Economic Trends & Outlook for Travel
Adam Sacks, Tourism Economics

1:00 p.m. Breakout Session I

Measure, Maximize and Modernize Your Digital Presence
Brand USA Is Rolling out the Welcome Mat - Jump on Board!

State of Minnesota Unified Brand Update
Content Marketing Boot Camp - Going from 101 to 103

2:30p.m. Break - Travel Marketplace opens

3:15 p.m. Explore Minnesota Tourism Report
John Edman, Director

4:30 p.m. End of sessions

Opening Reception in the Travel Marketplace
Begins immediately after the last session

6:00 p.m. Excellence in Tourism Awards Banquet

Wednesday, February 13, 2013

7:30 - 8:30 a.m. Breakfast in General Session Room

8:30 a.m. General Session

The Digital Landscape - How to Influence Travelers from Dreaming to Booking -Shaun Aukland, Google

9:30 a.m. Breakout Session II

The Digital Landscape - Panel on Best Practices Promoting Active Communities - How Can Tourism Benefit?

Strategies for Smaller Budgets - Targeted Marketing Part I: the Cultural Traveler & Breweries/Wineries
Get in the Game with Sports Marketing

10:45 a.m. Break in the Travel Marketplace

11:15 a.m. Breakout Session III

The Digital Landscape - Panel on Best Practices Strategies for Smaller Budgets - Targeted Marketing Part II: Outdoor Adventure Travelers & Hunters
Managing Traveler Reviews
Summer Travel, Social Media, & School Start: Oh My!
Recent Research on Minnesota Tourists

12:30 a.m. Luncheon Greeting by Governor Mark Dayton

Luncheon Speaker: Biggest Mistakes in Travel Marketing and What We Can Learn From Them - Doug Lansky

2:15 p.m. Wrap up session and prize give-away

2:45 p.m. Conference ends

General Session Speaker Highlights

Adam Sacks was the keynote speaker at the 2011 tourism conference and received rave reviews. Many commented with amazement that he could talk about statistics and not put people to sleep! He also provided important information to help guide our marketing in the future.

As founder and managing director of Tourism Economics, their work makes him an authority on measuring the economic impact of tourism activity. Adam will report current economic impact and trends data for U.S. travel and will also speak about the future outlook for tourism.

Shaun Aukland consults with destination marketers on the changing online landscape and developing integrated, measurable marketing strategies for the digital space. His expertise in digital campaigns includes search engine marketing, display networks, video, social media and Google TV ads. As a marketing lead with the large customer travel team, Shaun oversees Google's account management and consulting for major destination marketing organizations in the U.S. and Caribbean.

In Shaun's session "The Digital Landscape," he reveals how to influence travelers from dreaming to booking by sharing trends in emerging digital channels, actions you can take to stay ahead of the curve and most importantly, how to quantify results.

Doug Lansky has authored travel books, including books for Lonely Planet and Rough Guides. He wrote a weekly syndicated travel column published in over 40 newspapers, and has appeared on a variety of TV and radio travel shows, including Public Radio's Savvy Traveler. Doug has contributed stories to National Geographic Traveler, Reader's Digest, and many others. On the speaking circuit, Doug has spoken at 100 universities, National Geographic headquarters, the United Nations World's Tourism Organization, and at ITB in Berlin.

Doug presents examples of travel-related marketing mistakes including the worst tourism slogans and hotel names. His presentations are humorous but also insightful as he includes basic control measures that can prevent these mistakes.

