



2019 Annual Conference Sessions

Ask the Experts: Hoteliers Discuss Life Behind the Front Desk

During meetings prior to and following last year's merger into KTIA of the Kentucky Hotel & Lodging Association, non-hotel meeting participants have remarked about the valuable learning they gained by hearing hoteliers discuss operations, management and workforce issues. So we decided to replicate that learning with a panel of hoteliers who will provide information and answer questions about how hotels and hoteliers work. A better understanding of hotels, a vital tourism service provider (and funding source), can lead to a greater degree of industry collaboration and mutual support. Come prepared with your questions!

Speakers: *Invitations Pending*

Diversity Conversations: Finding Commons Ground

Whether within or outside the workplace, open and honest conversations with people who look, act or believe differently than us can be difficult. That is especially true when the subject, itself, is diversity. Add to that the current period of social, cultural and political polarization, and the result is that these conversations have become much tougher, if they happen at all. This session will explain why these conversations need to happen and how to navigate them in ways that are positive and productive.

Speaker: Eric M. Ellis, M.A., President/CEO, Integrity Development Corp.

Group Tour Consumer and Operator Trends

Kentucky destinations' longstanding interest in attracting group tours has accelerated with the American Bus Association having held its annual Marketplace in Louisville twice in the last four years. This session presented by the Director of Product Design for North America's longest operating tour company, Collette Tours, will offer the latest in tour travelers' wants and needs and how tour companies are addressing them in concert with their CVB, hotel and attraction partners. The session will also address what tour companies consider in including those partners in their programs.

Speaker: Diana Ditto, Director of Product Design, Collette Tours

Picture This: Strategies for Increasing the Quantity and Quality of Destination Photography

Nothing is more basic, or more challenging in tourism marketing than acquiring photography of a sufficient quantity and quality to tell the stories and capture the experiences of our destinations and all the partners within those destinations. Through the hands-on experience of the Elkhart County (IN) CVB and the expertise of CrowdRiff, a

leading global visual marketing platform, you will learn about successful strategies for overcoming the challenge, including best practices with user generated content (UGC).

Speakers:

- **Amanda Eckelbarger, Senior Creative Design Manager, Elkhart County, IN Convention & Visitors Bureau**
- **Josh Collins, Director of Destination Activation & Marketing, Streetsense**

Stake Your Claim: Unplugged with Andrew Davis

Now that you've learned all about the power of the staking your claim in this morning's keynote session, it's time to put it into practice! In this interactive, fun, and productive breakout session, keynote speaker and best-selling author, Andrew Davis will work with you to take the first steps towards telling your story, staking your claim, and targeting your niche.

We'll tackle the most significant obstacles facing you and your team - whether you're marketing a destination, an attraction, or a hotel - you'll be ready to market the place you do business just as much - if not more - than the business you do. You'll walk away with three specific things you can do to create a sense of place starting today!

Speaker: Speaker: Andrew Davis. Author of Brandscape and Town Inc.

Trending: The Latest Data and Analyses of Today's Hotel Industry

What do you get when you cross the leading US hotel analytics company with a national hotel leader and analyst? Answer: an insightful, data driven review of the U.S. and Kentucky hotel industry. Brian Fry and Lyse Perrigo will team for a highly informative play-by-play and color commentary presentation that although will focus on hotels, will provide important insights for all segments of the travel and tourism industry.

Speakers:

- **Brian Fry, President & CEO, Commonwealth Hotels**
- **Lyse Perrigo, Business Development Sr. Associate, Hotels, STR**

TripAdvisor & Yelp: What to Know - What to Do

TripAdvisor and Yelp are similar in some ways and different in others. The most important similarities for Kentucky tourism is that both serve millions of visitors to their sites and both can have a tremendous impact on how your business is viewed by the traveling public. This session will acquaint you with both platforms, with a focus on reputation management and best practices with user reviews.

Speakers:

- **Scott Caufield, Destination Marketing Manager, TripAdvisor**
- **Tyler Minton, CTA, Community Manager, Yelp Cincinnati**