

# TOURISM MATTERS

## 2019 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

TUESDAY, JULY 23 FINAL  
3:30 PM - 4:30 PM

CONCURRENT WORKSHOP SESSIONS

How to use Social Media Insights and Tools to Propel Growth  
Whether it's organic or paid, social media requires constant analysis. These insights work in concert with various tools to help shape social strategy. Learn from a panel of experts how to effectively analyze and optimize social media to grow your channels.

**Speakers:** Neil Large, Digital Marketing Manager, Arizona State Parks & Trails  
Julia Manoukian, Senior Content Marketing Manager, CrowdRiff  
Jessica Urgiles, PR & Social Media Account Executive, Off Madison Ave  
**Moderator:** Amy La Sala, Director of Public Relations and Social Media, Off Madison Ave

AZ Salons 9-10

From the Eye of the Consumer - Effective Advertising  
Learn what works and what doesn't in tourism advertising based on feedback from consumers. This session will review findings across 20 yrs. of testing of tourism advertising for destinations large and small, and will cover what consumers want, what they respond to, and how to improve your tourism advertising to make it more effective.

**Speaker:** Denise Miller, Executive VP, SMARI  
**Moderator:** Colleen Floyd, Director of Research, Arizona Office of Tourism

AZ Salons 11-12

Five Ways to Make Friends with Google  
Earning website traffic online starts and ends with Google. 64% of marketers agree that Google has become the new "home page" for local businesses. But how can we be sure that our websites, digital marketing programs and content "plays nice" with Google? In this session, you will learn five ways in which your brand can make friends with Google. We will discuss how to:

1. Configure Google My Business for local search success.
2. Identify and mitigate website speed issues that Google frowns upon.
3. Utilize Google Search Console to understand how your website content is viewed by Google.
4. Get to the bottom of search intent to provide answers to the questions your visitors are asking.
5. Deliver a better online/mobile experience to which Google would gladly deliver traffic.

Learn the tools and processes you will need to get all buddy-buddy with Google.

**Speaker:** Chris Sietsema, Digital Marketing Consultant, Teach to Fish Digital

Tucson Salons G-H

China Readiness 2.0  
Join us for this session as we deep dive into China's number one social media platform, WeChat, and learn why accepting mobile payment is not only easy but will also open your business to more Chinese tourists.

WeChat is a Chinese multi-purpose messaging, social media and mobile payment app with over 1 billion monthly active users. In China, WeChat is one of the main ways people communicate and is preferred over email. We will look at many ways WeChat can be used to target Chinese tourists including a case study of Chinese visitation to Arizona as we launch a survey on WeChat at a local Visitor's Center.

Tucson Salons I-J

Just as overseas luxury stores have hired Mandarin-speaking staff to serve Chinese tourists, more tourist destinations are accepting Chinese mobile payment such as Alipay and WeCat Pay. The adoption rate of mobile payment systems by hinese has increased rapidly in the last two years, and last year more Chinese tourists used mobile pay abroad than cash, a recent Nielsen survey reported.

**Speaker:** Sage Brennan, Co-Founder, China Luxury Advisors

5:00 PM - 6:00 PM

CONFERENCE RECEPTION

Tucson Salons A-F

6:00 PM - 8:30PM

GOVERNOR'S TOURISM AWARDS GALA  
**Attire:** Don't Forget to Wear Red!

AZ Salons 1-7