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## 2018 GOVERNOR'S CONFERENCE ON TOURISM

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### **Triumphs, Anomalies & Myths**

How daring destinations use simple stories to attract visitors from around the world.

We're good at marketing the attractions, virtues, and values of the region we promote. We create compelling imagery, poetic prose and produce impressive videos all designed to inspire others to visit. But what story are we telling?

It turns out some of the most successful destinations in the world leverage the prophetic power of origin stories to transform their economies. They target a specific audience, understand their passions and craft a simple tale designed to elicit an emotion. Why? Because emotion leads to action, while reason leads to conclusions.

For three years, former television producer and marketing agency executive Andrew Davis crisscrossed America uncovering the simple things smart cities and towns do to attract visitors year-in and year-out and what he found is incredible.

In this exhilarating hour-long keynote presentation, Andrew Davis will show you how others have built flourishing economies by telling their story. You'll learn how visionaries have transformed entire cities and how origin stories create a powerful sense of place. He'll challenge you to change the way you describe your city, town, or neighborhood and why your story will determine your future.

What's your story, and who does it serve?