

# TOURISM MATTERS

## 2019 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

TUESDAY, JULY 23 FINAL

12:00 PM - 2:00 PM

TOURISM TUESDAY TRIVIA

AZ Salons 1-7

2:00 PM - 3:00 PM

### CONCURRENT WORKSHOP SESSIONS

Mobile Location Data and the Arizona County Visitor

AZ Salons 9-10

Learn how AOT has partnered with Arrivalist to gain a deeper understanding of travel patterns to each of Arizona's fifteen counties and then uses that intelligence to hone marketing strategies.

**Speakers:** Colleen Floyd, Research Director, Arizona Office of Tourism

Michael Hansberry, Strategic Insights Manager, Arrivalist

California's New Privacy Law - How to Comply and Why It's Important

AZ Salons 11-12

Privacy will be a serious issue with serious consequences when the California Consumer Privacy Act (CCPA) goes into effect on January 1, 2020. We brought in a lawyer who's read this law cover-to-cover so you don't have to! (Don't worry – We brought in a fun lawyer. And no, that's not an oxymoron.)

The session will provide practical information about:

- What businesses must do to comply with this law
- How the CCPA is different from the General Data Protection Regulation (GDPR) in the European Union
- The risks you take if you don't comply with this new law

As members of the tourism industry, we're going to be on the front line for implementing these new requirements. This session will help you understand what you need to change to comply with this law, with plenty of time for Q&A.

**Speaker:** Ruth Carter, Esq., Attorney & Owner, Carter Law Firm PLLC

What Are They Thinking? An Interactive Workshop on Visitor Perception

Tucson Salons G-H

As the old adage goes, people will think about you in one of three ways: positively, negatively, or not at all. The same could be said for a destination—your visitors and potential visitors have a picture of your destination in their heads. But how can you learn what they think, and if you do get that information, what can you do with it?

In this interactive workshop, you will learn about visitor perception—what drives it, how it can be measured, and what you can do to respond to perception insights. You will also create strategic visitor perception questions for your own destination, and this will help you hone in on which elements of visitor perception might be the most crucial for your destination. Using these questions, you will develop potential scenarios and craft strategies to respond to each potential revelation about what your visitors really think.

**Speakers:** Jaclyn Osterloh, Account Director, Sparkloft Media

Alexandra Reese, Associate Principal, Coraggio Group

FAM 101: Get the Results You Want From Trade & Media FAMS

Tucson Salons I-J

Are you getting ROI on your FAMS? Join us for an interactive session where trade and media panelists will share their experiences, success stories and examples of overcoming challenges while working within their communities to share their destination's story with key trade or media FAM participants. You'll learn tips for creating shareable experiences, managing partners' expectations and filling itineraries with stories (not just stops).

**Speaker:** TBD

3:00 PM - 3:30 PM

AFTERNOON BREAK

Tucson Salons A-F