

TOURISM

MATTERS

2019 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

WEDNESDAY, JULY 24

7:45 AM - 8:30 AM	CONTINENTAL BREAKFAST WITH THE EXHIBITORS	Tucson Salons A-F
8:00 AM - 8:45 AM	INDUSTRY ROUNDTABLES	
	Attractions Parks, Museums, Historical Sites, Trails, Routes, Retail Businesses	AZ Salons 9-10
	Outdoor Recreation Businesses, Manufacturers, Retail, Public & Private Partners, Outfitters and Guides	AZ Salons 11-12
	Hotel / Lodging Hotels, Resorts, B&B's, Businesses, F&B Purveyors, Restaurants	Tucson Salons G-H
	Visitor's Services Visitor Centers or DMO's who manage Visitor Centers	Tucson Salons I-J
9:00 AM - 10:15 AM	GENERAL SESSION: Leading Relationships If you are in business today, you are in the business of relationships. The skills of communicating effectively, working with diverse multi-generational teams, setting expectations, giving and receiving feedback, gaining commitment, resolving conflict, and getting others to follow through can be the most important skills you will ever develop as a leader. In this presentation, you will learn the keys to success in each of these areas and how to build relationships strong enough to handle the pressures and tensions inherent in creating, building, leading and sustaining a fast-changing, high-performance organization. This presentation is guaranteed to change the way you work, interact, communicate, solve problems, and accomplish work through others. Speaker: Steve McClatchy, President, Alleer	AZ Salons 1-7
10:15 AM - 10:45 AM	MORNING BREAK	Tucson Salons A-F
10:45 AM - 12:00 PM	GENERAL SESSIONS: What's Your Destination Story Travelers do not pick a getaway based only on a rational review of amenities and online ratings. They look for a story they can see themselves living out. What's the story your destination weaves for visitors as they choose where to spend their vacation dollars and after they arrive in your market? Drawing from decades as a travel editor and tourism industry marketer, Trevor Meers will break down the key touchpoints that make destinations take life in a consumer's imagination, turning browsers into visitors. You'll learn tips for getting travel journalists to cover your destination, grabbing visitors' interest with your website and social media, creating a cohesive in-market experience and more. Speaker: Trevor Meers, Editorial Content Consultant	AZ Salons 1-7