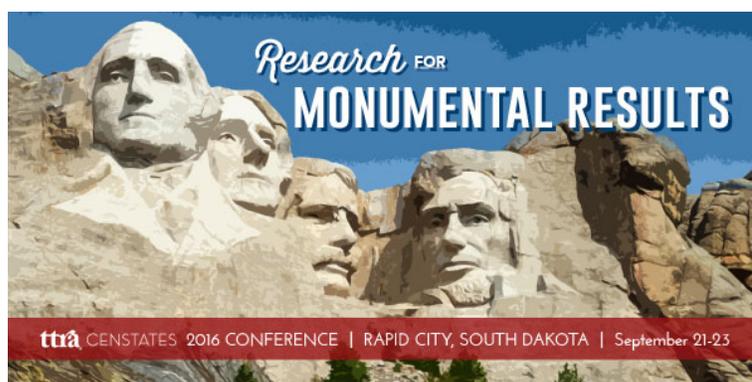


New! Quick reads. Trending tourism topics. Great opportunities.



July 2016



CenStates Annual Conference
September 21-23, 2016
Rapid City, South Dakota

Now is the time to [register](#) for the most monumental research conference of the year! Not only is this the place to interact and learn from

experts and peers who are striving to make smart marketing decisions based on sound research, but this affordable conference will allow you to check the box on one of your bucket list items. [Check out the schedule](#) of events and learning here.

For our monumental adventure, we've shaken things up a bit and the featured dinner event will kick off the conference instead of being the next day. If you'd like to see Mount Rushmore, you will want to arrive by Wednesday afternoon (9/21). There will be two bus departures from the hotel to the national park at 3 and 5 pm,. Be sure to plan accordingly when making travel arrangements.

Visitation is at a fever pitch during this 100th anniversary of the National Parks, so reserve your room **now** at the landmark 1920's [Hotel Alex Johnson](#) or the conference at the special CenStates rate of \$139 by calling (605) 342-1210 or [reserve online here](#) using the group code TRAVEL.

If you plan to arrive on Tuesday (9/20), call [The Rushmore Hotel](#) at 605-348-8300

(Group Code CenStates TTRA) for a rate of \$179 before August 20. If you plan to extend your stay for the weekend, additional rooms are available at the [Fairfield Inn & Suites](#) for a \$139 rate by calling 605-578-1893 (Group Code CenStates TTRA) by August 7.

Check out itineraries and more at [Rapid City CVB](#) and [Travel South Dakota](#).

Two Tourism Trends to Watch

1 The shared lodging economy is here to stay, and Airbnb is pivoting to be more transparent about its data. Erin Coffman, Ph.D., Airbnb, spoke at the TTRA International Conference in mid-June about the short-term stay rental company's [Community Compact](#), its response to city and state concerns about encroachments and safety issues. Already the company has softened its response to some legislative pressures.

2 Speaking of lodging data, the drumbeat of when the "hotel bubble" will burst continues to grow louder with across-the-board predictions on when or even if this record revenue growth spurt will end. While some specific coastal markets are on the decline due to over-building, pressures from short-term rentals and waning gas prices, others continue to grow. In general, a record summer of travel is predicted according to [Hotel News Now](#).

Dealing with Disasters - First CenStates Focus Project

In a new program, CenStates is annually engaging in original research that focuses on the central states and provides valuable information for travel and tourism marketers here. The first Focus Paper is

Dealing with Disasters: How Data Drives Decisions, authored by Alisha Valentine, Strategic Marketing & Research Insights.



This paper discusses what happens when environmental, social or political crises occur, how destinations manage communications, and steps tourism professionals should take before a crisis occurs. The paper reviews quantitative and qualitative research studies for five destinations and provides takeaway learning from each.

This research, whose preliminary findings were presented at the 2015 conference, will be sent to CenStates TTRA members and is available to members upon request. Interested but not a member? Please see membership information [here](#).

2016 Focus Project Studies Sharing Economy

For its second original research Focus Paper, CenStates will present the "Impact of the Sharing Economy Among U.S. Leisure Travelers." in partnership with H2R Market Research at the 2016 CenStates Conference.



The purpose of this research project is to explore the differences between the travelers who use traditional resources and those who chose to use sharing economy resources while traveling. Specifically, does having a large portion of vacation rentals in your destination decrease the economic impact of travel, or do travelers use the money they saved to spend on other activities in the area.

Be among the first to hear the results. [Register for the CenStates conference now.](#)

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