

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



May 2016

Research for Monumental Results

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

Registration will be opening soon for the most monumental research conference all year! Digital marketing analysis and tracking trends, understanding how to measure place-based investments and generational tourism trends are just a few of the outstanding sessions scheduled for this year's monumental CenStates TTRA 2016 Conference.



As always, you can look forward to some excellent activities and the chance to see research in action-including dinner and a [lighting ceremony at Mount Rushmore](#) opening night Wednesday September 21st! Plan to arrive early for this special event.

Speaking of travel, be sure to make the journey part of the fun. Rapid City is easily accessible by car with easy access from I-90, I-29 and I-80. Coming by air? Direct flights and connections are available from Chicago, Dallas/Fort Worth, Denver, Las Vegas, Minneapolis, Phoenix and Salt Lake City. Free shuttles to The Alex Johnson Hotel will meet every flight for your convenience.

Reserve your room now at the landmark 1920's [Alex Johnson Hotel](#) for the conference

(and your vacation days before or after) at the special CenStates rate of \$139 by calling (605) 342-1210 or [reserve online here](#) using the group code TRAVEL.

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

CenStates Monumental Meeting of the Minds at ttra International Conference in Vail



All those attending the ttra conference in Vail are invited to this Monumental gathering on **Tuesday, June 14 at 3:30-4:30 pm** in the Salon rooms. Join your colleagues from the CenStates region for food, fun and engaging conversation with your tourism neighbors. This is the first day of the conference and the opening reception is at the Top of the Eagles Next that evening. Hope to see you there!

[See ttra conference information here.](#)

CenStates Conference Sponsorship Opportunities

Sponsorship of a CenStates TTRA Conference in Rapid City, SD guarantees you direct interaction with some of the Central states' leading decision makers for tourism and travel research and marketing. Opportunities also include advertising and booth space.



[Check out the sponsorship opportunities here.](#)

New! Case Studies Share Information

CenStates is working with practitioners and academics who have completed projects of interest to share with their fellow CenStates members. Several case studies will be released this year with the goal of creating a conversation, adding to a body of knowledge and supporting others in their quest for quality research. Watch this newsletter for details.



New! CenStates Focus Project

CenStates will be engaging in research annually that focuses on the central states and provides valuable information for travel and tourism marketers here. The results of the 2015 research project will be released in June. The 2016 project will be announced this spring and presdnted at the CenStates Conference in September in Rapid City. Watch for this news you can use.



Not a member of CenStates Travel and Tourism Research? Membership information [here.](#)

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