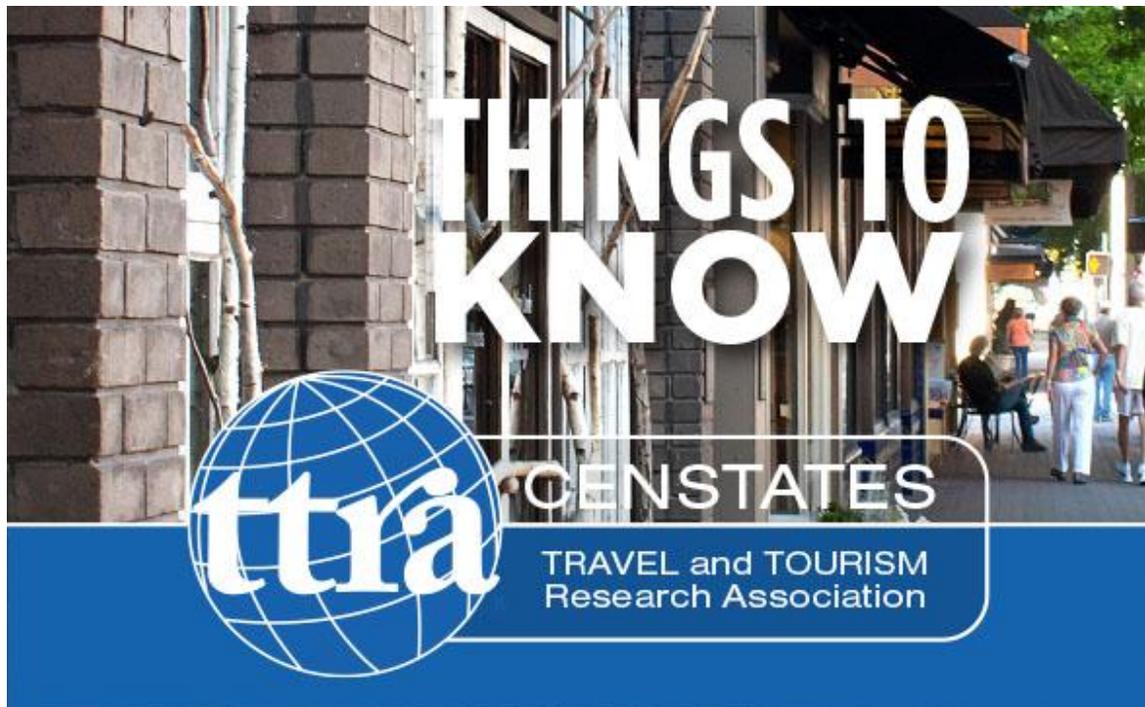


New! Quick reads. Trending tourism topics. Great opportunities.

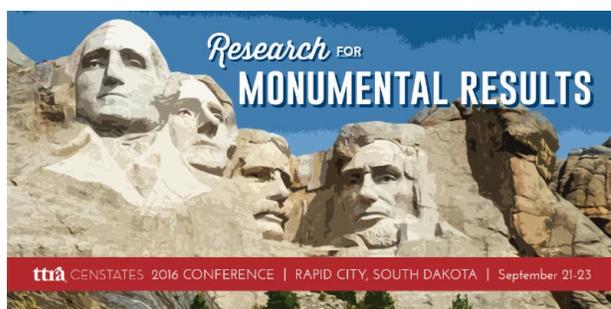


**September 2016**

## **CenStates TTRA Annual Conference**

**September 21-23, 2016**

**Rapid City, South Dakota**



There is still time to register for the most affordable regional tourism conference around! There will be great opportunities to network with your travel industry peers and hear from some of tourism's most well respected experts. Topics include:

- Business Intelligence Tools
- Sharing Economy Impact of Travel
- Power of Travel Promotion
- Changing Landscape of Media Usage
- Measuring Place-Based Investments
- Using Google Analytics in Digital Campaigns
- Managing the Relevant Content Challenge
- Tourism Economic Forecast
- Walk the Talk Case Study on Product Development

Come Dine with the Presidents! The conference kicks off with a Monumental Evening at Mount Rushmore with time for exploration, dinner and the dramatic lighting ceremony.

Check out more information [HERE](#). Register [NOW!](#)

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## Three Social Media Trends to Note

Dave Serino of TwoSix Digital shares these latest trends:

- 1 The Battle for Ephemeral Visual Media Continues.**  
Snapchat, a great example of ephemeral media - short-form video & images that makes a claim for our attention in the age of contemporary screen culture - is being seriously challenged by Instagram, a Facebook owned property. The challenge comes in the form of Instagram "Stories" ....[more](#)
- 2 If You are Social, You Must Be Mobile.**  
In today's social environment, we have seen organic reach decline at a rapid pace on the most popular network, Facebook. So, to be effective in Facebook and other social media marketing applications.....[more](#)
- 3 Pinterest Points Upward with New Advertising Options.**  
With more than 100 million users on a visual network with an audience that is 85% female - it only makes sense to consider developing a community in this application to promote travel & tourism.....[more](#)

Read the rest of these trends [HERE](#). Don't miss Dave's presentation about Digital Ad Campaigns and Insights on Consumer Actions Using Google Analytics at the [CenStates conference](#) on Sept. 23.

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## Sharing Economy Impact on Travel Destinations

### *CenStates 2017 Focus Paper*

The Sharing Economy Impact on Travel Destinations research revealed some very interesting insights - and attending the CenStates conference will give you a first look at the results! A few of the insights that will be discussed are the fact that CenStates visitors are much more familiar with the sharing economy than U.S. travelers on average. And, sharing economy users spend more money when traveling than non-sharers (especially those who visit the CenStates region!). For more information on these topics and more, don't miss the Focus Project Sneak Peek presentation by Ashley Garoutte of H2R Market Research.



The CenStates chapter of TTRA has commissioned this Focus Paper for the benefit of members. This final results will be sent to CenStates TTRA members in early 2017 and will be available to members upon request. Interested but not a member? Please see membership information [here](#).

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## First 2016 Case Study Coming Soon

### *Hamilton County Visitor Profile Study: Pilot Visitor Intercept Project*

Capturing the visitor profile is always a challenge - capturing various kinds of visitor segments even more so. Hamilton

County Tourism and the Hamilton County Economic Development Corporation collaborate on a Business Intelligence Center. Together they took on an ambitious project to measure more than 1200 visitors in various seasons, locations and venues to truly understand the visitor. These were followed up with long-form surveys. See how the experiment worked and what the results were.



In a new initiative this year, the CenStates TTRA chapter has challenged practitioners and academics to share the summary of a project that may be of interest and helpful to peers. The first study will be released to CenStates members later this month. If you are not a member, check out other membership benefits [here](#).

CenStates Chapter | Travel and Tourism Research Association | [www.censtatesttra.com](http://www.censtatesttra.com)

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