Concurrent Session

Embrace Your Inner Geek. How Big Data and Research Directly Affects Destination Marketing Campaigns

Speakers: Ted Sullivan – Vice President, Resort & Destination Analytics, Adara
Justin Bresler - Vice President, Marketing and Business Development, VISIT DENVER
Matt Clement, Manager, Fort Worth CVB
Heather Lemoine, Marketing Manager, North Dakota Tourism Division

Data and research are only valuable to tourism if you use them. Ted Sullivan, VP of Destination and Resort Analytics... brings out his inner research geek. Ted will challenge three of our destination marketers with six "facts of big tourism data" and see with how they will use that data in their marketing channels. The researchers are calling the shots and today's data and trends are tomorrow's tourism industry creative concepts - or not - let's see how they use the data. This session is not only about data - its a realistic destination challenge of how to turn data into tourism revenue.