



CHATTANOOGA TOURISM SUMMIT 2022

BROUGHT TO YOU BY

SCHEDULE

11 - 11:30 AM

VIP Meet & Greet / Room 7/8

11 AM

Exhibitor Showcase with Live Entertainment / Ballroom

12 PM

Lunch & Main Program / Ballroom

1:15 - 2 PM

Breakout Session: Digital Presence Workshop* / Room 7/8

1:15 - 2 PM

Breakout Session: Equity, Diversity, & Inclusion Tourism Panel Discussion* / Room 6

*Breakout sessions open to all attendees.

**Entertainment brought to you by:
The MillionDollaMan, Buskers through SoundCorps**

SUMMIT TITLE PARTNER



HOST PARTNER



TOURISM CHAMPION PARTNERS

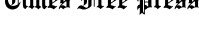


ACCOMMODATIONS PARTNER

SCENIC CITY PARTNERS



MEDIA PARTNERS



TOURISM PARTNERS

Benwood Foundation | CARTA | Chattanooga Lookouts | Chattanooga Zoo | Creative Discovery Museum | DeFoor Hospitality Group Development Counsellors International | Embassy Suites by Hilton/Hamilton Place | High Point Climbing & Fitness Hunter Museum of American Art | LBA Hospitality | Mocs Sports Properties | River City Company | Ruby Falls | See Rock City, Inc. Synovus | Tennessee Aquarium | Tennessee River Gorge Trust | Tennessee Valley Railroad Museum | The Read House Hotel | The Simpson Organization | Tivoli Theatre Foundation | Travel Southeast Tennessee University of Tennessee at Chattanooga

EXHIBITORS

Brewer Media donated booth to ArtsBuild | Brown & Brown Insurance Chattanooga Coca-Cola | Miles Partnership donated booth to Chattanooga Music Census | Chattanooga Red Wolves | First Horizon Bank donated booth to Chattanooga State Community College | CTM Media Hawkins Pointe RV Park | Nooga Shuttles | Reagan Outdoor Advertising EPB donated booth to Selfie Museum | Vision Hospitality Group

MENU

APPETIZER: Garden Crudit  with Roasted Eggplant, Olives, Whipped Feta, Hummus, and Tomato Cucumber Salad

ENTR E: Pancetta-Wrapped Roast Chicken Breast, Vegetarian Option: Roasted Polenta Cake with a Sweet Chili Sauce, Roasted Fingerling Potatoes, & Vegetable Medley

DESSERT: Blueberry Lemon Poundcake, Triple Chocolate Mousse

SPEAKERS

STATE OF THE TOURISM INDUSTRY

Barry White

CHATTANOOGA TOURISM CO. CEO



KEYNOTE: THE EMOTIONAL VALUE OF TRAVEL

Samantha Brown

SAMANTHA BROWN'S PLACES TO LOVE

VALUE OF THE TRAVEL & TOURISM INDUSTRY

The Chattanooga Tourism Co. serves the community by using visitor-generated funds to inspire people to visit Chattanooga and connect them with authentic experiences. Each year, Hamilton County sees 15+ million visitors who spend \$1.5 billion in our community. On an average day, that's 43,000 visitors in town who spend \$4.1 million per day; 15,000 of those visitors spend the night in our hotels. Visitor spending is taxed, and those taxes result in each household saving \$828 on their property tax bill each year.

BREAKOUTS - 1:15-2PM

EQUITY, DIVERSITY, AND INCLUSION PANEL DISCUSSION | ROOM 6

Hear the latest national data on diverse travelers, learn tips for creating EDI initiatives, and deepen your understanding of equity, diversity, and inclusion within your organization, community, and the travel industry.

DIGITAL PRESENCE WORKSHOP | ROOM 7/8

Updated Google reviews are considered 2.7X more reputable by potential travelers and 70% more likely to attract visitors. Learn about the audit done by our agency, Miles Partnership, of hundreds of Chattanooga businesses and how to maximize your online exposure to create a better consumer experience.



THANK YOU FOR JOINING US!

VISITCHATTANOOGA.COM