

The Visit Corpus Christi State of Tourism takes place Monday, January 9. Join the 2nd largest industry in the Coastal Bend to hear the future of Corpus Christi tourism from leading national experts and a keynote on selling techniques from bestselling author and international keynote speaker Tom Martin.

SCHEDULE OF EVENTS

11:00 - 1:00 HOTEL SALES & REVENUE SUMMIT Invite only: Hotelier sales training provided by Keynote Speaker Tom Martin, Founder of Converse Digital LOCATION: C101

STATE OF TOURISM

LOCATION: SELENA AUDITORIUM 1:00 - 1:30Presented by Vail Ross, SVP of Global Business Development & Marketing, Smith Travel Research (STR) **FUTURE HOTEL** TRENDS Founded in 1985, STR provides premium data benchmarking, analytics, and marketplace insights for the global hospitality industry. Vail will give a high-level overview on future hotel trends for the United States and coastal destinations. 1:30 - 2:00 Presented by Chris Christmas, Head of Destination Sales, Key Data Dashboard FUTURE SHORT-TERM Created by industry professionals, Key Data is the leader in building flexible, real-time solutions that RENTAL TRENDS provide true visibility into the performance and key metrics of short-term rentals and other travel accommodations. 2:00 - 2:15 Presented by Mike Imburgio, PhD. Director of Data Science at Visit Corpus Christi CORPUS CHRISTI Visit Corpus Christi's Data Science Department synthesizes information from multiple sources to bring TOUDISM TRENDS insights about Corpus Christi to the community. 2:15 - 3:00 Presented by Scott Caufield, Senior Principal Client Partner TripAdvisor THE POWER OF The world's largest travel guidance platform helps hundreds of millions of people each month become TRIPADVISOR better travelers, from planning to booking to taking a trip. Travelers across the globe use the Tripadvisor site and app to discover where to stay, what to do and where to eat based on guidance from those who have been there before. With more than 1 billion reviews and opinions of nearly 8 million businesses, travelers turn to Tripadvisor to find deals on accommodations, book experiences, reserve tables at delicious restaurants and discover great places nearby. 3:00 - 3:15 BREAK

3:15 - 3:45 TEXAS TOURISM UPDATE	Presented by Erika Boyd, President & CEO of the Texas Travel Alliance
	The primary advocate and voice for the Texas Travel Industry, representing a diverse membership of Texas Travel destinations, accommodations, attractions, transportation, and support businesses.
3:45 - 4:30 CORPUS CHRISTI STATE OF TOURISM	Presented by Brett Oetting, President & CEO, Deven Bhakta, Chair of Visit Corpus Christi, with Special Guest, Mayor Paulette Guajardo
	Join Visit Corpus Christi as they deliver the 2022 Annual Report followed by a presentation on
4:30 - 5:30 KEYNOTE	Presented by Best-selling author Tom Martin
	Tom is an author, internationally recognized social selling speaker, and a former contributor to Ad Ages's Small Agency Diary. He founded Converse Digital in 2010 after a 20-year career in the advertising agency business to help people and organizations learn how to turn conversations into customers.
5:30 - 6:00 HAPPY HOUR RECEPTION	

UNDERWRITING OPPORTUNITIES



SPONSORSHIP INCLUDES

- Event Naming Rights
- Reserved, Premium Seating & Admission for 10
- One night in the CC Hooks Gulf Coast Capital Suite with \$1,000 F&B Credit
- Sole Recognition in Press Releases
- Recognition in Digital Programs
- Recognition in Social Media Event
- Dedicated Social Media Promotion
- Logo Placement in Presentation
- On-Stage Verbal Recognition at Event
- Recognition in all Email Marketing



SPONSORSHIP INCLUDES

- Event Social on Bars & Reception Entrance
- Reserved, Premium Seating & Admission for 8
- One night in the CC Hooks Gulf Coast Capital Suite with \$500 F&B Credit
- Recognition in Digital Programs
- Recognition in Social Media Event
- Social Media Promotion
- Logo Placement in Presentation
- On-Stage Verbal Recognition at Event
- Recognition in all Email Marketing



SPONSORSHIP INCLUDES

- Signage at Summit Lunch
- Reserved, Premium Seating & Admission for 8
- Recognition in Digital Programs
- Recognition in Social Media Event
- Social Media Promotion
- Logo Placement in Presentation
- On-Stage Verbal Recognition at Event



KEYNOTE: TOM MARTIN SPONSOR

SPONSORSHIP INCLUDES

- Stage Signage
- Reserved, Premium Seating & Admission for 6
- Recognition in Digital Programs
- Recognition in Social Media Event
- Social Media Promotion
- Logo Placement in Presentation
- On-Stage Verbal Recognition at Event



SPONSORSHIP INCLUDES

- Stage Signage
- Reserved, Premium Seating & Admission for 4
- Recognition in Digital Programs
- Recognition in Social Media Event
- On-Stage Verbal Recognition at Event

S750 KEY DATA SHORT-TERM RENTALS SPONSOR

SPONSORSHIP INCLUDES

- Stage Signage
- Reserved, Premium Seating & Admission for 4
- Recognition in Digital Programs
- Recognition in Social Media Event
- On-Stage Verbal Recognition at Event



TEXAS TRAVEL ALLIANCE SPONSOR

SPONSORSHIP INCLUDES

- Stage Signage
- Reserved, Premium Seating & Admission for 4
- Recognition in Digital Programs
- Recognition in Social Media Event
- On-Stage Verbal Recognition at Event



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VISIT CORPUS CHRISTI















