

Destinations International Marketing & Communications Summit
February 28 - 29, 2024
Salt Lake City, UT

Looking into the Future - The DNEXT Futures Study

The DestinationNEXT 2023 Futures Study provided a strategic roadmap and global survey that helps destination leaders navigate today's highly fluid visitor economy to optimize their organizations' relevance and value.

CMO Roundtables - Nurturing the MarCom Team of the Future

A candid conversation with three 30 Under 30 honorees where they spoke about their love for promoting their communities; why they joined the destination marketing industry; what motivates them to bring their innovative ideas to work every day; and what destinations can do to retain your best people and make sure that your team is set up to be the best that it can be.

Applicable AI: How Marketing Teams Can Use AI at Work

This workshop provided practical insights into the integration of AI in marketing strategies. Jam guided participants through the applications of AI tools in real-world marketing scenarios. The session focused on simplifying the complexities of AI, making it accessible and actionable for marketing teams of all sizes.

AI Unchained: Streamline Operations, Elevate Destinations

This session uncovered the untapped potential of AI and how it can elevate your organization. It showed how to empower teams, tackle prompt engineering for tailored marketing executions, and witness real-world AI applications.

Mastering Integrated Marketing: Visit Irving's "Irving on the Rocks" Campaign

Simpleview experts delved into the integrated marketing behind the "Irving on the Rocks" digital marketing campaign. It was a behind-the-scenes look into the campaign's concept, execution, and collaborative synergy with Simpleview that not only captivated online audiences but also connected with offline experiences — creating a compelling narrative that resonated with the target audience.

Beyond the CTV Looking Glass: Replacing Vanity Metrics through 1st Party Data

CTV is one of the fast-growing tactics among DMOs today. This session showed how Travel Utah continues to amp-up measurement through the use of 1st party data to tie performance to metrics that matter. This session gave insights into how to leverage real-time 1st party data to get in front of a high-intent audience.

Control Tower: Integrated Digital Experience Platform

With more restrictive consumer data and website browser policies changing the online landscape, brands need to proactively decide what data is collected, how the data enhances the user experience, and how the user experience will continually inform and define the travel experience. This informative session looked at MMGY Global's ControlTower, an integrated digital experience platform (DXP) that develops personalized marketing campaigns at scale using an open-source consumer data platform (CDP).

Boost Your Marketing Strategy with Key Findings from State of Destination Marketing 2024 Report

300 destination marketers around the world came together to share their strategic approach for 2024 and beyond. In partnership with the Digital Tourism Think Tank and in collaboration with Brand USA, the European Travel Commission, and Destination Canada, this report unveiled the latest industry trends and challenges for destination marketers. In this session, Brand USA's CMO, Staci Mellman, and Sojern's Chief Solutions Officer, Kurt Weinsheimer, discussed findings and learnings about the media landscape, strategy, data and insights, and emerging trends to get ahead in destination marketing.

Destination Storytelling through Influencers, Events, and Data

Through case study practices of the 34,000+ members of NOMADNESS Travel Tribe, they explored how each layer works to provide a diverse lens for content creation, engaging destination marketing campaigns, and long-term partnerships within various demographics. This session not only showed examples of award-winning storytelling and marketing campaigns with influencers but also showed the data and use case scenarios to show you how your destination can actively get into the plot line and diversify your audience.

Destination Promotion: A Catalyst for Community Vitality

In this session, findings and results of our comprehensive study, "Destination Promotion: A Catalyst for Community Vitality" were presented. This research delved into the dynamic relationship between destination promotion efforts and the overall well-being and vitality of local communities. In this session, they shared key discoveries and data-driven insights that shed light on the transformative power of effective destination promotion strategies.

Revitalizing Identity: Strategies for Brand Re-Creation and Local Stakeholder Engagement

Brand re-creation requires not only a fresh visual identity but collective commitment from local stakeholders. In this session, they unraveled the art of successfully redefining your brand and, securing the endorsement and active engagement of those who shape the heartbeat of your community. They explored the factors driving the need for brand re-creation, and dove into New York City Tourism & Conventions' case study of their successful brand transformation, deciphering the strategies employed to navigate change while ensuring buy-in from local stakeholders.

Ai at Work: How to use Ai to Become More Efficient and More Human

This session provided vivid and relatable examples of how to use AI in destination marketing. Jam offered insights and strategies that can be adapted to unique contexts.