

E-Tourism Summit 2024
April 2 – 5, 2024
Las Vegas, Nevada

Crafting a Carbon-Neutral Tomorrow: San Luis Obispo's Blueprint for Sustainable Tourism Practices

During the conference, Molly Cano, the Economic Development & Tourism Manager for San Luis Obispo, elaborated on the symbiotic connection between the City of San Luis Obispo and Visit San Luis Obispo. She delved into the realization of their joint aspiration for achieving carbon neutrality by 2035, showcasing initiatives such as 'Keys for Trees' and 'MidWeekend'. These projects exemplify a narrative of cooperation, inventive thinking, and a collective commitment to environmental stewardship. Notably, collaboration with EcoSlo facilitated tree-planting endeavors linked to hotel reservations, furthering their sustainability efforts.

Get A Little Out There: How Atlas Obscura and Travel Nevada Leverage Unique Storytelling and Evergreen Content to Raise Awareness and Drive Consideration

Over the last 8 years, Atlas Obscura and Travel Nevada have been showcasing narratives of the Weirdest, Wildest West. From the iconic Clown Hotel in Tonopah to the rich history of Nevada's Basque community, their content has explored a diverse array of topics that epitomize the distinctiveness of the Silver State. They discussed the effectiveness of unconventional marketing strategies and presented empirical evidence illustrating how they have utilized evergreen content to expand their audience reach.

Coping Without Cookies – How to Reach Travelers When Third-Party Data (Finally) Crumbles

As third-party data reliance wanes and data dynamics undergo significant shifts, Destination Marketing Organizations (DMOs) are facing the pressing challenge of establishing genuine connections with travelers. The present moment urges DMOs to proactively develop strategies to ensure resilience and relevance in engaging their audience before traditional data sources become obsolete. This session addressed several tactics for future-proofing strategies, including the placement of kiosks at visitor centers, conducting giveaways on social media platforms, and utilizing QR codes to facilitate data collection.

Influencer Marketing Best Practices & Bookable Itineraries

During this session, Steller and the social media manager from Discover Puerto Rico delved into the intricate realm of influencer marketing, providing invaluable insights on effectively partnering with influencers and content creators to enhance destination marketing endeavors. Specifically, they explored Discover Puerto Rico's collaboration with Steller, wherein Steller assists in strategizing, evaluating, and identifying influencers, while also enabling influencers to craft bookable itineraries within the Steller travel app. The overarching goal is to ensure that both influencers and visitors authentically experience Puerto Rico as locals do.

Navigating Viral Content; Best Practices and Pitfalls

Sponsored by TikTok, this session focused on strategies for effectively measuring success on the platform, including metrics such as views, shares, and follower growth. Participants learned about the importance of incorporating a compelling call to action in captions to drive traffic to their websites when posting on TikTok. Additionally, insights were shared on the benefits of collaborating with social agencies equipped with internal content managers for optimizing content performance.

Engaging Gen Z and Millennial Travelers: Innovating Across Channels

Presented by Snapchat, this session highlighted the significance of captivating Generation Z and millennial travelers. It was revealed that US Millennials typically embark on approximately 35 days of travel annually, while Generation Z ventures out for nearly 29 days each year. Snapchat's outreach extends to an impressive 75% of Millennials aged 13-34 in the US, with users accessing the platform an average of 40 times daily. Moreover, an overwhelming 90% of Generation Z travelers acknowledge that social media greatly influences their travel decisions and discussions.

Conversion Metrics for DMOs

Presented by Datafy, this session highlighted how the tourism industry grapples with a conversion dilemma, as numerous indicators exist, yet few attribution models offer definitive insights into advertising effectiveness. It underscored the importance for Destination Marketing Organizations (DMOs) to prioritize direct, accountable, and measurable indicators, including room tax revenue, average daily rate (ADR), occupancy percentage, geolocation visits, visitor spending, deterministic attribution, and Return on Advertising Spend (ROAs).

Partnering for Success; Atlanta's Recipe for Collaboration and DMO Excellence

The session delved into the strategies employed by Atlanta CVB and its partners to foster connections, break down barriers, and forge paths toward shared success. Furthermore, real-life illustrations such as the '50 Fun Things to Do in Atlanta' campaign were showcased, underscoring the remarkable influence of partnership and creativity.

The AI Adoption Journey: Impact and Learnings

During this session, representatives from various Destination Marketing Organizations (DMOs) shared their experiences and outcomes with AI adoption at different stages. Attendees had the opportunity to gain practical insights into the potential of AI and explore strategies for effectively integrating it into their respective destinations. Additionally, the session highlighted the importance of incorporating features like a chatbox on the front end of DMO websites, enabling

visitors to utilize it for searching the website or building itineraries based on the available information.

Storytelling 101: Crafting Connections: Strategies to Forge Deeper Bonds with Your Travelers

In this session, we delved into the transformative power of storytelling! We explored why Destination Marketing Organizations (DMOs) needed to master the art of storytelling, uncovering what truly resonated with travelers and why breaking away from the conventional "destination hero" narrative was paramount.

Bright & Shiny New Objects & Products

In this "Shark Tank"-style session, startup companies with creative concepts with marketing promise present innovative ideas for destinations and attractions. We heard from Wheel the World, Arrivalist, Vibemap, Seeker, and Boldest's newest products and offerings.