

# The Empire State Tourism Conference



Conference Host:



[nystva.org](http://nystva.org)

Conference Sponsors:

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**NY** **TPA**  
**COUNCIL**

The New York State Network  
of Tourism Promotion Agencies

[nystourism.com](http://nystourism.com)



[newyorkmeetings.com](http://newyorkmeetings.com)

## March 6, 7 & 8, 2012

Marriott Hotel, Wolf Road, Albany, NY

# The Power of the Tourism Industry



- Producing Visitation
- Raising Tax Dollars
- Creating Jobs

*Jumpstart the 2012 tourism season with timely  
education and networking sessions.*

*Showcasing the peer-generated 2012 Tourism Excellence Awards.*

[www.nystva.org](http://www.nystva.org)

# Schedule

## 2012 EMPIRE STATE TOURISM CONFERENCE

Spotlight on:  
KEYNOTE SPEAKER



**Dr. Bill Siegel**  
Founder  
Longwoods  
Group of  
Companies

Bill received his PhD from the University of Michigan in 1970, and taught psychology, research methods and statistics at the University of Western Ontario and the University of Western Australia, where he was Distinguished Visiting Lecturer. He switched to market research in 1976, when he was invited to design and to manage a multi-million dollar advertising ROI study for the CEOs of the telephone companies across Canada.

Since founding the Longwoods Group of Companies in 1978, Bill has been a consultant leading Fortune 500 companies and governments around the world. His work has been cited in broadcast and print media, including USA Today, Newsweek, the New York Times, and The Times of London. He is a regular speaker at governors' conferences and meetings, such as the Advertising Research Foundation, the American Marketing Association, the Brookings Institution, the Bureau of Broadcast Measurement, the Economic Development Administration, the European Society of Marketing Research and the Public Relations Society of America.

Bill has served on boards for a number of organizations, including Georgia Tech, Waterloo University, Ryerson University, and the Travel and Tourism Research Association.

[www.longwoods-intl.com](http://www.longwoods-intl.com)

### TUESDAY, MARCH 6: TOURISM ACTION DAY

LEGISLATIVE OFFICE BUILDING, EMPIRE STATE PLAZA, ALBANY

**11:00 am: Registration; Noon: Luncheon**

Everyone is encouraged to visit with their state legislators on Tourism Action Day, hosted by the Tourism Industry Coalition of New York State. The day will include lunch and overview of the issues in the Legislative Office Building (NOT THE EGG, as in previous years!). There is a small fee to attend the luncheon/rally, separate from your conference registration. For more details, visit [www.nyshta.org](http://www.nyshta.org) and click on "Events Registration," or call 518-465-2300.



### TUESDAY, MARCH 6: EMPIRE STATE TOURISM CONFERENCE

**1:00 to 6:00pm Conference Registration** - Albany Marriott

**5:30 pm: Conference Opening Reception Event** - Albany Marriott

Kick off the Empire State Tourism Conference with an enjoyable gathering of your colleagues for hors d'oeuvres and light fare, and visit with our conference sponsors and exhibitors.

### WEDNESDAY, MARCH 7: EMPIRE STATE TOURISM CONFERENCE

**7 am to 6:30 pm: Registration** - Albany Marriott

**7:30 am to 8:45 am: Breakfast buffet**

**9:00 am to 10 am: Keynote Address** - *The Power of Destination Marketing*

Dr. Bill Siegel, Longwoods Group of Companies

Washington State has just shut down its tourism office, the first time that has happened since Colorado cut the state's tourism budget to zero in 1993. Bill Siegel documented the disastrous result of Colorado's elimination of the state's marketing funding. Now, in a new study commissioned by the U.S Travel Association, Bill showcases examples that provide dramatic and convincing evidence that destination marketing is a wise investment for taxpayers, even in difficult economic times. Promoting tourism does not compete with entitlement programs, but rather it helps pay for them, putting cash into public coffers, creating jobs, and enhancing the lifestyle of both tourists and residents.

**10:00 am to 10:30 am: Break with exhibitors** – Exhibition Area

**10:30 am to 11:30 am: General Session** - *The United States Travel Industry*

Nan Marchand Beauvois, United States Travel Association

**11:45 am to 12:45 pm: Breakout Sessions** - *Descriptions Next Page*

- **Marketing Trends.** Sharon Rossi, Vice President, Greater Philadelphia Tourism Marketing Corporation
- **Emerging Media Marketing, What's Right for You?** Debbie Gioguido, Media Marketing Consultant
- **Guerilla Research.** Gary DeYoung, Director, 1000 Islands International Tourism Council

**12:45 pm to 2:15 pm: Lunch Buffet with Award Presentations**

**2:15 pm to 3:15 pm: Breakout Sessions** - *Descriptions Next Page*

- **Partnerships—Green Tourism & Transportation.** Caylin Sanders, Escapemaker.com
- **Stick to the Facts: How to Give Your Legislative Message.** Sponsored by the New York State Hospitality & Tourism Association (NYSHTA)
- **Measuring Your Success.** Doug Motel, Site Optimized.

# Schedule

**2012**  
EMPIRE STATE  
**TOURISM**  
CONFERENCE

**3:15 pm to 3:45 pm: Break with exhibitors – Exhibition Area**

**3:45 pm to 4:45 pm: Closing General Session.**

Edward Maitino, Managing Director of the Division of Tourism at Empire State Development

**5:30 pm to 6:30 pm: Cocktail Reception – Exhibition Area**

**6:30 pm to ??: Dinner and Scholarship Auction with Destinations of New York State**

## **THURSDAY, MARCH 8:**

**Morning: Breakfast Snack Bar in the Hospitality Suite - Albany Marriott Overnight Guests Depart**

### **SESSION DESCRIPTIONS\*\* (not all sessions listed)**

*Shortened descriptions for some sessions—available at press time—listed here. Complete session details and speaker bios are available online, please visit [www.nystva.org](http://www.nystva.org)*

**Marketing Trends.** The marketing mix of who you market to is changing. In what specific way...demographic by age, nationality, race, geography? Why is it so different and how do you cope with this change...

**Emerging Media Marketing: What's Right for You?** Social media and mobile marketing are the new way consumers plan and research. Review platforms, what to use, and why. Session looks at Twitter, Facebook, Google+, Foursquare, YouTube, and mobile apps...

**Guerilla Research.** Looking for affordable tourism local economic impact dashboard statistics or official information relevant to tourism investors? This session will give you an overview of where to access, interpret and manipulate public statistics related to tourism...

**Partnerships—Green Tourism & Transportation.** Today's traveler is seeking to lower their carbon footprint—whether it is through their lodging, dining or transportation choices—and even if it costs a little more. Learn insights about what the local eco-traveler is seeking...

**Stick to the Facts: How to Give Your Legislative Message.** NYSHTA President Jan Marie Chesterton will moderate a panel that will focus on lobbying tactics that work. Panel will include a seasoned lobbyist as well as two veteran legislative staffers...

**Measuring Your Success.** Learn what tools to use to recognize whether your strategy is right for you and whether it is worth your investment. Understand how to use Facebook insights, Google Analytics, and other nifty tools to measure impact...

*\*\*Topics and presenters may be subject to change or substitution.*

***New Way to Interact!*** Get answers by asking questions ahead of time. Submit your session questions before the conference through [Facebook.com/nystva](http://Facebook.com/nystva), and answers will be given at that conference session. Submit question, session title, and your full name on NYSTVA's Facebook wall, or email conference coordinator Kim Sinistore at [Ksin11@gmail.com](mailto:Ksin11@gmail.com).

### **Conference Lodging and Transportation.**

Go to [www.nystva.org](http://www.nystva.org):

Link to Albany Marriott for \$104+tx per room night, single/double.

Get details on Amtrak discounts and booking.

At time of printing, NYSTVA's new website—including complete conference information—was under construction and set to go live January 2012. Online registration will be announced when available.

### Tourism Excellence Awards

The New York State Travel & Vacation Association will recognize leaders in New York State's travel and tourism industry who have achieved a high level of excellence and accomplishment. Winning individuals or organizations are selected on the basis of demonstrated commitment, leadership, and accomplishment in the travel and tourism sector.

Winners will be honored at the Empire State Tourism Conference **Awards Luncheon** on Wednesday **March 7, 2012** at the Marriott Hotel, Albany.

### **NEW for 2012! "Conference Attendees Award for Overall Excellence.**

All submissions will be displayed during the conference, and attendees can vote for the project that is their favorite across all submissions and categories. This award will be announced at the evening dinner.

**Deadline for submissions is Friday, January 27, 2012.**

Criteria and Nomination Forms:  
[www.nystva.org](http://www.nystva.org)

### Sponsorship and Exhibit Space

Limited sponsorships and exhibitor space may still be available. Show your product/service to tourism industry reps, business operators, and government officials who have influence and buying power.  
(888) 698-2970 or [nystva.org](http://nystva.org).

www.nystva.org

March 6-8, 2012  
in conjunction with  
Tourism Action Day



New York State Travel  
& Vacation Association  
PO Box 285  
Akron, NY 14001



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- Producing Visitation
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Presented and hosted by the New York State Travel & Vacation Association  
The tourism industry's leader in communication, legislative awareness,  
professional development and promotion.

The New York State Travel and Vacation Association represents diverse aspects of the  
tourism industry, including Convention and Visitor Bureaus, Chambers of Commerce,  
Municipalities, Tourism Promotion Agencies, service providers, and owners and  
employees of lodging properties, attractions and restaurants.

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