

# eTourism Marketplace

Copy and paste the information below, and share it with your boss (or even if you are boss).

Dear (Manager's name),

I am excited to inform you that I have been selected as a VIP DMO leader to be hosted at the eTourism Marketplace from November 20th - 22nd in Washington D.C. I am writing to seek your approval for my participation in this exclusive marketing leadership event. I strongly believe that this conference presents a valuable opportunity for enhanced networking with industry leaders, and a significant return on investment for our destination.

## Key Benefits of Attending eTourism Marketplace:

- **Cutting-edge Technology and Solutions:** eTourism Marketplace offers a unique platform to vet new technologies and solutions for our marketing efforts through their AI appointment portal, which matches us with vendors aligned with our best interests. Many suppliers will showcase recently developed, innovative tech tools, providing firsthand experience that surpasses traditional agency reports. This exclusive opportunity allows us to discover and evaluate new solutions and ideas that could significantly benefit our agency.
- **Invaluable Face-to-Face Interactions:** Meeting face-to-face with other industry leaders and suppliers is invaluable. This event facilitates direct interactions with vendors, including marketing agencies, tech providers, data partners, booking platforms, AI companies, research firms, and EDI companies. These interactions can foster future partnerships and collaborations, even if we are not currently seeking a new Agency of Record (AOR).
- **Exclusive Networking Environment:** The event curates a highly exclusive list of DMOs, creating an intimate setting with 40-50 other marketing leaders. This environment is conducive to sharing successful strategies and exploring new initiatives.
- **Actionable Insights and Takeaways:** Though the focus of this show is appointments, eTourism Marketplace includes four thought leadership panels on AI, data, and research. These sessions are designed to equip travel marketers with cutting-edge tools and intelligence to promote their destinations and products.
- **Support for Resource-Constrained Marketers:** eTourism Summit specializes in supporting destination marketers who are maximizing limited resources. The insights and strategies gained from this conference will help us optimize our marketing efforts and achieve better results with the resources at our disposal.

In summary, attending the eTourism Marketplace is an unparalleled opportunity to gain firsthand knowledge of the latest marketing innovations, establish valuable industry connections, and bring back actionable insights that will enhance our marketing strategies. I am confident that my participation will contribute significantly to our DMO's growth and success.

Thank you for considering my request. I look forward to discussing this further and answering any questions you may have.

Best,  
(Your Name)