

# SESSIONS

DAY ONE - 22/04/2025

eTourism Summit

22-24 April, 2025

Wynn Las Vegas

Las Vegas, NV

## Registration

09:15 - 12:00  
Networking

Get ready to kick off an unforgettable experience at the 26th Annual eTourism Summit!

## Co Host Welcome

09:45 - 10:00  
Education

## Participants

**Sheretha Bell** - Senior Vice President, Marketing and Brand Strategy, Atlanta Convention & Visitors Bureau

**Donald Lilley Jr.** - Director of Technology and Business Intelligence, Visit Baltimore

## AI Masterclass- Demystifying the Unknown: What AI Means for Destination Discovery

10:00 - 11:30  
Education

As AI transforms the web, search, and how travelers discover and connect with destinations, this masterclass will equip you with actionable strategies and tools to adapt and ensure your destination remains visible and relevant in a rapidly changing landscape.

## Participants

**Marina Petrova** - CEO, Intentful

## Lunch

11:30 - 13:00  
Education

## Opening Remarks / Co-Host Intro

13:00 - 13:15  
Education

## Participants

**Sheretha Bell** - Senior Vice President, Marketing and Brand Strategy, Atlanta Convention & Visitors Bureau

**Donald Lilley Jr.** - Director of Technology and Business Intelligence, Visit Baltimore

## What's In A Name? The Power of Brand Refresh

13:20 - 14:00  
Education

Strategic partnerships unlock powerful opportunities for brand growth and audience expansion. When you team up with the right partners, you can amplify visibility, spark creative ideas, and craft innovative campaigns that truly resonate. Whether through collaborations with influencers, sports teams, or unexpected brands, these alliances help you reach new heights and stand out in a crowded market. Learn how to leverage partnerships to elevate your brand, boost engagement, and create a lasting impact.

## The Intersection of Data and Creativity: Using Insights to Power Your Destination's Storytelling

14:05 - 14:20  
Education

Great storytelling starts with great data. Learn how to integrate insights into your creative process to fuel more impactful campaigns that resonate with travelers. This session will explore how combining data with creativity can lead to unique, tailored travel experiences that capture attention, drive loyalty, and make your destination stand out in a crowded market.

## Participants

**Emily Zertuche** - CMO, Visit Corpus Christi

**Chris Aragon** - Regional Sales Director, Atmosphere

## From Followers to Advocates: Building and Nurturing an Online Community that Drives Brand Loyalty

14:25 - 14:40  
Education

In today's digital-first world, social media success goes beyond simply amassing followers—it's about creating an authentic, engaged community that champions your brand. This session will dive deep into the strategies for building and nurturing an online community that not only amplifies your marketing efforts but fosters lasting relationships with your audience. We'll explore how to empower your community through user-generated content, interactive campaigns, and personalized engagement while balancing both local and global interactions. Learn how to leverage your community's power to drive brand loyalty, advocacy, and real-world impact, turning casual followers into passionate advocates who spread your message far and wide.

## Keynote: Will Guidara

15:00 - 16:30  
Education

Prepare to be inspired by a keynote from one of the most unreasonably hospitable leaders in the industry. Known for redefining what exceptional service means, this visionary has built a legacy around creating unforgettable experiences and meaningful connections.

## Participants

**Will Guidara** - Author, Will Guidara

## eTourism Exclusive Reception

19:00 - 21:00  
Networking

Join us for an unforgettable evening at the eTourism Exclusive Reception! This premier networking event is your chance to connect with top industry leaders, share ideas, and build meaningful relationships in a relaxed and engaging atmosphere. With great food, drinks, and conversation, it's the perfect way to unwind and make valuable connections.

Stay tuned—more exciting details are coming soon!

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## Grab & Go Breakfast

08:00 - 08:45  
Networking

## Opening Remarks / Co-Host Welcome

08:50 - 09:00  
Education

## Participants

**Sheretha Bell** - Senior Vice President, Marketing and Brand Strategy, Atlanta Convention & Visitors Bureau

**Donald Lilley Jr.** - Director of Technology and Business Intelligence, Visit Baltimore

## Data-Driven Destination Websites: What the Research Reveals

09:00 - 10:30  
Education

Explore the process and findings of the largest destination website conversion study ever conducted. We'll discuss how we organized the research, analyzed massive datasets, and aligned qualitative survey insights with quantitative GA4 metrics to uncover actionable recommendations for destination marketing.

Speakers from Miles, Future Partners, and Simpleview

## Participants

**Gray Lawry** - VP, Strategy & Insights, Miles Partnership

## Morning Networking Break

10:30 - 11:00  
Networking

## Leisure and Meetings Marketing are NOT the same: Developing a Bucket-List Meetings Destination

11:05 - 11:20  
Education

Explore 15 Ways B2B Marketing is different for destinations (in 15 Minutes)! We'll break down the unique strategies, challenges, and opportunities that set B2B meetings marketing strategies apart, and explore how to craft a compelling narrative, align with target industries, and position your destination as a bucket-list meetings choice. Whether you're new to meetings marketing or looking to refine your strategy, this session is packed with actionable insights to elevate your approach.

## Participants

**Hilary Feutz** - Director of Sales Marketing, LA Tourism

**Jaimie Hart** - Vice President, Marketing Strategy, Digital Edge

## The Power of Short-Form Video: Turning Views Into Travel Decisions

11:25 - 11:50  
Education

Short-form video is revolutionizing how travelers discover and choose their next destination. In this session, you'll learn how to create compelling videos that ignite wanderlust and drive viewers to take immediate action—whether it's booking a flight, planning an adventure, or diving deeper into your destination's offerings. Unlock the emotional power of video to transform fleeting views into lasting travel decisions, and discover how to turn every scroll into an opportunity to inspire travel and boost bookings for your destination.

## Networking Lunch | Round Tables

11:55 - 12:55  
Networking

## Don't Sleep on STR: Building a DMO Data-Based Strategy to Maximize Economic Impact

13:00 - 13:40  
Education

Flexible and authentic accommodations, like short-term rentals, are transforming how DMOs attract and engage travelers, offering unique experiences that reflect the local character of a destination. Learn how to market these stays alongside hotels to appeal to families, remote workers, and budget-conscious visitors. Discover strategies to leverage data, craft personalized campaigns, and create seamless booking experiences that drive longer stays, higher spend, and lasting loyalty.

## Participants

**Crystal Hinds** - Vice President of Marketing, Gulf Shores & Orange Beach Tourism

**John Flanagan** - Director, Amplify by StaySense

## Lights, Camera... Reality TV? The Data Behind Set Jetting

13:45 - 14:15  
Education

Reality TV has become a powerful driver of travel, sparking "set jetting" trends that turn viewers into visitors. Learn how destinations like Milwaukee used shows like Top Chef to convert screen time into room nights, leveraging data and partnerships with Adara to measure success. Hear from a top reality TV producer, Adara, and Visit Milwaukee about how creative storytelling and strategic marketing made it one of their biggest wins of the year.

## Participants

**Leroy Bridges** - Senior Vice President of Sales, Adara

**Josh Albrecht** - CMO, Visit Milwaukee

**Diana Schmedeman** - Branding & Integrations Producer, TopChef, NDAgency LLC

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## The Metrics That Matter: Measuring True ROI in Influencer Campaigns

14:20 - 14:35

Education

It's time to move past vanity metrics and focus on what really drives results. This session will explore how to identify and track the most meaningful KPIs for influencer campaigns in destination marketing. From engagement quality and content reach to lead generation and visitor conversions, learn how to measure the true impact of influencer partnerships. Gain actionable insights into creating campaigns that not only build awareness but also deliver measurable ROI for your destination.

### Participants

**Jade Broadus** - Vice President of Business Development, Steller

**Astrid Emmanuelli Ruiz CHDM** - Senior Social Media Manager, Discover Puerto Rico

## Think Global, Act Local: Game-Changing Strategies from Leading DMOs Worldwide

14:40 - 15:20

Education

What can we learn from destinations around the world? We are bringing together TOP international DMO leaders to share innovative strategies, successful campaigns, and fresh perspectives that have driven remarkable results in their regions. Discover how global approaches can inspire local solutions, whether it's engaging new markets, leveraging cultural storytelling, or tackling universal challenges like sustainability and overtourism. Walk away with actionable insights to adapt and implement in your own destination marketing efforts.

### Participants

**Jarrod Lopiccolo** - CEO | Partner, Noble Studios

**Gavin Landry** - Executive Vice President, International Director, Visit Britain

**Tiana Gomez** - Deputy Director, ATOUT FRANCE

**Peter Mayers** - Director, Visit Barbados

## Networking Break

15:20 - 15:40

Education

## Measuring Positive Impact: How Kind Traveler and Sonoma County Tourism's Every Stay Gives Back Partnership Built a Better Destination

15:45 - 16:00

Education

This joint session will showcase the success of **Kind Traveler's Every Stay Gives Back** Destination Program in partnership with **Sonoma County Tourism** in creating meaningful social and environmental impact. By uniting a global responsible travel platform with a destination renowned for its sustainability efforts, this collaboration has set a benchmark for how DMOs and lodging partners can elevate destination stewardship with measurable impact metrics while engaging today's conscious traveler. Kind Traveler's partnership with Sonoma County Tourism is part of a statewide destination stewardship effort in partnership with **Visit California**.

Through this engaging case study, Jessica Blotter, CEO of Kind Traveler, and Frank Filice, Vice President of Marketing and Brand of Sonoma County Tourism, will take attendees behind the scenes of the program's creation, execution, and impact. Together, they will share actionable strategies and lessons learned, highlighting how destinations and tourism boards can leverage partnerships to address critical local community or environmental challenges, enhance visitor experiences, and create a lasting legacy of positive change.

### Participants

**Frank Filice** - Vice President Marketing and Brand, Sonoma County Tourism

**Jessica Blotter** - CEO | Co-Founder, Kind Traveler

## Bright & Shiny New Objects & Products Presentations

16:05 - 17:05

Education

Get ready for a fast-paced, Shark Tank-style session where startups pitch their latest innovations in travel and tourism. From cutting-edge tech to game-changing solutions, discover the future of the industry and see what's next!

### Participants

**Fabio Musio** - Producer, 100 Digital Creativity

**Barbara Karasek** - CEO, AiOpti Media LLC

**Duncan Jackson** - CEO, FlightPath 3D

**Colleen Ferrier** - Vice President, Media, FlightPath 3D

**Greg Oates** - Director of AI Advocacy, Matador Network

**Richard Peterson** - Vice President, Americas, Smartvisit

**Laura Rieveley** - Co-Founder & CMO, SmartVisit

**Michael Stanczak** - Vice President of Sales Enablement, Illumin

## Closing White Party

21:30 - 00:30

Networking

Get ready for the ultimate celebration at our third annual Spring Marketplace White Party at XS Nightclub! This is the perfect way to cap off a successful event. Dress in your best white attire and join us for a night you won't forget. **eTourism has an exclusive area just for destination marketers & vendors**, so you can mingle and connect with your peers in style. Don't miss out on the VIP experience—let's celebrate in the best way possible!

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<b>10:00</b>		<b>10:30</b> - Morning Networking Break
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<b>16:00</b>	<b>16:05</b> - Bright & Shiny New Objects & Products Presentations	
<b>21:00</b>		<b>21:30</b> - Closing White Party

# SESSIONS

DAY THREE - 24/04/2025

eTourism Summit

22-24 April, 2025

Wynn Las Vegas

Las Vegas, NV

## Grab & Go Breakfast

08:00 - 08:45

Networking

## Opening Remarks / Co-Host Welcome

08:40 - 08:45

Education

## Participants

**Sheretha Bell** - Senior Vice President, Marketing and Brand Strategy, Atlanta Convention & Visitors Bureau

**Donald Lilley Jr.** - Director of Technology and Business Intelligence, Visit Baltimore

## Small Destination, Bold Results: The Power of Strategic Marketing Collaboration

08:45 - 09:00

Education

Join The Von Mack Agency and Visit St. Francisville for a high-energy, behind-the-scenes look at their recent destination marketing rebrand triumph. From an immersive discovery trip, to developing a striking new brand identity and visitor-friendly website, learn how they aligned two distinct audiences—visitors and locals—under one bold, cohesive vision. See how strategic collaboration can spark community pride, grab media attention, and deliver measurable, buzz-worthy results for even the smallest destinations.

## Participants

**Marica Brewster** - CEO & Founder, The Von Mack Agency

**Devan Corbello** - Executive Director, Visit St. Francisville

## Voices of Change: Amplifying Marginalized Communities in Your Marketing

09:05 - 09:35

Education

As our society continues to evolve, advocating for marginalized communities, including neurodivergent individuals, people of color, and LGBTQ+ groups, is more important than ever. Destinations are recognizing their responsibility to not only acknowledge these communities but to actively celebrate, amplify, and market inclusivity. This session will explore how destinations can develop campaigns and strategies that authentically represent and uplift these voices, ensuring accessibility, equity, and visibility for all.

## Participants

**Rachel Covello** - CEO & Inclusive Marketing Strategist, OutCoast

**Larry Aldrich** - CEO, Aqua Marketing & Communications

## Trendsetters and Trailblazers: How to Make Gen Z Fall in Love with Your Brand

09:40 - 09:55

Education

Forget everything you thought you knew about marketing—Gen Z is rewriting the rules! This session dives into how to connect with the generation that values authenticity, humor, and TikTok trends over traditional ads. Explore creative strategies, viral campaigns, and cultural insights that resonate with Gen Z's bold and unapologetically unique vibe. Walk away with the tools to make your destination the next big thing in their social feeds.

## The Future of Geolocation and Privacy: Navigating New Norms in Data Usage

10:00 - 10:15

Education

How are leading brands navigating the shift toward privacy-first marketing while still delivering hyper-personalized campaigns? This session dives into real-world case studies from organizations that have successfully adapted their strategies to comply with evolving privacy norms. Discover how they've built trust through transparency, implemented innovative solutions like zero-party data, and maintained audience engagement in a cookie-less world. Walk away with proven approaches to ethically harnessing data for impactful, privacy-conscious marketing.

## Navigating Change: Smart Marketing Strategies for a Shifting Landscape

10:20 - 11:00

Education

Whether it's an economic slowdown, changing consumer behavior, or unexpected challenges, the marketing landscape is constantly in flux. In this session, we'll explore how DMOs can stay agile and maintain momentum, no matter the external pressures. Discover how to adapt your marketing strategies to changing conditions, optimize your resources, and connect with your audience in new and meaningful ways. From adjusting your messaging and targeting to embracing innovative tools and data-driven decisions, you'll leave with practical insights and strategies that will help you thrive in both turbulent times and periods of stability.

## Emerging Tourism Stars Panel

11:05 - 11:50

Networking

Join us for an inspiring panel featuring the brightest up-and-coming leaders in the tourism industry. These innovators are reshaping the way we market, engage, and experience travel. Hear their success stories, explore the trends driving the future of tourism, and get a sneak peek at what's next in the industry.

## Participants

**Ellie Anderson** - Deputy Digital Director, Pennsylvania Tourism Office

**Baileigh Carlson** - Communication and Content Coordinator, Visit St. Pete-Clearwater

**Tamarra Williams** - Digital Content Manager, Visit Baton Rouge

**Simmi Shulman** - Business Development Manager, Israel Ministry of Tourism

**Candy Rodriguez** - Director of Communications, Visit Lake Charles

**John Ryan** - Content and Social Media Manager, Philadelphia Convention and Visitors Bureau

**Julia Ngo** - Senior Director, Media, NYC Tourism + Conventions

**Donald Lilley Jr.** - Director of Technology and Business Intelligence, Visit Baltimore

**Ansley Connor** - Content & Social Media Manager, Visit Savannah

**Kathryn Hyatt** - Sr. Director of Marketing, Visit Corpus Christi

**Julia Ngo** - Senior Director, Media, NYC Tourism + Conventions

## The 6th Annual eTSY Awards Ceremony: Celebrating Excellence in Tourism Marketing

11:55 - 12:30

Networking

Celebrate the trailblazers who are pushing the boundaries of tourism marketing! The eTSY Awards honor organizations excelling in digital marketing, innovation, sustainability, and more. This prestigious ceremony will spotlight outstanding achievements and recognize those making a lasting impact on the tourism sector with cutting-edge marketing campaigns.

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