

Ramada Plaza | Kill Devil Hills, NC

Tourism For Good

Tentative Agenda

7:45am – 8:30am Registration & Breakfast

(Please note that our program will be starting earlier this year)

8:30am Program Begins | Welcome to the Annual OBX Tourism Summit | Icebreaker

8:45am-9:30am Tourism Economics | The Future Shape of Travel | Erik Evjen, Exec. Vice President

Both leisure and business travel have rebounded with impressive strength over the past two years. However, recession tremors and persistent inflation loom large and threaten the continued recovery of travel. Erik Evjen will share Tourism Economics' latest views on the economy, the mindset of travelers, and expectations for the evolution of travel.

9:30am - 10:30am What is Zartico | Adam Zappia

Learn more a strategic planning solution that offers unprecedented visibility into the movement of people and economic opportunities. It converts raw data into action-ready insights, empowering destinations to make informed decisions.

10:30am Break

10:45am – 12:00pm Outer Banks Visitors Bureau Updates

Review current market trends and OBVB marketing strategies moving forward. Social Media, Creative and Marketing Agencies representatives on hand to discuss our path to achieve these goals.

12:00pm – 1:00pm Lunch | Networking Opportunities with Attendees

1:00pm – 2:00pm Things You Must Do & How AI Can Help | Brian Matson of Two Six Digital

Join us for an engaging and interactive session where we delve into the exciting possibilities of applying AI and machine learning to elevate your daily marketing endeavors. Discover the advantages of integrating AI tools into your research, content creation, and other aspects of your marketing strategy, leveraging some of the most cutting-edge marketing tools at your disposal.

2:00pm - 3:00pm Collective Impact: Best Practices for Destination Stakeholder Collaboration | Sara Meaney of Coraggio Group

Destination leaders nationwide are leveraging the Collective Impact framework as an effective approach to tackling tough tourism-related issues such as those tied to housing, workforce, transportation, infrastructure, and crime & safety—all of which are essential for a successful tourism program but typically fall outside the direct control of the destination organization itself. This collaboration-driven approach establishes community ownership of strategic initiatives and clearly defines roles, accountability, and expectations for plan management across organizations. With this knowledge, destination leaders can strengthen their

organization's ability to collaborate effectively and productively with key community stakeholders and sustain long-term impact of transformational destination management efforts.

3:00pm Social with our Non-Profits at Swells'a; across the street from the Ramada Plaza.

Join us for a social with several of our non-profits to learn how you can get an edge by aligning with local non-profits.