



2009 Utah Tourism Conference



May 13-15, 2009 at the Davis Conference Center in Layton, Utah

Agenda subject to change

All Conference activities take place at the Davis Conference Center 1651 North 700 West, Layton, 801-416-8888, unless otherwise noted.

WEDNESDAY, MAY 13

The pre-conference meetings on Wednesday are individual organization's planning and board meetings. DMOs and marketing groups are encouraged to attend the Working Together Session.

8:30 – 11:00 am Pre-conference Activity – Legacy Bike Ride along the new 14 mile Legacy Parkway, sponsored by Outdoor Utah. Cost only if bike rental required. Contact Lois Bowden at the Davis Area CVB to register for and receive more information lois@davisareacvb.com

10:30 am – 12:00 pm Scenic Byway Meeting – The Zephyr

12:00 – 5:30 pm Registration Open – Registration Desk

1:00 – 2:30 pm Working Together Session: CVBs, County Travel Councils and the Utah Office of Tourism – The Zephyr

1:00 – 5:00 pm Exhibitor Move-in – Meridian Grand Ballroom

2:30 – 3:30 pm Utah Tourism Industry Coalition Membership Annual Meeting – The Zephyr

3:30 – 5:00 pm Utah Office of Tourism Board Meeting – The Zephyr

5:30 – 5:45 pm Buses leave for the Opening Dinner – Meet at the main entrance to the Davis Conference Center

6:30 – 8:30 pm Opening Dinner – BBQ Dinner at Lagoon Amusement Park's Pioneer Village. Dress in your Western wear for a fun night of music, food and friends.

Sponsored by Davis Area Convention and Visitors Bureau, Antelope Island State Park, Roosters Brewing Company and Restaurant, Castle Creek Winery, R&G Horse & Wagon, and LeBus.

THURSDAY, MAY 14

- 7:00 – 8:15 am General Session – The Zephyr
“Cultural Heritage Tourism Roundtable”
Co-hosted by the Utah Office of Tourism &
Department of Community and Culture
- 7:30 am – 5:30 pm Registration Open – Registration Desk
- 7:30 – 8:30 am Continental Breakfast – Cirrus Atrium
Sponsored by St. George Convention and Visitors Bureau
- 8:30 – 10:00 am Welcome - Lt. Governor Gary R. Herbert – State of Utah
Opening General Session – Meridian Grand Ballroom
“Predicting the Minds of the Consumer in Today’s Economy”
Ken Foster – University of Utah, Department of
Communication & Ken Foster and Associates
- 10:00 – 10:30 am Break – Cirrus Atrium
Sponsored by Travelocity
- 10:30 – 11:45 am Concurrent Workshops
- Breakout #1 “Civic & Cultural Tourism” – Twilight 3 & 4
Dan Shilling – Author and Civic Tourism Expert
- Breakout #2 “Tips and Guidelines for the '09 Co-op Application
– Twilight 1 & 2
Kelly Day – Utah Office of Tourism
Danny Richardson – Utah Tourism Industry Coalition
David Williams – Utah Office of Tourism
- Breakout #3 “PR Elevated: How the Current Landscape is
Driving Stories” – The Zephyr
Katie Barr Cornish – Lou Hammond & Associates
Lou Hammond – Lou Hammond & Associates
- 11:45 am – 1:00 pm “Lunch and Legislative Update” – Meridian Grand Ballroom
Lunch Sponsored by Ski Utah and Salt Lake Airport Authority
Des Barker – Des Barker Associates
Representative Kevin Garn – Utah House of
Representatives
Senator Sheldon Killpack – Utah State Senate
- 1:00 – 1:45 pm General Session– Meridian Grand Ballroom
“Culinary Tourism”
Erik Wolf – International Culinary Tourism Association

1:45 – 2:00 pm	<p>Break – Cirrus Atrium <i>Sponsored by Utah Valley Convention and Visitors Bureau</i></p>
2:00 – 3:30 pm	<p>Concurrent Workshops</p> <p>Breakout #4 “Civic & Cultural Tourism” – Twilight 3 & 4 Repeat of Breakout #1</p> <p>Breakout #5 “PR Elevated: How the Current Landscape is Driving Stories” – The Zephyr Repeat of Breakout #3</p> <p>Breakout #6 “Using Social Media Technologies to Promote Tourism: It's Time to Join the Conversation” – Twilight 1 & 2 Thomas Cooke – Welikesmall Jay Evensen – Deseret News Eric Hoffman – Park City Mountain Resort</p>
3:30 – 4:00 pm	<p>Break – Cirrus Atrium <i>Sponsored by Park City Convention and Visitors Bureau</i></p>
4:00 – 5:30 pm	<p>Concurrent Workshops</p> <p>Breakout #7 “The Future of Group Tours: Markets & Offerings” - The Zephyr Keith Griffall, Moderator – Western Leisure Patti Denny – Utah Office of Tourism Haybina Hao – Western Leisure Becki Lewis – Zion & Bryce Canyon National Park Lodges</p> <p>Breakout #8 “Real Green and What it Means” – Twilight 3 & 4 Linda Ralston, Moderator – University of Utah, Department of Parks, Recreation and Tourism MaryLynn Beck – Hotel Monaco Kimberly Kuehn – Park Silly Sunday Market Reline Sombrero – University of Utah</p> <p>Breakout #9 “Using Social Media Technologies to Promote Tourism: It's Time to Join the Conversation” – Twilight 1 & 2 Repeat of Breakout #6</p>
5:30 – 6:30 pm	<p>DMO Brochure Exchange – Davis Conference Center parking lot</p>
Evening	<p>Open, on your own to experience the Layton area restaurants</p>

FRIDAY, MAY 15

- 7:30 – 8:00 am Light Continental Breakfast – Cirrus Atrium
Sponsored by San Juan County Community Development and Visitor Services
- 8:15 – 9:30 am General Session – Meridian Grand Ballroom
“International Marketing Update”
Yolanda Fletcher – Cellet Travel Services, U.K
Osamu Hoshino – Fieldstar International, Japan
Albert Jennings – Get It Across, Germany
- 9:30 – 10:30 am General Session – Meridian Grand Ballroom
“Cutting Through the Clutter - Getting Media Coverage for Your Destination”
Dave Phillips, Moderator – KUTV
Tim Ermish – KSTU-FOX13
Steve Poulsen – KSL 5 Television & KSL.com
Andy Teerlink – ABC 4 News
- 10:30am-12:00 pm Closing Brunch and Remarks – Meridian Grand Ballroom
Sponsored by Utah Sports Commission

Hall of Fame Presentation

Tourism Advertising/Marketing Awards

“Utah Office of Tourism Update”
Leigh von der Esch – Utah Office of Tourism
- 1:30 – 5:30 pm Post-Conference Activity - Golf Outing at Valley View Golf Course, special price of \$32 for 18 holes with cart. Contact Lois Bowden lois@davisareacvb.com at the Davis Area CVB to register for and receive more information.