



# 2022 STATE OF WASHINGTON TOURISM CONFERENCE

## TUESDAY, OCTOBER 11

**3:30PM - 5:00PM** — Regional Breakouts

**6:00PM - 8:00PM** — Opening Reception

## WEDNESDAY, OCTOBER 12

**7:30AM** — Breakfast Buffet and Networking (Foyer)

**8:30AM** — Opening General Session (Emerald DEF)

- Welcome address – Governor Jay Inslee
- State of Washington Tourism Annual Meeting – Ron Peck, Chair
- Welcome remarks – David Blandford, State of Washington Tourism Executive Director
- The State of Travel – Erin Francis-Cummings, President & CEO, Destination Analysts

**9:30AM-10:30AM** — Concurrent breakout sessions

**Consumer Marketing Trends for an Evolving Audience Room** (Emerald ABC)

Discover the latest trends impacting traveler decision making, and how destinations are tapping into these changes to create impactful marketing for their visitors. Key topics include sustainable travel, health and wellness focused travel, and the shift of budgets to smaller networks.

Moderator: Michelle Thana – Director of Marketing, State of Washington Tourism | Panelists:

- **Kelly Lukes** – Strategist, Adventure Creative
- **Lesley Rowbal** – Destination Strategy Director, Madden Media
- **Gregg Butler-Gant** – Expedia Media Solutions

**A Destination Stewardship Approach to Short-Term Rentals** (Crystal A)

The pandemic and workplace revolution have ushered in a new era of regulations and civic engagement associated with short-term rentals. Learn how a destination stewardship approach to short-term rentals can balance the needs of visitors, hosts, and neighbors. The panel will cover research and data, case studies, as well as policy and planning recommendations.

Moderator: Matthew Ozuna – Destination Development Manager, State of Washington Tourism | Panelists:

- **Tina Lee** – Senior Specialist for Housing and Community Development, National League of Cities
- **Melanie Brown** – Executive Director of Data Analytics, Key Data
- **Mike Steele** – Executive Director, Lake Chelan Chamber of Commerce & Visitor Center
- **David Williams** – Director of Community Development, San Juan County



## WEDNESDAY, OCTOBER 12, CONT.

**9:30AM-10:30AM** — Concurrent breakout sessions Cont.

### Re-Thinking the Tourism Workforce (Crystal BC)

Workforce challenges have hit tourism and hospitality especially hard and will continue for some time to come. What potential solutions and workarounds do are industry leaders and human resources professionals considering in the new normal?

Moderator: Michael Novakovich – President & CEO, Columbia Industries | Panelists:

- **Anthony Anton** – President & CEO, Washington Hospitality Association
- **Natalie Swistak** – Vice President, People & Culture, Columbia Hospitality
- **Dipra Jha** – Assistant Director, Washington State University School of Hospitality Business Management

**10:30AM-10:45AM** — Networking Break (Foyer)

**10:45AM-11:45AM** — Concurrent Breakout Sessions

### Content Strategy: Working with Creators (Emerald ABC)

Learn how destinations and tourism stakeholders can partner with creators, from bloggers to social media influencers, in support of content and marketing goals. Hear success stories and gain insights into how brands find and vet influencers, measure success, and more.

Moderator: Marianne Graff – Content Manager, State of Washington Tourism | Panelists:

- **Mackenzie DeGon** – Digital Marketing Manager, Visit Spokane
- **Kristin Gillespie** – Director of Marketing, Visit Seattle
- **Shara Howard** – Communications Coordinator, Visit Vancouver WA

### Tourism as a Shared Community Value (Crystal BC)

Tourism does not operate in a vacuum. Its impacts are felt far and wide across communities and ecosystems. With the industry recovery in full swing, now is the time to reposition community shared values at the center of tourism planning and policy. In this session, tourism leaders will elaborate on destination management strategies and stakeholder engagement that align with community values and industry needs.

Moderator: Kristin Dahl – Founder and CEO, Crosscurrent Collective | Panelists:

- **Troy Campbell** – Executive Director, Leavenworth Chamber of Commerce
- **Meg Winchester** – President & CEO, Visit Spokane
- **Gabriel Seder** – Vice President of Global Programs, Destinations International

### Travel Capacity, Security and Border Crossing (Crystal A)

How is Washington positioned to facilitate travel and tourism recovery domestically and internationally? Presentations feature the state's gateway airport and new flight service, state infrastructure plans, U.S.-Canada border crossing regulations and evolving travel security procedures.

Moderator: David Blandford – Executive Director, State of Washington Tourism | Presenters:

- **Kazue Ishiwata** – Senior Manager, Air Service Development, Port of Seattle
- **Erik Hansen** – Vice President, Government Relations, U.S. Travel Association

**Noon-1:30PM**— Lunch (Emerald DEF)

- Rising Star in Tourism and Destination Stewardship awards
- Keynote address: Rick Steves, travel writer and television host





## WEDNESDAY, OCTOBER 12, CONT.

**1:45PM-2:45PM** — Concurrent Breakout Sessions

### Modern PR: From Pitching to Measuring Success (Emerald ABC)

Learn from some of the top public relations professions in the state the latest techniques for encouraging positive media coverage, changes in the media landscape, and how measuring success in the field is evolving.

Moderator: Joleen Zanuzoski – Director of Public Relations, GreenRubino | Panelists:

- **Ui Robinson** – Director of Public Relations, Visit Seattle
- **Kate Hudson** – Public Relations Manager, Visit Spokane
- **Erin Osborne** – Osborne Northwest Public Relations

### Best New Ideas (Crystal BC)

Get inspired from some of our favorite new ideas from around the industry. Learn how destinations brought creativity and new approaches to solve real business challenges.

Moderator: Bridget Baeth – Senior Advisor/Principal, JayRay | Presenters:

- **Ali Daniels** – Chief Marketing Officer, Visit Seattle
- **Dean Burke** – CEO, Travel Tacoma
- **Matt Wakefield** – Chief Data Officer, Travel Tacoma
- **Carmen Paradise** – Social Media Manager, Travel Portland

**1:45PM-2:45PM** — Concurrent breakout sessions Cont.

### Bringing Washington to the World (Crystal A)

International visitors stay longer and spend more than domestic visitors. Learn how State of Washington Tourism is partnering with the Port of Seattle, Visit Seattle, and other partners across the state to increase visitation from key priority overseas markets.

Moderator: Marsha Massey – Executive Director, Olympic Peninsula Visitors Bureau | Panelists:

- **Liz Johnson** – Director, International Tourism, Visit Seattle
- **Nick Leonti** – Director of Tourism, Port of Seattle
- **Mike Moe** – Director of Strategic Partnerships and Tourism Development, State of Washington Tourism

**2:45PM-3:PM** — Networking Break (Foyer)

### 3:00PM-4:00PM — Closing General Session: Understanding Washington's Visitors (Emerald DEF)

- **Jaye Peterson** – Vice President, Strategy, Adventure Creative
- **Lauren Rogers** – Vice President, Travel and Tourism, Datafy
- **Rhonda Meier** – Senior Vice President Client Strategy, True Media

Outstanding Marketing Program and Hall of Leadership awards

**4:00PM-5:00PM** — Closing Reception (Foyer)

