



**TRAVEL SOUTHERN OREGON**  
17th Annual Tourism Marketing Symposium

**Tourism Marketing 2013: What's hot, what's trending & what's working**

**When: Monday, March 4, 2013**

**Where: Seven Feathers Casino Resort in Canyonville**

**Featured presenters**

- **Scott West**, the Chief Strategy Officer for Travel Oregon, will kick-off the day's program with updates on the state's latest tourism endeavors.
- **Kent Lewis**, back by popular demand, noted digital marketing guru and founder of Anvil Media, with insights into the latest in digital marketing trends. .
- **Kevin Wright**, Travel Oregon's VP of Global Marketing, with a look at the state's innovative, award-winning tourism marketing.
- **Plus!** Panels on agritourism and the culinary movement, special awards luncheon, digital and media opportunities from preferred vendors, doorprizes, Sunday evening Board of Directors reception.

Registration	Members of Travel Southern Oregon	All Others
<p><b>Sunday, March 3, 6pm</b> Board of Directors reception featuring guest presenters, sponsors, board members.</p>	\$39	\$50
<p><b>Monday, March 4, 9am to 4:30pm</b> Day-long program including breakfast, lunch, materials, media trade show, doorprizes.</p>	\$89	\$129

**Room Reservations at Seven Feathers.**  
**Group rate for the Symposium (\$69-\$79)**

**Call (888) 677-7771**  
(please mention the SOVA Symposium room block when you call)



[Click here - Pay Pal & Register for the Symposium](#)

Questions? Email [office@southernoregon.org](mailto:office@southernoregon.org)



**Come a day early & enjoy the Umpqua Valley's**

**43<sup>rd</sup> Annual Greatest of the Grape** Oregon's Oldest Wine Gala is March 2, 2013 from 7 – 11pm at Seven Feathers. Make a weekend of it! Check it out **Greatest of the Grape** on the web at

[www.umpquavalleywineries.org](http://www.umpquavalleywineries.org).

PROGRAM (subject to change)

## TRAVEL SOUTHERN OREGON

### 17th Annual Tourism Marketing Symposium



### Tourism Marketing 2013: What's hot, what's trending & what's working

#### Sunday, March 3, 2013

- Board of Directors Meeting, 2-4:30 pm
- Board of Directors Reception, 6pm, featuring guest presenters, sponsors, board members.

#### Monday, March 4, 2013

##### 8:15-9AM REGISTRATION / CONTINENTAL BREAKFAST

Check in, pick up your nametag, browse the media trade show, & network with the tourism & hospitality professionals. Media sponsors offer a broad range of traditional and digital media opportunities, innovative approaches to marketing, brochure distribution services, and much more. Visit all the sponsors and learn the answers to the "MEDIA & TRENDS – FAST FACTS." Completed quizzes can be entered to win an end-of-day drawing (must be present to win) for door prizes.

##### 9AM WELCOME AND ANNOUNCEMENTS

###### Carolyn S. Hill, CEO, Travel Southern Oregon

SOVA's CEO since 2003, Carolyn serves on a range of regional and statewide committees, including the Joint Legislative Committee for the Fujian Sister State; and the Oregon Tourism & Hospitality Consortium.



##### 9:10-9:30AM TRAVEL OREGON NEWS & UPDATES



###### Scott West Chief Strategy Officer Travel Oregon

The statutory mission of the Oregon Tourism Commission is to encourage economic growth and to enhance the quality of life in Oregon through a strengthened economic impact of tourism throughout the state. Statutory marketing objectives and strategic areas of focus are:

- Maximize the return on public and private investment in tourism;
- Reduce seasonal fluctuations in travel and tourism-related industries and lengthen the average stay by encouraging visitors to be destination-oriented in this state
- Encourage visitors from international markets to come to Oregon; and
- Cooperate with local, regional, national, tribal and private industry tourism entities.

##### 9:30-10:15AM AROUND-THE-REGION MARKETING PANEL - INNOVATIONS, STRATEGIES & SUCCESS STORIES

###### Panel Leader: Bob Hackett, Marketing Manager, Oregon Shakespeare Festival

Our annual Marketing Panel is always a popular program. Marketing ideas from throughout Southern Oregon are shared by a dynamic panel in a quick-moving, question & answer session. Want to hear what's working, now, in the tourism marketing world? Are you interested in knowing the latest success stories in product development? How about digital content strategies that are yielding great results? This is sure to leave you with some ideas you can put into practice now. **Panelists include: Lindsey Rice Meilicke, Rogue Valley Zipline Adventures; Jenifer Roe, Roe Outfitters; Sara King Cole, Britt Festivals.**

##### 10:15-10:30AM BREAK – MEDIA TRADE SHOW

##### 10:30-11:30AM TOP FIVE DIGITAL MARKETING TRENDS – EVOLVE OR DIE Kent Lewis, President & Founder, Anvil Media

Top 5 Digital Marketing Trends: Evolve or Die



In the ever-changing digital world, marketers struggle to keep up with, let alone stay ahead of, the latest trends. Based on extensive research and industry experience, Anvil Media President & Founder has identified five digital marketing trends no hospitality marketer can afford to ignore. This presentation will highlight the following digital trends: social media evangelism, video marketing via YouTube, Penguin-proof SEO strategies, mobilizing and automating your marketing efforts. From this presentation, you will have a greater understanding five of the most important digital trends and how to incorporate them into your marketing program strategies and tactics.

11:45-1PM

## LUNCHEON

- President's Award: *presented by Brad Niva, President, Travel Southern Oregon*
- Updates from Crater Lake National Park: *presented by the National Park Service*
- Sister-Park Project & Crater Lake National Park Trust: *presented by Carolyn S. Hill, Trust Exec. Dir*

1:15-2PM

## TRAVEL OREGON MARKETING INITIATIVES



**Kevin Wright**  
**Global Marketing Director**  
**Travel Oregon**

Bringing the Oregon brand to life is the over-arching theme carried through all our objectives. With our brand, we engage the consumer to share our passion for the beauty, diversity, authenticity and spirited whimsy of Oregon's people and places. When we talk to our consumer, they are like an old friend who appreciates our unpredictable and somewhat maverick nature, our quirky humor, our love of life lived a little bit on the edge. We want them to learn something unexpected, feel attached to us, leave with a small grin and a thirst for more.

2-2:55PM

## FROM VINEYARD TO GLASS – THE AMAZING WORLD OF SOUTHERN OREGON WINES

**Panel leader: Chris Martin, Troon Vineyard**



A new generation of wine makers is transforming the wine industry in Southern Oregon. Gain insight into the important and growing industry of wine tourism. Meet some of the industry's leaders, and learn more about the growing, branding, packaging and sales of wine, and about the many award-winning wines of our region. How is this industry changing? How are visitors inspired by what they see, taste, and experience at our region's many wonderful vineyards and tasting rooms? What are the latest tour routes, wine trails, and trends?

**Panelists: Earl Jones, Abacela Winery; Laura Lotspeich, Bear Creek Boutique Wineries & Trium; Michael Donovan, RoxyAnn Winery; Byron Marlowe, Southern Oregon University Hospitality & Tourism program.**

2:55PM

## FINAL BREAK & MEDIA TRADE SHOW

*LAST CHANCE TO ENTER THE DRAWING TO WIN PRIZES*

3:15-4PM

## AGRITOURISM OPPORTUNITIES

**Panel leader: Kerrie Walters, Grants Pass Tourism**

From Mother Nature and the imagination of family farms, organic growers, chefs, and scientists comes the wonderful experience of agritourism. From farm to table, learn about this fast-growing market and how it impacts the visitor experience in incredibly positive ways. What are the opportunities at the intersection of agriculture, family farms, organic foods, and culinary tourism. How are these experiences attracting new passionate visitors to the state? What are the success stories, top marketing ideas, and trends? How do these trends impact lodging, restaurants, attractions & destination marketers?

**Panelists: Matthew Domingo (Farm to Fork), Bonnie Rinaldi, Lavender Loop; Susan LaBozetta (Agriculture & the Arts).**

4-4:20PM

## WRAP-UP, DRAWINGS, ADJOURNMENT

**Stay Connected!** Do you receive the Southern Oregon Visitors Association monthly industry newsletter? Email [office@southernoregon.org](mailto:office@southernoregon.org) to be added to our enewsletter list.

Thank you for attending the 17<sup>th</sup> Annual SOVA Marketing Symposium!

## **SPONSORS**

- 1. Oregon Restaurant and Lodging Association**
- 2. SagaCity Media**
- 3. MediAmerica**
- 4. 1859 Magazine**
- 5. RAM Offset**
- 6. Comcast Spotlight**
- 7. Southern Oregon Wine Institute (UCC)**
- 8. NW Travel Magazine**
- 9. NW Brochure Distributors**
- 10. Southern Oregon University Hospitality & Tourism Program**

**(WINES FOR SPEAKERS) Southern Oregon Winery Association**