‘Rock Star’ Convention Announced for Tourism Marketers

MyTravelResearch.com will run the inaugural one-day ‘Rock Star Convention’ for tourism marketers on Wednesday 17 August in Sydney. The event will be led by tourism marketing divas Bronwyn White and Carolyn Childs.

The event has been designed for leaders and managers of DMOs such as town, city and state tourism promotion boards, bureaus and visitor centres, plus hotel and attraction marketers.

“The convention is the live performance of our Tourism Marketing Plan Blueprint,” says White. “We’ve designed the event to take tourism marketers on a step-by-step journey through every important aspect of evidence-based marketing planning.”

White and Childs say the event will enable marketers to develop their own marketing plan — from choosing personas to converting the latest trends and insights into operational actions for tangible ROI.

The ‘playlist’ will include: The State of Tourism Marketing, The Branding Blueprint, Your Customers, What Trends Apply to Me? Evidence-Based SWOT Analysis, and Action Plan.

“They’re all classics. Every tourism marketing band must perform them if they want an audience in 2016,” says White.

In April, MyTravelResearch.com released The Tourism Marketing Plan Blueprint™ to critical acclaim and with the intention of putting an end to ‘hope marketing’ through the use of metrics.

“The Blueprint is now a substantially pre-populated tourism marketing plan with market research done for you, the latest trends and stats, specific marketing opportunities uncovered, the secrets of semantic search unlocked, and sample campaign ideas and directions included,” says Childs.

The Blueprint includes a situation analysis and a tactical action plan backed up by live group coaching calls.

MyTravelResearch.com are offering an ‘access all areas’ package including the Blueprint, a free ticket to the rock star convention on 17 August, and a 40-page e-book, “The Ultimate DIY Marketing Toolkit for Tourism Professionals,” for a combined fee of AU$1497.

For queries on the Blueprint and the ‘rock star’ convention, which will take place at the Royal Automobile Club of Australia, email Bronwyn@mytravelresearch.com. Or click https://mytravelresearch.leadpages.co/rockstarconvention2016/.

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About MyTravelResearch.com
MyTravelResearch.com is a market research and marketing firm specializing in the travel, tourism and aviation industries. Its specialty is providing insights that are actionable.

Founded by principals with lifetime careers in travel, tourism and aviation, MyTravelResearch.com exists to build the visitor economy and successful tourism businesses. It does this by putting the

voice of the customer and best practice business thinking into an easy to implement, hands-on approach via an innovative membership model. MyTravelResearch.com can help:

* National Tourism Organizations (NTOs) meet the expectations of their industry by acting as an extension of their research and marketing resources
* Businesses make more informed decisions. (It is like having your own research and/or marketing team)

Visit www.MyTravelResearch.com
Email: carolyn@mytravelresearch.com or bronwyn@mytravelresearch.com

Media queries
ScottAsia Communications
Asia Pacific office: Tel. (+66) [0] 2160 2644 (Ann Sriwongsa)
Email: ann@scottasia.net
UK office: Tel. (+44) [0] 7949 077959 (Ken Scott)
Email: kens@scottasia.net