

***Beach Klub at Koru Village
Thursday, May 10, 2018
“The Art and Science of Marketing the Outer Banks”***

- 8:00 a.m. – 8:45 a.m.** **OBX Summit Tourism Registration**
Pre-function area, breakfast items will be served.
- 9:00 a.m. – 9:05 a.m.** **Welcome/Program Kick Off**
Joe Thompson, Koru Village
Lee Nettles, Executive Director
- 9:05 a.m. – 9:15 a.m.** **Chicamacomico Lifesaving Station, 100th Anniversary of the Mirlo Rescue**
Presenter: Ralph Buxton, Treasurer, Chicamacomico Historical Association
- 9:15 a.m. – 10:00 a.m.** **Outer Banks Visitors Bureau Updates**
- Occupancy and Meals trends
 - Bureau marketing activity
 - Social Marketing Initiatives
 - Website advertising information
- 10:00 a.m. – 10:30 a.m.** **Special Guest**
- 10:30 a.m. – 10:45 a.m.** **Break**
- 10:45 a.m. – 11:30 a.m.** **Big Data Comes to the Outer Banks**, find out how GPS/mobile data provide clients with insights not available through traditional data sources
Presenters: Joe Weeks and Matt Tate
- 11:30 a.m. – 12:45 p.m.** ***Networking Lunch at the Beach Klub***



Presented by The Outer Banks Visitors Bureau

- 12:45 p.m. – 1:15p.m.** **Special Guest**
- 1:15 p.m. – 2:10p.m.** **What's On The Horizon?** Future trends headed our way in the tourism industry.
Presenter: Clayton Reid, MMGY
- 2:10 p.m. – 2:20 p.m.** **Break**
- 2:00 p.m. – 3:15 p.m.** **Recognizing the Value of Your Business,** Approach discussions with partners and vendors with a completely different lens that focuses on the value that they are bringing to the table; learn how to create a new content philosophy that isn't as focused on monetary exchange.
Presenter: Mike McGarry, the Group Director, Content and Creative Excellence at the Coca-Cola Company
- 3:15 p.m.** **Closing**

National Tourism Week, May 6-12, 2018; commemorating tourism industry professionals, businesses and communities across the nation who help promote travel to and within the United States. Did you know? The tourism industry in Dare County employs one out of three residents.

Updated: April 20, 2018