



Agenda Item: Update on 7th Annual Galveston Island Tourism Summit

Background: On May 5, 2021, the Galveston Island Convention & Visitors Bureau hosted the 7th Annual Tourism Summit at the Galveston Island Convention Center, during National Tourism Week to educate and celebrate the exciting tourism industry. As it has been in the past, this was a FREE event to ALL tourism partners. The program kicked off this year with the reading of a National Travel and Tourism Week proclamation presented by Galveston Mayor, Dr. Craig Brown (provided below).

Each year, our numbers increase as we bring together the organizations involved in the Galveston hospitality community to learn from one another and from experts in the field. The Summit is designed to involve, inform, educate, and excite Galvestonians. The 2021 audience included tourism and hospitality industry professionals, attractions, elected officials, and educators with in-person registration numbers pouring in at an amazing 367. This year we had the opportunity to grow the attendance by offering LIVE STREAM. With this feature we were able to open access to this year’s national and regional speakers, who presented on a variety of topics, to those who were unable to attend in person. The online audience has already reached an astonishing 331 views, both during the summit and those accessing the recorded sessions.

Our sponsors make it possible for us to continue offer this high-quality programming, free of charge, to our partners:

Sand n Sea	\$2,500.00
Soar Vacation Rentals	\$2,500.00
Galveston Daily News	\$5,000.00
Prestige Oysters	\$3,000.00
Royal Caribbean	In-Kind
Moody Bank	\$3,000.00
Tramonte Realty	\$2,500.00
The San Luis	In-Kind
Port of Galveston	\$2,500.00
Tremont House	In-Kind

The agenda for the day was as follows:

- 9:00AM Welcome
- 9:30AM Keynote 1 - Cindy Novotny - It's Go Time!
- 10:30AM DEI Panel
 - Panelists:
 - Samuel L. Collins III
 - Melissa Cherry, Chief Operating Officer, Destinations International
 - Raymond Lewis
 - Tonya Ladipo, LCSW, CEO, The Ladipo Group
 - Steven Pena

12:00PM Lunch
 1:00PM Keynote 2 - Steven J. Baines - Level Up Your Personal Brand and the People will Spend
 2:00PM Keynote 3 - Kyle Scheele
 3:00PM Kelly de Schaun LIVE!
 Special Guests:
 Bethanie DeRose, Vice President Strategic Advisory & Asset Management, JLL
 Russell Benford, Vice President, Government Relations, Americas, Royal Caribbean Group
 Joshua Carroll, Vice President, Destination Development and Deployment, Royal Caribbean Group
 Dr. Craig Brown, Galveston Mayor
 4:00PM Cinco de Mayo Margarita Mixer & VICi Ribbon Cutting with the Galveston Regional Chamber of Commerce



City of Galveston Proclamation

WHEREAS, The Galveston Island Convention & Visitors Bureau will celebrate National Travel & Tourism Week and host the seventh annual Galveston Tourism Summit; and

WHEREAS, Travel has a critical role in Galveston's, Texas's and the nation's prosperity and that travelers' spending has aided our community to support essential services and programs; and

WHEREAS, Galveston is one of Texas' top tourist destinations and offers a diversity of experiences including 32-miles of beaches, historic sites, world-class attractions, outdoor recreation and the fourth busiest cruise port in the nation; and

WHEREAS, Tourism is one of the top three industries that drive Galveston's economy behind healthcare and maritime; and

WHEREAS, In Galveston one in three jobs is in the tourism industry; and the seven million annual visitors to the island help to offset residents' household tax burden by more than \$4,000; and

WHEREAS, Prior to the onset of the COVID-19 pandemic, one in ten jobs in Texas were created by tourism, and the state's travel industry was responsible for a \$169.8 billion economic impact to the Texas economy; and

WHEREAS, Meetings, events and incentive travel have been core business functions that help companies strengthen business performance, educate employees and customers, and reward business accomplishments; and

WHEREAS, This year's National Travel & Tourism Week theme *The Power of Travel* recognizes the industry's role in bringing back our vibrant communities, restoring the U.S. economy, rebuilding our workforce and reconnecting America.

THEREFORE, we the Mayor and City Council of the City of Galveston, Texas do hereby proclaim the week of May 2-8- 2021 as:

"National Travel and Tourism Week"
 In Galveston

In testimony whereof, witness my hand and the Seal of the City of Galveston this 5th day of May 2021.



Craig K. Brown
 Dr. Craig Brown, Mayor
Janelle Williams
 Janelle Williams, City Secretary