



Agenda Item: Update on 9th Annual Galveston Island Tourism Summit

Background: On May 4, 2023, Visit Galveston will host the 9th 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.

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 2022 audience included tourism and hospitality industry professionals, attractions, elected officials, and educators with in-person registration numbers pouring in at an amazing 576 and an online audience reaching hundreds more.

This year we have the opportunity to grow the attendance again by offering a LIVE STREAM and in person experience, as well as our popular vendor expo, featuring national and regional speakers presenting on a variety of topics aimed at increasing the number of travelers to Galveston. Those whose businesses are touched by travel from restaurateurs to hotel executives and transportation operators to nightlife professionals—will learn how to maximize their reach and get a chance to learn about new resources being made available to reach their goals.

We are currently seeking sponsors, who make it possible for us to continue to offer this high-quality programming, free of charge, to our partners.

Agenda: Thursday, May 4, 2023

- 8:00AM – Registration
- 8:30AM – Welcome
- 9:00AM – Keynote, JC Says (Andre Bradford)
- 10:15AM - Breakout Sessions
 - How to Attract More Business in the Decade of Transformation - Shawna Suckow
 - Business Considerations for Accessible Travel - John Sage
 - How to Create Magic - J. Damany Daniel
 - Trip Advisor - Scott Caufield
 - Texas Historical Commission. Real Places Telling Real Stories - Mallory Laurel
 - Media Checklist- Caitlin Carnes
 - DEI: Reduce Bias - Dorsey Standish
 - CTA Class Part 1 - Shawna Reid
 - Pechakucha - Stories of Galveston
 - * Anna J Walner (The Great Storm of 1900)
 - * Kathleen Maca (The Ghostly Tales of Galveston)
 - * Maureen Patton (Evolution of Culture in Galveston)
 - * JR Shaw (TBD)
 - * Sam Collins III (Juneteenth)
- 11:00AM - Lunch & Expo

- 12:30PM – Keynote, Andrew Mellen - Calling BS on Busy!
- 1:40PM - Kelly de Schaun LIVE!
- 3:00PM - Networking & Expo
- 3:30PM - Breakout Sessions
 - How to Attract More Business in the Decade of Transformation - Shawna Suckow
 - Business Considerations for Accessible Travel - John Sage
 - How to Create Magic - J. Damany Daniel
 - Trip Advisor - Scott Caufield
 - Texas Historical Commission. Real Places Telling Real Stories - Mallory Laurel
 - Grants – Tom Singleton
 - DEI: Reduce Bias - Dorsey Standish
 - CTA Class Part 2 - Shawna Reid
 - Pechakucha - Stories of Galveston
 - * Anna J Walner (The Great Storm of 1900)
 - * Kathleen Maca (The Ghostly Tales of Galveston)
 - * Maureen Patton (Evolution of Culture in Galveston)
 - * JR Shaw (TBD)
 - * Sam Collins III (Juneteenth)
- 4:15PM - Mixer & Raffle

Budget:

Speaker Fees	\$37,900
Registration Technology	\$8,720
Food and Beverage	\$28,000
Audio Visual	\$49,500
Printing	\$7,400
Total Expenses	\$131,520.00