

The premier tourism event of the year. Register today!

the  
**Connecticut**  
CONFERENCE ON  
**TOURISM**



Thursday, May 6, 2010  
10:30am - 9pm



MGM GRAND

AT FOXWOODS

FEATURING:



KEYNOTE SPEAKER:  
**Bill Siegel**

Longwoods International, CEO

**What Happens When a State Stops Marketing?**

The question on everyone's mind here in Connecticut is how are we going to fare without the state's annual marketing effort? Bill will share his experience of other states that have reduced tourism promotion or eliminated advertising budgets altogether.



WHO'S THE ONE?

**Meet the Gubernatorial Candidates**

Invitees include

Mark Boughton (R) • Larry DeNardis (R) • Michael Fedele (R)  
Tom Foley (R) • Nelson "Oz" Griebel (R) • Tom Marsh (R)  
Jeff Wright (R) • Juan Figueroa (D) • Mary Glassman (D)  
Mike Jarjura (D) • Ned Lamont (D) • Dan Malloy (D)  
Rudy Marconi (D) • Christopher Stackpole (Green)

In partnership with:



CHAMBER of COMMERCE  
EASTERN CONNECTICUT

Join our colleagues for a comprehensive day of informational seminars, expert speakers and educational workshops, including:

**Social Media & Tourism 2.0**

The do's and don'ts of new technology.  
How to better manage SEO, SEM & SMO.

**Improvements to Highway Service  
Plazas to include new Tourist  
Welcome Center Options**

23 newly renovated highway rest areas will make a good first impression on travelers visiting Connecticut by car, thanks to a new public private partnership between the State and Subway restaurants' parent company.

**Smith Travel Research**

The latest trends and market data in the hotel industry. A discussion on the most relevant and timely issues.

**Mystic Country  
Greater Mystic Visitors Bureau**

A model for Connecticut tourism marketing?  
One Vision. One Strategic Plan.  
One Website: Mystic.org

**Linda DiMario**

**Retreat, hesitate or innovate:  
Choose to compete.**

"Do more with less" to  
"do better with what you have".

**AAA Diamond Awards**

Honoring the best restaurants and lodging establishments in Connecticut.

**Golden Pineapple Awards**

Recognizing individuals and organizations for excellence on behalf of the tourism industry.

Sponsors & Partners:



Register online at [CelebrateTourism.com](http://CelebrateTourism.com) or call 860.444.0448