



The Value of the Visitor

Speak Up

Visitors are an essential element to the local economic engine and bring additional value to the community. There is a great story to tell about the business case of visitor gatherings. As the visitor impact grows, so do its impacts and interactions with the community at large.

Using the latest research, explore the case for live face-to-face gatherings. Discover how to successfully communicate and support the significance of the visitor as a vital link to the community. Leave confident in your ability to speak persuasively about the value of the visitor and the industry's positive impact on jobs and the economy.

This highly interactive program raises awareness and provides the tools needed to communicate with a strong, united voice advocating the value of the visitor.

Learner outcomes:

- Explore key research findings and strategies of visitor impact
- Identify the *7 Actions of Highly Effective Advocates*
- Leave with a plan to advocate the value of visitors