

Q7 What topics would you most like to learn about at future conferences?

Answered: 44 Skipped: 52

#	RESPONSES	DATE
1	Data tracking, also the round tables with our individual groups are always the most helpful.	9/15/2024 12:10 AM
2	(More breakout sessions instead of general sessions so fewer sessions have to overlap and we can attend more specific sessions.) -Look at TX travel compared to US and other major cities/states -Co-op marketing opportunities	9/4/2024 3:10 PM
3	Volunteer programs and implementation	8/29/2024 1:22 PM
4	Leadership, culture, career pathing opportunities.	8/29/2024 1:04 PM
5	more on Visitors Center, or longer sessions	8/28/2024 3:54 PM
6	Messaging to unique demographics.	8/28/2024 12:02 PM
7	Data	8/28/2024 8:36 AM
8	Organizational structures	8/27/2024 7:52 PM
9	How to strength nd/or leverage partnerships on the local level and state level	8/27/2024 11:00 AM
10	More round table discussions.	8/27/2024 9:26 AM
11	IDSS, sales lead companies	8/27/2024 9:11 AM
12	Partnering with hoteliers	8/27/2024 8:11 AM
13	More leadership discussion. Discussion on how to manage work flow.	8/26/2024 9:30 PM
14	Can we have some round table topics? I'd like to have an opportunity to bring home a new idea that has been proven.	8/26/2024 8:05 PM
15	Certifications offered by Travel Texas	8/26/2024 6:57 PM
16	2nd, 3rd, 4th year attendee seminars	8/26/2024 5:57 PM
17	More digital storytelling topics -- Website management/SEO, social tips, etc.	8/26/2024 4:10 PM
18	Social Media trends and content creation, marketing a smaller city that has fewer venues to promote, advertising in digital and print tips and best practices, storytelling with an activity, and networking sessions for cities of similar sizes.	8/26/2024 3:58 PM
19	Building volunteer and internship programs that benefit the organization and the individual	8/26/2024 3:55 PM
20	More about destination services, how to get the local residents behind the mission of the CVB, creative itinerary ideas, and best sales strategies for new and repeat visitors	8/26/2024 3:44 PM
21	Would love more topics concerning group servicing (maybe specifically learn more about what others are doing to provide engaging hands-on experiences in their destination), how to best work with local partners/vendors, stewardship campaigns/community engagement, and also teambuilding, leadership and effective staff communications in the office.	8/26/2024 3:30 PM
22	I would like to learn more about Tourism and if tourism is not going to be discussed at the Women's Conference section, please make that more clear next year.	8/26/2024 3:02 PM
23	- Visitor Experience - Visitor Centers - AI	8/26/2024 2:32 PM
24	I saw value in current state of economy and where we travel in the next year.	8/26/2024 2:29 PM
25	I think that advocating for ourselves is going to become more, and more important, so maybe topics on communicating with your local elected officials, and statewide officials.	8/26/2024 2:01 PM
26	I would just like a little more direction on which classes are geared towards which department.	8/26/2024 1:59 PM

2024 TACVB Annual Conference Survey

I ended up in a few classes that weren't exactly what I thought. Ex, like a sales track/executive track, etc.

27	Wish you would have more content for film/music/arts/culture	8/26/2024 1:58 PM
28	As I mentioned previously, we always hear about why we should be doing more video or why data is important, AI. I think showing/teaching people how to actually use the tools or edit the videos would be extremely helpful and add tremendous value.	8/26/2024 1:49 PM
29	AI, Generational Difference, travel trends when it comes to music/concerts...	8/26/2024 1:17 PM
30	Helpful/Affordable tips and tricks for people working in DMO's that don't have big budgets and are responsible for content creation, social media planning, marketing strategies. Helpful strategies when dealing with contracted Content Creators/Influencers/Travel Writers that follow their contracts but are difficult to work with when listening to DMO's on what they cover in their destinations.	8/26/2024 1:09 PM
31	Sports Market Research Workplace relationships Sports Travel trends Young Professional Development	8/26/2024 1:04 PM
32	The biggest challenges facing CVBs but related to the size of the teams/budgets. As well as what they feel have been the best decision/purchase in the last year that have allowed them to move forward or has brought the biggest benefit.	8/26/2024 12:23 PM
33	I want more application based discussions. I feel like the conference is very high level when I want the speakers to have more actionable takeaways.	8/26/2024 12:19 PM
34	Round table discussions seem to be the most productive conversations in my option. No matter how big or small the destination is, I learned something new / had takeaways. It might be interesting to have breakout sessions by DMO's budget because some small DMO's have higher budgets than mid-size/large DMO's.	8/26/2024 11:53 AM
35	Role of attractions in the DMO work.	8/26/2024 11:26 AM
36	Augmented reality	8/26/2024 11:17 AM
37	using AI for sales efforts	8/26/2024 11:15 AM
38	Sports Grants as 2-part, deep dive session. Would LOVE to see the entire board on the podium during General Meeting. Having them stand up around the room, you can't really see them. Have them ALL come up at one time for intro & photo. Offer a session on how to get involved with TACVB and/or volunteer. Offer a social media class with a hands on drone showing usage. Please DON'T run so many sessions together after a meal - no potty break, lost most everyone's attention, it was NOT fun to watch people eat cold hot wings. When you look across the room during the general meeting and 80% are on their phones, you've lost your audience.	8/26/2024 11:13 AM
39	Focusing on the existing HOT tax law at the local level and how to prevent the powers that be from misusing those funds, without having a TPID as an option. The tax law is in place. There shouldn't be so much gray area.	8/26/2024 11:05 AM
40	More specific topics that focus on certain tracks, rather than several evergreen breakouts. For example, have a marketing track that focuses on marketing topics, a destination services track that focuses on that, etc.	8/26/2024 11:02 AM
41	Sports.	8/26/2024 11:02 AM
42	AI (of course) Allowable uses of HOT funds (maybe Scott J. and Julie H.?)	8/26/2024 10:58 AM
43	I am new to the tourism world. I would like to know more about the basics so that I can get a better understanding of the industry.	8/26/2024 10:57 AM
44	I'd like to hear from DMOs of various sizes about balancing relationships with locals, promoting environmentally sensitive destinations, and emerging uses of ai	8/26/2024 10:57 AM