

# SEE 2019 Highlights



#SEE2019



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**“The only travel brands that are going to make it are the ones that connect people to their immediate surroundings — it's all about the control of their experiences (at least the illusion of it).”**

Rafat Ali, Skift CEO & Co-Founder



# Key Takeaways:

Opening keynote by Rafat Ali, Skift

- Google Maps is becoming the super app that destination and travel brands need to focus on—you're missing out if you aren't building out your profile for travelers and locals.
- Undertourism is the new overtourism. Help visitors discover off-the-beaten-path places and experiences.
- Subscription travel is the next frontier of loyalty. Keep thinking of innovative ways to turn visitors into repeat guests, like Inspirato Pass.

“As much as I love seeing things and going places, **it's the encounters I have with human beings, with people, that stay with me** the longest and make me feel really part of a bigger world.”

Annie Griffiths, National Geographic Photographer



# Key Takeaways:

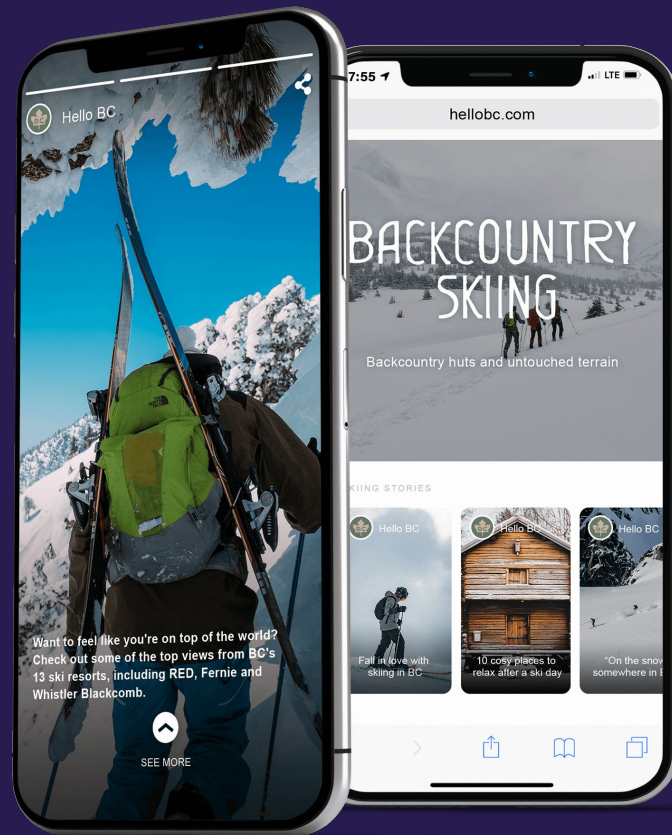
## Opening keynote by Annie Griffiths, National Geographic

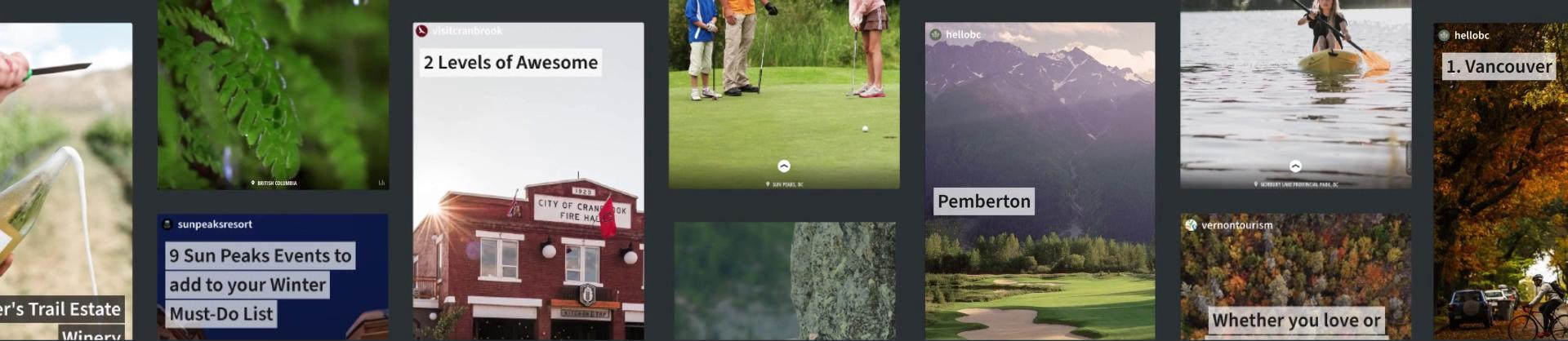
- As destinations, you have the opportunity to introduce people to people and make them feel part of a bigger world. Encouraging them to leave the hotel and have encounters with real people is the biggest service you can do them.
- Humanize your image. I.e. getting a photo of a kid reacting at the aquarium. "Anything that humanizes the experience is going to make people feel something."
- Intimacy and humour and a sense of joy are what bring a story to life. Consider this when thinking about your destination's brand.

# Travel Stories

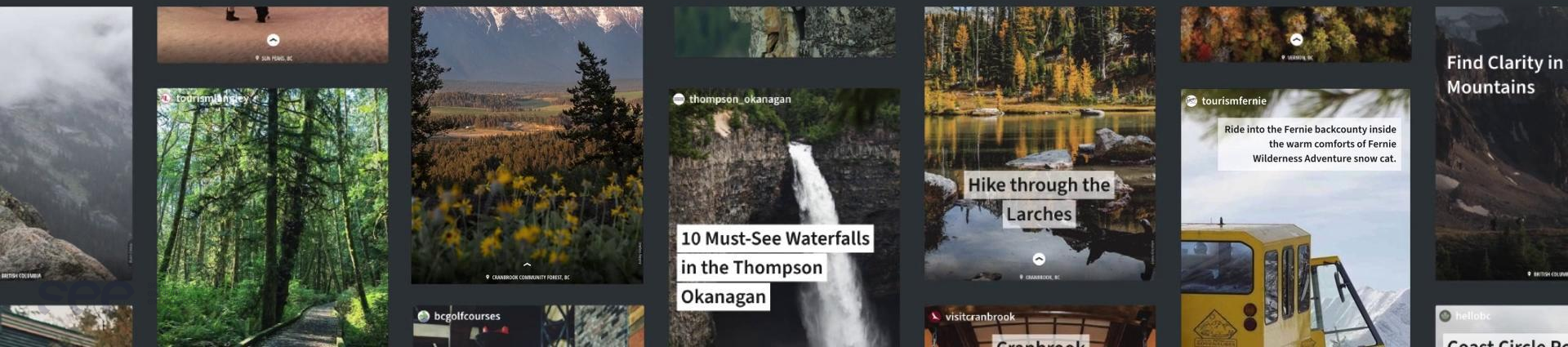
Dan Holowack, CEO of CrowdRiff and Leah Poulton, Global Content Director at Destination British Columbia launched the latest CrowdRiff product Travel Stories!

Join the [waitlist here](#) if you're interested.





# A new way to explore the world



**Workshop:**

# Using Visuals to Boost Your SEO

by Hannah Smith, Director, Digital Strategy



@tourismvancouverisland



@tourismvi

# Key Takeaways:

## Workshop with Hannah Smith

- Don't just focus on optimizing written content! Make sure images files are properly named for what you'd want them to appear in a search for
- Optimize to get featured in Google's feature snippets
- When picking visuals think about what stage of the journey your user is in
- Image priorities:
  - Chose relevant, compelling images
  - Correct file size & compression
  - Filename and alt tags
  - OG tags

Workshop:

# How to Get a Bigger Social Media and Content Team

Jesse Desjardins, Hospitality & Experience Strategist



@jessedee



@jessedee

# Key Takeaways:

## Workshop with Jesse Desjardins

- Regularly conduct brainstorming sessions among team members to prioritize your marketing initiatives and generate new ideas
- Any new idea starts by you asking yourself the right questions—and there are strategies and frameworks out there to help you find those ideas and answers relevant to your destination
- Getting buy-in is important to active new ideas and get the ball rolling in a government organization

A photograph of four people (three women and one man) standing together and smiling. They are in front of a blue backdrop that features large, stylized yellow and white geometric shapes, including two downward-pointing chevrons and a square with a diagonal line. The image has a dark blue overlay.

# See Awards

# See Award Winners

## **Best UGC Campaign**

Tourism Jasper, Visit Indy

## **Best Visual Storytelling**

Tourism Kamloops

## **Best Website**

Tourism Newfoundland & Labrador

## **Most Innovative Use of CrowdRiff**

Begin at Bothell

## **Best Destination Stewardship**

Paradise Coast - Naples, Marco Island  
and the Everglades



# Film Festival

# Film Festival Winners

## Category 1 Winner

NYC & Company

## Category 2 Winner

Yukon First Nations Culture and  
Tourism Association

## Guest appearance by:

Matti Haapoja, YouTuber / Freelance

Director of Photography

# And so much more...



# Facts & Figures

**219**

Attendees

**4**

Continents

**4.4/5**

Average session  
relevance rating

**87%**

Respondents plan  
to attend SEE 2020

Attendees  
rated the  
conference:

**47%**

Excellent

**36%**

Very Good

**14%**

Good

**Thank you for an amazing  
SEE 2019 and SEE you in 2020!**

SEE  
seek  
explore  
experience