



Convince the Boss

Are you registered yet? If there is something standing between your professional desire to participate in [eTourism Summit 2024](#), we can help.

Perhaps it's the small matter of convincing the boss...even if *you're* the boss!

Founded in 2000—before Google and Facebook were born—eTourism Summit is celebrating its 25th anniversary in 2024, so we like to think we're doing something right. And one of those things is sharing best practices within our own community of skilled digital marketers and their most valued, trusted vendors.

It's critical to help one another "See Tomorrow" as our industry has been plunged into understanding, evaluating, and overcoming obstacles in the face of:

- new territory and new dilemmas
- stakeholder issues and concerns
- different metrics and different objectives

Destination marketers and their strategic partners in data, research, analytics, content, video, media, and creative form a collaborative community not found anywhere else in North America.

INFLUENCE :: ACCELERATE :: INNOVATE :: CREATE :: COMMUNITY

Now more than ever...it's critical to "See Tomorrow"

[Join us](#) in Las Vegas on April 2-4, 2024

eTourism Summit 2024 maximizes value for everyone.

eTourism Summit is a collaborative, fast-paced conference. It's the epicenter of digital destination marketing for learning and sharing among first-timers, rising stars, and experienced marketers.

eTourism Summit produces actionable takeaways, impossible to find elsewhere, and critical for stakeholder conversations back home.

eTourism Summit focuses on peer-to-peer sharing, integral to the aim of developing innovative marketing strategies that translate to new business.

eTourism Summit is highly relevant around up-to-the-minute, need-to-know topics steered by an Advisory Board of DMO executives and their agency partners.

Will you let us know if we can tailor this response for your specific needs? We look forward to connecting in April 2024.