



Gaining Market Share in the Global Marketplace Discussion

We invite you to join us for our Southern Travel Supplier Workshop. "Gaining Market Share in the Global Marketplace - It's All a Balancing Act" will give insights into what is occurring outside U.S. borders.

Moderated by Neville Bhada of Tourism Skills Group, this session will build upon last year's wildly popular "Ten for Ten" workshop. Five industry experts will discuss in a panel discussion what southern travel suppliers can do to balance their international marketing efforts and to understand developments that are happening in specific regions of the globe: Asia, Australia, Europe and Latin America. In addition, the panel will talk about the impact of Brexit to Southern destinations. If you are in Atlanta, you don't miss this opportunity to find out what you can do now, tomorrow and down the road!

After the session, attendees will have the opportunity to dialogue with these experts in the International Global Village where beverages and snacks will be provided.

Monday, November 28, 2016
2 p.m. to 4 p.m. EST
Marriott Marquis Ballroom D

Panelists:

Andria Godfrey, Georgia Dept. of Economic Development, Tourism Division: Trends to the region
Peter Hannaford, Five A Marketing: U.K. and Western Europe
Alina Xiang, East West Marketing Group: Asia
Geoffrey Hutton, Kent Marketing: Australia
Gisela Martins Perez, River Global: South America
Chris Adams, Miles Partnership: Road Trips

Sponsor: **TOURISM
SKILLS GROUP**
Always on Track

