



The Texas Hill Country Trail Region and the
Kerrville Convention & Visitors Bureau
join forces to bring you Jon Schallert!



Limited slots available so sign up today!

Creating the Destination Tourist Attraction

Jon Schallert
Destination Business Expert



October 10, 2019

9:00 AM to 4:00 PM
(Registration at 8:30)

Museum of Western Art
1550 Bandera Highway
Kerrville, TX 78028
830-896-2553



\$100.00 Early Bird Registration through September 6th

\$125.00 Registration Fee after September 6th

Make checks payable to Texas Hill Country Trail Region

P O Box 93041, Austin, TX 78709 info@txhillcountrytrail.com 830-739-1362

In one of the largest states in the country, how do you stand out as a business, a city, or an attraction? How do you market to potential customers that include tourists, visitors, and local consumers when all of these groups are attuned to blocking out marketing, ignoring traditional media, and your organization's marketing budget has just been cut?

In this all-day workshop Jon Schallert will be showing every participant those consumer "Hot Buttons" that naturally grab attention. He will focus on what he calls "Silver Bullet Marketing Solutions" that emphasize individual marketing tactics and processes that can yield big results for very little dollars, while also attracting media coverage from television, radio, newspapers, magazines, and internet sites.

Attendees will leave with a list of immediately implementable, action-oriented tactics, suggestions, and resources that they can put into place immediately upon returning to their attraction!

Lunch sponsored by the Uvalde Convention & Visitors Bureau!



Surround yourself with adventure.



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Creating the Destination Tourist Attraction

Jon Schallert, Destination Business Expert

Thank you for registering to attend the session on
Creating the Destination Tourist Attraction!

Please complete a separate registration form for each individual attending.

Full Name

First Name _____ Last Name _____

Organization / Business

Phone _____ Email Address _____

Mailing Address _____

City _____ State _____ Zip Code _____

Vegetarian Option For Lunch YES _____ NO _____

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