

Quick reads. Trending tourism topics. Free resources.



April 2018

CenStates Conference Takes Off September 19-21



Planning for the CenStates TTRA 2018 Annual Conference is in full gear and we hope you will join us in [Des Moines, Iowa](#) in September.

The conference will be jam packed with the latest trends, case studies and new strategies for travel and tourism professionals who plan market, research and develop their destinations. One of the highlights of the conference is always Walk the Talk where attendees learn about local developments and then actually experience this in person. This year's Walk the Talk will feature a

developing waterfront, walking and bike trails and cycling tourism. Join us for these real-life examples that you can apply to your destinations at home.

You don't want to miss this! Save the date today and look for details soon.

Sponsorship Available for CenStates Conference

Sponsorship at the CenStates Conference on September 19-21, 2018 is a great way to reach travel and tourism professionals who plan marketing, research and development services for their destinations. You may choose to sponsor an event, break, session or other option to maximize your exposure to potential buyers. Year after year, attendees say they appreciate the opportunities to get to know vendors and colleagues as one the main reasons they attend CenStates. Here are the available [sponsorships](#).

Serious Games and the Gamification of Tourism

In research reported in ResearchGate.net, the authors suggests that through Gamification, DMOs/CVBs could positively and greatly influence the experiences of tourists in a destination. Gamification provides meaningful ways of intrinsic (e.g. relation, autonomy) and extrinsic (e.g. badges, achievements, gamerscores) interaction through the

use of web and app games. Through those types of interaction, the visitor becomes more engaged and this in turn can influence thoughts of return trips. Numerous examples are supplied in this article to give a framework for a tourism organization to try their hand at video game development and visitor engagement. [Link to research](#)



5 Facts About Midwest Hotel Investment and Development

The Midwest continued to hold hotel investors' attention last year, and that trend will likely continue this year, according to a new report from Marcus & Millichap. The firm's "2018 Hospitality North American Investment Forecast" broke down investment and development trends by region while providing forecasts for what investors can expect in the year ahead. Here are five important things to know from the report: [Read more here.](#)

2018 CenStates Focus Study on Funding and Advocacy

The 2018 CenStates Focus Paper on Tourism Funding and Advocacy in the Central States has just been released. This is the third year that CenStates has created a research paper focusing on issues the industry is facing in the central US states. Through this work, we hope to provide beneficial information to CenStates TTRA members. If you are a member, please check your email for this Study. If you would like information about membership in TTRA and the CenStates chapter, please visit ttra.com.



Going to TTRA International Conference in Miami?

Be sure to join your CenStates colleagues for the CenStates chapter breakfast on Wednesday, June 27 at 7:30-9 am for some early morning fun. Meet some new neighbors, renew old friendships and greet our newest chapter members from Texas.



CenStates Chapter | Travel and Tourism Research Association | www.censtatesttra.com

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