

Team Tourism Summit Examines Key Travel Issues

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CONTACTS: Nancy Hamilton, Lee Rose, Katie Meckley (239)338-3500

Lee VCB "Team Tourism Summit" examines key travel issues and outlook for tourism industry

LEE COUNTY, FL-The Lee County Visitor and Convention Bureau (VCB) will host its "Team Tourism Summit" from 8 a.m. to 4 p.m. on Oct. 10 at Sanibel Harbour Resort & Spa.

Open to everyone in the community and the hospitality industry, the summit will examine issues that are of importance to The Beaches of Fort Myers & Sanibel. Lunch and keynote speaker, Dennis Snow of Snow & Associates will address "Achieving Customer Excellence."

With a 20-year career with Walt Disney World Company, Snow is a worldwide consultant on service excellence. While working with the Disney University, he coordinated the Disney Traditions program which is universally recognized as a benchmark in corporate training. Today, his clients include Wachovia, BMW Financial Services and Johns Hopkins Hospital. He is the author of Lessons from the Mouse: A Guide for Applying Disney World's Secrets of Success to Your Organization, Your Career and Your Life.

The summit's general session, "Travel Trends and Outlook for the Tourism Industry" will be addressed by Dennis Castleman, vice president of the Travel Industry Association; Mark Brown, senior market research analyst at the U.S. Department of Commerce, Office of Travel and Tourism Industries; Frank "Bud" Nocera, president and CEO of Visit Florida, and Suya Davenport, executive director of the Lee County VCB.

Breakout sessions will include "Customers and Green Initiatives," "Getting the Most from Internet Marketing," and "Taking Advantage of VCB Co-Operative Programs."

Cost is \$45 per person for early registration or \$55 per person at the door. Registration includes the all-day summit and lunch. To R.S.V.P., visit www.LeeVCB.com by Oct. 1.

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