

# FAST GROWING BUT OVERLOOKED

Traditional lodging dominates the tourism industry, as it should. But an often overlooked industry is quietly taking the travel industry by storm and can be a life-saver to rural America. And that's recreational vehicle travel. More than 500,000 RV units (trailers, RVs, toy-haulers and campers) were sold in the U.S. in 2018, an increase of nearly 20% over 2017.

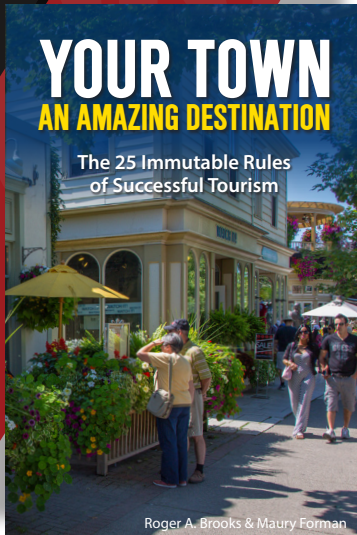
More than half are sold to people under 45 years old. More than a million Americans RV full time. This has a huge economic impact for rural areas in particular. The RV industry generates \$18 billion in retail sales and creates \$50 billion in economic impact annually. Are you getting your share? Are you successfully marketing your recreational and cultural assets to this burgeoning tourism sector? If not, it's time to jump in. [Additional topics are showcased on the following page]

## ROGER BROOKS, CSP

Certified Speaking Professional

Ralph Waldo Emerson once said, "Nothing great was ever achieved without enthusiasm." Roger Brooks lives by this motto. One of North America's most popular keynote speakers on the topics of trends that are reshaping the tourism industry, the partnership of tourism and downtowns, the changing demographic, and how to become a sought-after visitor destination, Roger will inspire and empower your audience with engaging stories, laugh-out-loud humor, and step-by-step instructions leading to incredible success.

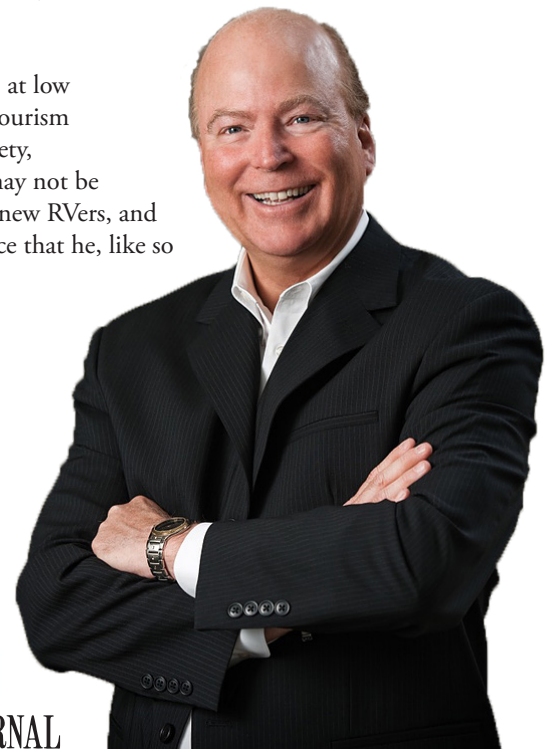
Author of the popular book *Your Town: An Amazing Destination*, Roger is not only a tourism-industry expert, but a motivational speaker that will get your audience pumped up for the entire conference. Perhaps best of all, every attendee will leave the conference with actionable items they can implement the moment they get back home - and at low cost.



## THIS AIN'T YOUR GRAMPA'S RV: The Keynote

In this eye-opening, engaging and inspiring keynote address, Roger unveils how you can tap into this \$50 billion a year fast-growing industry. You'll learn who is purchasing these rigs, when and how often they use them, how they plan their trips, where they spend their money (and it's not chump change), and how you can get them to spend more money in your cities and towns. There are a myriad of great business opportunities for industries not normally associated with tourism. For anyone and everyone who relies on recreational and cultural tourism, this is one segment you do not want to miss out on.

You'll learn the five things you can implement today, at low cost, to really benefit from this segment, increasing tourism spending locally, reducing your shoulder season anxiety, and providing an additional tourism audience you may not be fully tapping into. By the way, Roger is one of these new RVers, and it's opened his eyes to a whole new tourism experience that he, like so many others, simply paid little attention to.



## FEEDBACK & FEATURED IN

*"You were the first tourism expert, after years in the industry, to really WOW me. By the way, the reviews were beyond excellent. Thank you for making me and Wisconsin Tourism look so good."*

- Stephani Klett, former Secretary of Tourism, State of Wisconsin

Harvard  
Business  
Review



Forbes



WALL STREET JOURNAL

## ADDITIONAL TOPIC IDEAS

Below, and on the following page, are additional workshops Roger is developing for 2020 using the very latest research, with brand new case histories and how-they-did-it examples. These are not off-the-shelf presentations. Each one would be tailored to the state or province, using specific local case histories and examples. In fact, often the trends will focus on those that most apply to your audience. Also, feel free to mix and match any of these, including recreational vehicle travel or other topics you will find in the Resource Center at [DestinationDevelopment.org](http://DestinationDevelopment.org).

### The Five Fastest Growing Tourism Trends

And how to best tap into them



### The Five Most Important Tourism Amenities

You Need to Have Right Now



### The Top Five Marketing Priorities

For Promoting Tourism Destinations



### The Step-By-Step Guide to Developing an Effective Marketing Plan



In this fascinating and eye-opening presentation, we'll cover the fastest growing tourism trends that you can take advantage of and monetize today to increase your tourism spending. For each of the five fastest-growing trends, Roger will walk you through the tools you can use and resources you can leverage to take full advantage of these lucrative markets. You don't want to miss this one!

It's one thing to attract visitors, but it's another to keep them coming back and spending more time and money in your community. In this fast-paced workshop, you'll learn what "amenities" actually are, which ones are critical to your success, and where they should be located. We'll discuss the rules for making them work for your visitors and residents, how to find funding, and who should take the lead in making sure they are developed.

If you're like us, you are hounded by just about every marketing media out there who wants to sell you SEO services, social media marketing, print advertising (magazines and periodicals), outdoor (billboards and signage), broadcast (radio and television), trade shows, sponsorships, and online advertising. After researching dozens of organizations with both small and large marketing budgets, Roger will provide you with the top marketing priorities that will provide you with the greatest return on investment and best close the sale for anyone striving to become a top visitor destination.

In this fantastic workshop, you'll see how to develop a top-notch, effective marketing plan that will save you money and be easy to implement. Roger will show you step-by-step how to build your plan: what should be included, what to avoid, how long a period it should cover, how to keep it succinct, and how to make sure it's a plan that sits open on your desk, not on a shelf gathering dust.



Roger speaking in Lucerne, Switzerland April 2019



## OTHER POPULAR PRESENTATIONS

The following are a few other topics popular with destination marketing organizations and travel-industry businesses. We'd be happy to send you more information about any of these.

- Tourism & Downtown: The Hot New Power Couple
- Visitor Information Centers in the Digital Age
- Recruiting Tourism Development Projects
- Tourism Marketing on a Minuscule Budget
- Why Instagram Should be Your New Best Friend
- The Top Seven Immutable Rules of Tourism
- Tapping Into Multi-Generational Travel: How to Best Leverage This Trend

## WHAT PEOPLE ARE SAYING

*"Roger, you're the man! Seriously, your presentation was the best I've experienced in the last ten years. Your passion gives us the confidence we can successfully create positive change."*

- Terry Cross - Starved Rock Lodge & Conference Center, Ottawa, Illinois

*"What's it been, six days now? I am still at a loss for words. In the forty years that I've lived here, I have NEVER witnessed the enthusiasm about our community that I am witnessing right now! People are so pumped. It's like Roger came into town and gave us permission to start taking pride in our community. It's amazing how the magic of Roger works. I don't even know what to say except, 'Thank you for everything you have done for us.' I feel like Rip Van Winkle and have awakened to a whole new, beautiful world after a really long nap."*

- Debbie Puryear - Tourism Director for Independence, Kansas

*"I walked away from your sessions ready to take on my city and start moving in a new direction! You are an inspirational speaker who does it better than I've ever seen! You make people walk away with a will to fight for their city! Amazing!"*

- Jaree Hefner - LaPorte, Texas

*"I had the genuine pleasure of seeing you at the OTIA Conference in Tulsa. Your presentation was not only outstanding, but worth the entire registration fee for the whole conference!"*

- Bill Jeffers - Discoveryland, Oklahoma

## A FEW CONFERENCE KEYNOTES

Professional Association of Innkeepers International | Resorts of Ontario | Canadian Badlands Tourism | Jamtland Harjedalen Tourism (Sweden) | Northern Ireland Tourism | Switzerland Vacation Day (annual conference) | Roger has been the keynote presenter at more than 30 Governor's Conferences on Tourism in the U.S., and across Canada | Tourism Development (Mauritius) | Keep America Beautiful | US Travel's ESTO | Canadian Sports Tourism Alliance | Numerous DMO annual banquets and meetings | Tourism Week engagements

## BOOK ROGER

Natalie Moore, The Boss

Natalie@RogerBrooksTeam.com

206.241.4770

RogerBrooksInternational.com

DestinationDevelopment.org

**ROGER BROOKS** >  
International