



DESTINATIONS OF NEW YORK STATE

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Tourism Seminars

April 5-6, 2011

Poughkeepsie Grand Hotel

Tuesday, April 5th, 1:00 – 5:00 pm

“Tourism Marketing Tools, Tips and Insider Tricks”

Speaker: Doug Motel, *Site Optimized*

Doug Motel, founder of *Site Optimized*, has been steeped in the world of online marketing for over 12 years. He has marketed, designed and produced websites from mom & pop businesses to large corporations like ABC-TV and Comedy Central. Doug’s efforts in search engine optimization and social media have helped his clients get into the Wall Street Journal, the New York Times, on The View with Barbara Walters, and on Oprah. His presentation style is fun, patient and easy to understand. www.siteoptimized.com

Seminar sponsored by: Dutchess County Tourism, Ulster County Tourism, Hudson River Valley National Heritage Area, Central Hudson, and Millbrook Vineyards & Winery



Wednesday, April 6th, 9:00 – 11:00 am

“Special Guest”

Speaker: Peter J. Pantuso, President & CEO, *American Bus Association*

American Bus Association with a 3,800 membership, represents more than 65 percent of all motor coaches on the highways; as well as private travel related businesses, state and local government travel and tourism offices and state associations, and other entities involved in promoting travel throughout North America. In addition, Pantuso is president of the National Bus Traffic Association and the American Bus Association Foundation. www.buses.org

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“Building Vendor-Operator Relationships”

Speaker: Maria Burrige, General Manager, *Know How Tours* and Owner, *TransLogic Management*

Maria Burrige began her career in the Travel, Tourism & Hospitality Industry in 1987. Her experience spans hotel sales, destination management, as well as executive positions in large scale motor coach operations. With a passion and concentration in group travel, retail tours, and convention services, Maria led the Greater Western New York travel industry in creating true vendor-operator relationships, innovative tour programs, marketing & branding initiatives, travel & trade shows, and revenue producing group travel catalogs. Maria is General Manager at Know How Tours, a division of Niagara Scenic tours in Buffalo, NY, specializing in group & public domestic and international travel, (www.knowhowtours.com and www.niagarascenictours.net) and owner of TransLogic Management, a transportation management company servicing inbound convention services across Upstate New York. www.translogicmanagement.com

