

#### **4.8 Consideration of board members attending the 2020 Outlook Forum**

Carolyn Denero attended Visit California's annual Outlook Forum in February of 2019. During the conference there were many board members from other California TBIDs. When questioned, they stated that their TBID paid for them to attend the conference as prescribed by their management district plan as "an education of lodging business management and the owners' association on marketing strategies best suited to meet assessed business needs".

Based on the Management District Plan, EBC budget can be spent for the owners' association members to attend conferences for education on marketing strategies.

"Outlook Forum is California's premier travel and tourism event where experts from every sector of the industry gather to share their insights and experiences about the latest trends, marketing tactics and research. With over 600 attendees annually, Outlook Forum provides a unique opportunity to network with and learn from the organizations and individuals that are guiding the highest-level conversations impacting today's travel market." [Information Link.](#)

#### 2020 Outlook Forum Details

Location: Marriott Marquis San Diego Marina

Dates: February 10-12, 2020

Registration Fees:

Early Bird (ends Nov 22) - \$649/person

Standard - \$999/person

Vendor - \$1999/person

Hotel Room (at conference hotel):

2 nights, block rate: \$590 + tax and fees/room

Flights (from Sacramento to San Diego):

Southwest estimate - \$112.96 round trip

Total for one person at current rates: \$1,451.96 (added \$100 for hotel taxes + fees and does not include food, parking, etc.)