



# Trends in Tourism

## 2013 Forum

**April 18th, 2013** Harvey's Casino Resort

**Speaker Caroline Beteta** *President & CEO of Visit California, Chair of Brand USA.*

Serves as president and CEO of industry-led Visit California, a non-profit organization created to market California as a premier travel destination and to increase the state's share of tourism-related revenues. Beteta is responsible for implementing Visit California's \$50 million marketing plan and serves as lead spokesperson for California's \$104 billion tourism industry.

**Speaker Denise Pirrotti-Hummel** *CEO & Founder of Universal Consensus*

Universal Consensus is a cross-cultural management consulting firm based in San Diego and operating throughout the world. Denise develops and executes strategies, processes, and training to help clients prepare for the growing number of international visitors coming to California.

**Join us for the Tourism BAHM! immediately following the forum**

**Forum**

**3:30-5:30pm in the Cabaret Theater**

**BAHM!**

**5:30-7:30 pm at Cabo Wabo**

**Forum Tickets are \$15 Chamber members/\$25 non-members**

**Includes admission to BAHM! immediately following at Cabo Wabo (BAHM! only \$10/\$20)**

**Sponsored By**



For more information, contact Emily Abernathy at (775) 588-1728 x303 or [Emily@TahoeChamber.org](mailto:Emily@TahoeChamber.org).

13-0216 B 1 of 1