



City of New Bedford
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City of New Bedford
Jonathan F. Mitchell, Mayor

P R E S S R E L E A S E

New Bedford to hold tourism summit on Tuesday, May 22

New Bedford, Massachusetts- New Bedford will host a day-long summit on tourism for industry professionals on Tuesday, May 22.

Tourism and marketing professionals will gather for presentations on topics including branding and online presence, reputation management, events, tourism research and best practices, regional marketing initiatives, and historic and cultural tourism.

The morning session's keynote speaker is Andreas Weissenborn, director of research and analytics at Destinations International, a worldwide association for destination marketing organizations. The afternoon session's keynote speaker is Stephen Ekstrom, founder of Firestarter Brands, a tourism industry consulting firm. The conference will feature officials Massachusetts Office of Tourism and the Mass Cultural Council.

In addition, Destination New Bedford will recognize several local individuals involved in arts, culture, business, and nonprofits, with leadership awards for their work on promoting tourism and hospitality in New Bedford.

"Our office attends regional and national conferences, and the resources and networking with other tourism professionals have been useful," said Dagny Ashley, the City's director of tourism and marketing. "We wanted to host a tourism summit here to showcase New Bedford and to provide tools and tourism data to our colleagues in the industry, as well as to locals involved in or benefiting from the tourism and hospitality industry."

The event will be held at the New Bedford Whaling Museum, 18 Johnny Cake Hill, from 8:30 a.m. to 4:00 p.m. on Tuesday, May 22. The full itinerary and more information about the tourism summit is available at destinationnewbedford.org/tourism-summit/.

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