

THE TOURISM DOLLAR IS THE MOST POWERFUL DOLLAR IN YOUR COMMUNITY

TALKING POINTS

- REAL Lesson on Economic Multiplier
- Leisure vs. Meetings/Conferences Forecast Dynamics
- The Local Wages Connection/Tackling The Low Wage Argument
- Taxes, Bond Issuance for Projects
- Convention Centers As The Organ (Heart) That Pumps Oxygen to Businesses
- The Green Factor
- Ideal For Elected Officials and Business Leaders



PROFESSIONAL SPEAKER: DENNIS "DC" CAMPBELL

As a "Tourism Evangelist" and expert, DC will deliver a compelling case of why the tourism dollar is the most powerful spent in a community.

NOT the most important but the most powerful. From his roles in the airline space, to destination marketing, hotel development, and large scale event facilities, you will be transformed in your thinking as he connects the dots on this highly competitive space and powerful economic driver for any community.

BOOK HIS TALK AT YOUR
NEXT EVENT!

602-402-6665

[HTTPS://DENNIS-CAMPBELL.COM](https://dennis-campbell.com)

