



Eventism

The Future of
Group Travel

Special Presentation for
Cape Cod Tourism

The background features a large, glowing sphere on the left side, transitioning from bright yellow to orange and red. The right side of the image is a solid blue gradient. The text "What is Tourism?" is centered in the middle of the image.

What is Tourism?



What is Eventism?

What Makes a Destination Interesting?




Designing A Tour or Event

- ☞ Location-Where?
- ☞ Activity-Why?
- ☞ Cost-How Much?



Activities

- ☞ Social
- ☞ Historical
- ☞ Educational
- ☞ Niche-Unique
- ☞ Entertainment
- ☞ Special



What Was Your Most
Profitable Event or
Activity ???

Why...?



What Was Your
Most Exciting Event
or Activity ???

Why...?



Special Events
Vs.
Brick & Mortar

Creating a Destination

☞ Existing Area Events

- Local attractions, events, activities

☞ Creating New Events

- Specialty Tour
- Wine and Gourmet
- Ethnic or Culture Event
- Singles or Women Only
- Niche Groups

ABA's Top 100 Events

Existing Events

Provincetown Portuguese Fest

Norfolk Tattoo in Virginia

The Next Great Event

The Heartland International Tattoo

Music and Dance Festival,

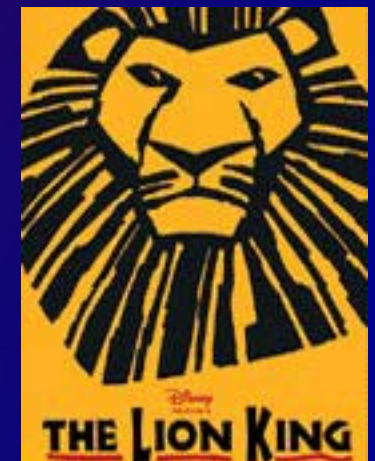
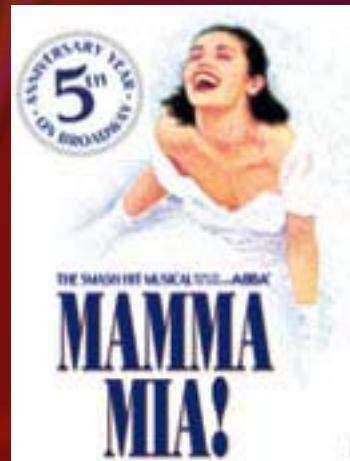
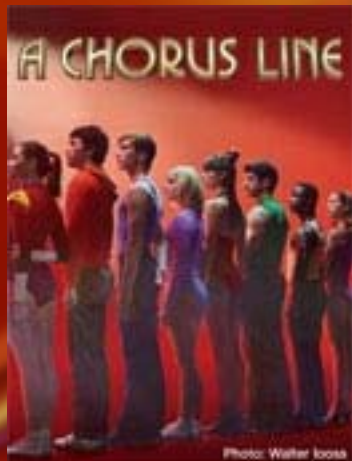
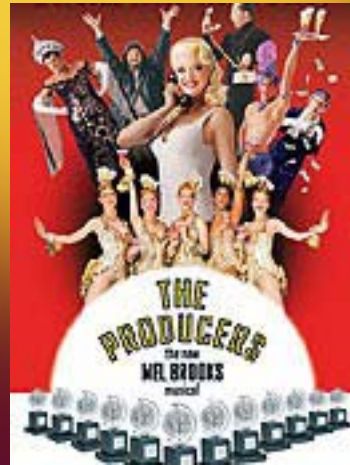
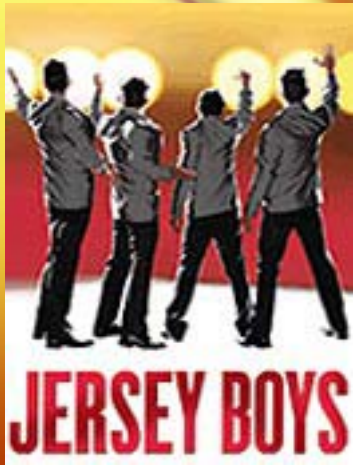
Sears Centre Arena,

Hoffman Estates/Chicago, IL

Creating an Event

Not another Chili Cook-off
Or Dog and Pony Show

Broadway Shows

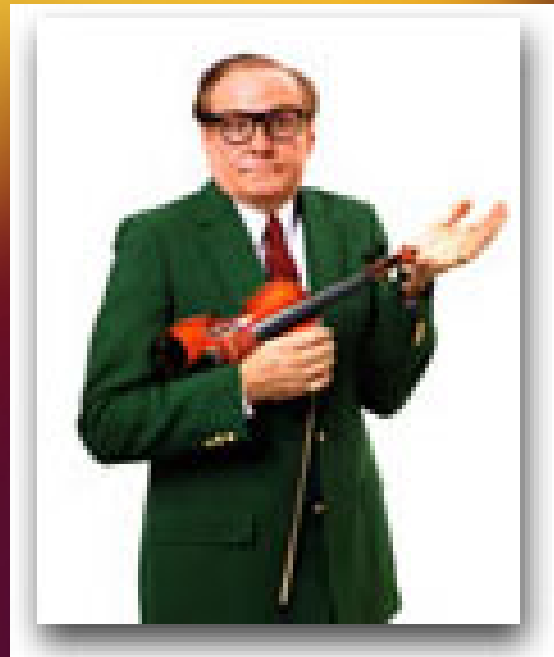


Using Entertainment with a Destination



DINNERTAINMENT

Using a Celebrity with a Destination



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