



Greater Memphis IT Council

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Greater Memphis IT Council to Host Quarterly Luncheon:

Driving Tourism through Technology

Memphis Convention & Visitors Bureau President & CEO Kevin Kane to Deliver Keynote Address to Capacity Crowd

MEMPHIS, TENNESSEE – February 25, 2016: The Greater Memphis IT Council will host its first quarterly thought-leadership luncheon on the topic of *Driving Tourism through Technology*. Kevin Kane, President & CEO of the Memphis Convention & Visitors Bureau, will deliver an address highlighting the economic development impact of tourism for Memphis with over 10.5 million visitors per year and \$3.5 Billion in related expenditures. The panel discussion will highlight the growing use of information technology within the industry and rising consumer expectations for IT applications.

Research indicates that tourism and technology are becoming closely intertwined:

- The average traveler visits about 22 travel-related sites prior to booking a vacation.
- 70% of business travelers will check into their flights and hotels via their mobile devices.
- 62% of travelers use the internet to research their trips.
- 89% of travelers use their smartphone while visiting a destination.

Source: Think with Google's 5 Stages of Travel

Driving Tourism through Technology panelists include:

- Paula Griggs, Senior Director, IT, Hilton Worldwide
- Jarrett Morgan, Director of IT, Memphis Airport Authority
- John Walker, EVP, Business Operations, The Memphis Grizzlies

The program will bring together a C-level audience comprised of technology providers, IT departments of strategic industries along with leadership from the university and community college sectors with a capacity crowd at the University Club located at 1346 Central Avenue from 11:30 am to 1:00 pm.

About The Greater Memphis IT Council:

The Greater Memphis IT Council is a non-profit membership association focused on leading the evolution for Memphis into an international center of excellence for information technology (IT). As an ecosystem, the IT Council is driving economic development for the region through professional networking, education and technology training. The vision is that member organizations will be more knowledgeable, empowered and successful because of their interaction with professionals and resources that support the information technology industry in the Memphis area.

For more information: www.memphisitcouncil.com