

AIRPORTS of the 21st CENTURY

Aviation Education
Forum Series
sponsored by the
San Diego County
Regional Airport Authority



Luncheon Forum:
Tuesday, May 10, 2005
11:30 A.M. to 2:30 P.M.
Hyatt Regency La Jolla
3777 La Jolla Village Drive
San Diego, CA 92122

"National Travel Trends and Regional Tourism"

With Featured Speaker
PETER YESAWICH

IS CHAIRMAN AND CHIEF EXECUTIVE OFFICER OF YESAWICH, PEPPERDINE,
BROWN & RUSSELL, AMERICA'S LEADING MARKETING, ADVERTISING AND
PUBLIC RELATIONS AGENCY SERVING TRAVEL, LEISURE AND LIFESTYLE CLIENTS.
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The travel and tourism industry is one of America's largest service exports, largest employers and largest retail sales industries. According to a recent Travel Industry of America survey, consumers are feeling more hopeful about taking pleasure trips today than they were in the fourth quarter 2004. But will that sentiment translate into more visitors to the San Diego region? Travel, tourism and leisure industry specialist Peter Yesawich will present 2005 national travel trends and project how they will impact the San Diego tourism and air service industries. Leo Carr, Editor in Chief of the San Diego Daily Transcript, will moderate a panel of local hospitality travel and tourism experts who will weigh in on how the tourism and air services industries can capitalize on the projections for 2005:

Thella F. Bowens, President/CEO, San Diego County Regional Airport Authority

Bruce Baltin, Senior Vice President, PKF Consulting, Los Angeles

Reint Reinders, CHA, President and CEO, San Diego Convention & Visitors Bureau

Carol Wallace, President and CEO, San Diego Convention Center Corporation

Pre-registration: \$40 / Day of Event: \$45 / Seniors & Students: \$25 / Table of 10: \$350

To register: Visit www.cvent.com (enter event code 68N7SHSCCXW) or call
Elodie Vigneron at the San Diego Convention and Visitors Bureau at 619.615.3404

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Event Co-hosts:



LUNCHEON FORUM

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San Diego County Regional Airport Authority
P.O. Box 82776 San Diego, CA 92138-2776