

Alabama Governor's Conference on Tourism

August 29-September 2, 2009

Point Clear, Alabama

“Readjusting Your Plans Based On The Latest Travel Trends”

Speaker: Berkeley Young

Sunday, August 30 1:00-2:00 PM Grand Ballroom



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Berkeley Young has twenty years of travel/tourism research, marketing, management and retail experience. His experience includes serving as the Executive Director of a rural tourism development authority (CVB) and chamber of commerce in which he oversaw the creation and success of a start up research – based tourism marketing program. Later he was hired as Director of Sales and quickly promoted to General Manager of a large golf resort. Young joined Randall Travel Marketing, Inc. in 1998 as Director of Client Services and served as Vice President from 2000 to 2004. In 2004 Young formed his own Charlotte, NC based company focusing on research and strategic planning for all aspects of the tourism industry. Young's firm continues to partner with Randall Travel Marketing and specializes in working with city and country branding and marketing. In the last nine years Young has worked with destinations in twenty-six states and is a popular speaker at regional and national conferences and conventions, as well as travel industry conferences.

