

Travel Research & Forecasts + Marketing Insights

MARKETING OUTLOOK FORUM

February 7-9, 2022 - Washington, DC / Bethesda

TO:

FROM:

SUBJECT: Attending Marketing Outlook Forum

Dear NAME,

The **Marketing Outlook Forum** (MOF) has long been the go-to gathering for tourism's best and brightest. This year's agenda brings together trusted thought-leaders to share fresh insights for the new year, and I would like to request approval to attend.

MOF offers high-quality learning and knowledge-sharing by covering a wide range of diverse topics, including Sector Forecasts on Air Service Development, International Inbound Travel, Lodging, Meetings and Business travel, and Attractions. Well-known travel industry experts, including Adam Sacks and Jack Johnson, will cover relevant topics like Leading the Recovery and Post-COVID Travel Industry, which will address the challenges we face and inform us how to implement and achieve optimal outcomes within our organization.

MOF is also an opportunity for me to network with other travel industry professionals who face similar issues and meet tourism industry suppliers to learn how we can benefit from their latest research. The event runs from **February 7-9, 2022**, in Washington, DC / Bethesda. The complete agenda is available on the MOF website: www.marketingoutlookforum.com.

Here are the goals I plan to accomplish:

Goal 1:

Goal 2:

Goal 3:

I have calculated an approximate breakdown of costs associated with my attendance:

Registration: \$____ Accommodation: \$____ Travel: \$____ TOTAL: \$____

I believe my attendance at the **2022 Marketing Outlook Forum** will provide me with new ideas and strategies to share within our organization. Once I return, I can provide a report of my key takeaways, and share new trends and strategies with the team. I will work to make sure we get the full value from this event.

Thank you for your consideration.

Sincerely,

NAME