

2019 TEXAS TRAVEL SUMMIT SCHEDULE
(per Jennifer Roush, 9/19/19)

*All sessions and events held at the Renaissance Worthington Hotel unless stated otherwise.
Schedule is subject to change.*

SUNDAY, SEPTEMBER 22, 2019

8:00am – 5:00pm **TxDOT Administration Meeting** – Bur Oak Room, Mezzanine Level

3:00pm – 5:00pm **Vendor Village Table Set-Up** – Grand Ballroom, Mezzanine Level

MONDAY, SEPTEMBER 23, 2019

8:00am – 12:00pm **TxDOT Administration Meeting Continued** – Bur Oak Room, Mezzanine Level

9:00am – 5:00pm **Conference Registration** – Grand Ballroom Foyer, Mezzanine Level
Sponsored by AJR Media Group

9:00am – 11:30am **Vendor Village Table Set-Up** – Grand Ballroom, Mezzanine Level

12:00pm – 1:15pm **TACVB Board Orientation and Meet & Greet Luncheon** – Red Oak Room,
Mezzanine Level

1:00pm – 6:15pm **Vendor Village Open** – Grand Ballroom, Mezzanine Level
Sponsored by TripAdvisor

1:30pm – 1:50pm **Welcome/Opening** – Grand Ballroom, Mezzanine Level

1:50pm – 2:50pm ***Off Balance on Purpose*** – Grand Ballroom, Mezzanine Level
A common challenge for organizations today is helping their employees bring more energy to work and not only embrace change but see it as an opportunity to lead.

Dan Thurmon believes the reason that people struggle with change is they think they have to compartmentalize their life and keep everything in balance. What if we lived Off Balance on Purpose? What if instead of resisting uncertainty, we leaned into it? And what if rather than bringing our “work-self” to the office, we brought 100% of who we are?

In this keynote, Dan will excite the audience with an interactive performance while giving you a multi-dimensional view of success. He doesn’t stand behind a podium and talk about dealing with fear and change – he does handstands on the podium to demonstrate what being uncomfortable and living off balance on purpose actually looks like. You will talk about this presentation for years to come!

As a result of attending this program attendees will:

- Learn to take ACTION when it is uncomfortable.
- Manage energy and time more effectively.
- Adopt an Off Balance On Purpose approach as a realistic and empowering way to excel at work and life.

Keynote Speaker: Dan Thurmon, Author, Renowned Speaker, and President of Motivation Works, Inc.

Sponsored by Kalahari Resorts & Conventions

2:50pm – 3:10pm

Networking Break

3:10pm – 3:55pm

Travel Texas: Building On Success – Grand Ballroom, Mezzanine Level

Join Travel Texas as they provide insights from the 2019 tourism efforts and reveal how the 2020 priorities and strategy will build upon this year's success and increased funding.

Speakers: Brad Smyth, Tourism Director, Office of the Governor Economic Development and Tourism; Tim Fennell, Tourism Deputy Director, Office of the Governor, Economic Development and Tourism Division; and Monica Rodriguez, Advertising Coordinator, Office of the Governor, Economic Development and Tourism Division

3:55pm – 4:10pm

Networking Break

4:10pm – 5:10pm

Partnerships in Advocacy – Grand Ballroom, Mezzanine Level

Join us as we discuss Advocacy issues with two of TTIA's strongest partners. Annie Spilman with NFIB Texas will discuss business ordinances and where we are headed looking forward to the next Legislative Session. Scott Joslove, TH&LA, will provide an in-depth look at Tourism Improvement Districts (TPIDs), and then we will "read the tea leaves" with TTIA's lobby team: Ron Hinkle and Cheri Huddleston.

Speakers: Scott Joslove, President/CEO, Texas Hotel & Lodging Association; Annie Spilman, State Director, NFIB Texas; Ron Hinkle, Legislative Consultant; and Cheri Huddleston, Hance Scarborough

Sponsored by AJR Media Group

5:15pm – 6:15pm

Vendor Village Kick-Off Opening Reception – Grand Ballroom, Mezzanine Level

Sponsored by Expedia Group Media Solutions

7:00pm – 9:00pm

Opening Night Event – Sundance Plaza

Party on the Plaza in the heart of one of the best downtown's in America -- with food from renowned chef and triathlete Jon Bonnell and music from local artists. Sundance Square is 35 blocks of Fort Worth's central city and a pioneer in urban redevelopment begun 30 years ago.

(Within walking distance of the host hotel; drink tickets provided; name badges required)

Sponsored by Visit Fort Worth

TUESDAY, SEPTEMBER 24, 2019

6:30am – 7:45am **Bike Ride with the Mayor** (optional) – Meet in West Portico Lobby
Join Fort Worth’s famous pedal-powered Mayor Betsy Price on an early morning Tour de Fort Worth on two wheels! We’ll roll through Downtown and check out the Near Southside hubs of Magnolia Ave and South Main, following the Heritage Trails markers that detail historical events that have happened in Cowtown. You’ll have fitness hybrid bicycles provided by Mellow Johnny’s Fort Worth as your trusty steeds, just be sure to wear comfortable clothing and shoes for your morning miles. *(Registration required; attendees must arrive by 6:30am to be fitted on a bike.)*

7:30am – 5:00pm **Conference Registration** – Grand Ballroom Foyer, Mezzanine Level
Sponsored by AJR Media Group

7:45am – 8:30am **Networking Continental Breakfast** – Grand Ballroom Foyer, Mezzanine Level

7:45am – 3:15pm **Vendor Village Open** – Grand Ballroom, Mezzanine Level
Sponsored by TripAdvisor

8:30am – 10:30am **TTIA Annual Business Meeting** – Grand Ballroom, Mezzanine Level
The business of your association; financial status, legislative update and membership update.

10:30am – 10:45am **Networking Break**

10:45am – 11:45am **Concurrent Breakout Sessions – Trinity Level**
Leadership track sponsored by LCRA
Technology track sponsored by Sojern
Marketing track sponsored by Texas NPR Radio Stations

Embracing Disruption: Five Lessons Learned in Re-Inventing Business as Usual
– Leadership Track – Rio Grande Room

Adapting to a rapidly changing industry is no easy feat. Travel and tourism today is constantly evolving, and creativity and innovation are more important than ever. In this presentation, Guinness World Records (GWR) shares how, faced with a declining and quickly digitizing publishing market, it had to embrace disruption and remodel its strategy from a single best-selling book to developing new, multiple revenue streams and expanding its global IP brand presence.

Hear from VP Creative, Paul O’Neill, as he shares lessons learned from the GWR journey and get actionable tips on how to lead a company through a fast-changing business landscape.

Speaker: Paul O’Neill, VP, Creative, Guinness World Records

We are Selling Ourselves Short: The ROI Lie – Marketing Track – West Fork Room

Local, state and national law makers do not believe reported tourism ROI and economic impact numbers. Yet, as an industry we continue to try to sell our worth using these metrics. This presentation will explain why ROI is a lie, and inform the audience of better ways to sell the value of tourism.

Speaker: Jim Petrick, Ph.D., Professor, Texas A&M University

Emerging Technology And State Pre-Emption: Short-Term Rentals and Micro Mobility - Technology Track – Elm Fork Room

What does the future look like for Short-term Rentals, Scooter and Air Taxis? How does the Travel Industry view compliance for these emerging technologies and what are the benefits or negatives? Matt Curtis will review growing trends of new Short-term Rental models and new Micro Mobility technologies such as Air Taxis, as well as give examples of local government success stories from around the world of Short-term Rental compliance tools. You will also hear an analysis of the growing trend of State pre-emptions of Short-term Rentals and Micro Mobility technologies such as Scooters.

Speaker: Matt Curtis, Founder, Smart City Policy Group

The Changing Landscape of Packaged Travel – Sales Track – Trinity Central Room

The state of the packaged travel industry, which encompasses both group tour and FIT travel, is healthy and growing according to NTA tour operators. Looking forward, NTA operators continue to see the industry moving forward and gaining strength. But, NTA and its members are closely watching domestic and international affairs. The continuing fluctuations in the global economy and currency exchange rates are impacting international travel. Tour operators continue to adapt and adjust their products and services to meet the demands of today's travelers.

Speaker: Pam Inman, President, National Tour Association

12:00pm – 12:45pm **Networking Luncheon – Grand Ballroom, Mezzanine Level**
Sponsored by Visit Houston

1:00pm – 2:00pm ***Exploring the Mind of the Texas Traveler*** – Grand Ballroom, Mezzanine Level
Now in its 29th year, MMGY Global's Portrait of American Travelers® is the industry's most respected and illuminating survey of the emerging vacation habits, preferences, and intentions of American leisure travelers. Chris Davidson, MMGY's Executive Vice President of Insights & Strategy, will share the latest findings from this study, revealing a powerful profile of prospective travelers to the great state of Texas.

He will unveil where these travelers most want to visit in the year ahead, describe their evolving expectations of culinary experiences on vacation, and explain how travel has become a leading source of social currency. Chris will make the case against developing generic Millennials strategies, and he will reveal how marketers

should seek to go beyond traditional demographic targeting to define, reach, and influence consumers based more on life stage priorities, interests, and values. The presentation is a must for any industry professional hoping to more effectively qualify, reach, and influence the Texas traveler.

Keynote Speaker: Chris Davidson, EVP, Insights & Strategy, MMGY Travel Intelligence

Sponsored by Visit Houston

2:00pm – 2:45pm **Vendor Village Networking and Refreshments** – Grand Ballroom, Mezzanine Level

3:30pm – 5:00pm **Excursions** (Optional; buses for each depart promptly at 3:30pm at the West Portico Lobby)

Whiskey Ranch - See the new Whiskey Ranch, the largest distillery in the Western U.S., where TX Whiskey and TX Bourbon are made. The ranch overlooks downtown Fort Worth and is built on the historic golf course where legends Ben Hogan and Byron Nelson grew up. Your tour will include a behind-the-scenes look into the making and bottling of these award-winning beverages, the hidden whiskey library and a taste to complete your experience. *(Registration required; space limited to 40 ppl)*

Stockyards National Historic District - Saddle up for western adventure in the historic Stockyards. Glimpse the future as the district undergoes a \$175 million renovation and expansion. See the famed backstage at Billy Bob's Texas, the world's largest honky-tonk. And meet the trail boss of the Fort Worth Herd, which draws millions of visitors to Fort Worth each year. *(Registration required; space limited to 40 ppl)*

Kimbell Art Museum - Architecture legend Louis I. Kahn's Kimbell Art Museum is hailed as one of the world's greatest architectural achievements of the 20th century. See Michelangelo's first painting, which he completed when he was just 12 or 13 years old, and take in the renowned masterpieces of this international collection. *(Registration required; space limited to 20 ppl)*

Eat Fort Worth - We may be known for steaks but there's a whole other side to the Fort Worth food scene. Dive into the local taco craze at Del Norte in the historic Northside; Taco Heads, overlooking the new Dickies Arena; and Salsa Limon on Magnolia Ave., named by the American Planning Association as one of the best streets in the country. You might meet a margarita along the way. *(Registration required; space limited to 20 ppl)*

Open Night

WEDNESDAY, SEPTEMBER 25, 2019

7:15am – 8:00am **Yoga Class** (optional) – Terrace, Mezzanine Level
Join us on the beautiful rooftop terrace of the Worthington hotel for a gentle flow yoga class. Local instructor Leslie Prince is a Fort Worth yoga teacher who has studied Baptiste Power Yoga and Forrest Yoga for over 200 hours each. She blends elements of both styles to create a vinyasa flow suitable for all levels. Expect to move with your breath and leave feeling refreshed and ready for the day. Modifications will be provided so all levels and abilities can participate. Yoga mats, towels, and water will be provided. (*Registration required; space limited to 30 ppl*)

8:00am – 5:00pm **Conference Registration** – Grand Ballroom Foyer, Mezzanine Level
Sponsored by AJR Media Group

8:15am – 8:45am **Donuts with Dan** – Grand Ballroom, Mezzanine Level
Come enjoy a donut and some conversation with Dan Decker, President & CEO of TTIA. Donuts with Dan is an informal communication format that Dan has used very successfully for most of his career. His intent with this time is to listen to members and answer any questions members may have. The only requirement is that you ask a question, even if that question is “may I have a donut?”

8:15am – 5:15pm **Vendor Village Open** – Grand Ballroom, Mezzanine Level
Sponsored by TripAdvisor

9:00am – 10:00am **What’s New...Looking Ahead to 2020** – Grand Ballroom, Mezzanine Level
TTIA is excited to share with you what’s new at TTIA and in the works for 2020!

10:00am – 10:30am **Vendor Village Networking** – Grand Ballroom, Mezzanine Level

10:40am – 11:40am **Concurrent Breakout Sessions – Trinity Level**
Leadership track sponsored by LCRA
Technology track sponsored by Sojern
Marketing track sponsored by Texas NPR Radio Stations

What's a Tourism Organization Leadership Charter? A Values- and Results-Based Call to Action for Enterprise Success – Leadership Track – Rio Grande Room

This timely subject allows tourism organization CEOs/Presidents, Executive Directors and Managing Partners and their senior management teams to more clearly focus on corporate/association, professional staff and community/destination outcomes through mutually-supportive enterprise and personal commitments, and excellence aspirations. Illustrated through the 2020 Arlington Convention & Visitors Bureau Leadership Charter, 21 big goals to be achieved over the next 10 years are determined as a pledge to organization effectiveness and community benefit. The scope, benefits, preparatory approach and expectations of the charter are shared to allow for potential application and use.

Speakers: Don Anderson, Executive Partner, Destination Consultancy Group and Ron Price, President/CEO, Arlington Convention & Visitors Bureau

Where Do I Stand? – Marketing Track – West Fork Room

This training gives DMOs and travel professionals technology tools that allow them to do easy research to understand positioning and competitive messaging. These tools allow you to see what your competitors ads look like, the message they're using, keywords they're bidding on, what marketing technology they're using, and directional budget information.

Speaker: Adam Stoker, President/CEO, Relic

***Beyond Attribution: The Evolving Utility of Location Data in 2019* – Technology Track – Elm Fork Room**

Mobile location data first came onto the DMO scene as a way to measure conversion 'without a cash register'. In 2019, however, the utility of this relatively new source of visitor data has evolved beyond just being a source of attribution. Join DMO industry veterans Ktimene Axetell and Matt Clement to learn how destinations in Texas and beyond are using location data to tackle tough issues like destination development, advocacy, event measurement, sustainable tourism and more.

Speakers: Matt Clement, Vice President of Marketing & Business Development, Arrivalist

Partners in Educating and Developing the Next Generation– Trinity Central Room

Learn more about how TTIA members across the State can better partner with schools offering Travel & Tourism, Culinary, and Hospitality certification programs to train the next generations of leaders in the Industry.

Speaker: Debbie Wieland, Statewide Career and Technical Education Coordinator, Texas Education Agency

11:55am – 1:10pm

Networking Luncheon – Grand Ballroom, Mezzanine Level

Presented and sponsored by Amarillo Convention & Visitor Council

College Scholarships to be presented during luncheon.

Scholarship awards sponsored by Natural Bridge Caverns, Inc.

1:25pm – 2:25pm

Concurrent Breakout Sessions – Trinity Level

Leadership track sponsored by LCRA

Technology track sponsored by Sojern

Marketing track sponsored by Texas NPR Radio Stations

There's a Snake in My Bumper – Leadership Track – Rio Grande Room

Occasionally in life, there are snakes that are laying in wait for you. There may even be people who know they are there but don't bother telling you. There may even be people who consistently push your buttons! How do you handle them? The reality is that the majority of us are perfectly content to simply do our jobs than to tell anyone

who we are, why we do what we do, and more importantly, why it matters to THEM. The sad truth is, in the absence of our voices, those who don't know us, don't understand us or don't like us are redefining who we are. No matter what part of the travel industry you are in, you MUST be Viable, Valuable and Visible to avoid the snakes, the button pushers and attract people to you!

Speaker: Matt Rush, Owner, A Gooder Life

Simple & Strategic Storytelling: Don't let this year's buzzword become 'one more thing' on your to do list – Marketing Track – West Fork Room

Learn simple, strategic ways to apply the principles of great storytelling to your branding and marketing campaigns. We'll talk about the ways PR professionals, copywriters, and branding managers are applying classic knowledge to new media to simplify marketing that connects on a deeper, emotional level with your best audiences—and doesn't get drowned out in a noisy world.

Speaker: Ashton Whitney, Owner, Destination Stories

Connecting with Google's Latest Trends and Newest Opportunities for Destinations – Technology Track – Elm Fork Room

The world of Google is an ever-evolving and critical space for every segment of Texas' tourism industry. This session will highlight the latest trends and newest opportunities in Google Travel that destination marketers and other segments of the industry should know. In the last year, destinations around the country have become participants in the Google DMO Partnership Program to actively influence their presence in Google's search and travel planning products beyond paid search and traditional SEO. Learn how their efforts have improved their market's representation.

Speaker: Kim Palmer, Google Program Director, Miles Partnership

How to Get & Keep Planners as Customers for Life – Sales Track – Trinity Central Room

Turn your meeting planner customers into industry apostles who "preach the gospel" according to your organization and community. Connect discusses the importance of a customer-driven focus including key insights into using the first 30 days after a program has turned definite to create meeting planner intimacy, secure retention, and customer satisfaction.

Speaker: Patrick Higgins, SDL, Vice President of Meetings & Events, Connect

2:40pm – 3:40pm

Making an Impact: How Small Ripples Can Turn into Big Waves – Grand Ballroom, Mezzanine Level

Every day we have an opportunity to make an impact. Sometimes the smallest actions have long-term effects that impact people's lives far beyond what we can imagine. Small, tangible actions can lead to big, audacious moves. Being poised, ready and able to take advantage of those opportunities is vital. And encouraging individuals to think collectively and take small civic actions that build stronger communities and create a more engaged civil society, can benefit us all. Through her

own personal journey, historical examples, and relevant anecdotes Jenifer will talk about making an impact, no matter where you are.

Keynote Speaker: Jenifer Sarver, Principal, Sarver Strategies

Sponsored by Miles Partnerships

3:40pm – 4:00pm **Vendor Village Networking Break** – Grand Ballroom, Mezzanine Level

4:00pm – 5:00pm ***Travel is an Experience for Everyone*** – Grand Ballroom, Mezzanine Level

Every day, millions of people use public transport, whether they're traveling for business or pleasure. The fact is, nearly every one of us will be affected by age-related cognitive uncertainties – so finding ways to bridge this gap needs to become a priority. Aira is at the forefront of tackling challenges such as these and for creating next-level engagement and experiences.

Keynote Speaker: Suman Kanuganti, President, Aira Tech Corp

Sponsored by Arrivalist

5:00pm – 6:00pm **Vendor Village Table Teardown** – Grand Ballroom, Mezzanine Level

6:30pm – 7:15pm **Cocktail Reception** - Terrace, Mezzanine Level

Sponsored by AT&T Stadium and Dallas Cowboys Football Club

7:30pm – 9:30pm **TTIA Awards Gala** – Grand Ballroom, Mezzanine Level

Presented and sponsored by Madden Media