



## **DESTINATION FRANKFORT '26**

### **A Top 10 Newcomers Guide**

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If you have never participated in Destination Frankfort, please consider our responses to the following top 10 questions and comments received from previous first-time attendees as they were considering attending the event.

#### **1. Why should I attend Destination Frankfort '26?**

Destination Frankfort is one of the most crucial and important of KTIA's annual events. If all of us aren't engaged as advocates, our industry's messages won't be heard. Every voice counts and the more voices we have, the stronger we are as a unified industry. Believe us when we say we need you and that *your* presence is important.

#### **2. Is Destination Frankfort relevant to all industry sectors, or just to tourism commissions/CVBs?**

It is absolutely relevant to all categories of the industry. By way of example, in addition to issues that relate to tourism commissions/CVBs and attractions, there will be discussion of issues involving unfair competition against hotels. And in broader terms, the essence of tourism advocacy all for one, one for all irrespective of the specific issue or the specific category being impacted.

#### **3. I don't like politics and government issues.**

Politics and governmental issues are part of everyone's reality – both in your life and in your job. Especially during a time of uncertainty, it is critical that we have a strong voice behind our issues. Plus, these days who *does* like politics and government?

**4. I know its important, but I'm not sure I understand the issues.**

We understand the concern, and we will absolutely help. The issues we will be dealing with aren't overly complex and on Wednesday, March 4 we will be discussing the issues, providing talking points and will be taking audience questions, all to prepare you for legislator meetings on Thursday, March 5. You will be fully prepared for and comfortable with conversations with legislators. We promise!

**5. Even with the information KTIA provides, I'm not comfortable having a conversation with a legislator.**

Talking to legislators is not a big deal. Remember, they are in the business of listening. It's their job and they are even accustomed to a little nervousness on the part of constituents. And if you would like to team with another industry professional, let us know and we will try to coordinate that.

**6. Do KTIA members handle scheduling meetings with their legislators?**

Yes, but we are available to assist, so if you need help or have questions contact [Hank Phillips](#). To request a meeting, you can call the Legislative Research Commission at 502.564.8100, ask for the legislator's office and when connected, make your request to the staff person who answers. And if you If you need help in determining who your legislators are, click [here](#) and for legislators' contact information click [here](#).

Note that you should try to schedule a meeting for the morning of Thursday, March 5, prior to the Legislator Appreciation Luncheon which starts at 11:15 a.m. in Room 125 of the Capitol Annex. And although each legislator will be formally invited to attend the luncheon via an invitation from KTIA, please plan to also extend an invite to him or her when you are requesting your meeting.

**7. Is there more to Destination Frankfort than just preparing for and meeting with legislators?**

Yes, a lot more! On March 4, in addition to the issues briefing mentioned above, there will be presentations by key legislators, and then a series of presentations from leaders of several of the most important national and state organizations that work closely with KTIA in support of the tourism industry. Those include the American Hotel & Lodging Association (AHLA), Asian American Hotel Owners Association (AHOAA), Kentucky League of Cities (KLC) and the Kentucky Distillers' Association (KDA). The day will conclude with a roundtable discussion with Tourism, Arts & Heritage Secretary Lindy Casebier and Tourism Commissioner Mike Mangeot.

And one other thing...Destination Frankfort is also a fun event with plenty of opportunities to see industry friends and to make new ones.

**8. What happens during the lunch for legislators on March 5 and what do I need to do?**

First, it is very important that you attend the lunch. We hate it when a legislator arrives and there is no one present from his or her district. It's a come and go buffet lunch. So be watching for your legislators – we'll help you with that – and when one

arrives greet them, help them find a seat and spend some time with them. Some will have to grab their lunch and head for a meeting, so do your best to at least introduce yourself and thank them for coming to the lunch.

**9. Is there anything I can do before Destination Frankfort to be better prepared?**

Yes. Read our weekly legislative updates. Those will give you a head start on the issues that will be discussed on March 4 and for your meetings with legislators

**10. What should I wear?**

Attire is business casual on March 4 and business on March 5.

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**Simply stated, Destination Frankfort '26 is important to you and it is important to your industry. We hope you will make every effort to attend. If you have any questions at all or if we can be of any assistance, contact [Sarah Brock](#) or [Hank Phillips](#).**