



## 2026 #KYTOURISM ORIENTATION

Thursday, April 9 | Kentucky History Center

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**9:10 a.m.**

### **Welcome**

Sarah Brock, KTIA Vice President

**9:15 a.m. – 9:45 a.m.**

### **KTIA Overview & Advocacy**

Hank Phillips, KTIA President & CEO

**9:45 a.m. – 10:15 a.m.**

### **Kentucky Tourism Overview**

Commissioner Mike Mangeot, Kentucky Department of Tourism

**10:15 a.m. – 10:30 a.m.**

### **Break**

**10:30 a.m. – 11:30 a.m.**

### **Key Tourism Assets**

- **Bourbon** – Mandy Ryan, Director, Kentucky Bourbon Trail Experiences
- **Horses** – Mary Quinn Ramer, President, VisitLEX
- **Outdoor Recreation & Adventure** – Pete Fingerson, Executive Director, Powell County Tourism Commission

**11:30 a.m. – 12:15 p.m.**

### **Lunch (Provided)**

**12:15 p.m. – 1:15 p.m.**

### **Key Markets**

- **International** – Chenelle McGee, International & Group Sales, Kentucky Department of Tourism
- **Family Travel** – Marissa Butler, Hospitality Services Manager, Bowling Green Area CVB
- **Group Tours** – Eddie Lutz, Director of Sales, Ark Encounter/Creation Museum

**1:15 p.m. – 1:30 p.m.**

### **Break**

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**1:30 p.m. – 2:15 p.m.**

**Hotels: An Essential Partner**

Brian Fry, President, Box Set Advisory

**2:15 p.m. – 2:30 p.m.**

**Discussion / Wrap Up**

Sarah Brock, KTIA Vice President

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