



2021 KENTUCKY TRAVEL INDUSTRY ANNUAL CONFERENCE

November 10-12, 2021

Crowne Plaza | Louisville, Kentucky

All conference events will take place at the Crowne Plaza Louisville unless otherwise noted below.
Louisville is in the Eastern Time Zone.

WEDNESDAY, NOVEMBER 10

7:00 a.m. – 5:00 p.m.

Registration

7:00 a.m. – 5:00 p.m.

Voluntourism

KTIA CARES – St. John Center for Homeless Men Donation Drop Off

In a new voluntourism feature designed for participation by *all* conference attendees, we will be collecting donated toiletry items including toothbrushes, toothpaste, deodorant, shampoo and lotion for homeless men. This is an easy, but important way to support the St. John mission of helping people experiencing homelessness and to address the barriers to housing and self-sufficiency so they can leave homelessness for good. As a special opportunity for Hotel & Lodging partners, the center is interested in donations of any gently used hotel furniture that is being recycled – beds, tables, chairs, etc.

Drop off any donations at Registration.

8:30 a.m. – 11:30 a.m.

Voluntourism Project

Clean Up Project at the Historic Belle of Louisville

As the oldest operating Mississippi River style steamboat in the world, the Belle is richly deserving of our TLC (Tourism Loving Care). Pitch in for this Louisville and Kentucky icon, owned and operated by the City of Louisville, and enjoy the camaraderie with industry friends of rolling up your sleeves for painting, cleaning, wharf beautification and winterizing for seasonal changes. Registration closes Wednesday, October 27. Note that there is a maximum of 50 attendees for this hands-on event so be sure to register early!

9:00 a.m. – 4:00 p.m.

Tradeshow Setup

12:00 p.m. – 3:30 p.m.

City Tour

“Getting to Know Whiskey Row”

Prepare yourself for a lifelong memory to be provided by the featured tour stop at the Roots 101 African American Heritage Museum and its Sankofa Immersive Experience. Roots 101 is Louisville’s newest attraction and promotes understanding and inspires appreciation of the achievements, contributions, and experiences of African-Americans using exhibits, programs, and activities to illustrate Black history, culture, and art.

Other tour features include the BOURBON VIBES: Hospitality & Heritage Walking Tour, exploring Bourbon history, Louisville's rich African American culture and hospitality from prohibition through civil rights with Historian and Curator Andrea Meriwether. Lunch will be provided at the “Whiskey Cellar at Oshea’s” in an old-time, intimate, speak-easy; paying homage to the original use of the building, distilling Old Charter Bourbon.

SPECIAL NOTE: This tour will be broken down into two groups of 25 and is limited to the first 50 people who register. Registration closes on Wednesday, October 27.

4:00 p.m. – 6:00 p.m.

Bowling for Bourbon

Executive Strike & Spare

It’s back and will be more fun than ever! This year's Bowling for Bourbon event will be held at the Executive Strike & Spare bowling alley, conveniently located across the street from the Crowne Plaza Hotel, this year's conference venue. Email Troy Beam at director@travelbullitt.org if you are interested in participating and to learn more about sponsorship opportunities. And for first time participants, please know that the bowling skill bar is very low. In fact, there is no bar, except the one that comes with a bartender!

Due to space, this year's event is limited to 80 bowlers so go ahead and get registered today.

7:00 p.m. – 9:00 p.m.

Icebreaker Opening Reception

Frazier History Museum

Featuring its exciting new “Cool Kentucky” exhibits and serving as the trailhead of the Kentucky Bourbon Trail, the award-winning Frazier History Museum will be the site of the first conference opportunity – in two years –for all attendees to come together and reconnect. Celebrate our industry and the relationships that make it so special at the Frazier.

THURSDAY, NOVEMBER 11

7:00 a.m. – 5:00 p.m.

Registration

8:00 a.m. – 8:00 p.m.

Silent Auction

8:00 a.m. – 9:30 a.m.

Opening Breakfast

- Governor Andy Beshear

9:30 a.m. – 4:30 p.m.

Tradeshow

9:30 a.m. – 10:00 a.m.

Tradeshow Break

10:00 a.m. – 10:50 a.m.

General Session

Just Tell Me What to Do & Say: DEI Approaches for Today

Join us to explore how the events of 2020 have positioned the travel industry, like many others, to consider its contributions and impact on racial and social justice. This session will support you in determining where you are, where you need to go, and which road to take on the journey to strengthening Kentucky's reputation as a welcoming and inclusive destination.

In this session participants will have an opportunity to:

- *Increase awareness regarding how history and race affect views of Kentucky as a preferred destination.*
- *Recognize the blind spots caused by unconscious bias, stereotypes, and racism.*
- *Elevate individual consciousness on diversity and equity considerations for the travel industry.*
- *Determine next steps for creating a more inclusive experience for colleagues and customers.*

SPEAKER:

- Michele Shelton, CEO and Principal Consultant of Michele Shelton, LLC

11:00 a.m. – 11:45 a.m.

Breakout Sessions (4)

Better Strategy Starts with Better Data: How to Become a Data Informed Organization

Data is great, but do you know what it all really means? Improve your marketing strategy with the right sets of information. We'll take a deep dive into different types of data you can use to better your understanding of your audience and success of your campaign. With real world examples from southeast DMOs, Attractions, and Lodging partners, we'll teach you how to impress your stakeholders and improve your marketing efforts with tangible and insightful data. Be ready to share your data sets in this interactive session with our experts.

SPEAKERS:

- Jacquelyn Blackwell, TMP, Regional Manager, Advance Travel & Tourism
- Will Crockett, TMP, Account Executive, TN/KY, Advance Travel & Tourism
- Bart Thau, VP of Marketing, Advance Travel & Tourism

Kentucky Film Incentives Re-set

With a major enhancement enacted by the Kentucky General Assembly, the Kentucky Film Incentive Program is poised for renewed success. Learn about recent changes, the ways in which local and regional film commissions can attract film production business to the benefit of DMOs, hotels, restaurant and attractions; and get a film industry insider's views about location scouting and other keys to success.

SPEAKERS:

- Moderator, Tim Bates, Kentucky Office of Film and Development, Kentucky Tourism, Arts and Heritage Cabinet
- Alan Forbes, Freelance Location Manager
- Coni Shepperd, Southern Kentucky Film Commission

The LGBTQ+ Traveler: Lessons from the Road

Who better than an avid LGBTQ+ traveler and blogger to present a session designed to offer information and advice on reaching and serving the LGBTQ+ travel market? Alex Thompson is an insurance executive, but his passion is travel and during this session he will discuss the best methods for attracting and welcoming this lucrative market. He will share his extensive domestic and international travel experiences, including many from throughout Kentucky, and translate those experiences into valuable advice for his travel industry audience. Whether you are already engaged with the LGBTQ+ market or considering if and how to do so, you'll come away from this session with key reality-tested insights that are certain to enlighten you.

SPEAKER:

- Alex Thompson, host of The Travel Adventures of Alex & Tim travel blog

Hot Media Tips

Media coverage is always important, but never more so than during challenging budgetary times and with competition to appeal to travelers ramping up. This session will review how to gain maximum value from the Kentucky Department of Tourism's media leads program, "Hot Tips." It will also delve into best practices for responding to media inquiries and making story pitches. The session is of obvious interest to DMOs,

but the content will also apply to attractions, hotels and other sectors of the Kentucky travel industry.

SPEAKER:

- Angela Blank, Director of Communications, Kentucky Department of Tourism
- Gina Stouffer, President. Charleston, Lou Hammond Group

11:45 a.m. – 1:30 p.m.

Commissioner & Awards Luncheon

State of the Industry Address

- Mike Mangeot, Commissioner, Kentucky Department of Tourism

1:30 p.m. – 2:00 p.m.

Tradeshow Break

2:00 p.m. – 2:45 p.m.

Breakout Sessions (4)

Group Meetings Post Pandemic: The Outlook from a Meeting Planner's Perspective

STR's 2021 DestinatonMAP research will provide guidance for destinations and their hotels, convention centers and attractions in attracting meeting planner business in our post-pandemic world. This session will include research conducted among meeting planners in understanding what matters most in site selection, how the pandemic affected the outlook for meetings in general, and more. From large conferences to small leisure gatherings, this session will provide a full scope perspective on the group meetings market.

SPEAKERS:

- Brandon Gill, Business Development Account Executive, STR
- Chris Klauda, Senior Director, Market Insights, STR

Sports Tourism: Reality Based Decision Making

Unlike Field of Dreams, sports tourism is not build it and they will come. Knowing where your community ranks against your competitive set in your region, state and in relation to destinations with the same market size or similar budgets are all key data-based questions that must be answered, as is how data factors in your facility development game plan. This session's discussion of the Sports Tourism Index will help you measure how your destination stacks up and learn where you can enhance your current efforts in the growing sports tourism market.

SPEAKER:

- Eric Olson, Principal, Huddle Up Group (HUG)

The Imminent Demise of Location Data: How Apple's iOS 15 Changes Will Impact YOU!

Location data has become a major staple in destination marketing. Zeek Coleman, Senior Director, Product Marketing, ADARA, explains how changes to Apple's iOS 15 operating system will fundamentally impact the accuracy and availability of location data and how destination marketing organizations and their local industry partners can prepare for this imminent change.

SPEAKER:

- Zeek Coleman, Senior Director, Product Marketing, ADARA

State of the State in Short-term Rentals: An Overview of Kentucky's STR Market

AirDNA, a global leader in short-term rental analytics, will present short-term rental key metrics, particularly Airbnb and VRBO, comparing and contrasting Kentucky to national and regional data. Information will include supply/demand, occupancy rates, leisure and convention market trends, length of stay shifts, booking lead times, ADR and guest preferences. The session will provide Kentucky market outlooks, and challenges and opportunities short-term rentals present for DMOs and traditional hotels.

SPEAKER:

- Kellen Kruse, Head of U.S. DMOs, AirDNA

3:00 p.m. – 4:00 p.m.

General Session

Workforce Challenges: How We Got Here and What We Can Do About It

Other than COVID, itself, no other issue is taking as much of a toll on the tourism industry as is the labor shortage. An important step in addressing a problem is to understand as much as you can about the factors that caused it. Utilizing data compiled by the Kentucky Chamber Foundation, the first of its kind in the nation, you will be provided with an analysis of the historical and other causal factors contributing to the current labor shortage. From there an accomplished human resources consultant will discuss short and longer-term employer strategies for addressing it.

SPEAKERS:

- Sara Tracy, Senior Project Manager & Southeast Talent Pipeline Management, Kentucky Chamber Workforce Center
- Angela Bailey, MBA, SPHR, CCP, Director of Human Resources, Excel Services, Inc.

6:00 p.m. – 7:00 p.m.

Golden Gala Reception

7:00 p.m. – 9:00 p.m.

Golden Gala Dinner

Live Auction and Traverse Awards

9:00 p.m. – 11:00 p.m.

Nightcap Party

FRIDAY, NOVEMBER 12

7:00 a.m. – 12:00 p.m.

St. John Center for Homeless Men Donation Drop Off

8:00 a.m. – 9:00 a.m.

Networking & Tradeshow Breakfast

9:00 a.m. – 9:30 a.m.

Annual Membership Meeting

9:30 a.m. – 10:30 a.m.

General Session

When the Going Gets Tough, the Tough Get Smart

The modern complexities of the tourism industry, especially those brought on by COVID-19, require a new, smart, holistic approach. Doug Lansky, one of the world's most insightful, entertaining and inspirational tourism speakers discusses the most innovative practices of forward-thinking destinations, why it's in stakeholders' best interest to work together on unified brand themes and great customer service, and crucial visitor experience touch points that can fall through the cracks. Included will be key lessons to be learned from the global battle with Covid-19 that will help the Kentucky industry bounce back even stronger.

SPEAKER:

- Doug Lansky, Travel Journalist, Author and Destination Development Advisor

10:30 a.m. – 11:00 a.m.

Tradeshow Break

11:00 a.m. – 12:00 p.m.

General Session

Where Do We Go from Here?

Even though some days it doesn't feel like we know exactly where "here" is, we need to assess where we've been, what our current issues are and identify next steps and longer-term visions for industry recovery and renewed strength. That is exactly what our panel of national industry leaders will do as they discuss their experiences, ideas and insights about the future. They will also be inviting and responding to comments and perspectives offered by members of the audience. Since the start of the pandemic, even on our worst days, we knew and continue to know that tourism will recover. This final session of the conference will offer plenty of food for thought on how that will happen.

SPEAKERS:

- Moderator, Mike Mangeot, Commissioner Kentucky Department of Tourism

- Dorothy Dowling, Senior Vice President and Chief Marketing Officer, Best Western Hotels & Resorts
- Kyle Edmiston, Visit Lake Charles President & CEO and Chairman, Brand USA
- Laura Libby, Senior Vice President, Miles Partnership

12:00 p.m. – 12:30 p.m.

Closing Session