



2022 Kentucky Travel Industry Annual Conference November 9-11, 2022 | Lexington, Kentucky

All conference events will take place at the Lexington Griffin Gate Marriott Golf Resort & Spa unless otherwise noted below. Lexington is in the Eastern Time Zone.

WEDNESDAY, NOVEMBER 9

7:00 a.m. – 5:00 p.m.

Registration

8:30 a.m. – 11:30 a.m.

Voluntourism Event

9:00 a.m. – 4:00 p.m.

Tradeshow Set Up

12:00 p.m. – 3:30 p.m.

Local Tours

4:00 p.m. – 6:00 p.m.

Bowling for Bourbon

7:00 p.m. – 9:00 p.m.

Icebreaker Opening Reception

THURSDAY, NOVEMBER 10

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 (invited)

9:30 a.m. – 4:30 p.m.

Tradeshow

9:30 a.m. – 10:00 a.m.

Tradeshow Break #1

10:00 a.m. – 10:45 a.m.

General Session

Community Engagement: A Tourism Imperative

11:00 a.m. – 11:45 a.m.

Breakout Sessions

1. *Putting Tik tok to Work for You*
2. *Outdoors Plus: Growing Kentucky's Outdoor Popularity Post-COVID*
3. *What Tour Operators and Their Clients Need from You*
4. *Understanding and Using STR Data*

11:45 a.m. – 1:30 p.m.

Commissioner & Awards Luncheon

Commissioner Mike Mangeot

1:30 p.m. – 2:00 p.m.

Tradeshow Break #2

2:00 p.m. – 2:45 p.m.

General Session

The 10¢ Cent Decision: How Small Change Pays Off Big

3:00 p.m. – 3:45 p.m.

Breakout Sessions

1. *Putting Wellness Tourism on the Kentucky Map*

2. *Courageous Conversations – Saying What Needs to Be Said*
3. *Labor Shortage Strategies for Hotels*
4. *Tasting Rooms & Other Bourbon Experience Opportunities*

4:00 p.m. – 4:45 p.m.

Tradeshow Reception

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 11

8:00 a.m. – 9:00 a.m.

Networking & Tradeshow Breakfast

9:15 a.m. – 9:45 a.m.

Annual Membership Meeting

9:45 a.m. – 10:30 a.m.

General Session

Planning in Progress

10:30 a.m. – 11:00 a.m.

Tradeshow Break #3

11:00 a.m. – 11:45 a.m.

General Session

Planning in Progress

11:45 a.m. – 12:00 p.m.

Closing Session