



PRELIMINARY
2024 KTIA Spring Travel Forum Schedule
May 8-9 | Somerset, Kentucky

Note: Some times are subject to minor changes due to pending speaker confirmations

TUESDAY, MAY 7

10:00 a.m. – 2:00 p.m. **CERTIFIED KENTUCKY TOURISM
PROFESSIONAL (CKTP) PROGRAM SPRING FIELD
VISIT**

12:00 p.m. – 5:00 p.m. **“ON YOUR OWN” AREA ACTIVITIES**

WEDNESDAY, MAY 8

8:30 a.m. – 10:00 a.m. **CERTIFIED KENTUCKY TOURISM
PROFESSIONAL (CKTP) PROGRAM BREAKFAST**

9:00 a.m. – 11:30 a.m. **“ON YOUR OWN” AREA ACTIVITIES**

9:00 a.m. – 12:00 p.m. **EXHIBITOR SET UP**

10:00 a.m. – 11:00 a.m. **BOARD OF DIRECTORS MEETING**

11:00 a.m. **REGISTRATION OPENS**

12:00 p.m. – 12:30 p.m. **TRADESHOW OPENS**

12:45 p.m. – 1:00 p.m. **WELCOME REMARKS**

1:00 p.m. – 1:45 p.m.

FOOD, TRAVEL & KENTUCKY – TIES THAT BIND

Ouita Michel, Holly Hill and Co.

Renowned Kentucky chef and restaurateur Ouita Michel will offer her insights about the bonds between food and travel and reflect on the common ground she occupies with professionals in the tourism industry. Some of those commonalities are providing authentic experiences, the behind the scenes pace and action, the importance of heritage, caring about others and our shared love of the state we all call home. Both inspiring and instructional, this session is certain to result in the outcome we also share in common – creating lasting memories.

2:00 p.m. – 3:00 p.m.

CAN KENTUCKY'S TRAVEL INDUSTRY DEFY ECONOMIC GRAVITY?

Travis Napper, Director, Destination Partnerships, Tourism Economics

Both leisure and business travel have rebounded with impressive strength over the past year. However, economic uncertainties and persistent inflation loom large and threaten the continued recovery of travel. Travis Napper will share Tourism Economics' latest views on the economy, the mindset of travelers, and expectations for the evolution of travel in the U.S. and Kentucky.

3:00 p.m. – 3:30 p.m.

TRADESHOW BREAK

3:30 p.m. – 4:30 p.m.

**TOURISM & ECONOMIC DEVELOPMENT:
BUILDING UNDERSTANDING & ACTION**

Jeff Noel, Secretary, Kentucky Cabinet for Economic Development

Claude Bacon, President/CEO, Greater Owensboro Economic Development Corp.

(Additional Speaker Pending)

KTIA and the tourism industry were thrilled to see the Cabinet for Economic Development (CED) and the Kentucky Association for Economic Development's (KAED) *Blueprint*

for the Commonwealth with its inclusion of hospitality and tourism among the plan's priorities. This session will include leadoff remarks by CED Secretary Jeff Noel about the Blueprint and the synergies and shared opportunities of tourism and economic development. Following those remarks he will join a panel discussion about key economic development thinking and practices, and ways that the tourism industry can become a more active contributor to both.

6:30 p.m. – 8:30 p.m. **EVENING EVENT**

8:30 p.m. – 10:00 p.m. **AFTERGLOW**

THURSDAY, MAY 9

7:30 a.m. – 8:30 a.m. **BREAKFAST**

8:45 a.m. – 9:30 a.m. **EMERGING MARKET: TRANSFORMATIONAL TRAVEL**

Jillian Dickens, Head of Destination Stewardship, The Transformational Travel Council

There is a growing trend of transformational travel – people traveling to intentionally stretch, learn, and grow into new ways of being and engaging with the world.

Transformational travel is not so much about the kind of travel as it is the result of the travel. This session will explore what underlies transformational travel and how to create the conditions for your visitors and guests to harness the power of travel to positively impact their lives harness the power of travel to positively impact their lives and the people and places they visit.

9:45 a.m. – 10:30 a.m. **DEI: RECOMMIT, RETREAT OR REVISE?**

Roni Weiss, Executive Director, Travel Unity

With DEI under scrutiny, and from some quarters under attack, how should the tourism industry respond? Should we maintain our commitment to diversity, equity and inclusion; back away; or engage in reflection and possible re-thinking of approaches? This session will offer answers and insights to help you navigate the increasingly turbulent DEI waters.

10:30 a.m. – 11:15 a.m. **TRADESHOW BREAK**

11:15 a.m. – 12:00 p.m. **SEEING THE TREES AMONG THE SOCIAL MEDIA FOREST**

Makayla Keely, Content Manager, Miles Partnership & Hayden Pigott, TikTok Platform Manager, Miles Partnership

Given the myriad of social media platforms from Meta (FaceBook / Instagram) and X (Twitter) to TikTok, YouTube Shorts and Pinterest, an ongoing tourism industry conversation revolves around which platforms to use, how to use them appropriately, how paid social advertising fits in and many other questions. This session won't tell you what to decide. Much more valuable than that – and whether you are a DMO, attraction or hotel – it will provide the information you need to make the decisions that will work best for you.

12:00 p.m. – 12:15 p.m. **CONFERENCE WRAP UP**

12:15 p.m. **TRADESHOW CLOSES**