

Date	TIME	Session Title	Session Description
MONDAY, June 15, 2020			
Monday, June 15, 2020	5:15-6:15 PM	First Timers Meet and Greet	
Monday, June 15, 2020	6:30 -8:00 PM	Legacy Reception - Invitation only	Reception for past presidents, past board members and current board members
TUESDAY, June 16, 2020			
Tuesday, June 16, 2020	7:30-8:30 AM	Academic Roundtable and breakfast	
Tuesday, June 16, 2020	8:30-11:45 AM	PhD Student Colloquium (part 1)	The Graduate Colloquium is of interest to Graduate students, academics and industry professionals. The colloquium provides an interactive environment for graduate students to learn from each other and senior scholars and industry. Students will be matched with mentors to discuss issues and opportunities for their research and career development. The 3MT (3 minute thesis competition) is a highlight of the Colloquium. Students are challenged to communicate their ideas and research in just 3 minutes to a non-specialist audience.
Tuesday, June 16, 2020	8:30 - 11:45 AM	DMO Breakfast & Roundtable	The DMO Breakfast Roundtable brings together destination research professionals from marketing organizations around the world. The group meets twice a year to share best practices and discuss issues and challenges facing destination market researchers from national, regional, state, and provincial travel offices and CVBs. The session is open to anyone registered for the international TTRA conference including marketers, academicians, and vendors. At this year's TTRA international conference session, there will be several topics on the agenda as well as the all-important open forum. The topics will not cover the same ground as any other conference session topics. Please come and join the conversation! Barbara Okamoto, Senior Vice President, Hawaii Visitors & Convention Bureau; Marlise Taylor, Director, Visit NC
Tuesday, June 16, 2020	12:00 - 1:00 PM	Lunch and welcome	Daniel Nahoopii, Executive Vice President, SMS Research & Marketing Services, Inc; Songhee Nation dancers
Tuesday, June 16, 2020	1:15-3:00 PM	PhD Student Colloquium (part 2)	
Tuesday, June 16, 2020	1:15 - 4:00 PM	Qualitative Research Methods Workshop: Spotlight on research collaboration with indigenous communities	We are thrilled to announce the sixth TTRA Qualitative Research Methods workshop! This workshop continues to provide TTRA attendees with the opportunity to learn more about the joys and challenges of qualitative research. This year's program will feature a broad-ranging panel of experts and practitioners who live, study, and work in indigenous communities. The panel will discuss their methods for co-creating qualitative tourism research with Indigenous communities. Workshop participants will also have the opportunity to learn from each other through round table presentations which focus on discussion and engagement with a small audience and do not utilize PowerPoints, but other presentation aids are encouraged (e.g., audio files, short videos, or photographs). Whitney Knollenberg, North Carolina State University; Nancy McGehee, Virginia Tech; Alana Dilletta, San Diego State University

Tuesday, June 16, 2020	1:15 - 2:45 PM	How to Use Tourism Data for Event Impact Analysis- Professional Development	This session provides an overview of the use of research tools to evaluate festivals and sporting events before, during, and after the event. Different types of industry data, case scenarios and examples of recent research will be covered. The workshop will utilize hands-on exercises that combine live industry data and sample templates to demonstrate research activities. Scott Horowitz, Chief Revenue Officer, YouGov; Steve Hood, SVP, Research & Director, SHARE Center, STR
Tuesday, June 16, 2020	3:00 - 4:30 PM	LGBTQ Market & Survey Design	Best practices for researchers to keep in mind when sampling the LGBTQ community including key findings from our most recent LGBTQ Tourism Survey (24th Annual) report. Thomas Roth, President and Foundr, Community Marketing & Insights, CMI
Tuesday, June 16, 2020	3:00 - 4:30 PM	The Dynamics of Diplomacy in Leadership	Diplomacy is an essential quality for effective and successful leadership on all levels. Building a coherent and dedicated team takes a level of salesmanship. Keeping the team members and stakeholders embracing the same vision and strategy for moving an agenda forward takes clarity and passion. To engage the diversity of team members and stakeholders takes cultural sensitivity and empathy. Throughout, listening is the critical. These are the lessons I have learned and happy to investigate with all of you and how your intrinsic leadership skills have been honed and applied. Helen Marano, Founder and President, Marano Perspectives
Tuesday, June 16, 2020	3:15 - 4:30 PM	Research Curriculum Round Table - STR	This session provides an overview of the types of free data that STR provides to tourism professors for academic research. Examples of tourism related research including correlation and collaboration possibilities. There will be time to discuss personalized needs and future research opportunities. Tourism analytics related resources for the classroom will be demonstrated including training programs, student projects, competitions and potential certifications. Feedback will be sought related to better meeting educational needs of tourism academics. Steve Hood, SVP, Research & Director, SHARE Center, STR
Tuesday, June 16, 2020	4:30 - 6:00 PM	Ideas Fair	Looking for a chance to engage and network with scholars from around the world? Then join us at the thirteenth consecutive Ideas Fair - an interactive 90-minute catered reception featuring visual presentations that move beyond traditional posters. As the focus is placed on meaningful interactions between the presenters and their audience, these visual presentations include a range of media and performance art. Thus, it is not unusual to see presenters in costume or performing demonstrations! So come visit The Ideas Fair to spark your own creativity and research agenda.
Tuesday, June 16, 2020	6:30 - 8:00 PM	Welcome Reception at the Royal BC Museum	Paul Nursey, CEO, Destination Greater Victoria; Chuck Goeldner, University of Colorado
WEDNESDAY, June 17, 2020			
Wednesday, June 17, 2020	7:30-8:30 AM	Chapter Leaders Breakfast	Invitation only
Wednesday, June 17, 2020	7:30-8:30 AM	Past Presidents Breakfast	Invitation only
Wednesday, June 17, 2020	7:30-8:30 AM	Breakfast for everyone else!	

Wednesday, June 17, 2020	8:45 - 9:30 AM	Regenerative Tourism: The Natural Maturation of Sustainability	<p>The purpose of this workshop is to:</p> <ul style="list-style-type: none"> • Look at the current state of tourism in light of the various external change drivers and internal flaws that are necessitating radical and fundamental change; • Consider the kind and level of change required to design a form of tourism better equipped to cope and harness those change forces to build a better future in which all participants benefit; • Consider the pros and cons of re-defining growth not as more volume but as improved yield and net benefit to the host community; enhanced resilience to able to cope with the volatility described earlier; and enhanced adaptability by becoming more creative, agile and innovative at every level. • Gain an initial understanding of the emerging new, still emerging operational model being described as regenerative and its implications for more effective marketing and management of a destination. Anna Pollock, Founder, Concious Travel
Wednesday, June 17, 2020	10:00 - 11:30 AM	Charting a New Course: trends impacting the future of cruise travel in the realm of economic and environmental sustainability	Listen to different perspectives on the cruise landscape - a discussion of cruise travel, its benefits and cumulative impacts. Gain an understanding of how the industry is addressing and coping with these impact issues. Ian Robertson, Chief Executive Officer, Greater Victoria Port Authority; Christian Savelli, Vice President of Research and Business Analytics, Cruise Lines International Association (CLIA)
Wednesday, June 17, 2020	10:00 - 11:30 AM	Starting Conversations about the Future of Tourism Research	In this session, four emerging leaders from the tourism industry and four TTRA Past Presidents will take the stage together to present their vision for the future of tourism research. In pairs, the presenters will then lead audience members in small group conversations to share ideas on how to achieve this vision. The session will conclude with the presenters providing "take away" ideas from their small group conversations. Ashley Schroeder, Penn State University; Andria Godfrey, ADARA
Wednesday, June 17, 2020	10:00 - 11:30 AM	Academic	
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Wednesday, June 17, 2020	11:45 AM -1:00 PM	Destination Lunch & Speaker	Paul Ouimet, Manager Director, MMGY NextFactor
Wednesday, June 17, 2020	1:30 - 3:00 PM	Academic	
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Wednesday, June 17, 2020	1:30 - 3:00 PM	Tourism that Works For Everyone: International Best Practices that Create Visitor Dispersal & Year Round Travel	Major international benchmarking study critical factors that create tourism that "works for everyone". An initial study of 30+ nations then focused on 8 countries in depth – identifying 5 international best practices in tourism programs, policies and structures that create widely shared benefits including visitor dispersal & year round travel. Join Chris Adams on a whistle stop global tour from Australia to Slovenia, Canada to Finland for a summary of this fascinating research project and case study examples and practical ideas for improving tourism outcomes in your destination. Chris Adams, Head of Research & Insights, GM - South Pacific, Miles

Wednesday, June 17, 2020	1:30 - 3:00 PM	Integrated Measurement Techniques	The future of measurement will be the ability to integrate your existing data to build attribution models and automated systems. Understand how various destinations are using integrated metrics to optimize their marketing investments, improve research outcomes, and inform community and business development decisions. Cara Frank, Vice President of Marketing, Simpleview
THURSDAY, June 18, 2020			
Thursday, June 18, 2020	7:30-8:30 AM	Chapter Breakfasts	** need to determine rooms for all the chapters **
Thursday, June 18, 2020	8:45 - 9:30 AM	General Session - Alignment of Indigenous Community-based Tourism and UNWTO Human Rights Guidelines	Dr. Chris Bottrill, Director, International at Capilano University, Vancouver BC
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Thursday, June 18, 2020	10:00 - 11:30 AM	Metrics for Regenerative Destinations	Evolution of Tourism Metrics: sustainable tourism measurement framework. Sarah Marsh, Manager, Industry Services, Yukon Government; Carolyn Parker, Research Director, Angus and Associates; Patti Basillie, Tourism, Strategy and Engagement Specialist, Patti Basillie Management Consulting, Inc.
Thursday, June 18, 2020	10:00 - 11:30 AM	Location data solutions in the visitor industry	Visitors Industry Partners that are using location technology in innovative ways. Donna Keren, Ph.D., Executive Vice President, Research & Insights; NYC & Co.; Evan Saunders, Director, UberMedia; Matt Clement, SVP Marketing, Arrivalist; Ktiemene Axetell, VP Insights, Arrivalist
Thursday, June 18, 2020	1:15 - 2:00 PM	General Session - People - Centered Tourism: Indigenous Peoples' Perspective of Regenerative Tourism	A panel of respected indigenous leaders in tourism examining control of identity, culture, heritage, land, and governance while developing a sustainable destination. Frank Antoine, Co-Founder, Moccasin Trail; Ben Sherman, CEO, World Indigenous Tourism Alliance; Keith Henry, President & CEO, Indigenous Tourism Association of Canada
Thursday, June 18, 2020	2:30 - 4:00 PM	Profile of the Canadian Traveler	Travelers from our host country spent \$33 billion in 2018 to make up the 8th largest group of international tourism spenders. And Canadians will tell you they strongly feel they travel differently than the rest of the world. Get the most recent demographic research on the Canadian traveler, their purchase behaviors, and insights into their travel desires. Calum McDonald, Vice President, Labour Market Intelligence, Tourism HR Canada; Scott Johnson, President, Travel Marketing Insights Inc.
Thursday, June 18, 2020	2:30 - 4:00 PM	Best Papers Session and Awards	
Thursday, June 18, 2020	4:15 - 5:00 PM	The Life and Times of TTRA – The First 50 Years	Hear from past TTRA leadership as they share stories and insights of the travel and tourism research space over past 50 years and what the we may expect in the future.
Thursday, June 18, 2020	5:15- 6:15 PM	JTR Editorial Board	
Thursday, June 18, 2020	6:30 - 11 PM	Closing reception and Dinner, awards and Dancing	