



2023 MOF SCHEDULE

**Exploring
New Frontiers in
Tourism
Marketing**



MONDAY, FEBRUARY 6, 2023

8:15 AM – 11:15 AM – DMO Breakfast and Roundtable

***Moderators:** Marlise Taylor, Director, Tourism Research, Visit NC - Economic Development Partnership of North Carolina*

Jeffery Eslinger, Senior Director, Market Insights, Hawaii VCB

Dee Ann McKinney, Research Director, Missouri Division of Tourism

Sponsored by Airline Data

11:30 AM – 1:00 PM – Networking Lunch

11:30 AM – 1:00 PM – Marketing Managers' Lunch

***Moderator:** Heath Dillard, President & CEO, VisitGreenvilleSC*

***Speaker:** Chris Davidson, Executive Vice President of Insights & Strategy at MMGY Global*

1:15 PM – 1:30 PM – Welcome to the 2023 Marketing Outlook Forum

***Speakers:** Dr. Sheila Flanagan, Registrar and Vice President Academic Affairs*

Dundalk Institute of Technology and MOF Chair

TBD, Houston First

1:30 PM – 3:00 PM – Recovery and Risks for the Travel Industry

***Speakers:** Adam Sacks, President, Tourism Economics*

John Leer, Chief Economist, Morning Consult

3:00 PM – 3:45 PM Break

3:45 PM – 4:45 PM The 3 T's (New Trends, Tools and Tactics in Digital Marketing)

***Moderator:** RRC name TBD*

***Speakers:** Florian Hermann, CEO, Hermann Global*

Paul MacLeod, Director of Analytics, Simpleview

Shawn Johnson, Head of Industry, Travel at Google

6:00 PM – 8:00 PM – Houston First Welcome Reception Location – Pinstripes

Join your colleagues for an evening of networking, eating (and drinking) and some bowling! It should be loads of fun.

Time and Location TBD - Emerging Leaders Monday Evening Social

TUESDAY, FEBRUARY 7, 2023

8:15 AM – 9:15 AM – Destination Plated Breakfast

9:30 – 10:00 – Flying the Uncertain Skies

Introduction: Cindy Decker, Vice President, Business Intelligence & Market Strategy, Houston First

Speaker: Steve Ross, Managing Director – Sales Central and Canada, United Airlines

10:00 – 10:45 – Flying the Uncertain Skies Panel Discussion

Moderator: Steve Ross, Managing Director – Sales Central and Canada, United Airlines

Speakers: Jeff Pelletier, Managing Director, Airline Data

Dan Swain, Strategic Account Executive, ARC

Jodie Brinkerhoff, Vice President, Innovation at Dallas Fort Worth International Airport

10:45 – 11:15 Break

11:15AM – 12:15PM – Segment Forecasts and Outlooks

Moderator: Anna Blount, Vice President, Research, Longwoods International

- **Accessibility/Disability Awareness Travel**

Speaker: Tambre Moten, Senior Staff Analyst, HAS Airport Disability Compliance Program Manager/ADA Coordinator. Houston Airport System

- **Community Tourism & Resident Sentiment – Sonoma County Tourism**

Speaker: Claudia Vecchio, President & CEO, Sonoma County Tourism

- **Bleisure**

Speaker: Ted Sullivan, Chief Marketing Officer, Zartico

12:30 PM – 1:30 PM – Networking Lunch and Awards

1:45 – 2:30 PM Sector Forecasts

Moderator: Esra Calvert, President & CEO, Esra Calvert Consulting

- **Road Trips**

Speaker: John Packer, Account Director, Arrivalist

- **Attractions**

Speakers: Kelly Smith, Director of Digital Advertising, Datafy; Lauren Rogers Data-Driven Marketing, Datafy

- **Multicultural and Inclusive / Defining the Future of Travel**

Speakers: James Warren, Founder & CEO, Share More Stories

Danny Guerrero, Founder & Principal, The Culturist Group

2:30 PM – 3:30 PM – Accommodations: Hotels, Short Term Rentals, Vacation Homes & more
Moderator/Speaker: Riley Horton, Manager of DMOs for the Americas, See Transparent
Speakers: Chris Klauda, Senior Director, Market Insights, STR
Chris Christmas, Enterprise Account Executive, KeyData
Kellen Kruse, Tourism Solutions & Partnerships, AirDNA

3:30 PM – 4:00 PM – BREAK

4:00 PM – 5:00 PM – Future of the Business Sector
Moderator: James Sauter, Co-Founder, Rove
Speakers: Alex Heimann, CEO, Tempest
John Hach, Senior Industry Analyst, Amadeus Hospitality
Jessie States, Vice President, MPI Academy, Meeting Professional International

5:30 – 6:30 PM – Reception



WEDNESDAY, FEBRUARY 8, 2023

8:15 AM – 9:15 AM – Buffet Breakfast

9:30 AM – 10:15 AM – Media Purchasing across the Generation Divide

***Moderator:** Stephanie Brown, Executive Vice President, SMARInsights*

***Speakers:** Kelley Robinson, President, Brivic Media*

Heather Huckeba, Director of Research, Visit California

10:15 AM – 11:00 AM – International Travel

***Moderator:** David Reichbach, Senior Director of Analytics & Data Security, Destination Analysts*

***Speakers:** David Huether, Deputy Director, Research, National Travel and Tourism Office*

Rosina Barbastefano, Senior Director, Research & Analytics, Brand USA

11:00 – 11:45 – Break

11:45 - 12:45 – Grand Finale – Martin Stoll, CEO, SparkLoft Media

***Moderator:** Tony Lyle, Chief Marketing Officer, Visit Lake Tahoe*

1:30-6:00 Private tour of the Johnson Space Center or Urban Art Walk and Brewery Downtown Houston

Johnson Space Center Private Tram Tour



Don't miss Space Center Houston's most popular attraction, the NASA Tram Tour.

Get a behind-the-scenes look at human space exploration through this private tour, learning about the history of mission control and viewing the training facility our nation's astronauts use. Follow it up with free time to explore on your own. It is an experience you won't want to miss!

Houston Urban Art Safari & Brewery Tour



Experience Houston's amazing street art and murals while you explore the city.

Hop on board for a Houston urban art safari! Hit the streets with a local artist as your guide taking you on an immersive walking tour to experience the street art and murals throughout the city. This 1–2-hour tour finishes at Saint Arnold's Brewery, Texas' oldest craft brewery.