2024 JOINT CONFERENCE SCHEDULE

Wednesday, Sept 4

9:00 AM-1:30 PM	Experiential sessions
6:00 PM-7:00 PM	Opening reception

Thursday, Sept 5

8:15 AM- 9:00 AM	Group Breakfast
9:00 AM-10:00 AM	**Opening session:** Robert Eyler, Economist
10:00 AM-10:45 AM	Vendor Showcase & Networking Break

10:45 AM-Noon	**GWTTRA Breakouts:**	**One West Tourism Alliance Breakouts:**
	Session 1: Portland: A Story of Recovery: Steve Cohen, Travel Portland	**Session 1:** Importance of owned media channels: Adam Stoker, CEO Relic Agency
	Session 2: Visitation Trends from Canada and Mexico: Nathan Kelley, San Diego Tourism Authority and Travel Market Insights, Inc.	**Session 2:** Kelby Bosshardt, Datafy

Noon-1:30 PM	Luncheon & Best Idea Program Presentations and Awards

1:30 PM-3:30 PM	**GWTTRA Breakouts:**	**One West Tourism Alliance Breakouts:**
	Session 1: Harnessing the Power of Western Public Lands for Community Growth: Florian Herrmann, Herrmann Global and Lucy Harbor, RRC Associates	Peer-to-Peer Learning Sessions
	Session 2: Tribal Tourism Connections: Carl Ribaudo, SMG Consulting, Ben Rupert, Nevada Indian Territory, and Lauren Schlau, Lauren Schlau Consulting	

3:30 PM-4:15 PM	Networking Break
4:15 PM-5:00 PM	**General Session**: Anna Blount, Longwoods International
5:45 PM-8:00 PM	Evening reception at Lane Farmers Market Pavilion

Friday, Sept 6

Time	Event
8:00 AM-8:30 AM	Group Breakfast
8:30 AM-9:30 AM	**General Session & Annual Business Meeting:** David Holder, Community Alignment
9:30 AM -10:15 AM	Networking Break

10:15 AM-11:30 AM

GWTTRA Breakouts:

Session 1:
VFR Visitors: Who They Are & Getting Them to Spend More with Anna Blount, Longwoods International

Session 2:
Drive Travelers: David Reichbach, Future Partners

Session 3:
Road Trips: Wendy Kheel, Tourism Economics

One West Tourism Alliance Breakouts:

Session 1:
Cultural Heritage Tourism Connects Communities: Richard Peterson

Session 2:
Best (and Worst) Practices in Sports Tourism Marketing: Jon Schmeider

Time	Event
11:30 AM-12:30 PM	Lunch and Closing Session

TTRA
Greater Western Chapter

ONE WEST
TOURISM ALLIANCE