



TRAVEL AND TOURISM
RESEARCH ASSOCIATION



GALWAY, IRELAND
June 24–26, 2025

SCHEDULE





55TH ANNUAL INTERNATIONAL CONFERENCE GALWAY, IRELAND

EXPLORE, INNOVATE, TRANSFORM: Influencing the Future of Global Travel and Tourism Research

SCHEDULE:

Monday, June 23

08:00 AM - 10:00 AM

Executive Committee Meeting

10:00 AM - 04:00 PM

Board of Directors Meeting

04:00 PM - 05:00 PM

New Delegates, Emerging Leaders, Chapter Leadership, & Past Presidents Welcome Reception

Kick off the conference by connecting with fellow TTRA members at this special welcome reception! Whether you're a first-time attendee, an emerging leader, chapter representative, or a past president, this is your chance to build relationships, share experiences, and celebrate the strength of our TTRA community.

Tuesday, June 24

08:00 AM - 09:00 AM

Breakfast on Own

09:00 AM - 09:45 AM

Academic Roundtable

Xiang Robert Li (Chinese University of Hong Kong)

Curious about the latest research trends, opportunities, and challenges in tourism? Join this interactive, data-informed session where pre-conference survey results shape lively table discussions. Led by tourism academics but open to all attendees, it's a great chance to network, share insights, and explore hot topics in the field. Table hopping encouraged!

DMO Researcher Roundtable - Sponsored by Dean Runyan Associates - DMO Researchers ONLY

This DMO-only session offers a chance to collaborate with destination research leaders and go deeper into the challenges and opportunities we face in DMO research.

10:00 AM - 10:45 AM

Academic Breakout 2: Travel, Wellbeing and Health

Claudia Strassburger (IU Internationale Hochschule), Markus Juester, Hwansuk Chris Choi (University of Guelph), Xiang Robert Li (Chinese University of Hong Kong), and others.

10:00 AM - 11:00 AM

DMO Practitioner Roundtable - All Welcome

Speakers: Marlise Taylor (Visit North Carolina), Jeffrey Eslinger (Hawai'i Visitors and Convention Bureau)

A favorite among destination researchers, this open forum covers global research trends and marketing issues.

11:00 AM - 11:45 AM

Academic Breakout 3: Social Media and Videos

Speakers: Hongbo Liu (University of Surrey), Yutong Han (Virginia Tech)

Papers explore video perspectives, Instagram content strategies, and viewer destination intent.

11:15 AM - 12:00 PM

The Power of Citywide Conventions: A Data-Driven Approach

Speakers: Christine Cramer (Visit Austin), John Picou (Visit Anaheim), Carleigh Dworetzky (2Synergize)

Panel on leveraging data to prioritize large events and optimize convention sales strategies.

12:15 PM - 01:00 PM

Lunch

01:15 PM - 01:30 PM

Official Welcome

Speaker: Sean Ruane (Shannon College of Hotel Management)

01:30 PM - 02:15 PM

Opening General Session

Speaker: Barbara Jamison-Woods (London and Partners / CityDNA)

A welcome from TTRA leadership and an inspirational session to set the tone for the conference.

02:15 PM - 02:45 PM

Coffee Break with Exhibitors

02:45 PM - 03:30 PM

Beyond The Numbers: International Insights into Unlocking Advanced Data Metrics

Speaker: Sarah Gardiner (Griffith University)

Presents the LIVE framework, a leading indicator model for the visitor economy with global application insights.

02:45 PM - 03:45 PM

The Scholar Mindset Reset Pledge

Speakers: Stefanie Benjamin (University of Tennessee), Nancy McGehee (Virginia Tech), Sara Dolnicar (University of Queensland)

Interactive roundtable on recommitting to values-driven, qualitative tourism research.

02:45 PM - 05:45 PM

Qualitative Research Methods Workshop

Speakers include: Joelle Soulard (University of Illinois at Urbana Champaign), Stefanie Benjamin (University of Tennessee Knoxville), Nicholas Wise (Arizona State University), Sara Dolnicar (University of Queensland)

Papers and roundtable sessions exploring identity, inclusion, and qualitative approaches to tourism studies.

03:45 PM - 04:30 PM

From Brand to Border: How Research Powers Destination Advertising

Speakers: Kelby Bosshardt (Datafy), Florian Herrmann (Herrmann Global), Carolann Ouellette (Maine Office), Joseph St. Germain (Downs & St. Germain Research)

Covers campaign strategy, attribution tools, and full-funnel marketing through data-informed decisions.

05:00 PM - 06:15 PM

Partner and Board Reception

06:30 PM - 12:00 AM

Opening Reception - Sponsored by Shannon College of Hotel Management

Evening networking with food and drinks to kick off the conference in a celebratory environment.

Wednesday, June 25

08:00 AM - 09:00 AM

Breakfast on Own

09:00 AM - 09:45 AM

Responsible Leadership in the Age of AI

Speaker: Iis Tussyadiah (University of Surrey)

Explores the AIxS Leadership Model integrating AI innovation with sustainable, ethical tourism leadership.

09:50 AM - 10:35 AM

Actionable Innovation in Destination Research and Data

Speaker: Tania Sultana (Malta Tourism Authority)

Discusses integrating traditional methods with AI and big data, featuring case studies from UN Tourism, OECD, and Malta.

10:35 AM - 11:00 AM

Coffee Break with Exhibitors

11:00 AM - 11:45 AM

Academic Breakout 4: From Intention to Behaviour

Speakers: Sara Dolnicar (University of Queensland), Shiqin Zhang (Sun Yat-sen University), Cristina Popa (PhD Student)

Focus on bridging the gap between sustainable travel intentions and actual behaviors.

11:00 AM - 11:45 AM

Academic Breakout 5: Human Resources Management I

Speakers: Denise Fecker (MCI), Brana Jianu (University of Surrey), Becky Liu-Lastres (Associate Professor)

Topics include flexible work, seasonal labor, and feedback fairness in tourism employment.

11:00 AM - 11:45 AM

Academic Breakout 6: Heritage and Culture I

Speakers: Joachim Josef Nigg (University of Innsbruck), Patrick Holladay (Troy University)

Papers on local cuisine, historical markers, and Indigenous methodologies in tourism.

11:00 AM - 11:45 AM

Evolving Target Markets Through Data, Culture, and Customization

Speakers: Frida Bahja (Experience Kissimmee), Steve Cohen (Travel Portland), Danny Guerrero (The Culturist Group), Berkeley Young (Young Strategies Inc.)

Case studies from Portland and Kissimmee showing culturally relevant and agile marketing.

11:00 AM - 11:45 AM

The Travel(er) Metamorphosis: Is Sightseeing Dead?

Speakers: Kenton Barelo (YouGov), Chris Kam (Omnitrak)

Examines changing traveler expectations and demand for customized, meaningful travel.

11:50 AM - 12:35 PM

Academic Breakout 7: Human Resources Management II

Speakers: Gysang (Kevin) Hwang (Temple University), Hongbo (Daisy) Liu (University of Surrey), Becky Liu-Lastres (Associate Professor)

Papers on social media impressions, wage policy impacts, and tourism career interest.

11:50 AM - 12:35 PM

Academic Breakout 8: Heritage and Culture II

Speakers: Kelley McClinchey (Wilfrid Laurier University), Frederic Dimanche (Toronto Metropolitan University), Vincent Tung (Hong Kong Polytechnic University), and others.

Focus on reconciliation in Canada and retro tourism product development.

11:50 AM - 12:35 PM

Academic Breakout 9: Residents and Tourism

Speaker: Bynum Boley (University of Georgia)

Papers on overtourism, livability, and local perceptions shaping tourism.

11:50 AM - 12:35 PM

Forging a New Path for Tourism: Sustainable Growth Through Research

Speakers: Jeffrey Eslinger (HVCB), Daniel Nahoopii (JLL), Caroline Anderson (HTA), Jennifer Chun (State of Hawai'i)

How Hawai'i is using data and policy to balance tourism and sustainability.

11:50 AM - 12:35 PM

Workshop: Bringing Sustainable Tourism Goals to Life & KPI Tracking

Speakers: Carolyn Childs (MyTravelResearch.com), Crista Valentino (Jackson Hole), Kelby Bosshardt (Datafy), Dan McCoy (University of Wyoming)

Real-world insights on sustainability metrics and tourism performance tracking.

12:45 PM - 01:30 PM

Lunch

01:45 PM - 02:40 PM

Destination Forward: What Defines Successful Destination Stewardship?

Speakers: Seleni Matus (GWU), Mia Vlaar (Discover Vail), Jon Insausti Maisterrena (San Sebastián), Chris Adams (Miles Partnership), Salvador Anton Clavé (URV), Kerri Verbeke Kapich (San Diego Tourism Authority)

Presents findings from the largest study on U.S. destination stewardship strategies.

02:45 PM - 03:30 PM

Data-Driven Strategies for Communities and Destinations

Speakers: Jake Jorgenson (RRC Associates), Ali Buckingham (Banff & Lake Louise Tourism)

Covers managing visitation with mobile data and aligning marketing with traveler values.

02:45 PM - 03:30 PM

Meet the Editors

Speakers: Jialin (Snow) Wu, Jim Petrick, Nancy McGehee, Scott McCabe, Sara Dolnicar, Aaron Tham

Q&A with editors from major tourism journals including JOST, JTR, ATR, and JRTM.

02:45 PM - 03:30 PM

The Potential of the LGBTQ+ Segment Within Tourism

Speakers: Rika Jean-Francois (Queer Destinations), Patrick Torrent (Catalan Tourism Agency), Edgar Weggelaar (Queer Destinations)

Panel on inclusivity strategies, DEI resilience, and the global LGBTQ+ traveler.

02:45 PM - 04:30 PM

Chapter Leaders & Past Presidents Meeting

03:35 PM - 04:20 PM

Academic Breakout 10: Digitalization and AI I

Speakers: Yerin Yhee (Kyung Hee University), Zeya He (Shandong University)

Topics include AI in trip planning, transparency in review summaries, and optimizing visuals.

03:35 PM - 04:20 PM

Academic Breakout 11: Sustainability and Resilience I

Speakers: Kaixuan Qin (Southwestern University of Finance and Economics), Ronja Gaulinger (Europa Universität Flensburg)

Papers address collaboration, animal welfare in tourism, and resilience modeling.

03:35 PM - 04:20 PM

From Insights to Impact: Regenerative Tourism in Puerto Rico & the Galápagos

Speakers: Chloe King (University of Cambridge), Laressa Morales (Discover Puerto Rico), Jonathan Smith (VisitGreenvilleSC)

Highlights successful sustainability strategies and stakeholder engagement in island tourism.

03:35 PM - 04:20 PM

TTRA's AI Think Tank: "The Yes, the No, and the Maybe"

Speakers: Dudley Jackson (South Carolina Dept. of Parks), Donna Larsen (XBorder Research), David Reichbach (Future Partners)

Panel explores AI's potential and pitfalls in tourism research and policy.

04:20 PM - 04:45 PM

Coffee Break with Exhibitors

04:45 PM - 05:30 PM

Building Trust, Driving Action: Translating Research for Diverse Audiences

Speakers: Michael Rudowski (Visit Dallas), Nancy McGehee (Virginia Tech), Anna Blount (Datafy)

Strategies for tailoring research communication to policy makers, communities, and stakeholders.

05:30 PM - 07:00 PM

Reception & Ideas Fair

Features poster presentations and networking. Topics range from AI and identity to sustainable certifications, inclusive dining, and visitor behavior trends.

Thursday, June 26

08:00 AM - 09:00 AM

Breakfast on Own

09:00 AM - 09:45 AM

Navigating New Economic Norms: Interpreting Post-Pandemic Indicators

Speakers: Kate Thompson (Imperial War Museums), Nate Kelley (San Diego Tourism Authority)

How traditional economic signals have changed post-COVID and what DMOs should focus on now.

09:50 AM - 10:35 AM

Awards & Business Meeting

10:35 AM - 11:00 AM

Coffee Break with Exhibitors

11:00 AM - 11:45 AM

Academic Breakout 12: Digitalization and AI II

Speaker: Julie Yoonjung Kim (University of Surrey)

Topics include AI decision-making support for ADHD travelers and chatbot personalization strategies.

11:00 AM - 11:45 AM

Academic Breakout 13: Sustainability and Resilience II

Speakers: Marianna Strzelecka (Linnaeus University), Yashoda Madushani Wijesekara (Linnaeus University), Nick Johnston (University of Arkansas), Soyoung Park (Florida Atlantic University)

Papers examine tourism's environmental impacts and green justice in urban areas.

11:00 AM - 11:45 AM

Academic Breakout 14: Sustainability and Resilience III

Speakers: Jason Swanson (University of Kentucky), Kir Kuščer (University of Ljubljana), Arin Arnold-Davis (Visit LEX)

Papers on stakeholder collaboration, rideshare emissions, and stewardship policy.

11:00 AM - 11:45 AM

From Keywords to Journeys: Predicting Global Travel Interests

Speakers: Chelsea Benitez (Brand USA), Yang Yang (Temple University), Florian Hermann (Herrmann Global)

Using search data to predict international demand and optimize content strategy.

11:00 AM - 11:45 AM

The Transparency Gap: Marketing vs. Reality in Accessible Outdoor Travel

Speakers: Marlise Taylor, Hannah Guschel, Amanda Baker (Visit North Carolina)

Improving access and representation in outdoor tourism communications.

11:00 AM - 12:30 PM

JTR Editorial Board Meeting

Speakers: Nancy McGehee (Virginia Tech), Jim Petrick (Texas A&M University)

11:50 AM - 12:35 PM

Academic Breakout 15: Consumer Perceptions and Preferences

Speakers: Joelle Soulard (UIUC), Joo Young Kim (Kyung Hee University), Yelim Kim (Virginia Tech), Juan Luis Nicolau (Virginia Tech)

Explores travel insurance, tattoos as memory triggers, and geopolitical tourism impacts.

11:50 AM - 12:35 PM

Academic Breakout 16: Marketing and Communication

Speakers: Yaqi Gong (Penn State), Becky Liu-Lastres, Nicole Cocolas (University of Surrey)

Covers aviation campaigns, safety videos, and smart technology in leisure settings.

11:50 AM - 12:35 PM

Academic Breakout 17: Mountain Tourism and Agritourism

Speakers: Bynum Boley, Patrick Holladay, Philip Chitaunga

Papers on regenerative tourism, seismic infrastructure, and agritourism in Puerto Rico.

11:50 AM - 12:35 PM

Film Tourism: The Power of Screen Media in Driving Travel

Speakers: Tomás Ó Síocháin (Udaras na Gaeltachta), Heather Higgins (Eiru Films), Gar O'Brien-Collins (Western Regional Audiovisual Producers Fund (WRAP), Ardan), Miriam Kennedy (Wild Atlantic Way Team, Failte Ireland), Mary McVey (Northern Ireland Screen), Marilyn Gaughan Reddan (Galway Culture Company, Ireland)
Panel of industry leaders exploring tourism marketing through film.

11:50 AM - 12:35 PM

Now That's a Great Question! Survey Design Best Practices

Speakers: Ashley McHugh (SMARInsights), David Reichbach (Future Partners), Tracy-Ann Logan (Jamaica Tourist Board)

Experts share "GOAT" survey questions and explain how to extract high-value data insights.

12:45 PM - 01:30 PM

Lunch

01:30 PM - 02:30 PM

Sports Tourists Are Not Leisure Tourists

Speaker: Oliver Rowe (GSIQ)

New research on sports travelers across 12 countries and how destinations can reach this distinct segment.

01:30 PM - 02:30 PM

Creative Testing

Speakers: Heather Huckeba (Visit California), Sarah Townes (Experience Columbus), Lorinda Cruikshank (Missouri Division of Tourism), Alisha Valentine (SMARInsights)

Evaluating the impact and effectiveness of creative tourism campaigns.

02:30 PM - 03:15 PM

Academic Best Paper + Distinguished Researcher Presentation

Speaker: Rachel Dodds (Toronto Metropolitan University)

Presentation of award-winning research on tourism's shift from volume to value.

02:30 PM - 03:15 PM

Gauging Community Perspectives to Safeguard Brand Equity

Speakers: Lucy Driver (Lighthouse), Michel Dubreuil (Destination Canada), Geeske Sibrijns (Inholland UAS), Olivier Henry-Biabauld (TCI Research/MMGY)

Panel on how resident sentiment tracking can shape destination strategy.

03:20 PM - 04:20 PM

The Great Debates

Speakers: Lynne Coxwell (Louisiana Office of Tourism), Zach Russell (University of Illinois Urbana-Champaign), Kia Black (SoIN Tourism), Alexander Plaikner (Universität Innsbruck), Katrin Perner (University of Innsbruck), Ashton English (Visit North Carolina)

Live debate session with emerging leaders discussing hot-button topics in tourism research.

05:00 PM - 08:00 PM

Evening Reception at An Púcán

Celebrate the conclusion of TTRA 2025 with food, drinks, and conversation. One complimentary drink ticket included.