

2025 Annual Destination Summit

Schedule of Events

Tuesday, September 9

- 8:30 AM – 1:00 PM | Registration
- 11:00 AM – 3:00 PM | Trade Show Set-Up
- 1:30 PM – 5:00 PM | Experiential Tours
- 6:00 PM – 7:00 PM | Welcome Reception

Wednesday, September 10

- 8:00 AM – 5:00 PM | Registration
- 8:00 AM – 9:00 AM | Breakfast
- 8:45 AM – 9:00 AM | Welcome
- 9:00 AM – 9:45 AM | General Session – Dylan Scacchetti – Topic: TBD
- 9:45 AM – 10:15 AM | Vendor Showcase & Networking Break
- 10:15 AM – 10:55 AM | Concurrent Sessions:
 - Rachel Brown: From Silos to Synergy
 - John Lambeth: Securing the Competitive Edge
 - GWTTTRA Session: Florian Herrmann: Power of AI in Forecasting Tourism Demand
- 11:00 AM – 11:40 AM | Concurrent Sessions:
 - Chuck Davison: Building Destination Strength
 - Martin Stoll: Smarter Workflows, Stronger Teams
 - GWTTTRA Session: Denise Jordan, Julie Comstock, Dale Jolley: Biometrics Research
- 11:45 AM – 12:15 PM | Concurrent Sessions:
 - Ashlynn Lowes: Hobby Horsing & Unique Communities
 - Chuck Davison: Beyond Bed Nights
 - GWTTTRA Session: Heather Huckleba: Measuring ROI
- 12:15 PM – 1:15 PM | Lunch
- 12:30 PM – 1:15 PM | General Session – Tommy Martinez: New Generation of Travelers: Unlocking the Insights of Gen Z and Millennials
- 1:15 PM – 1:45 PM | Vendor Showcase & Networking Break
- 1:45 PM – 2:25 PM | Concurrent Sessions:
 - Bria Hammock: Design on a Deadline
 - Linda John: Would You Work For You?
 - GWTTTRA Session: Open Forum: Opportunity for discussions and to ask questions

- 2:30 PM – 3:00 PM | Concurrent Sessions:
 - Danni Winter: Balancing Resident Needs
 - Chuck Davison: Emotionally Intelligent Marketing
 - GWTTTRA Session Stephen Cohen: Evolving Target Markets Through Data, Culture, and Customization
- 3:00 PM – 3:30 PM | Vendor Showcase & Networking Break
- 3:30 PM – 4:10 PM | Concurrent Sessions:
 - Dave Serino: Personal Brand & Leadership
 - Dylan Scacchetti: Generative Engine Optimization
 - GWTTTRA Session: Alyssa Stoker, Jeremy Sage: Filling in the Gaps: Data Insights on Short-Term Rentals in Small Destinations
- 4:15 PM – 5:00 PM | General Session – Vanessa Bechtol: Sustainable Tourism Program
- 5:00 PM – 5:10 PM | Day 1 Wrap-Up
- 6:00 PM – 9:00 PM | Off-Site Reception

Thursday, September 11

- 8:00 AM – 1:00 PM | Registration
- 8:00 AM – 8:30 AM | Breakfast
- 9:00 AM – 9:30 AM | General Session – Amir Eylon: Resident Sentiment Research
- 9:30 AM – 10:00 AM | Vendor Showcase & Networking Break
- 10:00 AM – 10:40 AM | Concurrent Sessions:
 - Dan Janes: Powering Your DMO with AI
 - Barbara Karasek: First-Party Data Strategy
 - GWTTTRA Session: Nathan Kelley, Brad Olson, Lilly Kelly: Cruise Industry Trends Impacting Travel and Tourism
- 10:45 AM – 11:25 AM | Concurrent Sessions:
 - John Lambeth: DMO Political Advocacy
 - Jon Schneider: Sports Facility Development
 - GWTTTRA Session: Graham Gee: Measuring the economic and image impact of natural and man-made disruptions and time it takes to recover
- 11:30 AM – 12:10 PM | Concurrent Sessions:
 - Richard Peterson: Cultural Heritage Tourism 3.0
 - Alison Best: Planner Pulse Survey Insights
 - GWTTTRA Session: Denise Jordan, Javier Torres: Telling the Economic Impact Story/ Stakeholder Research in Action
- 12:15 PM – 1:15 PM | Lunch & Closing Session

- 12:30 PM – 1:05 PM | General Session – Jonathan Smithgall: Religion, Branding & Culture
- 1:05 PM – 1:15 PM | Closing Remarks