

Friday, October 22, 2021

Registration: Main Lobby 8 AM to 10 AM

8:00 AM: Board Meeting

Election of Officers
- Columbia Room

8:00 AM: Annual Celebratory Brunch

Please join us, enjoy the spectacular food and be seated by 9 AM
- Main Ballroom

9:00 AM: Welcome

- Opening Remarks
- Recognition & Acknowledgements
- Initiatives & Achievements
- 2021-22 Board & Officers
- 2021-22 Chair Remarks

9:45 AM: Sports Marketing & Tourism – Growth Market

- Panel Discussion

10:30 AM: I LOVE NY Review

- *Ross Levi, VP/Executive Director of Tourism, I LOVE NY/ESD*

11:15 AM:

- Concluding Remarks

12:00 Adjournment

A Sincere Note of Gratitude to Our Attendees, Corporate Partners And Host Organizations.

The Board of Directors and staff of the New York State Tourism Industry Association Appreciate Your Participation in a Successful 2021 Annual Meeting.

Proud partner of



Presenting Partners



NYSTIA Partnership Community



New York State
T♥URISM
Industry Association
2021 Annual Meeting

October 20-22

Chautauqua Harbor Hotel



CHAUTAUQUA LAKE • CELORON



Wednesday, October 20, 2021

Registration: Main Lobby 11 AM to 5 PM

Board Meeting: - Columbia Room

Lunch served 12:30 PM

Meeting begins 1:00 PM

FAM Tour:

Tour & Taste Chautauqua

2:00 PM: Bus leaves the Chautauqua Harbor Hotel (main entrance)



Sip & Savor Opening Reception

5:30 to 6:30 PM

Exhibitor Display Area



Dinner: Enjoy dinner with friends onsite at the [Lakehouse Tap and Grill](#) or visit a [local restaurant](#).

Thursday, October 21, 2021

Registration: Main Lobby 8 AM to 5 PM

8:00 AM: Continental Breakfast

Served in the Exhibitor Display Area

10:30 AM: Round Table Discussion

How data is being used to improve decision making and revenue recovery - Pagoda Room

11:15 AM: Annual Meeting /Member Luncheon

11:30 AM: Opening Remarks by Governor Kathy Hochul



Governor Hochul is a passionate advocate for New York State's tourism industry, as evidenced in her [May 5, 2021 letter to our members](#). Her commitment has brought her to every county in the state (multiple times) and she has been a supportive voice and presence long before becoming governor.

Thursday, October 21, 2021

(Continued)

12:00 PM: Luncheon Served

- Chair/Committee Reports
> Election of 2021 Directors

1:20 PM: Film & Tourism Panel

- Driving Economic Development

2:00 PM: Member-to-Member Meetings

- 1:1 Meetings: Phoenix Room
- 10x10's: Pagoda Room

4:00 PM:

- I LOVE NY TPA Convening
Ross Levi, VP/Executive Director of Tourism, I Love New York/ESD
- Networking with NYSTIA colleagues & friends:
- Exhibitor Display Area

5:00 PM: National Comedy Center

Shuttles depart from the main lobby entrance. Join us:



For Laughs, Dinner, Cocktails & FUN

Buses will begin return loops to the hotel at 8:00 PM.

Last bus departs at 10:00 PM.