



EARLY ARRIVAL HOSPITALITY: Tuesday, April 16, 2024

- Registration open noon to 5 PM -

2:00 PM

FAM Tour: 'Niagara Transforms'

Separate Registration Required - Stay Tuned for Link

Cave of Winds

Aquarium of Niagara

Niagara Falls Underground Railroad Heritage Center

FAM Tour includes the Tastes of Western New York Reception below

5:00 PM

Tastes of Western New York Reception:

Niagara Falls Convention Center

hosted by Niagara Falls USA

7:30 PM

Enjoy Niagara Falls USA with your friends and colleagues

Wednesday, April 17, 2024

AGENDA

- Registration open 9 AM to 5 PM -

10:00

Pre-Conference Workshops, Meetings and Activities

Detailed Schedule to Follow

11:30

- break -

11:45

Welcome to Niagara Falls USA - Luncheon

featuring destination updates

Program:

1:30 PM

- break -

1:45 PM

Track: Destination Research

David Reichbach

Future Partners

Goeff Lacher

rove

Speaker TBA

- TBA -

Track: Great Outdoors

Chez Chezak, OWAA

Outdoor Writers Association of America

Madeleine Gionet

NYS Parks, Recreation and Historic Preservation

Speaker TBA

- TBA -

3:30 PM

- break -

4:00 PM

Welcome Reception

hosted by Break The Ice Media

5:00 PM

<Freestyle Dining in Niagara Falls>

- stay tuned for the link to available dining options -

8:30 PM

Nightcaps & Nibbles: Doubletree by Hilton Hospitality

Special drink & hospitality pricing from our host hotel

Presenting Partners:



Host DMO:



Proud partner of





Thursday, April 18, 2024

AGENDA

- Registration open 8 AM to 5 PM -

8:00	Niagara Falls Breakfast Buffet	
<i>Program:</i>	<i>Welcome to the City of Niagara Falls: Mayor Robert Rostaino</i>	
9:00	Advocacy Issues & Updates	
	<i>New York State Legislative Update: Mark Dorr, President, NYSHTA</i>	
	<i>U.S. Travel Advocacy Update: Ed Carr, Discover Long Island</i>	
	<i>NYSTIA Advocacy Update: Multiple Presenters</i>	
9:45	- break -	
10:00	<p>Track: Artificial Intelligence</p> <p>Janette Roush <i>New York City Tourism + Conventions</i></p> <p>Chris Boggs <i>Workshop</i></p> <p>Speaker TBA - TBA -</p>	<p>Track: Sustainability</p> <p>Brendan Woodruff <i>NYSDEC</i></p> <p>Lisa Pellegrino <i>Center for EcoTechnology</i></p> <p>Suzanne Hunt <i>Hunt Country Vineyards</i></p>
11:30	- break -	
#####	Luncheon - I LOVE NEW YORK UPDATE	
<i>Program:</i>	I LOVE NEW YORK UPDATE	
	<i>Ross Levi, Vice President / Executive Director of Tourism - Empire State Development</i>	
1:45 PM	- break -	
2:00 PM	Member-to-Member 1:1 Networking Sessions	
	2:00 PM - 2:15 PM	Session #1
	2:15 PM - 2:30 PM	Session #2
	2:30 PM - 2:45 PM	Session #3
	2:45 PM - 3:00 PM	Session #4
	3:00 PM - 3:15 PM	Session #5
	3:15 PM - 3:30 PM	Session #6
	3:30 PM - 3:45 PM	Session #7
	3:45 PM - 4:00 PM	Session #8
4:00 PM	- break -	
5:00 PM	Networking Reception	
	<i>hosted by ABC Creative Group</i>	
6:00 PM	'Grill House' Dinner Banquet	
<i>Program:</i>	<i>Updates & Anniversaries</i>	
8:00 PM	- You're On Your Own! -	

Presenting Partners:



Host DMO:



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2024 New York State
TOURISM
CONFERENCE

Friday, April 19, 2024

AGENDA

- Registration open 8 AM to 10 PM -

8:00

Doubletree Brunch Buffet

- Program TBA -

9:00

Keynote Remarks

Geoff Freeman, President & CEO, U.S. Travel

9:45

- break -

10:00

Track: TPA Meeting

Ross Levi

Empire State Development / I LOVE NEW YORK

Track: Workforce Development

Chad Hendricks

Experienced Associates, LLC

Speaker TBA

- TBA -

11:00

- break -

11:15

National Travel & Tourism Week - 250 Celebration Summit - And More!

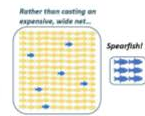
Speakers TBA

- TBA -

12:00

Adjournment: 2024 New York State Tourism Industry Conference

Thank You To Our 2024 Partnership Community:



Presenting Partners:



Host DMO:



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