



<b>34AA1:E101 EARLY ARRIVAL HOSPITALITY: Tuesday, April 16, 2024</b>	
<i>- Registration open noon to 5 PM -</i>	
<b>2:00 PM</b>	<p style="text-align: center;"><b>FAM Tour: 'Transformations - Niagara Falls USA'</b></p> <p style="text-align: center;"><i>Bus leaves Doubletree Hotel at 2 PM</i></p> <p style="text-align: center;"><a href="#">Cave of Winds</a></p> <p style="text-align: center;"><a href="#">Aquarium of Niagara</a></p> <p style="text-align: center;"><a href="#">Niagara Falls Underground Railroad Heritage Center</a></p> <p style="text-align: center;"><i>FAM Tour includes the Tastes of Western New York Reception below</i></p>
<b>6:00 PM</b>	<p style="text-align: center;"><b>Tastes of Western New York Reception:</b></p> <p style="text-align: center;"><a href="#">Niagara Falls Convention Center</a></p> <p style="text-align: center;"><i>hosted and curated by Niagara Falls USA</i></p>
<b>7:30 PM</b>	<i>Bus begins loop back to the hotel - Enjoy Niagara Falls USA with your friends and colleagues</i>

<b>Wednesday, April 17, 2024</b>			
<b>AGENDA</b>			
<i>- Registration open 9 AM to 5 PM -</i>			
<b>10:00</b>	<p style="text-align: center;"><b>Pre-Conference Workshops, Meetings and Activities</b></p> <p style="text-align: center;"><i>Detailed Schedule to Follow</i></p>		
<b>11:30</b>	<i>- break -</i>		
<b>11:45</b>	<p style="text-align: center;"><b>Welcome to Niagara Falls USA - Luncheon</b></p> <p style="text-align: center;"><i>featuring destination updates</i></p>		
<i>Program:</i>			
<b>1:30 PM</b>	<i>- break -</i>		
<b>1:45 PM</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;"> <p><b>Track: Destination Research</b></p> <p>David Reichbach <i>Future Partners</i></p> <p>Goeff Lacher <i>rove</i></p> <p>Speaker TBA <i>- TBA -</i></p> </td> <td style="width: 50%; text-align: center;"> <p><b>Track: Great Outdoors</b></p> <p>Chez Chezak, OWAA <i>Outdoor Writers Association of America</i></p> <p>Madeleine Gionet <i>NYS Parks, Recreation and Historic Preservation</i></p> <p>Speaker TBA <i>- TBA -</i></p> </td> </tr> </table>	<p><b>Track: Destination Research</b></p> <p>David Reichbach <i>Future Partners</i></p> <p>Goeff Lacher <i>rove</i></p> <p>Speaker TBA <i>- TBA -</i></p>	<p><b>Track: Great Outdoors</b></p> <p>Chez Chezak, OWAA <i>Outdoor Writers Association of America</i></p> <p>Madeleine Gionet <i>NYS Parks, Recreation and Historic Preservation</i></p> <p>Speaker TBA <i>- TBA -</i></p>
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<b>3:30 PM</b>	<i>- break -</i>		
<b>4:00 PM</b>	<p style="text-align: center;"><b>Welcome Reception</b></p> <p style="text-align: center;"><i>hosted by Break The Ice Media</i></p>		
<b>5:00 PM</b>	<p style="text-align: center;"><b>&lt;Freestyle Dining in Niagara Falls&gt;</b></p> <p style="text-align: center;"><i>- stay tuned for the link to available dining options -</i></p>		
<b>8:30 PM</b>	<p style="text-align: center;"><b>Nightcaps &amp; Nibbles: Doubletree by Hilton Hospitality</b></p> <p style="text-align: center;"><i>Special drink &amp; hospitality pricing from our host hotel</i></p>		

Presenting Partners:



Host DMO:



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**Thursday, April 18, 2024**

**AGENDA**

- Registration open 8 AM to 5 PM -

<b>8:00</b>	<b>Niagara Falls Breakfast Buffet</b>	
<i>Program:</i>	<i>Welcome to the City of Niagara Falls: Mayor Robert Rostaino</i>	
<b>9:00</b>	<b>Advocacy Issues &amp; Updates</b>	
	<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>	
<b>9:45</b>	- break -	
<b>10:00</b>	<p><b>Track: Artificial Intelligence</b></p> <p>Janette Roush <i>New York City Tourism + Conventions</i></p> <p>Chris Boggs <i>Workshop</i></p> <p>Speaker TBA <i>- TBA -</i></p>	<p><b>Track: Sustainability</b></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>
<b>11:30</b>	- break -	
<b>12:00 PM</b>	<b>Luncheon - I LOVE NEW YORK UPDATE</b>	
<i>Program:</i>	<b>I LOVE NEW YORK UPDATE</b>	
	<i>Ross Levi, Vice President / Executive Director of Tourism - Empire State Development</i>	
<b>1:45 PM</b>	- break -	
<b>2:00 PM</b>	<b>Member-to-Member 1:1 Networking Sessions</b>	
	<i>2:00 PM - 2:15 PM</i>	Session #1
	<i>2:15 PM - 2:30 PM</i>	Session #2
	<i>2:30 PM - 2:45 PM</i>	Session #3
	<i>2:45 PM - 3:00 PM</i>	Session #4
	<i>3:00 PM - 3:15 PM</i>	Session #5
	<i>3:15 PM - 3:30 PM</i>	Session #6
	<i>3:30 PM - 3:45 PM</i>	Session #7
	<i>3:45 PM - 4:00 PM</i>	Session #8
<b>4:00 PM</b>	<p><b>Track: TPA Meeting</b></p> <p>Ross Levi <i>Empire State Development / I LOVE NEW YORK</i></p>	<p><b>Track: TBA</b></p>
<b>5:00 PM</b>	- break -	
<b>5:30 PM</b>	<b>Networking Reception</b>	
	<i>hosted by ABC Creative Group</i>	
<b>6:30 PM</b>	<b>'Grill House' Dinner Banquet</b>	
<i>Program:</i>	<i>Updates &amp; Anniversaries</i>	
<b>8:30 PM</b>	- You're On Your Own! -	

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**Friday, April 19, 2024**

**AGENDA**

- Registration open 8 AM to 10 PM -

8:00	<b>Doubletree Brunch Buffet</b> - Program TBA -	
9:00	<b>Keynote Remarks</b> Geoff Freeman, President & CEO, U.S. Travel	
9:45	- break -	
10:00	<b>Track: Marketing To Diverse Audiences</b> <i>Case Studies from New York State</i> Moderator: Ross Levi, Panelists: Sara Emmert, David Turley, Danae Jones <i>Empire State Development / I LOVE NEW YORK</i>	<b>Track: Workforce Development</b> Chad Hendricks <i>Experienced Associates, LLC</i> Speaker TBA - TBA -
11:00	- break -	
11:15	<b>National Travel &amp; Tourism Week - 250 Celebration Summit - And More!</b> Speakers TBA - TBA -	
12:00	<b>Adjournment: 2024 New York State Tourism Industry Conference</b>	

**Thank You To Our 2024 Partnership Community:**



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