



AGENDA: Tuesday, April 16, 2024 - EARLY ARRIVAL HOSPITALITY

- Registration open noon to 5 PM -

2:00 PM	<p>FAM Tour: 'Transformations - Niagara Falls USA'</p> <p><i>Bus leaves Doubletree Hotel at 2 PM - Visit the iconic Cave of Winds, Aquarium of Niagara, and Niagara Falls Underground Railroad Heritage Center!</i></p> <p><i>FAM Tour registration includes the Tastes of Western New York Reception below</i></p>
6:00 PM	<p>Tastes of Western New York Reception:</p> <p><i>Niagara Falls Convention Center - approx. 6 PM - 8 PM hosted by Niagara Falls USA</i></p>
7:30 PM	<p><i>Bus begins loop back to the hotel - Enjoy Niagara Falls USA with your friends and colleagues</i></p>

AGENDA: Wednesday, April 17, 2024

- Registration open 9 AM to 5 PM -

Pre-Conference Programming: Cascade Meeting Rooms - Lobby Level																			
10:00 AM	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Rove Client Update:</td> <td style="width: 50%;">Canal NY Business Meeting</td> </tr> <tr> <td><i>Rove clients and destination partners gather for a NYS Data Consortium Update</i></td> <td><i>Canal NY Marketing & Business Alliance will hold its membership meeting at 10:30 AM:</i></td> </tr> <tr> <td style="vertical-align: top;">11:00 AM</td> <td align="center"><i>Location: Cascade 'C'</i></td> </tr> <tr> <td>Navigating the 2024 Media Landscape</td> <td rowspan="2" style="vertical-align: top;"><i>Agenda and meeting documents distributed separately to membership.</i></td> </tr> <tr> <td><i>Join Seth Orozco from Sojern as he shares 'just released' research on where and how destinations are allocating marketing budgets in 2024.</i></td> </tr> </table>	Rove Client Update:	Canal NY Business Meeting	<i>Rove clients and destination partners gather for a NYS Data Consortium Update</i>	<i>Canal NY Marketing & Business Alliance will hold its membership meeting at 10:30 AM:</i>	11:00 AM	<i>Location: Cascade 'C'</i>	Navigating the 2024 Media Landscape	<i>Agenda and meeting documents distributed separately to membership.</i>	<i>Join Seth Orozco from Sojern as he shares 'just released' research on where and how destinations are allocating marketing budgets in 2024.</i>									
Rove Client Update:	Canal NY Business Meeting																		
<i>Rove clients and destination partners gather for a NYS Data Consortium Update</i>	<i>Canal NY Marketing & Business Alliance will hold its membership meeting at 10:30 AM:</i>																		
11:00 AM	<i>Location: Cascade 'C'</i>																		
Navigating the 2024 Media Landscape	<i>Agenda and meeting documents distributed separately to membership.</i>																		
<i>Join Seth Orozco from Sojern as he shares 'just released' research on where and how destinations are allocating marketing budgets in 2024.</i>																			
- break -																			
Welcome to Niagara Falls USA - Luncheon																			
<p><i>Opening Remarks: Corey Fram, Chair NYSTIA Board of Directors;</i></p> <p><i>Welcome to Niagara Falls USA: John Percy, President & CEO, Niagara Falls USA</i></p> <p><i>Welcome to the DoubleTree by Hilton/Merani Hotel Group: David Carroll, Regional Director of Sales & Mktg</i></p>																			
<i>featuring destination updates: Niagara Falls USA, Seneca Nation of Indians, Underground Railroad Consortium of NYS and more!</i>																			
- Programming Introduction -																			
- break -																			
<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Travel & Tourism Research Track</td> <td style="width: 50%;">Tourism & New York's Great Outdoors</td> </tr> <tr> <td>Future of the Meetings Industry</td> <td>Natural Resources & the Visitor Economy</td> </tr> <tr> <td><i>Future Partners: David Reichbach</i></td> <td><i>Chez Chesak: Outdoor Writers Assoc. of America</i></td> </tr> <tr> <td></td> <td>100th Anniversary: America's 1st State Park System</td> </tr> <tr> <td>Look Who's Coming to NY:</td> <td><i>NYS Parks, R&HP: Madeleine Gionet</i></td> </tr> <tr> <td>Multi-Data Set Traveler Profiles</td> <td>Update: Expanding & Improving NY's Trail System</td> </tr> <tr> <td><i>Amadeus: Maria Sheetz</i></td> <td><i>Parks & Trails New York: Erica Schneider</i></td> </tr> <tr> <td><i>rove: James Sauter</i></td> <td><i>Additional updates as time allows</i></td> </tr> <tr> <td><i>AirDNA: Bram Gallagher</i></td> <td></td> </tr> </table>		Travel & Tourism Research Track	Tourism & New York's Great Outdoors	Future of the Meetings Industry	Natural Resources & the Visitor Economy	<i>Future Partners: David Reichbach</i>	<i>Chez Chesak: Outdoor Writers Assoc. of America</i>		100th Anniversary: America's 1st State Park System	Look Who's Coming to NY:	<i>NYS Parks, R&HP: Madeleine Gionet</i>	Multi-Data Set Traveler Profiles	Update: Expanding & Improving NY's Trail System	<i>Amadeus: Maria Sheetz</i>	<i>Parks & Trails New York: Erica Schneider</i>	<i>rove: James Sauter</i>	<i>Additional updates as time allows</i>	<i>AirDNA: Bram Gallagher</i>	
Travel & Tourism Research Track	Tourism & New York's Great Outdoors																		
Future of the Meetings Industry	Natural Resources & the Visitor Economy																		
<i>Future Partners: David Reichbach</i>	<i>Chez Chesak: Outdoor Writers Assoc. of America</i>																		
	100th Anniversary: America's 1st State Park System																		
Look Who's Coming to NY:	<i>NYS Parks, R&HP: Madeleine Gionet</i>																		
Multi-Data Set Traveler Profiles	Update: Expanding & Improving NY's Trail System																		
<i>Amadeus: Maria Sheetz</i>	<i>Parks & Trails New York: Erica Schneider</i>																		
<i>rove: James Sauter</i>	<i>Additional updates as time allows</i>																		
<i>AirDNA: Bram Gallagher</i>																			
- break -																			
Welcome Reception																			
<i>hosted by Break The Ice Media</i>																			
Freestyle Dining in Niagara Falls																			
Dine Around Niagara Falls! - List of nearby restaurants (with many including discounts for attendees! Bring your name tag)																			
5:15 PM	} Private Meetings: <i>By invitation Only</i>																		
6:30 PM																			
6:30 PM																			
8:30 PM	<p>Nightcaps & Nibbles: Doubletree by Hilton Hospitality</p> <p><i>Special drink & hospitality pricing from our host hotel - join us in the lobby cocktail lounge</i></p>																		

AGENDA: Thursday, April 18, 2024

- Registration open 8 AM to 5 PM -

8:00 AM	Niagara Falls Breakfast Buffet	
Program:	Welcome to the City of Niagara Falls: Mayor Robert Rostaino	
9:00 AM	Advocacy Issues & Updates	
	New York State Legislative Update: Mark Dorr, President, NYSHTA U.S. Travel Advocacy Update: Ed Carr, Discover Long Island Steve Strauss, Empire State Passenger Association NYSTIA Advocacy Update: Multiple Presenters	
9:45 AM	- break -	
10:00 AM	Track: Artificial Intelligence	Track: Sustainability & NYS Tourism
	Janette Roush New York City Tourism + Conventions	Brendan Woodruff NYSDEC
	Chris Boggs Workshop	Lisa Pellegrino Center for EcoTechnology
	Matt Rocha Aki Technologies	Suzanne Hunt Hunt Country Vineyards
11:30 AM	- break -	
12:00 PM	Luncheon - I LOVE NEW YORK UPDATE	
Program:	I LOVE NEW YORK UPDATE Ross Levi, VP/ Executive Director of Tourism - Empire State Development - I Love New York Rich Gagliano, SVP Marketing, Empire State Development - I Love New York	
1:30 PM	New York City Update - Kelly Curtin, Executive VP, New York City Tourism + Conventions	
1:45 PM	- break -	
2:00 PM	Member-to-Member 1:1 Networking Sessions - Book Your 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	Track: TPA Meeting	Track: TBA
	Ross Levi Empire State Development / I LOVE NEW YORK	
5:00 PM	- break -	
5:30 PM	Networking Reception	
	hosted by ABC Creative Group	
6:30 PM	'Grill House' Dinner Banquet	
Program:	Updates & Anniversaries	
8:30 PM	- You're On Your Own! -	

Presenting Partners:



Host DMO:



Proud partner of





AGENDA: Friday, April 19, 2024			
- Registration open 8 AM to 10 AM -			
8:00 AM	Doubletree Brunch Buffet - Program TBA -		
9:00 AM	Keynote Remarks Geoff Freeman, President & CEO, U.S. Travel		
9:45 AM	- break -		
10:00 AM	<table border="1"> <tr> <td> Track: Marketing To Diverse Audiences <i>Case Studies from New York State</i> with members from the I LOVE NY team: Ross D. Levi, Sara Emmert, Danae Jones-Persip, and David Contreras-Turley </td> <td> Track: Workforce Development <i>Overview: International JI Programs Explained</i> Chad Hendricks, Experienced Associates, LLC Can New York State Create A JI Domestic Program? Jen Ackerson, Lisa Berger, Bob Provost </td> </tr> </table>	Track: Marketing To Diverse Audiences <i>Case Studies from New York State</i> with members from the I LOVE NY team: Ross D. Levi, Sara Emmert, Danae Jones-Persip, and David Contreras-Turley	Track: Workforce Development <i>Overview: International JI Programs Explained</i> Chad Hendricks, Experienced Associates, LLC Can New York State Create A JI Domestic Program? Jen Ackerson, Lisa Berger, Bob Provost
Track: Marketing To Diverse Audiences <i>Case Studies from New York State</i> with members from the I LOVE NY team: Ross D. Levi, Sara Emmert, Danae Jones-Persip, and David Contreras-Turley	Track: Workforce Development <i>Overview: International JI Programs Explained</i> Chad Hendricks, Experienced Associates, LLC Can New York State Create A JI Domestic Program? Jen Ackerson, Lisa Berger, Bob Provost		
11:00 AM	- break -		
11:15 AM	National Travel & Tourism Week - 250 Celebration Summit - And More! Speakers TBA - TBA -		
12:00 AM	Adjournment: 2024 New York State Tourism Industry Conference		

Thank You To Our 2024 Partnership Community:

Presenting Partners:



Host DMO:



Proud partner of

