

# Travel Exchange '24 full schedule

## Wednesday, Nov. 13 – Saturday, Nov. 16

- Pre-Fams (open to tour operators and travel agents only)  
*Sponsored by Sweet Home Alabama*

## Saturday, Nov. 16

10 a.m. – 3:45 p.m.

- NTA Board of Directors Meeting & Working Lunch

10 a.m. – 6:15 p.m.

- Shuttle service to/from airport (HSV) and Travel Exchange hotels (Every 30 minutes)  
*Sponsored by Motor Coach Family of Brands*

4–7 p.m.

- Exhibitor set-up

6–8 p.m.

- NTA Past Presidents/Chair & Board of Directors Reception & Dinner  
*Sponsored by Alabama Travel Council, Alabama Mountain Lakes Tourist Association, Huntsville/Madison County, AL CVB, and Sports Leisure Vacations*

## Sunday, Nov. 17

7 a.m. – 6:15 p.m.

- Shuttles to/from Hampton Inn, 106 Jefferson, Springhill Suites, & Homewood Suites and convention center (every 15 minutes)  
*Sponsored by Motor Coach Family of Brands*

7–9 a.m.

- Exhibitor set-up

7:15 a.m. – 6 p.m.

- Registration/TREX Central open
- Quiet Room open

7:45 a.m. – 8:10 a.m.

- Mindful Wellness session  
Led by Heather Davis

8:15 a.m. – 9 a.m.

- Coffee Talk Q&A with NTA Chair Fraser Neave & the NTA Staff  
Moderated by Bob Rouse

9–10 a.m.

- General Session: Reframing Accessibility  
Speaker: Kristy Durso

10 a.m. – 6 p.m.

- Shuttle service to/from airport (HSV) and Travel Exchange hotels (every 30 minutes)  
*Sponsored by Motor Coach Family of Brands*

10:15 a.m. – 11:15 a.m.

- The Voices of Route 66  
Speaker: Evan Sterne  
*Sponsored by Sports Leisure Vacations*
- Generation “THEM”: Navigating a Multi-Generational Workforce  
Speaker: Kristin Scoggin

11:30 a.m. – 12:40 p.m.

- International Destination Best Pitch Presentations  
Moderator: Monique van Dijk-Seppola
- What We’re Looking For  
Panelists: Frances Manzitto, Ted Nelson, Kaitlyn Flikkema  
Moderator: Anjuli King

12:45 p.m.

- Sightseeing check-in and box lunch distribution

1:15 – 4:30 p.m.

- Sightseeing Tours  
*Sponsored by Huntsville/Madison Co. CVB*

5:15 p.m.

- First-timer floor tour

5:30 – 6 p.m.

- First-timer Reception  
*Sponsored by Wells Gray Tours*

6 – 6:45 p.m.

- All-attendee Reception  
*Sponsored by Travel Oklahoma*

6:45 – 7:15 p.m.

- Continuous shuttles to Icebreaker  
*Sponsored by Motor Coach Family of Brands*

7–10 p.m.

- Icebreaker at the Huntsville Botanical Gardens  
*Sponsored by Huntsville/Madison County CVB & Huntsville Botanical Gardens*  
*Bars sponsored by Aon Affinity Travel Practice*

8:30 p.m. – 10:15 p.m.

- Continuous shuttles to/from the Icebreaker and TREX hotels

### **Monday, Nov. 18**

7 a.m. – 6:15 p.m.

- Shuttles to/from Hampton Inn, 106 Jefferson, Springhill Suites, & Homewood Suites and convention center (every 15 minutes)  
*Sponsored by Motor Coach Family of Brands*

7:30 a.m.

- Buyer Breakfast (tour operators and travel planners only)  
*Sponsored by Dynamic Destinations*

7:30 a.m. – 8:30 a.m.

- Continental Breakfast on the Floor  
*All attendees*

8 a.m. – 5:15 p.m.

- Registration/TREX Central/TREX Floor open

- Quiet Room open

8:45 – 9:45 a.m.

- Opening General Session: Using Humor to Overcome Failure  
Speaker: Greg Warren

10–11 a.m.

- Sense of Adventure: Crafting Inclusive Travel Experiences for Sensory-Sensitive Travelers and Why It Matters!  
Speaker: Leslie Walker

10 a.m. – noon

- North American Sales Missions

11:15 a.m. – noon

- Session to be announced

12:15 p.m.

- Luncheon  
*Sponsored by Golden Corral*

1:30 – 2:30 p.m.

- Planning for Your Next of Kin  
Speaker: Bill Caldwell and Lisa Curtin, CPAs
- Session to be announced  
Speaker: The Ment Law Group

1:30 – 5:30 p.m.

- DMO Exchange Session

2–4 p.m.

- Sweet Suite open  
*Afternoon desserts provided by Biltmore Estate*

2:45 – 3:45 p.m.

- Making the Case: Helping Your Decision-Makers See the “Ka-Ching” of the Group Market

Speakers: Vernon Briggs, Julie Payne, Eddie Lutz

Moderator: Debra Asberry

- Cultivating Connection: Talking Your Way Through Issues at Work  
Speaker: Christopher Smith

4 – 5:15 p.m.

- Tour Supplier Network Forum (for NTA tour supplier members only)  
Moderator: Janet Young
- The Six Human Needs  
Speaker: Christopher Smith

5:30 – 6:15 p.m.

- Happy Hour  
*Sponsored by Deadwood Chamber of Commerce and Black Hills and Badlands, SD*

6 – 6:45 p.m.

- VIP Reception for Green Book Experience honorees (invitation only)

7–10 p.m.

- Celebration of Cultural Tourism Dinner (all attendees)  
*Presented by the Green Book Institute*

## **Tuesday, Nov. 19**

7 a.m. – 6:45 p.m.

- Shuttles to/from Hampton Inn, 106 Jefferson, Springhill Suites, & Homewood Suites and convention center (every 15 minutes)  
*Sponsored by Motor Coach Family of Brands*

7:30 a.m. – 8:30 a.m.

- FTA Member Breakfast & Networking (all attendees)  
Topic: The Whys of Faith Travel  
Presenters: Members of the Faith Travel Advisory Group  
*Sponsored by Ed-Ventures and Israel Ministry of Tourism*

8 a.m. – 5:30 p.m.

- Registration/TREX Central/TREX Floor open

- Quiet Room

8:45 a.m. – 12:15 p.m.

- DMO Exchange Session

8:45 – 9:45 a.m.

- Session to be announced  
Speaker: Dan Flores
- Session to be announced  
Speaker to be announced

10–11 a.m.

- How Tour Suppliers Can Market Multicultural Travel More Effectively  
Speaker: Danny Guerrero
- The Art of Prioritization: Honoring Boundaries with Priorities that Stick  
Speaker: Dana Stone

11:15 a.m. – 12:15 p.m.

- Partnership Panel: Suppliers and Operators  
Moderator: John Fernandes  
Panelists: Jeremy Hundt, Taunya Wolfe Finn
- Session to be announced  
Speaker to be announced

12:30 p.m. – 1:30 p.m.

- Luncheon  
*Sponsored by Norwegian Cruise Line and New York State Division of Tourism – I Love NY*

1:45 – 2:45 p.m.

- Sustainable Travel: Your Questions Answered  
Speaker: John Sutherland
- Route 66 Panel  
Moderator: Mark Hoffmann, CTP

2–4 p.m.

- Sweet Suite open  
Afternoon desserts provided by Pennsylvania Tourism

3 – 5:30 p.m.

- Supplier Exchange Session

3–4 p.m.

- Understanding & Engaging Diverse Travelers: Lessons for DMOs  
Speaker: Danny Guerrero
- Inbox Zero: Mastering Email Management for Maximum Productivity  
Speaker: Dana Stone

4:15 – 5:15 p.m.

- DMO Network Forum  
Moderator: Pam Williams
- Planning for Your Next of Kin  
Speakers: Bill Caldwell and Lisa Curtin, CPAs

5:30 – 6:15 p.m.

- Fiesta de TREX!  
*Sponsored by A Closer Look Tours*

Evening

- Dine-around
- First-timer Dinner
- International Attendee Dinner  
*Sponsored by The Group Tour Company*

8–10 p.m.

- NightCap

9 – 10:15 p.m.

- Continuous shuttles to/from NightCap and convention hotels

**Wednesday, Nov. 20**

7 a.m. – 6 p.m.

- Shuttles to/from Hampton Inn, 106 Jefferson, Springhill Suites, & Homewood Suites and convention center (every 15 minutes)  
*Sponsored by Motor Coach Family of Brands*

7:30 – 8:30 a.m.

- Continental Breakfast on the Floor  
*All attendees*

7:15 – 8:15 a.m.

- Tour Operator Network Forum with Continental Breakfast  
Moderator: Shannon Larsen  
*Sponsored by Mayflower Cruises & Tours*

8 a.m. – noon

- Registration/TREX Central open

8 a.m. – 5 p.m.

- TREX Floor open
- Quiet Room open

8:30 – noon

- Supplier Exchange Session

8:30 – 9:30 a.m.

- Session to be announced  
Speaker: Sherry Rupert, AIANTA
- Flawless Delivery  
Speaker: Craig Johnston

9:45 – 10:45 a.m.

- Sessions to be announced  
Speakers to be announced

11 a.m. – noon

- DMO Itinerary Planning Session  
Speaker to be announced



- Session to be announced  
Speaker to be announced

12:15 – 1:15 p.m.

- Luncheon  
*Sponsored by Mackinac Island Tourism and Ottawa Tourism*

1:30 – 2:30 p.m.

- Sessions to be announced  
Speakers to be announced

1:30 – 5:15 p.m.

- Supplier Exchange Session

2–4 p.m.

- Sweet Suite open  
*Afternoon desserts provided by Visit Savannah*

2:45 – 3:45 p.m.

- Session to be announced  
Speaker to be announced
- Overlooked People, Overlooked Spaces  
Moderator: Theresa Nemetz  
Panelists: Denise Swain

4–5 p.m.

- Partnership Panel: DMOs and Operators  
Moderator: Juan Suarez  
Panelists: Rich Gilbert, Brent Dalrymple, Christina Werner

5:15 – 6 p.m.

- Exhibitor tear-down

6:45 – 8 p.m.

- Continuous shuttle service to Final Night Party

7–10 p.m.

- Final Night Party

*Sponsored by Huntsville/Madison Co. CVB and U.S. Space & Rocket Center*

*Bars sponsored by Aon Affinity Travel Practice*

8:30–10:15 p.m.

- Return shuttles from Final Night Party

**Thursday, Nov. 21**

4 a.m. – 2 p.m.

- Shuttle service to/from Travel Exchange hotels and airport (HSV) (every 30 minutes)

*Sponsored by Motor Coach Family of Brands*