

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 (7–9 a.m. every 15 minutes, 9 a.m.–4 p.m. every 30 minutes, 4–6:15 p.m. 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

8 – 8:45 a.m.

- Coffee Talk Q&A with NTA Chair Fraser Neave & the NTA Staff

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 a.m. – 12:45 p.m.

- Sightseeing check-in; box lunch distribution (12:45 p.m.)

10:15 – 11:15 a.m.

- The Voices of Route 66
Speaker: Evan Stern
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

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 & Sweet Home Alabama
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 (7–9 a.m. every 15 minutes, 9 a.m.–4 p.m. every 30 minutes, 4–6:15 p.m. 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

- What Makes FAMs Fabulous
Panelists: Amy Larsen, Kaitlyn Gallegos, Elaine Moulder, Jim Warren
Moderator: Reed Warner

12:15 p.m.

- Luncheon
Sponsored by Golden Corral

1:30 – 2:30 p.m.

- Session to be announced
Speaker: Dawnielle Tehama
- Legal Updates in the Travel World
Speaker: Kyle Zelazny

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

Evening

- Dine-around

7 p.m. – 9 p.m.

- Dinner with (New) Friends (Advance sign up required)
Transportation provided by Motor Coach Family of Brands

Tuesday, Nov. 19

7 a.m. – 6:45 p.m.

- Shuttles to/from Hampton Inn, 106 Jefferson, Springhill Suites, & Homewood Suites and convention center (7–9 a.m. every 15 minutes, 9 a.m.–4 p.m. every 30 minutes, 4–6:15 p.m. 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 open

8:45 a.m. – 12:15 p.m.

- DMO Exchange Session

8:45 – 9:45 a.m.

- The Power of AI to Revolutionize Tours, Activities, and Bookings
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, Leslie Womack, Ashley Jenkins
- Planning for Your Next of Kin
Speakers: Bill Caldwell and Lisa Curtin, CPAs

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
Sponsored by Discover Carbon County Wyoming

- Route 66: Building Your Itinerary for the Mother Road
Speaker: Mark Hoffmann, CTP
Sponsored by Sports Leisure Vacations

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
Sponsored by Explore Louisiana

4:15 – 5:15 p.m.

- Flawless Delivery: Helping Your Local Suppliers Deliver Exceptional Customer Service
Speaker: Craig Johnston
- 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
Transportation provided by Motor Coach Family of Brands
- International Attendee Dinner
Sponsored by The Group Tour Company
Transportation provided by Motor Coach Family of Brands

8–10:30 p.m.

- NightCap at The Blind Tiger
Transportation provided by Motor Coach Family of Brands

9 – 10:30 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 (7–9 a.m. every 15 minutes, 9 a.m.–4 p.m. every 30 min., 4–6:15 p.m. every 15 min.)
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.

- Authentic Indigenous Tourism: Key Protocols for Respectful Visitation
Speaker: Sherry Rupert, AIANTA

- DMO Network
Moderator: Pam Williams

9:45 – 10:45 a.m.

- How DMOs Can Use AI to Enhance Group Sales
Speaker: Dan Flores
- Refreshing Your Brand for 2025 and Beyond
Speaker: Michelle Stark

11 a.m. – noon

- DMO Itinerary Planning Session
Moderator: Todd Stallbaumer
- Rural Tourism: Placemaking, Programming, and the Power of 10
Speaker: Candace Johnson

12:15 – 1:15 p.m.

- Luncheon
Sponsored by Mackinac Island Tourism and Ottawa Tourism

1:30 – 2:30 p.m.

- From Diversity to Unity: Inclusive Tourism Practices
Speakers: Roni Weiss and Dawnielle Tehama
- Living Your Brand: Making Every Touchpoint an Experience
Speaker: Michelle Stark

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: David Huether

- Overlooked People, Overlooked Spaces
Speakers: Theresa Nemetz, Denise Swain, and Stacey Toussaint

4–5 p.m.

- Partnership Panel: DMOs and Operators
Moderator: Juan Suarez
Panelists: Rich Gilbert, Brent Dalrymple, Christina Werner, Tara Walton
- Building Your Brand Through Authentic Storytelling
Speaker: Michelle Stark

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, Sweet Home Alabama, 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