



Travel Exchange '25 full schedule

Wednesday, Nov. 5–Saturday, Nov. 8

- **Pre-TREX Fams (open to tour operators and travel agents only)**
Sponsored by Ottawa Tourism; transportation sponsored by Lady Dive Tours

Saturday, Nov. 8

10 a.m. – 3:45 p.m.

- **NTA Board of Directors Meeting & Working Lunch**
Sponsored by Wells Gray Tours

10 a.m. – 6 p.m.

- **Shuttle service to/from airport (YOW) and Travel Exchange hotels (every 45 minutes)**
Sponsored by 417 Bus Line Ltd. and Ottawa Tourism

2–7 p.m.

- **Exhibitor set-up**

5–6 p.m.

- **First-timer Mingle**

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. 9

7 – 8 a.m.

- Exhibitor set-up

7 a.m. – 6:15 p.m.

- Shuttles from Fairmont Château Laurier and Lord Elgin and the convention center will run every 30 minutes. *Sponsored by 417 Bus Line Ltd. And Ottawa Tourism.*

7:15 a.m. – 6 p.m.

- Registration/TREX Central open
- Quiet Room open

7:45 – 8:05 a.m.

- Morning Mindfulness Session
Speaker: Heather Davis

8:15 – 8:45 a.m.

- Coffee Talk Q&A with NTA Chair Monique van Dijk-Seppola
Speakers: Monique van Dijk-Seppola, Scandinavian Tours; and Catherine Prather, NTA

9 – 10 a.m.

- Spotlight Session: “AI and the World of Travel: Where We Are, and Where We’re Going”
Speaker: Alex Goryachev
Sponsored by Centaur Systems

9:30 – 12:30 p.m.

- Slightseeing Tours check-in

10 a.m. – 6 p.m.

- Shuttle service to/from airport (YOW) and Travel Exchange hotels (every 30 minutes)
Sponsored by Ottawa Tourism

10:15 – 11:15 a.m.

- **“Filling the Pipeline: Marketing & Sales Strategies to Drive Business Growth”**
Speaker: Michelle Stark, Red Sage Communications
Sponsored by Visit Anchorage
- **“Pathways to Partnership & Authenticity Standards”**
Speakers: Carrie Hodgen, Tourism Cares; and Sherry Rupert, AITA

11:30 a.m. – 12:40 p.m.

- **“What We’re Looking For”**
Panelists: Dustin Teichman, Natalie Kaftan, and Amy Schoen
Moderator: Bob Rouse, NTA
- **International Destination Best Pitch Presentations**
Moderator: Monique van Dijk-Seppola, Scandinavian Tours

Noon – 12:45 p.m.

- **Sightseeing Tours boxed-lunch pickup**
Lunches provided by Ottawa Tourism

12:45 – 1:15 p.m.

- **Sightseeing Tours gather and depart**
Tours will gather in the 1st floor lobby starting at 12:45 p.m. and will depart at 1:15 p.m. (Please note that the Canadiana Eh! Beer and Poutine tour departs at 1 p.m.).

1:15 – 4:30 p.m.

- **Sightseeing Tours**
Sponsored by Ottawa Tourism; transportation sponsored by 417 Bus Lines Ltd.

5 – 5:25 p.m.

- **“Being Proactive with Cybersecurity”**
Speaker: Arshad Noor, StrongKey

5:30 – 5:55 p.m.

- **“GroupCollect Ops for Operators: Ops-timizing Your Business”**
Speaker: Bud Geissler, GroupCollect

5:30 p.m.

- **First-timer floor tour**
Led by Clayton Whitehead, CTP, Sports Leisure Vacations

6 – 6:45 p.m.

- **All-attendee Reception**

6:45 – 7:30 p.m.

- **Continuous shuttles from convention center to Icebreaker**
Sponsored by 417 Bus Line Ltd. and Ottawa Tourism

7 – 10 p.m.

- **Icebreaker at the Canadian Museum of History**
Sponsored by Ottawa Tourism

8:30 – 10:30 p.m.

- **Continuous shuttles from the Icebreaker to TREX hotels**
Sponsored by 417 Bus Line Ltd. and Ottawa Tourism

Monday, Nov. 10

7 a.m. – 6:15 p.m.

- **Shuttles from Fairmont Château Laurier and Lord Elgin and the convention center will run every 30 minutes.**
Sponsored by 417 Bus Line Ltd. and Ottawa Tourism

7:30 a.m.

- **Buyer Breakfast (Tour operators and travel planners only)**
Sponsored by The Church of Jesus Christ of Latter-Day Saints

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**

8:15 – 8:35 a.m.

- **Morning Mindfulness Session**
Speaker: Heather Davis

8:45 – 9:45 a.m.

- **Opening General Session: “Fun By Design”**
Speaker: Joel Hilchey
Sponsored by Visit Detroit

10 a.m. – noon

- **North American Sales Missions**

10 – 10:50 a.m.

- **“Birds of a Feather: Sales & Service to Customer Personalities”**
Speaker: Brad Anderson

11 – 11:50 a.m.

- **“EXPOSED! Unlocking Untapped Inquiry Sales in Your Organization”**
Speaker: Brad Anderson
Sponsored by Brilliant Edventures

12:15 p.m.

- **Luncheon**
Sponsored by Golden Corral

1:15 – 1:30 p.m.

- **GroupCollect Ops for Operators: “What’s Ops with you ...”**
Speaker: Bud Geissler, GroupCollect

1:30 – 2:30 p.m.

- **“Partnership Panel: Suppliers and Operator”**
Panel: Anna Knapp, National Museum of Wildlife Art of the United States;
Amanda Thibeau, Aimbridge Hospitality; Brittany Dykla, Brilliant Ed-Ventures;
and Fraser Neave, Wells Gray Tours
Moderated by Nicole Boyer, Mount Hope Estate & Winery

1:30 – 5:30 p.m.

- **DMO Exchange Session**

2–4 p.m.

- **Sweet Suite open**
Afternoon desserts provided by Biltmore Estate and Asheville CVB

2:45 – 3:45 p.m.

- **“Strategies for Preventing, Recognizing, and Recovering from Burnout”**
Speaker: Heather Davis

3 – 3:25 p.m.

- **For CVBs/DMOs: “How can GroupCollect Help with Data?”**
Speaker: Bud Geissler, Group Collect

3:30 – 3:55 p.m.

- **“Tour Supplier Marketing Made Easy: Flyers, Ads, and E-vites with Canva”**
Speaker: Anna Knapp

4 – 4:25

- **GroupCollect Supplier Link**
Speaker: Bud Geissler, GroupCollect

4 – 5:15 p.m.

- **“Successful Sales Missions: The Roadmap to Revenue”**
Moderator: Michael Weinberg, Radisson Blu Aqua, Chicago
Panel: Elizabeth Galeazzo, National Comedy Center; Mike Pitman, Sight & Sound Theatres (Lancaster and Branson); and Renae Scott, Elite Savannah Travel

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.

- **International Dinner (Advance sign-up required)**
Sponsored by The Group Tour Company
- **First-timer Dinner (Advance sign up required)**

Tuesday, Nov. 11

7 a.m. – 6:45 p.m.

- **Shuttles from Lord Elgin only and the convention center will run every 30 minutes. *Note: Due to road closures, Fairmont guests who need assistance will be provided an Uber to the convention center. All others may walk the short distance (2–3 minutes). The Fairmont shuttles will resume after 2 p.m.**
Sponsored by 417 Bus Line Ltd. and Ottawa Tourism

7:30 – 8:30 a.m.

- **All-attendee Networking Breakfast**
Sponsored by Edventures, Explore Charleston, and Faith Travel Association

8 a.m. – 5:30 p.m.

- **Registration/TREX Central/TREX Floor open**
- **Quiet Room open**

8:45 – 9:45 a.m.

- **“AI & The Future of Travel: What Hotels, Attractions, and Other Suppliers Should Expect”**
Speaker: Dan Flores, Satisfi Labs
Sponsored by: StrongKey

8:45 a.m. – 12:05 p.m.

- **DMO Exchange Session**

9:30 – 9:55 a.m.

- **GroupCollect Ops for Suppliers: “Tour de Ops”**

10:30 – 10:55

- **GroupCollect Supplier Link: “Using Technology During Trade Appointments”**

10 – 10:45 a.m.

- **“Accessible Tourism: An Introduction for Tour Suppliers”**
Speaker: Joe Jamison, VisitAble

10:50 – 11:10 a.m.

- **Pause for Remembrance Day Ceremony**
At this time, all sessions and appointments will pause so attendees may view the Remembrance Day Ceremony from the Parliament Foyer windows or the livestream on the appointment clock screens.

11:30 – 11:55 p.m.

- **“Hey Suppliers – GroupCollect Ops is Next Level”**

11:15 a.m. – 12:15 p.m.

- **Tour Supplier Network Forum**
Moderator: Janet Young, Plimoth Patuxet Museums

12:30 p.m.

- **Luncheon**
Sponsored by New York State Division of Tourism

1:45 – 2:45 p.m.

- **“AI Unleashed: Using Actionable Strategies to Leverage A.I. for Your Business”**
Speaker: Alex Goryachev
Sponsored by Sports Leisure Vacations

2 – 4 p.m.

- **Sweet Suite open**
Afternoon Desserts provided by Explore Branson

2:45 – 3 p.m.

- **GroupCollect Ops for operators: “What’s Ops with you ...”**

3 – 3:25 p.m.

- For CVBs/DMOs: “How can GroupCollect Help with Data?”

3 – 4 p.m.

- “Collaboration in Action: Building Connections That Drive Tourism”
Speaker: Michelle Stark, Red Sage Communications

3 – 5:30 p.m.

- Supplier Exchange Session

3:30 – 3:55 p.m.

- GroupCollect Supplier Link

4:15 – 5:15 p.m.

- DMO Network Forum
Moderator: Wendy Dobrzynski, Circle Wisconsin

5:30 – 6:15 p.m.

- Fiesta de TREX!
Sponsored by A Closer Look Tours

Evening

- [Ottawa Dine-around Experiences](#)

Wednesday, Nov. 12

7 a.m. – 6 p.m.

- Shuttles from Fairmont Château Laurier and Lord Elgin and the convention center will run every 30 minutes.
Sponsored by 417 Bus Line Ltd. and Ottawa Tourism

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, Ed-Ventures
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 – 9:30 a.m.

- **“The Next 18 Months of AI: What Destinations Need to Know”**
Speaker: Dan Flores, Satisfi Labs

8:30 – noon

- **Supplier Exchange Session**

9:30 – 9:55 a.m.

- **GroupCollect Ops for operators: “What’s Ops with you ...”**

9:45 – 10:45 a.m.

- **“A Deep Dive into Destination Accessibility”**
Speaker: Joe Jamison, VisitAble

10 – 10:25 a.m.

- **“Hey Suppliers – GroupCollect Ops is next level”**

11 a.m. – noon

- **“Social Media Content Ideas to Attract Heritage and Cultural Tourism Visitors”**
Speaker: Sheila Scarborough
Sponsored by: Delta Air Lines

12:15 – 1:15 p.m.

- **Luncheon**
Sponsored by Tulsa Regional Tourism & Travel Oklahoma

1:30 – 2:30 p.m.

- **“Partnership Panel: DMOs and Operators”**
Panel: Shannon Rinker, Visit Bucks County; Maxine-Morrell West, Destination Toronto; Clayton Whitehead, Sports Leisure Vacations; and Kelly Cooke, Terrapin Tours
Moderator: Todd Stallbaumer, Oklahoma Tourism

1:30 – 5 p.m.

- **Supplier Exchange Session**

2 – 2:25 p.m.

- **“Hey Suppliers – GroupCollect Ops is next level”**

2 – 4 p.m.

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

2:30 – 2:55 p.m.

- **GroupCollect Ops for Operators: “What’s Ops with you ...”**

2:45 – 3:45 p.m.

- **“How to Get Your Email Marketing in Gear: I Believe in Miracles. Where You From, You Sexy Email Thing?”**
Speaker: Sheila Scarborough

4 – 5 p.m.

- **“Unwrapping New Angles: Holiday Campaigns as Destination Storytelling”**
Speaker: Megan Peckford

5:15 – 6 p.m.

- **Exhibitor tear-down**

6:45 – 10:30 p.m.

- **Continuous shuttle service to/from Final Night Party**
Sponsored by 417 Bus Line Ltd.

7 – 10 p.m.

- **Final Night Party at Canadian Museum of Nature**
Sponsored by Ottawa Tourism

Thursday, Nov. 13

4 a.m. – 2 p.m.

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

Sponsored by 417 Bus Line Ltd.