

## WEDNESDAY, MARCH 19, 2025

9:00 AM - 10:15 AM	<p>OPENING PLENARY BREAKFAST</p> <p><b>Massachusetts on the Move: 2023-2024 Economic Impact, Travel Data and Campaign Results</b></p> <p>In this session, learn about trends in travel &amp; tourism, what we're seeing in Massachusetts and how we're going to capitalize and grow our market share.</p> <ul style="list-style-type: none"><li>• Mallory Smith, <i>TripAdvisor</i></li><li>• Kate Fox, <i>MOTT</i></li><li>• Matt Hatfield, <i>Massport</i></li><li>• Mia Healy Waldron, <i>Massport</i></li></ul> <p><b>And more!</b></p> <p><b>LOCATION: Rooms A &amp; B, Floor 2</b></p>
10:15 AM - 10:30 AM	<p>NETWORKING BREAK</p> <p>Catch up with your peers and visit our exhibitors!</p>
10:30 AM - 11:15 AM	<p><b>BREAKOUT SESSIONS</b></p> <p><b>Multicultural Excellence in Massachusetts Travel &amp; Tourism</b></p> <p>Massachusetts' rich tapestry of cultures, history, and innovation offers an unparalleled platform for advancing multicultural excellence in travel and tourism. From the Freedom Trail in Boston to the annual Springfield Jazz &amp; Roots Festival and the diverse culinary experiences of neighborhoods like Chinatown and Roxbury, the state thrives as a global destination where culture and community intersect. Our work with Meet Boston and other partners over the past two decades has highlighted the power of cultural inclusion to not only attract visitors but also create lasting connections between communities and the tourism industry. By embracing and celebrating the stories of Indigenous, immigrant, and historically underrepresented groups, Massachusetts continues to redefine what it means to be a world-class destination—one where every visitor feels seen, valued, and inspired.</p> <p><b>Moderator:</b> Carole Copeland Thomas, <i>C. Thomas and Associates</i></p> <ul style="list-style-type: none"><li>• Dagny Ashley, <i>City of Quincy</i></li><li>• Glenn McGibbon, <i>Meet Boston</i></li><li>• Janine Fondon, <i>Unity First Direct, Inc.</i></li></ul> <p><b>LOCATION: Rooms 2 &amp; 3, Floor 1</b></p> <p><b>Culinary Corner:</b></p> <p><b>A conversation featuring non-conventional culinary experts that have a big impact on Massachusetts tourism</b></p> <p>In this session, the Massachusetts Restaurant Association will moderate a discussion on non-traditional culinary experts from UMass Dining: #1 rated on campus dining by Princeton Review, 8 years running; Aramark Sports and Entertainment: feeding hundred of thousands of sports and cultural fans each year; and White Lion Brewery, Springfield's first ever craft brewery.</p> <p><b>Moderator:</b> Steve Clark, <i>MRA</i></p> <ul style="list-style-type: none"><li>• Ray Berry, <i>White Lion Brewing Company</i></li><li>• Andrew Mankus, <i>Dining Services, UMass Amherst</i></li><li>• Casey Dowling, <i>Aramark</i></li></ul> <p><b>LOCATION: Rooms 4 &amp; 5, Floor 1</b></p>

10:30 AM – 11:15 AM	<p data-bbox="391 132 659 163"><b>BREAKOUT SESSIONS</b></p> <p data-bbox="391 216 1162 247"><b>Harvesting Success: How Agriculture Drives Tourism</b></p> <p data-bbox="391 264 1490 386">Agriculture isn't just about crops and livestock - it's a powerful engine driving tourism and economic growth. In this session, learn about how the agricultural sector is playing a key role in enhancing tourism experiences, from farm-to-table dining, to agri-tourism and local festivals.</p> <p data-bbox="391 401 984 432"><b>Moderator:</b> Ashley Randle, <i>Commissioner MDAR</i></p> <ul data-bbox="391 434 1052 558" style="list-style-type: none"><li>• Anne-Alise Pietruska, <i>Eastern States Exposition</i></li><li>• Michael Nelson, <i>Franklin County Agricultural Society</i></li><li>• Al Rose, <i>Red Apple Farm</i></li><li>• Erica Bosse, <i>Gardner Farmers Market</i></li></ul> <p data-bbox="391 571 735 602"><b>LOCATION:</b> Room C, Floor 2</p>
11:15 AM	<p data-bbox="391 646 729 678"><b>CONFERENCE CONCLUDES</b></p>