

## TUESDAY, MARCH 24, 2026

7:30 AM - 9:00 AM	Registration & Breakfast   <i>Live music presented by Massport's "Live Music at Logan"</i>
9:15 AM - 11:00 AM	<b>Opening Plenary Session &amp; MOTT Awards</b> <span style="float: right;"><b>LOCATION: Grand Ballroom</b></span> <b>U.S. Travel: What the Numbers Say—Trends &amp; Outlook</b> Join us as Josh Friedlander, the Vice President of Research for U.S. Travel, shares the most recent data on travel trends and forecasts for what's ahead. <ul style="list-style-type: none"><li>• Josh Friedlander, <i>Vice President of Research</i>, US Travel Association</li></ul>
11:00 AM - 11:15 AM	NETWORKING BREAK: Catch up with your peers and visit our exhibitors! <i>Live break music presented by Massport's "Live Music at Logan"</i>
11:15 AM - 12:00 PM	<b>BREAKOUT SESSIONS</b>
	<b>Marketing to the Multilingual Traveler: Strategies for Global Reach on a Local Budget</b> Imagine this: a traveler from Tokyo is captivated by photos of Cape Cod on Instagram—but when she clicks through, the website is only in English. The interest is there, but the connection breaks. Every day, Massachusetts destinations lose potential visitors not for lack of beauty or experiences, but because the message doesn't cross languages or cultures. In this hands-on workshop, Wendy MacKenzie Pease, President of Rapport International and author of <i>The Language of Global Marketing</i> , shows how tourism organizations can attract and engage international travelers without breaking the bank. Drawing on 20 years of experience helping brands communicate across 200+ languages, Wendy will guide participants through practical ways to make their marketing more inclusive, culturally fluent, and conversion-ready, and show how small changes can drive major increases in visitor engagement. <ul style="list-style-type: none"><li>• Wendy MacKenzie Pease, <i>Rapport International</i></li></ul> <span style="float: right;"><b>LOCATION: Room A</b></span>
	<b>Mutual Survival: Partnerships with the Creative Sector</b> In today's experience economy, hospitality businesses are cultural gateways and artists are the architects that bring those experiences to life. This session explores the benefits of intentional partnerships between the hospitality industry and the creative sector and provides the roadmap to establish them. Learn how to leverage shared resources, amplify cross-marketing efforts, and apply collaborative strategies that strengthen community identity and drive measurable local growth. <b>Moderator:</b> Carolyn Cole, Lisa Simmons, <i>Massachusetts Cultural Council</i> <ul style="list-style-type: none"><li>• Steve Clark, <i>Massachusetts Restaurant Association</i></li><li>• Erica Hagler, <i>Blind Fox</i></li><li>• Lindsey Schmid, <i>1 Berkshire</i></li><li>• Laura Brennan, <i>Berkshire Planning</i></li></ul> <span style="float: right;"><b>LOCATION: Room B</b></span>
	<b>How to Effectively Reconstruct Your Digital Content in a Zero-Click AI World</b> There is only one good type of traffic – web traffic! AI search, e.g. ChatGPT and Gemini, is rapidly changing how web traffic flows, reducing traditional clicks to your website. In this session, Scott Savitt, Digital Officer at Connelly Partners, walks through key principles and simple steps you can apply to your existing site content to show up in AI search summaries and reignite your site visitor volume. <ul style="list-style-type: none"><li>• Scott Savitt, <i>Connelly Partners</i></li></ul> <span style="float: right;"><b>LOCATION: Room C</b></span>

12:15 PM - 1:30 PM	<p><b>Lunch &amp; Keynote Speaker</b></p> <p><b>The Global Opportunity: International Travel and the Road Ahead</b></p> <p>This session will explore the critical role international travel plays in driving visitation and economic impact for destinations. Brand USA will provide an overview of the current global travel landscape, key trends shaping international demand, and the strategies—from partnerships to data-driven marketing—underway to position the U.S. competitively. With summer travel as the immediate focus and marquee moments including America’s 250th anniversary and Sail250 on the horizon, the session will help frame how Massachusetts fits into the national and global tourism picture. Attendees will leave with clarity on visa and entry policy questions, actionable strategies for navigating uncertainty through creative partnerships and messaging, and context to support destination planning and long-term international marketing efforts as we look ahead to 2026 and beyond.</p> <ul style="list-style-type: none"> <li>• Fred Dixon, <i>Brand USA</i></li> </ul> <p style="text-align: right;"><b>LOCATION: Grand Ballroom</b></p>
12:15 PM - 1:45 PM	<p>NETWORKING BREAK: Catch up with your peers and visit our exhibitors! <i>Live break music presented by Massport’s “Live Music at Logan”</i></p>
1:45 PM - 2:30 PM	<p style="text-align: center;"><b>BREAKOUT SESSIONS</b></p> <p><b>From Silos to Shared Space in Beverly: Unlocking the Power of Tourism and the Creative Sector</b></p> <p>For years, Beverly was the city between destinations—a throughway on your way to Salem or Cape Ann. Today, it’s stepping into its own spotlight, having been named the No. 1 ZIP Code in America by Realtor.com and being featured in Ken Burns’ upcoming America 250 documentary. This session explores the practical steps of how Beverly used the power of tourism and the creative sector to leverage its strengths and transform Beverly into a national travel destination. Attendees will leave inspired and equipped with strategies they can adapt to strengthen collaboration, amplify local assets, and build compelling destination narratives in their own communities.</p> <p><b>Moderator:</b> Nancy Gardella, <i>North of Boston CVB</i></p> <ul style="list-style-type: none"> <li>• John Andrews, <i>Creative Collection</i></li> <li>• Leslie Gould, <i>Greater Beverly Chamber of Commerce</i></li> <li>• Danielle Payany, <i>Beverly Main Streets</i></li> </ul> <p style="text-align: right;"><b>LOCATION: Room A</b></p> <p><b>Smarter, Faster, Global: Unlocking AI for the Next Era of Tourism</b></p> <p>As traveler expectations evolve and digital engagement metrics shift, learn how to position your travel business for long-term relevance and success in an AI-driven world. This session will explore how generative AI is reshaping the travel and tourism landscape, and how small and mid-sized businesses can harness AI to scale operations, personalize outreach, and compete globally—without large teams or budgets. From building culturally fluent sales agents to preparing digital content for AI discoverability, this session offers practical insights for destinations, DMOs, and travel sellers.</p> <ul style="list-style-type: none"> <li>• Alyssa Dion Rodning, <i>Marriott</i></li> <li>• Dan Flores, <i>Satisfi Labs</i></li> </ul> <p style="text-align: right;"><b>LOCATION: Room B</b></p> <p><b>Reputation Meets Revenue: Roadmap for Smart Public Relations Integration</b></p> <p>Modern day hospitality marketing professionals are expected to design and execute omnichannel campaigns across the full guest journey with strategies that are personalized, performance-focused, and data-driven. These same professionals are often responsible for public relations as well. While marketing KPIs prioritize immediate revenue impact, PR delivers equally critical value in less direct ways by shaping reputation, strengthening credibility, controlling narrative, and building stakeholder trust. When personal performance evaluations rely on shorter term metrics around acquisition and conversion, it is unsurprising that PR can become deprioritized. This session will not attempt to absorb PR into marketing performance logic. But it will explore how to optimize the PR function with a simple integration roadmap that works efficiently and effectively to support marketing execution. We will also examine the continued relevance of media and why it matters. We’ll approach it with a local lens as we dive into pitch targets, stories that resonate, and how to position them effectively.</p> <ul style="list-style-type: none"> <li>• Steve Saleeba, <i>Hollywood Agency</i></li> <li>• Kimberly Ring Allen, <i>Ring Communications</i></li> </ul> <p style="text-align: right;"><b>LOCATION: Room C</b></p>

2:30 PM - 2:45 PM	<p>NETWORKING BREAK: Catch up with your peers and visit our exhibitors!  <i>Live break music presented by Massport's "Live Music at Logan"</i></p>
2:45 PM - 3:30 PM	<p><b>BREAKOUT SESSIONS</b></p>
	<p><b>Massachusetts—The Ultimate STEM Tourism Destination</b>          Few states have as many amazing STEM destinations as Massachusetts! From the MIT to Worcester's EcoTarium, to Boston's Museum of Science and the New England Aquarium to the Innovation Trail, Massachusetts is home to some of the most fascinating STEM destinations in the world. This panel will explore what several key STEM tourism organizations have in the works for 2026 as well as discuss ways we can better promote Massachusetts as "America's Science Capital" — especially in the aftermath of this year's FIFA World Cup and Massachusetts' 250th celebration.</p> <p><b>Moderator:</b> Scott Krisner, <i>The Innovation Trail</i></p> <ul style="list-style-type: none"> <li>• Noreen Johnson Smith, <i>EcoTarium</i></li> <li>• Mike Jenkins, <i>Museum of Science</i></li> <li>• Michael John Gorman, <i>MIT Museum</i></li> <li>• Suzanne Matus, <i>New England Aquarium</i></li> </ul> <p style="text-align: right;"><b>LOCATION: Room A</b></p>
	<p><b>Sales Strategy &amp; Market Trends</b>          In this session, you will hear from sales experts about the marketing trends we're seeing in Massachusetts and the best strategies to utilize them to expand your business. Topics include how the economic climate is affecting hospitality buying behavior, what demand segments are growing fastest, how to balance short-term revenue goals with long-term relationship building, and underutilized niches and sales trends to prepare for now.</p> <p><b>Moderator:</b> Efren Aponte, <i>Moxy Boston Downtown</i></p> <ul style="list-style-type: none"> <li>• Candice Beaulieu, <i>Cambridge Office for Tourism</i></li> <li>• Jason Ward, <i>Meet Boston</i></li> <li>• Turner Skendarian Schooling, <i>Conventures</i></li> <li>• Sarah Boucher, <i>Bramble Hospitality</i></li> </ul> <p style="text-align: right;"><b>LOCATION: Room B</b></p>
<p><b>From Scroll to Experience:          How Local Content Creators Are Shaping Massachusetts Travel</b>          As travelers increasingly turn to social media for inspiration, local content creators are playing a defining role in how destinations across Massachusetts are discovered, experienced, and shared. In this dynamic panel moderated by Angela Prout of Shored Up Digital, hear directly from Massachusetts-based creators who are capturing a true sense of place through authentic, engaging storytelling.</p> <p>Panelists Colleen Blair (@travelikealocalma), Caroline Barry (@makebostonhome), Matthew Dickey (@streetscapecurator), and Kevin Sandoval (@kevykevworldwide) will offer an inside look at what creators value in destination partnerships, how businesses and organizations can maximize budgets and deliverables, and the key trends shaping travel content in 2026. The discussion will also explore the nuances of creator visits and impactful campaigns, while unpacking what "success" realistically looks like for destinations working within today's digital landscape.</p> <p>Attendees will leave with practical strategies for building meaningful creator partnerships, structuring effective visits and collaborations, and leveraging content that drives both inspiration and engagement.</p> <p><b>Moderator:</b> Angela Prout, <i>Shored Up Digital</i></p> <ul style="list-style-type: none"> <li>• Colleen Blair, @travelikealocalma</li> <li>• Caroline Barry, @makebostonhome</li> <li>• Matthew Dickey, @streetscapecurator</li> <li>• Kevin Sandoval, @kevykevworldwide</li> </ul> <p style="text-align: right;"><b>LOCATION: Room C</b></p>	

3:30 PM - 3:45 PM	<p>NETWORKING BREAK: Catch up with your peers and visit our exhibitors!  <i>Live break music presented by Massport's "Live Music at Logan"</i></p>
3:45 PM - 4:45 PM	<p><b>Day 1 Closing Plenary Session</b></p> <p><b>Global Moments, Local Impact:  Massachusetts 250, Sail Boston &amp; FIFA World Cup 2026™</b></p> <p>With Massachusetts 250, Sail Boston, and FIFA World Cup 2026™ on the horizon, Massachusetts has a unique opportunity to convert global attention into sustained tourism growth.</p> <p>This session will explore how the visitor industry can leverage these moments to attract visitors, extend stays, and drive statewide economic impact. Attendees will gain insight on the activities and learn practical strategies to help leverage these events. <b>LOCATION: Grand Ballroom</b></p>
5:00 PM - 6:30 PM	<p><b>Event Transportation to North Shore Music Theatre</b></p> <p>Shuttles to the evening event at the North Shore Music Theatre will start at 5:00 PM from the DoubleTree Hotel and run continuous loops between the hotel and the Music Theatre until 6:30 PM.</p>
6:00 PM - 8:00 PM	<p><b>Spotlight on the North of Boston: A Night at North Shore Music Theatre</b></p> <p>Step into the spotlight for an unforgettable evening of connection, celebration, and North of Boston flair at the iconic North Shore Music Theatre!</p> <p>This isn't your average networking reception—it's a high-energy gathering where conversation flows effortlessly. Mingle with peers and industry colleagues while indulging in a true Taste of the North Shore, featuring crave-worthy bites from beloved local favorites. Sip, sample, and savor your way through the evening as you make meaningful new connections (and maybe reconnect with a few familiar faces, too).</p> <p>Enjoy live entertainment designed to keep the vibe upbeat and the energy buzzing from start to finish. Whether you're swapping stories, sharing ideas, or simply soaking in the atmosphere, this is your chance to experience one of the region's most treasured venues in a whole new way.</p> <p>Great food. Bright lights. Big conversations.  We can't wait to welcome you for a night that hits all the right notes.</p>
8:00 PM	<p><b>Event Transportation Ends</b></p> <p>Reception ends at 8:00 PM and the last shuttle will depart the North Shore Music Theatre shortly after that time.</p>