

DAY 1

Program Agenda

Thursday, July 31

All programming will be held in the Rocky Mountain Ballroom. Additional speakers to be announced soon.

7:00 a.m.	BREAKFAST Mountain View Terrace
8:00 a.m.	WELCOME & OPENING REMARKS Geoff Freeman , President & CEO, U.S. Travel Association
	STATE OF PLAY: WHAT'S GOING ON & WHAT WE'RE DOING ABOUT IT U.S. Travel Association Speakers to be announced
	FROM MEET THE PRESS TO MEET THE MOMENT: INSIGHTS INTO TODAY'S POLITICAL LANDSCAPE Keynote with Chuck Todd , Former Chief Political Analyst at NBC
	GLOBAL PULSE: WHAT'S REALLY HAPPENING IN INTERNATIONAL TRAVEL U.S. Travel Association Speakers to be announced
	THE GLOBAL TRAVEL OUTLOOK FROM THE CORPORATE FRONTLINES U.S. Travel Association Speakers to be announced
	OLYMPIC OUTLOOK: WHAT THE GAMES MEAN FOR TRAVEL TO THE U.S. Insights from Sarah Hirshland , CEO, United States Olympic & Paralympic Committee
	THE NEW RULES OF DESIRE: HOW TODAY'S TRAVELERS ARE REDEFINING EXPERIENCE Fireside chat with Lisa Holladay , Chief Experience Officer, TIGER 21
	TIKTOK: FROM SCROLL TO SUITCASE David Hocter , Vertical Director, Global Business Solutions NA; Khartoon Weiss , VP, GM, NA & Global, Global Head of Business Solutions, TikTok
12:00 p.m.	LUNCH Mountain View Terrace
1:00 p.m.	OPTIONAL AFTERNOON ACTIVITIES
1:00 p.m.	EXECUTIVE BOARD MEETING Invite only
5:30 p.m.	WINE TASTING: GRAND POUR-OFF Purchase tickets Complete prior approval
6:00 p.m.	SUMMER AUCTION, RECEPTION & DINNER West Tower Lawn Sign up for the auction Complete prior approval

DAY 2

Program Agenda

Friday, August 1

All programming will be held in the Rocky Mountain Ballroom. Additional speakers to be announced soon.

7:30 a.m. **BREAKFAST**
Mountain View Terrace

8:30 a.m. **KEY TAKEAWAYS & TODAY'S FOCUS**
Geoff Freeman, President & CEO, U.S. Travel Association

FEEDING THE FUTURE: HOW TO STAY RELEVANT IN A RAPIDLY CHANGING CONSUMER LANDSCAPE
Fireside chat with **Jeff Harmening**, CEO, General Mills

NAVIGATING ECONOMIC UNCERTAINTY: A PLAYBOOK FOR GLOBAL VOLATILITY
Keynote with **Kevin Warsh**, Former Federal Reserve Governor

THE INTERSECTION OF TRAVEL, ENTERTAINMENT & SPORTS: LESSONS IN INNOVATION & GROWTH
Candid Conversation with **Bill Hornbuckle**, CEO & President, MGM Resorts International; **Wes Edens**, Founder, Brightline High Speed Rail Service; **Steve Hill**, CEO, Las Vegas Convention and Visitors Authority

FROM OUTLIER TO ICON: REINVENTING A BRAND THROUGH CULTURE, CONNECTION & COURAGE
Fireside chat with **Michelle Poole**, Former EVP & Brand President, Crocs

WRAP UP
U.S. Travel Association | Speakers to be announced

12:00 p.m. **LUNCH**
Mountain View Terrace

1:00 p.m. **OPTIONAL AFTERNOON ACTIVITIES**

6:30 p.m. **RECEPTION & DINNER**
Penrose Main Dining Room

QUESTIONS? CONTACT [MAGGIE SOTO](#)