Destinations Discovery I

11:00am - 12:00pm  All Attendees  
Ticketed Event  

CC Meeting Room 3

Devoid of sales pitches and promotion, presenters peel back the layers to share more about a destination than what the marketing pictures and stories tell us about a place. Expanding upon experiential opportunities for travelers beyond the major ports and cities well known throughout marketing campaigns, glean tips and “hidden” destination gems which expose you to a fresh look at a destination, innovative product design, new regions, sites and off the beaten track places, as well as intel on global geo/political realities and sustainability initiatives and challenges within destinations as shared firsthand by locals in the know.

Moderator(s)
Jonathan Tourtellot - CEO, Destination Stewardship Center
Destinations Discovery II: IGNITE!
1:45pm - 2:45pm  All Attendees  MH Plaza Ballroom A,B,C
Ticketed Event

Always a top choice annually, this session is designed to expose you to the maximum amount of information possible in a powerful one hour fast paced visual odyssey. First, ignite your programming by hearing the hottest programming ideas from our carefully curated panel of different Destinations/Foreign Operators/Suppliers. Each will present their most innovative ideas and program development concepts with accompanying stellar images for exactly 3 minutes each. Take advantage of hearing from this unique panel of experts showcasing their very best destination travel/tips/ideas - not promotions - just for you! Follow up on any interests with these presenters afterwards in the International Bazaar. A listing of tabletop locations of all presenters is available on site.

Facilitator(s)
James Friedlander - President, Arrangements Abroad

Wednesday February 5th 2020

Ad Hoc Luncheon Topics
12:30pm - 1:30pm  All Attendees

Bring your pre-purchased deli lunch to discuss important topics that are current challenges to the educational travel industry. These smaller, joint sessions of travel planners and DOS take advantage of expertise and varying perspectives on specific topics and explores how ETC and its strong constituency can become leaders in advocating potential solutions. The format for the session involves an ETC constituent outlining the challenge briefly with the rest of the time being used in problem solving and group discussion.

Considering and Quelling Cuba Questions
CC Meeting Room 3

Is travel to Cuba legal? The answer is a resounding YES! While June 5, 2019 changes by the Trump Administration eliminated US cruise ships and future people-to-people group bookings after that date, most U.S. tour operators have reconfigured their programs to function under the Support for the Cuban People license or other license categories which educational, non-profits, and other affinity organizations can utilize. Come and discuss the latest on how you can feature Cuba in your offerings.

Facilitator(s)
Andrea Holbrook - President, Holbrook Travel
Kate Simpson - President, Academic Travel Abroad

Travel Planner Forum: Best Practices III (3 Options)
1:45pm - 2:45pm  Travel Planners Only

Participate in a series of roundtable discussions and professional engagement opportunities created specifically for travel planners - and held on one single day.

Ensuring Affinity-building and Education in Your Travel Program
MH Tennessee River Room
Competition in the educational affinity travel market continues to escalate. Providing a unique travel experience that reflects the sponsoring organization is key to differentiating our programs from the "enhanced" educational offerings of the mainstream travel industry. Panelists will share the details about their educationally-focused programs and the opportunity for affinity-building that this focus provides.

**Presenter(s)**
Robert Fure - Director of Lifelong Learning, Washington and Lee University

**Short Domestic Trips: Objectives, itineraries, and ROI**

Some travelers are opting to stay closer to home for many reasons: time constraints, seeing what's in the backyard, or limiting carbon footprints. Is it too much of a hassle to hustle to develop or find these opportunities? A panel of fellow travel planners will share why such domestic programs meet their objectives and why they think they are worth a try. They may even tell you where they went wrong along the way, and help you avoid pitfalls.

**Moderator(s)**
Emilie LaRosa - Asst. Director, Alumni Education & Alumni Travel, University Of Pennsylvania

**Presenter(s)**
Lauren Summers - Senior Director of Lifelong Learning & Travel, Association of Yale Alumni