



ETC's Annual Conference 2020

Trends and Sustainability Agenda

As of: 11/15/2019

Monday February 3rd 2020

CEO Roundtable

5:15pm - 6:15pm *Ticketed Event*

Roundtable

CC Meeting Room 1

A roundtable designed and open only to CEOs and individuals with senior oversight, not daily management, of nonprofit institutional travel programs. Trends, trends, trends....what is and will impact strategic decisions for programming and destination choices ahead. Q&A with special interest travel trends tracker Heather Rhodes, TravelStyles.

Presenter(s)

Heather Rhodes - CEO, TravelStyles

Tuesday February 4th 2020

Morning BOLD Talk: A Voice for the Voiceless with Joel Sartore

8:45am - 9:30am **All Attendees**

Plenary

MH Plaza Ballroom A,B,C

It just takes one to build an Ark! Award winning photographer and 2018 National Geographic Explorer, Joel Sartore is a man on a mission: To photograph every captive species on Earth for the 'Photo Ark' in a passionate effort to preserve some species before they disappear. Go behind the scenes with Joel as he travels around the world to capture creatures unlike anything you've ever seen before, including the most toxic, outrageous, colorful and simply beautiful. Things can go wrong, and often do, but getting up close and personal is what it's all about. From hilarious to poignant, you'll get the inside scoop on favorites like pandas, tigers and elephants, as well as animals that are on the very brink of extinction. Thirteen years in and counting, he's over the halfway point with nearly 10,000 species on board so far. Through photos, video and amazing stories, you'll also see how each of us can make a real difference from this day forward. It is not too late, and there's never been a better time to save the world with so many species at risk. Plus according to Joel, there's one more benefit: "When we save species we're actually saving ourselves."

Presenter(s)

Joel Sartore - Photographer, Joel Sartore Photography

Hot Topics I (Choice of 3)

9:45am - 10:45am **All Attendees**

Absorb information from fast-paced lectures on a specific topic and receive timely content, issues updates or applied skills.

Educational Travel Trends: Sorting through the chaos - What's changed and what hasn't

MH Plaza Ballroom A,B,C

What are educational travelers looking for in 2020 and beyond? How are their travel decisions and behavior changing, particularly in response to the barrage of global economic, political, and environmental crises? How do you navigate the immense uncertainty plaguing our market? Amid the chaos, it's critical to base strategic decisions on consistent, sound, market intelligence. Heather Hardwick Rhodes will share fresh insights and trends from her not-yet-released TravelStyles USA 2020 research and contextualize the findings in light of 20 years working with the planners, suppliers, and destinations of ETC.

Presenter(s)

Heather Rhodes - CEO, TravelStyles

Hot Topics II (Choice of 2)

11:00am - 12:00pm **All Attendees**

Absorb information from fast-paced lectures on a specific topic and receive timely content, issues updates or applied skills.

Animal Interactions: How can we mitigate animal abuse in the tourism industry?

MH East West Room

The carriage driver harshly whips his exhausted and mal-nourished horse. The camel is beaten to stand up and submit to another tourist ride at the end of long hot day. The orcas are kept captive in tiny quarters for entertainment shows. We can't ignore the rising global crisis of unethical animal and human interactions and the resulting abuse inflicted, often for the benefit of unsuspecting tourists. How can we make sure our travelers are not part of these problems? Learn who is working to ensure animals are not exploited and how to effectively educate your travelers while still adding value to the traveler experience.

Hot Topics III (Choice of 3)

1:45pm - 2:45pm **All Attendees**

Absorb information from fast-paced lectures on a specific topic and receive timely content, issues updates or applied skills.

Spearheading Sustainability and Innovation: Tour Operator insights within the Duke Masters Project

MH Tennessee River Room

The results are in, and they're showing that travelers are increasingly seeking out sustainable travel options. Learn how Duke Alumni Travels teamed up with four of their ETC member tour operators and a team of Duke graduate students to develop a framework for benchmarking sustainability practices of Duke Alumni Travels. Using this exciting sustainability framework and guidance, Tour Operators selected in the Duke University Nicholas School of the Environment Masters' project discuss their contribution, leadership, and sustainable travel best practices developed as a result of their participation.

Moderator(s)

John Francis - Board Member, Sustainable Travel International

Beth Ray-Schroeder - Director, Alumni Travel, Duke University

Presenter(s)

Samantha Burch - Master of Environmental Management Candidate, Business & Environment Program ('20), Nicholas School of the Environment, Duke University

Courtney McCorstin - Graduate Student, Nicholas School of the Environment, Duke University

Annabelle Mercer - Graduate Student, Nicholas School of the Environment, Duke University

Wednesday February 5th 2020

Travel Planner Forum: Best Practices I (4 Options)

10:00am - 11:00am **Travel Planners Only**

Participate in a series of roundtable discussions and professional development opportunities created specifically for your stakeholder group - and held on one single day.

ETC White Paper Debrief: Discussion of changes in affinity educational travel

CC Meeting Room 1

While we are experiencing the Golden Age for affinity educational travel, there are dramatic shifts in the market and in our opportunities. Join the discussion of what you need to do to maintain or increase your success. Drawing from the concepts in the White Paper (based on the responses of 51 ETC institutions and industry data), this

session will focus on sharing insights and specific recommendations. And, because each program is unique, we will provide self-assessment questions to spark innovation and guide your planning in terms of sustainability, competitiveness, and mission alignment for the decade ahead.

Presenter(s)

Kathy Edersheim - President, Impactrics

Travel Planner Forum: Best Practices II (4 Options)

11:15am - 12:15pm **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.

ETC White Paper Debrief: Discussion of changes in affinity educational travel (Repeat from Best Practices I)

CC Meeting Room 1

While we are experiencing the Golden Age for affinity educational travel, there are dramatic shifts in the market and in our opportunities. Join the discussion of what you need to do to maintain or increase your success. Drawing from the concepts in the White Paper (based on the responses of 51 ETC institutions and industry data), this session will focus on sharing insights and specific recommendations. And, because each program is unique, we will provide self-assessment questions to spark innovation and guide your planning in terms of sustainability, competitiveness, and mission alignment for the decade ahead.

Presenter(s)

Kathy Edersheim - President, Impactrics

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 explore 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.

Solutions for Reducing and Offsetting Your Traveler's Carbon Footprint

MH Tennessee River Room

We know that most industries pollute. Research states that the tourism industry is responsible for 8% of global greenhouse gas emissions and yet more travelers want to travel sustainably. What are companies doing to reduce their carbon footprint? What are best existing ways to offset carbon dioxide and encourage solutions that avoid and reduce a traveler's footprint.

Facilitator(s)

Karl Egloff - Director, WWF Travel, World Wildlife Fund

Tourism Growth in the Polar Regions: A frank conversation on what it might mean

CC Meeting Room 5

Is the significant growth of polar expedition cruising sustainable in consideration of the polar environment, including landing sites and wildlife? With pent-up tourism demand causing more ships to come on line in the area, do we need to think proactively about how to best prepare and/or collaborate with the tour operators that offer trips in the polar regions?

Facilitator(s)

Jonathan Tourtellot - CEO, Destination Stewardship Center

Stephen Wellmeier - Managing Director - North America, Poseidon Expeditions

Hot Topics IV (Choice of 2)

1:45pm - 2:45pm **All Attendees**

Absorb information from fast-paced lectures on a specific topic and receive timely content, issues updates or applied skills.

Overtourism: Why it's Growing: What we can do about it?

CC Meeting Room 5

The problem of overtourism has been gaining steam far longer than the term has existed. It is now spreading far beyond the notorious cases of Venice and Barcelona and shows no signs of abating, severely compromising the quality of the experience for visitors. As representatives of perhaps the most enlightened travel operations in the industry, ETC members have an opportunity and obligation to push for corrective measures and align with their institutions' commitments to sustainability. Governments, media, communities, and the travel industry as a whole need to enact temporary, short-term solutions and adopt longer-term principles that reframe what tourism is all about and manage the expectations for our travelers.