



ETC's Annual Conference 2020

Programming and Destinations Agenda

As of: 01/17/2020

Tuesday February 4th 2020

Destinations Discovery I: Four Continents!

11:15am - 12:15pm **All Attendees**

MH East West Room

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.

Peru -A look at the geography, traditions and natural wonders of the Amazonas Region

Brazil - Salvador, Bahia is a destination rich in history, culture and cuisine influenced by the African slave trade

Hawaii -Learn about sacred and ancient Hawaiian culture and traditions from ancestors going back 50 generations in the Halawa Valley on the island of Molokai

South Africa - Explore a diversity hotspot and ancestral home to the Makuleke people in in the Makuleke Private Concession, the jewel of Northern Kruger NP

Saudi Arabia - Open for the first time to foreign visitors, follow in the footsteps of ancient trade routes while learning about the juxtaposition of conservative Islamic ideals and traditions and modern western influence.

Moderator(s)

Jonathan Tourtellot - CEO, Destination Stewardship Center

Destinations Discovery II: IGNITE!

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

MH Plaza Ballroom A,B,C

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 IGNITE presenters is available at the session.

1. South Africa
2. Scotland- Hebrides and Northern Isles
3. Mongolia
4. Chilean Patagonia
5. Bhutan

6. South Africa Millennial Market
7. Iceland
8. Churchill, Manitoba, Canada
9. Spain
10. Tanzania, Eastern Serengeti
11. San Miguel de Allende, Mexico
12. Varanasi, India
13. Arctic & Antarctica

Facilitator(s)

James Friedlander - President, Arrangements Abroad

Wednesday February 5th 2020

Ad Hoc Luncheon Topics

12:30pm - 1:30pm **All Attendees**

Bring your deli lunch to these informal roundtables 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.

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
James Friedlander - President, Arrangements 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

CC Meeting Room 3

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. This interactive roundtable, led by co-facilitators using strong

educational models, discusses the details about educationally-focused programs and the opportunity for affinity-building that this focus provides.

Facilitator(s)

Robert Fure - Director of Lifelong Learning, Washington and Lee University
Gerry Ellis - President and CEO, GLOBIO

Short Domestic Trips: Objectives, itineraries, and ROI

CC Meeting Room 5

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 hussle to develop or find these opportunities? Co-facilitators 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. Bring your own experiences and questions for this highly interactive session.

Facilitator(s)

Lisa Hill - Manager of Travel & Special Programs, Santa Barbara Museum Of Art
Lauren Summers - Senior Director of Lifelong Learning & Travel, Association of Yale Alumni