

Sunday April 6, 2025

Opening Reception: Hosted by Visit Hickory

6:00 PM-8:00 PM



Monday April 7, 2025

7:00 AM ET

Breakfast with Exhibitors and Sponsors

7:30 AM-8:30 AM

Opening Remarks

8:30 AM-9:00 AM

Keynote Session

9:05 AM-10:05 AM

Break with Exhibitors & Sponsors

10:05 AM-10:30 AM

Breakout: Advocating for Your Destination: Building Effective Relationships with Legislators

10:35 AM-11:35 AM

Breakout: Authentically Engaging BIPOC Travelers: Strategies for Reaching Black and Latino Audiences

10:35 AM-11:35 AM

Breakout: Exploring Cultural and Experiential Trails

10:35 AM-11:35 AM

Breakout: Rural Tourism Development: Strategies for Telling Stories, Building Places, and Driving Growth

10:35 AM-11:35 AM

Media Marketplace 1

10:35 AM-11:35 AM

Awards Luncheon

12:00 PM-1:30 PM

Xpress: Where do we go from here?

1:35 PM-2:05 PM

Adam Sacks

President

Tourism Economics

Break with Exhibitors & Sponsors

2:40 PM-3:05 PM

Breakout - Resilient Tourism: Mastering Crisis Communication Planning for a Modern World

3:10 PM-4:10 PM

Breakout: How to Leverage Outdoor NC and Stewardship Messaging to Connect and Grow Your Audience

3:10 PM-4:10 PM

Breakout: How Weird Wins: Countering Audience Indifference

3:10 PM-4:10 PM

Breakout: The Dream Team - Why Organic and Paid Social are Better Together

3:10 PM-4:10 PM

Media Marketplace 2

3:10 PM-4:10 PM

Legislative Update

4:15 PM-5:15 PM

Happy Hour and Networking Reception

5:15 PM-6:15 PM

Tuesday April 8, 2025

Breakfast with Exhibitors and Sponsors

8:00 AM-9:00 AM

Opening Remarks

9:00 AM-9:20 AM

VISITNC Update

9:20 AM-10:20 AM

Break

10:20 AM-10:45 AM

Breakout: Current Trends in Lodging: From home rentals to hotels

10:50 AM-11:50 AM

Breakout: Starring You! Tips for pitching and prepping for a film production

10:50 AM-11:50 AM

Breakout: Stronger Together: Best Practices in Marketing, Promotion, and Collaboration for Attractions

10:50 AM-11:50 AM

Breakout: Welcome to the new VisitNC.com

10:50 AM-11:50 AM

Breakout: "I want the TRUTH"... "You CAN handle the TRUTH!" Getting to the source of truth for your KPIs

10:50 AM-11:50 AM