

Agenda

WEDNESDAY, JULY 30

10:00 a.m.–7:30 p.m.	EVENT REGISTRATION McGrew Room
3:00–5:00 p.m.	DMO CEO ROUNDTABLE Donald Ross Room, Invitation Only
6:00–7:30 p.m.	WELCOME RECEPTION Mountain View Terrace

THURSDAY, JULY 31

7:00 a.m.–1:00 p.m.	REGISTRATION OPEN McGrew Room
7:00–9:00 a.m.	BREAKFAST Mountain View Terrace
8:00 a.m.–12:00 p.m.	SUMMER SUMMIT PROGRAMMING Rocky Mountain Ballroom
<p>WELCOME & OUTLOOK: WHAT COMES NEXT FOR TRAVEL Geoff Freeman, President & CEO, U.S. Travel Association</p>	
<p>FROM MEET THE PRESS TO MEET THE MOMENT: INSIGHTS INTO TODAY'S POLITICAL LANDSCAPE Chuck Todd, Former Chief Political Analyst at NBC</p>	
<p>Veteran journalist and former Meet the Press moderator will explore the evolving political landscape, the forces reshaping public opinion and what it all means for the future of policy, governance and public trust.</p>	
<p>BEYOND THE HEADLINES: INSIDE INTERNATIONAL INBOUND TRAVEL TRENDS Geoff Freeman, President & CEO; Joshua Friedlander, Vice President, Research, U.S. Travel Association</p>	
<p>Global travel is more complex than the topline numbers suggest. U.S. Travel's Josh Friedlander joins Geoff Freeman to unpack key trends shaping international inbound travel.</p>	
<p>GLOBAL DEMAND SIGNALS: A CORPORATE VIEW OF INTERNATIONAL INBOUND TRAVEL Thorsten Lettnin, Director Sales Cont. Europe, Middle East, Africa, India & Israel, United Airlines; Rob Torres, Senior Vice President of Media Solutions, Expedia; Tyler Gosnell, Managing Director, International Inbound Travel, U.S. Travel Association</p>	
<p>This conversation brings senior industry leaders inside the evolving landscape of international inbound travel. Drawing on insights from the frontlines of global distribution and demand, we will explore where the U.S. is gaining traction, where vulnerabilities may be emerging and how traveler behavior and market perceptions are shaping corporate strategy in real time.</p>	
<p>OLYMPIC OUTLOOK: WHAT THE GAMES MEAN FOR TRAVEL TO THE U.S. Sarah Hirshland, CEO, United States Olympic & Paralympic Committee</p>	
<p>The Olympic and Paralympic Games are more than a sporting event—they are a global stage for inspiration, unity and national identity. With the world's eyes on Paris and LA28 on the horizon, Sarah Hirshland explores why the Games matter for U.S. travel. From shaping perception of brand America to igniting international curiosity, this session highlights the deeper impact of the Olympic movement—and why now is the moment to lean in.</p>	
<p>POLICY IN MOTION: PAVING THE WAY FOR MAJOR EVENTS Ryan Propis, Vice President, Security & Facilitation, U.S. Travel Association</p>	
<p>With America 250, the 2026 FIFA World Cup and the 2028 Los Angeles Olympics on the horizon, we need to be ready to welcome the world. U.S. Travel's Ryan Propis spotlights major progress across the Seamless and Secure Travel agenda.</p>	

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THURSDAY, JULY 31

10:15 a.m.

BREAK

PULSE POINT: THE FUTURE OF SEARCH WITH GOOGLE

RECONCILIATION REALITIES: HISTORIC WINS, TEMPORARY SETBACKS AND WHERE WE GO FROM HERE

Erik Hansen, Senior Vice President, Government Relations, U.S. Travel Association

This year's reconciliation bill brought both hard-earned victories and temporary setbacks. U.S. Travel's Erik Hansen breaks down what happened, what it means for Brand USA and visa fees and how the industry must respond.

LUXURY REDEFINED: NAVIGATING THE NEW TRAVELER MINDSET WITH MMGY GLOBAL

As luxury travel evolves, so do the expectations of its most influential consumers. You will get a sharp look at what today's affluent travelers really value—and what that means for brands aiming to meet them where they are and where they are going next.

AFFLUENCE, INFLUENCE AND EXPERIENCE: A CONVERSATION WITH LISA HOLLADAY

Lisa Holladay, Chief Experience Officer, TIGER 21; **Allison O'Connor**, Senior Vice President, Strategic Communications, U.S. Travel Association

Lisa will share her perspective on the evolving mindset of affluent consumers—what they truly value, how expectations are shifting and what it takes to design meaningful, memorable experiences in a world of unlimited access.

TIKTOK: FROM SCROLL TO SUITCASE

David Hocor, Head of US Verticals, Global Business Solutions NA, TikTok

TikTok is transforming how people discover and book travel—from the moment inspiration strikes to the final booking decision. This session offers an inside look at how the platform is reshaping the travel industry, from emerging trends and brand strategies to the shift from traditional travel agents to social media-driven planning.

12:00–1:00 p.m.

LUNCH | Mountain View Terrace

1:00–4:00 p.m.

OPTIONAL AFTERNOON ACTIVITIES

1:00–3:00 p.m.

EXECUTIVE BOARD MEETING | Donald Ross Room, Invitation Only

5:15–6:00 p.m.

SHUTTLE TO CHEYENNE LODGE FOR GRAND POUR OFF & SUMMER AUCTION | West Lobby Entrance

5:30–6:00 p.m.

WINE TASTING: GRAND POUR-OFF | Cheyenne Lodge

[Purchase Tickets](#) | [Complete Prior Approval](#) | Tickets Required to Attend

6:00–10:00 p.m.

SUMMER AUCTION, RECEPTION & DINNER | Cheyenne Lodge

[Sign up for the Auction](#) | [Complete Prior Approval](#)



Agenda

FRIDAY, AUGUST 1

7:30–9:30 a.m.

BREAKFAST | Mountain View Terrace

8:30 a.m.–12:00 p.m.

SUMMER SUMMIT PROGRAMMING | Rocky Mountain Ballroom

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

Jeff Harmening, CEO, General Mills; **Geoff Freeman**, President & CEO, U.S. Travel Association

From brand trust and wellness to social responsibility, personalization and premium experiences, today's consumers are making more intentional choices than ever before. General Mills CEO Jeff Harmening joins us to explore what it takes to personalize at scale, when to listen to the loudest voices (and when not to), how brands are navigating cultural pressure and why experiences—not just products—are defining consumer loyalty.

THE GLOBAL OUTLOOK: NAVIGATING ECONOMIC UNCERTAINTY IN A VOLATILE WORLD

Mohamed A. El-Erian, President of Queens' College, University of Cambridge, Chief Economic Advisor at Allianz

In an era defined by economic volatility, geopolitical shifts and fast-changing consumer trends, El-Erian will provide a forward-looking analysis of inflation, interest rates, global growth and the structural realignments redefining the global economy.

PULSE POINT: THE REAL AI REVOLUTION WITH MADDEN MEDIA

BREAK

PULSE POINT: CO-OP MARKETING AS A RESILIENT STRATEGY WITH SOJERN

THE INTERSECTION OF TRAVEL, ENTERTAINMENT & SPORTS: LESSONS IN INNOVATION & GROWTH

Bill Hornbuckle, CEO & President, MGM Resorts International; **Wes Edens**, Founder of Brightline; **Steve Hill**, CEO, Las Vegas Convention & Visitors Authority

Travel, sports and entertainment form a powerful triangle reshaping innovation, infrastructure and experiences. From high-speed rail and billion-dollar districts to reimagined guest journeys and public-private partnerships, these visionary leaders will reveal what it takes to stay ahead of the curve.

LOUD & CLEAR: COMMUNICATING TRAVEL'S VALUE WITH POWER AND PRECISION

Allison O'Connor, Senior Vice President, Strategic Communications, U.S. Travel Association

Messaging matters—especially in moments of uncertainty. Allison O'Connor unveils the latest research from Hattaway and how U.S. Travel is sharpening the way we tell our story across channels, stakeholders and platforms.

FROM OUTLIER TO ICON: REINVENTING A BRAND THROUGH CULTURE, CONNECTION & COURAGE

Michelle Poole, Former EVP & Brand President, Crocs; **Ellen Davis**, Executive Vice President, Business Strategy & Industry Engagement, U.S. Travel Association

The most successful brands don't just sell products or destinations—they create movements, shape culture and build deep emotional connections with their audiences. Former President of Crocs, will share how the brand transformed from a niche product into a global cultural icon and discuss the power of storytelling, emotional connection and cultural relevance in shaping a brand's identity.

12:00–1:00 p.m.

LUNCH | Mountain View Terrace

1:00–4:00 p.m.

OPTIONAL AFTERNOON ACTIVITIES

6:00–9:00 p.m.

RECEPTION & DINNER | West Tower Lawn