



2022 NJTIA Conference on Tourism Schedule

Thursday, December 1, 2022

NETWORKING BREAKFAST & EXHIBITS

8:00am – 9:00am

Don't miss out on the interactive opening breakfast with special guests - Big Kahuna's, Liberty Science Center, American Dream and Cape May County Park & Zoo along with sponsor exhibits.

KEYNOTE SESSION ONE

9:00am – 10:00am



Recovery and Risks for NJ Travel Industry

Speaker: Adam Sacks, President, Tourism Economics

Business leisure and business travel have rebounded with impressive strength over the past year.

However, recession tremors and persistent inflation loom large and threaten the continued recovery of travel. Adam Sacks will share Tourism Economics' latest views on the economy, the mindset of travelers.

And expectations for the evolution of travel in 2023.

PLENARY SESSION

10:00am – 11:00am

Growing Tourism by Leaps and Bounds

Speaker: Neil Frauenglass, Chief Marketing Officer, Visit Philadelphia

Creating marketing that stands out and compels action is no easy task.

During this presentation, Neil Frauenglass, chief marketing officer at VISIT PHILADELPHIA®, will give 10 actionable tips for turning your marketing up.



BREAKOUT SESSION ONE

11:15am – 12:15pm

Getting the most out of community relationships: Workshop and introduction to the Certified Tourism Industry Professional program

Speaker: Erin O'Hanlon, BA, MAIT, Coordinator of Service-Learning, Stockton

Center for Community Engagement and Service-Learning Adjunct Faculty Member, Communication Studies Program Stockton University

Learn how to identify, engaged and maximize the benefits of community relationships for your

organization. Join Certified Tourism Industry Professional (CTIP) certificate program faculty Erin O'Hanlon



for a discussion of the various types of community relationships and how each may be leveraged to achieve your business goals. The Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) Stockton University School of Business will also provide an overview and answer your questions about the CTIP Program.

BREAKOUT SESSION TWO

11:15am – 12:15pm

Tourism Means Business

Speakers: Daniel Gallagher, Director of Sports Sales, Atlantic City Sports Commission; John D. Fanburg, Managing Member, Chair, Healthcare Law and Co-Chair, Cannabis Industry at Brach Eichler; Tom Suthard, Stakeholder Relations Manager, Ørsted and Loren G. Edelstein, Vice President, Content Director at NorthStar Meetings Group

Niche Markets can be very lucrative for your tourism business but require a targeted approach. Hear from experts on the following emerging segments and how to attract them: Conferences & Meetings 2023, Sports Betting, Ocean Wind and Cannabis Tourism.



LUNCH

12:15pm – 2:00pm

Celebration of Tourism Lunch

Featuring Brian Donohue from "Brian's Positively New Jersey" on News12 NJ who will share some of his stories and experiences and show you how you too can be a great storyteller with just a GoPro or an iPhone to get the New Jersey Tourism message out and noticed. We will also be installing new Board Members, recognizing our Peers who have earned a NJTIA Award as well as giving out many wonderful prizes.

KEYNOTE SESSION TWO

2:15pm – 3:15pm



How Location Data is Revolutionizing Marketing in the Tourism Industry

Speaker: Jayson Ayers, Near, SVP Marketing Solutions

Who are your visitors? Where are they coming from? What do they do at your destination? The answers to those questions should be driving your marketing strategy, but the answers aren't always easy or fast to find with traditional data sources.

That's where mobile location data comes in. Leveraging this type of data is critical in the tourism industry and can help you uplevel your marketing efforts, providing you with better targeting, personalization,

measurement, and attribution. Join Jayson Ayers, SVP Marketing Solutions from Near, as he shares real-world examples around how mobile location data works, and how you can maximize the potential of this enormous set of data in your marketing strategies.

KEYNOTE SESSION THREE

3:30pm – 4:30pm

Travel Trends

The travel industry is continually advancing, and the rate of change is now faster than ever before, as potential visitor mindset and needs alter expectations and standard practices. Hear the latest updates on travel trends from three industry travel marketing experts.



Navigating the Future – New Opportunities from the Recent Revolution in Travel

Elena Prostova, Vice President, Creative, Miles Partnership



The Next Wave of Inclusion

Lynn Kaniper, President, Dana Communications



Driving Publicity for Your Company: What the Media Want and How to Give it To Them

Terry Gallagher, President, Hammond Group

NETWORKING RECEPTION

**Sponsored by the Garden State Wine Grower's Association
featuring the Flying Ivories and their dueling pianos.**

5:30pm-7:30pm

Starlight Ballroom



Friday, December 2, 2022

BREAKFAST WITH EXHIBITS

9:00am – 10:00am

SPECIAL SESSION

10:00am – 10:30am

NJ Motion Picture & Television Commission Updates

Speaker: Steven Gorelick, Executive Director and David Schoner, Assistant Director
NJ Motion Picture & Television Commission



Filming in New Jersey is booming right now! Hear from the NJ Motion Picture and TV Commission on all the projects going on in our state along with the economic impact of having filming in your destination. Find out how you can attract more film crews and what else you can do to promote your area.

KEYNOTE SESSION FOUR

10:45am – 11:15am

Speaker: Jeff Vasser, Executive Director, Division of Travel & Tourism



Update from the Executive Director of New Jersey Division of Travel and Tourism. Hear the latest happenings from the administration.

KEYNOTE SESSION FIVE

Trends & Visitor Patterns Across NJ

11:15am – 11:45am

Speaker: Katie Stadius, Senior Strategic Advisor



Learn about current visitation and spend trends across New Jersey, including how they compare to national and regional behavior.

KEYNOTE SESSION SIX

12:00pm – 1:00pm

Legislative Update

Speaker: Joe Simonetta, Executive Director, NJTIA



Joe Simonetta will give an update on key issues facing the tourism industry in Trenton and Washington in the new year.

LUNCH TO GO

1:00pm