2026 NETTRA Chapter Annual Conference Agenda

Thursday, October 8th, Zoom

Time	Session Info	
8:30 a	Welcome Remarks: Dr. Tanner C. Knorr, 2026 Conference Chair and NETTRA Co-Vice President	
8:40	*Keynote Panel:* **What We Learned from the 2026 FIFA World Cup** Panelists: • **Cinthia Martinez-Cerna**, Research Analyst, MMGY Travel Intelligence • **Joe Heller**, Chief Marketing Officer, Philadelphia Convention and Visitors Bureau • **Jason Meredith**, Director, Research & Insights, New York City Tourism + Conventions • **Sathvika Reddy**, Director, Data Insights & Analytics, Meet Boston	
9:40	Leg stretch break	
9:45	*Breakout Roundtable 1a:* **Gen Z Brain Trust: What do Younger Travelers REALLY Want?** Presenters: • **Tina Valdecanas**, Principal, Visitor Economy Optimization & Community Vitality Architect Clarity of Place/Longwoods • **Sean McLaughlin**, Senior Lecturer, Recreation Management & Policy, University of New Hampshire • **Students from UNH course** "Recreation and Tourism in Society" Co-facilitated by Dr. Jada Lindblom, University of New Hampshire	*Breakout Roundtable 1b:* **The Experience is the Investment: How Baltimore is Building the Workforce Behind Special Events** Presenters: • **Carlee Wolfe**, AVP, Talent and Org Effectiveness, Hyatt Hotels • **Mia Blom**, Director of Government & Community Affairs, Visit Baltimore / Executive Director, Visit Baltimore Education & Training Foundation Co-facilitated by Dr. Yang Yang, Temple University

10:40	Leg stretch break	
10:45	*Breakout Roundtable 2a:* **Navigating "Kidfluence," Multi-Generational Dynamics, and Inclusivity in Contemporary Family Travel** Presenter: • **Anna Abelson**, Adjunct Assistant Professor, New York University, Tisch Center of Hospitality • **Peter Bopp**, Advisor for Research, The Family Travel Association Co-facilitated by Kaitlin DiPaola, Tourism Economics	*Breakout Roundtable 2b:* **The Travel Researcher of the Future: Supporting Destination Organizations in Management and Stewardship** Presenter: • **Roni Weiss**, Executive Director, Travel Unity Co-facilitated by Tina Valdecanas, Clarity of Place
11:40	Quick break to reconvene in general session	
11:45	*Student Research Spotlight:* **Analyzing Ski Resort Experiences Through Online Reviews: A Data Analytics Approach to Customer Satisfaction in Pennsylvania Tourism** Presenters: • Neylla Joseph, Student, East Stroudsburg University • Dr. Yongwook Ju, Assistant Professor, East Stroudsburg University Facilitated by: Kelley Keeling, Visit Bucks County (PA)	
11:55	Closing Remarks: Dr. Tanner C. Knorr and Elizabeth Pike (TTRA)	
12:00	Conclude	