



NATIONAL EXTENSION
TOURISM NETWORK



TRAVEL AND TOURISM
RESEARCH ASSOCIATION
NorthEast Chapter



NETtra Tourism Conference Agenda

October 7-10, 2025 at Mill Falls Resort, Meredith, NH

Room Locations: All conference sessions will be held in Mill Fall's Church Landing building. All meeting spaces are on the lower level, with the exception of the Oval Room, which is upstairs next to hotel registration.

Presentation Information: Detailed session descriptions are available at www.nettra.org/conference-program.html. Please note that the schedule is subject to change.

Tuesday, October 7th

3:00p – Conference registration opens (mid-lower level)

3:30 - 5:00p – Hatch collaborators group meeting (*by invitation; Ballot Room*)

4:00p – Hotel check-in begins

5:00 - 6:30p – Sunset Welcome Reception (on lakefront lawn/under tent or indoors in Chris conference space)

6:30p – Dinner on own

- 7:00p – NET Design Team Dinner at Camp Restaurant (*Design Team only*)
- 7:00p – NETTRA Board Meeting at Vida at the Lake (*NETTRA board only*)

Wednesday, October 8th

7:30 - 8:30a – Light breakfast (buffet; Winnepesaukee Ballroom); registration opens

8:30 - 8:40a – Introductory Remarks (Winnepesaukee Ballroom)

8:40 - 9:30a – Welcome Plenary: “Tourism Across Scales: Getting Situated in Our Conference Region” (Winnepesaukee Ballroom)

Panelists:

- Michele Cota, Executive Director, Discover New England
- Michelle Cruz, Director, NH Division of Travel and Tourism Development
- Amy Landers, Executive Director, Lakes Region Tourism Association
- Matty Leighton, Executive Director, Central NH Chamber of Commerce
- Sue Cagle, Extension Community and Economic Development Field Specialist, University of New Hampshire (*moderator*)

9:30 - 9:40a – Break

9:40 - 10:55a – Breakout Session 1:

Room	Session
Winnepesaukee Ballroom	<p>Presentation Session 1a: Destination Assets and Perceptions <i>Facilitator: Hanna Lee</i></p> <ul style="list-style-type: none"> – Big, Brown, and RIGHT THERE!: An Analysis of Black Bear and Moose in New Hampshire Tourism. <i>Presenter: Adam Keul (20 min.)</i> – After-Dark Tourism: An Examination of Attitudes, Trends, and Revenue Potential. <i>Presenter: Kristy Sumner (20 min.)</i> – National Resident Sentiment Towards Sporting Events. <i>Presenter: Tammy Koerte (20 min.)</i>
Carriage House	<p>Presentation Session 1b: Community Engagement in Destination Development <i>Facilitator: April Turner</i></p> <ul style="list-style-type: none"> – Community Entrepreneurship as a Catalyst for Outdoor Recreation and Sustainable Economic Ecosystems: Lessons from Franklin, NH. <i>Presenters: Charles French, Guangzhou Chen (20 min.)</i> – Empowering Local Decision-Making Through Participatory Sustainable Tourism Indicators. <i>Presenters: Daniel Eades, Douglas Arbogast (20 min.)</i> – From Concept to Catalyst: Building a Regional DMO from the Ground Up in Rural New Hampshire. <i>Presenter: Penelope Whitman (20 min.)</i>
Oval Room	<p>Workshop Session 1c: NET Agritourism Working Group</p> <ul style="list-style-type: none"> – NET Agritourism Working Group Roundtable. <i>Presenters: Lindsey Pashow, Lisa Chase (75 min.)</i>
Ballot Room	<p>Roundtables Session 1d: Cross-Sector Engagements for Industry Development <i>Facilitator: Scott Slattery</i></p> <ul style="list-style-type: none"> – Outdoor Recreation Knowledge Exchange: Bridging Extension and Industry to Support Outdoor Recreation Economies. <i>Presenters: Hailey Sorg, Guinevere Nelson (35 min.)</i> – Internships in the Tourism Space: A Roundtable Discussion About Industry Needs, Academic Preparedness, and Program Design. <i>Presenter: Sean McLaughlin (35 min.)</i>

10:55 - 11:05a – Break

11:05 - 12:20p – Breakout Session 2:

Room	Session
Winnepesaukee Ballroom	<p>Presentation Session 2a: Workforce and Quality of Life <i>Facilitator: Guangzhou Chen</i></p>

	<ul style="list-style-type: none"> – Outdoor Recreation, Quality of Life, and Life Satisfaction: Findings from the 2024 North Central Region Household Survey. <i>Presenter: Xinyi Qian (20 min.)</i> – New Hampshire's Workforce Toolkit for the Outdoor Lifestyle. <i>Presenter: Tyler Ray, Janel Lawton (20 min.)</i> – The Short- and Long-Term Economic Impact of COVID-19 on Tourism and Hospitality Industry Workers. <i>Presenter: Sunwoo Park, Lauren Duffy (20 min.)</i>
Carriage House	<p>Presentation Session 2b: Fostering Creativity and New Engagements in Agritourism <i>Facilitator: Doolarie Singh-Knights</i></p> <ul style="list-style-type: none"> – Flocking to the Farm: Hatching Agritourism Opportunities for Veteran Farmers Through Incubation. <i>Presenter: Kara Rutter (20 min.)</i> – Beyond the Barn Doors: Cultivating Creativity in Agritourism. <i>Presenter: Ann Morgan Hawthorne (20 min.)</i> – Cultivating Collaborations: The Impact of the Ag+Art Tour on Rural Communities in South Carolina. <i>Presenter: Summer Chandler (20 min.)</i>
Oval Room	<p>Roundtables Session 2c: Destination Resilience <i>Facilitator: Madeleine Smith</i></p> <ul style="list-style-type: none"> – Resilient Destinations: Leveraging Our NETwork. <i>Presenter: Ann Savage (35 min.)</i> – Research Study: Gathering Key Stakeholder Perspectives on Adaptation Strategies for Building Resilience. <i>Presenter: Austin Holland, Natalie Chin (35 min.)</i>
Ballot Room	<p>Mixed Session 2d: Recreation and Tourism Planning <i>Facilitator: Charlie French</i></p> <ul style="list-style-type: none"> – Calibrating the Compass: Extension’s Role in Developing Utah’s Outdoor Recreation Strategic Plan. <i>Presenter: Jake Powell (20 min.)</i> – Rural Tourism Growth in the New River Gorge Region: Challenges, Opportunities and Lessons Learned for Destination Management in Small Communities. <i>Presenters: Lauren Weatherford, Doug Arbogast, Daniel Eades (35 min.)</i>

12:20 - 1:05p – Networking Lunch (buffet; Winnepesaukee Ballroom)

1:05 – 1:15p – Host Institution Welcome: Amy Loader, Director, University of New Hampshire Cooperative Extension (Winnepesaukee Ballroom)

1:15p - 2:05p – Keynote Panel: “From Global to Local: The Impacts of Geopolitics and Current Affairs on Travel and Tourism” (Winnepesaukee Ballroom)

Panelists:

- Sindy Diab, Vice President for Custom Research, MMGY Travel Intelligence
- Scott Johnson, Co-Founder, XBorder Canada; CEO, Travel Market Insights Inc.
- Jason Meredith, Director of Research and Insights, New York City Tourism + Conventions
- Dr. Yang Yang, Professor and Department Chair, School of Sport, Tourism, and Hospitality Management, Temple University; Executive Director of the U.S.-Asia Center for Tourism and Hospitality Research
- Dr. Xinyi Qian, Tourism Center Director and State Specialist, University of Minnesota (*moderator*)

2:05 - 2:15p – Break

2:15 - 3:30p – Breakout Session 3:

Room	Session
Winnepesaukee Ballroom	<p>Roundtables Session 3a: Data to Guide Destinations <i>Facilitator: Kelley Keeling</i></p> <ul style="list-style-type: none"> – Beyond Price: Competing on Perceived Value in the Traveler’s Mind. <i>Presenter: Sindy Diab (35 min.)</i> – Sustainable Tourism Indicators Using Secondary Data: A Ten-Year Analysis of U.S. Recreation-Dependent Counties. <i>Presenters: Daniel Eades, Douglas Arbogast (35 min.)</i>
Carriage House	<p>Presentation Session 3b: Rural Tourism Leadership and Collaboration <i>Facilitator: John Christ</i></p> <ul style="list-style-type: none"> – The Rural Tourism Assessment: Catalyzing Rural Tourism Through Insight and Community Collaboration. <i>Presenters: Garrett Ziegler, Andy Northrop (20 min.)</i> – A New Opportunity for Rural Tourism Leaders. <i>Presenters: Abigail Kidder, Ann Savage, Douglas Arbogast (20 min.)</i>
Oval Room	<p>Workshop Session 3c: Narratives of Work and Worth</p> <ul style="list-style-type: none"> – Narratives of Work and Worth: Youth Career Planning, Cultural Messages, and the Tourism Economy in New Hampshire. <i>Presenters: Jayson Seaman, Cindy Hartman, Elliot Ng (75 min.)</i>
Ballot Room	<p>Roundtables Session 3d: Agritourism Opportunities <i>Facilitator: Lindsey Pashow</i></p> <ul style="list-style-type: none"> – Empowering Agritourism Service Providers to Strengthen Agritourism Programs as a Farm Diversification Strategy. <i>Presenters: Doolarie Singh-Knights, Chadley Hollas, Lindsey Pashow (35 min.)</i> – Astrotourism Meets Agrotourism: A Roundtable Discussion to Integrate and Align Communities of Practice on Dark Sky

	Opportunities for Rural Destinations. <i>Presenters: Erin Carter, Jason Entsminger (35 min.)</i>
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3:30 - 4:30p – Poster Session (including the Poster Pop-Up) and Afternoon Coffee Break (Chris Craft area and Winnepesaukee Ballroom)

- Don't forget to vote for the Best Poster Award!

4:30 - 5:15p – Pre-dinner break – Get ready to cruise! (Warm layers and comfortable footwear recommended)

5:10p – Depart the resort to walk to the Meredith Harbor docks (just north of the conference venue at 289 Daniel Webster Highway; walk on your own or meet outside the Church Landing main entrance to walk with others) to board the M/S Mt Washington

5:30p SHARP – Dinner cruise departs!

- 5:30 - 6:20p – Cash bar and social time (sun sets at 6:14 pm)
- 6:20 - 7:20p – Dinner buffet
- 7:20 - 7:45p – Awards ceremony

8:00p – Cruise disembarks at Meredith Harbor

Thursday, October 9th

7:30 - 8:30a – Light breakfast (buffet; Winnepesaukee Ballroom); registration opens

- “Get to Know...” Drop-In Tables – Join these organizations for casual conversation over breakfast. Move around the room as you wish and learn more about each organization, including: the National Extension Tourism Network (NET), the Northeast Chapter of the Travel and Tourism Research Association (NETTRA), and the Northeast Regional Center for Rural Development (NERCRD)

8:30a – Morning Welcome and General Announcements (Winnepesaukee Ballroom)

8:35 - 9:25a General Session: “Group Travel Insights: What Can We All Learn from Current and Future Trends?” (Winnepesaukee Ballroom)

Panelists:

- Steve August, Vice President of Marketing, Road Scholar
- Mike Oster, Director of Hiring and Programs, Putney Student Travel/ Smithsonian Student Travel/National Geographic Student Travel
- James Wrigley, Director of Sales and Occupancy, Appalachian Mountain Club
- Shay Bellas, CEO and Founder, NaviTour (*Moderator*)

9:25 - 9:35a – Break

9:35 – 10:50a – Breakout Session 4:

Room	Session
Winnepesaukee Ballroom	Presentation Session 4a: Local Exploration as a Tourism Development Tool <i>Facilitator: Andy Northrup</i>

	<ul style="list-style-type: none"> – Walking the Walk While Talking the Talk: The Effectiveness of Walking Workshops as a Community Development Assessment Tool. <i>Presenter: Whitney Knollenberg (20 min.)</i> – WY Walks. <i>Presenters: Hailey Sorg, Joddee Jacobsen, Sara Olsen (20 min.)</i> – Exchange Tourists: Enhancing Destination (Self-)Awareness through the Tourism First Impressions Program. <i>Presenters: Jada Lindblom, Doug Arbogast, Rebecca Levy, Lisa Chase (20 min.)</i>
Carriage House	<p>Presentation Session 4b: Agritourism Trends and Futures <i>Facilitator: Ann Savage</i></p> <ul style="list-style-type: none"> – Growing the Agritourism Industry in New York State Through a Multifaceted Approach. <i>Presenters: Lindsey Pashow, Jarmila Haseler (20 min.)</i> – Visitors are Welcomed: Number of Visits and Profitability by Types of Direct Sales within Agritourism Operations in the U.S. <i>Presenter: Prem Bhandari (20 min.)</i> – Agritourism in Transition: Exploring Change and Growth Across Montana’s Rural Landscape. <i>Presenter: Elena Bigart (20 min.)</i>
Oval Room	<p>Presentation Session 4c: Contemporary Issues in Outdoor Recreation <i>Facilitator: Tanner Caterina-Knorr</i></p> <ul style="list-style-type: none"> – When Climate Meets Crowds: Outdoor Recreation Land Manager and Provider Responses to Climate and Social Change in Parks and Protected Areas. <i>Presenters: Madeleine Smith, Michael Ferguson (20 min.)</i> – Exploring Water-Based Recreation Constraints Among Black/African American Minnesotans. <i>Presenter: Ami Choi (20 min.)</i> – New Hampshire’s WILDLY RESPONSIBLE Safety & Sustainability Program. <i>Presenter: Janel Lawton, Michelle Cruz (20 min.)</i>

10:50 - 11:20a – Break – Prepare for mobile workshops

11:20 - 11:45a – Meet outside Church Landing main entrance (**unless otherwise noted**) to depart for Mobile Workshops (lunch will be served as part of tour)

- “Celebrating Rural Life: Agritourism and Heritage Tourism in New Hampshire” (approx. schedule: 11:30a – 5:00p) – Grace Transportation charter bus departs at 11:30a
- “Everything Worthwhile is Uphill: Evolving Landscapes of Outdoor Recreation (with Optional Mountain Biking)” (approx. schedule: 11:30a - 6:00p) – Highland Mountain Bike Park vans depart at 11:30a
- “Ripe for Visitors: Creating Vibrant Downtowns and a Sense of Place” (approx. 11:45a - 4:15p) – walking tour departs from Church Landing entrance at 11:45a

- “Paddling Together: Lakes, Tourism, and Balancing Uses” (approx. 11:45a - 4:30p) – UNH Extension van departs at 11:45a – **meet first in the Oval Room at 11:30a**
- Workshops return by 6 pm; dinner on own

Friday, October 10th

7:30 - 8:30a – Breakfast (buffet; Winnepesaukee Ballroom); registration opens

- NETTRA Chapter Annual Meeting - open to all NETTRA Chapter Members; pick up breakfast and head to the Ballot Room

8:30 - 9:20a – General Session Panel: “Making Happy Visitors: Insights from Resorts and Attractions” (Winnepesaukee Ballroom)

Panelists:

- Barbara Beckwith, General Manager, Mill Falls Resort Collection at the Lake
- Jessyca Keeler, President, Ski New Hampshire
- Charyl Reardon, President, White Mountains Attractions Association
- Dave Gerdes, Vice President Sales Marketing, The Happy Valley (PA) Adventure Bureau (*moderator*)

9:20 - 9:30a – Break

9:30a - 10:45a – Breakout Session 5:

Room	Session
Winnepesaukee Ballroom	<p>Presentation Session 5a: Supporting Agritourism <i>Facilitator: Lisa Chase</i></p> <ul style="list-style-type: none"> – Information Strategies to Support US Agritourism: Insights from a Nationwide Consumer Survey. <i>Presenter: Claudia Schmidt (20 min.)</i> – Agritourism Operators’ Perspectives on Major Challenges and Necessary Supports. <i>Presenter: Claire Whitehouse (20 min.)</i> – Hosting a Statewide Agritourism Conference to Advance Agritourism Development. <i>Presenter: Rachael Callahan (20 min.)</i>
Carriage House	<p>Presentation Session 5b: Understanding Visitors' Preferences and Experiences <i>Facilitator: Adam Keul</i></p> <ul style="list-style-type: none"> – A Cross-Cultural Comparison of Medical Tourists’ Preferences: A Case of Turkiye. <i>Presenter: Jiahui Wang (20 min.)</i> – Mindfulness in Travel Experiences: A Mixed-Methods Study Integrating Netnography and Survey Analysis. <i>Presenter: Yifeng Liang (20 min.)</i> – Forever Departing: Alienation and the Unfinished Journey of the Digital Nomad. <i>Presenter: Linlin Zhang (20 min.)</i>
Oval Room	<p>Roundtable Session 5c: Engaging with Universities in Outdoor Recreation Development</p>

	<p><i>Facilitator: Doug Arbogast</i></p> <ul style="list-style-type: none"> – Building a Strategic Roadmap for Outdoor Recreation: Perspectives from a Land-Grant University on Multi-stakeholder and Cross-sectoral Engagement. <i>Presenters: Jason Entsminger, Jens Kaus, Mikayla Reynolds (35 min.)</i> – Extension’s Role in the Outdoor Recreation Economy: A Collaborative Exploration of Opportunities for National Engagement. <i>Presenter: Jake Powell (35 min.)</i>
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10:45 - 11:00a – Break

- Check out of rooms by 11 am. Attendees can leave bags in coat room by conference registration or bring to ballroom

11:00 - 11:45a – Closing Session: “Effective Collaborations for Stronger Destinations”
(Winnepesaukee Ballroom)

Panelists:

- Stephen Alessi, Assoc. Director, Northeast Regional Center for Rural Development
- Whitney Knollenberg, Associate Professor, North Carolina State University
- Penelope Whitman, Executive Director, Discover Sugar River Region
- Tina Valdecanas, Principal and Co-Founder, Clarity of Place (*moderator*)

11:45a – 12:00p – Closing Remarks (Winnepesaukee Ballroom)

12:00p – Conference adjourns (lunch on own)

Thank you for joining us!

About the conference partners:

National Extension Tourism Network (NET)

NET’s mission is to integrate research, education and outreach within Cooperative Extension and Sea Grant to support sustainable tourism, thus contributing to the long-term economic development, environmental stewardship, and socio-cultural wellbeing of communities and regions.

Northeast Chapter of the Travel and Tourism Research Association (NETTRA)

TTRA is the leading advocate for higher travel and tourism-related research, analysis, and marketing standards. With over 50 years of experience, TTRA is the go-to source for evidence-based, global travel and tourism data and analysis. The NETTRA Chapter aims to engage tourism academics, practitioners, and vendors located in or with interests in the Northeast Region of the United States.

University of New Hampshire (UNH)

UNH is the state’s public research university, holding land-grant, sea-grant, and space-grant charters. UNH provides comprehensive, high-quality undergraduate programs and graduate programs of distinction. From its main campus in Durham, its college in Manchester, and the UNH School of Law in Concord, the University serves New Hampshire and the region through continuing education, cooperative extension, cultural outreach, economic development activities, and applied research. **UNH Cooperative Extension** strengthens people and communities in New Hampshire by providing trusted knowledge, practical education and cooperative solutions.