



**SEe ON**  
**Summit**  
Envision Tourism Growth



2024 Tourism Summit

September 12, 2024



# Agenda

8:30AM

## **MAKERS MARKET START**

Makers Market opens for the day - be sure to bring some cash! Peruse the amazing local products and chat with the owners behind the brand.

9:00AM

## **OPENING REMARKS**

RTO 9 Board Chair, Cheri Kemp Long, welcomes attendees to the RTO 9 Tourism Summit! David Maracle will perform a welcome for attendees with Indigenous teaching/sharing and Giving thanks to our Creation of all things natural.

9:25AM

## **KEYNOTE SPEAKER - ChatGPT/AI**

Enjoy this forward looking presentation by Cris Urroz on the use of AI, and how organizations can take advantage of this new technology in their day-to-day operations.

10:15AM

## **PRESENTATION - Itinerary Development**

Hear from Cathy Kirkpatrick of CMK Consulting and Alphabet Creative on the future of itinerary planning for destinations by harnessing the use of AI.

11:00AM

## **BREAK**

Take a chance to stretch your legs and check out the Maker's Market.

11:15AM

## **PRESENTATION - Research**

No one can predict the future - but proper research into industry and visitor trends can get you pretty darn close! Hear from this speaker on the importance of tourism industry research and how this information can help form your operations.

12:00PM

## **LUNCH**

Served by the DoubleTree by Hilton buffet style. Please advise of any dietary restrictions prior to the day of the event by contacting Meg Dabros, [mdabros@region9tourism.ca](mailto:mdabros@region9tourism.ca).

# Agenda

1:15PM

## **PANEL DISCUSSION - Experiential Tourism**

Prepare to get hands-on with this experiential tourism panel! RTO 9 Board Vice-President Cale Fair moderates this exciting discussion on creating hands-on, unique visitor experiences and hearing from the amazing operators in the region behind them.

2:00PM

## **PANEL DISCUSSION - Funding & Grant Opportunities**

Enjoy this panel discussion with industry experts, moderated by Katherine Hobbs, as they discuss different granting opportunities available and the best tactics to finding which ones would fit best for your business.

2:45PM

## **BREAK**

Take a chance to stretch your legs and check out the Maker's Market.

3:00PM

## **PRESENTATION - Content and UX Tips for Building a Better Website Experience**

Content and user experience play a key role in delivering value to your visitors by providing relevant product and trip planning information, as well as mobile-friendly and easy-to-navigate experiences that help drive leads. Join Destination Ontario as they highlight the wins and lessons from their website redesign journey, including web writing, content planning and SEO best practices, user experience lessons and AI tips.

3:45PM

## **CLOSING REMARKS**

RTO 9 Board Chair, Cheri Kemp Long, closes out day one with a recap on the information shared throughout the day and anticipation into tomorrow's sessions!

4:30PM

## **NETWORKING RECEPTION**

Join us in the evening for a networking reception, generously hosted by Tourism Kingston and the Kingston Accommodation Partners. Mix, mingle and enjoy some drinks and hors d'oeuvres at the Cannery Kitchen and Social, on site at the DoubleTree by Hilton Kingston.



Thank you for joining us!

Let's stay connected:

RTO 9 Industry Channels

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**RTO9**

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