

TMS Family Travel Summit

"Opportunities in International Family Travel & Reaching New Markets"

April 23-25, 2015
Iberostar Playa Mita Resort
 Riviera Nayarit, Mexico

Thursday, April 23, 2015

1:00 pm - 2:00 pm	Welcome to #TMSRivieraNayarit Reception (Registration & Check In) <i>* Light Lunch Served</i> <i>Sponsored by: Iberostar Playa Mita Resort</i>	<i>Foyer/ Riviera Nayarit Convention Center</i>
2:00 pm - 3:00 pm	Welcome and Attendee Intros <i>Speakers: Kyle McCarthy - Family Travel Forum, Eileen Ogintz -Taking The Kids and Joanne Vero - Travel Media Showcase. Attendees should be prepared to state their name, affiliation and a quick self-introduction .</i>	<i>Tepic Ballroom/ Riviera Nayarit Convention Center</i>
3:00 pm - 3:30 pm	Think Tank Session 1 - Trends in International Travel by Americans <i>Speaker: Katy Galambos, Industry Analyst - Travel, Google</i>	<i>Tepic Ballroom/ Riviera Nayarit Convention Center</i>
3:30 pm - 4:00 pm	Think Tank Session 2 - International Family Travel: What Inhibits Americans from Doing It & What Motivates Them? <i>Speaker: Steve Cohen, Vice President- Research & Insights, MMGY Global</i>	<i>Tepic Ballroom/ Riviera Nayarit Convention Center</i>
4:00 pm - 4:15 pm	Break <i>Sponsored by: Iberostar Playa Mita Resort</i>	<i>Foyer/ Riviera Nayarit Convention Center</i>
4:15 pm - 4:45 pm	Think Tank Session 3 - Addressing International Travelers' Safety & Health Concerns Responsibly <i>Panelists: Laura Begley Bloom, Executive Editor - Yahoo Travel; Rich Biswell, Director of Marketing - Vallarta Adventures; Iain Mallory, Founder/Editor - Mallory on Travel; Moderated by Kyle McCarthy</i>	<i>Tepic Ballroom/ Riviera Nayarit Convention Center</i>
4:45 pm - 5:15 pm	Think Tank Session 4 - The "Happy" of Travel: How Travelers Respond to Brand Partnerships <i>Panelists: Genevieve Brown, Travel & Lifestyle Editor - ABC News; Sabrina Filatow, National Sales Director for El Dorado Spa Resorts & Hotels, Azul Hotels and Generations Resorts by Karisma; Eileen Ogintz, Taking the Kids; Moderated by Kyle McCarthy</i>	<i>Tepic Ballroom/ Riviera Nayarit Convention Center</i>
6:30 - 9:00 pm	Cocktail Reception and Kick Off Dinner- #TMSRivieraNayarit attendees should meet at the Pool Bar and will be taken to the Litibu Golf Course for Cocktails and Dinner on the 4th Hole. <i>Sponsored by: Iberostar Playa Mita Resort and Riviera Nayarit CVB</i>	<i>4th Hole of the Litibu Golf Course/ Iberostar Playa Mita Resort</i>

Friday, April 24 , 2015

9:00 am - 10:00 am	Breakfast <i>Sponsored by: Iberostar Playa Mita Resort</i>	<i>Nayarit Ballroom/ Riviera Nayarit Convention Center</i>
10:00 am - 10:45 am	Think Tank Session 5 - How Do Americans Behave Abroad, and Do Families Differ? <i>Speaker: Jeffrey Eslinger, Director - Account Services, D.K. Shifflet & Associates</i>	<i>Tepic Ballroom/ Riviera Nayarit Convention Center</i>
10:45 am - 11:00 am	Break <i>Sponsored by: Iberostar Playa Mita Resort</i>	<i>Foyer/ Riviera Nayarit Convention Center</i>

11:00 am - 12:15 pm	Think Tank Session 6 - International Travel in Mexico: Who Comes & Why? <i>Panelists: Gerardo Llanes, Executive Marketing Director, Mexico Tourism Board; Richard Zarkin, Public Relations Manager, Riviera Nayarit CVB; Jon Eichelberger, Regional Manager and Head of Business Development & Strategy- North America - trivago GmbH; Moderated by Kyle McCarthy</i>	Tepic Ballroom/ Riviera Nayarit Convention Center
12:15 pm -12:45 pm	Return to Rooms - Prepare for Offsite Excursions and Dinner <i>Immediately after lunch, we will be departing for an afternoon excursion to Marieta Islands (#IslasMarietas) followed by dinner in #Sayulita. Please change into beach gear & bring a towel for island adventures and swimming. Be prepared with a change of clothes for dinner. There are changing facilities where you can freshen up on the island but not showers. We will not be returning to the hotel until after dinner.</i>	Iberostar Playa Mita Resort
12:45 pm - 2:00 pm	Luncheon <i>Sponsored by: Iberostar Playa Mita Resort</i>	El Cuate Pancho Mexican Restaurant / Iberostar Playa Mita Resort
2:30 pm	Shuttles to Offsite Activities on Marieta Islands (#IslasMarietas) and Dinner in #Sayulita at Don Pedros <i>Shuttles will board immediately after lunch at 2:00 pm in the Motor Lobby and will depart promptly at 2:30 pm.</i>	Motor Lobby/Iberostar Playa Mita Resort
3:00 pm - 9:00 pm	Afternoon Excursion to #IslasMarietas Followed by Dinner in #Sayulita at Don Pedros <i>Sponsored by: Vallarta Adventures and The Mexico Tourism Board</i>	Punta de Mita, Marieta Islands & Sayulita
9:00 pm	Shuttles Back to Iberostar <i>Transportation Sponsored by: Tropical Incentives</i>	Don Pedros Restaurant

Saturday, April 25, 2015

9:00 am - 9:45 am	Breakfast <i>Sponsored by: Iberostar Playa Mita Resort</i>	Nayarit Ballroom/ Riviera Nayarit Convention Center
9:45 am - 10:15 am	Think Tank Session 7 - It's Vacation Time: What Latino Families Want <i>Speaker: Angela Lang, Travel Editor - Ser Padres Magazine and Travel, Wellness and Arts Editor - Siempre Mujer Magazine, Meredith Hispanic Media</i>	Tepic Ballroom/ Riviera Nayarit Convention Center
10:15 am - 10:45 am	Think Tank Session 8 - What Makes The News for International Travelers? <i>Panelists: Felicity Long, Contributing Editor - Europe, Family Travel & Ski, Travel Weekly; Bruce Murray, Travel Publisher/Writer/Photographer - TravelBloggers.com & MurrayOnTravel.com; Adrien Glover, Vice President of Content - ItaliaRail; Moderated by Eileen Ogintz</i>	Tepic Ballroom/ Riviera Nayarit Convention Center
10:45 am - 12:00 pm	Think Tank Session 9 - Wrap Up: Your Takeaways & Action Items <i>Speakers: Kyle McCarthy - Family Travel Forum, Eileen Ogintz -Taking The Kids and Joanne Vero - Travel Media Showcase</i>	Tepic Ballroom/ Riviera Nayarit Convention Center
1:00 pm	Post Tour Departures - Please be in the Motor Lobby at least 15 minutes before scheduled departure time. Tours will depart promptly at 1:00 pm. <i>Post Tours Sponsored by: Riviera Nayarit CVB</i> Airport Departures - Shuttles will depart based on your pre-scheduled time with Tropical Incentives. We ask that you be in the Motor Lobby at least 10 minutes prior to your pick up time. <i>Airport Transfers Sponsored by: Tropical Incentives</i>	Motor Lobby /Iberostar Playa Mita Resort Motor Lobby /Iberostar Playa Mita Resort