

TMS Family Travel Summit

"Connecting with Millennials, the New Family Traveler"

April 17-19, 2016
Hilton Sandestin Beach Golf Resort & Spa
South Walton, Florida

Sunday, April 17, 2016

1:00 pm - 2:00 pm	<p>Welcome to #TMSouthWalton Reception (Registration & Check In) <i>* Light Lunch Served</i> <i>After you check into your room at the Hilton Sandestin (@HiltonSandestin), please proceed to the Emerald Ballroom foyer to receive your registration materials.</i> <i>Lunch Sponsored by: Visit South Walton & Hilton Sandestin Beach Golf Resort & Spa</i> <i>Dessert Sponsored by: Go Rving</i></p>	<p><i>Glass Staircase/Emerald Ballroom D</i> Hilton Sandestin Beach Golf Resort & Spa</p>
2:00 pm - 2:30 pm	<p>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 with a self-introduction.</i></p>	<p><i>Emerald Ballroom C</i> Hilton Sandestin Beach Golf Resort & Spa</p>
2:30 pm - 3:00 pm	<p>Think Tank Session 1 - Trends in Leisure Travel <i>Speaker: Ed Tapan, Head of Industry- Travel, Google- shares a high level view on consumer travel trends, research habits, and the moments when booking decisions are made.</i></p>	<p><i>Emerald Ballroom C</i> Hilton Sandestin Beach Golf Resort & Spa</p>
3:05 pm - 4:00 pm	<p>Think Tank Session 2 - Insights on Florida & Millennial Family Travelers <i>Speakers: Jeffrey Eslinger, Senior Director - Research Account Services, D.K. Shifflet & Associates and Vicki Allen, Senior Research Manager - Visit Florida, discuss the latest Visit Florida customer research and how, why, and where Millennial Families fit into the state's diverse markets.</i></p>	<p><i>Emerald Ballroom C</i> Hilton Sandestin Beach Golf Resort & Spa</p>
4:00 pm - 4:15 pm	<p>Break <i>Sponsored by: Visit South Walton & Hilton Sandestin Beach Golf Resort & Spa</i></p>	<p><i>Emerald Ballroom Foyer</i> Hilton Sandestin Beach Golf Resort & Spa</p>
4:15 pm - 5:00 pm	<p>Think Tank Session 3- Millennials As Adventure Travelers <i>Speakers: Polly Mulvaney, Director of Communications - KOA; Todd Smith, CEO - AdventureSmith Explorations; and Kevin Broom, Director of Media Relations - RVIA; share their industry's research on Millennial attitudes towards camping, RVing and expedition/adventure cruising; how that impacts Millennials' vacation planning and how they approach this segment. Moderated by Eileen Ogintz, Taking the Kids.</i></p>	<p><i>Emerald Ballroom C</i> Hilton Sandestin Beach Golf Resort & Spa</p>
5:00 pm - 5:20 pm	<p>Think Tank Session 4 - How National Geographic Traveler Courts Millennials <i>Speaker: Andrew Nelson, Editor at Large for National Geographic Traveler, shares how the print, digital and other sides of NG Travel work to create content that resonates with their new adventurers: the Millennial traveler.</i></p>	<p><i>Emerald Ballroom C</i> Hilton Sandestin Beach Golf Resort & Spa</p>
6:00 PM	<p>Depart for Cocktail Reception at Village of Baytowne Wharf <i>#TMSouthWalton attendees should be in Seagar's Lobby (Lower Level) by no later than 6:00 pm to meet the buses for the Cocktail Reception. <i>*Attendees are asked to dress in casual attire since we will have the opportunity to participate in the zipline & ropes courses at Baytowne Wharf.</i></i></p>	<p><i>Seagar's Lobby (Lower Level)</i> Hilton Sandestin Beach Golf Resort & Spa</p>

6:30 pm - 7:30 pm	<p>Cocktail Reception and Nightly Activity: Fun for All at the Village of Baytowne Wharf</p> <p><i>Sponsored by: Sandestin Golf & Beach Resort and the Village of Baytowne Wharf</i></p> <p><i>Explore the Village of Baytowne Wharf (@BaytowneWharf) in the heart of Sandestin Golf and Beach Resort (@Sandestin), perfect for any family adventure! Attendees will spend the evening exploring all this family fun zone has to offer; from live entertainment, mini-golf, restaurants, ropes courses and more. TMS Family Travel Summit attendees will also be treated to a Hydro-Flight performance over the lagoon. *Casual Attire</i></p>	<p>Village of Baytowne Wharf at the Sandestin Golf & Beach Resort</p> <p>Sandestin Golf & Beach Resort and the Village of Baytowne Wharf</p>
7:45 PM	<p>Return to Hilton Sandestin for Kick Off Dinner</p> <p><i>#TMSSouthWalton attendees please meet at the Trolley Stop in front of the Village of Baytowne to board buses for dinner at the Hilton Sandestin no later than 7:45 PM.</i></p>	<p>Sandestin Golf & Beach Resort and the Village of Baytowne Wharf</p> <p>Sunrise Deck</p>
8:00 pm - 10:00 pm	<p>Kick Off Dinner: Shrimp, Sand and Sunsets</p> <p><i>Sponsored by: Hilton Sandestin Beach Golf Resort & Spa</i></p> <p><i>Attendees will be escorted back to the Hilton Sandestin (@HiltonSandestin) property, the TMS Summit will enjoy a New Orleans Style Shrimp Boil as we complete the night watching a legendary South Walton sunset with a beach bonfire. Spend time reconnecting with friends and making new ones while you enjoy an authentic meal followed by music around the fire. *Casual Attire</i></p>	<p>Hilton Sandestin Beach Golf Resort & Spa</p>

Monday, April 18, 2016

7:00 am - 8:00 am	<p>Fitness Activity - Yoga on the Beach with Angela Ragsdale</p> <p><i>Sponsored by: 30A.com</i></p> <p><i>Enjoy a sunrise yoga class on the beautiful South Walton beach behind the Hilton. Taught by Angela Ragsdale, co-founder of the one-of-a-kind The 30A Company (@30A), attendees will be treated to a morning stretch to start their day by this trained yoga instructor and South Walton original. *Please meet in front of the indoor pool entry in the front lobby and the group will proceed to the beach together.</i></p>	<p><i>Hilton Beach East Side</i></p> <p>Hilton Sandestin Beach Golf Resort & Spa</p>
9:00 am - 10:00 am	<p>Breakfast</p> <p><i>Sponsored by: Visit South Walton & Hilton Sandestin Beach Golf Resort & Spa</i></p>	<p><i>Emerald Ballroom D</i></p> <p>Hilton Sandestin Beach Golf Resort & Spa</p>
10:00 am - 10:45 am	<p>Think Tank Session 5 - Sneak Peak: What the 2016 Portrait of American Travelers Reveals About Millennials</p> <p><i>Speaker: Steve Cohen, Vice President - Research & Insights, MMGY Global, filters results from his comprehensive annual look at U.S. travelers to spotlight Millennials and why understanding them is key to success.</i></p>	<p><i>Emerald Ballroom C</i></p> <p>Hilton Sandestin Beach Golf Resort & Spa</p>
10:45 am - 11:15 am	<p>Think Tank Session 6 - Millennials, Mobile & Hospitality</p> <p><i>Speaker: Jeremy Crider, Trivago, examines mobile vs. app vs. desktop behavior by trivago.com users to uncover how people travel differently, based on the technology they use.</i></p>	<p><i>Emerald Ballroom C</i></p> <p>Hilton Sandestin Beach Golf Resort & Spa</p>
11:20 am - 12:10 pm	<p>Think Tank Session 7- Catering to the Millennial Traveler on Print and Digital Platforms</p> <p><i>Speakers: Elaine Alimonti, Group Publisher of Lonely Planet & Budget Travel; Pauline Frommer, Editorial Director of Frommer's and Frommers.com & Co-President of Frommer Media LLC; and Elizabeth Shaw, Executive Editor of Family Fun, discuss how their print publications meet the needs of millennial travelers and how sharing content across platforms enables them to communicate and inspire different audiences. Moderated by Kyle McCarthy, Family Travel Forum.</i></p>	<p><i>Emerald Ballroom C</i></p> <p>Hilton Sandestin Beach Golf Resort & Spa</p>

12:10 pm -12:30 pm	<p>Return to Rooms - Prepare for Lunch, Offsite Excursions, and Dinner</p> <p><i>When you return to your room please change into athletic gear for an afternoon on Western Lake. There is a chance you may get wet so please bring a change of clothes so you can freshen up for a walking tour of Seaside, a show from the Seaside Repertory Theatre, and dinner on Airstream Row. Please wear comfortable walking shoes. *Casual dress</i></p>	Hilton Sandestin Beach Golf Resort & Spa
12:30 pm	<p>Shuttles to Offsite Luncheon, Afternoon Activities, and Dinner</p> <p><i>Please meet the bus outside Seagar's Lobby at 12:30 pm. You must be prepared with everything you will need for the day since we will not be returning to the hotel until after dinner.</i></p>	Seagar's Lobby (Lower Level) Hilton Sandestin Beach Golf Resort & Spa
1:00 pm - 2:00 pm	<p>Offsite Luncheon: The Craft Bar in Grayton Beach</p> <p><i>Sponsored by: The Craft Bar - A Wine World Company (@Chanswineworld)</i></p> <p><i>Summit attendees will enjoy lunch at one of South Walton's newest hot spots and a welcome from Chan Cox, the owner of the Wine World and Craft Bar regional enterprise. Known for an amazing selection of 30 rare craft beers on tap, chef-inspired cuisine, and expertly crafted cocktails, The Craft Bar has redefined the food and beverage industry in Northwest Florida. At this "gastropub" featuring Chef Gary Serafin's culinary creations with a regional twist, TMS attendees will be treated to a special menu as they take in the casual atmosphere that includes details such as 100-year-old reclaimed cypress table and bar tops.</i></p>	The Craft Bar
2:30 pm - 3:30 pm	<p>Afternoon Activities - Escapism Tour</p> <p><i>Sponsored by: The Boathouse Paddle Club</i></p> <p><i>Enjoy the ultimate Escapism tour; with more than 40 percent of South Walton protected by the state of Florida, families have endless opportunities to explore the terrain by bike, board or foot. The Escapism tour will include the option to YOLO Board on, Western Lake, one of our rare coastal dune lakes with YOLO Board co-founder, Tom Losee. He will teach the basics of the fastest growing water sport and then TMS attendees will be able to try it out on their own. In addition, kayaks will be available for attendees to partner-up and explore Western Lake.</i></p>	The Boat House Paddle Club
4:00 pm - 4:30 pm	<p>Afternoon Refreshments at the St. Joe Club & Resorts at Lake House</p> <p><i>Sponsored by: St. Joe Club & Resorts at Lake House</i></p> <p><i>After an afternoon on the water, the group will take a short walk to the St. Joe Club & Resorts to enjoy some light refreshments and explore the property.</i></p>	St. Joe Club & Resorts
4:30 pm	<p>Depart for Seaside</p> <p><i>Enjoy a walking tour along scenic 30A from Watercolor to the neighboring town of Seaside where we will meet our guides for a walking tour of the city best known as the birthplace of New Urbanism and the setting for the movie, The Truman Show.</i></p>	
4:45 pm - 5:15 pm	<p>Explore South Walton neighborhood of Seaside</p> <p><i>Sponsored by: Seaside</i></p> <p><i>In the colorful neighborhood of Seaside (@SeasideFL_), attendees will feel immediately at ease — here, most people get around by bike or by foot. Funky airstream trailers serve hot dogs, fresh juice, shaved ice and more; just down the road you'll find cozy cafés and a specialty market. Experience the breathtaking beauty of Seaside while you walk along its sugar-white sand; or, grab a seat at a restaurant patio for a perfect beach sunset view. Explore this beach neighborhood's artistic side by visiting a local art studio or seeing the local theater troupe.</i></p>	Seaside
5:30 pm - 6:30 pm	<p>Nightly Activity: Family Friendly Play - The Complete History of America (abridged)</p> <p><i>Sponsored by: Seaside & The Repertory Theatre</i></p> <p><i>"Stories by the Sea" is an interactive show from The Repertory Theatre (@LoveTheREP) in the South Walton neighborhood of Seaside. This is a family friendly show that involves members of the audience for an unforgettable night. TMS Family Travel Summit attendees will enjoy becoming a part of the show with VIP seating!</i></p>	Seaside & The Repertory Theatre

6:45 pm - 8:30 pm	Offsite Dinner: Airstream Row <i>Sponsored by: Seaside (@SeasideFL_)</i> <i>Enjoy dinner from Airstream Row - a collection of distinctive aluminum bodies of Airstream trailers in front of Seaside's town square. Here, find a mouth-watering collection of food trucks, featuring everything from grilled cheese to smoothies to delectable homemade frozen custard. Airstream Row is perfect for grabbing a bite to eat right off the beach or packing a picnic for a show in front of the iconic Seaside Amphitheatre. Sure to please a variety of taste buds and the pickiest of eaters, Airstream Row is a culinary experience not to be missed!</i>	Seaside
8:30 PM	Shuttles Back to the Hilton Sandestin <i>Shuttles back to the Hilton Sandestin will board in front of the Seaside Post Office.</i>	Seaside Post Office

Tuesday, April 19, 2016

9:00 am - 9:45 am	Breakfast <i>Sponsored by: Visit South Walton & Hilton Sandestin Beach Golf Resort & Spa</i>	<i>Emerald Ballroom D</i> Hilton Sandestin Beach Golf Resort & Spa
9:45 am - 10:15 am	Think Tank Session 8 - Why Millennials Take Hashtag Holidays <i>Speaker: Ciaran Blumenfeld, CEO of Hashtracking Inc. dives deep into how social sharing is a large part of tourism and what successful brands do to keep guests engaged socially.</i>	<i>Emerald Ballroom C</i> Hilton Sandestin Beach Golf Resort & Spa
10:15 am - 10:45 am	Think Tank Session 9 - Delivering Millennial-Friendly Travel Messages through Earned and Paid Media <i>Speaker: Cory Cort of DEVENEY Social Media, looks at the value of storytelling for Millennials, and how sponsors have maximized the ROI of editorial and sponsored content.</i>	<i>Emerald Ballroom C</i> Hilton Sandestin Beach Golf Resort & Spa
10:45 am - 11:30 am	Think Tank Session 10 - Wrap Up: Your Takeaways & Action Items <i>Speakers: Your hosts Kyle McCarthy, Eileen Ogintz and Joanne Vero ask for insights from the TMS Summit & the top takeaways that all family marketers can use in reaching a Millennial audience.</i>	<i>Emerald Ballroom C</i> Hilton Sandestin Beach Golf Resort & Spa
12:30 pm	Post Tour Departure <i>Post Tours Sponsored by: Visit South Walton</i>	<i>Hilton Front Lobby</i> Hilton Sandestin Beach Golf Resort & Spa
12:30 pm	Airport Departures <i>Please meet your C2 Transportation driver in the front lobby of the Hilton Sandestin. We suggest being in the lobby 10 minutes prior to your scheduled pick up time.</i>	<i>Hilton Front Lobby</i> Hilton Sandestin Beach Golf Resort & Spa