

TMS Family Travel Summit

Meeting the Needs of Multigenerational Travelers

April 27-29, 2014

Pointe Hilton Squaw Peak Resort
7677 N. 16th Street, Phoenix, AZ 85020

Sunday, April 27, 2014

1:00 pm - 2:00 pm	Welcome to Phoenix Reception (Registration & Check In) <i>* Light Lunch Served</i> <i>Sponsored by: GrandParents.com</i>	<i>Geronimo Room</i> Pointe Hilton Squaw Peak Resort
2:00 pm - 2:45 pm	Welcome and Attendee Intros - What's New in Family Travel & Why We're Focused on Multigenerational Travel. <i>Speakers: Kyle McCarthy, Family Travel Forum and Eileen Ogintz, Taking The Kids</i>	<i>Cochise Room</i> Pointe Hilton Squaw Peak Resort
2:45 pm - 3:45 pm	Workshop A - How We Perceive the Multigenerational Traveler <i>*Round table discussions in which media & marketers answer, "Given the buzz about multigenerational travel, are you talking to your family audience in a new way?"</i>	<i>Yucca/Palo Verde Room</i> Pointe Hilton Squaw Peak Resort
3:45 pm - 4:00 pm	Break <i>Sponsored by: Niagara Tourism & Convention Corporation</i>	<i>Apache Veranda</i> Pointe Hilton Squaw Peak Resort
4:00 pm - 5:00 pm	Think Tank Session 1 - What Real Multigenerational Travelers Do on Vacation (and Who Pays!) <i>Speaker: Jeffery Eslinger, Director, D.K. Shifflet & Associates</i>	<i>Cochise Room</i> Pointe Hilton Squaw Peak Resort
5:00 pm - 5:45 pm	Workshop B- How We Can Better Meet the Needs of the Multigenerational Family Traveler <i>*Roundtable discussions in which media and marketers discuss, "What's working with your family travel market and what's not?"</i>	<i>Yucca/Palo Verde Room</i> Pointe Hilton Squaw Peak Resort
6:30 pm - 7:00 pm	Cocktail Reception - Reception will be held outdoors, please bring a sweater or light jacket <i>Sponsored by: Pointe Hilton Squaw Peak Resort</i>	<i>Hole-In-The-Wall Restaurant - Front Patio</i> Pointe Hilton Squaw Peak Resort
7:00 pm - 9:00 pm	Kick Off Dinner - Mini Grill Masters Class, Adult Crafts from the Coyote Kids Camp Program and Make Your Own S'mores <i>Sponsored by: Pointe Hilton Squaw Peak Resort</i>	<i>Hole-In-The-Wall Restaurant - Pool Patio</i> Pointe Hilton Squaw Peak Resort

Monday, April 28, 2014

9:00 am - 10:00 am	Breakfast <i>Sponsored by Pointe Hilton Squaw Peak Resort</i>	<i>Saguaro/ Cholla Room</i> Pointe Hilton Squaw Peak Resort
10:00 am - 10:45 am	Think Tank Session 2 - Consumer Insights: The Family Cruiser Today & How We Try To Meet Their Needs <i>Speaker: AnneMarie Mathews, Vice President - Public Relations, Norwegian Cruise Lines</i>	<i>Cochise Room</i> Pointe Hilton Squaw Peak Resort

11:00 am - 12:30 pm	Think Tank Session 3 - Preview of Family Travel Intentions from the Portrait of the American Traveler 2014 <i>Speaker: Steve Cohen, Vice President - Insights, MMGY Global</i>	<i>Cochise Room</i> Pointe Hilton Squaw
12:45 pm	Shuttles to The Musicial Instrument Museum	
1:00 pm - 3:30 pm	Luncheon and Site Inspections - Sessions 4 & 5 - Redefining Culture for Multigenerational Travelers - On Site at the Musical Instrument <i>Sponsored by: Musicial Instrument Museum</i>	Musicial Instrument Museum
3:45 pm	Shuttles Back to Hilton	
4:00 pm - 5:00 pm	"Happy Hour" Think Lounge Open at Hotel - Session 6 - Network & Share Best Practices <i>Sponsored by Southwest Airlines</i>	<i>Yucca/Palo Verde Room</i> Pointe Hilton Squaw Peak Resort
5:30 pm	Shuttles to Dinner at Arizona Biltmore Hotel	
6:00 pm - 9:00 pm	Cocktails & Dinner - Session 7- "Interactive Dinner/Kid Friendly Menus" <i>Sponsored by Arizona Biltmore Hotel</i>	<i>Frank & Albert's Restaurant</i> Arizona Biltmore Hotel
9:15 pm	Shuttles Back to Hilton	

Tuesday, April 29, 2014

9:00 am - 9:45 am	Breakfast <i>Sponsored by Pointe Hilton Squaw Peak Resort</i>	<i>Saguaro/Cholla Room</i> Pointe Hilton Squaw Peak Resort
9:45 am - 10:30 am	Think Tank Session 8 - How the Airlines Cope with Family Travelers & What's Behind New International Routes. <i>Speaker: Linda Rutherford, Vice President - Communication and Outreach, Southwest Airlines</i>	<i>Cochise Room</i> Pointe Hilton Squaw Peak Resort
10:45 am - 11:30 am	Think Tank Session 9 -The International Family Market: Who Are They, Where Are They Going in the US & Why. <i>Speaker:Jon Eichelberger, Strategy & Business Development, Trivago</i>	<i>Cochise Room</i> Pointe Hilton Squaw Peak Resort
11:30 am - 12:00 pm	Think Tank Session 10 - Wrap Up <i>Discussion - How Are You Going to Tell Your Multigenerational Travel Story Now? What's New for Families; Key Takeaways for Final Report.</i>	<i>Cochise Room</i> Pointe Hilton Squaw Peak Resort
12:00 pm - 5:00 pm	Airport Departures	