



Contact '25 schedule

Tuesday, May 6

Based on flight arrivals

- **Airport shuttle service from Pellston Regional Airport (PLN) and Chippewa County International Airport (CIU) to ferry dock**
Sponsored by Mackinac Island Tourism and Petoskey Area Visitors Bureau
- Click [here](#) for information on getting to Grand Hotel from ferry dock.

Wednesday, May 7

Based on flight arrivals

- **Airport shuttle service from Pellston Regional Airport (PLN) and Chippewa County International Airport (CIU)**
Sponsored by Mackinac Island Tourism and Petoskey Area Visitors Bureau
- Click [here](#) for information on getting to Grand Hotel from ferry dock.

8:45 a.m. – 3:45 p.m.

- **Executive Committee Meeting, Board of Directors Meeting & Working Lunch**
Grand Pavilion
Sponsored by Badger Coaches, Inc.

2 – 4:45 p.m.

- **Registration & NTA Information Desk open**

4:45 – 5:30 p.m.

- **Happy Hour**
West Front Porch
Sponsored by Visit Savannah

5:30 p.m.

- **Transportation to Icebreaker**
Depart from Front Porch
Sponsored by Mackinac Island Tourism and Mackinac Island Carriage Tours

6 – 9 p.m.

- **Icebreaker**
Mission Point Resort
Sponsored by Mackinac Island Tourism and Mission Point Resort

8, 8:30, and 9 p.m.

- **Shuttle service from Icebreaker to Grand Hotel**
Sponsored by Mackinac Island Tourism and Mackinac Island Carriage Tours

Thursday, May 8

8 a.m. – 5 p.m.

- **Registration & NTA Information Desk open**

8:30 – 9:30 a.m.

- **Breakfast**
The Theatre
Sponsored by Visit Anchorage

9:45 – 10:45 a.m.

- **Opening General Session: “Your Culture of Well-being”**
Speaker: Mark Mohammadpour
Brighton Pavilion
Sponsored by Centaur Systems

11 a.m. – noon

- **“Extending the Season: Increase Your Business During Shoulder and Off-Seasons”**
Moderator: Laura Powell
Panelists: Val Jonsdottir, GJ Travel-Iceland & Greenland; Anjuli King, Visit Savannah;
Katy Ouellette, Visit Anchorage

Brighton Pavilion

Sponsored by Biltmore Estate

- **“Taking Control: A Practical Approach to Cyber-security”**

Speaker: Arshad Noor, StrongKey

Headquarters of the Capitol Club

Sponsored by Delta Air Lines

12:15 – 1:15 p.m.

- **Luncheon**

The Theatre

Sponsored by Ottawa Tourism

1:30 – 2:30 p.m.

- **“The State of Travel and the Trends to Know”**

Speaker: Erin Francis-Cummings

Brighton Pavilion

Sponsored by: Sight & Sound Theatres

- **“Wellness Travel Trends 2025”**

Speaker: Laura Powell

Headquarters of the Capitol Club

Sponsored by Asheville CVB

2:30 – 5 p.m.

- **Afternoon refreshments**

Art Gallery

Sponsored by A Closer Look Tours

2:45 p.m. – 3:45 p.m.

- **“Intentional Leadership for Enterprise Development” | Part 1**

Speaker: Andrea Ross, Cultivate Advisors

Brighton Pavilion

Sponsored by Experience Grand Rapids

4 – 5 p.m.

- **“Intentional Leadership for Enterprise Development” | Part 2**

Speaker: Andrea Ross, Cultivate Advisors

Brighton Pavilion
Sponsored by Experience Grand Rapids

5:30 – 6:15 p.m.

- **Networking Reception (All attendees)**
East Front Porch
Sponsored by St. Augustine, Ponte Vedra & The Beaches Evening
- **Dine-around**

6:45 p.m.

- Dinner with (New) Friends
Hosted by Monique van-Dijk Seppola and Michelle Pino
Note: Dinner is self-pay with limited seating. You must sign up in advance.

Friday, May 9

7 a.m.

- **Bike the Island**
Fundraiser for Give Kids the World and NTA's Government Issues Fund
Depart from the Woodlands Activity Center
Sponsored by Grand Hotel, The Group Tour Company, and Sports Leisure Vacations

8:15 – 9:15 a.m.

- **Grab & Go Breakfast**
Theatre Foyer

9 – 9:20 a.m.

- **Mindful Wellness Session**
Headquarters of the Capitol Club
Speaker: Heather Davis
Sponsored by Branson/Lakes Area CVB

9:30 – 10:30 a.m.

- **“Update from the Experts”**
Speaker: Jeff Ment and Lisa Curtin, Compass US Accountants & Advisors

Brighton Pavilion
Sponsored by Softrip

- **“Unlocking AI’s Potential: Practical Strategies for Marketing in 2025”**
Speaker: Michelle Stark, Red Sage Communications
Headquarters of the Capitol Club
Sponsored by Airwallex

11 a.m. – 4:30 p.m.

- **Sightseeing Tours**
The Parlor
Sponsored by Mackinac Island Tourism

6 – 6:45 p.m.

- **Tour Operator Reception**
Audubon Bar
Sponsored by Dutchman Hospitality & National Comedy Center

7 – 8:30 p.m.

- **Tour Operator Networking Dinner**
The Theatre
Sponsored by Explore Charleston, Lowcountry Hotels of Charleston, Fort Sumter Tours/SpiritLine Cruises, and Patriots Point Naval & Maritime Museum
- **Tour Supplier/DMO Dine-around**

8:45 – 10 p.m.

- **NightCap**
Terrace Room
Sponsored by Wyoming Office of Tourism

Saturday, May 10

8:30 – 9:30 a.m.

- **Breakfast**
The Theatre
Sponsored by Dynamic Destinations

9:45 – 10:45 a.m.

- **“Designing & Marketing Meaningful Travel Experiences: Turning Insights into Action”**

Speaker: Greg Takehara, Tourism Cares

Panelists: Kelly Fields, Fields Trips; and Keith Snode, Group Travel Odyssey

Brighton Pavilion

Sponsored by Circle Michigan

- **“Shedding Light on Dark Tourism”**

Speaker: Dianna Stampfler

Headquarters of Capitol Club

Sponsored by Travel Oregon

11 a.m. – noon

- **Spotlight session: All-attendee Power Hour**

Brighton Pavilion

Moderators: Catherine Prather, NTA, and Monique van Dijk-Seppola, Scandinavia Tours

12:15 – 1:15 p.m.

- **Luncheon**

The Theatre

2 – 5 p.m.

- **Educational Outings (All attendees)**

Depart from Front Porch

Sponsored by Mackinac Island Tourism

6 p.m.

- **Depart for Closing Event**

Front Porch

Sponsored by Mackinac Island Tourism and Mackinac Island Carriage Tours

6:30 – 9 p.m.

- **Closing Event**

The Woods

Sponsored by Mackinac Island Tourism and Traverse City Tourism

8, 8:30, and 9 p.m.

- **Shuttle service from Closing Event to Grand Hotel**

Sponsored by Mackinac Island Tourism and Mackinac Island Carriage Tours

Sunday, May 11

8 a.m.

- **Ferry service begins**

Based on sign-ups

- **Shuttle service from Grand Hotel to dock**

Depart from Front Porch

Sponsored by Mackinac Island Tourism

Ongoing

- **Airport shuttles to Pellston Regional Airport (PLN) and Chippewa County International Airport (CIU)**