

SCHEDULE

11 AM

EXHIBITOR SHOWCASE WITH
PRE-PROGRAM ENTERTAINMENT / BALLROOM

11:45 AM

LUNCH & MAIN PROGRAM / BALLROOM

1:15-2 PM

BREAKOUT SESSION: STAYING RELEVANT
IN A DIGITAL WORLD* / ROOM 6

1:15-2 PM

BREAKOUT SESSION: CHATTANOOGA CONVENTION
CENTER FUTURES STUDY* / ROOM 7/8

*Breakout sessions open to all ticketed attendees.

ENTERTAINMENT BROUGHT TO YOU BY THE MILLIONDOLLAMAN

TOURISM CHAMPION PARTNERS



SCENIC CITY PARTNERS



MEDIA PARTNERS



HOST PARTNER



TOURISM PARTNERS

Chambliss, Bahner & Stophel, P.C. | Chattanooga Lookouts
Chattanooga Zoo | Connect Sports
Creative Discovery Museum | Embassy Suites by Hilton - Hamilton Place
Edwin Hotel | Franklin Architects | GPR Hospitality, LLC |
HHM | Hunter Museum of American Art
International Towing and Recovery Museum, INC. | LBA Hospitality
Lodge Cast Iron | Mocs Sports Properties | Read House
Riverside Bed & Breakfast | Ruby Falls | See Rock City, Inc.
Sound Force | Tennessee Aquarium | Tennessee Valley Railroad Museum
Tivoli Theatre Foundation | University of Tennessee at Chattanooga

FUTURE OF HOSPITALITY PARTNERS

Brewer Media | McGriff Insurance Services
NAI Charter Commercial Real Estate Services | See Rock City Inc.

EXHIBITORS

Chattanooga Information Center | Chattanooga State Community College
Coca-Cola Bottling Company UNITED | CTM Media Group | First Horizon Bank
HospitalityTN | Kals International, LLC | LEO Events
Reagan Outdoor Advertising | TopGolf Chattanooga | Vision Hospitality Group

MENU

APPETIZER: Walnut Street Waldorf Salad:
Mixed Greens, Apples, Toasted Walnuts, Celery,
Grapes, + Dried Cranberries; Served with Cider Vinaigrette

ENTRÉE: Sun Dried Tomato Crusted Chicken with Tomato Cream
Sauce, Dauphinoise Potato, Roasted Squash + Zucchini Medley

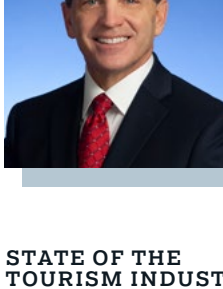
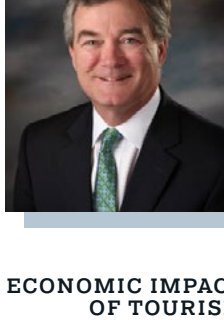
DESSERT CENTERPIECE: Chocolate Covered Fruits,
Assorted Mousses, Mini Cheesecakes, + Mini Tiramisus

SPEAKERS

OPENING REMARKS

Hugh Morrow

PRESIDENT & CEO,
RUBY FALLS



ECONOMIC IMPACT OF TOURISM

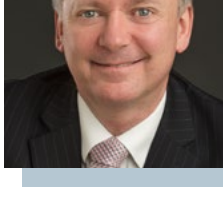
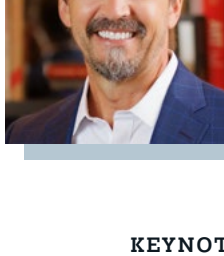
Mark Ezell

COMMISSIONER OF THE
TENNESSEE DEPARTMENT
OF TOURIST DEVELOPMENT

STATE OF THE TOURISM INDUSTRY

Barry White

CHATTANOOGA TOURISM CO. CEO



KEYNOTE

Paul Ouimet

PARTNER + PRESIDENT
OF MMGY NEXTFACTOR, MANAGING
DIRECTOR OF DESTINATIONNEXT

VALUE OF THE TRAVEL & TOURISM INDUSTRY

The Chattanooga Tourism Co. serves the community by using visitor-generated funds to inspire people to visit Chattanooga and connect them with authentic experiences. Hamilton County ranked #5 among the 95 counties in Tennessee. Visitor spending in Hamilton County generated \$1.6 billion in state and local tax revenue. If it were not for state and local taxes generated by tourism, each Hamilton County household would pay \$1,138 more in state and local taxes. Visitor spending directly supported 12,345 jobs in Hamilton County.

BREAKOUTS - 1:15-2PM

STAYING RELEVANT IN A DIGITAL WORLD / ROOM 6

Reaching the right audience through the correct channels is crucial in today's ever-evolving digital landscape. In this interactive session, the Miles Partnership team will share the latest industry trends and insight on who is consuming content today. Participants will learn actionable ideas for implementing simple changes to their marketing and easy ways to utilize the latest technologies to maximize their online exposure to create a better visitor experience.

CHATTANOOGA CONVENTION CENTER FUTURES STUDY / ROOM 7/8

Commissioned by the Chattanooga Tourism Co., Conventions, Sports & Leisure International (CSL) conducted a comprehensive futures study of the Chattanooga Convention Center. The study examined the Convention Center's development, sustainability, governance, and future opportunities to align with the dynamic needs of event attendees while generating the greatest social and economic returns for our community. CSL's presentation will reveal the findings from the study, touching on a wide array of aspects from operations to attendee satisfaction, insights into industry trends, strategic recommendations, and a Q&A session for further discussion.