

1:00 p.m. – 3:00 p.m.

♥ Super Session: Tour Trends for Group Travel

Speaker: Joe Veneto

Chesapeake 7-9

Sponsored by Alaska Travel Industry Association

Get a jump on the competition by attending this special session where Joe Veneto gives you the tools you need to stay ahead. The demographics and psychographics of the group travel market continue to shift in dramatic ways. Today's travelers are healthier, better educated and more sophisticated than those of previous generations. Attendees will:

- Uncover the major trends and marketplace changes affecting group travel and the impact on DMO's, Suppliers and Operator product decisions.
- Explore niche market segments and affinity groups that may be new and emerging markets for customers.
- Discover the strategic implications for the future of group travel and your business.

2:30 p.m. – 3:30 p.m.

Orientation Workshop: Your Script to STARdom

Presented by Orientation Subcommittee Members

Chesapeake D-F

Sponsored by Theatre Direct International

Whether you are a first-time STAR delegate or a Marketplace veteran, this workshop will help you prepare for an exciting and valuable Marketplace week. Marketplace leaders willingly share their expertise and insights and help you discover the "ins and outs" of Marketplace. Discover the secrets to preparing yourself for the Marketplace business floor and ABA's uniquely different Marketplace. Don't miss this dynamic session!

3:00 p.m. – 5:00 p.m.

♥ Super Session: Product Development Runway

Speaker: Joe Veneto

Chesapeake 7-9

Sponsored by Alaska Travel Industry Association

Hitting the Runway to Reinvention is essential for destinations, travel suppliers and operators who want to meet the ever-changing tastes and demands of today's travelers. A series of session exercises will uncover your destination drivers and the key elements that will allow you to prototype, test and roll out new packages to the market. Attendees will:

- Discover the essential elements for developing and building compelling products, packages and itineraries.
- Learn how to build themed products that create emotional connections to travelers' interests.

4:00 p.m. – 5:00 p.m.

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