



## **DESTINATION FRANKFORT '25**

### **Newcomers Guide**

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If you have never participated in Destination Frankfort, please consider our responses to the following questions received from previous first time attendees as they were considering attending the event.

**1) *Why should I attend Destination Frankfort '25?***

Destination Frankfort is one of the most crucial and important of KTIA's annual events. If all of us aren't engaged as advocates, our industry's messages won't be heard. Every voice counts and the more voices we have, the stronger we are as a unified industry. Believe us when we say we need you and *your* presence is important.

**2) *I don't like politics and government issues.***

Politics and governmental issues are part of everyone's reality – both in your life and in your job. Especially during a time of uncertainty, it is critical that we have a strong voice behind our issues. Plus, these days who *does* like politics and government.

**3) *I know its important, but I'm not sure I understand the issues.***

We understand the concern and will definitely help. The issues we will be dealing with aren't overly complex and on March 5 we will be discussing the issues, providing talking points and will be taking audience questions, all to prepare you for legislator meetings on March 6. You will be fully prepared for and comfortable with conversations with legislators. We promise!

**4) *Even with the information KTIA provides, I'm not comfortable having a conversation with a legislator.***

Talking to legislators is not a big deal. Remember, they are in the business of listening. It's their job and they are even accustomed to a

little nervousness on the part of constituents. And if you would like to team with another industry professional, let us know and we will try to coordinate that.

**5) Do KTIA members handle scheduling meetings with their legislators?**

Yes, but we are available to assist, so if you need help or have questions contact [Hank Phillips](#). To request a meeting, you can call the Legislative Research Commission at 502.564.8100, ask for the legislator's office and when connected, make your request to the staff person who answers. And if you If you need help in determining who your legislators are, click [here](#) and for legislators' contact information click [here](#).

You should try to schedule a meeting for the morning of Wednesday, March 6, prior to the Legislator Appreciation Luncheon which starts at 11:45 a.m. in Room 113 of the Capitol Annex. And although each legislator will be formally invited to attend the luncheon via an invitation from KTIA, please plan to also extend an invite to him or her when you are requesting your meeting.

**6) Is there more to Destination Frankfort than just preparing for and meeting with legislators?**

Yes, a lot more! On March 5 Governor Beshear will be with us, as will the president & CEO of the U.S. Travel Association, tourism's leading national organization. Other speakers include Renee Shaw, KET, with an overview of this year's General Assembly; presentations by leading legislators; an update on the *My New Kentucky Home* initiative; and a roundtable discussion with Tourism, Arts & Heritage Secretary Lindy Casebier and Tourism Commissioner Mike Mangeot. And one other thing...Destination Frankfort is also a fun event with plenty of opportunities to see industry friends and to make new ones.

**7) What should I wear?**

Attire is business casual on March 5 and business on March 6.

***Simply stated, Destination Frankfort '25 is important to you and to your industry and we hope you will make every effort to attend. If you have any questions at all or if we can be of any assistance, contact [Sarah Brock](#) or [Hank Phillips](#).***