



## 2024 #KYTOURISM ORIENTATION

Thursday, April 25 | Thomas D. Clark Center for Kentucky History

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**9:00 a.m. – 9:10 a.m.**

### **Welcome**

Sarah Brock, KTIA Vice President

**9:10 a.m. – 9:45 a.m.**

### **KTIA Overview & Advocacy**

Hank Phillips, KTIA President & CEO

**9:45 a.m. – 10:30 a.m.**

### **Kentucky Tourism Overview**

Mike Mangeot, Commissioner, Kentucky Department of Tourism

**10:30 a.m. – 10:45 a.m.**

### **Break**

**10:45 a.m. – 12:00 p.m.**

### **Key Tourism Assets**

- **Bourbon** – Mandy Ryan, Director, Kentucky Bourbon Trail Experiences
- **Horses** – Lori Saunders, Executive Director, Georgetown-Scott County Tourism
- **Outdoor Recreation & Adventure** – Joy Brown, Executive Director, Morehead Tourism
- **History** – Stuart Sanders, Director of Research & Publications, Kentucky Historical Society

**12:00 p.m. – 12:30 p.m.**

### **Lunch (Provided)**

**12:30 p.m. – 1:30 p.m.**

### **Key Markets**

- **International** – Chenelle McGee, International & Group Sales, Kentucky Department of Tourism
- **Cultural Heritage** - Kimberly Clay, Director, Cultural Heritage Tourism (*invited*)
- **Faith Based** – Anna Rape, Business Development Coordinator, Answers in Geneis
- **Group Tours** – Sandra Robertson, Senior Tourism Sales Manager, Louisville Tourism

**1:45 p.m. – 2:45 p.m.**

**Kentucky Department of Tourism: Key Programs and Services**

- **Website & Visitor's Guide** – Kathy Yount, Assistant Director of Communications & Marketing, Kentucky Department of Tourism
- **Social Media** – Jack Spurlock, Social Media Manager, Kentucky Department of Tourism
- **E-Newsletter** – Ben Mackin, Communications Specialist, Kentucky Department of Tourism
- **Economic Impact & Other Research** – Courtney Hall, Program Research Coordinator, Kentucky Department of Tourism

**2:45 p.m. – 3:00 p.m.**

**Wrap Up**

Sarah Brock, KTIA Vice President