



**Idaho Conference on Recreation & Tourism
October 21 – 23, 2024
Boise, Idaho**

Host hotel –The Riverside Hotel Boise

Wireless Network: *No Password Needed*

FACEBOOK: facebook.com/idahoconference

INSTAGRAM: [#icort2024](https://instagram.com/icort2024)

Registration Site: \$350.00 Per person

To make a hotel reservation please call: 208-343-1871; room rate is \$185 plus 13% taxes and fees

Monday, October 21st

8:00 am – 12:00 pm

Registration desk is open in the Convention Center lobby of the Riverside Hotel Boise

9:00 am – 12:00 pm

ITC Meeting – the Riverside Hotel Boise - Aspen

12:30 – 1:00 pm

Box lunch pick up at Convention Center Lobby

12:00 – 5 pm: Exhibitors set- up at the Riverside Hotel Boise

Adventure Tours: 1:30 pm – 5:00 pm (pre-registration required):

1:30 pm - Meet your tour leaders in the Convention Center lobby

Adventure 1: Walking Beer Tour – Western Collective and Barbarian Brewing - \$30

Adventure 2: Walking Wine Tour – Telaya Winery and Proletariat Wine Co - \$30

Adventure 3: Walking Arts and Culinary Tour – Surel's Place, LED, and Zion Glass - \$30

Open Evening

Tuesday, October 22nd

8:00 am - 6:00 pm

Registration desk open in events center lobby

8:30 am Breakfast Buffet opens

9:00 am – 9:20 am

Welcoming Comments – Jeremy Chase

Sponsor Greeting – Visit Boise – Carrie Westergard

9:25 am – 10:20 am - General Session:

Brian Sreptock – Longwoods US Travel Study

Review this year's survey results regarding travel trends in Idaho – what is changing and what remains the same.

10:20 am – 10:50 am – General Session:

Leon Aliski – Dean Runyan Associates, 2023 Tourism Economic Impact Results

10:50 – 11:15

Sponsor Greeting - Trip Advisor

Break with Exhibitors

11:15 am – 12:15 pm

General Session: From Research to Next Steps

Longwoods, Madden Media, Red Sky PR

12:15 pm – 1:15 pm

Lunch – Travel with Care presented by Red Sky PR

Breakout Sessions

1:30 pm - 2:15 pm

A. Tourism Team Panel

Maximize your content creation and distribution.

B. Additional Funding Options - Show Me the Money

Jerry Miller & Dennis Porter with Idaho Commerce and Lisa Anderson with AARP

C. Vendor Interactive Exchange - Trip Advisor, Expedia, Epsilon, Brand USA/Miles, Marketing Solutions, and Sojern

Sponsors and Partnership Forum

2:20 pm - 2:55 pm

Break with Exhibitors

Breakout Sessions:

3:00 pm - 3:45 pm –

A. Tourism Team Panel

Maximize your content creation and distribution.

B. Additional Funding Options - Show Me the Money

Jerry Miller & Dennis Porter Idaho Commerce, and Lisa Anderson with AARP

C. C. Vendor Interactive Exchange - Trip Advisor, Expedia, Epsilon, Brand USA/Miles, Marketing Solutions, and Sojern

Sponsors and Partnership Forum

4:00 pm – 4:20 pm – Housekeeping notes for the evening – Natalie Jushinski

6:00 pm – 7:30 pm

Taste of Idaho Reception and wine tasting (No host bar)

6:30 pm: Governor's Lifetime Achievement Award Presentation

Wednesday, October 23rd

8:00 am – 9:30 am – Breakfast/Regional Caucus Meetings

8:00 am Breakfast Buffet opens

9:20 am – 9:30 am Welcome

Sponsor Greeting - Madden

9:35 am – 10:25 am

General Session Speaker – Dan Janes

10:30 am- 10:35 am

Hospitality Education Update

10:35 am- 11:00 am

Break with Exhibitors

11:05 am – 12:00 pm

Inspirational Thoughts

Dave Amirault

12:05 – 12:15 pm - Announcement of 2025 ICORT and closing remarks

12:30 pm 2024 ICORT closes

Updated 10/10/24