

ADVOCACY SUMMIT 2024

OCTOBER 22-24, 2024 • RÍO GRANDE, PUERTO RICO

THE ADVOCATE AS A CATALYST

TUESDAY, OCTOBER 22

Registration	8:30 AM – 5:30 PM
Discover Puerto Rico Hub	1:00 PM – 5:00 PM
Rythms of Puerto Rico: A Bomba Experience	3:30 PM – 3:45 PM
Advocacy Summit 2025: Gaining Your Bearings	3:45 PM – 4:00 PM
Being Known, Valued and Empowered	4:00 PM – 4:45 PM
Guided Insights by Josiah Brown	4:45 PM – 5:00 PM
Live Boricua Welcome Reception	5:00 PM – 7:00 PM

Marbella Gardens, Wyndham Grand Rio Mar Rainforest Beach
Hosted by: Discover Puerto Rico

WEDNESDAY, OCTOBER 23

Yoga + Stretch	6:30 AM – 7:30 AM
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Marbella Garden, Wyndham Grand Rio Mar Rainforest Beach

Registration	7:30 AM – 5:00 PM
Breakfast	8:00 AM – 9:00 AM
Guided Insights by Josiah Brown	9:00 AM – 9:10 AM
Crossroads and Ballots: Decoding 2024's Electoral Results	9:10 AM – 9:30 AM
First Look: Psychological and Cultural Triggers in Destinations	9:30 AM – 10:00 AM
Networking Break	10:00 AM – 10:15 AM
Guided Insights by Josiah Brown	10:15 AM – 10:20 AM
Being a Catalyst: The Transformative Power of Destination Organizations	10:20 AM – 11:00 AM
Being A Catalyst: Telling Everyone Through The Destination Effect Campaign	11:00 AM – 11:30 AM
Being A Catalyst: Personify your Community Indicators	11:30 AM – 12:00 PM
Networking Lunch	12:00 PM – 1:30 PM
Guided Insights by Josiah Brown	1:30 PM – 1:35 PM
Actionable Ideas from the DMOU Podcast w/ Bill Geist	1:35 PM – 2:00 PM
First Look: Unveiling the 2024 Resident Sentiment Towards Tourism Findings for Canada and the United States	2:00 PM – 2:45 PM
Roundtable Discussions	2:45 PM – 3:15 PM
Networking Break	3:15 PM – 3:30 PM
Guided Insights by Josiah Brown	3:30 PM – 3:35 PM
The 2024 Lexicon Release and Preview of User Field Guide	3:35 PM – 4:15 PM
Visitor Centers as a Community Hub	4:15 PM – 4:45 PM
Guided Insights by Josiah Brown	4:45 PM – 5:00 PM

THURSDAY, OCTOBER 24

Registration	7:30AM – 12:00 PM
Networking Breakfast	8:00 AM – 9:00 AM
Marketplace of Ideas Round 1	9:00 AM – 9:25 AM
Marketplace of Ideas Round 2	9:35 AM – 10:00 AM
Networking Break	10:00 AM – 10:20 AM
Marketplace of Ideas Round 3	10:20 AM – 10:45 AM
Marketplace of Ideas Round 4	10:55 AM – 11:20 AM
Marketplace of Ideas Round 5	11:30 AM – 11:55 AM
Networking Lunch	12:00 PM – 1:15 PM
Guided Insights by Josiah Brown	1:15 PM – 1:20 PM
Elevating Engagement: Advocacy Insights from Tampa's Tourism Improvement District Efforts	1:20 PM – 1:45 PM
Strategic Advocacy: Securing Visit Orlando's Future Amid Budget Attacks	1:45 PM – 2:15 PM
Visit Greater Palm Springs Innovative and Collaborative Strategies for Short Term Rentals	2:15 PM – 2:45 PM
Networking Break	2:45 PM – 3:00 PM
Guided Insights by Josiah Brown	3:00 PM – 3:05 PM
Actionable Ideas from the Future of Tourism Podcast with David Peacock	3:05 PM – 3:30 PM
Roundtable Discussions	3:30 PM – 4:00 PM
Navigating the Future: New Insights into DI's Leave No Destination Behind Initiative	4:00 PM – 4:30 PM
First Look: What's in the DI Pipeline for the Future	4:30 PM – 4:50 PM
Guided Insights by Josiah Brown	4:50 PM – 5:00 PM
Closing Reception	5:00 PM – 6:30 PM

Vista Verde Garden, Wyndham Grand Rio Mar Rainforest Beach



Sessions subject to change. Visit the summit website for the latest information: destinationsinternational.org/2024-advocacy-summit

THANK YOU TO OUR EVENT PARTNERS

