

[Print](#)

Sunday, August 23

10:00am - 12:00pm

10:00am - 12:00pm

## Invitation Only

- [NCSTD Boot Camp](#)  
[More Details](#)

This is an invitation only meeting.

12:00pm - 5:00pm

12:00pm - 5:00pm

## Invitation Only

- [NCSTD Lunch and Meeting](#)  
[More Details](#)

This is an invitation only meeting.

## Experience

- [Registration](#)

1:00pm - 2:30pm

1:00pm - 2:30pm

## Beyond the Classroom

- [Destination Immersion: Explore Philadelphia's Open-Air Gallery](#)  
[More Details](#)

*Pre-registration required. Limited to 50 people.*

Discover Philadelphia through a canvas that spans the entire city. For more than 40 years, Mural Arts Philadelphia has transformed walls into powerful expressions of creativity, community, and social change, making it the largest public art program in the nation.

Lace up your walking shoes for a guided tour through the vibrant neighborhoods of Chinatown and Midtown Village, where bold murals demonstrate how public art inspires and shapes a destination's identity.

Departs from Philadelphia Marriott Downtown.

## **Key Takeaway:** Brand Development

Discover how public art and community-driven initiatives can shape, inspire and strengthen a destination's story to engage visitors.

1:00pm - 3:30pm

1:00pm - 3:30pm

## **Beyond the Classroom**

- [\*\*Destination Immersion: Art Along the Parkway: a Curated Museum Experience\*\*](#)  
[More Details](#)

*Pre-registration required. Limited to 50 people.*

Immerse yourself in world-class art along Philadelphia's iconic Benjamin Franklin Parkway. This 2.5-hour guided tour pairs two of the city's most celebrated cultural destinations for an inspiring afternoon of creativity and discovery.

Begin at the serene, open-air setting of Calder Gardens, where the monumental works of Alexander Calder, one of the 20th century's most influential artists, invite reflection and exploration. Then, just across the Parkway, step inside the renowned Barnes Foundation to experience one of the greatest collections of post-impressionist and early modern art in the world, thoughtfully arranged according to Dr. Albert Barnes' original vision.

Departs from Philadelphia Marriott Downtown.

## **Key Takeaway:** Innovative Approach

See how intentional programming, design and curated experiences offer innovative approaches to craft brand identities that resonate with today's travelers.

- [\*\*Destination Immersion: Discover America's Most Historic Square Mile\*\*](#)  
[More Details](#)

*Pre-registration required. Limited to 50 people.*

Celebrate America's 250th anniversary with an unforgettable journey through the nation's most historic square mile. This 2.5 hour guided tour brings the founding of the United States to life as you explore what sets Philadelphia apart from other destinations through its unique concentration of globally recognized landmarks.

Start at the National Constitution Center, then continue toward the Museum of the American Revolution. Along the way, pass the Liberty Bell and Independence Hall, and experience immersive multimedia moments that reveal the people, places, and ideas that shaped a nation.

Departs from Philadelphia Marriott Downtown.

**Key Takeaway:** Destination Storytelling

See how history becomes the story when a city transforms heritage into compelling, audience-driven narratives that bring history to life.

2:00pm - 3:30pm

2:00pm - 3:30pm

## Beyond the Classroom

- [Destination Immersion: Taste of Reading Terminal Market](#)  
[More Details](#)

*Pre-registration required. Limited to 50 people.*

Step into the heart—and stomach—of Philadelphia at the legendary Reading Terminal Market. On this 90-minute guided tour, you'll explore one of America's oldest and most celebrated public markets, where rich history and bold flavors come together under one roof.

Uncover how a historic space evolved from a 19th-century rail hub into a thriving food destination that locals love and visitors seek out. Through vendor stories, generational traditions, and curated tastings, see how food becomes a compelling storytelling tool. One that builds emotional connection, reflects authenticity, and can be leveraged to create memorable, experience-driven branding in any destination.

Departs from Marriott Hotel Lobby.

**Key Takeaway:** Leveraging Experiences

See how one of Philadelphia's cultural gems leverages local assets to create a meaningful and authentic culinary experience.

3:45pm - 4:45pm

3:45pm - 4:45pm

## Experience

- [New to ESTO: An Inside Look](#)  
[More Details](#)

Whether this is your first ESTO or you simply need a refresher, this high-level briefing provides a strategic roadmap to maximize your time and investment. ESTO is most effective when we learn from one another. This session connects you with experienced peer resources and colleagues to ensure you have a dedicated network throughout the week.

Join us to:

- Decipher the Schedule: Identify the content most relevant to your specific goals.
- Optimize Your Experience: Learn the logistical "ins and outs" of our space to move through the event with ease.
- Forge High-Level Connections: Get advice on leveraging roundtable discussions and networking breaks to build lasting industry partnerships.

This isn't just an orientation. This session will help you make the most of your time and expertise.

5:00pm - 6:30pm

5:00pm - 6:30pm

## Networking

- **[A Grand ESTO Welcome – Secrets of Philly: Beneath the Surface](#)**

Sponsored by

[Visit Pennsylvania](#), [Philadelphia CVB](#)

[More Details](#)

Step beyond the familiar and into the hidden layers of the Masonic Temple at One North Broad, one of Philadelphia's most extraordinary architectural landmarks, where untold stories, whispered alliances, and unexpected discoveries await.

Join us at ESTO 2026 for an evening of intrigue, connection, and discovery in the heart of Center City Philadelphia. Engage with peers – both longtime colleagues and ESTO first-timers as you celebrate the kick-off to ESTO at this architectural icon, a National Historic Landmark known for its ornate design and rich symbolism.

At our pre-dinner reception, you'll enjoy creative culinary offerings inspired by Philadelphia's vibrant food scene, craft cocktails (and zero-proof sips).

You will uncover a world of intrigue—through immersive encounters, concealed spaces, and experiences that blur the line between past and present. Not everything is meant to be seen... but everything invites exploration.

Walk Time: Four-minute walk from the Philadelphia Marriott Downtown

6:30pm - 9:00pm

6:30pm - 9:00pm

## Invitation Only

- [NCSTD Dinner](#)