

[Print](#)

Tuesday, August 19

7:00am - 7:45am

7:00am - 7:45am

Beyond the Classroom

- [Awaken Yoga](#)

[More Details](#)

Pre-Registration Required

Join us for a relaxing and rejuvenating experience on August 19th where you'll flow through a gentle yoga session that emphasizes connecting with the body, breath, and mind, encouraging physical, mental, and emotional well-being. Each participant will be provided with water, a towel, and a yoga mat. Comfortable attire recommended.

Advance RSVP required through [your personalized schedule](#).

- [Sound Healing and Meditation](#)

[More Details](#)

Pre-Registration Required

Immerse yourself in the soothing vibrations of our sound healing led by our local sound healer. This experience combines ancient healing techniques with the harmonious sounds of crystal bowls and other therapeutic instruments. End your session with a guided meditation, taking you to a grounded and relaxed mental state allowing you to conquer your week with a heightened sense of clarity and peace. Each participant will be provided with water, a towel, and a yoga mat. Comfortable attire recommended.

Advance RSVP required through [your personalized schedule](#).

7:30am - 12:30pm

7:30am - 12:30pm

Experience

- [Engagement Zone](#)

Sponsored by

[Cadent](#)

[More Details](#)

Put your skills to the test at the Cadent Claw Machine—where machine precision meets human finesse—for a chance to win an Amazon gift card. Prefer to leave it to luck? Enter our raffle to win a pair of Meta glasses.

While you're there, connect with the Cadent team to learn how we're redefining standards in travel & tourism advertising. We look forward to seeing you!

7:30am - 1:00pm

7:30am - 1:00pm

Experience

- [**ESTO Cares Activation Station**](#)

[More Details](#)

Step into the ESTO Cares Activation Lounge to continue giving back! Build more kits, connect with fellow attendees, and make an impact in our local community. Whether you're assembling essentials, sharing a smile, or learning how to extend your volunteer efforts beyond the conference, this is your space to make a difference—one kit at a time.

- [**Registration**](#)

Sponsored by

[Cvent](#)

Networking

- [**ESTO Launchpad**](#)

[More Details](#)

Destination Services

Stop by for some giveaways, courtesy of Visit Phoenix and Visit Arizona.

Sip & Say Hi with U.S. Travel

10:15 - 10:45 AM

During the break, swing by to mix, mingle, and sip with the U.S. Travel team! Grab a beverage, say hello, and connect with friends old and new.

8:00am - 9:00am

8:00am - 9:00am

Networking

- [**Breakfast**](#)

Sponsored by

[Tourism Economics](#)

[More Details](#)

Continental Breakfast Menu

Season's Best Fruits & Berries (V, GF)

Assortment of Fruit & Greek Yogurts (Veg, GF)

-Granola (Veg, GF, DF, CN)

Breakfast Bakeries & Gluten Friendly Muffin Tops (Veg)

-Accompanied by Sweet Butter, Assorted Fruit Jams

Scrambled Eggs, Canadian Bacon, White Cheddar, Pepper Jam, English Muffin

-Meatless option available on request

Beverages

Coffee and Tea Service

GF = Gluten Free; DF = Dairy Free; CN = Contains Nuts; Veg = Vegetarian; V = Vegan

Experience

- [**Genius Bar in the AI Playground – Open**](#)
[More Details](#)

Visit our Genius Bar to chat with featured AI experts, our featured "geniuses", ready to answer your questions, share tips, and guide you through all things AI.

Table 1

Greg Oates

Director of AI Advocacy

Matador Network

Table 2

Dan Flores

Head of Tourism

Satisfi Labs

8:00am - 12:00pm

8:00am - 12:00pm

Experience

- [**Headshot Lounge**](#)
Sponsored by

Travelzoo

[More Details](#)

[Sign Up Here.](#)

Look Sharp. Be You. Refresh Your Headshot!

Make a lasting impression, both online and in person. Stop by the headshot lounge at the top of the escalators during ESTO to receive a complimentary professional headshot, courtesy of Travelzoo.

Whether you are updating your LinkedIn profile, refreshing your company bio, or simply looking for a high-quality, professional photo, our onsite photographer will help you look your best while capturing your authenticity.

It's quick, seamless, and a great reason to learn more about how Travelzoo supports professionals like you.

8:00am - 1:00pm

8:00am - 1:00pm

Experience

- [AI Playground Prompt Lab](#)

[More Details](#)

The Artificial Intelligence (AI) Playground at U.S. Travel's ESTO 2025 will equip destination marketers with the knowledge, confidence, and tools to embrace AI as a transformative force in travel marketing and destination promotion. This interactive activation space will blend education, hands-on exploration, and real-world applications to help DMOs understand how AI works—and more importantly, how they can leverage it to elevate their strategies and drive impact for their destinations.?

8:15am - 9:00am

8:15am - 9:00am

Concurrent Session: Peer-to-Peer Roundtable

- [AI and Emerging Innovations in Destination Marketing](#)

[More Details](#)

Pre-Registration Required

From visitor engagement to behind-the-scenes optimization, AI is reshaping how destinations show up. In this interactive discussion, connect with industry peers to explore real-world applications of AI—from chatbots and smart recommendations to campaign automation and data insights. Bring your questions, your wins and your work-in-progress strategies.

To foster more focused, meaningful conversation, registration is capped at 60 participants.

Advance RSVP required through [your personalized schedule](#).

- **[Destination Development: From Ideas to Impact](#)**

[More Details](#)

Pre-Registration Required

As destinations grow, so does the impact on communities, travelers and the people who help shape them. This interactive roundtable explores how to approach destination development with care—balancing tourism demands with local needs, enhancing experiences and building strong partnerships. Join peers to exchange real-world insights and rethink what it means to grow sustainably and equitably.

During this session, follow along using this link: <https://www.scenicsedona.com/hike/>

To foster more focused, meaningful conversation, registration is capped at 60 participants.

Advance RSVP required through [your personalized schedule](#).

- **[Mastering Digital Storytelling to Differentiate Your Brand](#)**

[More Details](#)

Pre-Registration Required

You don't need a big budget to tell a powerful story. In this hands-on working session, the Smithsonian shares practical tips and digital strategies to help destinations craft compelling content that resonates. Get inspired by what's ahead for the nation's 250th anniversary—and walk away with tools to bring your destination's story to life in meaningful, lasting ways.

To foster more focused, meaningful conversation, registration is capped at 60 participants.

Advance RSVP required through [your personalized schedule](#).

- **[Navigating Today's Digital Marketing Landscape](#)**

[More Details](#)

Pre-Registration Required

Not all trends matter equally—so which ones are worth your attention? In this collaborative session, you'll join fellow destination marketers to explore key developments in digital marketing, share real-world insights and discuss what's moving the needle at the local level. Walk away with peer-tested perspectives you can apply immediately.

To foster more focused, meaningful conversation, registration is capped at 60 participants.

Advance RSVP required through [your personalized schedule](#).

- **[Policy and Perception: How are Destinations Dealing](#)**

[More Details](#)

Pre-Registration Required

In today's climate, political issues can quickly shape how travelers and stakeholders view your destination. This conversation will focus on how DMOs can respond with confidence—using thoughtful messaging,

proactive planning and coordinated communication to maintain trust and clarity. Connect with fellow leaders to exchange best practices and hear how others are navigating shifting perceptions in real time.

To foster more focused, meaningful conversation, registration is capped at 60 participants.

Advance RSVP required through [your personalized schedule](#).

- [**Shifting Mindsets: From Destination Marketing to Destination Management**](#)

JW Marriott

[More Details](#)

Pre-Registration Required

Driving long-term impact starts with rethinking how we lead and manage our destinations. This roundtable conversation dives into the evolution from traditional marketing to destination management and how culture, leadership and systems must evolve to keep up. Come ready to share, learn and collaborate with others navigating similar challenges, and leave with insights to inspire meaningful transformation at home.

To foster more focused, meaningful conversation, registration is capped at 60 participants.

Advance RSVP required through [your personalized schedule](#).

8:30am - 8:45am

8:30am - 8:45am

Experience

- [**AI Playground: Mini Talk: Visit Mesa Case Study: How to Create an AI Road Map**](#)

9:00am - 12:45pm

9:00am - 12:45pm

Experience

- [**Wellness Lounge**](#)

Sponsored by

[Simpleview, a Granicus Company](#)

[More Details](#)

Pause, unwind, and recharge in the Wellness Lounge—your personal reset zone amidst the conference buzz. Sponsored by Simpleview, a Granicus Company, drop in for a complimentary chair massage from licensed therapists and take a few minutes to relax, reset your mind, and release tension. No sessions, no signup—just real relief, right when you need it. Because great ideas start with a clear head.

9:00am - 3:00pm

9:00am - 3:00pm

Experience

- **[The Phoenix Pop-Up Shop Experience](#)**

[More Details](#)

Step into the Phoenix Pop-Up Shop Experience and discover the vibrant spirit of the city through its local makers and artisans. Browse a curated selection of products from talented Phoenix vendors—featuring everything from handcrafted goods to locally inspired treats. It's the perfect chance to take home a unique piece of Phoenix while supporting the businesses that make our community thrive.

Chilttepica Products

Family-owned Chilttepica brings the bold, smoky heat of the legendary chiltepín—the ‘mother of all chiles’—to every season.

Grandeur Lathers

Luxury plant-based bath and body care—handcrafted soaps, solid hair care, and lotion bars in sustainable, plastic-free packaging.

Visit Phoenix Pop-Up Shop

Snag desert-inspired apparel, gifts, and goodies to zhuzh up your style and show off your Sonoran Desert adventure.

[Learn more.](#)

9:15am - 10:15am

9:15am - 10:15am

Featured Session

Sponsored by: TripScout

- **[Retail and Commerce Lessons for Destination Marketing: Strategies to Stand Out in a Crowded Market](#)**

[More Details](#)

Retail has long led the way in turning customer insights into powerful marketing—and now they're pushing even further, building proprietary platforms, monetizing data and reshaping the consumer experience. What does that mean for destination marketers? A lot. In this dynamic panel, hear from leaders in retail and tourism as they break down how to borrow the best from retail to create scalable, standout experiences that drive loyalty, revenue and impact to visitor experiences. Bring home fresh, real-world strategies to differentiate your destination in an increasingly competitive market.

- **[Rumor Has It: Debunking \(or Confirming\) Travel Industry Buzz](#)**

[More Details](#)

Is the influencer bubble about to burst? Are group tours dead? Is AI really coming for our jobs? This interactive, fast-paced session puts a cross-industry panel in the hot seat to address common rumors and bold predictions shaping the future of travel. Panelists will react to industry rumors live - confirming, denying, or reframing them, and sharing what shifts they *are* actually making in response, followed by a quick discussion of *why*, and how they are (or are not) adapting.

- **[Youth and Amateur Sports: A Fast-Growing Component of Group Travel](#)**

[More Details](#)

Youth sports travel is booming, and destinations are recognizing its value as a high-yield, high-impact segment. This session will explore how cities are building strategies around tournaments, enhancing the family experience, and forming strong partnerships with event organizers.

- Best practices for destinations to partner with rights holders and organizers
- Customizing the family experience (dining, downtime, marketing)?
- Infrastructure investments that can make the difference

10:00am - 11:00am

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Experience

- [**Genius Bar in the AI Playground – Open**](#)

[More Details](#)

Visit our Genius Bar to chat with featured AI experts, our featured "geniuses", ready to answer your questions, share tips, and guide you through all things AI.

Table 1

Greg Oates

Director of AI Advocacy

Matador Network

Table 2

Rudi Thun

Chief Operating Officer

Mindtrip

10:15am - 10:45am

10:15am - 10:45am

Break

- [**Recharge and Connect: Networking Break**](#)

Sponsored by

[Warner Bros. Discovery](#)

[More Details](#)

Break Menu

Smoothie Station

-Strawberry Banana (V, GF)

-Pineapple Mango (V, GF)

-Blueberry, Lime, Cashew Smoothie (V, GF, CN)

Beverages

Regular Coffee

Decaffeinated Coffee

Assorted Hot Teas & Condiments

GF = Gluten Free; DF = Dairy Free; CN = Contains Nuts; Veg = Vegetarian; V = Vegan

10:30am - 10:40am

10:30am - 10:40am

Experience

- [AI Playground: Mini Talk: Using AI Chat to Engage Leisure & Meeting Audiences at New York City Tourism + Conventions](#)

10:30am - 10:45am

10:30am - 10:45am

Experience

- [Live Demos - AI Playground](#)
[More Details](#)

Get inspired in just 15 minutes! Join us in the AI Playground for quick, high-impact demos showing how AI can spark ideas, solve problems, and supercharge your work. See real-world examples in action, ask questions, and leave with practical tips you can use right away.

10:45am - 11:10am

10:45am - 11:10am

Concurrent Session: Take Off Talk

- [Murals, Memories, and Marketing: Transforming Events through Artistic Collaborations](#)
[More Details](#)

Creative partnerships can transform any event into a memorable brand experience. In this session, Choose Chicago Chief Marketing Officer Lisa Nucci shares how the DMO collaborates with local artists and designers to craft bold, unexpected moments that connect visitors to the heart of the city. From large-scale conventions to seasonal campaigns, artist-led activations—like murals, custom postcards and branded merchandise—offer a fresh way to express your destination’s identity. You’ll leave inspired to engage your local creative community and rethink how your destination shows up when it matters most.

10:45am - 11:30am

10:45am - 11:30am

Concurrent Session: Peer-to-Peer Roundtable

- [**International Marketing and Sales: What's Working, What's Not**](#)
[More Details](#)

Pre-Registration Required

Promoting U.S. destinations abroad takes creativity, coordination and constant learning. This peer-to-peer roundtable is a chance to exchange ideas, share best practices and explore how destinations are engaging international audiences. Come ready for an open, energetic discussion—complete with real-world wins, hard lessons and new ideas to take home.

To foster more focused, meaningful conversation, registration is capped at 60 participants.

Advance RSVP required through [your personalized schedule](#).

10:45am - 11:45am

10:45am - 11:45am

Concurrent Session: Presentation

- [**From Clicks to Connection: Turning Consumer Trends into Strategic Storytelling**](#)
[More Details](#)

As traveler expectations evolve, content strategy has to evolve with them. This session offers a practical framework to help destination marketers turn evidence-based search data and audience trends into smarter content strategies that drive engagement and revenue. U.S. News & World Report will share exclusive insights—from fresh survey findings and site traffic patterns to how their rankings data reveals consumer preferences across not only travel but where to live and retire. You’ll learn how to identify emerging audiences, uncover high-opportunity gaps and create content that meets travelers where they are and where they’re headed.

- [**How to Market to a Meeting Planner**](#)
[More Details](#)

Marketing to meeting planners isn’t the same as marketing to leisure travelers—and striking the right balance between sales goals and brand storytelling can be tricky. So what actually gets their attention?

In this fast-paced session, go beyond the guesswork with straight talk from marketers, sales professionals and meeting planners themselves. You'll dig into what messaging breaks through, what creative actually converts, and how to align your brand with the needs of the group business market. Leave with actionable insights to elevate your approach—and help your sales team seal the deal.

- **Rethinking Tourism: Stewardship That Sustains People, Place & Progress**

[More Details](#)

As destinations navigate a rapidly evolving world, the pressure to balance tourism growth with sustainability, cultural integrity and community well-being has never been greater. This session explores how leaders can champion destination stewardship that drives economic impact while preserving what makes a place thrive. Through real-world case studies and proven best practices, you'll gain actionable strategies in collaborative governance, visitor management, climate action and community engagement—key pillars for building resilient, future-ready destinations. Leave inspired to rethink tourism's role with a model that prioritizes people, planet and shared prosperity.

- **The New Frontier of Destination Marketing: Streaming Shows & Brand Partnerships**

[More Details](#)

Streaming platforms aren't just for entertainment—they're fast becoming a powerful tool for destination storytelling. In this session, explore how tourism boards are teaming up with brands like Rivian and Jeep to create compelling content that moves audiences, featuring campaigns from Illinois Tourism and Travel South Dakota, both distributed on Roku through Matador Network partnerships. What you'll learn:

- How to leverage streaming media for high-impact destination marketing
- The power of cross-industry brand partnerships to elevate your message
- Ways to measure success and ROI in this new media frontier

11:15am - 11:40am

11:15am - 11:40am

Concurrent Session: Take Off Talk

- **Game-Changer: Leveraging NFL Fandom to Boost Tourism and Visitor Engagement**

[More Details](#)

Touchdown, Laurel Highlands! By partnering with two powerhouse NFL teams—the Baltimore Ravens and Pittsburgh Steelers—GO Laurel Highlands turned fandom into brand fuel. Co-branded sweepstakes and smart campaigns delivered 20+ million impressions and 60% growth of their CRM database. Unpack the strategy behind the hype and learn actionable ways for your DMO to play in the big leagues in this session.

12:00pm - 12:45pm

12:00pm - 12:45pm

Concurrent Session: Presentation

- **Crisis Control: Mastering the Art of Stakeholder Communication Under Pressure**

[More Details](#)

When crisis strikes, how you communicate can make or break public trust, stakeholder confidence and event continuity. This session explores how destination leaders navigated high-stakes situations — from a terrorist attack in a major city to devastating hurricanes in North Carolina — while ensuring large-scale events moved forward and visitors felt safe.

Through real-world case studies, you'll learn how DMOs, public officials and partners aligned messaging, managed uncertainty and maintained confidence among residents, travelers and media.

Key takeaways include:

- Enacting proven communication practices during emergency situations
- Aligning messaging across tourism, public safety and government partners
- Striking the right balance between speed, transparency and sensitivity
- Building proactive communication plans before a crisis hits

Whether you're responding to immediate threats or preparing for the unexpected, this session will equip you with practical tools to lead calmly, clearly and effectively under pressure.

- **Rethinking Reach: The Power of Storytelling**

[More Details](#)

In a world where content is everywhere, connection is the new currency. This dynamic conversation will explore how modern storytelling—through influencers, creators, and destination marketers—is reshaping how travelers discover, engage with, and choose their next adventure.

Join a top travel influencer, a destination marketing leader, and a content strategist as they unpack what it takes to craft stories that resonate, go viral, and drive results. From authenticity and trust to algorithm-friendly creativity, we'll dive into the strategies that are redefining reach—and what it means for your destination's voice in the digital landscape.

- **Tourism Reimagined: When Creative Risk Sparks Real Growth**

[More Details](#)

In a sea of sameness, creative risk is your edge. Explore how destination marketers can take bold, intentional leaps in visual and storytelling campaigns—without losing brand trust or stakeholder support. You'll learn a buildable framework for testing creative ideas, explore tools to champion bold thinking internally and draw inspiration from proven campaigns that broke the mold and delivered.

- **Turning Consumers into Brand Loyalists**

[More Details](#)

In a crowded market, loyalty is everything. This eye-opening case study breaks down what truly drives long-term brand love—from trust and connection to consistency and value. Hear what real consumers have to say about the brands—big and small—they stick with, and why. You'll leave with fresh insights and practical takeaways to help your destination rise above the noise, grow market share and turn one-time visitors into lifelong visitors.

- **Welcoming the World: A Fireside Conversation with U.S. Customs and Border Protection (CBP)**

[More Details](#)

Over the next four years, the U.S. will welcome more than 30 million international visitors for major events—putting unprecedented pressure on our travel system and infrastructure. Seizing this once-in-a-lifetime opportunity requires a modernized approach that balances security, efficiency and the travel experience. During this fireside chat, U.S. Travel and U.S. Customs and Border Protection (CBP) will

discuss innovations—from biometric technology to process improvements—that are transforming the entry experience for returning Americans and international visitors. The conversation will also cover CBP's preparations for the 2026 FIFA World Cup, America 250 and the 2028 Summer Olympics—and offer a preview of what DMOs and travelers can expect at U.S. ports of entry.

Concurrent Session: Peer-to-Peer Roundtable

- [**From Data to Decisions: Unveiling Travel Market Insights and Buyer Strategies**](#)
[More Details](#)

The world of meetings and group travel marketing is constantly in flux. With data-driven insights and bold strategies, you can turn market shifts into next-level growth opportunities. Dive into real-world examples where sustainable strategies are winning traveler loyalty. Learn how to adapt your marketing efforts and leverage partnerships with tour operators and event planners to remain competitive in this ever-evolving landscape. In the session attendees will hear about:

- Understanding Travel Managers: Learn how their sourcing objectives and preferences can enhance targeted engagement.
- Buyer Priorities: Discover evolving priorities to align offerings with market demands and boost competitiveness.
- Effective Sourcing Strategies: Stay updated on buyer trends and tailor your approach with proven sourcing methods to meet travel managers' expectations.
- Adaptation to Market Changes: See how AI and automation can help you outpace demand changes.

To foster more focused, meaningful conversation, registration is capped at 60 participants.

Advance RSVP required through [your personalized schedule](#).

12:45pm - 2:15pm

12:45pm - 2:15pm

Main Stage

- [**Closing Lunch and Keynote: Wild Courage: Go After What You Want and Get It**](#)
[More Details](#)

Close out ESTO 2025 with bold ideas, personal inspiration, and real momentum. From Capitol Hill insights to courageous leadership, this session is all about turning what you've learned into action.

Featuring:

- **U.S. Travel Policy Call to Action** – How you can shape national outcomes
- **Jenny Wood: Wild Courage** – An energizing keynote on leading with purpose and confidence
- **Reflection & Rally** – One bold step. One team idea. One way to move the industry forward.

The future of travel isn't coming. You're building it. Let's go.

Lunch Buffet Menu

Market Style Asian Chopped Salad

-Tender Greens, Shaved Carrots, Bell Peppers, Cilantro, Scallions, Crunchy Wonton Strips, Creamy Sesame Dressing (Veg, GF), Ginger Soy Vinaigrette (V, GF)

Mongolian Steak (DF)

-Beef Tips, Broccoli, Mushrooms, Garlic, Sweet Soy, Scallions

Teriyaki Chicken (GF, DF)

-Seared Chicken, Peppers, Onions, Snap Peas, Teriyaki Sauce

Vegetable Fried Rice (V, GF)

-Carrots, Peas, Onions, Celery, Scallions

Stir Fry Vegetables (V, GF)

-Carrots, Snap Peas, Mushrooms, Baby Corn, Water Chestnuts

Desserts

Ube Cheesecake (Veg)

Mango Passionfruit Shooters (V)

Almond Sesame Cookies (Veg, GF, CN)

Matcha Tarts (Veg)

Beverages

Coffee and Tea Service

GF = Gluten Free; DF = Dairy Free; CN = Contains Nuts; Veg = Vegetarian; V = Vegan

2:30pm - 3:30pm

2:30pm - 3:30pm

Concurrent Session: Take Off Talk

- **[Policy and Pints](#)**

[More Details](#)

Join us for a relaxed and refreshing take on advocacy training, complete with drinks! At Policy & Pints, you'll learn how to effectively tell your story, build relationships with policymakers, and make your voice heard—all while enjoying a beverage and casual conversation.

Whether you're a seasoned advocate or new to the game, this interactive session will leave you feeling confident, informed, and ready to make an impact.

Come for the insights, stay for the sips!

2:30pm - 6:00pm

2:30pm - 6:00pm

Beyond the Classroom

- **[Destination Immersion: An Indigenous Experience: Native American Arts, Culture & Cuisine](#)**

Hosted by

[Experience Scottsdale](#)

[More Details](#)

Pre-Registration Required

About the Immersion: Arizona is home to 22 Native American Tribes, each with its own distinct traditions, yet proudly united by a rich heritage, that has shaped both the past and present of the region. This immersive experience offers a deep dive into Native dance, tribal customs, and the craftsmanship of more than 200 Native artisans at the Native Art Market in Old Town Scottsdale.

Be inspired as you create your own authentic memento, such as a dream catcher or beaded bracelet, alongside skilled artisans. Then, step next door to The Frybread Lounge, the first and only Indigenous – owned restaurant in Old Town Scottsdale, where you'll savor traditional Native American Food and Drink.

This experience showcases, Experience Scottsdale's dedication to celebrating and preserving Native American culture, fostering strong partnership with local tribes to ensure authentic, one-of-a-kind experiences that connect travelers to the regions' Indigenous heritage.

Check-in: 2:30 p.m. – 2:45 p.m. at the JW Desert Ridge lower level Convention Center

Buses will load at 2:45 p.m. and depart at 3:00 p.m.

Limited to 30 participants. Hosted by Experience Scottsdale

[Questions](#)? Please contact esto@ustravel.org.

Advance RSVP required through [your personalized schedule](#).

2:30pm - 6:30pm

2:30pm - 6:30pm

Beyond the Classroom

- [**Destination Immersion: Small Bites, Big Flavors: A Tasting Tour of Downtown Phoenix**](#)

Hosted By

[Visit Phoenix](#)

[More Details](#)

Pre-Registration Required

About the Immersion: At first glance, downtown Phoenix may seem like your typical city center, but beneath the surface lies an explosion of regional flavors and cultural identity – just waiting to be explored (and tasted)!

With more than 85% of the businesses in Phoenix's downtown core locally owned, the city's food scene is deeply rooted in its surroundings. Many establishments incorporate ingredients sourced directly from the Sonoran Desert, bringing a truly authentic taste of Phoenix to every dish.

On this experience you will visit some of downtown Phoenix's most revered restaurants and bars, sampling bites and sips of Sonoran-style cuisine. And while tacos and margaritas may be a highlight, Sonoran ingredients are infused into every facet of the city's diverse culinary scene.

As Phoenix continues to innovate and expand upon its dynamic food scene, you'll discover how destinations can leverage their culinary identity to drive tourism, create recognition and educate visitors on the culture, history and people behind the food.

Check-in: 2:30 p.m. – 2:45 p.m. at the JW Desert Ridge lower level Convention Center

Buses will load at 2:45 p.m. and depart at 3:00 p.m.

Limited to 50 participants. Hosted by Visit Phoenix

[Questions?](#) Please contact esto@ustravel.org.

Advance RSVP required through [your personalized schedule](#).