8:00am to 5:00pm - First-Timers' Networking Lounge
Venue: Amway Grand Plaza Hotel
Sponsored by Longwoods International

8:00am to 6:00pm - Connection Corner
Venue: Devos Place Convention Center

8:00am to 6:00pm - Destiny and Mercury Awards Lounge
Venue: Devos Place Convention Center
Sponsored by Tempest
Stop by the Destiny and Mercury Awards Lounge to view our digital awards gallery that showcases submissions from the top three finalists in each category. Award winners will be announced on Tuesday, August 25, at ESTO's Awards Dinner and Presentation.

8:00am to 6:00pm - Registration
Venue: Amway Grand Plaza Hotel
Sponsored by Longwoods International

9:00am to 12:00pm - NCSTD Open Forum
Venue: Amway Grand Plaza Hotel
NCSTD members only.

10:15am to 11:45am - Ideas and Inspiration
Venue: Devos Place Convention Center
Sponsored by Exponential
Join the Destinations Council for their annual Ideas and Inspiration session! Learn about the council’s recent engagement programs and newly-released advocacy tools. Then, engage in a discussion with U.S. Travel staff about U.S. Travel’s latest key policy issues. Finally, participate in a moderated...

12:00pm to 1:30pm - Innovation Hubs
Venue: Devos Place Convention Center
Sponsored by Epsilon Data Management, Madden, MMGY Global, Nativo and Resonance

1:45pm to 4:00pm - Peer Open Forum Sessions (formerly PDNs)
Venue: Devos Place Convention Center

2:15pm to 4:00pm - Agency Attendees Peer Exchange
Venue: Devos Place Convention Center

4:15pm to 4:45pm - Networking Refreshment Break
Venue: Devos Place Convention Center
Sponsored by Bandwango
5:00pm to 6:00pm - Megatrends for the Travel Industry
Venue: Devos Place Convention Center
Sponsored by Destination Analysts
Speaker: Linda Nazareth
From global economics to climate change to transformed demographics, the travel industry is being buffeted by forces that are creating challenges - and opportunities. In this presentation, economist and futurist Linda Nazareth looks at the trends re-making the industrial landscape, with a view to...

6:00pm to 7:30pm - Opening Reception
Sponsored by Brand USA
Join us for a delightful summer evening in Grand Rapids. ESTO attendees will enjoy a stunning view of the Grand River and the city paired with some entertainment. Drinks and light hors d'oeuvres will be served.

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