



ICORT 2025: The Power of Idaho Tourism

PROGRAM AGENDA

MONDAY, 10/20

9:00 AM – 12:00 PM: Idaho Travel Council Meeting at Mountain America Center

2:00 PM – 5:00 PM: Idaho Falls Destination Activities, hosted by Idaho Falls Chamber

- Hops and Stops: The Idaho Falls Beer Tour
- Sip and Stroll: Spirits of Idaho Falls Tour
- Paint the Town: An Idaho Falls Art Experience Tour

Registration for tours is available at icort.org

7:00 PM-9:00 PM: Pickleball for All 2025, hosted at Spitfire Pickleball

After a successful 2024 debut at ICORT, Pickleball for All is an open play event for newbies to skilled dinkers! Proceeds from the event benefit the Larry J. May Memorial Scholarship, managed by the Boise Chapter of Skat International. Registration is available at icort.org

TUESDAY, 10/21

9:00 AM – 9:20 AM: ICORT Welcome & Opening Remarks from Idaho Falls Mayor Rebecca Casper and Idaho Commerce Director Tom Kealey

9:25 AM – 9:45 AM: Visit Idaho Updates, Jeremy Chase and Natalie Jushinski

9:45 AM – 10:30 AM: Opening Keynote: Special Guest

Our opening keynote is a true champion of recreation across the United States, a public lands icon, and ready to kick off ICORT with a charge!

10:30 AM – 11:00 AM: Break w/Exhibitors, Sponsored by Expedia Media Solutions

11:00 AM – 12:00 PM: Keynote: Creativity & Branding, Chris Ryan George, Senior Creative Director with Utah Mammoth and Utah Jazz

With a background spanning sports, advertising, and tourism, Chris will share how these worlds intersect to shape people's experiences. From campaigns that inspire travel to the way major sporting events showcase a city or state. Come see firsthand how sports can serve as one of the most powerful forms of tourism advertising and how big moments on the field can translate into even bigger wins for tourism and community pride as a whole.

12:00 PM – 1:15 PM: Lunch and “The 3100” feature documentary screening, sponsored by Yellowstone-Teton Territory

1:30 PM – 2:30 PM: Breakout Sessions

- **Sports and Event Marketing Panel:** Major sporting and special events are thriving as part of Idaho’s tourism appeal. Moderated by Andre Womack of Visit Idaho, this panel features Kristi Baughmann from Yellowstone-Teton Territory, Lucas Gebhart from Visit Boise, and Mckenize Kramer from Visit McCall. They’ll share best practices regarding attracting, hosting, and retaining events and how to integrate them as part of overall marketing programs.
- **International Marketing Panel:** Did you know that international travelers to Idaho last year generated \$11.9 million in visitor spending? Please join Natalie Jushinski of Visit Idaho, Rocky Mountain International (international marketing firm) and Crystal Van Kull of Rocky Mountain Holiday Tours, for a panel discussion on the impact international travelers can bring to your destination and how to work with your local partners to set the stage for success.
- **Ensuring Travel is Accessible for All:** Arturo Gaona is the Chief Partnerships Officer and a founding team member of Wheel the World, a company at the forefront of accessible travel. He has been instrumental in expanding the platform’s diverse offerings. In this breakout session, Arturo will explain why destinations must consider accessibility for their visitor and future tourism development.

2:30 PM – 3:00 PM: Break w/ Exhibitors, Sponsored by Miles Partnership/Brand USA

3:00 PM – 3:45 PM: Keynote: Idaho Visitor Profile, Brian Screptock of Longwoods International

Receive a comprehensive update from Brian Screptock about the Idaho visitor, featuring the latest data and findings. This session will highlight impacts for stakeholders and detail key developments relevant to Idaho’s tourism and visitor trends. Attendees will gain actionable insights to inform future planning and strategic decision-making.

3:45 PM: Closing Remarks for Day 1

6:45 PM – 7:30 PM: Reception and Award Show, The Museum of Idaho

Following a productive first day of ICORT, join us at the Museum of Idaho for an evening reception with fellow attendees. We’ll also be announcing the recipient of the 2025 Lifetime Achievement Award and recognizing Idaho Travel Council grantees with our first annual Tourism Marketing Awards. Transportation to/from the Holiday Inn & Suites and the Museum will be provided.

WEDNESDAY, 10/22

9:00 AM: Opening Remarks, sponsored by Madden Media

9:15 AM – 10 AM: Panel: Competition and Coopetition - Learning from Western States

While Idaho competes with western states for tourism, we can learn from them too. In this panel we will discuss key topics we all have a vested interest in: destination management, responsible recreation, and innovative ways to market to potential visitors. Joining us will be David Blandford from State of Washington Tourism, Jim Hagen from Travel South Dakota, Todd Walton from Xanterra (Yellowstone National Park), and Dave Williams (Utah Office of Tourism). The panel will be moderated by Visit Idaho's Jeremy Chase.

10:00 AM – 10:30 AM Break with Exhibitors

10:30 AM – 11:30 AM: Breakout Sessions

- **SEO, GEO & the Evolution of Search:** Your destination's digital presence depends on more than search rankings. In this session led by Dylan Scacchetti from Madden Media it's a timely topic for the travel industry. With AI shaping how users engage and find inspiration, it's time to rethink your digital strategy. This session provides you with the tools to understand and apply Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO), ensuring your brand is found, trusted, and surfaced in new discovery formats. Uncover the key shifts happening now and how to lead through the changing landscape of digital inspiration.
- **Navigating Online - Using AllTrails Tools for Resourcing and Education:** With the continued rise in outdoor recreation and a gap in needed resourcing, it is vital that visitors understand the principles of responsible recreation and how to stay safe. The AllTrails Public Lands program gives organizations like yours powerful tools to help with this education, share objective trail data, and allow them to understand what's happening on their trails. Pitt Grewe from All Trails Public Lands Program will lead this session.
- **Show Me the Money:** This breakout from Jerry Miller, Idaho Commerce Rural Services Manager, is designed to demystify the grant seeking process for community leaders and professionals in the travel and tourism industry. This session will offer tips for identifying grants from private foundations, corporate sponsors and government agencies and offer insider tips for preparing successful grant applications.

11:30 AM – 12:15 PM: Panel: The Power of Idaho Tourism

Tourism is Idaho's third largest industry, but how do we effectively communicate the vitality of tourism to stakeholders? In this panel, we'll hear from Mayor Jeremy Grimm of Sandpoint, Pam Eaton from the Idaho Lodging and Restaurant Association, and Jason Kriezenbeck from Lobby Idaho to hear their perspectives. The panel will be moderated by Jessica Flynn of Red Sky Public Relations.

12:15 PM – 12:30 PM: ICORT 2026 announcement

12:30 PM: ICORT 2025 closes!