

INNTOPIA

INSIGHT



2018

AGENDA & PROGRAM

HOTEL TALISA
VAIL, COLORADO

Welcome to Inntopia INSIGHT 2018!



We are absolutely thrilled to have you with us in Vail for our 13th annual conference. It's been an exciting year for us and we can't wait to show you all the new features, integrations, and tools we've been working on.

In 2018, we're excited to be joined by more partners than ever from Marketing Cloud and Business intelligence. We'll be discussing our collective roadmap throughout the event. Be sure to check them out; you won't be disappointed.

Finally, a big thank you to our sponsors. Their incredible support makes events like this possible.

Even though we're a larger group than years past, don't be a stranger this week. The Inntopia community is second-to-none. If you see a new face, sit down, shake hands, learn something new, and let's all improve together.

Trevor

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DAY ONE TUESDAY, MAY 22

Talisa Ballroom

9:30 am

State of the Inttopia Enterprise

Trevor Crist, CEO

Much has happened again this year at Inttopia. Join founder and CEO Trevor Crist as he provides an update on all that's new and what's in store for the years ahead. Includes Commerce, Marketing Cloud, and Business Intelligence solutions and new opportunities for our clients.

10:00 am

CSA Travel Protection – Generali Global Assistance

10:15 am

Get Inspired by The Kelly Brush Foundation

 10:30 am / COFFEE BREAK

10:45 am

A Glimpse at Resort Reservations Association

Dirk Beal, Treasurer, RRA

The Resort Reservations Association, formerly known as the Central Reservations Association of Destination Resorts or "CRADR," is a forum for the benefit of centralized information and reservation processing services, particularly those who serve destination mountain resorts in North America. Treasurer Dirk Beal takes a few minutes to introduce you to and give you updates on RRA.

11:00 am

A Tour Through the Inttopia Travel Journey

Katie Barnes, BI Sales and Account Manager; Julianna Fedrizzi, Strategic Account Manager; Trevor Crist, CEO; Lindsay Haller, Account Manager, Marketing Cloud; Donnie Clapp, Brand Strategist; Sean Bartosewicz, Product Owner; Brian Forrest, VP Partner Services

Explore how industry innovators are combining the fields of data analysis, marketing, and sales to drive bookings and improve their bottom lines.

 12:00 pm / LUNCH

AGENDA

DAY ONE TUESDAY, MAY 22 (continued)

1:30 pm / Talisa C

Siriusware: What New Features You Should be Using

Ashley Fay, Implementation Specialist; Tim Larsen, VP Client Services, Siriusware

Ashley and Tim take a deep dive into the Inntopia/Siriusware two-way interface offering the latest tips and tricks to maximize your current or future integration. Gain insight into the latest Siriusware features and how to utilize the Inntopia Product Ideas Portal.

1:30 pm / Talisa D

Destination Data in a Down Market

Tom Foley, VP Business Intelligence; John McEwan, Sr. Director, Corporate Revenue Management and Distribution, Vail Resorts Hospitality; Chris Romer, President and CEO, Vail Valley Partnership; Will Wishowski, Managing Director of Community Affairs & Services, Breckenridge Tourism Office

DestiMetrics partners tell the stories of their destinations' performance, in good times and bad. Learn how they used the data, specifically in a low snow year, to improve the trajectory of their season.

1:30 pm / Talisa E

Marketing Cloud Product Roadmap

Ben Zeeb, SVP Development; Terry Trail, Product Manager; Andrea Rosamilia, VP Product Management; Sean Bartosewicz, Product Owner

The Marketing Cloud team discusses the considerable work they've done over the past year and offers tips on how to reach your customers with the right messages at the right time. The team also describes upcoming strategic roadmap themes.

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2:30 pm / Talisa C

Backstage Pass

John Kitonis, CTO; Katharine Bodan, VP Engineering

Go backstage with John and Katharine as they share the volumes of work that have gone into the Inntopia platform in the last year. Engineering and IT have worked tirelessly to improve the infrastructure, architecture, performance, and practices that move the platform forward and ensure its readiness for the future.

2:30 pm / Talisa D

Using Inntopia to Maximize Revenue

Ryan Krukar, BI Specialist; Erik Austin, VP Customer Reservation and Support, Resort Reservations, Vail; John McEwan, Sr. Director, Corporate Revenue Management and Distribution, Vail Resorts Hospitality; Dan Tosch, Marketing Automations Manager, Boyne Resorts

Citing real-world examples, this panel of revenue experts discusses how to use Commerce, Marketing Cloud, and BI as a part of your daily revenue management repertoire. They'll also field your questions to guarantee you return home realizing the full power of the Inntopia system.

2:30 pm / Talisa E

Looking to UX to Change the Game

MJ Legault, Principal and Stephen Coomber, Associate Creative Director, Origin Design + Communications

88% of online consumers are less likely to return to a site after a bad experience – Gomez. Studies show you can greatly increase ROI with small, but strategic tweaks to your user experience. Using the principles of persuasion and behavior models, we'll show you Origin's latest innovation – a customizable, fully-branded, Drupal-integrated Inntopia booking funnel.

 3:20 pm / AFTERNOON BREAK

3:45 pm / Talisa C

Revenue, Income, and Technology with Generali/ CSA Travel Insurance and Damage Protection

George Meshkov, National Sales Manager, CSA Travel Protection and Generali Global Assistance

Learn from the third largest Global Insurer how Travel Insurance and Damage Insurance can add commission revenue to your P&L, protect your guests' vacation investments, and protect the properties. See how technology enables sales and learn best practices for online and offline sales.

3:45 pm / Talisa D

The State of Email Strategy, Design, and Trends – Part 1

Patrick Sande, Dir. of Strategy and Client Services; Lindsay Haller, Account Manager; Kurt Kinscherf, Dir. Products and Intelligence; Kristin Connors and Devin Jensen, Email Marketing Managers

Email continuously proves to be the most resilient, effective channel in digital marketing, all while best practices continue to evolve. New tactics pop up every year as emojis take over subject lines and questions swirl around GIFs. Our panel of Market-ing Cloud Account Managers digs into the latest trends, best practices, and data.



3:45 pm / Talisa E

Make the Booking Experience Easy-Peasy

Gibson LaFountaine, Sr. Strategic Account Manager; Chris Eaton and Duncan Nutter, Strategic Account Managers

We've seen quite a few well thought out eCommerce sites. In this session, explore a website's booking experience and discuss what makes it work and what needs improvement. Take an in-depth look at what makes or breaks an eCommerce site: page layouts, button locations, booking widget types and placement, photo quality and composition, and creative writing.

Party at Garfinkel's, Loinshead Village

 6:30-8 pm / DINNER  8-11:00 pm / LIVE MUSIC AND DANCING

DAY TWO WEDNESDAY, MAY 23

9:00 am / Talisa C

Ask an Analyst – Town Hall Forum

Jane Babilon and Jeremy Dreiling, BI Product Managers

The floor is open as Inntopia BI (DestiMetrics) Analysts and Account Managers engage in a town-hall style discussion of everything from data submission to the resulting reports. Analysts and Account Managers remain accessible throughout the conference and are also available for one-on-one meetings.

9:00 am / Talisa D

Commerce Product Roadmap Introduced by AIG Travel

Lisa Prive, Product Manager; John Kitonis, CTO; Andrea Rosamilia, VP Product Management

Lisa, John, and Andrea discuss the past year's advancements within Commerce to help you get positioned to get the most out of Inntopia's product suite. Plus, don't miss your chance to hear what's around the corner on the Commerce strategic roadmap.

9:00 am / Talisa E

Emails Can Be Sexy

MJ Legault, Principal, Origin Design + Communications; Kurt Kinscherf, Dir. Products and Intelligence, Marketing Cloud

What happens when a brand gives the same amount of love and attention to email as to other (sexier) channels? Using a well-known ski resort as a case study, MJ and Kurt explore the current email landscape and trends for the future, resort marketing best practices, how emails can be beautiful, clever, and personal, and finally how the resort took their email strategy to the next level.

10:00 am / Talisa C

Rent by Owner – How this Market Disruptor is Impacting Destinations

Ryan Krukar, BI Specialist; Tom Foley, VP Business Intelligence

Every community is reacting to the rent by owner phenomenon differently. Learn how some destinations are changing the way they look at this part of their inventory, working with Inntopia and local partners to fully understand all aspects of their inventory, compliance, bed-use type, and parity between inventory channels.

10:00 am / Talisa D

Inntopia + Springer-Miller Systems: Top Five Things to Know

Tyler Mumley, VP Sales; Ashley Fay, Implementation Specialist; Brian Campbell, Sr. Analyst, Product Development, Springer-Miller Systems »

The Inntopia/SMS|Host PMS integration provides a powerful tool for your property.

Learn the top five methods of getting the most out of this integration and keeping the systems communicating smoothly. Bonus: Sneak peek at the new SMS/Inttopia Marketing interface.

10:00 am / Talisa E

Easy to Implement: Three Campaigns to Set Up Today

*Kendall Wilson and Lindsay Haller, Account Managers, Marketing Cloud;
Patrick Sande, Director Strategy and Client Services, Marketing Cloud*

An increase in complexity doesn't always translate into an increase in effectiveness. Let us walk you through three effective and very easy-to-implement email marketing campaigns.

 10:50 am / COFFEE BREAK

11:00 am / Talisa C

Best Practices for Successfully Promoting Travel Insurance

Laird Sager, Founder and President, Red Sky Insurance

Global storming, lack of snow, blizzards in the northeast, sickness, injury, lost sporting equipment, and more; travel insurance is the perfect solution to mitigate these unforeseen vacation disruptors. Learn the intentional online and call center promotional practices needed to successfully offer and sell travel insurance to the valuable guests making significant financial investments to vacation in ski destinations.

11:00 am / Talisa D

10 Things That You Should Be Using

Gibson LaFontaine, Sr. Strategic Account Manager; Kevin Duff and Karin Gosselin, Strategic Account Managers

Whether you're a seasoned Inttopia user or a newbie, you're guaranteed to learn something new in this session. Gain insights on simple, yet key features, tools, and settings you can tweak, customize, and enable on eCommerce, CRS, RMS, and more.

11:00 am / Talisa E

Business Intelligence Product Roadmap

Tom Foley, VP Business Intelligence; Teresa Kliegerman, Sr. Product Manager, Business Intelligence; Andrea Rosamilia, VP Product Management

Tom, Theresa, and Andrea describe what's transpired and what's to come for the Business Intelligence product suite across the Inttopia enterprise, including DesiMetrics, Marketing Cloud, and Commerce. Preview upcoming software features, product demos, and get an overview of the Inttopia Product Ideas Portal.

 12:00 pm / LUNCH

AGENDA

DAY TWO WEDNESDAY MAY 23 (continued)

1:30 pm / Talisa C

Beyond Re-Engagement: Rethinking your Strategy with Inactive Subscribers

Devin Jensen, Email Marketing Manager

Inactive email subscribers are typically targeted with a re-engagement campaign, but that's just the tip of the iceberg if your subscribers are segmented by engagement. Learn how segmentation by engagement drives better email performance and increases your ROI. Experience a live walk-through of how to create and build these segments.

1:30 pm / Talisa D

Google Tag Manager and Google Analytics: Getting the Most Out of Your eCommerce Data Layer

Nick Haggerty, Strategic Account Manager; Kenny Williamson, Systems Administrator, Black Hills Central Reservations; Tim Bonnell, Sr. Manager of IT and Web Development, Tourism Whistler

Our three panel experts review and discuss real-life examples of setting up analytics tracking, and successfully attributing your media spend to increase your booking. This session shows what is possible with some next-level jQuery GTM and offers answers to your most frequently asked questions.

1:30 pm / Talisa E

"No, Not Like the Pickle": The Evolution of Commerce Deployments

Haney Hamdy, QA Engineer; Tyler Santerre, Product Owner; Kevin Duff, Strategic Account Manager

Join this lively crew for a discussion on deployments, retrospectives, and automated testing at Inntopia, and how the commerce deployment process continues to evolve and grow.

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2:30 pm / Talisa C

Creating a Culture of Data-Driven Decision Making

Katie Barnes, BI Sales and Account Manager; Jane Babilon, BI Account Manager; Candace Carr-Straus, CEO, Big Sky Chamber of Commerce; Ryan Kelsey, Dir. Sales and Revenue, Antlers at Vail; Mia Vlaar, Economic Development Director, Town of Vail

The days of going with your gut or reacting to anecdotes from stakeholders and community members are over. With the power of destination-wide metrics, learn how data-driven decision making became the expectation.

2:30 pm / Talisa D

Leverage SPOTLIO to Maximize Customer Value

Albert Ferrando, Founder and CEO, SPOTLIO; Erik Austin, VP Reservation and Customer Support, Resort Reservations, Vail; and other partners

Come see how SPOTLIO and some of our mutual partners are seamlessly integrating with Inntopia to drive conversion, revenue, and loyalty throughout the customer journey. You'll learn surprising new techniques you can implement tomorrow – just come ready to think outside the box about your customers and their needs.

2:30 pm / Talisa E

eCommerce Best Practices

Kevin Duff and Julianna Fedrizzi, *Strategic Account Managers*

This dynamic session explores eCommerce best practices, new features, branding, and customization options. Bring your questions and leave with our team's essential tips and tricks for making your eCommerce platform a success.

 3:20 pm / AFTERNOON BREAK

3:45 pm / Talisa C

Discovering the Stories Your Data is Trying to Tell

Kurt Kinscherf, *Dir. Products and Intelligence, Marketing Cloud*

Numbers are great, but they're not enough. Even charts aren't enough if they're not the right one for the job. In this session, we'll talk about the best tools, strategies, and tips to extract the insights hidden in your data and how they can be used to improve marketing performance and guest satisfaction.

3:45 pm / Talisa D

Maximizing Your YieldView Channel from All Angles

Scott Guyette, *Founder/Lead Pricing Analyst, Specific Gravity Consultancy*;
Julianna Fedrizzi and Nick Haggerty, *Strategic Account Managers*

Explore all facets of building a successful YieldView channel from the foundation of your price model through configuration and in-season monitoring and management. Learn how to make YieldView really deliver and how to manipulate yield and increase revenue with real resort examples of success and strategy.

3:45 pm / Talisa E

What's New in Innovative U – An Update on Inttopia's e-Learning Tool

Patty Weber, *Product Owner*; Melissa Jordan, *e-Learning Specialist*

1,800 people currently use Inttopia's free e-Learning tool. In this breakout session, we'll discuss what's new in Innovative U and share which topics are planned to help you and your agents start learning at your own pace and on your own time.

4:15 pm / Talisa E

Destinations, Neighborhoods, Locations...Oh, my!

Patty Weber, *Product Owner*; Duncan Nutter and Karin Gosselin, *Strategic Account Managers*

Destinations, neighborhoods, and locations are little understood filters that can greatly enhance your guests' (and agents') search experience. Learn how to best configure search filters to help your guests quickly find exactly what they are looking for.

  5:30 pm / OPTIONAL MOUNTAIN BIKE, CRUISER RIDE OR HIKE

DAY THREE THURSDAY, MAY 24

9:00 am / Talisa C

Do the OTAs Bring You Value? Depends on How You Play the Game!

Pamela Graves-Longley, Dir. of Business/Dev, RedAwning

Listen. We get it. It's tough out there. There are so many channels and extranets to manage, staying on top of it all can seem like an endless task. RedAwning can show you how to multiply your OTA bookings and revenue, take work off your plate, and stay ahead of the market. Does all this with no increase in overhead sound appealing? Attend our session to learn how!

9:00 am / Talisa D

Agents' Best Practices Using CRS/Agentopia and the Comparison Tool Introduced by CanadaStays

Gibson LaFontaine, Sr. Strategic Account Manager; Julianna Fedrizzi and Chris Eaton, Strategic Account Managers

Do your agents have what they need to close a sale? Our experts offer insight and training through live demonstrations of Agentopia's features, exploring various approaches to quotes, how to use the comparison tool effectively, and ultimately, how to make a sale. Bring your questions!

9:00 am / Talisa E

The State of Email Strategy, Design, and Trends – Part 2

Patrick Sande, Dir. of Strategy and Client Services; Lindsay Haller, Account Manager; Kurt Kinscherf, Dir. Products and Intelligence; Kristin Connors and Devin Jensen, Email Marketing Managers

A continuation of our first session covering email trends and best practices, we'll dig even deeper into what's happening in and around email marketing strategy and technology and the impact on your ability to reach the inbox, drive email engagement, and ultimately generate revenue.

10:00 am / Talisa C

Content Marketing + Transparency: Are your Webcam and Content Killing or Driving Visitation?

Brandon von Guenther, Founder and CEO, Prism; Gregg Blanchard, VP Marketing

Every second there are 2.3k Facebook and 900 Instagram posts, 8k tweets, 2.7 Million emails sent, and 65k google searches. What can you do to ensure your story stands out and gets noticed? Gregg and Brandon discuss their goal to reinvent the webcam and what they learned along the way about content, transparency, branding, and the future of marketing.

10:00 am / Talisa D

Inntopia Jeopardy Introduced by BookingPal

Nick Haggerty and Stacy Crichton, Strategic Account Managers; Jeremy Dreiling, BI Product Manager; Donnie Clapp, Brand Strategist

You spend a lot of time mastering Inntopia's software and what do you get for it? Increased demand? More revenue? Better insights? This interactive session rewards your knowledge of Marketing Cloud, Commerce, and Business Intelligence with something even more exciting: prizes and bragging rights.

10:00 am / Talisa E

Next Generation Reporting – Beyond Inntopia's Basic Reports

Holly Baker, QA Analyst; Kevin Duff, Strategic Account Manager; Scott Guyette, Founder/Lead Pricing Analyst, Specific Gravity Consultancy

Are you familiar with Inntopia's Data Warehouse? The Data Warehouse gives you access to your data, so you can create your own custom reports. This session will get you started with the basics, including how to access the data, and a few tips on getting even more from the reports.

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11:00 am / Talisa C

Social Proof: How to Make Ratings and Reviews Work for You

Chris Lamothe, eCommerce Manager, skibig3.com

Learn how to make the most from Inntopia's built-in ratings tools and popular online services to help you drive conversions on your website and eCommerce platform and gain valuable insights about your customers. Take away actionable strategies to benefit your SEO, SEM, and CRO.

11:00 am / Talisa D

NEW! Promotion Contest Reveal and Best Practices Introduced by SKIDATA

Tyler Glenn, Implementation Specialist; Holly Baker, QA Analyst; Nick Haggerty and Kevin Duff, Strategic Account Managers

Contestants created their best promotion using a test environment provided within Inntopia RMS prior to INSIGHT. Watch as contestants present their promotions and have them reviewed and scrutinized by our panel of expert judges. The scores will be tallied, and a winner will be announced. This fun session is sure to give you some ideas to take back to your resort!

11:00 am / Talisa E

The Past, Present, and Future of Mountain Tourism

Jason Blevins, Journalist, interviewed by Ralf Garrison

For more than 20 years, Jason Blevins covered tourism, mountain communities, and resort industry news for The Denver Post. After recently moving on, Jason brings a fresh perspective to connect lessons from the past with challenges in the present and opportunities down the road for the mountain travel industry and beyond.

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 12:00 pm / LUNCH & RAFFLE
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For more than 25 years, **CSA Travel Protection-Generali Global Assistance** has provided innovative travel and damage protection solutions designed specifically for the vacation rental market, and we are proud to remain an industry leader in this space today. Our industry expertise and decades-long experience allows us to seamlessly and compliantly integrate our insurance offerings into the booking path of any reservation system with a focus on optimizing customer experience and helping our partners generate additional revenue. Most recently, CSA Travel Protection-Generali Global Assistance has developed travel insurance with specific coverages and features built for mountain and ski destinations.

www.gga-usa.cocm/about

Gold



RedAwning

RedAwning is the world's largest network of vacation rental properties to offer distribution with full-service, 24/7 marketing and reservations support. With over 100,000 unique rental properties in over 10,000

destinations, RedAwning is the leading supplier of vacation properties to major online travel channels, including Booking.com, Expedia, HomeAway/VRBO, Flipkey/TripAdvisor, and Airbnb. Our mission is to offer the easiest, most transparent, guest-supported vacation experience available for the traveler, the property manager, and the online network of distributors. www.redawning.com



Red Sky's Ski Trip Preserver provides the broadest, most complete protection available to vacationing guests of ski destinations. Ski Trip Preserver travel includes the ski vacation-specific protection for vacation cancellation or

interruption due to lack of snow, with transportation cost to an alternative mountain when skiing facilities are closed, as well as protection for lost or stolen passes and stolen equipment. www.trippreserver.com



Founded in 1984 in Stowe, Vermont, **Springer-Miller Systems** has been a technology innovator for the finest resorts, hotels, and spas worldwide. Springer-Miller's SMS|Host Hospitality Management System leads the industry in guest-centric, fully-integrated property management systems. SpaSoft® spa management system, represents a fully integrated,

dynamic activities management/scheduling software solution used by over 70% of the world's five-star spas. As hospitality technology has evolved, Springer-Miller has led the way with ATRIO® PMS, next-generation technology that is revolutionizing the industry by moving hospitality to the cloud, creating a new user experience and a new way of doing business. Springer-Miller's SMS|Host has a robust interface with Inntopia. www.springermiller.com

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Silver



Our **Travel Guard** travel insurance plans serve all segments of the resort industry to cover your guests and help make you more profitable. Our global reach, unparalleled service quality, and proven operational capabilities allow your guests to receive best-in-class care. www.travelguard.com



BookingPal is an innovative cloud-based software platform for vacation rental property managers. Distribution is managed to increase revenue, occupancy and efficiency through specifically designed services. BookingPal has a smooth continuous connection between your PMS and various channels. Advanced new features to increase your revenue include: Content and Optimization Management, Revenue Management, Channel Management, and Payment Management and Inquiry Management. www.bookingpal.com/en/about-us/



Founded in Toronto in 2008, **CanadaStays** is Canada's largest vacation rental marketplace with over 100,000 vacation rental properties in more than 11,000 destinations across Canada, the US, the Caribbean, Mexico, and South America. CanadaStays offers vacation rental owners a simple way to get their property listing in front of millions of Canadian visitors, while offering travelers unique accommodation options in their favorite destinations. www.canadastays.com



Origin Designs+ Communications is a team of mountain resort, outdoor sports, and tourism marketing professionals. We build strategic brand experiences for our clients through print, broadcast, and on-line advertising, experiential marketing, branded content development and interactive design, development, and communications. Since opening our first office in Whistler in 1993, we've carved out a reputation as one of North America's foremost industry leaders. Today, with offices in Whistler and Montreal, a client roster that reads like a veritable who's who of mountain sports and resorts, and a 20-person team of strategic and creative specialists, Origin is renowned for its insight – our unique ability to understand the true nature of our clients' business. www.origindesign.ca

Silver (cont.)



SKIDATA is an international leader in the field of access solutions and their management. Almost 10,000 SKIDATA installations worldwide in ski resorts, stadiums, airports, shopping malls, cities, spa and wellness facilities, trade fairs, and amusement parks provide secure and reliable access and entry control for people and vehicles. SKIDATA places great value in providing solutions that are intuitive, easy to use, and secure. The integrated concepts of SKIDATA solutions help clients optimize performance and maximize profits. www.skidata.com/en-us



**SPECIFIC
GRAVITY**

Specific Gravity is the most experienced dynamic-pricing specialist for Inntopia's YieldView platform. Through years of careful analysis and management of YieldView suppliers, Specific Gravity delivers customized price models, configuration and build tools, and in-depth analytics. The team values a collaborative approach and delivers a suite of tools to improve online ticket sales through directed volume, tailored yield, and increased overall revenue. www.specificgravityllc.com



SPOTLIO is a company created by experienced and enthusiastic people dedicated to helping destinations, cities, and businesses deliver fast and frictionless mobile experiences to their customers through apps, mobile booking, 3D booking maps, and responsive websites. All SPOTLIO solutions are white label, 100% customizable, and mobile-first. They are easy to use and help customers get things done in the moment, which leads to amazing increases in online revenues. SPOTLIO's team operates out of Barcelona, St. Moritz, Salzburg, and Andorra – each a thriving hub for mobile technology, tourism, leisure, and retail operations. www.spotlio.com

Bronze



SNAPSHOT OF EVENTS AND ACTIVITIES

Monday, May 21 / 4 pm – 7 pm

Welcome Cocktail Reception

Gore Creek Terrace, Hotel Talisa

Pick up your badge and come meet everyone as you roll into town and join us for light appetizers and refreshments to kick off the conference.

Tuesday, May 22 / 6:30 – 11 pm

Dinner and Party at Garfinkel's

536 E Lionshead Circle, Lionshead Village, Vail

Followed by live music (and dancing) courtesy of Rewind Colorado. Please use the free 24-hour Hotel Talisa shuttle, the Town Shuttle, or walk on the Rec path from the hotel.

Wednesday, May 23 / 5:30 pm

Cruiser Bike Ride on Vail's 15 miles of paved multi-use Rec path.

Reserve and rent your bike at Venture Sports in Hotel Talisa. Leave from the hotel as you please, ride to Vail and beyond, and make an adventure of it!

Wednesday, May 23 / 5:30 pm

Group Mountain Bike Ride – Experts Only

Meet Sean Bartosewicz, Brian Lyster, and other Inntopia leaders for this expert ride. Weather dependent. Book your bike by May 19, 5 pm by contacting Venture Sports at 970-479-1318. All participants must also RSVP by May 19 with Pascale at psavard@inntopia.com.

Wednesday, May 23 / 5:30 pm

Group Hike

Meet in the hotel lobby for a moderate hike. Bring your hiking shoes, a water bottle, and extra layers just in case.

Thursday, May 24 / 12 pm – 1:30 pm

Lunch and Raffle

Remember to collect your raffle ticket at registration. Get two extra tickets when you donate a pair of gloves for the Chill Foundation. Purchase extra raffle tickets for more chances to win incredible prizes donated by our generous sponsors. All proceeds benefit the Chill Foundation. You do not have to be present to win.