

Sunday, August 24th

9:30 a.m. – Board of Directors Meeting

11:00 a.m. – Golf Registration/Networking/Lunch

1:00 p.m. – Readiness Fund Golf Tournament

5:30 p.m. – Opening/Golf Reception

7:30 p.m. – Hotelier/Sponsor Party

Monday, August 25th

Annual Conference

7:30 a.m. – Breakfast & Registration

7:50 a.m. - Welcome

Tony Dunn, Chairman of the Board

8:00 a.m. - Colorado Legislature Update

James Coleman, President of the Colorado Senate

8:10 a.m. – Everything You Need to Know About Colorado’s Sesquicentennial!

Tim Wolfe, Director, Colorado Tourism Office

In 2026, the United States will mark the 250th anniversary of the Declaration of Independence—our nation’s semiquincentennial. At the same time, Colorado will mark the 150th anniversary of our entrance into the Union—our state’s sesquicentennial. As the Centennial State, Colorado is the only one who will observe twin anniversaries—our Sesquisequincentennial. In this session, you will learn what The America 250 - Colorado 150 Commission has planned and how it will impact tourism in Colorado next year!

8:35 a.m. - U.S. Hotel Performance Trends with a Colorado Spotlight

Raquel Ortiz, Director, Financial Performance – STR

This presentation will provide a comprehensive overview of current national hotel performance trends, highlighting key metrics and market dynamics across the U.S. Following the national perspective, we’ll take a closer look at Colorado’s hotel sector, examining recent performance indicators and regional developments. The session will conclude with a forward-looking forecast for the broader U.S. hotel industry, offering insights to support strategic planning and decision-making.

9:20 a.m. - Criminal Enterprises are Operating in Colorado Hotels – What You Need to Know!

Speaker TBA, United States Postal Inspection Service

The role of mail theft used to perpetuate identity theft and organized crime is on the rise in Colorado hotels. Through a recent investigation, Denver Police Department and the United States Postal

Inspection Service have identified a criminal network that has targeted the hotel industry to serve as locations for illegal activities, including prostitution, drug manufacturing, dangerous substance use, and furtherance of fraud. You'll learn what signs to look for to protect your property and guests.

9:40 a.m. - The Sundance Film Festival is Coming to Boulder in 2027 – What Impact Will it Have on Hotels & Tourism?

Fig Wirkler, VP of Sales Boulder Convention & Visitors Bureau

The Sundance Film Festival is an incredible win for the Boulder region and the state of Colorado. The 2024 festival generated \$132 million in gross domestic product, created 1,730 jobs paying \$69.7 million in wages, and attracted 24,000 out-of-state visitors who spent an average of \$735 a day. Fig will discuss Boulder's plan for the 2027 Film Festival along with expected economic impact in Boulder and beyond.

9:55 a.m. - Labor Law Update

Andria Ryan, Attorney at Law/Deputy General Counsel & Co-Chair Hospitality Practice for Fisher Phillips

Stay informed on the latest changes in employment law impacting Colorado's lodging industry. This session will cover recent legislation, regulatory developments, and court decisions affecting wage and hour laws, scheduling, hiring practices, and more. Learn what hoteliers need to do now to stay compliant and avoid costly penalties in Colorado's rapidly evolving legal landscape.

10:45 a.m. – Break

11:00 a.m. – Sports Tourism Panel

Matthew Payne, Executive Director, Denver Sports Commission, an affiliate of Visit Denver

Megan Leatham, President & CEO, Colorado Springs Sports Commission

Sara Olsen, VP of Communications, Vail Resorts

Sports tourism is an important and fast-growing sector within travel and hospitality. It encompasses both major spectator sports and the expanding market of "active participants." Hotels are now seeing a steady stream of guests who travel specifically for a range of activities, from competing in marathons to seeking out adventure sports, like skiing and snowboarding. Ski tourism is the lifeblood of the hotel industry in many of Colorado's mountain communities.

12:00 p.m. – Buffet Lunch Served

12:20 p.m. –Travel in Turbulent Times: How DEN is Weathering the Storm

Laura Jackson, VP Air Service Development, Denver International Airport

The first half of 2025 has been turbulent, to say the least. Ranking as one of the busiest airports in the world, Denver International Airport (DEN) has not been immune to the shocks, whether they are the result of tariffs, geopolitical uncertainty, uneven economic growth or pressure on discretionary spending. This presentation will review domestic and international travel demand at DEN and across Colorado's airports, how DEN's largest airlines are adjusting to a new reality and how passenger traffic is expected to evolve in the coming years.

12:50 p.m. Decoding the Discerning Guest: Service, Standards and Storytelling

Stacey Veden, Vice President, Partner Services, Forbes

What do today's guests really want? It's not just about amenities; it's about authentic human connection. Discover how to turn a good stay into an unforgettable one. Stacey will share how guest expectations have evolved and explore the powerful Forbes Travel Guide philosophy of making every guest feel like "one of one." Walk away with actionable insights that can be applied at any property or business to create moments that matter, earn rave reviews and build lasting guest loyalty.

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