



STATE OF
WASHINGTON
TOURISM



Responsible Outdoor Travel Summit

Bell Harbor International Conference Center

October 13, 2022

PROGRAM

7:30-9 a.m. **Networking & Breakfast Buffet**
Foyer

9 a.m. **Opening General Session**
Bay Auditorium

Welcome remarks: David Blandford, State of Washington Tourism Director
Fred Felleman, Port of Seattle Commissioner

Welcome Remarks: Hilary Franz, Washington Commissioner of Public Lands

The State of Responsible Outdoor Travel:
Teresa Hillis, Manager, Global and Community Impact,
Expedia Group

10-10:55 a.m. **Panel discussion: *How Much Tourism is Too Much Tourism?***
Bay Auditorium

Moderator: Jon Snyder, Outdoor Recreation and Economic Development Senior
Policy Advisor to Gov. Jay Inslee

Panelists: Amy Nesler, Stewardship & Communications Manager,
San Juan Islands Visitors Bureau

Greg Dudgeon, Superintendent, Mount Rainier National Park

Ryan Miller, Tulalip Tribal member and Executive Director, Treaty Rights
and Intergovernmental Affairs, Tulalip Tribes

Libby Halpin Nelson, Senior Environmental Policy Analyst, Tulalip Tribes

11-11:55 a.m. **Panel discussion: *Improving the Recreational User Experience***
Bay Auditorium

Moderator: Tommy Farris, Owner, Olympic Hiking Company

Panelists: Jaime Loucky, Interim CEO, Washington Trails Association

Joe Impehoven, Regional Business Development Manager, WA/AK
REI Co-op Experiences

Sarah Lundstrum, Glacier Program Manager, National Parks
Conservation Association

Chevon Powell, Founder/Managing Director, Golden Bricks Events

12-1:15 p.m. **Luncheon**
Harbor Room

Keynote Address: Jeremy Sampson, CEO, The Travel Foundation
Inspiring and Challenging Better Destination Management

1:30-2:25 p.m. **Media Panel: *Communicating Responsible Outdoor Travel***
Bay Auditorium

Moderator: Joleen Zanuzoski, Director of PR, GreenRubino

Panelists: Julia Cosgrove, Executive Editor, *Afar*

Brandon Withrow, freelance travel writer, photographer, and author

Anthony & Marlie Love, Travel Content Creators, *Traveling While Black*

2:30-3:25 p.m. **Panel Discussion: *Representation in Outdoor Recreation***
Bay Auditorium

Moderator: Toshiko Hasegawa, Commissioner, Port of Seattle Commission

Panelists: Jaime Martin, Exec. Director of Governmental Affairs & Special Projects
Snoqualmie Tribe

Representative Cindy Ryu, Washington State House of Representatives,
Legislative District 32

James Miles, Founder, Miles Hike Club, LLC

Cal Smith, Director of Snow, Climbers of Color

3:30-4:25 p.m. **Closing Conversation**

Bay Auditorium

Moderator: Jeremy Sampson, CEO, The Travel Foundation

Panelists: Select panelists discuss the future of responsible travel, potential partnerships and continuing the conversation.

4:30 p.m. **Closing Reception**
Sound Room

6:00 p.m. **Program Close**