THE WEEKLY COMMUNITY NEWS OF ASSOCIATIONS, CVBs AND HOTELS

USAE

VOLUME 44, ISSUE 44 OCTOBER 26, 2026



Construction on the Savannah Signia Hilton hotel topped out on October 19, reaching a significant milestone on the forthcoming hotel. Representatives gathered in Georgia to sign the final beam before it was lifted into place. Left to right: Kelvin Moore, General Manager and SVP, Savannah Convention Center; Chester A. Ellis; Chairman, Chatham County Commission; John Parkinson, Area Vice President of Operations, Hilton; Savannah Mayor Van R. Johnson II; Mark Smith, Chairman, Savannah-Georgia Convention Center Authority; Georgia Rep. Ron Stephens; David Songy, Chairman, CEO and co-founder, Songy Highroads; and Joseph Marinelli, President & CEO, Visit Savannah.

Association Forum Announces Forty Under 40 Class

By Todd McElwee

Honoring 40 stellar professionals from across the association and nonprofit industries, Association Forum has announced the recipients of the 2026 Forty Under 40 Program, which is powered by eShow and Naylor.

Honorees will be celebrated during the Holiday Showcase 2026: ICONIC on December 2–3 at McCormick Place in Chicago as well as in a special edition of *USAE*.

"I came away from this year's selection process genuinely inspired. The extraordinary talent, leadership, and accomplishments represented made choosing just 40 honorees especially challenging for the committee," said Steve Smith, CAE, FAAMSE, CEO of the Association Management Center and Chair of Association Forum's Awards and Scholarships Committee.

"That's a wonderful problem to have and an encouraging sign for the future of our profession. Congratulations to the 2026 Forty Under 40. I look forward to seeing the impact these talented leaders will continue to make within the association community,"

Association Forum's Forty Under 40 program is in its 13th year. Organizers

Please turn to page 2

Two More Hotels Join Chicago Hotel Strike

By Jordan Bradley

The hotel worker strike in Chicago has grown to eight hotels.

On October 18, hundreds of hotel workers at the Hilton Chicago and the Hyatt Regency Chicago hotels walked off the job amid stalled contract negotiations.

Workers at these hotels join workers at the Sheraton Grand Chicago Riverwalk, Waldorf Astoria Chicago, Palmer House a Hilton Hotel, The Westin Chicago River North, Westin Michigan Avenue, and the Millennium Hotel Knickerbocker.

The hotels workers are represented by hotel union Unite Here Local 1. Members at the initial six hotels began striking over the weekend of the Chicago Marathon earlier this month. Workers on strike include room attendants, cooks, dishwashers, cashiers, front desk agents, baristas, servers and waitstaff, and bellmen.

Workers are seeking increased wages keep pace with inflation, better benefits, stronger workload protections, and civil rights protections, Local 1 said.

"Hyatt, Hilton, Marriott, Chicago: you are on notice. Chicago's hotel workers are done waiting while hotel honchos refuse to deliver a fair deal,"

Please turn to page 3

Hawaii Convention Center Renovation Faces Uncertainties

By Jonathan Trager

A more than $108 million renovation of the Hawaii Convention Center in Honolulu faces uncertainty over its schedule, disputed contractor claims, and the state's ability to keep major events on track, raising questions about years of deferred maintenance.

Talon Kishi, Vice President of Finance at the Hawaii Tourism Authority (HTA), said during a mid-October legislative briefing the agency had rejected six time-impact analyses (TIAs) from general contractor Swinerton Builders seeking time extensions and additional money for the project.

"So, right now, they brought up two main points in the TIAs, the permit delays and procurement delays and then unforeseen conditions during the demolition process," Kishi told the House Tourism Committee, according to

Please turn to page 5

Inside

Page 2
Lawsuit Alleges Expedia Forces Customers to Pay Inflated Hotel Rates

Page 3
National Confectioners Association Finds Americans Are Sweet on Halloween

Page 4
MPI Recaps IMEX America Efforts

Page 6
New York City's Javits Center Achieves Sustainability Milestones

The Plaza Hotel to Close for Four Years for Façade Restoration

By Jordan Bradley

Beginning in January 2027, the iconic Plaza Hotel in New York City will close for repairs to the building's historic façade.

According to the hotel's management, repairs are expected to take about four years.

The hotel's management said that the nature of the work and the building's "architectural and historical significance" mean that the process of repairing the Plaza's façade is a complex undertaking.

"The scope and complexity of the façade works require detailed planning and coordination with relevant stakeholders, alongside adherence to applicable historic preservation requirements," the hotel's management announced an October 14.

Located across the street from Central Park, the Plaza Hotel has long been an icon in Manhattan. Throughout

Please turn to page 2

NEWS

Lawsuit Alleges Expedia Forces Customers to Pay Inflated Hotel Rates

By Jordan Bradley

A newly filed lawsuit is alleging that Expedia Group has been exploiting customers, forcing millions to pay inflated hotel room rates.

The lawsuit was filed in early October in the U.S. District Court Western District of Washington and seeks class action status.

The lawsuit is alleging that Expedia Group, which owns popular hotel and travel booking website Expedia.com, has leveraged its "monopoly power" to break antitrust laws by imposing and enforcing "exclusionary contracts and pricing algorithms" on hotels.

The contracts allegedly prevented hotels from offering lower room rates on their own websites, through loyalty program portals or call centers, and if a lower price was offered on a competing booking platform, Expedia made the hotel harder to find on Expedia's booking websites, according to the lawsuit.

"As a result, Expedia has forced millions of consumers to pay artificially inflated prices for hotel rooms in the United States," plaintiffs said in the filing.

The lawsuit also claims that because Expedia charges hotels a commission for using their booking platform—the rate for which is rolled into the price customers pay to book a hotel on Expedia—hotels had to inflate room rates on their own websites to match Expedia rates or risk breaching parity clauses. Under Expedia contract parity clauses, the lawsuit states, hotels are prevented from offering better room rates on other sites under.

"As a result, Expedia has forced millions of consumers to pay artificially inflated prices for hotel rooms in the United States," plaintiffs said in the filing.

According to the lawsuit, the hotel prices had been inflated by 15%–30% because of the practice. The rate corresponds to Expedia's commission, the suit claims.

Plaintiffs are alleging that Expedia has "long been the object of consumer complaints" for "trapping" guests "into accommodation they cannot cancel without loss, among other abuses." The lawsuit is attempting to address the latest way Expedia "has devised" to "exploit consumers," according to court documents.

Expedia representatives did not return *USAE* request for comment by press deadline, but in a statement shared with the *New York Times*, the company called the accusations "meritless." A spokesperson added that the company has been transparent and has provided competitive offerings for more than 30 years.

Plaza Hotel

continued from page 1

its lifetime, the hotel has played host to a plethora of real-world celebrities and dignitaries, as well as fictional characters such as children's storybook character Eloise and Kevin McAllister from *Home Alone 2*.

"The Plaza is one of the most culturally significant historic hotels in the United States," said Katherine Orr, Director of Marketing Strategy and Communications for Historic Hotels of America (HHA) and Historic Hotels Worldwide.

Opened in 1907, the Plaza is also well renowned for its architectural elements, including Beaux-Arts interiors, crystal chandeliers, and mosaic floors.

The Plaza Hotel was designated a U.S. National Historic Landmark in 1986 and has been a member of the HHA since 1991.

According to Orr, many historic hotels are able to complete restoration work and renovations while continuing to host guests. However, in some cases, the impact of the work on the building means that a historic hotel may not be able to provide the same level of service guests have come to expect.

"Many historic hotels complete renovations while remaining open, but larger restoration efforts sometimes require partial or full closures depending on the scope of work and safety considerations," Orr said. "Historic hotels often contain irreplaceable materials, intricate craftsmanship, and aging infrastructure that require specialized care."

Projects such as the one announced at the Plaza Hotel "involve extensive masonry repairs, structural work, and preservation of historic architectural features," she added.

"Suspending operations is often the safest and most effective way to complete that work," Orr said. "It is also not always possible to provide the standard level of fine hospitality inside an active restoration project and historic hotel management often decides it is better to close than offer a lesser experience."

In terms of historical preservation and restoration projects, Orr said that the Plaza's four-year timeline "is on the longer end of a typical restoration, but not unusual for one of this scale and significance."

As an example and for some perspective, Orr points out that the "similarly iconic and historic" Waldorf Astoria New York hotel was closed between 2017 and 2025 for its own restoration and renovation work.

For those outside the world of historic preservation, Orr notes that a longer restoration timeline such as the one announced at the Plaza, is actually a sign of care and right stewardship.

"Large historic hotels are complex buildings, and major projects often unfold over several years, particularly when they involve exterior restoration and preservation of original architectural features. Rather than being viewed as excessive, a multi-year timeline often reflects the care being taken to do the work properly," she said. "Ultimately, this type of restoration is an investment in ensuring that The Plaza remains an enduring part of New York City's architectural landscape and cultural heritage for generations to come."

Hotel representatives did not answer *USAE* questions about guest reactions to the closure and referred to the short October 14 statement. However, articles from major new outlets have noted the strong public reaction to the Plaza's closure. In an article published in the *Washington Post*, wedding and event planners alongside brides-to-be are reportedly "so upset."

Orr said the HHA understands why people are disappointed in the beloved Plaza's closure.

"The Plaza is more than a hotel. It's a New York landmark—an American landmark—and a place that holds special memories for many people," she said.

Still, Orr said from a historical preservation perspective, the work is a necessity.

"From our perspective, historic preservation is an active and proactive commitment," Orr said. "Change is inevitable, so preservationists and stewards of historic places actively work for that change to be in the service of protecting and restoring a building instead of allowing it to fall apart by doing nothing. These projects protect architectural integrity and extend the life of historic structures, so future generations can experience places like The Plaza as past generations did."

Forty Under 40

continued from page 1

noted this year's program saw 89 applicants, a record number, reflecting the growing energy and innovation within the field.

"These trailblazers are redefining what leadership looks like in our industry," said Artesha Moore, FASAE, CAE, President & CEO of Association Forum. "Their creativity, entrepreneurial spirit, and commitment to progress are shaping the future of our community and inspiring others to reach new heights."

"Every year, this class reminds me that the future of our profession is already here and already leading," said Vicki Loise, CMP, CAE, CEO of the Society for Laboratory Automation and Screening and Chair of the Association Forum Board of Directors. "The 2026 honorees are building stronger organizations, lifting up the people around them, and giving back to the community that shaped them. On behalf of the Board, congratulations."

Find the complete class here.

ASSOCIATION FORUM
110 YEARS
THE NETWORK THAT POWERS
THE PEOPLE WHO POWER ASSOCIATIONS

Stay Connected
@USAEnews

HOTS

HOTS Shark Saga Continues… Authorities in the South Korean port city of Busan have been working to free a large dusky shark (affectionately nicknamed Bukangi by locals) from the city's canal since mid-September. The Associated Press reports that Busan authorities and South Korea's Oceans and Fisheries Ministry have been working together to get Bukangi back to open water. On October 21, the group attempted a rescue effort involving dozens of workers maneuvering a floating platform through the canal in an effort to push Bukangi back out to sea. Bukangi "lingered" outside the canal "for hours," before the shark slipped under the platform's net later that night. Now, the shark is stuck between two containment nets and authorities are attempting to find a way to remove Bukangi before temperatures slip to dangerous lows. AP reports that marine scientists are unsure why Bukangi is so attached to the port. Kim Hyun-woo, a senior researcher at South Korea's National Institute of Fishers told AP that when authorities are able to push Bukangi back out of the port, it's likely that it will take the shark some time to move away. "The shark has been staying inside the canal for an extended period, so I don't expect it to head straight out into the open water," Kim said. "It would be best to give it about a week to leave on its own." HOTS hopes this shark story has a happy ending!

⚜ ⚜ ⚜ ⚜ ⚜

HOTS Bi-Annual Phenomenon… Tourists from the across the world traveled to Egypt on October 22 to witness a twice-a-year solar phenomenon at a temple in Abu Simbel, the Associated Press reports. Every year on October 22 and February 22, the sun illuminates the dark inner chamber of the Great Temple of Ramses II. The event lasts approximately 20 minutes and illuminates the massive statues of the pharaoh Ramsses II and two gods, Amun-Ra and Ra-Horakhty. "Today is a very special day, as you can see," Hisham Khela, a local tour guide, told AP. "It's a celebration and a historic holiday." Outside the temple, which sits along the Nile, travelers were treated to a celebration: colorfully dress performers dancing to music. According to AP, huge crowds of tourists flocked to the temple, but they looked quite small in comparison with the statues adorning the structure. HOTS thinks theres's no de-Nile-ing the draw of such a celestial event!

WEEKLY NEWS OF ASSOCIATIONS CVBs AND HOTELS
USAE

PUBLISHER & EXECUTIVE EDITOR 1982 – 2021
Anne Daly Heller

PUBLISHER-EMERITUS
Ross E. Heller
ross@usaenews.com

PUBLISHER
James Heller
james@usaenews.com

ASSOCIATE PUBLISHER
Todd McElwee
todd@usaenews.com

MANAGING EDITOR
Jonathan Trager
jon@usaenews.com

HOTEL EDITOR
Jordan Bradley
jordan@usaenews.com

CREATIVE DIRECTOR
Diane Nichols
dkn@usaenews.com

MARKETING & CIRCULATION DIRECTOR
Christy Pumphrey
christy@usaenews.com

To ensure publication, all Letters to the Editor must include a telephone number and mailing address in order to verify authenticity.

Complete copies of *USAE* are available for all paid subscribers online. Log onto https://usaenews.com and locate the log-in and password boxes. Specific log-in and password information is provided to subscribers via e-mail.

To receive another copy, please contact our circulation dept. at christy@usaenews.com.

USAE is published weekly except the week of Christmas Day by ***USAE***, Inc. Subscription rate is $80/year; add $65 in Canada and Mexico. POSTMASTER: Send address changes to ***USAE***, PO Box 15009, Chevy Chase, MD 20825.

usaenews.com

***USAE*, Inc.**
PO Box 15009, Chevy Chase, MD 20825

703.898.3528 • **©2026 by *USAE*, Inc.**

Chicago Strike

continued from page 1

said Karen Kent, President of Unite Here Local 1. She added that the workers currently striking "run these hotels and have the power to disrupt operations."

Hotel representatives told local news outlet WTTW that they remain committed to reaching an agreement with the union.

"We are disappointed UNITE HERE Local 1 has chosen to strike while Hyatt remains willing to continue bargaining in good faith," Daniel Dring, head of labor relations for the Americas at Hyatt, wrote in a statement to WTTW. "Hyatt has offered competitive wages and benefits, and all employees' wages and benefits remain unchanged as we negotiate a new agreement. We look forward to continuing to negotiate a fair contract and recognize the contributions of Hyatt employees.

Union representatives expect strikes and service disruptions will continue until a contract is signed.

"Until workers win the wages, protections, and respect they and their families deserve, the picket lines will grow, and the disruption will only intensify," Kent said.

More than 45 hotels across Chicago have been without a contract since September 1, including the eight currently striking, according to Local 1.

The union says it could call strikes at any of the other hotels at any time.

National Confectioners Association Finds Americans Are Sweet on Halloween

By Todd McElwee

Americans are feeling spooky, with 81% of the nation planning to celebrate Halloween this year, according to a new survey from the National Confectioners Association.

"Halloween is one of the most anticipated seasons of the year, and chocolate and candy help make these moments special," said John Downs, President & CEO of the National Confectioners Association. "From handing out treats and decorating the house to carving pumpkins and celebrating with family, Americans embrace the traditions that make Halloween fun—with candy at the center of it all."

The National Confectioners Association said 85% of the people who celebrate with chocolate and candy will do so by sharing it with trick-or-treaters and 94% of parents plan to celebrate with their children.

Research also found that more than a quarter of consumers purchase Halloween treats before October. Additionally, 83% of parents admit that they sneak chocolate and candy from their children's trick-or-treat haul. Pumpkins, ghosts, and skulls are America's favorite shapes for Halloween treats.

Addressing what it called "the great candy corn debate," the association said 60% of Americans eat candy corn in one bite, while 28% start with the narrow white end and 12% begin with the wider yellow end.

"Halloween is a thrilling mix of time-honored traditions, creative costumes, festive decorations, and, of course, plenty of chocolate and candy," the association said. "Americans' enthusiasm for sweet treats supports a $55 billion confectionery industry, where every U.S. confectionery job helps support 11 additional American jobs in agriculture, manufacturing, transportation, retail, and other related industries."



NEWS

MPI Recaps IMEX America Efforts

By Todd McElwee

IMEX America is the rearview, and MPI believes its efforts have set up the meetings industry for success down the road.

Continuing its longstanding partnership with IMEX, the association said Smart Monday sessions on October 12 were attended by roughly 3,000, with more than $700,000 raised for the MPI Foundation during the event's October 13–15 run at Mandalay Bay, Las Vegas. MPI's partnership with IMEX spans more than 15 years.

"Our work at IMEX America reflects what meeting professionals need today: relevant education, stronger connections and practical support for the decisions they make every day," said Paul Van Deventer, MPI President & CEO. "Together with IMEX, we are helping professionals develop throughout their careers and equipping them to demonstrate the value of the experiences they create."

On Smart Monday, 24 sessions were offered. Programming covered RFPs and contracting; experiential design and attendee engagement; event leadership and strategic thinking; and inclusion, belonging, and accessibility.

MPI sourced a keynote lineup it said "explored meaningful connection, confident leadership and exceptional client experiences."

Keynote speakers included the following:

Caitlin Krause, experience designer and Founder of MindWise, presented "Empowered Connection in a Digitally Layered Landscape." Sponsored by Visit Anaheim, her session explored how intentional, human-centered uses of technology can support well-being, creativity, and connection.

Shawn Harper, former NFL offensive lineman, corporate CEO and author, presented "The Winner's Mindset: A Proactive Approach to Business in Uncertain Times." Sponsored by New Orleans & Co. in partnership with Damon Brooks & Associates, he looked at how preparation, adaptability and purpose can help leaders move beyond fear and lead confidently through uncertainty.



Neen James, leadership strategist and author of the book *Exceptional Experiences*, presented "Exceptional Experiences: Drive Revenue by Transforming Client Relationships." Sponsored by Visit Walnut Creek, her session delved into how repeatable practices before, during and after an event can strengthen client relationships, build advocacy, and support business growth.

MPI and IMEX built on their collaboration through a redeveloped Future Leaders Lab, with organizers expanding the program globally. The initiative is intended to broaden the industry's talent pool by attracting students from fields including economics and finance as well as events, hospitality, and tourism.

Please turn to page 5

IAEE Announces Annual Award Winners

By Todd McElwee

Recognizing outstanding contributions by members and member companies, IAEE has announced this year's winners of its Awards Program. Honorees will be celebrated at Expo! Expo! IAEE's Annual Meeting & Exhibition on November 16–18 in Milwaukee.

"Each year, the IAEE Awards give us the chance to celebrate the people and organizations who are moving our industry forward, and this year's winners have done exactly that," said Marsha Flanagan, CEM, President & CEO, IAEE. "Their leadership, creativity, and commitment to education and community reflect the very best of IAEE and our industry. Congratulations to all of our 2026 honorees and we look forward to celebrating with them in Milwaukee."

Julia W. Smith, CTA, CEM-AP, CEM Fellow, Sr. Vice President of Business Development at GES, is the Pinnacle Award recipient. The award recognizes a member who has furthered IAEE's objectives of advancing exhibitions and events management through the promotion of education, the dissemination of knowledge, and the introduction or development of innovative techniques, and who has been dedicated to the perpetuation of the highest ideals, trust and professionalism.

An IAEE member since 1985, Smith spent more than eight years on the Board of Directors, including as Chairperson in 2016. She has held more 50 committee and task force roles. A champion of education, she taught CEM courses worldwide, earned the CEM Fellow distinction, and helped author and edit IAEE's *Art of the Show* textbook. She also became one of the first women to chair ESCA.

"Julia's career embodies the immense dedication and love for the industry that the Pinnacle Award represents," noted Flanagan. "Her impact on IAEE and our industry is immeasurable."

The Bob Dallmeyer Educator of the Year Award is presented to a professional who possess outstanding creativity, a positive attitude, and the ability to transfer knowledge through effective communication and innovative teaching to industry professionals. Rich Vallaster, AAiP, CEM, Sr. Director of Industry Relations and Thought Leadership at Momentive Software, and Jessica Wiitala, Ph.D., CMM, Associate Professor of Event Management at High Point University, are this year's recipients.

Ann Olson, CEM, Sr., Vice President of Business Development at GES, is the Cathy Breden Woman of Achievement Award recipient. The honor highlights a woman who has led the way in the advancement of women in the industry, exhibited outstanding leadership, and made significant contributions to exhibitions and her community.

The Chapter Merit Award recognizes members who step forward at the local chapter. This year's recipients are Bob Chain, Global Head of Strategic Accounts with Swapcard, representing the IAEE Midwestern Chapter; Rachel Grundner, CEM, Sales Director with the North American Trailer Dealers Association (NATDA, Trifecta Collective), representing the IAEE Rocky Mountain Chapter; and Stephanie Lippi, Event Director with EH Media, Church Facilities Expo, representing the IAEE Mid-South Chapter.



Julia W. Smith

The Distinguished Service Award is presented to members who have rendered distinguished service to IAEE and to exhibitions. M.T. Hickman, CMP, Sr. Professional Faculty at the School of Merchandising and Hospitality, G. Brint Ryan College of Business, University of North Texas, is the honoree.

The Emerging Leader of the Year Award commends members who are new to events and are motivated to not only excel in their career, but who are also passionate about advocating on behalf of IAEE and the industry. This year's recipient is Lexy Frechette, CEM, Conference Manager at Informa Markets.

Bear Analytics is receiving the Innovative Business Solution Award for its Bear IQ Platform.

The award highlights the creation of new and innovative business solutions.

The Outstanding Marketing & Sales Award recognizes outstanding achievement in marketing and sales activities. This year's recipient is Forge for its StreamTV Show.

The Volunteer of the Year Award identifies an IAEE member who has dedicated time to the progress and fulfilling the charge of a committee or task force on which he or she serves. La Shon Smith, CEM, Director of Exhibitions at the American Academy of Ophthalmology (AAO) is the honoree.

In May, IAEE announced AVIXA's InfoComm América Latina 2025 received the International Excellence Award, which was presented at IMEX Frankfurt.

Industry Movers



Cahal Mowery will join the Nashville CVC (NCVC) as Chief Sales Officer, bringing more than 15 years of industry leadership to Music City. He'll begin on November 16. Mowery joins the NCVC from Choose Chicago, where he served as Vice President of Sales. In that role, he helped lead the team responsible for securing citywide conventions and meetings for McCormick Place and more than 150 hotel partners.



Michael R. Wysong, currently CEO of CARE Pharmacies, will become President & CEO of the National Association of Chain Drug Stores (NACDS) on December 1. Wysong will succeed Steven C. Anderson, FASAE, CAE, IOM, who is retiring after 20 years of leadership, on December 31. Wysong has spent more than three decades in healthcare and is well known across NACDS, having served as Chair of the Association.



Fabien Gnemmi is now General Manager of The Ritz-Carlton Bal Harbour, Miami. The oceanfront resort is preparing to unveil its most significant transformation since joining The Ritz-Carlton brand in 2014, and is set to reopen on February 1. A Maître Cuisinier de France, Fabien has more than 25 years of experience. Most recently, he was Hotel Manager and Acting General Manager of The St. Regis Bal Harbour.



Kevin Briggs is now General Manager of AC Hotel Beverly Hills. He brings more than two decades of experience across the Los Angeles market to the post. Briggs has been with Azul Hospitality Group since 2019 and most recently served as General Manager of The Glenmark, Glendale, A Tribute Portfolio Hotel. Briggs is a graduate of Monroe Community College, where he earned a degree in business management.

See more Industry Movers

IMEX America's 15th Edition Set Records

By Todd McEwee

The numbers are in for the biggest installment of IMEX America ever.

More than 17,800 participants gathered at Mandalay Bay in Las Vegas for the event's 15th edition. North of 6,000 buyers—4,800 of whom were hosted—were onsite, with 96,000 scheduled meetings occurring.

IMEX America also included a bevy of educational and networking opportunities. Organizers placed an emphasis on nurturing the next generation of industry talent with initiatives including the launch of The Brian D. Stevens Hospitality Education Fund during An Evening & Legacy & Leadership – Brian D. Stevens at Caesars Palace. The event raised $1 million for the fund, which Stevens, the creator of ConferenceDirect, established to support the next generation of leaders in the hospitality and meetings industry.

Carina Bauer, CEO of IMEX, said: "A flourishing sector needs strong commercial opportunities, fresh thinking and a pipeline of talent ready to shape and design what comes next. All three have been evident at IMEX America this week."

"Despite some uncertainty in the wider world, there's been a spirit of optimism across the show floor," she added. "Time and again clients have told us that what makes this show work for them is that it feels personal. Buyers turn up well-organized, exhibitors are informed and well prepared. They also understand that a walk-up meeting here can be a highly valuable prospect thanks to the quality and seniority of people we attract."

One-to-one meetings numbered 82,000, with 14,000 group and booth presentations taking place. IMEX shared news from Marie Catherine Lacoste of Tourisme Montréal, who reported receiving two association RFPs: one for a medical congress for 1,500 attendees in July 2030, and another for a credit management congress and expo for up to 1,700 attendees in May 2030.

Discover Puerto Rico shared a success from a previous edition of the show.

Joann Carlos Díaz, Discover Puerto Rico, said: "We first met Vibee, a music-led destination experience company, at IMEX America 2024 to discuss hotel room blocks for a major artist. The result was Bad Bunny's 2025

Please turn to page 8

MPI Recaps IMEX

continued from page 4

IMEX America is the MPI Foundation's largest fundraising week. Richard Allchild, 2026 MPI Foundation Global Board of Trustees Chair and Head of North America Sales for IMEX Group, was "delighted" to report north of $700,000 was raised during IMEX America via activities, including a silent auction; IMEX Topgolf TEE Party; Meet in Ireland Golf Outing; invitation-only Red, White & You dinner hosted by MGM Resorts and Las Vegas CVA; and IMEX Rendezvous.

Calling Rendezvous, "the best party all week," Allchild said it was hosted in partnership with Caesars Entertainment and staged at the rebranded Soleia Beach at the Vanderpump Hotel.

Allchild said: "As IMEX celebrates 15 years in Vegas, we also celebrate the generosity of so many partners who contribute funds and participate in our events!"

Since its establishment in 1984, the MPI Foundation has distributed more than $14.8 million towards economic research, MPI chapters, industry associations, and more than 25,000 individual members worldwide.

"These are funds that support annual scholarships, industry grants, and the Foundation's endowment, all of which help strengthen careers, elevate industry standards, and build a more resilient global meetings community," said Allchild. "We're investing back to sustain our futures."

MPI noted registration is open next year's European Meetings & Events Conference (EMEC), February 20–23, in Galway, Ireland, and World Education Congress (WEC), June 28–30, in Las Vegas.

Hawaii

continued from page 1

the hearing transcript.

One unexpected condition is a roof slope that differs from engineering drawings by about four inches. Kishi said the discrepancy requires inspections and revised calculations, potentially adding time.

The published schedule calls for construction to finish in November 2027, with the center reopening in January 2028. Kishi said officials aim to determine the timeline, responsibility for delays, and financial impact by the end of October or early November.

The disruption is affecting event organizers. Kawaii Kon, an annual convention celebrating Japanese pop-culture that typically draws about 20,000 attendees, reduced ticket sales by 25% because less space is available during construction, *Hawaii News Now* reported.

Kishi told lawmakers the state's priority is keeping events in Hawaii. If the schedule changes, officials are considering reconfiguring parts of the center or asking other properties to host events.

"We are trying our best to keep the convention center open, opening on time so that they can host these events," Kishi said.

Other work at the convention center includes escalator modernization, restroom and planter repairs, drainage work, and internet upgrades.

During the briefing, State Rep. Amy Perruso questioned the state's ability to complete projects on schedule amid the convention center renovation's changing timeline.

"It really hurts our reputation on whether or not we can fulfill our responsibilities on time," Perruso said.

NEWS

New York City's Javits Center Achieves Sustainability Milestones

By Jonathan Trager

The Jacob K. Javits Convention Center was presented on October 21 with two new sustainability recognitions that recognize the Manhattan facility's commitment to putting sustainability into practice.

Javits has earned LEED Silver Certification for Operations and Maintenance, marking the first time the Javits Center has received LEED recognition specifically for its operations, and TRUE Precertification, recognizing the foundation in place for zero waste operations. Both recognitions are bestowed by the U.S. Green Building Council (USGBC).

LEED—Leadership in Energy and Environmental Design—is a globally recognized framework for sustainable buildings. Its Operations and Maintenance certification evaluates the performance of existing buildings, emphasizing how they are operated and maintained to support resource efficiency and healthy indoor environments.

The LEED milestone was celebrated with a plaque presentation during the Greenbuild International Conference and Expo at Javits Center. USGBC President & CEO Peter Templeton presented the plaque to Javits Center President & CEO Joyce Leveston and her team.

"At Javits, sustainability is part of how we work every day," said Leveston. "This recognition belongs to the people who operate our building, support our events and find ways to improve our performance. We are proud of this milestone, and we will keep building on it— for our customers, our community and the future of our industry."

TRUE—Total Resource Use and Efficiency—precertification signals that Javits Center is minimizing waste output, becoming more resource efficient and environmentally responsible. It recognizes projects which have implemented the fundamental actions and policies needed to effectively pursue zero waste and have demonstrated a commitment to achieving TRUE certification.

These achievements build on Javits Center's existing LEED Gold and Silver building certifications under the Building Design and Construction rating system, and they recognize the facility's performance across energy and water efficiency, waste management, human experience, indoor environmental quality, and sustainable operations.

"Sustainability isn't just a box to check. It's part of who we are at Javits Center," said Yashi Dadhich, Sr. Director of Energy & Sustainability at Javits Center. "We are constantly exploring ways to embed sustainability into our operations, and this recognition demonstrates the impact of that commitment. I'm excited to continue this work and innovate new ways to simplify the process."

These efforts complement Javits Center's broader sustainability initiatives, including its green roof and rooftop farm, solar energy infrastructure, and JavitsCares donation program, which gives materials left behind by exhibitors a second life through local community organizations.

Find more information about Javits Center's sustainability initiatives here.



A plaque presentation took place during the Greenbuild International Conference and Expo at New York City's Jacob K. Javits Center on October 21. Javits Center was recognized for achieving LEED Silver Certification for Operations and Maintenance. Left to right: Peter Templeton, President & CEO, U.S. Green Building Council; Joyce Leveston, President & CEO, Javits Center; Yashi Dadhich, Sr. Director of Energy & Sustainability, Javits Center; Kenneth Sanchez, COO, Javits Center; and Eli Dryer, Event Sustainability Lead, Javits Center.

Florida Hotel Embraces the Drama in New Marketing Campaign

By Jordan Bradley

A St. Petersburg, Florida, hotel is embracing the drama of travel in its latest marketing campaign.

The SkyBeach Resort, an independent waterfront hotel, released the final installment of an eight-part scripted vertical microdrama marketing campaign across its Instagram, TikTok and Youtube channels earlier this month.

The series follows a couple, played by influencers Haylee Michalski and Nicole Doriano, who arrive at the SkyBeach Resort for a little rest and relaxation—and a surprise proposal. After they check in to one of the resort's Oasis suites, a comedy of errors ensues across the beachfront property, and the couple must enlist hotel staff for help.

Filmed entirely on SkyBeach Resort property, the series marks "a new approach to hospitality marketing that places entertainment-driven storytelling at the forefront of its social media strategy," hotel representatives said.

Earlier this year, Marketing Dive released an article about the increase in brands utilizing vertically filmed microdramas on social media to market their companies and products.

"The cliff-hanger-heavy format, which first took off in Asia, is flooding into social platforms like TikTok

Please turn to page 8



Influencers Nicole Doriano (second from right) and Haylee Michalski (far right) filming the scripted microdrama series for the SkyBeach Resort in St. Petersburg, Florida.

Louisville Launches Nonstop Air Service to Toronto

By Jonathan Trager

Louisville has announced the launch of nonstop Air Canada service between Louisville Muhammad Ali International Airport (SDF) and Toronto Pearson International Airport (YYZ), creating Louisville's first regularly scheduled international passenger air service.

The new seasonal summer service, begins on April 28, 2027, and runs through the end of October. Flights will operate four times weekly, increasing to daily service from June through September.

The new route "represents a significant milestone in Louisville's continued growth as a visitor destination and creates a direct gateway between Bourbon City and one of North America's largest metropolitan areas," according to Louisville Tourism.

"Tourism has helped put Louisville in front of audiences around the world, and this new international service is an important next step in that evolution," said Cleo Battle, President & CEO of Louisville Tourism. "A nonstop flight doesn't happen simply because a community wants one. It happens because there is demand and because partners are willing to come together and invest in the opportunity. We are especially grateful to Louisville Hotel Partnership (LHP) for its financial support of this route and its continued belief in the importance of growing Louisville's visitor economy."

The addition of Air Canada expands the number of carriers currently serving SDF and comes amid a period of significant air service growth at the Kentucky airport. SDF reached a record 41 nonstop destinations in 2026.

"This gives us something we have never had before—the ability to market Louisville in an international market and say, 'You can get here nonstop,'" Battle said. "Toronto gives us an exciting new audience for Bourbon City, but just as importantly, this is proof of what tourism can deliver for Louisville. When we build demand for the destination, we help create the conditions for investments like this that benefit visitors, residents and businesses alike."

Talking Beef of Weck with Chef Jennifer Boye from Moriarty Meats



Boye recently connected with Todd McElwee, Associate Publisher, USAE*, to share some insights, tips and thoughts on Buffalo's iconic and beloved beef on weck. Located at 1650 Elmwood Avenue in Buffalo, Moriarty Meats and Cafe is a butcher shop and cafe in offering locally sourced meats and sausages.*

McElwee: Please describe the perfect beef on weck.

Boye: To me, the perfect beef on weck should include the best quality beef cooked rare/medium rare and sliced thin. The roll should be extremely fresh with a soft but somewhat chewy texture, and a liberal-but not overpowering-amount of coarse salt and caraway seed atop. A nice, strong horseradish component is a must!

McElwee: What is the key to cooking beef on weck at home?

Boye: Plenty of salt and a slow roast to a 128 degree internal temperature will give you great results for the beef portion of the sandwich. Procure good rolls at a trusted market or make them yourself! How you serve the sandwich is your choice-we serve ours cold with a horseradish mayo, but the sandwich is traditionally served with the beef heated in jus and straight horseradish.

McElwee: One cannot live on beef on weck alone, so which sides best compliment the sandwich?

Boye: Crispy shoestring fries, chips, or a great potato salad would be pair perfectly with a beef on weck, along with a cold beer. Here in Buffalo, it's also common to have a few wings with your weck.

McElwee: Why do you believe beef on weck is beloved in Buffalo?

Boye: Beef on weck is food of the people, in my opinion. There's no pretense behind it. You can find one in most neighborhood taverns and most likely be happy with the results. It's also fairly simple to recreate at home and can feed a crowd if necessary.

McElwee: I'm from Maryland and will not eat a crabcake outside of the state. Will you have a beef on weck outside of Western New York?

Boye: Sure! Us Buffalonians know that our grasp is far-reaching; chances are pretty good that you'll meet people with a Buffalo connection all across the country. My guess is that a number of those people have successfully passed along the secrets of a good beef on weck, and I'd be willing to partake, for sure.



"Beef on weck is more than just a sandwich," Patrick Kaler, President & CEO, Visit Buffalo, told *USAE*. "It's a Buffalo institution and a delicious part of our city's culinary identity. Alongside our famous chicken wings, it's a hometown favorite that generations of Buffalonians have grown up loving and a must-try for visitors looking for an authentic taste of Buffalo."

VISIT Buffalo

NEWS

ASAE Continues to Advocate for TRIA Reauthorization

By Todd McElwee

ASAE continues to champion extending the Terrorism Risk Insurance Act (TRIA), what it calls "a critical federal program that helps protect the association community and broader economy against terrorism-related risks." The legislation would extend the backstop for seven years, through December 31, 2034.

Both chambers of Congress have passed the bill, but differences remain. ASAE said it is working with champions in both the House of Representatives and Senate to resolve those disparities and advance a final bill to the president's desk before year's end. The associated added a must-pass legislative package could provide a path forward.

"TRIA helps ensure that meetings, conferences and other large-scale events have access to affordable, reliable terrorism risk insurance coverage," Chris Vest, CAE, Vice President, Corporate Communications & Public Relations, ASAE, wrote in *Inroads*. "Reauthorization was a leading priority for association advocates during ASAE's 2026 Legislative Fly-In, and ASAE will continue urging Congress to preserve this essential public-private partnership."

It's critical that we keep terrorism risk insurance available and affordable to businesses in Minnesota and across the country," said Sen. U.S. Tina Smith.

The Senate recently passed the Terrorism Risk Insurance Program Reauthorization Act of 2026 by unanimous consent, which ASAE said demonstrated a strong bipartisan support for preserving the program. TRIA passed the House of Representatives by a vote of 373-15 in June.

"Without this bill, a potential terrorism event would mean an even greater financial catastrophe for businesses and taxpayers. It's critical that we keep terrorism risk insurance available and affordable to businesses in Minnesota and across the country," said U.S. Sen. Tina Smith. "Extending this law will ensure housing development and major public events like Vikings games can continue. I'm heartened to see it pass with such strong bipartisan support and urge the House to pass this bill."

ASAE is part of the Coalition to Insure Against Terrorism, which also includes U.S. Travel Association, InterContinental Hotel Group, Marriott International, Hilton Worldwide, National Restaurant Association and a variety of airlines, professional sports leagues and associations.

Around Associations

The American Bus Association (ABA) Announces Federal Motor Carrier Safety Administration (FMCSA) Administrator Derek Barrs as ABA Marketplace Keynote Speaker... Derek Barrs, Administrator, Federal Motor Carrier Safety Administration (FMCSA), will be a keynote speaker during the American Bus Association's (ABA) ABA Marketplace 2027. The event is set for February 6–9 in Calgary, Alberta.

Barrs will participate in a full slate of programming on February 7. He will begin the day with remarks to ABA's Bus Industry Safety Council, followed by a panel discussion with the National Bus Traffic Association focused on issues affecting passenger transportation on both sides of the border. Barrs will then join ABA's CEO Roundtable for a discussion with industry executives before addressing the full conference of approximately 2,500 attendees during the All-Delegate Lunch.

"Safety isn't just a priority for bus operators; it's the foundation of every tour and every travel experience. It matters to the company transporting passengers, the tour operator planning the itinerary, and the destination welcoming visitors," said Fred Ferguson, President & CEO of the ABA. "By bringing Administrator Barrs and transportation leaders together with the broader travel industry at Marketplace, we're making safety a shared priority. When we work together to protect travelers and strengthen public confidence, the entire travel and tourism industry benefits."

Barrs, whom the U.S. Senate confirmed as FMCSA Administrator in October 2025, brings decades of experience in law enforcement and commercial motor vehicle safety. Since taking office, he has emphasized communication, outreach, education, and targeted enforcement, as well as the importance of engaging motorcoach operators early in the policymaking process and incorporating real-world operational experience, ABA said.

Find more information here.

IMEX Record

continued from page 5

residency: 31 concerts generating a total of 48,255 room nights."

In addition to the launch of the Brian D. Stevens Hospitality Education Fund, a redeveloped Future Leaders Lab by IMEX and MPI was developed to broaden the industry's global talent pool by attracting students from fields such as economics and finance as well as events, hospitality and tourism. The program was expanded to reach a wider global audience.

"My class is about to graduate and this opportunity helps us take that next step," said Bailie Utley, Utah Valley University. "Before studying events, I'd walk into a conference and think, 'Wow, this is cool.' Now I ask: 'How do we make people excited to be here? How do we create an experience that makes them want to come back?'"

IMEX America 2027 is set for September 28–30 at Mandalay Bay, Las Vegas.

Florida Hotel

continued from page 6

that have made short-form video a leading form of media consumption in the U.S., especially among Gen Z," Marketing Dive said. Companies such as Procter & Gamble, Maybelline, Dr Pepper, Marc Jacobs and Crocs have already embraced the format.

"We're seeing a shift in consumption habits of our consumers where they are looking for content that feels like entertainment," Carly Gomez, CMO, Crocs, told Marketing Dive. "Microdramas are just that, which is why we're leaning into this space."

In the SkyBeach microdrama, viewers are introduced to the resort's amenities as the couple settles into their suite, have specialty cocktails by the pool, charter a boat from the resort's marina, encounter local celebrities in the lounge, brood in the hotel's beachfront hammocks, enjoy a celebratory glass of champagne in a poolside cabana and share a special dance on the pool deck.

"Rather than presenting the property through a conventional promotional campaign, the series allows audiences to experience different aspects of the resort through the characters and their interactions," hotel representatives said. "The approach reflects a broader shift toward entertainment-driven marketing, with SkyBeach using original scripted content to connect with potential guests in a way that feels organic to the social platforms where travelers increasingly discover destinations."

Find all eight episodes of the Skybeach Micro Series here.

Schedule your Fall eblast NOW
Schedule an eblast between October 1 and November 30th and *USAE* will design your eblast for FREE.

Take advantage of this $500 savings. Already have one designed, take $500 OFF your final cost.

Your unique message delivered to an email subscriber database of 35,000+.

Communicate directly with your target audience of industry decision makers.



Contact your sales rep. or dkn@usaenews.com for more info.
Offer good for new placements only

Le MERIDIEN
INDIANAPOLIS



INSPIRED BY HISTORY
ELEVATED FOR THE FUTURE

A storied heritage blended with the art of travel, everyone should explore the world in style.

Discover the newly renovated Le Méridien Indianapolis and embrace an unhurried state of mind. Renovated guestrooms, refreshed public spaces, restaurant and function rooms elevate our downtown Indy hotel, where wanding 'sans' agenda is encouraged and lingering a little longer is a must.



To learn more about our story and other ways to enjoy your stay, visit LeMeridienIndianapolis.com

123 S. Illinois Street - Indianapolis
Toll Free: +1-855-811-0071
@lemeridienindianapolis

NEWS

Checking Inn

A collection of independent, neighborhood-inspired hotels from **Hyatt Hotels Corporation** is expanding with two new debuts by year's end.

The **JdV by Hyatt** brand opened **The Mindaro, JdV by Hyatt** in Portland, Oregon, this month. The 90-room property features a collection of food and beverage outlets, including the Pacific-Northwest-inspired Jawfish, immersive dining outlet Le Petit Chef, and a coffee and cocktail venue. The Mindaro also boasts more than 8,000 square feet of event space.

Opening this December, the **Miramar Resort, JdV by Hyatt** is a beachfront resort in St. Pete Beach, Florida. Inspired by the nearby Gulf of Mexico, the Miramar offers guests a resort-style pool, a selection of guest rooms with Gulf views, rooftop restaurant Solara, and convenient access to St. Pete Beach dining outlets, shops and nightlife.



Though Halloween is still just around the corner, **Gaylord Hotels** is already preparing for its annual immersive Christmas art experience, **"ice!"**

More than 300 master ice artists from Harbin, China, will be sculpting millions of pounds of ice at eight Gaylord and **JW Marriott** hotels around the country. Sculptures include characters from holiday classics such as Home Alone and Tim Burton's The Nightmare Before Christmas.

"Welcoming the artisans back to our resorts is one of the most anticipated milestones of the holiday season," said Johann Krieger, regional vice president of Marriott International. "Their exceptional talent, technical skill and unwavering dedication transform ordinary blocks of ice into immersive works of art, creating the magic that has defined ice! for more than 20 years."

Displays open next month.

The **AIC Hotel Group**, a luxury and lifestyle hospitality company, declared **Alliance Connection** as its North American public relations and marketing agency, the group announced on October 19.

"As travelers increasingly discover brands through creators, social platforms, earned media, AI-powered search, and cultural influence, AIC Hotel Group is investing in a more connected approach to brand visibility, storytelling, and guest experiences," AIC Hotel Group said.

The appointment expands a long-standing relationship between the two and points to the future of hospitality marketing.

"Travel and tourism PR has fundamentally changed," said Melissa Mango, Founder and President of Alliance Connection. "Consumers no longer experience brands in channels; they experience them through moments, conversations, recommendations, and culture. The old model of separating PR, influencers, social media, partnerships, and guest engagement simply no longer reflects how modern visibility works."

The **International Luxury Hotel Association** (ILHA) added investment, development and brand sessions to its **INSPIRE 2026** conference agenda. The conference is scheduled for December 15–16 at the **JW Marriott Orlando Bonnet Creek Resort & Spa** in Florida.

The association announced a "fireside chat" with Xenia Hotels & Resorts President & COO Barry Bloom, Fort Hospitality President Keith Space and JF Capital Founder & CEO Jonathan Falik about owning and operating luxury hotels in 2027. The chat will be the final conversation of the conference, ILHA said.

"Every owner is going into 2027 asking the same two questions: what will the luxury guest pay for, and what will it cost to deliver it?" said Falik, in the October 19 announcement detailing the fireside chat. "Barry and Keith answer those questions from the ownership seat every day. Ending INSPIRE with their view of the year ahead means everyone in the room leaves knowing where capital is heading and what it will reward."

Other new sessions ILHA announced include "Value Creation Roadmap: Where Smart Capital is Moving in Luxury Hotels," "Building the Brand: Luxury Development in 2027," and more.

Find more information here.

READ THIS ISSUE OF
USAE MAGAZINE
ALL THINGS LAS VEGAS



USAE, the only weekly community newspaper of associations, CVBs and hotels.

Subscribe today.

usaenews.com

af Holiday Showcase®

ICONIC

December 2-3, 2026
McCormick Place, Chicago



Education, done differently.

Learning that gets everyone involved.

DISCUSS IT

Fishbowls

Unpopular Opinions: Rethinking Best Practices (The Future Doesn't Follow a Playbook) and A New Model for Scalable Member Engagement

BUILD IT

LAB

LAB Session | Build Your Own AI Assistant: A Hands-On LAB for Association Pros. Bring a laptop. No coding needed.

JUDGE IT

Innovation challenge

Pitch It and Prove It: A Live Association Innovative Challenge. Two associations pitch real ideas. You help give the feedback, live.

TALK IT OUT

Roundtables

Roundtable discussions run throughout the day on Dec. 2. Pull up a chair and swap ideas with peers.

RETHINK IT

CEOnly™ Live

For CEOs and executive directors

What happens when pushing harder is no longer the answer?

With Rashmi Airan
CEO, Author, Ethics Integrated, LLC

Then celebrate: **Networking Lunch**, **The Velvet Lounge** and **The Escape Room**.

Early rates end Nov. 12

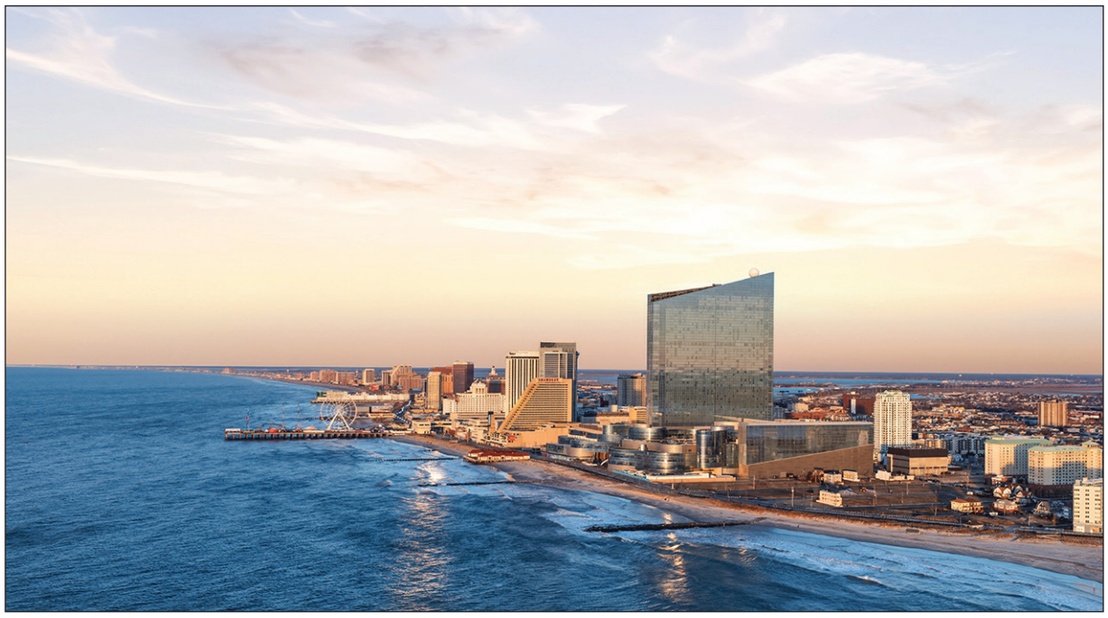
Earn up to 7.5 CAE credits. Bringing five or more? Save 10%.

Register now

holidayshowcase.org

Sponsored Content

Visit Atlantic City



Our vibrant city awaits your arrival, offering historic landmarks, unique venues, and immersive neighborhoods that bring every gathering to life.

Atlantic City is a city of firsts where history and innovation come together to create exceptional meetings and events. From the nation's first Boardwalk to a long legacy of welcoming visitors, the destination has always led the way in creating standout experiences. That legacy continues today through state-of-the-art venues, convenient transportation, and a compact footprint that keeps attendees close to everything they need. In Atlantic City, history inspires innovation, and every event benefits from a destination designed to perform with purpose.

Nestled between the land and sea, Atlantic City's unique location offers unmatched access to one-third of the nation's population. Convenient highway access and NJ TRANSIT Rail Service provide direct travel from Philadelphia to the Atlantic City Convention Center, making regional attendance simple and cost effective. Attendees can also fly into Atlantic City International Airport or Philadelphia International Airport, with service from a variety of airlines across key markets for easy regional and national access. Flying into Philadelphia? The American Airlines Landline Bus provides seamless connections to Atlantic City, complete with automatic checked baggage transfers, comfortable seating, and hassle-free travel. Upon arrival, hop on the Atlantic City Jitney, the city's most convenient and affordable group transportation, powered by clean compressed natural gas.

Atlantic City's history is filled with iconic firsts and cultural milestones that shaped both the city and American history. From the nation's first and longest Boardwalk to Resorts Casino Hotel, the first legal casino outside Nevada, the city has always set the stage for iconic experiences. It's the birthplace of Saltwater Taffy, the inspiration for the Monopoly board game, home to the nation's first beach patrol, and the site where the term "airport" was first coined. Historic firsts continue as the city was recently honored with the only Mississippi Freedom Trail Marker outside Mississippi, commemorating its role in the Civil Rights Movement. Today, landmarks like Jim Whelan Boardwalk Hall continue to host world-class events while showcasing the Atlantic City Experience, the city's free museum, and the world's largest pipe organ.

Memorable events begin at the LEED Gold and GBAC STAR-certified Atlantic City Convention Center. Spanning nearly 31 acres with 500,000 square feet of contiguous meeting and convention space, 45 meeting rooms, and a solar array rooftop featuring 13,000 panels, the venue has significantly reduced yearly energy consumption. These sustainable practices, along with eco-conscious initiatives across the destination, reflect Atlantic City's commitment to protecting its unique coastal environment while hosting world-class events.

With over 1.8 million square feet of citywide meeting space, Atlantic City offers flexible venues to accommodate events of all sizes. From the expansive Atlantic City Convention Center to beachfront and waterfront venues, the destination provides a variety of options that suit any vision. Off-site venues like Renault Winery & Resort and Seaview Hotel and Golf Club offer sophisticated and charming settings, from scenic golf courses to rustic vineyards. For more unique experiences, local venues like Anchor Rock Club provide vibrant, creative atmospheres, while immersive outdoor spaces such as the historic Steel Pier allow planners to host unforgettable events over the Atlantic Ocean. Atlantic City's unique venues allow you to flex your event, ensuring an unforgettable experience tailored to your needs.



Memorable events begin at the LEED Gold and GBAC STAR-certified Atlantic City Convention Center.

Whether you're staying in the Marina District or along the Atlantic City Boardwalk, the city offers over 18,000 rooms across a wide range of accommodations. From nine luxurious and historic casino resorts to family-friendly hotels and boutique properties, each offers top-tier service, modern amenities, and panoramic views, ensuring a memorable and comfortable experience.

Beyond the meeting rooms, attendees can immerse themselves in Atlantic City's vibrant neighborhoods, where art, culture, and history come alive. Through the 48 Blocks program, developed by the Atlantic City Arts Foundation, visitors can explore more than 100 murals and historic sites that celebrate the city's diverse communities. From the historic streets of Ducktown to the lively energy of Midtown, Chelsea, and the Inlet, each neighborhood tells its own story and offers unique experiences to discover. With history and culture around every turn, Atlantic City's local community transform meetings into immersive and memorable experiences.

Atlantic City is committed to regenerative tourism, ensuring that every event contributes to a brighter, eco-conscious future. The destination leads with citywide initiatives, from beach and city cleanups that protect wildlife and ecosystems to eco-friendly dining practices. Attendees can engage with local non-profits through impactful volunteer projects, whether supporting the Boys & Girls Club of Atlantic City, empowering women at MudGirls Studios, or helping animals at the Humane Society of Atlantic County. Hosting a meeting in Atlantic City goes beyond business, it's an opportunity to meet with purpose, foster connections, and inspire action.

Through ongoing partnerships, the city's casino properties provide diverse avenues for community contribution, ensuring various opportunities for guests to give back during their visit. From collaborating with local businesses in creating exclusive food and beverage items to donating monetary donations to non-profit organizations, Atlantic City's casino resorts are dedicated to providing comprehensive economic support to the community and region.

Our vibrant city awaits your arrival, offering historic landmarks, unique venues, and immersive neighborhoods that bring every gathering to life. Join us in Atlantic City, NJ, where the city's rich past and iconic firsts set the stage for unforgettable experiences. Together, we can create memorable events that leave a lasting mark before, during, and after your visit.


OPPORTUNITY
Caesars
Means
Opportunity
Because iconic venues
inspire iconic moments.
CAESARS PALACE
CAESARS PALACE
CAESARS PALACE
60TH
LAS VEGAS-NEVADA
CAESARS
ENTERTAINMENT
Caesars Palace
Las Vegas, Nevada
caesarsmeansbusiness.com