



# Midwest Travel Journalists Associations

## Spring Conference - May 10-14, 2025

### SATURDAY, MAY 10<sup>TH</sup>

9:00 AM - 4:00 PM	<b>Active and Associate Member Private Check-In</b> <i>Location: Preferred Club Area</i>	Please make your way to the Preferred Club for check-in. Upon check-in, you'll choose your dine around location, receive your room key, and some special surprises!
12:00 PM - 2:30 PM	<b>Lunch at Lesiure</b> <i>Location: Various</i>	Dine at Market Café: International Buffet, Beach Snack Bar, Coco Café. Room service is also available.
2:30 PM - 3:30 PM	<b>Afternoon Activity: Tequila Tasting &amp; Margarita Lesson</b> <i>Location: Dark Horse</i>	Sip, swirl, and shake things up with a tequila tasting and hands-on margarita making lesson.
4:00 PM - 5:00 PM	<b>Site Visit with Juan Pablo</b> <i>Location: Front Desk</i>	Get an inside look at Secrets Moxché and Impression during a guided resort tour led by the hotel team
6:00 PM - 9:00 PM	<b>Welcome Reception and Dinner</b> <i>Location: Mystic Jungle</i> <i>Attire: Resort Casual</i>	Let's kick off our time in destination together with an exclusive cocktail reception and dinner.
9:00 PM - 12:00 AM	<b>Evening Entertainment</b> <i>Location: Various</i>	Keep the night going with a variety of entertainment options happening tonight. Check the HIC app for the full list of events and activities.

## SUNDAY, MAY 11<sup>TH</sup>

7:00 AM - 8:00 AM	<b>Breakfast at Lesiure</b> <i>Location: Various</i>	Dine at Market Café: International Buffet, Beach Snack Bar, Coco Café. Room service is also available.
8:00 AM - 9:00 AM	<b>ALG Vacations and Hyatt's Inclusive Collection Hosted Welcome Breakfast</b> <i>Location: Ceiba 1 and 2</i>	Learn about Hyatt's Inclusive Collection and ALG Vacations over a selection of breakfast bites as we kick things off with a brand overview and warm welcome.
9:15 AM - 11:15 AM	<b>Media Marketplace</b> <i>Location: Moxché 4</i>	Connect with travel brands and destination representatives sharing the most compelling activities and sites the area has to offer.
11:30 AM - 12:45 PM	<b>Professional Development: Session 1 + Lunch</b> <i>Location: Allora</i>	Food Photography Workshop with locally-based photographer, Erick Huicochea. This workshop is designed to provide participants with practical skills capturing high-quality gastronomic images. The session will allow attendees to learn and apply techniques in real time while enjoying their lunch.
12:45 PM - 1:15 PM	<b>Break</b>	Rest and recharge.
1:30 PM - 3:00 PM	<b>MTJA Business Meeting</b> <i>Location: Moxché 1 and 2</i>	Join fellow members to discuss key updates and organizational matters.
3:15 PM - 4:15 PM	<b>Professional Development: Session 2</b> <i>Location: Moxché 1 and 2</i>	Travel Writing Workshop with Jim Benning. This session is designed to help participants understand the ins and outs of pitching to AAA publications, including AAA Explorer and Westways. Attendees will gain practical tips on crafting compelling story ideas and learn what editors look for—directly from the editor-in-chief himself.
4:30 PM - 5:30 PM	<b>Professional Development: Session 3</b> <i>Location: Moxché 1 and 2</i>	Social Media Workshop with ALG Vacations' Megan Weisser. This session is designed to help you harness the power of social media as both a storytelling and branding tool. Learn how to transform your articles into engaging content and extend your voice across platforms like Instagram, Facebook, and TikTok with simple, effective strategies to boost your digital presence.
6:30 PM - 7:30 PM	<b>Dine Around</b> <i>Location: Ember, or Suki</i> <i>Attire: Resort Casual</i>	Enjoy your dinner at one of the resort's nine restaurants, featuring various cuisine options such as Seafood, Grill, Japanese, and more.
7:00 PM - 8:00 PM	<b>Dine Around</b> <i>Location: Seasoul</i> <i>Attire: Resort Casual</i>	Enjoy your dinner at one of the resort's nine restaurants, featuring various cuisine options such as Seafood, Grill, Japanese, and more.
8:00 PM - 12:00 AM	<b>Evening Entertainment</b> <i>Location: Various</i>	Keep the night going with a variety of entertainment options happening tonight. Check the HIC app for the full list of events and activities.
9:00 PM - 9:45 PM	<b>Optional Group Gathering</b> <i>Location: Dark Horse</i>	Reconvene at the resort's sports bar for an informal gathering to review the day and compare your dining experiences.

## MONDAY, MAY 12<sup>TH</sup>

8:00 AM - 9:00 AM	<b>Breakfast at Lesiure</b> <i>Location: Various</i>	Dine at Market Café: International Buffet, Beach Snack Bar, Coco Café. Room service is also available.
9:00 AM - 10:00 AM	<b>Vice President's Hours for Active and Associate Members</b> <i>Location: Moxché 1 and 2</i>	Connect with MTJA Vice Presidents during dedicated hours for members to ask questions, share feedback, or simply say hello.
TBD	<b>Afternoon of Cultural Activities</b>	Learn more about the local culture with unique experiences planned just for our group--details to come soon!
4:00 PM	<b>Transfer to Off-Site Dinner</b> <i>Location: Front Desk</i>	Meet in the lobby to depart as a group for this evening's off-site dinner experience.
5:00 PM - 8:00 PM	<b>Guided Tour of Xcaret Hotel Arte</b> <i>Location: Xcaret Hotel Arte</i>	Immerse yourself in the artistic spirit of Hotel Xcaret Arte during a guided tour that showcases the unique spaces and creative touches that define this unforgettable experience.
7:00 PM - 8:00 PM	<b>Dining Experience</b> <i>Location: Xcaret Hotel Arte</i>	Enjoy a special dinner thoughtfully crafted to reflect the heart of the resort's culinary experience.
8:30 PM - 9:00 PM	<b>Return Transfer to Secrets Moxché</b>	Board your return transfer to Secrets Moxché.
9:00 PM - 12:00 AM	<b>Evening Entertainment</b> <i>Location: Various</i>	Keep the night going with a variety of entertainment options happening tonight. Check the HIC app for the full list of events and activities.

## TUESDAY, MAY 13<sup>TH</sup>

7:00 AM	<b>Breakfast at Lesiure</b> <i>Location: Various</i>	Dine at Market Café: International Buffet, Beach Snack Bar, Coco Café. Room service is also available.
	<b>TOURS PROVIDED BY AMSTAR DMC</b> <i>(Please attend the tour option for which you previously registered)</i>	All departures meet at Front Desk.
7:40 AM - 1:20 PM	<b>Luxury Sailing Puerto Aventuras</b>	Set sail on a luxury catamaran through stunning turquoise waters, with time to explore a charming island, relax on beautiful beaches, and enjoy open-bar drinks and a gourmet lunch on the return cruise.
7:40 AM - 2:20 PM	<b>Cenotes and Paradise Lagoon</b>	Explore stunning cenotes and snorkel the vibrant Yalku Lagoon on a refreshing half-day adventure through the natural wonders of the Riviera Maya.
8:30 AM - 1:20 PM	<b>Tulum Ruins Tour</b>	Discover the ancient beauty of Tulum on a guided tour of its iconic seaside ruins, followed by time to soak in the stunning views or relax by the beach.

## TUESDAY, MAY 13<sup>TH</sup> (CONTINUED)

2:00 PM - 6:00 PM	<b>Afternoon at Leisure</b>	Enjoy the afternoon at your leisure--relax, explore, or take advantage of the resort's many amenities at your own pace.
6:00 PM - 9:00 PM	<b>Farewell Reception and Dinner</b> <i>Location: Relax Pool Terrace</i> <i>Attire: Resort Casual</i>	Join us for an exclusive, poolside farewell event to celebrate a wonderful conference!
9:00 PM - 12:00 AM	<b>Evening Entertainment</b> <i>Location: Various</i>	Keep the night going with a variety of entertainment options happening tonight. Check the HIC app for the full list of events and activities.

## WEDNESDAY, MAY 14<sup>TH</sup>

Throughout the Day	<b>Departures</b>	Amstar will provide your individual departure times in destination. Please be checked out and ready for your departure transfer at least 15 minutes prior to your scheduled pick up time.
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**Have a safe trip home!**  
**Thank you for joining us!**

