

WELCOME



**TRAVERSE
CONNECT**

ECONOMIC
STRATEGY
SESSIONS

BUSINESS BOOTCAMP

WHY BUSINESS TRAVEL IS GOOD FOR BUSINESS

SEPTEMBER 28, 2022

8:30 - 10:30 AM

DELAMAR TRAVERSE CITY

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ECONOMIC STRATEGY SESSION III

WHY BUSINESS TRAVEL IS GOOD FOR BUSINESS

Since the outbreak of COVID-19 over two years ago, the resulting shockwaves have made a lasting impact on many parts of our lives, most significantly on the way we work, and where we work. When stay-at-home orders closed offices, the slowdown of business travel hit the airline industry hardest. However, business travel appears to be returning, albeit with new patterns, after nearly disappearing. Despite early predictions that Zoom meetings would replace face-to-face encounters, industry trade groups and hotel companies are pointing to significant upswings in small business meetings as well as larger conventions and trade shows. Airlines also say bookings by business travelers have recently jumped, contributing to the rebound of the industry.

While business travel may not be 'back to normal' the importance of business travel remains. Many business travelers find undeniable value in meeting with their colleagues and customers face-to-face and in-person. The fact of the matter is that a return to business travel is beneficial for business as a whole.

Is your business seeking to reconnect with your partners, customers, and co-workers? Come to this third and final Economic Strategy Session of the year, hosted by Traverse Connect, to learn why business travel is good for your business and how you can explore global business opportunities from our doorstep at Cherry Capital Airport.

ABOUT THE ECONOMIC STRATEGY SESSIONS

The Economic Strategy Sessions are an initiative by Traverse Connect to engage high-level investors, community leaders, and business owners with the key pillars of our region's economic development strategy, and to provide clear and transparent leadership and guidelines for the growth of our region's entrepreneurial ecosystem. Held three times annually, the 2022 Economic Strategy Session event series is focused on **Business Bootcamp** resources. These presentations and discussion forums are for anyone that wants to gain insight into particular areas of concern that affect multiple industries, such as accessing capital and funding growing businesses, family-business succession planning, supplier/vendor relations, and talent acquisition. The events are co-hosted by 20Fathoms and TCNewTech.

We're excited to bring this event series back in person to allow for networking to facilitate convergence and collisions between our small business owners, entrepreneurs, and the region's stakeholders, legislators, and legacy business owners.



TRAVERSE CONNECT | ECONOMIC STRATEGY SESSIONS

B U S I N E S S B O O T C A M P

MODERATOR



Kevin Klein

Airport Director | Cherry Capital Airport - TVC

PANELISTS



Jeffrey Hartz

Managing Director | Air Service Consulting at Mead & Hunt



Margaret Muir

Managing Director | Air Service Consulting at Mead & Hunt