



2026 SUMMER SUMMIT

DATE:

July 27-29, 2026

TIME:

9:00 AM - 5:00 PM

LOCATION:

Pier Sixty-Six,
Fort Lauderdale, FL



EVENT PARTNERS

Gcommerce

Hooray

Revinate

Screen Pilot

Tambourine

Welcome to CoralTree's Summer Summit

At CoralTree, our greatest advantage is how we work together. The Summer Summit is designed to strengthen those connections by bringing Marketing, Sales, and Revenue Directors from across the portfolio, alongside our Home Office Commercial Team into one place to exchange insights, challenge thinking and uncover new ways to drive performance.

This is our moment to reset, refocus, and move forward together. Expect to leave inspired, aligned, and ready to turn ideas into impact for the rest of the year. You will walk away with fresh ideas and actionable strategies, along with a stronger sense of connection to your peers and a shared vision for what comes next.

SUMMIT MAIN TOPICS

- Distribution Strategy
- Total Revenue Strategy: Beyond Rooms
- From Strategy to Execution: What sticks from Leadership
- Building Lifetime Customer Value
- Own the Guest Journey: First Party data and monetization

Summer Summit Schedule

DAY 1: Monday, July 27

5:30 - 8:00 Welcome Reception & Registration with Light Dinner

DAY 2: Tuesday, July 28

6:45 - 7:30	Start Strong: Run, Walk or Hit The Gym
8:00 - 9:00	Breakfast
9:00 - 9:40	Biz Dev/Growth & Performance Update
9:45 - 10:45	Keynote - Henna Pryor
10:45 - 11:00	Break
11:00 - 11:15	AI-Conic Update with Angela Berkey
11:15 - 11:30	Channel Mix Challenge Update with Dana Cariss & Jon Lazurus
11:30 - 11:45	Commercial Services Scorecard with Steve, Jenni & Jim
11:45 - 12:00	New BEYOND Strategy with Kaitlin Broumpton
12:00 - 1:00	Lunch
1:00 - 1:40	Frivolous Accessibility Claims + The Great Booking Engine Compromise with Tambourine
1:50 - 2:30	The New Luxury with Screen Pilot
2:40 - 3:00	Rachel Skrod with Chase Travel
3:00 - 3:15	Break
3:15 - 4:05	Digital Trends with Hooray
4:15 - 4:55	Gcommerce + Milestone AI Panel
6:00 - 9:00	Partner Progressive Dinner & Showcase
9:00 - 10:30	Tacking & Jibing Coral-e-oke

DAY 3: Wednesday, July 29

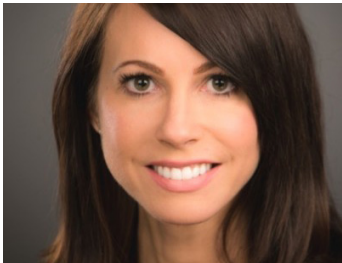
6:45 - 7:30	Start Strong: Run, Walk or Hit The Gym
8:00 - 9:00	Breakfast
9:00 - 9:40	Building Lifetime Value with Revinate
9:50 - 10:10	Agentic Search, Video & Advertising with Tambourine
10:15-12:00	Driving Direct Business with Pursuance
12:00 -1:00	Lunch
1:00- 2:45	Breakouts
1:00- 2:45	Marketing
1:00- 2:45	Revenue
1:00- 2:45	Reservations
3:00 - 3:30	Wrap Up and Final Thoughts

4:00-6:00 OPTIONAL: tre Traning with Jim Phelan

OUR SPEAKERS



Henna Pryor
Workplace Performance Expert
Priority Group



Rachel Skrod
Head of Luxury Lodging Programs
& Partnerships
Chase Travel



JC Thompson
Founder & CEO
Pursuance