

# E<sup>2</sup>NERGIZED BY INNOVATION







# INTRO

You know NTA: the National Tour Association, right? Been around since 1951, big advocate for tour operators and travel agents, North American-based—with members from 40 other countries? Yes, *that* NTA.

But here's the thing: NTA is the voice of experience with a focus on the future—in so many ways.

NTA can walk and chew gum at the same time. We help mom-and-pop start-ups and travel agents *and* we're the go-to association for large multi-brand companies. While we're connecting buyers from Key West to Anchorage, we're also opening the door between North America and the rest of the world—and travel flows both ways.

Our buyers learn. They teach. They reach out ... to each other. They buy and sell. They package group and FIT. They profit from partnerships, and they share the wealth.

To understand NTA, you need to channel your inner cheerleader. Do the splits, shake your pom-poms, and yell: "Gimme an EEEEE!"

- » Events
- » Expertise
- » Exposure/Expansion
- » Economics





## EVENTS

NTA hosts two annual events, and they come in two sizes: small and large. But what's XXXXL-cool is that these events are innovative, productive, and rewarding.

**Travel Exchange** is our all-member gathering—a learning-earning extravaganza that brings a thousand-plus buyers and sellers together to build itineraries, share insider insights, and expand networks. TREX is held at sites across North America during fourth-quarter dates.

NEW! Starting in 2021, Travel Exchange will include graduates of the International Tour Management Institute, who are trained and certified as tour directors and will interview with NTA-member companies seeking to fill job openings.

**Contact** is a retreat that gives tour operators and travel agents more time to focus on education, best practices ... and each other. It's a relaxed setting that stimulates creativity and kindles partnerships.

NTA has been holding conventions and spring meetings for decades, but in recent years, Travel Exchange and Contact have been epicenters of innovation, featuring new formats for exchanging information about tour products and niche markets.

And both events blend business, education, and socializing in an atmosphere that's strong on community and camaraderie. Buyers need to trust their partners, and NTA's face-to-face events allow relationships to grow stronger and more productive—year after year.







*"NTA events allow tour operators like me to get to know other like-minded companies and explore ways of doing business together. Plus, I can meet with suppliers and DMOs from all over the world who understand the group tour market."*

—Kevin Murphy, Open Roads Tour & Travel Solutions; California





*“As owner of a travel agency, NTA has helped me understand the intricate relationships between destinations, suppliers, and tour operators—and how a travel agency can be part of the mix.”*

—Kelly Gunnels, Leisure Travel Enterprises; South Carolina



# EXPERTISE

Funny thing about tour operators and travel agents: None of them know everything about every tour market, destination and type of traveler. But get a group of them together, and you can cover the world of packaged travel.

And that's what NTA does.

Our members routinely lean on each other for advice, for help filling seats and for specialized tour product to offer. We have two groups—a longstanding Owners Network and a newly formed Buyers Network—that meet regularly. And between meetings, those members stay in touch via email and our online community.

*“By attending NTA events and being active on the Engage platform, I have great opportunities to network with partners from all over the world. Although we’re from different countries, we often have similar challenges and struggles.”*

—Monique van Dijk-Seppola,  
Scandinavia Tours, Norway

*“As a travel agent, I have great contacts with resorts and cruise lines, but NTA gives me what I didn’t have: connections to destination CVBs and attractions. These are new contacts I can trust.”*

—Robert Riesmeyer,  
Travel Unrivaled, Missouri



NORMAND HUBERDEAU



NORMAND HUBERDEAU

# EXPOSURE/EXPANSION

It's a small world for NTA buyers ... but only because they can connect with other NTA members 24/7. They use our searchable online membership directory/database as well as Engage, our online community that allows you to seek out new business connections or pose a question when you go to bed ... and get answers when you wake up.

Exposure is a two-way street, and NTA has traffic going both ways: Buyers learn about tour product at events, through our publications—*Courier*, *Trip Planner*, and *Routes of Faith*—and on NTAcourier.com. And you get exposure through these same avenues: hobnobbing with other buyers at events, and being quoted as an expert in our articles.

Of course, if you're like many of our buyers—because they also sell—you'll advertise in our publications and stand out as sponsors at our events.

Hey, buyers gotta buy. And as a member of NTA, you can expand your portfolio by partnering with trusted professionals: suppliers, DMOs, and other travel planners.

*“As a receptive operator, our client base is all tour operators, so the relationships I foster through NTA are invaluable on many levels—most important from the sales perspective.”*

—Michelle Pino,  
Northeast Unlimited Tours;  
Massachusetts

*“After Travel Exchange I walk away with new ideas for tours to new destinations as well as new partners to include in our portfolio.”*

—Tracie Wingo,  
Globus Family of Brands; Colorado









*"Our great NTA partners know what an operator needs and wants for our travelers. Many have tour operator rates, even for FIT if it's a smaller group."*

—Taunya Wolfe Finn, Wolfe Adventures & Tours, Massachusetts



# ECONOMICS

We want members to put a target on their membership fee because that's a figure they can attain, surpass and even double through the money they'll save and make through NTA.

**Save** big bucks through discounts on insurance, office expenses, technology, and travel:

*"We signed on with AFEX [a global payment specialist] through NTA after hearing about it in the Owners Network, and we are saving lots of money and getting great service."*

—Roland Neave, Wells Gray Tours; British Columbia

**Make** money by connecting your clients with travel protection plans.

**Save** money by learning how to avoid pitfalls:

*"My interaction with the NTA Owners Network is priceless. I have picked up nuggets of information that have prevented us from making some costly mistakes."*

—Jerry Varner, Making Memories Tours; Missouri

**Make** money by increasing your portfolio—adding itineraries that grow your business.

**Save** money by getting good rates from trusted partners:

*"Because we are able to discuss vendor rates in person, we are able to keep year-on-year costs down and better maximize certain offerings."*

—Rachel Notson, WorldStrides, Virginia

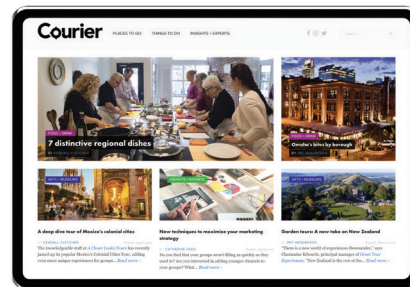




# RECENT INNOVATIONS

We have to make a list to keep track of the new programs and benefits we've added:

- » **Four new websites**—including NTAcourier.com—in addition to our primary one: NTAonline.com
- » Our **Loyalty Program** provides discounts on events and membership.
- » **Engage**, our online community, is a members-only cross between LinkedIn and Facebook.
- » Our **member networks** are killing it! DMOs, suppliers and tour operators/agents ask questions and share solutions with each other.



And Travel Exchange is our biggest success story. We've made bold innovations to our main event, and those changes include fewer one-on-one appointments for buyers and a more open, welcoming show floor.





*"The relationships we make through NTA with suppliers and DMOs allow us to create additional itineraries—and that helps grow our business."*

—Elaine Moulder Brilliant Edventures Georgia

# 'AM I NTA MATERIAL?'

**YES** if ... you package—or sell—travel to, from or within North America.

**YES** if ... you work with groups or individuals.

**YES** if ... you're an established and insured business.

**YES** if ... you work in one of the markets shown here.

**ESPECIALLY YES** if ... you want to connect with the ever-growing China-inbound market. (We have a specialized program for that.)

**ESPECIALLY YES** if ... you're in—or want to enter—the faith-travel market. (We have the Faith Travel Association for that.)

**NO** if ... you're currently not open for business.







**Let me walk you  
through this:**

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travel  exchange '23

**SHREVEPORT-BOSSIER**

NOVEMBER 12-15



**CONTACT**

St. John's, Newfoundland Labrador  
May 20-23, 2024



travel  exchange '24

**HUNTSVILLE**

NOVEMBER 17-20

To learn more, visit [NTAonline.com](https://NTAonline.com) or  
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