

TREXpress DAILY

travel  exchange

SHREVEPORT-BOSSIER
WEDNESDAY, NOV. 15



THE POWER OF POSITIVE WALKING: Strolling through appointment booths on the TREX Floor are Wesley Springer, Paths Less Traveled; Elizabeth Lambert, Explore Charleston; and Palmyre Giles, Quebec Copper Art Studio & Museum.

Colorado Springs

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NTA & VOLUNTEER STAFF + BOARD

- Abbie Dykes, Manager, Events and Marketing
- Bob Rouse, CTP, Editor and VP
- Brooke Coulter, Director of Sales
- Catherine Prather, CTP, President
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- Shirley Davis Conner, volunteer
- Maddie Pettus, volunteer
- Jane McIntyre, Accounting Coordinator
- Jeff Quire, *TREXpress Daily* graphic design
- 21** 2023 NTA Board of Directors

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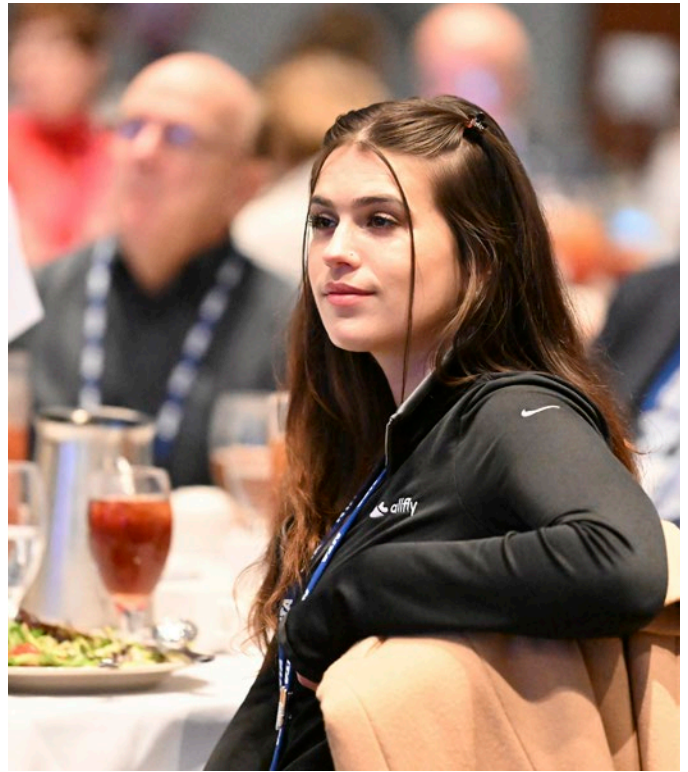
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Happening on the Floor today

- You can grab continental breakfast on the TREX Floor today from 7:30 to 8:30 a.m.
- One of the main events—education! See pages 10-11 for more details. Today's seminars will wrap up with the all-attendee Power Hour at 4 p.m. at the Las Vegas/Reno Tahoe/Reno-Tahoe Territory Education Stage.
- Visit Savannah will serve desserts from 2 to 4 p.m. at the Sweet Suite, booth No. 2208.

Refreshments on the Floor

Don't go home without a taste of the sponsor destinations on the TREX Floor! Here's a list of the food and drink being served up (and who's providing):

- Mini pecan tartlets and pralines (Visit Savannah—Today's Sweet Suite)
- Candy (Explore Cochise)
- Coffee and tea (Ottawa Tourism)
- Cheese (Circle Wisconsin)
- Chocolates and potato chips (Tour Colorado)
- Christmas cookies and eggnog (Holiday Trail of Lights)
- Fudge (Mackinac Island Tourism)
- Huckleberry soda (Coeur d'Alene Casino Resort)
- Mexican candy (A Closer Look Tours)
- Popcorn (Virginia Tourism)
- Soft drinks (Destination Northern Ontario)
- Sugar cookies and bourbon (Visit Clarksville)

Sweet Suite, our win-win

A popular addition to the TREX Floor this year is Sweet Suite, the site of daily desserts. It's the ideal combination of sustainability and branding for sponsors.



"Instead of placing desserts at every seat for lunch, we're giving sponsors the opportunity to share them with colleagues on the Floor," says Catherine Prather, NTA president. "Not only do we reduce food waste, but we also allow sponsors to highlight a treat from their area. It's a win-win!"

Today's Suite Sweet sponsor is Visit Savannah, joining Biltmore Estate and Pennsylvania Tourism as the confectionados of TREX '23.

Booth activities

Be sure to visit the TREX '23 sponsor booths for games, snacks, and exciting giveaways.

- Roll the dice at Visit Shreveport-Bossier's casino table. (Booth No. 2301)
- Sign-up in the TREX mobile app for a free 15-minute consultation at Tourism Cares' Sustainability Help Desk. These appointments with NTA's official nonprofit can help you to better align sustainable tourism practices with your business goals. (Booth No. 2209)
- Travel Unity, a 501(c)(3) focused on making travel welcoming to people of all backgrounds and identities, is providing free 15-minute appointments to answer questions on diversity, equity, and inclusion. Go to <https://bit.ly/TUintake> to sign up (Be sure to mention TREX in the form!) or drop by Booth No. 2414.
- Destination St. John's (Booth No. 2201) will give away air transport and lodging to one tour operator for Contact '24. NTA will cover the winning operator's registration. The winner will be announced at the Wednesday luncheon.
- Enter to win a That's WY Swag Bag and play the Jackalope Wrangling game at the Wyoming Office of Tourism's booth (Booth No. 2111) today through Tuesday.
- Softrip (Booth No. 2412) will have various giveaways and raffles, like Portable Instax Polaroid Printers.
- Seattle Southside Partners (Booth No. 2413) will hand out famous Seattle chocolate truffles.
- "Bling" your badge or a fascinator hat with Mardi Gras beads at host city partner Sunrise Hospitality's booth. (Booth No. 2501)
- Win a giveaway at Whisper Radio Systems' booth. (Booth No. 2608)
- Trip Mate (Booth No. 2410) will give away two VISA gift cards each day of the show.
- Play games and win prizes at Surge Entertainment's booth. (Booth No. 2601)
- Browse handmade products from local vendors at the crafters market.

Today's schedule | Wednesday, Nov. 15

7 a.m.-6 p.m.

- Continuous shuttles from hotels to/from convention center (every 15 minutes)
Sponsored by Motor Coach Family of Brands

7:15-8:15 a.m.

- "Buyer Network Forum" with continental breakfast
(Tour operators and travel agents only)
Sponsored by Mayflower Cruises & Tours
Room 205

7:30-8:30 a.m.

- Continental breakfast on the TREX Floor
All attendees

8 a.m.-noon

- Registration/TREX Central open

8 a.m.-5 p.m.

- TREX Floor open

8:30-11 a.m.

- Tour Director Interview
Callbacks

8:30 a.m.-noon

- Supplier Exchange Session

8:30-9:30 a.m.

- "Top Trends in Tourism Marketing: What DMOs Need to Know"
Speaker: Marica Brewster, The Von Mack Agency
Las Vegas/Reno Tahoe/Reno-Tahoe Territory Education Stage
- "It's Cool to Be Culturally Competent"
Speaker: Heather Davis, Music Travel Consultants
Cleveland Education Stage

9:45-10:45 a.m.

- "Tourism Trends: Can You Teach an Old Destination New Tricks?"
Speaker: Tico Soto, Tourism Tactics by Tico
Las Vegas/Reno Tahoe/Reno-Tahoe Territory Education Stage

- "Guest Disabilities Seen and Unseen"
Facilitators: Ted Bravos, ITMI; Suzanne Fortner; Russ Marcason
Cleveland Education Stage

11 a.m.-noon

- "The Demand for Slow Travel: How to Position Your Destination for a New Way of Traveling"
Speaker: Lori Sorrentino, Travlinmad.com
Las Vegas/Reno Tahoe/Reno-Tahoe Territory Education Stage
- "Crafting an Unforgettable Tour Day"
Facilitators: Mitch Bach, TripSchool; Kira Butler
Cleveland Education Stage

12:15 p.m.

- Luncheon
Sponsored by Huntsville/Madison County, AL CVB

1:30-5:15 p.m.

- Supplier Exchange Session

1:30-2:30 p.m.

- "Why the Student Market Matters"
Speaker: Carylanne Assante, Student & Youth Travel Association
Las Vegas/Reno Tahoe/Reno-Tahoe Territory Education Stage
- "Taking Care of You ... So You Can Take Care of the Group"
Speaker: Heather Davis, Music Travel Consultants
Room 205
- "The Variety of Tour Directing"
Facilitators: Alan Armijo; Mitch Bach, TripSchool; Ted Bravos, ITMI
Cleveland Education Stage

2-4 p.m.

- Sweet Suite open
Afternoon desserts provided by Visit Savannah
Booth No. 2208

2:45-3:45 p.m.

- "Partnership Panel: DMOs and Operators"
Moderator: Anjuli King, Visit Savannah
Panelists: Micheal Collins, Nebraska Tourism Commission; Tobie Fitzpatrick, Chicago Southland CVB; Jay Smith, Sports Travel & Tours; Jerry Varner, Making Memories Tours
Las Vegas/Reno Tahoe/Reno-Tahoe Territory Education Stage
- "Ask the Tour Operator" (for Symposium attendees)
Facilitator: Joan Keddell, ITMI
Cleveland Education Stage

4-5 p.m.

- "Power Hour"
Moderator: Todd Probus, CTP, NTA
Las Vegas/Reno Tahoe/Reno-Tahoe Territory Education Stage
- "The Variety of Travel Careers"
Facilitators: Mitch Bach, TripSchool; Ted Bravos, ITMI
Cleveland Education Stage

5:15-6 p.m.

- Exhibitor tear-down

6:45-8 p.m.

- Continuous shuttle service from convention hotels to Final Night Party

7-10 p.m.

- NTA '23 Farewell Tour
The Municipal
Sponsored by Visit Shreveport-Bossier and Explore Louisiana

8:30-10:15 p.m.

- Return shuttles from Final Night Party

Today's education sessions

Buyer Network Forum with continental breakfast (NTA tour operator members only)

Sponsored by Mayflower Cruises & Tours

7:15–8:15 a.m. | Room 205

There has never been a more challenging—or exciting—time to be a provider of group and packaged travel, which means there's never been a better time to rely on the insight and wisdom of your fellow tour operators. In this forum, you can discuss issues that are front and center for you and your colleagues. Tour operators, come ready to share, listen, and learn from your peers as you look ahead to 2024 and beyond.

Top Trends in Tourism Marketing: What DMOs Need to Know

Speaker: Marica Brewster, The Von Mack Agency
8:30–9:30 a.m. | Las Vegas/Reno Tahoe/Reno-Tahoe Territory Education Stage

Learn how to use the latest trends in tourism marketing to boost your destination's visibility and attract more visitors. In this session, expert tourism marketer Marica Brewster will discuss the top trends that DMOs need to know about, such as the rise of experiential travel, the use of creative content, the need for personalization, and the importance of collaboration.

It's Cool to Be Culturally Competent

Speaker: Heather Davis, Music Travel Consultants
8:30–9:30 a.m. | Cleveland Education Stage

This session will equip participants with a working knowledge of cultural topics you should consider while tour directing. Participants will learn what to be cognizant of, both in the self and others, as well as tips on how to respond appropriately.

Tourism Trends: Can You Teach an Old Destination New Tricks?

Speaker: Tico Soto, Tourism Tactics by Tico
9:45–10:45 a.m. | Las Vegas/Reno Tahoe/Reno-Tahoe Territory Education Stage

In the work world of DMOs, we are always trying to stay one step ahead of the hot new trend or social media experience. Each destination has its own unique story, though. What is your message saying to the visitor? Is your destination hip and sexy and up-to-date? Does your community embrace your marketing message? Is it one that the locals can advocate for you? In this session we will talk about the ways to keep your destination top of mind in the vast world of competition.

The Demand for Slow Travel: How to Position Your Destination for a New Way of Traveling

Speaker: Lori Sorrentino, Travlinmad.com

11 a.m.–noon | Las Vegas/Reno Tahoe/Reno-Tahoe Territory Education Stage

Several years into the post-Covid world, travelers are seeing the benefits of slow travel: slowing the pace and purpose of their travels. Sustainability and responsibility are values driving decisions on where to go and how best to experience a destination. But is slow travel just the latest trend? Travel writer Lori Sorrentino discusses slow travel—what it is, where it came from, why slow and sustainable travel is finally gaining ground, and why the “trend” is here to stay. You'll hear actionable ways to optimize your destination, create new products, and package slow travel opportunities you never knew you had.

Why the Student Market Matters

Speaker: Carylann Assante, Student & Youth Travel Association

1:30–2:30 p.m. | Las Vegas/Reno Tahoe/Reno-Tahoe Territory Education Stage

In this session—with a special focus on DMOs—you will hear market data that supports investing in the student and youth market, which represents 25 percent of all global tourism. Student group travel is a consistent segment that repeats annually and engages travelers for the future. Come learn more about why leaders in tourism and hospitality continue to invest in student travel.

Taking Care of You ... so You Can Take Care of the Group

Speaker: Heather Davis, Music Travel Consultants
1:30–2:30 p.m. | Room 205

This session will cover the importance of self attunement while on the road as well as different aspects of self care. Participants will leave with a better understanding of the impact of ignoring personal needs and learn tips for taking care of the self in manageable ways while on the road.



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NORMAND HUBERDEAU

Partnership Panel: DMOs and Operators

Moderator: Anjuli King, Visit Savannah

Panelists: Micheal Collins, Nebraska Tourism Commission; Tobie Fitzpatrick, Chicago Southland CVB; Jay Smith, Sports Travel and Tours; Jerry Varner, Making Memories Tours

2:45–3:45 p.m. | Las Vegas/Reno Tahoe/Reno-Tahoe Territory Education Stage

One NTA tour operator member has been quoted as saying that the most important days of the year for their business are the ones at Travel Exchange when they meet with DMOs. Why? Because those connections are where future tours are born. Of course, the partnership between a DMO and an operator doesn't stop once an itinerary is shared. It continues all the way up to and through the tour and beyond. What makes a fruitful partnership between a destination and a tour operator? Come hear from a panel of DMOs and tour operators to find out how they work together to create memories for travelers and to build a connection that lasts. You'll also have the opportunity to ask questions of the panelists to help you learn how to strengthen your own partnerships with operators.

Power Hour

Moderator: Todd Probus, CTP, NTA

4–5 p.m. | Las Vegas/Reno Tahoe/Reno-Tahoe Territory Education Stage

Wrap up your time at Travel Exchange by joining your NTA colleagues for an open forum you can use to expand on any of the questions, ideas, and conversations raised during our time in Shreveport. This is also the time to share your key takeaways and expectations as TREX 2023 draws to a close. Think of it as one final opportunity to give or get help from your colleagues.

Other Symposium sessions

“Guest Disabilities Seen and Unseen”

Facilitators: Ted Bravos, ITMI; Suzanne Fortner; Russ Marcason

9:45–10:45 a.m. | Cleveland Education Stage

Crafting an Unforgettable Tour Day

Facilitators: Mitch Bach and Kira Butler

11 a.m.–noon | Cleveland Education Stage

The Variety of Tour Directing

Facilitators: Ted Bravos, ITMI; Mitch Bach, TripSchool; Alan Armijo

1:30–2:30 p.m. | Cleveland Education Stage Speaker:

Joan Keddell, ITMI

1:45–2:45 p.m. | Room 205

Ask the Tour Operator

Facilitator: Joan Keddell, ITMI

2:45–3:45 p.m. | Cleveland Education Stage

The Variety of Travel Careers

Facilitators: Ted Bravos, ITMI; Mitch Bach, TripSchool

4–5 p.m. | Cleveland Education Stage



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Speaker spotlights



Carylann Assante

A seasoned tourism and association executive, Carylann Assante serves as the chief executive officer of the Student & Youth Travel Association, the international association promoting student and youth group travel worldwide. Carylann is also the chief staff officer of the SYTA Youth Foundation, the philanthropic arm that provides scholarships and educational experiences for students and youth who are unable to travel due to financial and personal hardship. Carylann leads SYTA's research initiatives and conducts independent quantitative research to provide global evidence of the size, trends, and importance of student travel, and to measure the social impact of travel on students and youth.



Marica Brewster

Marica Mackenroth Brewster is an award-winning marketer who excels at helping tourism businesses grow. As founder and CEO of The Von Mack Agency, her two decades of experience is put to work leading a worldwide roster of clients through the power of cunning, personalized campaigns. Based in Louisiana, the agency's work has garnered headlines in places like Yahoo Business, Travel Daily News, and New Orleans City Business. An alumna of Loyola University New Orleans, Brewster can be found speaking on tourism marketing by invitation at Tulane University, the University of New Orleans, Tripschool, Arival, the Louisiana Travel Association, the Mississippi Attractions Association, and the Guides Association of NYC.



Heather Davis

Heather is a board-certified art therapist and licensed mental health counselor based in Indianapolis. In addition to her small private practice and teaching at Indiana University-Purdue University Indianapolis, she serves as the workplace culture consultant for Music Travel Consultants. In this role, she is leveraging her years of mental health and leadership expertise to support MTC's vision of bringing mental health awareness and work/life balance into both the workplace and student travel.



Tico Soto

Since May 2016, Tico Soto has owned and operated Tourism Tactics by Tico! His focus is hospitality sales training, international and domestic tourism, sales relationships, and product development. Prior to opening his firm, Tico worked at New Orleans & Co. as director of tourism and international sales manager. He also worked at the Lake Charles/Southwest Louisiana CVB as director of sales. Tico is a past president of the Louisiana Society of Association Executives and a past member of the Louisiana Travel Promotion Association board of directors. He has completed coursework from Destination International to become a Certified Destination Marketing Executive.



Lori Sorrentino

Lori Sorrentino is a travel writer, publisher, and photographer who shares firsthand slow travel experiences on Travlinmad.com, detailing slow, sustainable, and immersive experiences. She also publishes the Italian food-centric "Italy Foodies" as well as the "Naples Florida Travel Guide" for travel to southwest Florida. Lori is a former tourism and economic development director in Virginia, which gives her a unique perspective in partnering with destinations and travel brands. Currently, she is one of five Unfluencers with UnTours, the world's first B Corp and slow travel tour platform. Originally from New Jersey, Lori is at home (when she's not traveling!) in Naples, Florida.

Awards

TREXies

Sponsors add fun and flavor to Travel Exchange and Symposium, and their booths on the TREN Floor are a source of great information, giveaways, and yummy items to nibble and sip. Four of this week's standout sponsor booths, as determined by a panel of judges, received a TREXie Award during yesterday's luncheon:

- Coeur d'Alene Tribal Cultural Tourism won the TREXie Award for Best Booth Giveaway.
- Circle Wisconsin won the TREXie for Tastiest Treat.
- Sunrise Hospitality won the award for the Most Interactive Booth.
- Visit Shreveport-Bossier garnered the Best of Show award.


NORMAND HUBERDEAU


Roland Neave, CTP

Bob Everidge Lifetime Achievement Award

Two longtime NTA members will receive the Bob Everidge Lifetime Achievement Award during today's luncheon. Named for the late NTA volunteer leader and 1996 president, the award was created in 2003 to honor individuals who have made outstanding contributions to NTA and its members over a span of at least two decades.

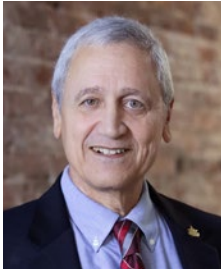
Roland Neave, CTP, the owner and founder of Wells Gray Tours in British Columbia, is a 40-year member of NTA. During that time, Roland has helped to keep the NTA's Canadian members active and engaged, and his mentorship has proven invaluable for his many employees and for the association. Neave has followed the guidance of NTA and Tourism Cares, launching programs that serve the communities in which the company's five offices are located. Roland has also worked to protect and improve—and educate visitors about—Wells Gray Park, for which the company was named.

The late Ed Hall, CTP, was a vibrant member of the travel industry for 40-plus years. He worked first with a parks-service corporation and then as a DMO in three cities: Rochester, New York; Houston; and his native Birmingham, Alabama. He served as director of the Alabama Bureau of Tourism and Travel. Because of his significant work with NTA's National Tourism Foundation, Ed was a founding member of the board of trustees for the organization that succeeded it, Tourism Cares. After he retired, Ed continued to promote sustainable tourism and philanthropy and was a noted wildlife photographer. He passed away in 2021.



Ed Hall, CTP

Today's lunch will be spacey



Travel Exchange '24 will be held in Huntsville, Alabama, next November, and today's luncheon, sponsored by the Huntsville/Madison County, AL CVB, will offer a glimpse into the city known for its stellar attractions—from the U.S. Space & Rocket Center (the largest space museum in the world) to NASA's Marshall Space Flight Center. Lunch-goers will hear from Dr. Larry DeLucas, an award-winning former NASA astronaut. Dr. DeLucas was a member of the seven-person

crew of Space Shuttle Columbia for Mission "STS-50," traveling more than 5.7 million miles during 221 orbits of the Earth.

Before and after lunch, Dr. DeLucas will land at Huntsville's booth on the TREX Floor, says Jennifer Moore, the CEO of the DMO.

"Our nickname is The Rocket City, birthplace of the NASA space program, and there's no better ambassador for Huntsville than the astronauts because they understand the high-tech component and the training that goes into it."

Moore welcomes anyone who wants a photo with a real astronaut to stop by booth No. 2300.



Pictured at TREX

You've seen our favorite photographer Normand and his partner, Sandra, this week, and you'll soon see great photos! Norm will provide a link with images that attendees can look through and download. And if you've snapped your own photos this week, our associate member, PhotoVision, has provided a place for you to upload your images, and the company will create a keepsake video with the photos shared within the group. Download PhotoVisio's Group Travel Videos app, and use these credentials to upload:

Username: NTA
Password: Trex23

You'll also be able to download and save photos yourself. Deadline to upload is **Nov. 23**.

DELTA IS PROUD TO SPONSOR TRAVEL EXCHANGE 2023.

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KEEP CLIMBING
 DELTA 

The qualified difference

When travel associations describe their members, you'll often see the phrase "qualified buyers." What does that mean, though?

"I'm always happy to brag about NTA's tour operators," says President Catherine Prather, CTP. "We set requirements for joining our association as a tour operator. The standards are high, and we ensure they are met."

NTA requires a tour operator to be a for-profit company that actively creates and operates multiple tours and packages; carries insurance (which is verified every year by NTA); and is properly registered in their governing jurisdiction. NTA's tour operators may be receptive operators or DMCs, and the defining element is that the company packages and sells tours, Prather says.

"Here's the difference-maker: Our operators and travel advisers must be actively engaged in buying product and services and in researching destinations for their itineraries," Prather explains. "We have a number of motorcoach companies that provide outstanding transportation, and some do package tours. But if not, we won't consider them tour operators because they don't buy travel product."

For NTA members, it's a point of pride to meet the qualifications and truly live up to the designation of "qualified buyer."



Make Contact in May

NTA is heading to Canada's Atlantic coast for Contact '24. The association's annual tour operator retreat is set for St. John's, Newfoundland & Labrador, May 20-23, 2024.


Contact provides tour operators with networking and relevant education in a relaxed setting, says Catherine Prather, president.

"St. John's will be the ideal location for Contact," she says. "And our education program includes a separate track on using artificial intelligence in the packaged-travel industry."

Registration for the conference opens to NTA members starting Dec. 5 on NTAcontact.com. Sellers attend as sponsors, and anyone interested can connect with Brooke Coulter, director of sales, here in Shreveport or by email: brooke.coulter@ntastaff.com.


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BOOTH #2105: Ask about our lodging, dining, shopping, events and attractions!

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National Parks Partners



Destination Moab

Moab, Utah
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+1.970.390.1261
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destinationmoab.com



Pigeon Forge Department of Tourism

Pigeon Forge, Tennessee
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mypigeonforge.com



Smithsonian's National Air and Space Museum

Chantilly, Virginia
Holly Williamson
+1.703.572.4118
hwilliamson@si.edu
airandspace.si.edu

The National Tour Association is bringing parks people together through the National Parks Partners program, which delivers essential information to tour operators as they design itineraries to include more wide open spaces and historical connections for travelers. With more than 75% of NTA tour operators packaging national parks, the Parks Partners Pavilion on the TREX Floor connects travel planners with industry partners in and around the parks, including hotels, restaurants, experiences, transportation companies, and the DMOs that pull all the info together.

This year's sponsoring partners on-site at the pavilion are Destination Moab, Pigeon Forge Department of Tourism, Smithsonian's National Air and Space Museum, Visit Tuolumne County, and Xanterra Parks & Resorts. Stop by the pavilion to learn more about the program and the offerings from our parks partners.



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NORMAND HUBERDEAU

Travel Exchange '23 sponsors



HOST CITY

Visit Shreveport-Bossier

- Icebreaker, sightseeing tours, Wi-Fi, and Final Night Party co-sponsor



HOST CITY PARTNERS

Louisiana Holiday Trail of Lights

- Host City Partner



Sunrise Hospitality

- Host City Partner

PLATINUM



Aon Affinity Travel Practice

- NightCap co-sponsor



Explore Louisiana

- Pre-TREX Fam tours and Final Night Party co-sponsor



Golden Corral

- Monday luncheon co-sponsor



Norwegian Cruise Line

- Tuesday luncheon co-sponsor



Motor Coach Family of Brands

- Official transportation provider, name badges, and Sunday reception co-sponsor



Surge Entertainment

- NightCap co-sponsor

GOLD



Delta Air Lines

- Official NTA airline, Delta Sky Lounge, and seminar



Huntsville/Madison County, AL CVB

- Wednesday luncheon sponsor



New York State Division of Tourism – I Love NY

- Tuesday luncheon co-sponsor



Visit Clarksville

- Buyer Breakfast

SILVER



A Closer Look Tours & Visitors Bureau

- Fiesta de TREX!



Academic Travel Abroad

- NTA Board of Directors meeting and working lunch co-sponsor



Anderson Vacations

- NTA Board of Directors meeting and working lunch co-sponsor



Aquarium of the Bay

- NTA Board of Directors meeting and working lunch co-sponsor



Black Hills & Badlands, SD

- Monday all-attendee reception co-sponsor



Button Systems

- Symposium Lounge and Symposium Reception



Cazenave Argentina

- NTA Board of Directors meeting and working lunch co-sponsor



Coeur D'Alene Casino Resort

- Refreshment sponsor



Deadwood Chamber of Commerce

- Monday all-attendee reception co-sponsor



Destination Cleveland

- Education Stage



Destination Northern Ontario

- Refreshments: soft drinks



Destination St. John's

- TREXpress Daily ad



Ed-Ventures

- FTA Breakfast and FTA Meet-up



Explore Cochise Arizona

- Candy sponsor



The Group Tour Company

- NTA Board of Directors meeting and working lunch co-sponsor and International and First-timer attendee dinner drink ticket sponsor



Image Tours

- NTA Board of Directors meeting and working lunch co-sponsor



Israel Ministry of Tourism

- FTA Breakfast co-sponsor and customized e-blast



**Kathy LeTarte,
2002 NTA Chair**



















Junket

- Charging stations

Kathy LeTarte

- NTA Board of Directors meeting and working lunch co-sponsor

Las Vegas CVA

- Education Stage co-sponsor

Mayflower Cruises and Tours

- Buyer Network Forum

Ohio Has It!

- TREX toiletries

Ottawa Tourism

- Coffee & tea sponsor

Reno Tahoe

- Education Stage co-sponsor

Reno-Tahoe Territory

- Education Stage co-sponsor

Sports Leisure Vacations

- Board of Directors/Past Presidents Reception

Sports Travel and Tours

- NTA Board of Directors meeting and working lunch co-sponsor

Star Destinations

- NTA Board of Directors meeting and working lunch co-sponsor

Sweet Home Alabama

- Branded escalators

Travel Alliance Partners

- TREX Rx

Tour Colorado

- Refreshment sponsor

USI Travel Insurance Services

- TREXpress Daily ad

Visit Anchorage

- Hotel key cards

Visit Colorado Springs

- TREXpress Daily ad

Visit Mobile

- Monday general session

Visit Savannah

- Wednesday "Sweet Suite" sponsor, customized e-blast, and TREXpress Daily ad



















Western Leisure Tours

- NTA Board of Directors meeting and working lunch co-sponsor

Whisper Radio System

- Travel Exchange headsets

Wyoming Office of Tourism

- Official mobile app sponsor

BRONZE

39 Degrees South

- TREXpress Daily ad

Alabama Mountain Lakes Tourist Association

- Board of Directors/Past Presidents Dinner

Alabama Travel Council

- Board of Directors/Past Presidents Dinner

Biltmore Estate

- Monday "Sweet Suite" sponsor

Circle Wisconsin

- Refreshment sponsor

Cracker Barrel Old Country Store

- Buyer in-room gift

Daytona Beach Area CVB

- Buyer in-room gift

**Dutchman Hospitality Group/
Ohio Star Theatre**

- Seminar

Experience Sioux Falls

- Customized e-blast and TREXpress Daily ad

Lafayette CVC

- Buyer in-room gift

Mackinac Island Tourism

- Refreshment sponsor

Making Memories Tours

- Seminar

Pennsylvania Tourism

- Tuesday "Sweet Suite" sponsor

Virginia Tourism Corporation

- Afternoon refreshments: popcorn

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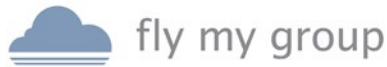
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