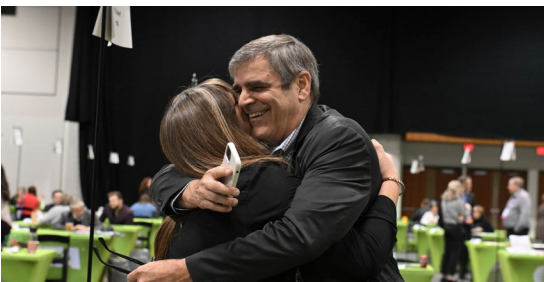


Join us today!



- Global access
- Business connections
- Authentic experiences
- Maximized benefits
- Fresh ideas
- Engagement

Fistful of Features



Global Access

Welcome to NTA—the leading global association for packaged travel. We connect tourism professionals working the North American market—inbound, outbound, and within the continent. That's your market, right?

Membership includes:

- **Tour companies and travel advisors**
- **Destinations**
- **Toursuppliers, including hotels, attractions, restaurants, cruiselines, and other experience providers**

NTA members are based throughout the United States and Canada, and in 35 countries worldwide.

77% of NTA tour operators package travel within North America.

23% package travel into North America from abroad.

59% package travel outbound from North America to the world.

NTA operators serve travelers of all ages.

Ages 18 and younger: 60%

19-24: 49%

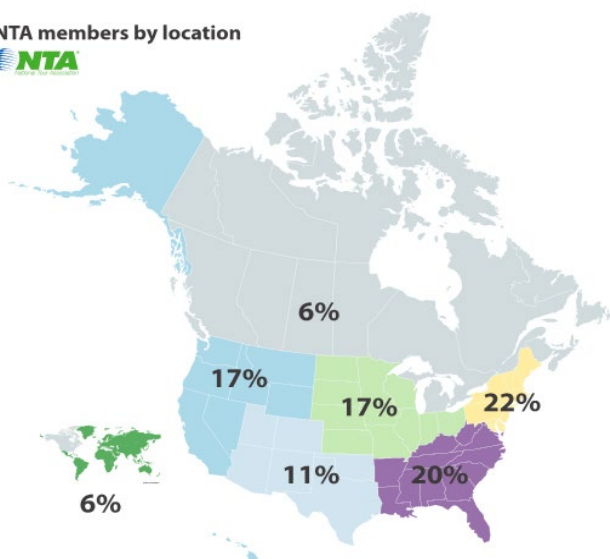
25-35: 55%

36-50: 77%

51-64: 89%

65+: 88%

NTA members by location



Business Connections

NTA is about people—making connections and doing business. We specialize in sharing new ideas, opening markets, and developing relationships for our members—travel professionals just like you.



NTA's annual convention, Travel Exchange, is a miraculous mashup of business development and relationship building that brings tourism professionals from all industry sectors together in one location. The

event features buyers of all sizes, certified tour directors and guides, and tour suppliers and DMOs that represent the latest product on the market.



Contact, NTA's annual buyer retreat, is where tour operator and travel advisor members gather to build their businesses, discuss industry trends, and grow their network in an intimate setting. It's also a place to

hear ideas for future product development from the suppliers and DMOs who attend through sponsorship.

"The sightseeing tours, after-hours events, and networking hours at Travel Exchange are just as valuable for building relationships as scheduled appointment times. NTA staff and the volunteers who make TREX happen provide highly organized, well-planned experiences that bring buyers and sellers together throughout the week."

—Kaitlyn Gallegos,
Visit Lake Charles

"I've been attending Travel Exchange since 1991. Over the years, I've built many business relationships and friendships that would not have happened without NTA. Each year I find opportunities to put my products in front of new buyers and enjoy the chance to personally connect with the clients I've had the privilege to work with along the way."

—Drew Schmidt,
San Juan Cruises

"Contact is a very special gathering. It is small enough to feel like family, but large enough so that the interactions between tour operators and the generous sponsors who underwrite the experience always lead to a deepened understanding of our roles in the industry."

—Chase Poffenberger,
Academic Travel Abroad



"Aside from product knowledge and updates, Travel Exchange is a great opportunity to connect with people outside your own organization. We all do similar work, but there are many ways to create success, and sometimes an outside perspective is helpful. The connections I have made via NTA events continue to help our business grow."

—Matthew Maturo,
Meridian Guided Travel
NTA member since 2019



Authentic Experiences

NTA has members from more than 35 countries, and we are continually expanding our reach through strategic partnerships and new markets. This gives you access to the most authentic travel experiences in the industry.

Part of your business plan?

NTA tour operators package a variety of product to serve the diverse needs of their customers. Here are the top five, listed with the percentage of NTA's tour companies that offer them. (We track 19 different markets and travel types, so this only scratches the surface!)



A horizontal bar chart with five bars of different colors. Each bar contains text indicating a travel experience and the percentage of NTA tour companies that offer it. The bars are arranged from top to bottom in descending order of percentage.

Travel Experience	Percentage
National Parks	76%
Events	75%
Historic/Heritage	74%
Culinary	63%
Family	61%

National Parks: 76%

Events: 75%

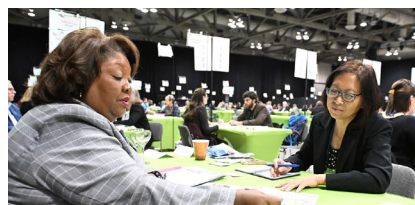
Historic/Heritage: 74%

Culinary: 63%

Family: 61%

NTA's membership is unparalleled in its opportunities for experiential tour product.

Our suppliers include **attractions, restaurants, hotels, outfitters, airlines, cruise lines, and railroads**, while our destination members cover everything from **rural communities** and **bustling cities** to **states, provinces, and countries**.



"We benefit from the corporate partnerships and great communication from members when things happen in the industry. NTA members are quick to help other NTA members as well."

—Elaine Moulder,
Brilliant Edventures
NTA member since 2015



Maximized Benefits

- [Two annual, in-person conferences](#)—Travel Exchange and Contact—that bring members together to conduct business, gain industry knowledge, and build partnerships and friendships
- A steady stream of [online information](#), including *Courier* and the *Tuesday* e-newsletter, so members stay informed on vital industry topics, association opportunities and events, and colleagues' opinions and ideas
- Travel and tourism [advocacy and lobbying](#)—including important calls to action—focused on U.S. federal agencies and elected leaders
- [Discounts on products and services](#)—such as insurance, office products, shipping, flying, and driving—through NTA's corporate partners
- [Year-round education](#) that connects members with experts in a wide range of industry-related topics: from niche markets and marketing to legal issues and tax law
- [Member networks](#) meeting online and in-person, facilitating peer-to-peer problem-solving, brainstorming, and information sharing
- A [loyalty program](#) that enables members to get monetary rewards for being active within the NTA community
- [Sponsorship opportunities](#) that help members reach target audiences through programs such as event sponsorship, digital messaging, and sponsored content
- Partnering and prospecting by searching the [membership directory](#) housed on NTA Online
- Tap into [Tourism Cares](#) to not only to give back to the industry, but also to move forward in sustainable, responsible ways
- Access to [Engage](#), our online interaction platform that enables members to seek solutions within specific member groups or the entire association
- [Leadership opportunities](#) and a [certification program](#) help members augment their skill set and add to their professional profile



"The benefits of being an NTA member don't end with TREX. From NTAcourier.com and *Tuesday* newsletter, you can stay informed on industry and association matters. And Engage provides a unique opportunity to ask questions about trending issues, offer assistance, or talk about topics of industry interest."

—John Shaffer, Luray Caverns
NTA member since 1967



Fresh Ideas

NTA membership delivers access to an extensive array of resources that keep you in the know. Travel trends, research, new market opportunities, and product development options are at your fingertips through a variety of channels.

Original Content

- NTAcourier.com
- *Routes of Faith*

E-communications

- *Tuesday* weekly e-newsletter
- NTA Online
- *Courier Spotlight*

Education & Research

- In-person seminars
- Webinars
- Member network zooms
- Certified Tour Professional designation

Faith Travel Association

- Directory of faith leaders and organizations for your marketing needs
- Directory of FTA members to build your network
- FTA Toolkit of Resources to support your work and save you time
- FTA logo to add credibility to your website and marketing materials
- Dedicated FTA staff member to provide support
- Great exposure for your organization



Engagements

NTA is a travel industry social butterfly. We're live on a variety of social media platforms sharing association and member news, photos, and videos—and we want you in on the conversation. Check out these online communities to get our scoop and add yours, too.



Engage NTA's online community platform, available 24/7, allows members to share information, pitch product, discuss best practices, and troubleshoot challenges.



Facebook Browse through our thousands of fans and find new connections while you're at it.



Instagram The perfect outlet for viewing our photos and sharing yours at @ntahq.



YouTube Watch our latest video updates and highlights from headquarters and events.



Google+ Look us up on Google+ for the latest business trends, tips and industry happenings.



LinkedIn Post business-related questions and connect with other industry professionals.

NTA's nine member categories help you connect with the right partners. Whether you specialize in creating tours and FIT travel, crafting authentic experiences, putting heads in beds, offering receptive services, providing business solutions, or promoting what makes your destination unique, NTA helps you seal the deal.

- Tour Operator
- Travel Advisor (retail travel agent)
- Tour Supplier
- Destination Marketing Organization
- Associate
- Educator
- Individual Affiliate
- Tour Director/Tour Guide
- Student



"We always count on Travel Exchange to give us quality appointments and great networking opportunities. It has always been a great show for us, both for sales and buying."

—Teresa Paolini,
NortheastUnlimitedTours
NTA member since 2012

3 easy ways to join today!

Give us a call:

800.682.8886 (U.S. & Canada)

or **+1.859.264.6540**

Send us an email:

headquarters@ntastaff.com

Go online:

NTAonline.com

Together. We go further.

Founded in 1951, NTA is the home for packaged travel professionals: tour operators, experience providers, and their destination partners.



Photos by Normand Huberdeau unless otherwise noted



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