



The People.



The Products.



The Markets.

The Association.



# People set NTA apart.

You'll see a lot of numbers in the following pages. Numbers are important because they quantify success, and we are proud of ours. But NTA isn't really about numbers. We're about people—that's where our value lies. NTA specializes in helping travel professionals—like you and me—build our business, expand our markets, find new ideas, and most importantly, develop relationships with each other. When people network, share expertise and form partnerships, the numbers always follow . . . and grow exponentially. I can attest to that from personal experience.

So, check out NTA's numbers (they're impressive). Read what members have to say. Then join NTA, and step into the largest marketplace focused on travel to, from and within North America. (The numbers folks in your organization will thank you.)

Wishing you every success in your business,



**Catherine M. Greteman**  
Star Destinations Inc.  
Carroll, Iowa  
2010 NTA Chairman and CEO

“What I value most about my NTA membership is the additional partnering. Ever since our first Convention we have found members that fit our business model and are continuing to grow our NTA partner relationships.”



— **Justin Osbon**  
Image Tours Inc.  
Grand Rapids, Mich.  
Member Since 2006

“With the diverse representation of Canadian, U.S. and international suppliers, DMOs and tour operators at NTA, I can get so much of my work done in one place.”



— **Dawn Rueckl, CTP**  
Wells Gray Tours, Ltd.  
Kamloops, BC  
Member Since 1983

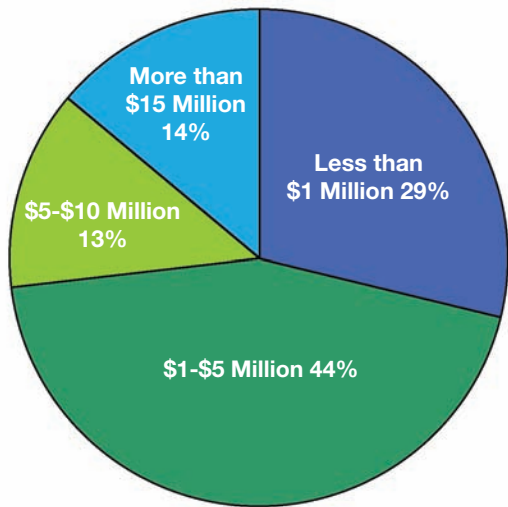
# A Quick Look at NTA

With members from every U.S. state and Canadian province, plus more than 40 countries, NTA represents more travel product and business-to-business networking than any other single association.

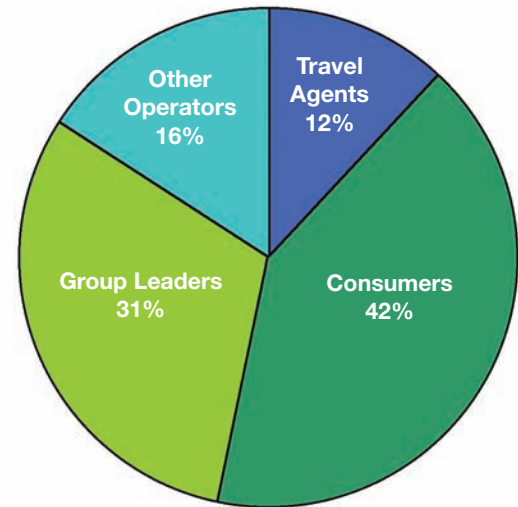
Our membership consists of

- 1,500 qualified tour operators
- 600 destinations
- 1,500 tour suppliers (hotels, attractions, cruise lines, restaurants, museums...)

**NTA Operator Size**



**NTA Operator Distribution Channels**



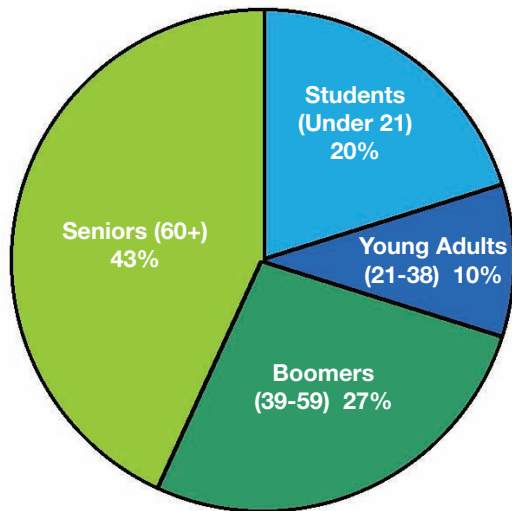
# A Few Facts About NTA Tour Operators

- More than 25% of NTA tour companies report annual sales volumes over \$5 million.
- Close to 50% report annual sales volumes between \$1 million and \$5 million.

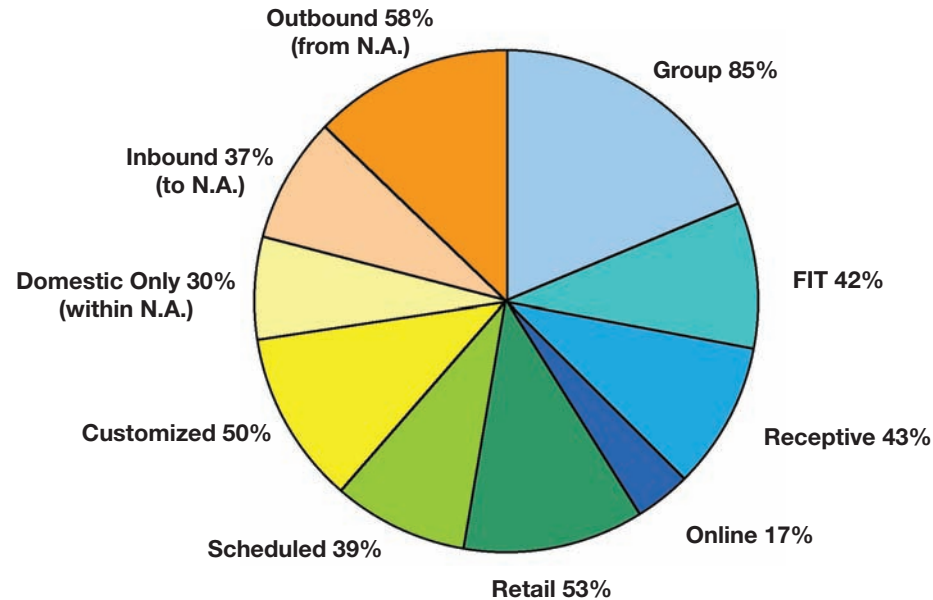
As a group, NTA tour operators...

- offer the full range of travel products from group to independent, pre-formed and customized, inbound, outbound and domestic;
- serve travelers of all ages;
- work through a range of distribution channels.

NTA Operator Customer Types by Age



Business Mix



“I’ve tried other associations; I’ve been to other conventions. NTA remains the best place for me to do business.”



— **Clayton Whitehead**  
Sports Leisure Vacations  
Sacramento, Calif.  
NTA Member Since 1988

“Working with NTA tour operators is really productive for us. They do a great job in promoting their products and we focus on giving them a good product that they can sell to their customers.”



— **Luca Arioli**  
Intertravel  
Florence, Italy  
Member since 1999

“The more you put into your membership, the more you see returned. From reading the *Tuesday* newsletters to attending the Convention and participating in surveys, NTA offers everyone the opportunity to improve, to stay current with trends and new laws, and to simply excel in the travel industry.”



— **Michael Thomas**  
Thomas Tours and Travel  
New Kensington, Pa.  
NTA Member Since 1999

## NTA's Tools for Success

Membership in NTA gives you access to programs and benefits designed to expand your business through new markets and product development opportunities.

Convention	Meet one-on-one with buyers and sellers from all over the world. And, with our co-location with the World Religious Travel Expo and the United Motorcoach Association (coming in 2013), you can do more with one trip at an NTA Convention.
NTA Online	Conduct business 24/7 through NTA Online's dynamic member searches, downloadable member databases, news, benefit details and more.
Professional Development	Achieve professional certification (and competitive edge) with the CTP program, seminars, Webinars, podcasts and an Eco-Certification Program.
MONTAGE	Conduct serious business in a casual setting at NTA's global gathering of travel buyers and sellers.
Information	Stay educated and informed with <i>Tuesday</i> (weekly member newsletter), <i>Courier</i> (monthly magazine), media assistance and news releases.
Research	Be first to know—and understand—what's happening in the industry and with consumers through NTA's <i>The Trend</i> (research-reporting e-newsletter), industry research reports, member research and an Online ROI/Tracking system.
China Inbound Program	Take advantage of the ONLY program for approved tour operators to handle the enormous Chinese inbound market to the United States for leisure group travel. (More than 600,000 visitors expected in 2010.)
Product Development Trips	Experience new products or highlight your destination to NTA buyers with these NTA-endorsed trips.
Partner2Partner	Partner, buy and sell all day, every day through NTA's online business community.
Sponsorship	Enhance your presence at NTA events through affordable sponsorship opportunities.
Advertising	Stay in front of buyers year-round with multiple advertising options. <i>Courier</i> is rated No. 1 by NTA tour operators.
Grassroots Symposium	Advocate for the travel industry on Capitol Hill.
Tourism Cares	Give back to your industry and work side by side with your colleagues through NTA's official philanthropy.

# For Tour Operators

## The deciding factor . . .

NTA has members from more than 40 countries, and we are continually expanding through strategic partnerships and international memberships. That diversity gives you access to the most current and unique travel opportunities in the market.

And NTA's range of tour suppliers—from attractions, hotels and casinos to airlines, cruise lines, motorcoach companies and railroads—is unparalleled in its opportunities for creative and money-making tour products.

## Partners = Profits

NTA tour operators are pioneers in partnering. You don't have to do it all by yourself. You don't have to know it all. Join NTA and link yourself to more than 1,500 tour operators from 700-plus companies. That's a valuable knowledge base to tap—in person and online—when you're looking for ways to set your company apart.

## Connect 24/7

Membership in NTA connects you with partners who can help you meet and exceed your business goals. Make in-person connections at Convention, MONTAGE (a casual international gathering) and other events offered throughout the year. Plus, there are the 24/7 connections available through NTA's Partner2Partner Online Business Community and NTA Online. Stay in touch for business and fun on NTA's social network with fan pages on Facebook and a LinkedIn community. NTA puts you in front of the people you need to know for your business success.

Product development is one big reason tour operators belong to NTA. But there's also:

- NTA's top-notch government advocacy work
- professional development
- exclusive money-saving discounts (on E&O insurance, for example)

**Trusted partners. Bigger and better returns. That's NTA!**

**Join or Renew Today!  
Call +1.859.226.4444  
or 800.682.8886**

## What it costs

Access all this and more at a cost that is incredibly affordable.

### Tour Operators

**Annual Dues: US\$460**

**Initiation Fee Waived for 2010 –  
US\$900 Savings!**

“Just recently St. Louis received 20 new bookings from just one NTA member. The business generated from a single tour operator more than pays for my annual membership.”



— **Renee Eichelberger**  
St. Louis CVC  
St. Louis, Mo.  
Member Since 1977

“It is apparent NTA listens to its members and allows us to shape the future of the association. NTA is an important association for Bavaria to belong to and share product information with the NTA operators.”



— **Susan Krulic**  
Bavaria Tourism Marketing  
Member Since 2003

## For Destinations and Tour Suppliers

(Attractions, restaurants, hotels, transportation providers. If you provide a tour/travel component for tour operators, this is where you belong!)

### The deciding factor . . .

NTA tour operators move nearly 12 million people each year, making NTA buyers the kind of target market you need to get in front of! If you're looking to increase your bottom line by reaching the most diverse and unique buyers in travel today, NTA's the place.

### Connect 24/7

Your membership in NTA connects you with the buyers you need to meet and exceed your business goals.

Make in-person connections at Convention, **MONTAGE** (a casual international gathering) and other events offered throughout the year. Plus, there are the 24/7 connections available through NTA's Partner2Partner Online Business Community and NTA Online.

Stay in touch for business and fun on NTA's social network with fan pages on Facebook and a LinkedIn community.

### NTA puts you in front of the people you need to know for your business success!

**Join or Renew Today!**  
Call +1.859.226.4444  
or 800.682.8886

### What it costs

Access all of this and more at an affordable investment:

#### Fees: Suppliers Annual Dues

(# of properties, entities, or locations)

Individual (1 property)	US\$625
Multiple (2–25 properties)	US\$975
Corporate (26 or more properties)	US\$1,700

#### Fees: DMOs Annual Dues

Individual	US\$625
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#### Fees: Associates Annual Dues

Individual	US\$335
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**All Initiation Fees Waived for 2010—  
US\$350 Savings!**

# Strategic Partnerships Widen Your Network

NTA expands its members' markets through strategic partnerships with special interest associations such as:

- Africa Travel Association
- Destination Marketing Association International
- Indian Association of Tour Operators
- International Gay and Lesbian Travel Association
- National Association of Career Travel Agents
- Sister Cities International
- Sustainable Travel International
- Tourism Cares — NTA's Official Philanthropy
- Travel Professionals of Color
- United Motorcoach Association
- World Religious Travel Association

## Exclusively for NTA Members

NTA membership means you can take advantage of these exclusive money-saving programs and services from NTA corporate partners:

	World class printing, online publications and design
	Credit card company offering an expansive line of cardholder benefits
	Discounted credit card processing
	Savings on FedEx shipping and copy services
	Discounted credit card processing
	Discounts on office supplies, furniture, technology supplies and more
	Offering tour operators travel protection plans, general liability and E&O Insurance
	Discounted payroll processing and retirement services

“Setness Tours has worked with Berkely Insurance for over a decade. The commission adds nicely to our bottom line and I know my clients are protected. That gives them—and me—peace of mind.”



— **Katherine Setness**  
Setness Tours  
Stockton, Calif.  
NTA Member Since 2001

There is no contact without NTA. My first NTA Convention was in 2000 and the people I met there have become not only wonderful contacts, but wonderful ambassadors of my museums.”



— **Jill Pongonis**  
Jamestown-Yorktown Foundation  
Williamsburg, Va.  
Member Since 1977



The Destination for Innovative Travel Professionals Since 1951

Join or Renew Today!

NTA • 546 East Main St. • Lexington, KY 40508 USA • +1.859.226.4444 or 800.682.8886 • [joinNTA@NTAstaff.com](mailto:joinNTA@NTAstaff.com) • [www.NTAonline.com](http://www.NTAonline.com)