



For Immediate Release

Contact:

Madeline Vied

madeline.vied@ntastaff.com

+1.859.226.4275

800.682.8886

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2010 NTA Convention Expects Diverse Market in Montreal

ORLANDO – The NTA Convention, held annually, will be Nov. 13-17 in Montreal, Quebec, in co-location with the World Religious Travel Association Expo. NTA expects 3,000 attendees to attend this year's Convention, as well as attendees from every U.S. state and Canadian province and more than 40 countries.

"The NTA Convention is first and foremost the best place for business to, from and within North America," said NTA President Lisa Simon, CTP. "We have the most diverse buyers and sellers of any travel industry show and the most professional business atmosphere you can find. We introduced a new convention format last year that was based on member input to make it a better venue for buying and selling. This year, with a few adjustments based on more member feedback, Montreal will be better than ever."

Convention 2010 will have a 40 percent increase in one-on-one appointment slots, which is three times the available appointments of other shows. WRTA will co-locate its expo with NTA Convention for the second year in a row, and this year all attendees will have access to both events at no additional cost.

"If I had to pick only one show a year to develop product and shop suppliers, it would be NTA's Convention," said NTA Convention '10 Chair Dawn Rueckl of Wells Gray Tours. "With such a diverse representation of Canadian, U.S. and international suppliers, DMOs and tour operators, I can get so much of my work done in one place."

NTA also will co-locate with the United Motorcoach Association Expo beginning in the first quarter of 2013. With NTA, UMA and WRTA coming together, this collaboration will bring more than 2,000 buyers to the NTA Convention.

NTA is the leading association for professionals serving travelers to, from and within North America. Since its founding in 1951, the association has served a broad and diverse membership and helped them expand market reach with innovative business tools, strategic relationships and collaboration within the industry. NTA membership represents more than 40 countries. To learn more about NTA, please visit NTAonline.com/.

