



### **What is NTA?**

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.

### **Membership**

NTA has members in more than 40 countries. Members must meet NTA's strict membership requirements and follow a code of ethics. NTA members include:

- **700 tour operator members** from around the world that develop and sell travel packages.
- More than **2,000 tour supplier and destination marketing organization (DMO) members** such as hotels, attractions, restaurants, airlines, cruise lines, railroads, and sightseeing services, and state, provincial and national tourism offices, convention and visitors bureaus and chambers of commerce.

NTA Tour Operators:

- Package the world and offer travelers inbound, outbound and domestic experiences
- Provide clients with complete travel packages including transportation, accommodations, meals, sightseeing, admission to attractions and a professional escort if desired—all for one price.
- Develop travel packages based on traveler needs and offer everything from a traditional group tour experience to a travel package focused on special interests such as wine tasting, sports or hard adventure.
- Sell product directly to travelers, or through travel agents, student travel planners, group leaders, other tour operators and bank travel planners.
- Must meet strict requirements to become members and adhere to a code of ethics to maintain membership.
- Offer a diverse range of tours and travel packages for all age groups and price ranges.

### **NTA's Strategic Partners**

NTA has developed numerous strategic partnerships with other travel associations to bring new business opportunities to its members. Through these relationships, NTA members have a wider net for potential business, as well as the diversity of the travel community at their fingertips for education and cultural diversity enrichment.

NTA's strategic partners are:

- 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
- Travel Professionals of Color
- United Motorcoach Association
- World Religious Travel Association

## Convention

In November 2009, NTA introduced a new Convention format that allowed delegates to

customize their Convention experience to best meet their business needs. Adapting the signature Tour & Travel Exchange model, the new format now offers a Destination Pavilion and is streamlined to address members' product development needs, enabling them to work smarter, not harder. NTA members do business to, from and within North America, and NTA members from numerous countries will be represented. This year, Montreal is the proud host of the NTA Convention.



Updates to the Convention format for 2010 include:

- An additional half-day of 10-minute appointments—30 percent more, in fact—for DMOs and operators in the Destination Pavilion.
- A return to seven minute supplier/operator appointment time, which will create a 43 percent increase in appointments for suppliers.
- Reduced shopping time in the Destination Pavilion, which allowed the appointment time to be expanded.
- Access to the WRTA Expo for NTA Convention registrants at no additional cost.

Business, networking and educational opportunities at the Convention include:

- Tour & Travel Exchange — NTA tour operators and tour suppliers have prescheduled business appointments.
- Tour operator-to-tour operator partnering — NTA recognized this trend and introduced a business session that gives tour operators the opportunity to easily buy and sell from each other during the Convention.
- Destination Pavilion — Tour operators package product regionally and the destinations are their greatest resource. The Pavilion gives tour operators quick access to all NTA state, provincial and national destination resources through prescheduled appointments and open shopping time.
- Education — NTA offers educational sessions on everything from technology and industry trend information to professional development tips.
- Networking — Some of the best business is conducted during NTA's renowned social events provided by member sponsors and host cities.

Starting in 2009, the NTA Convention has co-located with the **World Religious Travel Association's** World Religious Travel Expo, giving NTA members access to hundreds of buyers and sellers of faith-based product from around the world. Faith-based travel and hospitality is an \$18 billion market with 300 million people enjoying mission trips, pilgrimages, travel to religious sites, or simply vacationing with members of their place of worship.



In the first quarter of 2013, NTA will co-locate its Convention with the **United Motorcoach Association's** Motorcoach Expo.



## **MONTAGE**

In 2010, hosted its first all-member international event, **MONTAGE**, in Seville, Spain, April 14–17. There are no restrictions to selling, no restrictions on attendance. Just an open marketplace of international travel commerce—in a city that captivates. This event offers a half-day business workshop, outstanding educational agenda and FAM tours that showcase Spain and Seville. Attendees included travel agents as well as buyers and sellers from 14 countries, making this event truly international.

**MONTAGE 2011** will be held in conjunction with the Visit Scotland Expo in Aberdeen, Scotland, April 13-16.



## **CONTACT**

In 2011, NTA will debut **CONTACT**—a new tour operator event, which will always be held in North America. The first event will be held in Rhode Island in late July or early August (specific dates are being determined). The NTA Meetings and Events Committee developed a format for **CONTACT** where business will be combined with three educational tracks important to a tour company: CEO/owner, sales and marketing/operations.

## **U.S.-Cuba Travel Summit**

The U.S.-Cuba Travel Summit, hosted by ALAMAR Associates in association with NTA and sponsored by USTOA, was held in Cancun, Mexico, March 14-16, 2010. This summit gave U.S. travel professionals the opportunity to assess the business potential for the new Cuban market through direct and person interaction with Cuban counterparts. Because of current U.S. travel restrictions preventing travel between Cuba and the United States, this was the only chance for private one-on-one discussions with Cuban travel officials. This landmark event enabled U.S. travel professionals to be ready to package travel for consumers when travel between the United States and Cuba is restored.



There were 150 individuals in attendance. More than 30 Cuban government and travel sector leaders, including officials from the Ministry of Tourism, the Ministry of Foreign Trade & Investment and the Ministry of Foreign Relations, were featured. U.S. Senator Byron Dorgan addressed the Summit by teleconference to express his confidence that the current Senate bill, which authorizes open U.S. travel to Cuba, could meet the required 60 vote threshold this year.

## **CTP: Certified Tour Professional**

NTA established the first professional certification for the packaged travel industry more than 20 years ago. Today, it remains the most specialized and comprehensive program in the industry, with newly developed curriculum completed in partnership with Temple University and its School of Tourism and Hospitality Management.



## **Government and Industry Relations**

NTA was founded in 1951 to fight regulation of the fledgling tour industry, and today, NTA's government relations efforts remain a top priority for the association. NTA strongly supports its call for an Executive Office of Travel and Tourism to best oversee the interests of this sector of the economy. As a leader in advocacy work, NTA facilitated a summit of 37 travel and tourism entities in December '08 to develop recommendations for then President-elect Obama. NTA and its partners continue to champion recommendations from the summit including funding for national and public lands and the end of travel bans, specifically, NTA's support of the Freedom to Travel to Cuba Act.

NTA has been involved in working with Congressman Farr and Senator Begich to craft the House and Senate versions of the Travel Regional Investment Partnership (TRIP) Act and continues to visit legislators to encourage their support. This bill will provide \$50 million in matching grants to destination marketing organizations and their strategic partners and was a direct result of NTA's Economic Travel Summit in December 2008.

## **Tourism Cares ([www.TourismCares.org](http://www.TourismCares.org))**

Through its official philanthropy, Tourism Cares, NTA helps its members give back to the industry that gives so much to them. With financial resources and sweat equity, NTA members support the Tourism Cares mission of conservation, preservation, scholarship, grants and education. Also, NTA helped Tourism Cares launch its Save Our Sites program that tour operators can use on their tours to collect the change in travelers' pockets for preservation projects.



## **China Inbound Program**

NTA is the first and only U.S. organization approved by the Chinese National Tourism Administration to facilitate Chinese inbound leisure group travel to the United States. To date, more than 160 NTA tour operators have been approved to work with this new market.

NTA will open its Tourism USA office in Shanghai June 1, helping the U.S. promote its great diversity to the China inbound market. This office is possible because of the Market Development Cooperator Award NTA received through the U.S. Department of Commerce. The ribbon-cutting ceremony will be May 27, in correlation with the World Travel Fair in Shanghai, May 27–29. The Visit USA office will serve to educate Chinese travel agents about leisure group travel and the China Inbound Program, distribute information on U.S. destinations, develop a Chinese-language Web site to promote leisure group travel and create mini-trade shows and road shows to promote the United States as a destination.

## **NTA Governance**

NTA is a member-driven association. Each year, NTA holds elections for its Board of Directors, and the association is governed by a 17-member board. The chairman of the board selects a 40-member Leadership Team, which provides guidance to the elected board from the perspective of broad membership representation. The current Chairman and CEO of NTA is Cathy Greteman.

## Where you can find us



<http://www.NTAonline.com>



<http://www.facebook.com/home.php?#!/pages/Lexington-KY/National-Tour-Association/107837497512?ref=ts>



<http://www.linkedin.com/groups?gid=1545997>



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