



For Immediate Release

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MONTAGE Joins with VisitScotland Expo in 2011

NTA holds first international meeting in Spain; takes next year's event to Scotland

ORLANDO – NTA, the leading North American association for travel professionals, held its first international business and education event in Seville, Spain, April 14–17. More than 100 travel professionals from 14 countries attended **MONTAGE** and deemed the inaugural event a success on all accounts. Next year's **MONTAGE** will be held in Aberdeen, Scotland, in conjunction with the VisitScotland Expo, April 12-14.

"I am delighted that NTA is co-locating their **MONTAGE** with **expo** in Aberdeen next April," said VisitScotland's Trade Marketing Manager for North America Linda McAllister. "**Expo** is Scotland's only flagship business-to-business event for the travel trade that is entirely Scottish. We are really looking forward to welcoming the NTA family back to Scotland and showcasing the best of our country—the fantastic scenery, incredible culture and heritage and of course the beautiful city of Aberdeen."

During **MONTAGE** 2011, NTA buyers will have access to the VisitScotland **expo** floor, as well as sightseeing opportunities and NTA education sessions. NTA also will offer its signature product development trip where NTA tour operators can see the many options available when traveling in Scotland and have the connections to create the packages their customers need.

"**MONTAGE** captures what NTA is all about—new business opportunities," said NTA President Lisa Simon, CTP. "By bringing **MONTAGE** and the VisitScotland **expo** together, NTA members will have the chance to expand their business with the contacts they need for North American inbound and outbound travel."

Speaking to the inaugural event, Jennifer Slensker of Agri Travel Services located in Denver, Colorado, said, "**MONTAGE** 2010 allowed for many more close personal relationships to develop ... it allowed for an opportunity to see and learn more about Spain that may not have otherwise happened. We all know it is easier to sell what you have experienced in person."

In turn, by bringing **MONTAGE** to Scotland, McAllister noted that, "This will be a great opportunity for NTA operators to see the benefit of selling Scotland as a destination and meeting with tourism professionals on the ground who can help realize this."

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/.