



Pow Wow Booth 300

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.

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 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

This year, Montreal, Canada, is the proud host of the NTA Convention. This event draws

attendees from more than 30 countries and members can customize their Convention experience to best meet their business needs. The Convention offers a Destination Pavilion to serve tour operators' product development needs, enabling them to leave the convention with complete travel itineraries for business to, from and within North America.

Montréal, Québec Nov. 13-17 
CONVENTION'10

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 — Years ago, 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.

NTA will once again co-locate its Convention 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 looks forward to co-locating its Convention with the **United Motorcoach Association's** Motorcoach Expo.



MONTAGE

Earlier this year, NTA hosted its first international event, MONTAGE, in Seville, Spain, April 14–17. The 150 members in attendance from 14 countries benefited from a marketplace of international travel commerce, educational sessions and sightseeing throughout Seville and Spain (for those who participated in the pre- and post-tours.





MONTAGE 2011 will be held in conjunction with the Visit Scotland Expo in Aberdeen, Scotland, April 12-14. An NTA Product Development Trip also will be available.

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 U.S.-Cuban market through 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 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. The program is designed for busy professionals and all course information is available online. The program takes enrollees through three areas vital to tour operations: leadership and administration, sales and marketing and financial management. Professional certification can help graduates gain credibility within the workplace and the marketplace. Contact Andrea Richardson at andrea.richardson@NTAstaff.com to learn more about the CTP certification.



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 was a chief advocate for the Travel Promotion Act and current priority issues include making U.S. entry and exit procedures more welcoming to visitors, expansion of the visa waiver program and approving video conferencing for visa interviews. Whereas NTA members serve international and domestic travelers, NTA supports the Freedom to Travel to Cuba Act, as well as domestic legislation including access to marketing funds for National Parks and public lands and hotel occupancy tax issues.

NTA has worked closely with Congressman Sam Farr and Senator Mark Begich to craft the House and Senate versions of the Travel Regional Investment Partnership (TRIP) Act. This bill will provide \$50 million in matching grants to destination marketing organizations and their strategic partners

Tourism Cares (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, helping the United States 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. Tourism USA will serve to educate Chinese travel agents and tour operators about leisure group travel and the China Inbound Program, distribute information on U.S. destinations, develop a Chinese-language Web site to promote travel and create mini-trade shows and road shows to promote the United States as a destination. Tony Liu will serve as the Tourism USA chief representative.

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 2010 NTA Chairman and CEO is Cathy Greteman of Star Destinations in Carroll, Iowa.

Where you can find us



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