

The National Tour Association – An Overview

This document will help NTA speakers and presenters develop educational sessions that will best serve the NTA member. It includes an overview of the NTA Strategic Plan, with a link to the entire document, a breakdown of important NTA facts, descriptions of NTA's member categories, demographic information.

Although it's important to read the entire document, to synopsise key points:

- NTA has members in 40 countries—it's imperative not to be U.S. centric.
- NTA has a diverse membership in terms of product they represent and develop.
- Our buyer members are tour operators, not travel agents.
- Do not discuss companies or destinations by name; do not criticize any company or destination or provide your opinion on their service.
- Please use the mic and encourage members to do the same. The sessions are recorded and the quality is poor when the mics are not used.

NTA Core Purpose

NTA exists to provide maximum value for its members by advancing the packaged travel industry within the global business environment.

NTA Core Values

We believe ...

- That travel & tourism is a worldwide economic driver.
- In the professionalism, integrity and best practices of our members.
- That events throughout the world impact our members.
- That travel enhances quality of life by providing healthy and happy experiences and an understanding among people and cultures.
- In sustainable tourism for a healthy environment.
- NTA is diverse and rich in varied perspectives.

NTA Big Audacious Goal

To be the most influential gathering place for the packaged travel industry.

The above information comes from NTA's Strategic Plan, which guides the decisions, discussions and programming for the association and its leadership. To see the Strategic Plan in its entirety, please click here:

<http://www.nta.travel/members/leadership/strategic-plan/>

What is NTA?

NTA is the preferred association for packaged travel professionals. With NTA's diverse membership and progressive nature, its members look to the association as *the* place to do business. NTA consistently seeks innovations for the services and business tools it provides to members, and the leadership keeps its fingers on the pulse of the ever-changing world. In turn, NTA members are some of the most creative in the dynamic travel industry.

NTA ...

- Has approximately 3,000 total members in 40 countries.
- Has 700 tour company members from around the world who sell packaged travel. Most are based in the United States and Canada.
- Has 1,400 tour supplier members such as hotels, attractions, restaurants, airlines, cruise lines, railroads, sightseeing services, motorcoach companies, casinos and gaming facilities.

- Has 600 destination marketing organization (DMO) members, such as state, provincial and national tourism offices; convention and visitors bureaus and chambers of commerce.
- Requires all of its members to abide by a strict code of ethics that protects members and the traveling public.
- Requires each tour company member to carry at least \$1 million in general public liability and professional liability, errors and omissions insurance.
- Provides numerous educational programs such as professional development seminars, the Certified Tour Professional program and research and information services.
- Maintains a comprehensive Web site, NTA Online that has information for members, prospective members and the traveling public.
- Hosts several business and association community events for its members each year including the Annual Convention and the Tour Operator Spring Meet.
- Facilitates the U.S. group leisure inbound market from China by maintaining the only list of tour operators approved to serve this market.
- Develops strategic partnerships with other industry organizations to bring new business to members; current partners are: United Motorcoach Association, World Religious Travel Association, Travel Professionals of Color, International Gay and Lesbian Travel Association, Sister Cities International, Destination Marketing Association International, Sustainable Travel International, National Association of Career Travel Agents, and the Jordan Inbound Tour Operators Association.

The Typical NTA Tour Operator Member...

- provides clients with complete travel packages including transportation, accommodations, meals, sightseeing, admission to attractions and a professional escort if desired — all for one price.
- develops 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, agriculture, sports or hard adventure.
- sells their product directly to travelers, or through travel agents, and works with 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.
- offers a diverse range of tours and travel packages for all age groups and price ranges.

The Typical NTA Tour Supplier Member...

- is a hotel, attraction, restaurant, or other component of a travel package that realizes the importance of packaged travel as an income producer.
- is an aggressive marketer that uses direct mail, follow-up phone calls, familiarization tours, personal selling and advertising to reach tour companies.
- is a detail-oriented individual who knows that often the small things, like friendly welcomes, receptions for incoming groups and efficient baggage handling, can make all the difference.

The Typical NTA Destination Marketing Organization (DMO) Member...

- is a state, provincial or national travel office, convention and visitors bureau, or chamber of commerce that realizes the positive impact of packaged travel for the destination’s economy.
- is represented by a destination-oriented individual who is trying to sell an entire city, region, state, province or country rather than a single property or attraction.
- is able to arrange familiarization trips for tour company representatives.

NTA Code of Ethics

These established principles of professional conduct of NTA are to guide the members in their relationship to one another, and the membership in its combined quality services to the traveling public.

As a member:

- I will be guided in all activities by truth, accuracy, fairness and integrity.
- I pledge loyalty to the association and agree to pursue and support its objectives.
- I pledge to keep informed on the latest techniques, development and knowledge pertinent to my professional improvement.
- I will help my fellow members to reach personal, corporate and professional fulfillment.
- I will utilize every opportunity to enhance the public image of the packaged travel industry.

***NTA Trends Analysis
Demographic Information***

<u>Gender</u>	<u>Tour Operators</u>	<u>DMOs</u>	<u>Tour Suppliers</u>
Female:	44%	83%	67%
Male:	56%	17%	33%

<u>Age</u>	<u>Tour Operators</u>	<u>DMOs</u>	<u>Tour Suppliers</u>
18 – 39 years:	8%	22%	34%
40 - 64 years:	75%	77%	63%
65 or older:	20%	1%	3%

Number of Years Worked in the Travel Industry

Tour Operators Average Number of Years: 23
DMOs Average Number of Years: 16
Tour Suppliers Average Number of Years: 16

Size of Company (Tour Operators Only):

Annual Sales less than \$1 million:	29%
Annual Sales \$1 million to \$3 million:	33%
Annual Sales \$3 million to \$5 million:	14%
Annual Sales \$5 million to \$7 million:	7%
Annual Sales \$7 million to \$10 million:	4%
Annual Sales more than \$10 million:	12%

Types of Customers NTA Tour Operators Serve:

Future seniors/Seniors (60 and older)	92%
Leading-edge boomers (51-59)	82%
Trailing-edge boomers (39-50)	72%
Young adults/Generation X (21-38)	43%
Students (under 21)	49%

Types of travel packages offered by NTA tour operators include:

Agriculture, cruises, gardening, historic/heritage, gay and lesbian, national parks, culinary, adventure, religious, women-only, voluntourism, shopping, family/intergenerational and more.

Some of the most important issues/trends in the packaged travel industry, according to NTA tour operators:

- Price instability/fluctuating costs (fuel, insurance, etc.)
- Changes in consumer planning/booking patterns
- Technological advances and changes
- Security concerns/issues

Changes that NTA tour operators foresee taking place in their companies in 2009:

- Shorter booking times from consumers
- Increased product diversity
- Growth in partnering with tour operators
- Change in consumer demographics
- Increased investment in technology

Miscellaneous Information

- Although NTA membership is predominantly U.S. and Canadian, the association does have members based outside North America. It is extremely important to remember this when developing education content to ensure that it is not U.S.-centric.
- It is important that all speakers understand that NTA tour operators are NOT travel agents. Tour operators specialize in providing clients with complete leisure travel packages. However, some NTA tour operators do work with travel agents and some NTA tour operators also run travel agencies. Another way of looking at it is that the tour operator is the manufacturer of the product and the travel agent is the distributor or the salesperson.
- When you address the members of NTA, it is important to bear in mind the diverse membership of the association, including its corporate partners and transportation providers. *Please be careful not to criticize any company or individual in the travel industry by name (e.g.: I'm staying in the XYZ Hotel and the service has not been up to standards).* There is no way for a professional speaker to know which of these companies or individuals NTA has relationships with, thus it is easiest if no negative remarks are made.
- If you are interested in knowing the topics in which other professional speakers will be presenting at this event, please let us know. We would be happy to provide you with a listing of the topics, speakers and times of the seminars.
- For a wide range of information on NTA, please visit our Web site at www.NTAonline.com. Some of the areas on the Web site are password protected for members only, but the general public can access most of the information.
- NTA records all of its educational sessions. If the audience does not have mic for Q&A, please repeat the question so the audience can hear the question, but also so that it is recorded.

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