

**2009 NTA Tour Operator Spring Meet  
Monterey, CA**

**Schedule of Events**

**Wednesday, June 3**

Noon-6 p.m. Airport shuttle service from Monterey Peninsula Airport (MRV) to Monterey Marriott and Portola Hotel & Spa hotels

**Thursday, June 4**

11 a.m.-6 p.m. Airport shuttle service from Monterey Peninsula Airport (MRV) to Monterey Marriott and Portola Hotel & Spa hotels

Noon-6 p.m. Registration and Exhibits  
Seminar Office

1-5:30 p.m. Sightseeing Tours

6:30-10:15 p.m. Transportation to Icebreaker

7-10 p.m. Icebreaker  
*Sponsored by Monterey County Convention & Visitors Bureau*

**Friday, June 5**

8 a.m.-6 p.m. Registration and Exhibits  
Seminar Office

8-9 a.m. Breakfast  
*Note: Breakfast will be a plated and served.*

9:15-10:30 a.m. General Crackerbarrel

9:15-10:15 a.m. Sponsor Roundtable

10:30-11 a.m. Break

11 a.m.-12:15 p.m. Breakout Sessions

- Where We Are: Global Economic Update — *Sponsored by The Carolina Opry*
- All Welcome! A Look at the Global Gay and Lesbian Market
- Exploring a World of Opportunities through Sister Cities

12:30-1:45 p.m. Learning Luncheon (Table Topics Discussion)

2-3:15 p.m. Breakout Sessions

- Tackling the Current Economic Situation: Key Ideas to Creative Thinking — *Sponsored by Spokane*

*Regional CVB*

- Build Your Brand in the Faith Tourism & Hospitality Marketplace — *Sponsored by EIS–European Incoming Services*

3:30–4:45 p.m.

Breakout Sessions

- Heritage Tourism and Connecting with the African-American Market
- How to Do Well by Doing Good
- How to Tailor Risk and Crisis Planning for Your Business — *Sponsored by Tulalip Resort Casino & Spa*

4:45–6 p.m.

Wine and Cheese Reception

*Sponsored by Fairfield Tourism Association and Hilmar Cheese Company*

6–9 p.m.

Dine Around

9 p.m.–Midnight

Evening Hospitality and Networking

**Saturday, June 6**

8 a.m.–2:30 p.m.

Registration and Exhibits  
Seminar Office

8–9:15 a.m.

Breakfast

8:30 a.m.–3 p.m.

Shipping Center

9:30–11 a.m.

Speed Dating

*Sponsored by Travel Portland*

11:15 a.m.–12:30 p.m.

Breakout Sessions

- The Basics of Green Travel and Sustainability — *Sponsored by San Luis Obispo County Visitors & Conference Bureau*
- How Can We Help Each Other and Our Businesses?

12:45 p.m.

Government Relations Silent Auction Closes

12:45–2:15 p.m.

Luncheon

2:30–5:30 p.m.

Sightseeing Tours

6:30–7:30 p.m.

Reception

*Sponsored by California Travel and Tourism Commission*

7:30–9 p.m.

Dinner

*Sponsored by California Travel and Tourism Commission*

9 p.m.–Midnight

Evening Hospitality and Networking

*Sponsored by California Travel and Tourism Commission*

**Sunday, June 7**

4:30 a.m.–2 p.m.

Airport shuttle service from Monterey Marriott and Portola Hotel & Spa hotels to Monterey Peninsula Airport (MRY)