

**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 (MRY) to Monterey Marriott and Portola Hotel & Spa hotels

Thursday, June 4

11 a.m.-6 p.m. Airport shuttle service from Monterey Peninsula Airport (MRY) 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
Sponsored by American Express OPENSM

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 — *Sponsored by The Berkely Group*
- Exploring a World of Opportunities through Sister Cities

12:30-1:45 p.m. Learning Luncheon (Table Topics Discussion)
Co-sponsored by Pittsburgh and Its Countryside and ISO Software Systems

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| 2–3:15 p.m. | <p>Breakout Sessions</p> <ul style="list-style-type: none"> • Tackling the Current Economic Situation: Key Ideas to Creative Thinking — <i>Sponsored by Spokane Regional CVB</i> • China Market Update • Build Your Brand in the Faith Tourism & Hospitality Marketplace — <i>Sponsored by EIS–European Incoming Services</i> |
| 3:30–4:45 p.m. | <p>Breakout Sessions</p> <ul style="list-style-type: none"> • Heritage Tourism and Connecting with the African-American Market — <i>Sponsored by The Berkely Group</i> • How to Do Well by Doing Good • How to Tailor Risk and Crisis Planning for Your Business — <i>Sponsored by Tulalip Resort Casino & Spa</i> |
| 4:45–6 p.m. | <p>Wine and Cheese Reception <i>Sponsored by Fairfield Tourism Association and Hilmar Cheese Company Visitor Center</i></p> |
| 6–9 p.m. | Dine Around |
| 9 p.m.–Midnight | Evening Hospitality and Networking |
| <u>Saturday, June 6</u> | |
| 8 a.m.–2:30 p.m. | Registration and Exhibits Seminar Office |
| 8–9:15 a.m. | Breakfast <i>Co-sponsored by Anaheim/Orange County Visitor & Convention Bureau, Buena Park Convention & Visitors Office, Pier 39, Blue & Gold Fleet, TIBBIES Great American Cabaret</i> |
| 8:30 a.m.–3 p.m. | Shipping Center <i>Sponsored by Discover New Mexico</i> |
| 9:30–11 a.m. | Speed Dating <i>Sponsored by Travel Portland</i> |
| 11:15 a.m.–12:30 p.m. | <p>Breakout Sessions</p> <ul style="list-style-type: none"> • The Basics of Green Travel and Sustainability — <i>Sponsored by San Luis Obispo County Visitors & Conference Bureau</i> • How Can We Help Each Other and Our Businesses? — <i>Sponsored by Diamond Mountain Casino & Hotel</i> |
| 12:45 p.m. | Government Relations Silent Auction Closes |
| 12:45–2:15 p.m. | Luncheon <i>Sponsored by Mexico Tourism Board</i> |
| 2:30–5:30 p.m. | Sightseeing Tours |

- 2:30–3:30 p.m. Promoting Quality Experiences: New Criteria and Best Practices for the China Inbound Program
Note: Special session for tour operators of the NTA China Inbound Program.
- 3:45–4:45 p.m. Getting the Most Out of your NTA Membership
Note: Special session for tour operators of the NTA China Inbound Program.
- 6:30–7:30 p.m. Reception
Sponsored by California Travel and Tourism
- 7:30–9 p.m. Dinner
Sponsored by California Travel and Tourism
- 9 p.m.–Midnight Evening Hospitality and Networking
Sponsored by California Travel and Tourism

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 (MRJ)