



Pam Inman, CTP
NTA President



Together. We go further.



Who is the National Tour Association

NTA is the leading business association for professionals serving customers traveling to, from and with North America.

We're a professional community where you ...

- Make business connections
- Learn from your peers
- Make a difference through advocacy
- Access news and research

NTA is the only association to serve the inbound leisure group market from China. And now India, too.



Who are our members?

- Tour operators
- Tour suppliers
- DMOs
- Travel agents
- Associates



Annual sales



\$11 billion

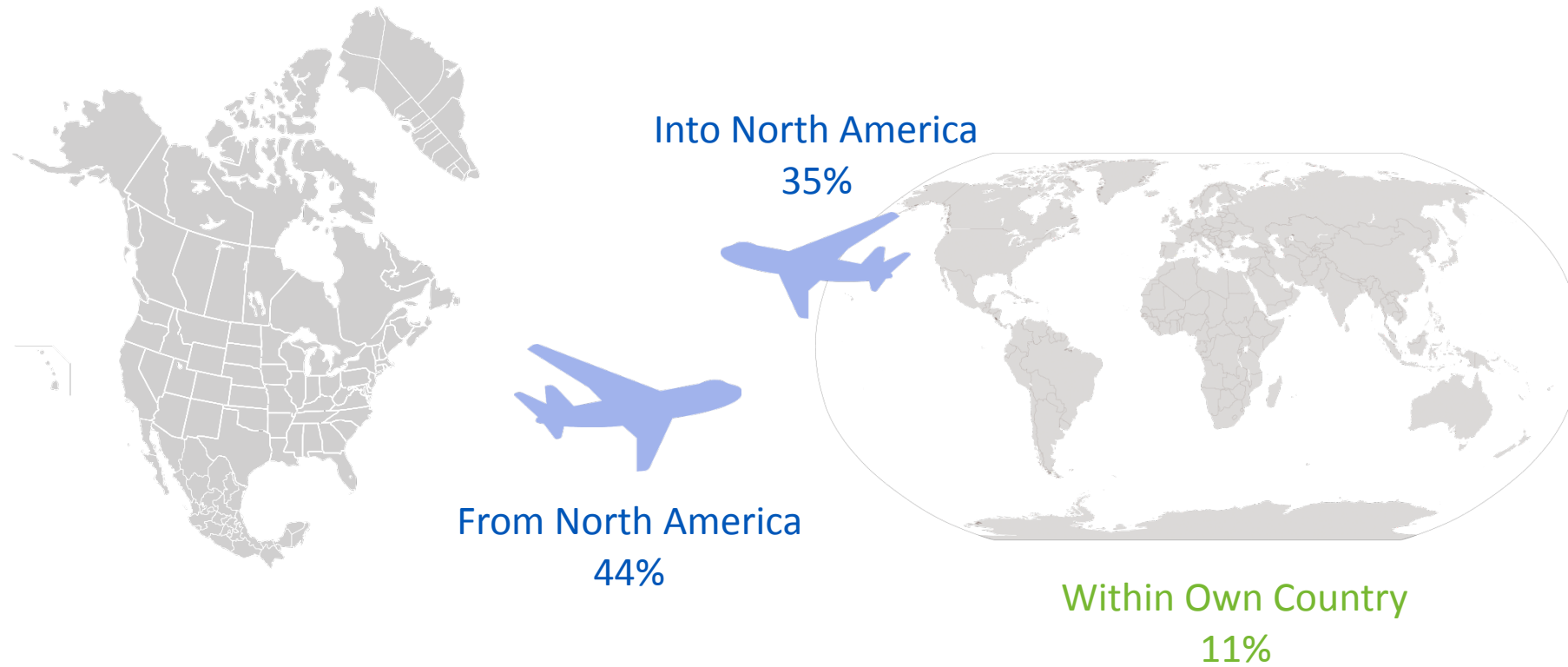
Customers

14,892,840

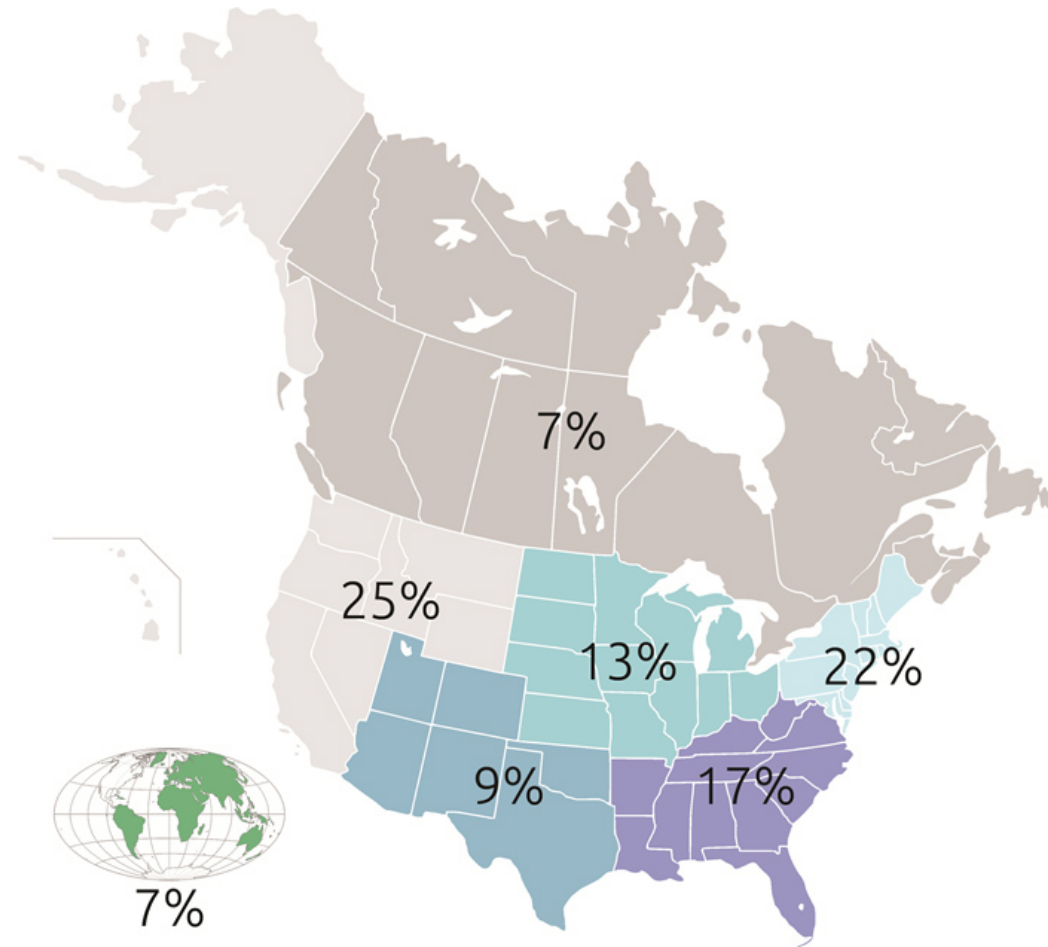


To, from and within North America

72% of NTA members package travel within North America.



Members by location



Top markets, packages offered



National Parks 74%



Family 60%



Historical/Heritage 67%



Culinary 52%



Events 64%



Faith-based 34%



Student 63%



Gaming 25%

Growing product markets



Ecotours
13%



Culinary
10%



Voluntourism
10%

Sports
10%

China Inbound Program



Lin Wang
Director

Faith Travel Association

FTA is the premier association connecting faith-based professionals, destinations and organizations worldwide.



Kay Saffari
FTA Coordinator

Tourism Cares



South Florida: May 10-11
New Orleans: Sept. 20-21



6 factors of improving U.S. economy

1. Strong global economy
2. Consumer confidence is high
3. Unemployment is low
4. The stock market has been very strong
5. We're still seeing relatively low interest rates
6. Tax relief has helped many businesses



This just in: Travel to and within the U.S. was up 3.4% year-over-year in March, according to U.S. Travel Association's latest *Travel Trends Index*, with international inbound travel to the U.S. at 11% year-over-year growth

Contact '18 | Charleston, SC



Charleston, SC | April 18–21, 2018



The new landscape of packaged travel

Smaller groups

- Changing demographics of travelers
- Demand for experiences: adventure, culinary, faith, history, agritourism, sports, arts, culture and entertainment

FIT or independent travel (Flexible or frequent independent travel)

- Choice, customization and freedom
- Family groups

Individual experiences within group itineraries

- Best of both worlds
 - Choice + customization + group camaraderie

The new landscape of packaged travel

- **Demand for higher quality products/services/amenities**
 - Savvy travelers know what they want; includes “value”
 - Expectation of special treatment
- **Unique/special experiences**
 - Authenticity & cultural immersion
- **Late booking**
 - Not only want it all ... but want it now!
- **Adapting to and incorporating technology**
 - Instant gratification society
 - Expect same technology platforms with travel experience



Contact '18 in Charleston, SC

“I’ve learned so much about how tours work and why they have to work certain ways. Tour operators are more willing to work with travel agents than I thought they were ... and there are so many niches. I like to work with people I know ... I know what my specialty is, but when I need something outside my specialty, I need to go to a specialist to make it worth my time and money; Contact is where I can find those specialists.”

-Kelly Gunnels, Leisure Travel Enterprises



Contact '18 | Charleston, SC



**DMO Network
Tour Supplier Network**

Upcoming NTA events

travel
exchange



Nov. 4–8, 2018 | Milwaukee

CONTACT



Tucson, AZ • March 27–30, 2019



DESTINATION
CAPITOL HILL

APRIL 10-11, 2019



travel
exchange



SKYSPACE
KATHARINA
Katharina Balle
Eventos
San del Finance, Finance
ASSOCIATE
FIRST TIME ATTENDEE
YOUNGISH CARES

SKYSPACE
MARILYN
Marilyn
Eventos
San del Finance, Finance
ASSOCIATE
FIRST TIME ATTENDEE
YOUNGISH CARES

SKYSPACE
STACY
Stacy
Eventos
San del Finance, Finance
ASSOCIATE
FIRST TIME ATTENDEE
YOUNGISH CARES

SKYSPACE
DINO
Dino
Eventos
San del Finance, Finance
ASSOCIATE
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YOUNGISH CARES

SKYSPACE
STY
Sty
Eventos
San del Finance, Finance
ASSOCIATE
FIRST TIME ATTENDEE
YOUNGISH CARES

Travel Exchange

■ TREX attendees

■ TREX attendees at another trade show



NTA operators

80%



NTA DMOs

49%



NTA suppliers

59%

...can only be found at NTA Travel Exchange.

Advocacy

2018 NTA Legislative Priorities

- Increased funding to U.S. national parks to address \$12 billion maintenance backlog
- Modernizing airport infrastructure
- Clear, consistent issuance of commercial use authorizations (CUA) with U.S. national parks
- TSA security programs (PreCheck)
- Surface transportation funding



Destination Capitol Hill

Certified Tour Professional

- NTA's CTP was the first of its kind for packaged travel, established 30 years ago.
- Still considered the hallmark of professional competency and excellence.
- Learn from a program developed by and for packaged travel professionals.
- Sign up and learn more at NTAonline.com/education/ctp
- NTA members save \$200.

“This has definitely been the most informative and beneficial course I have ever taken.”

—Christina Werner, Custom Holidays





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3 Ps to remember

1. **Profitable:** Strong national economy translates to more disposable income for travel.
2. **Product:** NTA can help you build your business by tapping into multiple markets within the group travel segment.
3. **People:** Our industry is made up of great people; not only do we work to entertain and enlighten the traveling public, we work together.



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