



Trade Show Report NTA Travel Exchange – Los Angeles, CA February 16-20, 2014

Montana Representation:

- Glacier Country – Debbie Picard
- Glacier Park Inc. – Jason St. Clair
- Montana Office of Tourism – Marlee Iverson
- TownHouse Inns of MT – Paula Ruark
- Butte CVB – Maria Pochervina
- Fairmont Hot Springs Resort – Julie Shelton
- Red Lion Kalispell – Chuck Carter

Overview:

- National Tour Association (NTA) Travel Exchange took place in Los Angeles, CA where more than 3,000 attendees gathered for the packaged travel event.
- 1000 tour operators from 602 companies were in attendance.
- 37 countries were represented at NTA 2014.
- This was the second year that NTA and the United Motorcoach Association (UMA) combined their conferences and trade show floors for a very dynamic event.
- Glacier Country was matched with 28 tour operators for pre-scheduled appointments.
- There were several networking events scheduled in the evenings that allowed for more interaction with the tour operators.
- The health of the packaged travel industry is strong and growing.

Trends:

- In 2013 global travel was up along with air travel traffic.
- Hotel occupancy has continued to increase up in most regions throughout the US.
- Travel is a way of life and continues to grow even in a slow growth economy.
- Smaller motorcoaches with fewer passengers for a more effective and relaxed tour.
- Amtrak/Rail travel is up.

Recommendations for 2014:

- Demand for Montana Tourism product is big right now.
- Tour operators are still looking for authentic Montana. They are always looking for that unique experience to offer their clients that the client couldn't get if traveling on their own.
- We need to work with Glacier Country partners on these special offerings. They need to be hands-on, innovative, specialty, experiential, behind the scenes/back of the house experiences.

The next NTA Travel Exchange: New Orleans, LA – January 18-22, 2015