



Trade Show Report
NTA Travel Exchange – Orlando, FL
January 20-24, 2013

Montana Representation:

- Glacier Country – Debbie Picard
- TownHouse Inns of MT – Paula Ruark
- Helena TBID – Heidi O'Brien
- Billings CVB – Nick Mann
- Fairmont Hot Springs Resort – Julie Shelton
- Glacier Park Inc. – Marc Ducharme
- Glacier Park Inc. – Todd Cavanagh
- Red Lion – Chuck Carter

Overview:

- National Tour Association (NTA) Travel Exchange took place in Orlando, FL where more than 3,600 attendees gathered for the packaged travel event.
- 1175 tour operators from 632 companies were in attendance.
- 34 countries were represented at NTA 2013.
- This was the first 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 26 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:

Global Tourism Outlook, Helen Marano, World Travel & Tourism Council

- In 2012 global travel was up 3%, air travel traffic up 6%.
- Hotel occupancy up in most regions.
- The US has experienced 29 straight months of growth in tourism.
- Globally tourism accounts for 1 in 12 jobs, and will be up by 10% by 2022.
- Travel is a way of life and continues to grow even in a down economy.
- We need to grow tourism globally by
 - Not overtaxing
 - Freedom to travel with ease of applying for and obtaining a VISA
 - Focus on sustainability

Recommendations for 2013:

- Tour operators are looking for authentic Montana. They also want to offer a unique experience to their clients that the client couldn't get if traveling on their own.
- We need to work with Glacier Country member 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: Los Angeles, CA – February 16-20, 2014