

Trade Show Report
NTA Conference – Las Vegas
December 5-9, 2011

Attendance:

- Estimated 2000 people

Trends:

- Montana continues to grow in popularity and realized business.
- Tour operators are booking later, several were creating tours for 2012.
- Group tours are staying longer, with more multi-night stays at each stop.
- Itineraries are slowing down, with several spending their entire tour in Glacier Country (Grueninger Travel, Sports America Vacations, Destination America, Women Traveling Together).

Future for NTA:

- NTA has moved away from the traditional November conference timeframe in order to partner/co-locate with the United Motorcoach Association for future conferences/expos.
- The NTA/UMA trade show will be twice as big, with the NTA Exchange keeping its existing format; including the Destination Marketplace for the DMO/Tour Operator appointments. The other half of the show floor will be the UMA Expo in their traditional consumer show format.
- More group motorcoach business is expected to develop from the UMA motorcoach members who would like to expand their motorcoach businesses by adding retail group tours.
- NTA Conference dates:

2011	Las Vegas, Nevada	December 5-9
2013	Orlando, Florida	January 19-23
2014	Los Angeles, California	February 16-20
2015	New Orleans, Louisiana	January 17-21

Concerns:

- NTA 2013 is scheduled too close to ABA 2013. Traditional attendees of both shows might have to choose between the two.

ABA Marketplace 2012: Grapevine, Texas - January 6-10, 2012 ABA Marketplace 2013: Charlotte, North Carolina - January 5-9, 2013 ABA Marketplace 2014: Nashville, Tennessee - January 17-21, 2014
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- And, with Go West Summit (location TBD) 2013 scheduled for January 28-31, traditional attendees of all three shows are likely to forego one of the shows in 2013.

Recommendations for 2013:

- Bring lots of suggested motorcoach itineraries because the new UMA motorcoach members will need to learn our product.
- Become active in NTA's Tourism Cares program by volunteering at next year's NTA Conference. It involves a volunteer project on the first night, mentoring a student during appointments, etc. www.tourismcares.com.
- Support the TRIP Act (S. 1661/H.R. 3484), which would create a program of matching grants to generate domestic travel.