



Trade Show Report
NTA Travel Exchange – San Antonio, TX
December 14 - 18, 2017

Montana Representation:

- + Glacier Country – Debbie Picard
- + MOTBD – Kim Birrell
- + TownHouse Inns of MT – Paula Ruark
- + Butte CVB – Maria Pochervina
- + Helena TBID – Anna Strange
- + Billings Red Lion – Jase Muri
- + Red Lion Kalispell – Chuck Carter

Overview:

- + National Tour Association (NTA) Travel Exchange took place in San Antonio, TX where more than 1,400 attendees gathered for the packaged travel event.
- + 130 tour operators were in attendance.
- + 30 countries were represented at NTA 2017, San Antonio.
- + Glacier Country was matched with 34 tour operators for pre-scheduled appointments.
- + Glacier Country had appointments with 9 NEW operators.
- + There were several networking events scheduled in the evenings that allowed for more interaction with the tour operators.

Trends:

- + More millennials are traveling by group tour and are looking for fun unique ways to do it. One tour operator offers an in-depth survey and based on your answers, puts a complete package together and you have no idea where they are sending you.
- + Travel is a way of life and people continue to see it as vital.
- + Smaller motor coaches with fewer passengers for a more effective and relaxed tour.
- + Amtrak/Rail travel is still up which is good into our area and airfares remain reasonable.

Recommendations for 2018/2019:

- + 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.
- + Pulling tour operators down from the Canadian Rockies is essential. Canada remains hot and on sale.

The next NTA Travel Exchange: Milwaukie, MN – November 4 – 8, 2018