

LEISURE TRAVEL

December 2019

Prepared by:

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RECAP

Trade Shows/ Missions/ Events

December 2019

12/8-11 National Tour Association – Fort Wayne, TX

National Tour Association – Fort Wayne, TX

December 8-11, 2019

ATTENDANCE: Retail Travel Advisors and Tour Operators

INDUSTRY

PARTICIPATION: N/A

COLLATERAL

DISTRIBUTED: 30 Custom Information Itineraries Created for Tour Operators, Destination Magazines

RESULTS:

- NTA is the leading business association for companies and organizations that serve customers traveling to, from and within North America. 700 buyer members are tour operators and travel planners who package travel product domestically and around the world. Seller members — 500 destinations and 1,100 tour suppliers — represent products in all 50 U.S. states, each Canadian province and more than 40 other countries.
- The show is made of one-on-one appointments and 2 group presentations. The Tour Operators are looking for packages that combine multiple destinations to sell as an overall package.
- Mayflower Cruises and Tours is looking for a group rate, interested in the Holiday Inn Harbourside, Indian Rocks for 30 rooms over 3 nights. Average daily rate of \$179.00, potential \$16,000 in room revenue.
- Sending sample itineraries to 5 Tour Companies.
- The Florida Destinations that attended the show included: Visit Tampa Bay, The Florida Aquarium, St Augustine, Holiday Inn St Augustine - World Golf and Discover Crystal River.

RECOMMENDATION: Visit St Pete/Clearwater should attend this show every other year. Most of the Tour Operators build their vacation guides a year in advance and are constantly looking for new destinations.

STAFFED BY: Darryl Boggess, Leisure Travel Sales Manager

UPCOMING TRADE SHOWS/MISSIONS/EVENTS

1/11-13 Travel & Adventure Show – Boston, MA
1/13-15 Travel Expo the Villages – FL
1/18-20 Travel & Adventure Show – San Diego, CA
1/22-26 Morris Murdock Travel Shows – St. George & Salt Lake City, UT
1/24-26 New York Times Travel Show – New York, NY
1/29 – 2/1 Florida Huddle – Jacksonville, FL

EDUCATIONAL VISITS

1/27-28 British Airways Holidays - Kara Widdows – Site Inspections
2/6-7 IITA Post-Summit FAM
4/11-12 Cercle des Vacances – Paris, France