

TREXpress DAILY

travel  exchange | RENO TAHOE | WEDNESDAY, NOV. 16



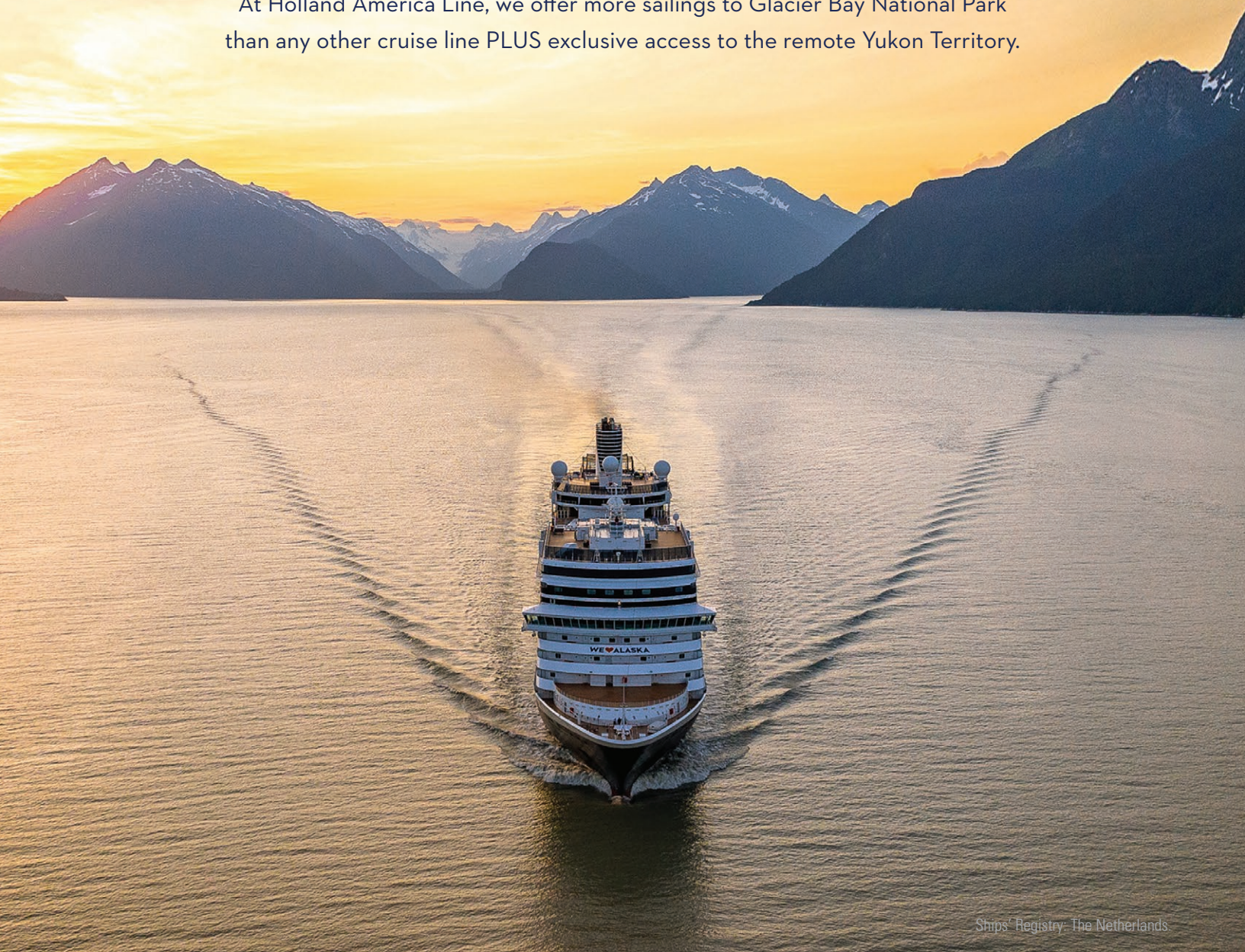
Kateva McDonald of travel advisor member Hopper makes the most of her business appointments. “Travel is inherently fun, so it’s not difficult to enjoy yourself when connecting with others,” she says.



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Ships' Registry: The Netherlands

PHOTOS

4-5 TREX '22 Photos



NORMAND HUBERDEAU

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NTA & VOLUNTEER STAFF + BOARD

- Abbie Dykes, Manager, Events and Marketing
- Beth Engel, CTP, Director of Sales
- Bob Rouse, CTP, Editor and VP
- Catherine Prather, CTP, President
- Dawn Pettus, CTP, VP of Events
- Jennifer Royse, CTP, Senior Manager, Member Engagement
- Kendall Fletcher, Manager, Marketing and Communication
- Todd Probus, CTP, Director, Member Solutions and Education
- Jane McIntyre, Accounting Coordinator
- Jeff Quire, *TREXpress Daily* graphic design
- Shirley Davis Conner
- Brooke Coulter
- Creigh Harris
- 20** 2022 NTA Board of Directors

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Cover photo: Normand Huberdeau



This might be the last day of Travel Exchange, but there's no way it's the last day of the partnerships, collaborations, connections, and friendships that we built and expanded during our time in Reno. Photos by Normand Huberdeau



The newest CTP graduates

Join NTA in recognizing the members who earned their Certified Tour Professional designation this year and can now add CTP after their name:

CTP

Certified Tour Professional

Alexa Dorn, Calley Geigle, and Cole Irwin, South Dakota Department of Tourism; Jessica Ledbetter and Shelbey Morris, Arkansas Department of Parks & Tourism; Agne Samkuviene, ESA Baltic; and Chris Tilley, Cruises and Tours Worldwide.

It takes time and determination to work through the CTP program, and the dedication these individuals have shown reflects their commitment to the industry, their careers, and themselves. Congratulations to all!

TREXie winners

A handful of standout Travel Exchange sponsors were awarded a TREXie in three different categories for their booth's creativity and engagement. Pictured from left:

Dee Dee McGowan accepts the **Best Booth Giveaway** award on behalf of Coeur d'Alene Casino Resort.

The **Most Interactive Booth** award, presented to Shreveport-Bossier Convention & Tourist Bureau, is claimed by Jessica Rodgers and Deshea Guzman.

And the **Best of Show** goes to Destination Cleveland and Denise Krauss!

Thanks to our panel of judges as well as our members for their imaginative booth setups!



NORMAND HUBERDEAU

We have a drawing winner!

Witte Travel & Tours' Kaitlyn Dunneback is the lucky recipient of a five-night stay for two at NTA-member SeaGarden Beach Resort in Montego Bay, Jamaica! The itinerary includes a rum experience, rafting on the Martha Brae River, and a nighttime tour of the Luminous Lagoon. Pictured with Kaitlyn is NTA President Catherine Prather. Congratulations, Kaitlyn!



ABBIE DYKES

Happening on the Floor today

- Get going with continental breakfast on the TREX Floor today from 7:30 to 8:30 a.m.
- You can find refreshments at sponsor booths throughout the day! Look for coffee and soft drinks, sweet treats, and regional favorites.
- Grab some ice cream at the National Parks Partners Pavilion this afternoon!
- Our Reno Tahoe hosts will serve up local beers from 4 to 5 p.m. at their booth (#2301).





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STOP AT BOOTH 2533

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DEADWOOD.com or PlanDeadwood.com (resources)

Today's schedule | Wednesday, Nov. 16

7:15–8:15 a.m.

- Buyer Network Forum with continental breakfast (Tour operators & travel agents only)
Moderated by: Taunya Wolfe Finn, CTP, Wolfe Adventures & Tours
Sponsored by Mayflower Cruises & Tours
Room A2

7:30–8:30 a.m.

- Continental breakfast on the Floor
All attendees

8 a.m.–noon

- Registration open

8:30 a.m.–noon

- Supplier Exchange Session

8:30–9:30 a.m.

- Extending the Tourism Season: How Creative Marketing Can Add to a Destination's Year-round Appeal
Moderator: Laura Powell, The Daily Suitcase
Panelists: Anjuli King, Visit Savannah; Amy Larsen, Wyoming Office of Tourism; Anja Sterchi, Talk AG-Switzerland; Bill Wright, Explore Fairbanks
Las Vegas Education Stage
- Help Me Get More Out of LinkedIn
Speaker: Sheila Scarborough, Tourism Currents
Destination Cleveland Education Stage

9:45–10:45 a.m.

- Horseshoes, Hiking, and High Tech: Marketing a Diverse Region
Speaker: Kate Cox, CTP, Explore Cochise County, Arizona
Las Vegas Education Stage
- Culinary Destination Marketing in Uncertain Times
Speaker: Erik Wolf, World Food Travel Association
Destination Cleveland Education Stage

11 a.m.–Noon

- How to Get Serious About Your Integrity
Speaker: Bret Simmons, Ph.D., University of Nevada, Reno
Las Vegas Education Stage

12:15–1:15 p.m.

- Luncheon
Sponsored by Golden Corral and Visit Cheyenne

1:30–5 p.m.

- Supplier Exchange Session

1:30–2:30 p.m.

- Ask the Operators for DMOs
Moderator: Todd Probus, CTP, NTA
Panelists: Debra Asberry, CTP, Women Traveling Together; Fraser Neave, CTP, Wells Gray Tours; Michelle Pino, Northeast Unlimited Tours
Las Vegas Education Stage
- Do You Have a Love/Hate Relationship with Technology?
Speaker: Carol Kendrick
Destination Cleveland Education Stage

3–4 p.m.

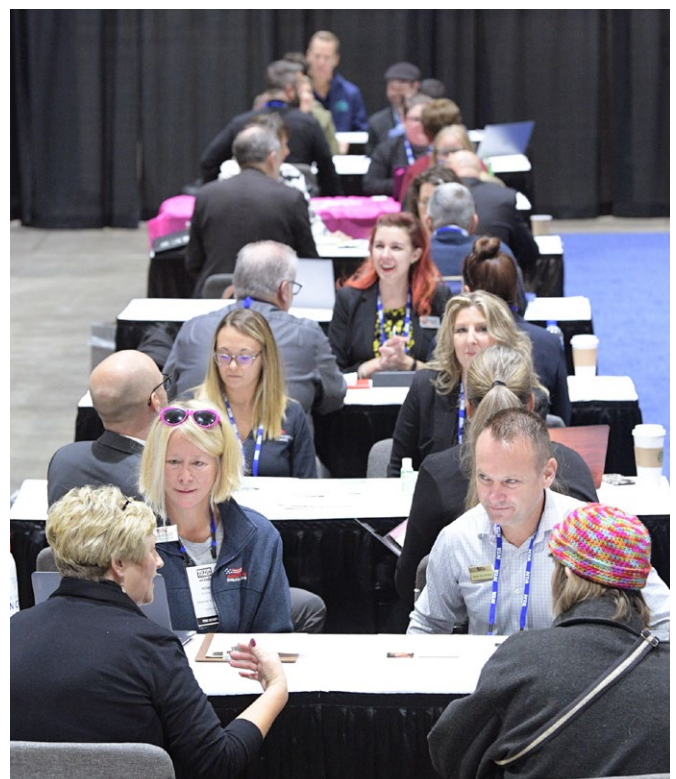
- Meaningful Travel and the Tourism Cares Meaningful Travel Map
Speaker: John Sutherland, Tourism Cares
Panelists: Katy Oullette, Visit Anchorage; Wendy Swenson, Travel Alaska
Las Vegas Education Stage

5:15–6 p.m.

- Exhibitor tear-down

7–10 p.m.

- Final Night Party
Sponsored by Shreveport-Bossier Convention & Tourist Bureau and Louisiana Office of Tourism
Grand Ballroom, Atlantis Casino Resort Spa





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Today's education sessions

Extending the Tourism Season: How Creative Marketing Can Add to a Destination's Year-round Appeal

Moderator: Laura Powell

Panelists: Anjuli King, Visit Savannah; Amy Larsen, Wyoming Office of Tourism; Anja Sterchi, Talk AG-Switzerland; Bill Wright, Explore Fairbanks

8:30–9:30 a.m.

Getting visitors to travel during the high season is rarely an issue. But how can destinations extend their tourism calendars beyond the traditional peak times? Laura Powell will bring together a panel of domestic and international members who will offer ideas based on best practices in their destinations.

Help Me Get More Out of LinkedIn

Speaker: Sheila Scarborough, Tourism Currents

8:30–9:30 a.m.

Too many people ignore this powerful social business platform until they need work and change their LinkedIn bio to, "Looking for new opportunities." But an active personal profile and a strong-brand LinkedIn page are your keys to long-term success. Let's talk about how to do it.

Horseshoes, Hiking, and High Tech: Marketing a Diverse Region

Speaker: Kate Cox, CTP, Explore Cochise County, Arizona

9:45–10:45 a.m.

Engaging and benefitting multiple, diverse communities under one DMO can feel like herding cats! In this session, we'll explore strategies to enhance the unique program within each community in your destination, all while advancing overarching regional tourism goals.

Culinary Destination Marketing in Uncertain Times

Speaker: Erik Wolf, World Food Travel Association

9:45–10:45 a.m.

As if the pandemic were not enough, consumers and trade alike have been battered from every angle: inflation, supply chain shocks, threats of new pandemics, week-long luggage delays at airports—the list seems endless. For destination marketers, tour guides, and tour operators, it might seem like it's time to throw in the towel. But most destinations have a secret weapon: their culinary culture. And it can be leveraged to generate revenue in spite of all the adversity. Attend this session and we'll show you how to use your area's culinary culture for your own benefit.

How to Get Serious About Your Integrity

Speaker: Bret Simmons, Ph.D., University of Nevada, Reno

11 a.m.–Noon

Integrity matters now more than ever. Let's be clear on our focus: In this session we'll discuss what integrity is, what it isn't, and why integrity is important for leaders at all levels of business. Finally, we'll discuss the steps we need to take on a daily basis if we are serious about improving our integrity.

Ask the Operator for DMOs

Moderator: Todd Probus, CTP, NTA

Panelists: Debra Asberry, Women Traveling Together; Fraser Neave, Wells Gray Tours; Michelle Pino, Northeast Unlimited Tours

1:30–2:30 p.m.

DMOs attend Travel Exchange for a number of reasons: to gain information from engaging seminars, catch up with industry friends, cut loose at networking events, and, most of all, connect with tour operators. But the latter begins with understanding tour

operators, and that's where this valuable session comes in. A panel of NTA tour operator members will address what they're looking for in a destination and how you can best meet their needs.

Do you Have a Love/Hate Relationship with Technology?

Speaker: Carol Kendrick

1:30–2:30 p.m.

This session is for both technology users and those just getting started. Current technology users can pick up a few tips and tricks, and novice and technophobics will leave with concrete ways to get started. Carol Kendrick will show you how the use of technology can be a time saver and help a tour director manage the madness of tour prep.

Meaningful Travel and the Tourism Cares Meaningful Travel Map

Speaker: John Sutherland, Tourism Cares

Panelists: Katy Ouellette, Visit Anchorage; Wendy Swenson, Travel Alaska

3–4 p.m.

This session, led by John Sutherland of Tourism Cares, will explore meaningful travel, its demand, what it looks like around the world, and how DMOs, suppliers, and other travel professionals can get involved to diffuse the economic benefits of tourism and support the future of the industry. John will be joined by Katy Ouellette of Visit Anchorage and Tanya Carlson of Travel Alaska.

Today's speaker spotlights



Kate Cox

Kate Cox launched her career in destination marketing at the nation's top tourism destination outside of New York City: Las Vegas, Nevada. She has coordinated marketing efforts in multiple other industries, but tourism and travel are her true calling. Kate earned her bachelor's degree from Arizona State University and her MBA from University of Nevada-Las Vegas. She currently serves as marketing coordinator for Cochise County Tourism & Economic Council.



Carol Kendrick

Carol is ITMI's director of curriculum and lead instructor. She is a mentor to many in the field, working as a tour director for several companies for both student and adult audiences, from basic to luxury tours. She was named Insight Vacation's North American Tour Director of the Year in 2017. One of her biggest joys while on tour is watching her guests have a wonderful time experiencing an historical, cultural, or breathtakingly beautiful scene, and seeing their mouths form the word, "Wow!" It makes her smile from ear to ear!



Sheila Scarborough

Sheila is a speaker, trainer, and writer specializing in tourism, travel, and social media. Along with Leslie McLellan, she's part of the Tourism Currents team, offering online and in-person training in social media marketing for tourism, hospitality, and economic development. Sheila co-founded and writes for the award-winning Perceptive Travel blog, helps run #tourismchat on Twitter and Facebook, serves on the advisory board for the South by Southwest conference, and holds positions on both the education committee for the Texas Association of CVBs and the legislative committee for the Texas Downtown Association. A U.S. Navy veteran and Navy master training specialist, Sheila is an NHRA drag racing fan because there's one winner, one loser, and no whining.



John Sutherland

John Sutherland (he/him) is the director of community impact at Tourism Cares. He started his career in the travel industry 10 years ago working for tour operators and has spent the last five years working on impact and social responsibility.



Bret Simmons

Bret L. Simmons, Ph.D., is an associate professor and chair of the department of management at the University of Nevada, Reno. He teaches MBA, executive MBA, and undergraduate courses in organizational behavior and leading change. Bret organized TEDxUniversityofNevada from 2013 to 2020 and TEDxReno in 2022. You can connect with him on LinkedIn, Twitter, and Instagram.



Erik Wolf

Erik Wolf is recognized as the founder of the modern food tourism industry and the World Food Travel Association. He is a highly sought speaker, thought leader, strategist, and consultant—in the U.S. and abroad—on food and drink tourism issues, and is considered the go-to resource on food and beverage tourism for a wide variety of media outlets, including CNN, the BBC, *The Wall Street Journal*, *Newsweek*, NBC, *Forbes*, Click by Booking.com, PeterGreenberg.com, Huffington Post, and the Australian Broadcasting Corporation. He advises leading global brands such as World Travel Market, Absolut, American Express, Disney, Marriott, and Royal Caribbean, and organizations such as UNESCO and UNWTO. His articles, research, and books have been translated into dozens of languages.



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Contact '23

As soon as we return home from Reno, we'll be ramping up preparations for next year's Contact, which takes place in Cheyenne, Wyoming, March 29–April 1. A not-so-sleepy cow-town, as described by our friends at Visit Cheyenne, Wyoming's capital city is home to the world's largest outdoor rodeo and western celebration, Cheyenne Frontier Days, and blends Old West history, outdoor adventure, and a small-town feel with modern city amenities in a single destination. It'll be a great spot for Contact, NTA's annual buyer retreat for tour operator and travel agent members to connect and build their business, discuss industry trends, and grow their network in a less-hurried setting. Registration is now open for those operators and agents! Head to NTAcontact.com to reserve your spot, and stop by Visit Cheyenne's booth (#2436) on the TREX Floor and chat with our host city partners for Contact '23. Visit Cheyenne is also the co-sponsor of today's luncheon, and attendees will get a glimpse of the city during their meal. DMOs and tour suppliers interested in sponsoring at Contact should track down NTA's Beth Engel—she can help you put your business name on just about anything!

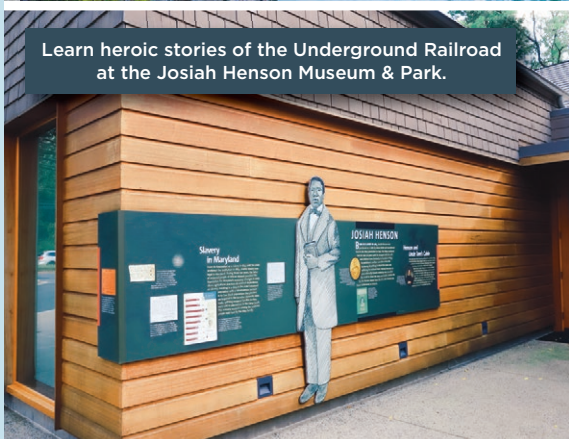


Travel Exchange '23

We're headed south next year, y'all. After we've soaked up the West in Reno this year (and the Wild West in Cheyenne for Contact), Travel Exchange '23 will take place in Shreveport, Louisiana, Nov. 12–15. "We're excited and honored to host NTA Travel Exchange," says Stacy Brown, president of Shreveport-Bossier Convention and Tourist Bureau. "NTA members will enjoy vibrant downtown attractions, like Shreveport Aquarium, Sci-Port Discovery Center, and the East Bank District. You can take in the beautiful views at the American Rose Center, R.W. Norton Art Gallery, and Southern University Museum of Art. Explore our history at the Shreveport Municipal Auditorium, featuring the Elvis Presley statue. And be sure to taste our cuisine with a bite of Shreveport-style stuffed shrimp." Attendees will get a preview of the city at tonight's Final Night Party, hosted by the Shreveport-Bossier DMO and the Louisiana Office of Tourism. They'll serve up Southern-themed cuisine and specialty drinks, and there'll also be live music from Shreveport-based Alter Ego Band. Party starts at 7 in the Grand Ballroom at the Atlantis.



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What advocacy means to NTA

A key benefit of belonging to NTA is staying engaged with legislation and government-agency policies that affect travel professionals, especially tour operators based in or traveling to the United States. NTA works proactively on behalf of tour operators when regulations or laws cause undue costs, time, and paperwork. Just last month, with the help of Elevate, our D.C.-based consulting firm, NTA tackled three major advocacy issues, meeting with officials, joining forces with other industry organizations—and calling on you to tell your elected officials what you want. Those three issues are reducing visa interview wait times for inbound-U.S. travelers, working with the U.S. National Park Service on reasonable solutions for CUAs, and staying on top of the recent rule from the Department of Transportation that requires tour operators to provide clients with a laundry list of costs and fees related to air travel. Mike Burnside of Elevate provided updates earlier this week at the Buyer Breakfast. You'll hear more about the issues that affect travel and tourism—and how NTA is working for you—in the months to come.



ZACK FRANK/ADOBE STOCK

A little help from your (travel) friends

When industry pros hit a roadblock while packaging travel, it's important to know



they can rely on each other for help. Engage, NTA's online community platform, is a great place to pose questions as well as offer suggestions and tips to NTA colleagues in times of need. Members are grateful for responses to their questions, but they're also glad when others start conversations that are relevant to their business! This year, we added Year-round Show Floor as a page where all members can pitch and catch information about new tours, tour components, products and services, and group-friendly events or activities. "This new community helps in two ways," says Jennifer Royse, NTA member engagement manager. "It gives members looking for itinerary ideas a place to go, and it frees up NTA Central as a focal point for discussions—like a news channel with no ad breaks." Find Engage on NTA Online to explore the various communities and discussion threads, and don't be shy about starting your own. Also, watch for some exciting changes to Engage in the new year!

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Louisiana Office of Tourism

- Final Night Party co-sponsor



Norwegian Cruise Line

- Tuesday Luncheon co-sponsor



Shreveport-Bossier Convention & Tourist Bureau

- Final Night Party co-sponsor

GOLD



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- Monday Luncheon sponsor



Delta Air Lines

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Visit Clarksville

- Buyer Breakfast

SILVER



Deadwood Chamber of Commerce & Visitors Bureau

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Destination Cleveland

- Hotel key cards and education stage



Ed-Ventures

- FTA Breakfast and FTA Meet-up



Explore Cochise County Arizona

- Candy sponsor



Holland America Line

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Las Vegas Convention and Visitors Authority

- Education stage and seminar



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- Buyer Network Forum



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Tennessee Department of Tourist Development

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Tour Colorado

- Refreshment booth and buyer hand sanitizer



Travel Alaska

- Appointment Clock



USI Travel Insurance Services

- *TREXpress Daily* ad



Visit Anchorage

- Monday all-attendee reception



Visit Colorado Springs

- *TREXpress Daily* ad



Visit Montgomery

- Sunday all-attendee reception and *TREXpress Daily* Ad



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Wyoming Office of Tourism

- Mobile app

BRONZE



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 - Refreshment booth
- Destination Northern Ontario**
 - Refreshments: soft drinks
- Experience Grand Rapids**
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- Making Memories Tours**
 - Seminar
- Mall of America**
 - Buyer gift and sponsored e-blast



- Sports Leisure Vacation**
 - Board/Past Presidents/Chair reception
- Sweet Home Alabama**
 - Board/Past Presidents/Chair dinner
- The Cody Cattle Company**
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- Travel Alliance Partners**
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- Visit Springfield**
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- Women Traveling Together**
 - Board of Directors working lunch

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The National Tour Association is bringing parks people together through the National Parks Partners program, which delivers essential information to tour operators as they design itineraries to include more wide open spaces and historical connections for travelers. With more than 75% of NTA tour operators packaging national parks, the Parks Partners Pavilion on the TRES Floor will connect travel planners with industry partners in and around the parks, including hotels, restaurants, experiences, transportation companies, and the DMOS that pull all the info together.

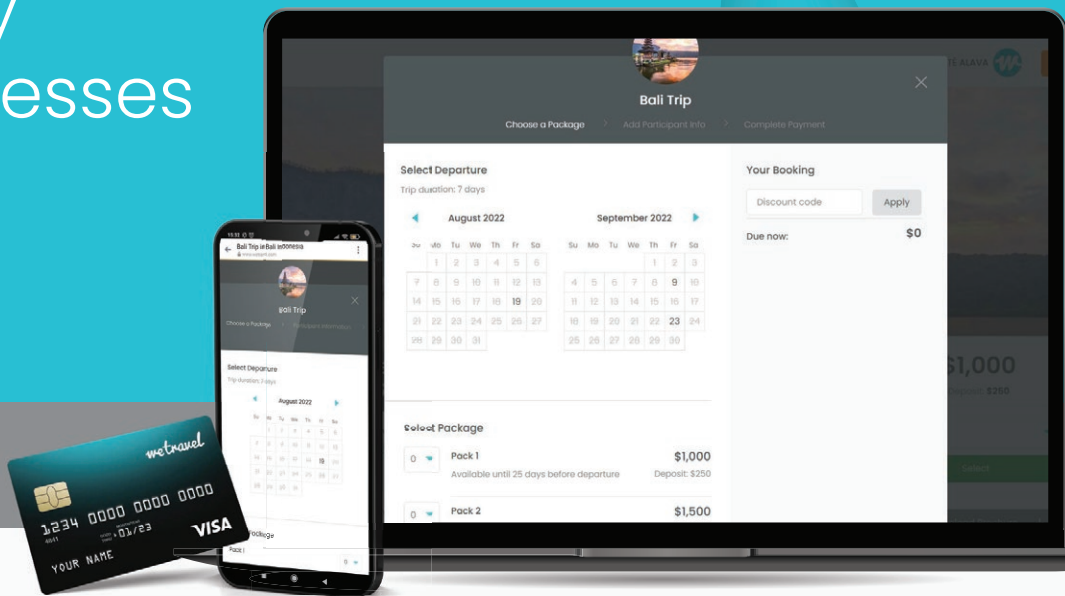
This year's sponsoring partners on-site at the pavilion include Pigeon Forge Department of Tourism, Smithsonian's National Air and Space Museum, Visit Big Bend, and Visit Tuolumne County. Stop by the pavilion to learn more about the program and the offerings from our parks partners.



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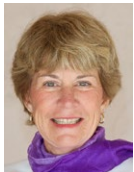
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2023 NTA Board of Directors

Congratulations to the 2023 NTA Board of Directors!

Pictured from left: Matthew Maturo, Meridian Guided Travel; Katie Kirkland, Visit Tuolumne County; Nish Patel, Mayflower Cruises and Tours; Amy Larsen, Wyoming Office of Tourism; Michelle Pino, Northeast Unlimited Tours; Ryan Sanders, CTP, Motor Coach Family of Brands; Debra Asberry, CTP, immediate past chair; Jerry Varner, CTP, Making Memories Tours, chair; Lois Stoltzfus, Dutchman Hospitality Group; Ryan Robotka, VIA Rail Canada; Theresa Nemetz, Travel Deliciously; Marcela Laukova, CTP, Discover Slovakia Tours; Monique van Dijk-Seppola, Scandinavia Tours, secretary; Fraser Neave, CTP, Wells Gray Tours, vice chair.

The newly elected board was announced during Monday's luncheon. We look forward to 2023 with this fine group at the helm!



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A note about FTA

If you package faith travel for groups; put together itineraries with religious sites, attractions, or spiritual experiences; or think your place would appeal to faith-based groups, consider membership with the Faith Travel Association. This special organization brings together like-minded people in travel to find inspiration, and it can be found anywhere. Whether a group sets out on a pilgrimage or heads to a ballgame, a museum, or a music festival, they're nurturing relationships, seeing new places, and growing their faith—together. For more on joining FTA, email NTA's Todd Probus at todd.probus@ntastaff.com (you can also find him at NTA Central), or visit ntaonline.com/markets/faith-travel-association.



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Get some different eyes on your place

You've got things you want operators to see, and we can help deliver your message. NTA's digital options—from banner ads to detailed articles—may help you find a new crop of partners to work with in the coming travel seasons.



MAKSIM SHEBERKO/ADOBE STOCK

Here are ways to make connections:

- Sponsored content, pop-in banner, or an in-article banner on NTAcourier.com
- Banners on NTAonline.com and Engage
- Product spotlight, leaderboard, or box in *Tuesday* e-newsletter
- Customized e-blast
- Boosted posts, photos, or videos on NTA's social media

To start getting looks, email kendall.fletcher@ntastaff.com, and she'll connect you to an account executive.



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