

# NTA Annual Convention

November 14-18, 2009

## Program Description

The National Tour Association (NTA) Annual Convention is CTTC's top domestic travel trade event of the year. This five-day event offers a mix of business appointments, professional development and networking events. The mix of buyers (tour operators) and sellers (tour suppliers and DMOs) come together to package product, discuss industry issues, stay on top of consumer trends and strengthen their overall business relationships.

This year, CTTC used the California-branded Airstream trailer as its booth, which attracted wonderful attention for California and our statewide partners. CTTC also hosted a "Cali Couture" wine event, highlighting the various wine regions of our state with the help of our partners. Attendees were invited to dress in their favorite "Cali Couture" outfits. The event was well attended, and provided exposure to our co-sponsors and the state as a whole.

Special thanks to our wine reception co-sponsors:

- Sacramento CVB
- San Mateo County CVB
- Monterey County CVB
- North Coast Tourism Council
- Tuolumne CVB
- Calaveras CVB
- San Diego CVB
- Fresno CVB
- San Francisco CVB
- Tri-Valley CVB

## Target Audience

Domestic travel trade (tour operators, suppliers, etc.)

## Objectives & Reach

- To take appointments with domestic tour operators, and provide those leads to our industry.
- To gain maximum exposure for our co-sponsors by hosting a wine reception highlighting the various wine regions of California.

## Results & Accomplishments

CTTC took 39 appointments with domestic tour operators, and passed on the 39 leads collected to California industry members at the state caucus. At the caucus, CTTC also openly discussed trade trends and held an open forum to discuss CTTC's future plans.

The wine reception was well attended by approximately 200 people, with great feedback from both California delegates and the general travel industry.

## Program Contact(s)

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