

# RSAA Summit Conference

October 29-30 2009

## Program Description

The 2009 RSAA Summit Conference was held in San Francisco at the Belle of San Francisco. RSAA supplier and receptive tour operator members from across the country gathered for the two-day event that included educational sessions, the ever-so-popular Marketplace and the Gala and Award Ceremony.

The Summit Marketplace provides receptives and suppliers the opportunity to meet for one-on-one 10 minute pre-scheduled appointments. Suppliers can update receptives with what their venue has to offer and why they should be featured in tariffs. Receptives can interact with current suppliers as well as new ones. CTTC was one of the sponsors and hosts of RSAA. After the event on Friday, CTTC threw a party at Sense restaurant.

## Target Audience

Companies engaged in the management of receptive tour services that are a registered U.S. corporation, partnership, or company engaged primarily in providing wholesale receptive services to non-U.S. members of the travel industry. Organizations such as government agencies, educational institutions, domestic tour companies, travel trade associations and firms engaged in selling products or services to receptive tour operators.

## Objectives & Reach

The objective was to meet with key operators to introduce the California travel trade kit, build new relationships and expand the exposure of California product.

## Results & Accomplishments

CTTC met with the following receptive operators:

- Go West Tours
- Team America
- GTA North America

- Hotelbeds
- Allied TPro
- FTI North America
- American Tours International

In addition, CTTC had the opportunity to give a welcome address to the group.

## Program Contact(s)

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