

• INBOUND •

insider

 **IITA** Official Publication of the
International Inbound Travel Association

CLEAN & SAFE
Sanitation innovations keep
travel businesses afloat

**SUSTAINABILITY
INITIATIVES**

The future of eco-friendly travel

ON THE ROAD AGAIN!

**IITA Assists Members and Prepares for
the Return of International Travel**





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Official Publication of the
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Grand Teton National Park
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ON THE COVER

Welcome to the USA

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PETER VAN BERKEL
President
Travalco

Chairman
**International Inbound
 Travel Association**

A Sustainable Future

How IITA and its global partners are working to ensure the inbound travel industry is safe, strong and welcoming

IT'S NO SECRET that inbound travel to the U.S. has been hit particularly hard by the COVID-19 pandemic. With each crisis we learn lessons and experience changes to the travel industry and our businesses. We can expect the same from this extended pandemic.

Some of the challenges we've faced have been government-imposed travel restrictions and closed borders, new variants challenging the pace of vaccination rates, group size restrictions for indoor activities and national park visits, and adapting travel products and experiences to include health and hygiene protocols.

On that latter point, we recognized early on the importance of rebuilding traveler confidence by maintaining the highest standards for health safety requirements. Travelers need to feel safe and protected as they travel in this new environment, which requires consistency across the industry for health and safety procedures. IITA worked with the World Travel and Tourism Council (WTTC) to establish "Global Tour Operator Protocols for the New Normal," and several of our members adopted the WTTC's Safe Travel protocols or developed their own equivalent measures to demonstrate their commitment to their customers' health safety.

The industry's proactive measures in collaboration with health experts and government officials should further instill confidence in our international guests. Let's take it a few steps further and look at how we can evolve our companies to meet the needs of current and future health standards and consumer values while protecting our destinations for long-term travel and tourism potential.

In addition to the challenges, the pandemic creates space for some new opportunities and innovations.

First, IITA embraces the critical partnership among the three pillars of inbound travel – destination marketing organizations (DMOs), travel suppliers and inbound operators – recognizing the importance our international clients put in our ability to provide high-quality, unique and seamless travel experiences for their customers.

Second, we have the opportunity – individually and as an industry – to develop travel products utilizing the framework of the United Nations' 17 Sustainable Development Goals that provide a global "blueprint for peace and prosperity for people and the planet, now and into the future." What industry is better suited to address these comprehensive goals? We're focused on rebuilding travel to the United States sustainably, for the long-term.

Finally, we have focused on technology advances and integrating connectivity solutions to make doing business globally easier and more efficient without diminishing the profitability of our international partners. We partnered with the OpenTravel Alliance, which is the authority on travel data standards and open-source specifications, to collaborate on open standards that provide a level playing field for seamless connectivity throughout the travel distribution system.

We've faced the challenges of the pandemic. And now we must seize the opportunity to reshape global travel with innovations to do business in the new age.

Safe Travels,

Peter van Berkel
 Chairman
 International Inbound Travel Association



LISA SIMON
Executive Director
International Inbound
Travel Association

Resilient and Ready

*IITA's inbound operator members are prepared
for international travel's return*



Discover IITA's leadership role in the inbound sector and the many benefits for members by scanning the code above.

RESILIENT AND READY. That's how I would describe IITA members. I have never seen such a positive group of professionals despite the adversity endured during the pandemic.

COVID-19 brought the global travel industry to a halt for an unprecedented period of time, and yet IITA members – particularly inbound operators – have remained resilient and undaunted as they work diligently to maintain their businesses, service their customers (be it with re-bookings or cancellations) and reshape their products and business practices to meet the new demands post-pandemic.

While doing all of that with little reward, the endless volunteer time they have given to the association and industry has been admirable. Volunteers have spent countless hours in advocacy efforts calling on the federal government for relief funding as well as preparing thought leader discussions to keep each other informed and moving forward.

There are other reasons international buyers should work with IITA members when planning travel to the United States – particularly working with inbound operators to develop travel plans.

IITA inbound operator members offer three basic value propositions:

1. Inbound Travel Expertise: Their insider knowledge is more important than ever before given post-pandemic norms and travel requirements. Many suppliers and DMOs downsized early in the pandemic or lost their international experts because they knew international travel would be among the last to recover. Inbound operators know the products and destinations that are ready for international visitors and right for specific clients.

2. Personal Service for High-Quality Experiences:

For the same reasons, personal contacts and on-the-ground partners will allow international buyers to know what they are getting has been personally experienced and have the comfort that there is a personal contact to reach out to when needed. Inbound operators have personal relationships with their U.S. partners too, which ensures quality control.

3. Diversity of Products and Services:

Inbound operators come in all shapes and sizes and represent different markets and product types – groups, FITs, itineraries or trip components. Regardless of buyers' needs, inbound operators will provide experiences that the general public cannot get on their own.

IITA members are ready to help international operators and buyers with the best possible rates, programs and expertise available. Page through this issue to find profiles of inbound operator members that serve various markets and travelers with an array of products in addition to a directory of our supplier and destination members.

IITA has proven time and again that by working together, we can - and do - overcome challenges and achieve great things. The future will look different, and as we all adapt to this new normal, we will rebuild international travel and tourism together.

Safe Travels,

Lisa Simon
Executive Director
International Inbound Travel Association

LEADERSHIP THROUGH CRISIS

By Miles Dobis



IITA Summit

CCOVID-19 began as an industry-altering event in March 2020, and the international inbound market faced unprecedented challenges in the months that followed. Borders closed, conferences were cancelled and the road to recovery appeared uncertain. Fortunately, IITA and its partners wasted no time to ensure that its members would be supported and educated during this turbulent period, and leadership proved why the organization is essential for inbound operators. Through a series of advocacy campaigns, safety initiatives and outreach programs, IITA offered assurances to members and prepared them for an even stronger future when international travel returns to full strength.

Tracing its roots back to 1991, IITA comprises a diverse group of inbound operators, DMOs and suppliers united in a common goal of strengthening international inbound travel to the United States. Before the COVID-19 pandemic, the organization benefited its members by hosting the annual Summit to foster connections between suppliers and operators, partnering with ALON Marketing group to create the successful "Steps to Success" training program and offering exposure to new clients through its presence in print publications and industry

events throughout the year. IITA also works with the National Park Service and the U.S. Travel Association to keep members updated on commercial use protocols and government policies that affect international visitors.

The organization continues to support members with these successful programs, but it has also diversified its goals and strengthened solidarity among operators amid the pandemic. "The strength of this industry's rebound is dependent on everyone pulling together, messaging together and advocating together, and that's where an organization like IITA has shined the most," says Fred Dixon, President and CEO of NYC & Company. "We worked with Lisa Simon and her team on a number of fronts to make sure our partners know about available government resources and assistance programs."

IITA collaborated with the World Travel & Tourism Council to craft health and hygiene protocols for tour operators as part of the WTTC's Safe Travels Global Protocols. As a result, IITA was authorized to award the Safe Travels Stamp, a distinction granted to organizations that exemplify health and safety practices in accordance with WHO and CDC guidelines, to its members. Tour operators can earn the stamp by implementing protocols



Steps to Success program

that reward social distancing, stocking proper sanitation equipment and training employees on up-to-date federal COVID requirements. The program has been a rousing success, allowing IITA members to publicly promote themselves as adaptive and position themselves for future success.

Advocacy has always been a core mission of IITA, but the organization has proven its mettle by tirelessly working with federal legislators and government agencies to protect inbound operators and suppliers in the current travel climate. "The reality is that inbound travel is the top service export in the United States, and many of these travel companies will need some form of congressional support to survive two years with minimal revenue," says IITA chairman Peter van Berkel. "We are supporting several initiatives that are variations on congressional relief packages for other industries, and this has the support of several influential senators."

The Senate's upcoming fall session will prove critical, and IITA is working intimately with government contacts to maximize aid for inbound travel organizations during the congressional reconciliation process. The organization is also working with its DMO partners to inform state and municipal governments about the importance of inbound travel for local businesses. "When international borders re-open and the global travel balance returns to pre-pandemic levels, we want hotels and destinations to be prepared for a diverse overseas clientele and not be overly reliant on an inflated domestic demand," says van

Berkel. "We're encouraging our DMO members to educate their local partners on international tourists' booking cycles so that they are as prepared as possible." Guiding members to a more diversified product has always been IITA's mission, but the global pandemic has strengthened its resolve to espouse the benefits of the international market.

"The IITA team has done a tremendous job communicating with us and keeping us up-to-date on policy changes and international inbound travel protocols," says Fred Dixon. "I think they do an exceptional job advocating for their members and keeping them informed."

IITA is also helping inbound operators prepare themselves for the inevitable surge



IITA Summit



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“The strength of this industry’s rebound is dependent on everyone pulling together, messaging together and advocating together, and that’s where an organization like IITA has shined the most.”

*Fred Dixon,
President and CEO,
NYC & Company*

in demand once borders re-open and COVID cases subside. “When travel restrictions are lifted and overseas visitors want to enter the United States, they’ll still need to be tested multiple times or observe increased safety measures,” says Nick Hentschel, COO of American Tours International and active IITA member. “Those travelers are more likely to book through a trusted travel company or travel agent instead of planning their trip independently, and we see this as a positive trend for us and other inbound operator members of IITA.”

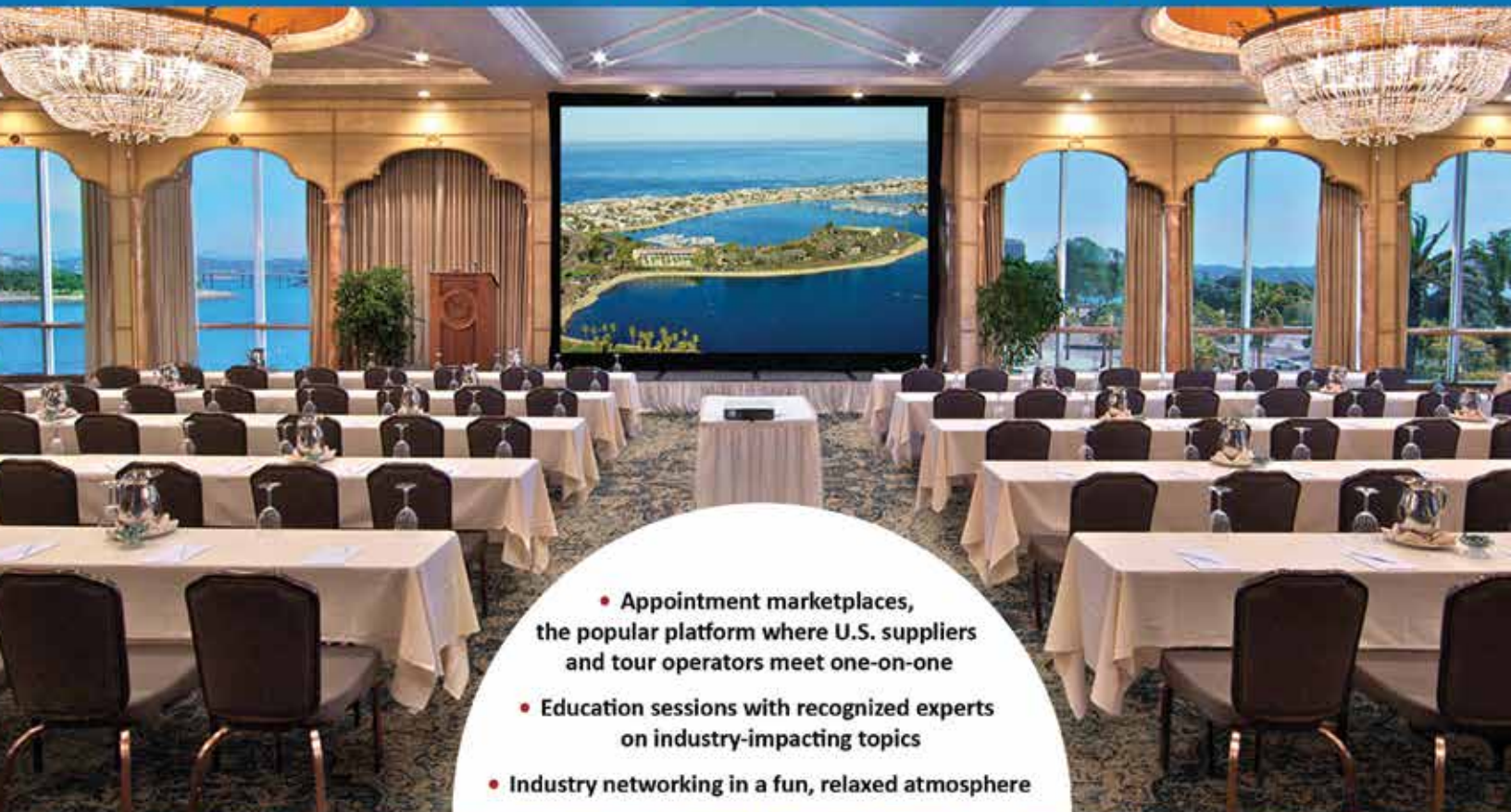
Hentschel and other IITA members can better anticipate the needs of this international influx thanks to the organization’s leadership informing them on a variety of concerns introduced by the pandemic. Indoor mask mandates, group reservation requirements at attractions and dining capacities will all be fluid for the indefinite future, and the community formed by IITA can keep members ahead of trends instead of reactive.

“IITA members have the ability to directly meet with DMOs and suppliers they are interested in like restaurants, hotels and attractions,” says Hentschel. “I think the benefit of attending an event like Summit or working directly with your fellow members who are genuinely invested in inbound travel can’t be replicated outside of an organization like this.”

Whether it’s protecting travelers in the present with comprehensive health protocols and relief advocacy or preparing for the future by equipping operators with what they’ll need for a post-COVID reality, IITA has proven itself to be a leader in uncertain times and an essential organization for international travel’s recovery. **IITA**

Join us for the 2022 IITA Summit

February 6-9, 2022 • San Diego, CA



- Appointment marketplaces, the popular platform where U.S. suppliers and tour operators meet one-on-one
- Education sessions with recognized experts on industry-impacting topics
- Industry networking in a fun, relaxed atmosphere



IITA  **FEBRUARY 6-9
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The Summit is a leading source of valuable contacts and critical information that will help you become an Inbound Insider and shape your strategy for the coming year. Save the date! Plan now to attend the 2022 IITA Summit taking place February 6-9 at the Bahia Resort Hotel in San Diego, California.

Learn more at inboundtravel.org/summit

CLEAN & SAFE: TRAVEL'S SANITARY INNOVATIONS

When the COVID-19 pandemic began to seriously impact international travel in March 2020, it interrupted a thriving tourism infrastructure. Supply chains were broken, airline travel dropped and a multitude of health and safety protocols were immediately implemented. When it became clear that the pandemic would last longer than anticipated and suppliers would need to re-open in some capacity to regain profit, a search for a middle ground between accessibility and safety began. How could attractions and restaurants assure guests that their safety was guaranteed while also offering an uninhibited experience? The result

was several implementations that ranged from the obvious (masks and surface cleaning) to the subtle and seamless (QR code usage, unobtrusive temperature checks). So what is here to stay, and what will hopefully be discarded when the pandemic concludes?

LODGING ADAPTATIONS

Hotel occupancy plummeted by 59% in March 2020, and hotel groups quickly realized an initiative was necessary to both draw back lodgers and minimize spread of the coronavirus. The majority of hotels enthusiastically embraced safety measures, and America's largest providers responded; from Best Western's "We Care Clean" to Wyndham's "Count on Us," major

hotel conglomerates across the world quickly developed protocols to assure guests. Unifying all these companies' protocols was "Safe Stay," an industry-wide initiative overseen by the American Hotel & Lodging Association.

What united all of these plans? In short, an approach to guest safety and virus spread that includes not just room sanitation but social distancing measures, social etiquette and workplace procedures in the age of COVID. Representative of this approach is Hilton's "CleanStay" program. In addition to sanitation stations placed throughout the property and rooms disinfected in between stays, Hilton has introduced ways to reduce social interactions with the hotel staff.



How hotels, airports and restaurants are using technology and mitigation measures to prioritize guests' safety

By Miles Dobis

Guests can opt into contactless arrival that eliminates a visit to the front desk for check-in and allows them to access their rooms with digital room keys on their phones. You can also personalize your housekeeping service and order contactless meal delivery, and communal spaces like lobbies and breakfast rooms will have limited seating.

The silver lining to this increased workload is job growth in the hospitality sector. Best Western estimates that the "We Care Clean" program takes 50% longer to disinfect a room because of added touchpoints like door handles and faucets, and certain surface disinfectants take longer to become effective. A larger and more specialized hotel staff is needed

to oversee these procedures, and the Bureau of Labor Statistics reported that the summer of 2021 saw the largest increase in leisure and hospitality pay in 20 years. Since cleanliness has proven to be an effective pitch to consumers, expect these initiatives to last for the indeterminate future.

THE QR CODE REVOLUTION

Another revived innovation that seems poised to stay for essential travel is the QR code. Short for "Quick Response Code," the technology was pioneered in Japan to streamline car manufacturing in 1994. These black-and-white squares are a more sophisticated version of a barcode that allow customers to take pictures with their smartphones and be directed to a website

or app. While popular in Asian markets for decades, QR codes failed to break through in America due to clumsy marketing and the inability for popular devices like iPhones to scan properly. But the combination of smartphones updating their software and the COVID-19 pandemic proved how practical the codes could be in an environment that needs to limit multiple customers sharing menus and phonebooks.

Restaurants and hotels in particular have gravitated to this innovation, since individual customers can scan individual menus or hotel guestbooks without touching the same surface as another guest. Like hotel cleaning protocols, this technology seems here to stay. Not only does it ensure more safety for customers, but it cuts down on paper costs

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CLEAN & SAFE

for business and allows guests concerned about allergies or nutritional information to research information that wouldn't fit in a traditional menu. QR codes can also be used as receipts or vending machine payment systems to eliminate human contact during checkout or the end of a meal. Suppliers enjoy the codes because they can build databases based around their customers' order history and create customized ad campaigns for repeat business.

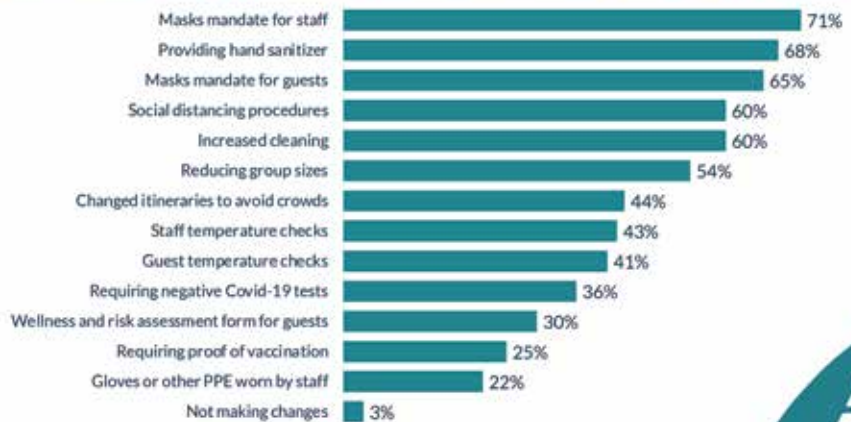
FLYING THE SAFE SKIES

While not at its 2019 peak, air travel has increased significantly since the initial surge of last spring. While part of this growth can be attributable to increased vaccination rates and conscientious travelers, air travel's recent success is due to the TSA's consistent and effective safety messaging and guidelines. Shortly after the pandemic began, the TSA introduced the "Stay Healthy, Stay Secure" campaign, which aims to limit



Jacob Lund/Shutterstock.com

Health & Safety Measures of Multi-Day Operators



Arrival Multi-Day Marketplace 2021: 597 Multi-day Tour Operators, June 2021

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the spread of coronavirus throughout the screening process. In addition to universal mask mandates and signage that encourages travelers to socially distance, TSA officers use fresh gloves for each unique bag inspection, use new swabs for detection procedures and frequently decontaminate screening equipment. Temporarily, flyers can bring up to 12 ounces of hand sanitizer through security as an exception to the rules that cap liquid or gel carry-ons to 3 ounces.

TSA also has installed several Computed Tomography (CT) scanners at checkpoints to give TSA officers a 3D image of a carry-on bag's contents. That image can be rotated for a better view of the bag's interior, which enables TSA officers to resolve alarms by getting a better view of the items without needing to have the

bag opened and searched, again reducing touchpoints. This technology offers speedier security even post-COVID, and it's likely to remain in the TSA's arsenal long after the threat of the virus has subsided.

Without the teamwork displayed by the travel industry, the COVID-19 pandemic might have proved even costlier. Unprecedented times have led to a sense of camaraderie and a push for innovation. While many of the social distancing measures these businesses use are hopefully temporary, the pandemic has accelerated the integration of groundbreaking technology into the tourism sphere. From QR codes to CT scanners, the travel experience has been streamlined for the 21st century, and these helpful innovations will benefit customers for generations. **IITA**

WTTC SAFE TRAVELS PROTOCOLS

In 2020, at the onset of the COVID-19 pandemic, the World Travel and Tourism Council (WTTC) worked with governments, health experts and travel industry associations to develop standard health and hygiene protocols for traveling in the new normal. IITA also collaborated with the WTTC on the development of its "Global Protocols for the New Normal" for tour operators. These standard protocols are particularly important for operators that rely on other travel and tourism organizations like airlines, hotels, transportation and attractions. A specially-designed "Safe Travels" stamp allows

destinations and organizations to demonstrate that they followed global standardized health and hygiene protocols that are consistent with WHO and CDC guidelines. Current tour operator standards for the designation include:

- Thorough prevention plan with an action checklist and disinfection protocols
- Effectively communicating deep cleaning safety protocols to suppliers
- Providing communication to customers regarding health and hygiene policies
- Working collaboratively with states and municipalities to comply with updated regulations



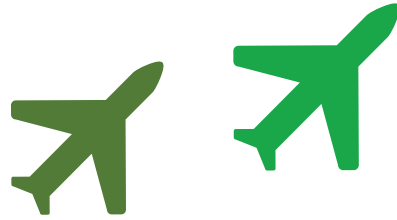
While the WTTC, IITA and travel organizations cannot guarantee 100% safety, it is paramount to give travelers a sense of comfort and knowledge that the industry is working collaboratively to provide a safe, secure and seamless travel experience. Adoption of standard protocols is one way the industry can begin to rebuild traveler confidence.

**WHEN WE TRAVEL RESPONSIBLY,
WE SHOW WE CARE.**

North Lake Powell | Jay Dash

**IT'S A SMALL THING,
BUT IT'S MIGHTY.**





THE FUTURE OF SUSTAINABILITY



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with Tourism Cares' Greg Takehara

WHAT OPERATORS AND INDIVIDUAL TRAVELERS CAN DO TO ENSURE ENRICHING TOURISM FOR CENTURIES TO COME

As we emerge from the COVID-19 pandemic, an increased consciousness regarding climate change, supply chain delicacy and our rich global heritage have led to an unprecedented commitment to sustainability. But what does the term mean, and how can individuals ensure the Earth's beauty can be enjoyed for generations to come. Tourism Cares CEO Greg Takehara enlightens us on sustainability's progress in the travel industry.

HOW WOULD YOU DEFINE SUSTAINABILITY IN CONTRAST TO A TERM LIKE "GREEN" OR "ENVIRONMENTALISM?"

We use the UNWTO definition of sustainable tourism, which is tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities equally. I think there is a lot of focus on the "green" aspect of sustainability, and people immediately identify with climate action issues like the elimination of single-use plastics, but it's much more than that. We have to respect cultural heritage, we have to preserve local communities, we have to be very invested in long term socio-economic benefits.



Tourism Cares

WHAT IS AN EFFECTIVE WAY TO DEMYSTIFY THE TERM SUSTAINABILITY TO A MORE WELL-ROUNDED IDEA OF THE CONCEPT?

We always encourage people to look at sustainability as a personal journey, because inevitably, it starts at home, at the dinner table, with conversations with your families. We encourage an exercise known as the Good Life Goals. It's a really short video that you can find on the internet that really goes through the 17 United Nations Sustainable Development Goals in really quick fashion. What happens is that you attach very quickly to a goal that resonates with you, and that gives you a really strong basis for what is meaningful to you personally. And when you have that kind of start, you can then talk about how you're going to enact change. We recently launched a professional membership where we're engaging with individuals, and I think that's important because the traveler is invested now in making sustainable, responsible and meaningful decisions when they're looking at their travel.

HOW IS EMBRACING SUSTAINABILITY A SUCCESSFUL LONG-TERM BUSINESS TACTIC FOR TOURISM BUSINESS AND OPERATORS?

What's exciting is that we're now seeing so many companies who are making very strong pronouncements about sustainability, whether that's identifying goals, making pledges or creating campaigns that ensure that sustainability is a core tenet of their business plan, especially as they're looking at their pandemic recovery right now. I think it's important that you not be shy or bashful about what you're doing, because right now we're in an environment where there are a lot of workforce challenges. Companies are having a hard time either retaining their employees or attracting new talent, and a commitment to sustainability is certainly one way to meet those goals.

HOW CAN INDIVIDUAL TRAVELERS COMMIT THEMSELVES TO SUSTAINABILITY?

There are so many resources available on the internet right now, but it's sometimes a challenge to refine and use those. At Tourism Cares, we have our own resource [the Meaningful Travel Platform], which is a training and education tool that focuses on responsible and meaningful travel. So, for instance, if you're a family or small group that's planning a trip independently, you can



PopTika/Shutterstock.com

look at our meaningful map that identifies a number of strong social enterprises that are off the beaten path. You can also learn about businesses that are focused on animal welfare or environmentalism.

WHAT HAVE YOU FOUND IS A GOOD WAY FOR TRAVEL BRANDS OR OPERATORS TO DEMONSTRATE A GENUINE COMMITMENT TO SUSTAINABILITY TO POTENTIAL CUSTOMERS?

It's the difference between considering sustainability as a niche or trend versus a core to one's business. When you visit a tour operator's website and you can see content about their commitment to sustainability or emphasis on sustainability on separate tabs, customers really respond to that, and they can sense when the intent is genuine.

HAVE YOU OBSERVED A GROWING DEMOGRAPHIC OF TRAVELERS THAT PRIORITIZES SUSTAINABILITY?

We're on a journey, and I'm confident that we'll get there. It's becoming an increasing reality that people are seeing sustainability as something bigger than a single campaign, but rather the core principle for an increasing number of businesses. There have been strong pronouncements from the airline and cruise industries about environmental impact and working with local communities, so if those large sectors are committed to this, it gives me hope for the future. **IITA**

Tourism Cares is IITA's designated philanthropy. IITA's members are committed to sustainable travel and tourism practices, and have led the way for development of sustainable products throughout the U.S.



Grand Canyon National Park

National Parks Health & Booking Protocols

The NPS keeps current visitors safe



By Miles Dobis

The National Park System is one of United State's signature ecological achievements—a collection of rugged mountains, serene beaches and mysterious caves that attract over 300 million annual visitors. The parks are conveniently located throughout the country, so whether your travelers are visiting California, Florida, New England or anywhere in between, there is a national park to suit your activity level. Unfortunately, the COVID-19 pandemic has led to changes (some temporary, some permanent) in how visitors experience these protected areas, and we have provided the most up-to-date policies that will apply to inbound travelers.



NPS/M. Quinn

SAFETY PROTOCOLS

Since national parks and monuments are federally managed property, they do not adhere to state-specific health protocols but instead follow a federal mask mandate when visitors enter buildings, ride public transportation or walk through areas of high transmission risk. As of this printing, all NPS visitors and employees are required to wear masks or face coverings in crowded outdoor spaces, regardless of vaccination status or community transmission levels. If clients are interested in sleeping on-site, note that major lodges such as Yellowstone Lodge and the Grand Canyon Lodge have capacity limits until further notice, and many campgrounds are utilizing only 50% of spaces to ensure social distancing.

GROUP RESERVATIONS

The ongoing pandemic has both increased the risk of transmission in large crowds and has prompted both domestic and international visitors to experience the great outdoors. Because park infrastructures can only handle so many visitors, and because large groups may increase the risk of infection, there will be capacity limits in several parks for the indeterminate future. This has resulted in several popular national parks such as Yosemite, Glacier and Rocky Mountain requiring all visitors to make advanced reservations. Reservations can be made up to only six months in advance, with clear instructions for both online and phone reservations. Some parks require commercial

use authorizations (CUAs), which require tour operators and for-profit businesses that conduct activities in the park to pay additional fees. A systemwide CUA program was put on hold last year, but those parks that already had CUAs were allowed to continue. CUA applications require a travel dates, so be sure to establish your tour schedule. Also check the website for each individual park; entrance or mask requirements may evolve in the future.

DIGITAL ADVANCEMENTS

An invaluable resource for tour operators and motorcoach planners is the NPS, which provides up-to-date COVID-19 protocols for over 400 national parks and monuments nationwide. Visitors can use the app to explore interactive property tours, make entrance reservations, discover buildings and trails with ADA accessibility, and confirm current COVID-19 safety measures. Visitors can also supplement their itineraries with NPS' vast online and virtual resources. They can access webcams to see rare wildlife, browse multimedia libraries for additional context of historic events and host live discussions with park rangers and local historians. **IITA**

FOR MORE INFORMATION

Visit: www.nps.gov | Call: 202-208-6843

Download: **NPS App** (available for free download for iOS and Android devices)



Credit NPS/Eymard Bangoro

Carlsbad Caverns National Park



Credit NPS/Tim Rains

Denali National Park & Preserve



Gulf Islands National Seashore
(Photo Credit NPS)

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America 4 You is a boutique receptive offering FIT hotels, activities, ranches and fly-drives. Focus is given to unique properties and destinations. As a family business, America 4 You strives to provide hands-on service with customizable itineraries and in-depth knowledge of the United States.

WHAT'S TRENDING

We are seeing a rise in solo travel and continued focus on off-the-beaten track experiences. Consumers are also putting more focus on eco-friendly and sustainable practices, and specifically seeking out destinations and properties that make that a priority.

■ **CITIES, STATES AND REGIONS WHERE OPERATED**

Southwest, Pacific Northwest, Rocky Mountains, Great Lakes, Southern areas

■ **COUNTRIES SERVED**

Europe, Australia, New Zealand

■ **LANGUAGES SPOKEN**

English and German

CONTACTS • Lena Ross, Director of Product Dev., lena@america4you.net, 714-447-3826

EST 1983



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As one of the oldest established receptive tour operators, American Ring Travel Inc. (ART) operates over two dozen scheduled German language departures throughout the USA and Canada. In addition, ART contracts and operates several private label tours for various auto clubs/wholesale clients throughout Europe.

WHAT'S TRENDING

Sustainable Tourism; all of ART's tours are carbon neutral with carbon offsets included in the quoted tour price. ART's carbon offsets credit support reforestation and renewable energy investments through our partnership with Sustainable Travel International. In July of 2021, we received the Travelife Partner award, which is the leading third-party accreditation for Sustainable Tourism.

■ **CITIES, STATES AND REGIONS WHERE OPERATED**

All of the United States and Canada

■ **COUNTRIES SERVED**

Germany, Netherlands, United Kingdom, Denmark, Belgium, France, Italy, Switzerland

■ **LANGUAGES SPOKEN**

German, Dutch, Danish, French, Italian, English

CONTACTS • Sam Zonni, Owner/Partner, szonni@americanringtravel.com, 562-945-7653

EST 1977



AmericanTours International (ATI)
 6053 W. Century Blvd., Suite 700
 Los Angeles, CA 90045
 310-641-9953
 www.americantours.com

As North America's leading wholesale travel service provider, ATI offers escorted tours, individual packages, special group services and discounted rates at over 30,000 hotel, attraction and transportation suppliers.

WHAT'S TRENDING

Aside from our traditional portfolio of hotels, escorted tours, fly-drives and groups, ATI offers specialty accommodations such as deluxe tents in National Parks. We cater to traditional leisure travelers as well as those looking to maximize multi-generational travel, family getaways including unique experiences throughout the USA and Canada.

■ **CITIES, STATES AND REGIONS WHERE OPERATED**

All 50 states & territories

■ **COUNTRIES SERVED**

Over 70 international markets

■ **LANGUAGES SPOKEN**

English, German, Chinese, Japanese, French, Italian, Spanish, Portuguese, Dutch, Arabic, Swedish, Danish, Finnish and more

CONTACTS • Gerrit De Vos, Vice President of Business Development, info@americantours.com, 310-641-9953

EST 1981



Americascope Tour Services
 309 Pulaski St., Suite 2
 Brooklyn, New York 11206
 914-948-1909 • Fax: 914-946-2847
 www.americascope.com

Americascope is a New York-based destination management company and receptive tour operator/wholesaler specializing in incentive, ad hoc, professional and leisure travel group programs through the United States and Canada. We offer personalized service and custom-designed itineraries for groups of 20 or more.

■ **CITIES, STATES AND REGIONS WHERE OPERATED**

All of the United States and Canada. Main cities are New York, Washington, D.C., Boston, Chicago, Miami, Orlando, San Francisco, Los Angeles, Las Vegas, Montreal, Toronto, Quebec

■ **COUNTRIES SERVED**

France, Belgium, Switzerland, Germany, Italy, Great Britain, Martinique, Greece, Turkey

■ **LANGUAGES SPOKEN**

English, French and Spanish

CONTACTS • Kathy Jirau, Tour Operations Manager, dmc@americascope.com, 914-948-1909

EST 1955



ATP (formerly AlliedTPro)
 501 Seventh Avenue, Suite 1610
 New York, NY 10018
 212-596-1000 • Fax: N/A
 www.atptravel.com

ATP (formerly AlliedTPro) has been a prominent leader in the U.S. inbound market for more than 60 years and has served more than 600 of the most successful tour and travel providers all around the world. ATP offers top-notch customer throughout all distinct product lines, including FIT, VIP concierge/custom FIT, escorted coach tours, group travel, meetings and incentives, thematic and experiential travel and newly added, corporate travel.

WHAT'S TRENDING

The consumer perception of luxury travel has evolved, as travelers now are looking for unique experiences, flexibility and customization, and they are willing to pay more to get it. This aligns well with ATP's strategy as its focus is on travelers requiring a higher level of service and flexibility.

■ **CITIES, STATES AND REGIONS WHERE OPERATED**

Inbound to U.S., Canada and Caribbean

■ **COUNTRIES SERVED**

India, Europe, Brazil, Argentina, Chile, Peru, Colombia, Australia, New Zealand, Southeast Asia, South Africa, Canada

■ **LANGUAGES SPOKEN**

Dutch, English, French, German, Italian, Japanese, Spanish, Portuguese, Hindi, Russian, Hungarian, Turkish, Croatian

CONTACTS • Gisa Hanson, Senior Product Manager, gisa.hanson@atptravel.com, 212-596-1000

EST 1990



Bonotel Exclusive Travel
 3773 Howard Hughes Pkwy., Suite 390N
 Las Vegas, NV 89169
 702-796-5454 • Fax: 702-796-9007
 www.bonotel.com

Bonotel Exclusive Travel is the leading inbound tour operator for luxury travel to North America. Since 1990, Bonotel Exclusive Travel has established itself as the renowned luxury specialist, offering exclusive deluxe hotels and resorts, upscale boutique properties, and unique one-of-a-kind experiences throughout the US to tour operators worldwide.

WHAT'S TRENDING

Bonotel offers exclusive and preferred hotel deals at classic luxury hotels, all-inclusive resorts, National Park lodging and glamping, and more. As safe travel continues to be an initiative, our parent company has partnered with Sharecare and Forbes Travel Guide to help verify consistency in hotel health and safety standards throughout our portfolio.

■ **CITIES, STATES AND REGIONS WHERE OPERATED**

United States, Brazil, United Kingdom, Thailand, & United Arab Emirates

■ **COUNTRIES SERVED**

Entire world

■ **LANGUAGES SPOKEN**

English, German, Spanish, Portuguese, Dutch, and Italian

CONTACTS • Elliot Calloway, Senior Director of Contracting and Brand Partnerships, elliott@bonotel.com, 702-796-5454

EST 2001



DETOURS American West
 394 E. Redfield Rd.
 Chandler, AZ 85225
 866-438-6877 • Fax: 480-633-8687
 www.detoursamericanwest.com

DETOURS provides day tours to some of the American West's most popular destinations, such as Antelope Canyon, Horseshoe Bend, Sedona, Canyon de Chelly, Monument Valley, Death Valley, Zion National Park, Bryce Canyon, the Grand Canyon and so much more! Our sales department also specializes in multi-day and private tours that focus on unique and custom-built itineraries. With DETOURS, the possibilities are limitless.

WHAT'S TRENDING

Families and small groups are choosing our multi-day private handmade itineraries to have a more intimate experience. Guests are seeking the wide open spaces in a small group format.

■ **CITIES, STATES AND REGIONS WHERE OPERATED**

DETOURS American West currently operates out of Phoenix and Las Vegas. They conduct tours in Arizona, Nevada, California, Utah, and New Mexico

■ **COUNTRIES SERVED**

United States, Mexico, Canada, South America, Europe, Australia, New Zealand, Asia

■ **LANGUAGES SPOKEN**

English, Spanish, German, Japanese, French, Italian and Portuguese

CONTACTS • Jeff Slade, Owner, jeff@detoursamericanwest.com/Jeff Haflett, President, jhaflett@detoursamericanwest.com

EST 2017



Dream Vacation Builders
 9882 Broadway, Unit D
 Anaheim, CA 92804
 714-462-9200 • Fax: N/A
 www.dvbcalifornia.com

Dream Vacation Builders is a receptive tour operator that caters to Latin America only. We offer vacation packages that include hotel accommodations, theme parks, day tours and airport transportation. Our mission is to provide a personal touch to our guests by providing Spanish and Portuguese-speaking customer service. Just ask, choose and leave the rest in our hands.

WHAT'S TRENDING

We are looking at an increase in group travel, pre-fixed vacation packages and customers who want to visit more than one destination in a single trip. We are putting together packages from San Francisco to Hawaii, or San Francisco to Seattle, or Los Angeles-San Francisco-Seattle-Hawaii-Los Angeles. Customers are looking for this more European style of traveling.

■ **CITIES, STATES AND REGIONS WHERE OPERATED**

California, Seattle, Hawaii, Las Vegas, Hawaii, New York, Florida, Phoenix, San Antonio

■ **COUNTRIES SERVED**

United States, Latin America

■ **LANGUAGES SPOKEN**

Spanish, Portuguese, English

CONTACTS • Joab Gesell Flores, Joab.flores@dvbcalifornia.com, 714-462-9631

EST 2019



Easy Time Travel
 15917 Moonlight Bay St.
 Winter Park, FL 34787
 407-604-0004 • Fax: N/A
 www.easytimetravel.com

Easy Time Travel is a receptive tour operator offering full services in the USA, Canada, Mexico and the Caribbean Islands. The company specializes in group business (leisure and incentive) and offers an online booking system for FIT sales where clients can book hotels, rental homes, rent a car, transportation and attractions.

WHAT'S TRENDING

For 2020 we developed "The Smart Trips," tour packages where clients can choose and book online one of our 35 different itineraries in the USA and Canada. We also upgrade our golf packages in several destinations in the USA, Canada, Mexico and in the Caribbean.

■ **CITIES, STATES AND REGIONS WHERE OPERATED**

Orlando, Las Vegas, Montreal, Sao Paulo

■ **COUNTRIES SERVED**

Brazil, Portugal, Spain, Argentina, Chile, Mexico, Colombia

■ **LANGUAGES SPOKEN**

English, Portuguese, Spanish

CONTACTS • Oswaldo Freitas, Managing Director, Oswaldo.freitas@easytimetravel.com, 407-520-6508

EST 1992



Go West Tours
 790 Eddy St.
 San Francisco, CA 94109
 415-837-0154 • Fax: N/A
 www.gowesttours.com

Go West Tours is a receptive tour operator specializing in quality travel in the United States and Canada. Its products are exclusively sold through tourism professionals (travel agencies and tour operators).

WHAT'S TRENDING

National Parks, New York City, Chicago, San Francisco, Miami & Las Vegas, Ranches, Architectural programs, Urban MICE.

■ **CITIES, STATES AND REGIONS WHERE OPERATED**

All of the U.S. and Canada

■ **COUNTRIES SERVED**

Western Europe, Latin America, Australia, New Zealand

■ **LANGUAGES SPOKEN**

English, German, Swedish, Finnish, French

CONTACTS • Stephan Forget, President, sforget@gowesttours.com, 415-225-1866

EST 1993



Kaleidoscope Adventures
 603 South Main Street, #110
 Winter Garden, FL 34787
 407-345-4899 • Fax: N/A
 www.mykatrip.com

Kaleidoscope Adventures is a full-service student tour operator with more than 26 years of inspiring student travel. Our CEO and COO are former educators, and we specialize in surprisingly unique educational, performance, sports, class trips and cruise travel to more than 40+ student friendly destinations.

■ **CITIES, STATES AND REGIONS WHERE OPERATED**

Florida, Pennsylvania, Alabama, South Carolina, Missouri

■ **COUNTRIES SERVED**

United States, Australia, United Kingdom, Europe

■ **LANGUAGES SPOKEN**

English, French, German, Spanish, Italian, Russian, Japanese, Mandarin

CONTACTS • Keith Snode, COO, keith@mykatrip.com, 407-345-4899

EST 1993



Meeting Point North America
 5787 Vineland Rd., Suite 202
 Orlando, FL 32919
 407-535-8855 • Fax: 407-309-4626
 www.meeting-point.com

Meeting Point North America is owned by the FTI Group, Europe's third-largest tour operator. As part of a global network of DMCs, we are a secure and stable company offering a full-range of product throughout North America. We are ready to help you navigate the challenges of 2021 and are looking forward to an excellent 2022!

- **CITIES, STATES AND REGIONS WHERE OPERATED**
North America
- **COUNTRIES SERVED**
The traveling world
- **LANGUAGES SPOKEN**
English, German, Dutch, Spanish, Portuguese, French, Russian, Croatian, Arabic

CONTACTS • Penny McNamara, Chief Contracting Officer, penny.mcnamara@meetingpointnorthamerica.com, 407-309-4566

EST 2020



OnStage Academy
 7150 Wooded Village Lane
 Orlando, FL 32835
 407-202-9641 • Fax: N/A
 www.onstageacademy.com

OnStage Academy is a destination management company based in Orlando, Florida focused on providing unique experiences for groups interested in professional development programs, youth educational programs, sporting programs or experiential travel in destinations around the United States

WHAT'S TRENDING

Amidst our new circumstances, companies are looking for new ways of engaging their employees at the same time they look for innovation, and that's exactly what we offer them through our professional development programs. Sports are back, and international fans can't wait to experience them live again. International schools are looking for more in-depth educational programs rather than tourist based ones.

- **CITIES, STATES AND REGIONS WHERE OPERATED**
Orlando, New York, San Francisco, Las Vegas
- **COUNTRIES SERVED**
United States, Canada
- **LANGUAGES SPOKEN**
English, Spanish, Portuguese, Italian

CONTACTS • Jessica Nardulli, j.nardulli@onstageacademy.com, 407-202-9641

EST 1987



Rocky Mountain Holiday Tours
 P.O. Box 272730
 Fort Collins, CO 80527
 970-482-5813 • Fax: 970-482-5815
 www.rmhtours.com

RMHT specializes in tailor-made itineraries through the Western United States with a focus on being inside the National Parks. Our hands-on itineraries include not only lodging, but activities and all-inclusive ranches as well.

WHAT'S TRENDING

The trends are unique lodging, which includes glamping, B&B's, Conestoga wagons, ranches and boutique hotels. We have also seen more interest in all types of activities, but especially the small-group and private options.

- **CITIES, STATES AND REGIONS WHERE OPERATED**
Western U.S., including Colorado, Wyoming, Montana, South Dakota, North Dakota, Texas, Arizona, New Mexico, Utah, Nevada, Idaho, California, Oregon and Alaska
- **COUNTRIES SERVED**
France, Netherlands, Belgium, United Kingdom, Germany, Italy, Switzerland, Sweden, Norway, Denmark, Spain, Australia, Canada
- **LANGUAGES SPOKEN**
English and French

CONTACTS • Chris Pilley, CEO, chris@rmhtours.com, 970-482-5813

EST 2017



Scenic Roads
 500 N. Rainbow Blvd., #300
 Las Vegas NV 89107
 702-337-1210
 www.scenic-roads.com

We are a receptive tour operator offering full services in the USA for French people. We specialize in leisure groups. We built unique tours. Our expert team knows places around the country and always recommend the most exciting locations. Our team knows the whole country and is always looking for new products to offer you

WHAT'S TRENDING

Our small tours in a van for 10 people max. They offer more flexibility, more possibility for unique adventures and total immersion. Our new tours in Alaska and Louisiana and all of our West coast tours are also trending.

■ **CITIES, STATES AND REGIONS WHERE OPERATED**
 Nevada

■ **COUNTRIES SERVED**
 United States, France

■ **LANGUAGES SPOKEN**
 French, English

CONTACTS • Emmanuelle Vaugeois Bolanos, Founder, emmanuelle@scenic-roads.com, 702-337-1210

EST 1997



See USA Tours
 1270 Broadway, Suite 1107
 New York, NY 10001
 212-944-0906 or 212-944-4919
 Fax: N/A
 www.seeusatours.com

We are leaders in managing and operating travel programs grounded in high customer service standards and on-site service with a dedicated call center. Our team of professionals works 24 hours a day, 365 days a year to provide human and timely attention. The dynamic nature of our organizational structure allows us to ensure adaptable and diverse product solutions, packaging alternatives, broad accommodation management and custom-made itineraries.

WHAT'S TRENDING

Offer new dynamic packages with hotel and the rest of the services give the opportunity to the customer to select by themselves.

■ **CITIES, STATES AND REGIONS WHERE OPERATED**
 New York, Las Vegas, Los Angeles, San Francisco, Miami, Orlando, Boston, Washington, D.C.

■ **COUNTRIES SERVED**
 Europe, Spain, UK, Italy, Latin America, Mexico, Colombia, Peru, Chile, Argentina, Uruguay, China

■ **LANGUAGES SPOKEN**
 Spanish and English

CONTACTS • Peio Cuevas, Business Development, peio.cuevas@seeusatours.com, 212-944-0906 x252

EST 2013



Southwest Adventure Tours
 382 650 S. Circle
 Cedar City, UT 84720
 435-590-5864 • Fax: N/A
 www.southwestadventuretours.com

Southwest Adventure Tours specializes in small group tours to the National Parks in the Western United States. We also offer FIT and custom private tours for interested clients. Our tours offering active hiking, scenic and photography tours.

WHAT'S TRENDING

The Mighty 5 Tours to the five parks in Utah. Also our small group tours to Oregon, Yellowstone, Grand Teton, and our Cultural Tours throughout the Southwestern United States.

■ **CITIES, STATES AND REGIONS WHERE OPERATED**
 Southwest United States

■ **COUNTRIES SERVED**
 United States, Canada, UK, France, Germany, Australia, New Zealand, Italy, Spain, Japan

■ **LANGUAGES SPOKEN**
 English, German, French, Japanese

CONTACTS • Jason Murray, Founder, 435-590-5864, jason@southwestadventuretours.com

EST 1997



TeamAmerica
 33 W. 46th Street
 New York, NY 10036
 212-697-7165 • Fax: 718-247-1706
 www.teamamericany.com

Book from our extensive portfolio of products showcasing the great diversity of the Americas - from urban cities, majestic natural wonders, small town charm to sandy beaches and historic sites. Together with our top network of suppliers, our dedicated multilingual team is here to offer personalized, seamless service. Also in support is our ever-growing sales force from Canada, Europe, Asia and the Middle East. Your travelers are in the best hands with our unique concierge assistance made available seven days a week. From luxury travel, FIT, escorted excursions to group, MICE and unique venue planning, TeamAmerica is at your service.

- **CITIES, STATES AND REGIONS WHERE OPERATED**
 New York, Miami and Los Angeles
- **COUNTRIES SERVED**
 United States, Canada, Caribbean Mexico
- **LANGUAGES SPOKEN**
 English, Italian, Spanish, Portuguese, Russian, Arabic

CONTACTS • Pasquina DeCarlo, VP of Contracting, pasquina@teamamericany.com, 212-697-7165

EST 1997



Tour America
 800 Wilshire Blvd., Suite 808
 Los Angeles, CA 90017
 touramerica.us.com

Customized student programs and MICE events.

WHAT'S TRENDING
 Small ad-hoc and family groups

- **CITIES, STATES AND REGIONS WHERE OPERATED**
 All major states in the U.S. & Canada, especially in California, Nevada, Florida, New York, Massachusetts, D.C. & Hawaii
- **COUNTRIES SERVED**
 China, Japan, Singapore, Malaysia, Indonesia, Philippines, Thailand, Myanmar, Vietnam
- **LANGUAGES SPOKEN**
 English, Chinese, Japanese, Indonesian Bahasa, Philippines Tagalog

CONTACTS • Gloria Lan, President, gloria_lan@touramerica.us.com, 213-683-1188

EST 2008



Tours Limited
 3250 Peachtree Industrial Blvd.
 Suite 107
 Duluth, GA 30096
 770-235-4325 • Fax: N/A
 www.tourslimited.com

Tours Limited specializes in operating leisure groups, school groups, "out of the box" MICE groups, private van tours, FIT and honeymoon packages worldwide. "Travel Anywhere to Everywhere."

WHAT'S TRENDING
 Other than the main gateway cities like New York, D.C., Niagara, Las Vegas, Los Angeles and San Francisco, second-time tourists are interested in new destinations. Rather than simple city tours, passengers are now interested in experiencing the city more like a local.

- **CITIES, STATES AND REGIONS WHERE OPERATED**
 All over the world
- **COUNTRIES SERVED**
 India and the Middle East
- **LANGUAGES SPOKEN**
 Dutch, English, French, German, Italian, Japanese, Spanish, Portuguese

CONTACTS • Prabha Raghava, CEO, pabs@tourslimited.com, 770-289-8555

EST 1987



TourMappers North America
 132 Boylston St., 4th floor
 Boston, MA 02116
 617-236-1236 • Fax: N/A
 www.tourmappers.com
 www.americanexperiences.com

TourMappers' focus is on providing properties that are characteristic of the destination in which they are located, such as lodges in the Northwest, plantations in the Southeast, inns in New England and ranches in the Mountain West. We also are the exclusive agent for river and windjammer cruises and arrange our own small-group experiential tours.

WHAT'S TRENDING

An interest in taking part in experiences that are typical of a region. More attraction and excursion inclusions in both self-drive packages and group touring. Small-group touring with focused interests.

■ CITIES, STATES AND REGIONS WHERE OPERATED

New England, Mid-Atlantic, Southeast, Southwest, Great Lakes, Pacific Northwest, West Coast and Mountain West

■ COUNTRIES SERVED

UK, Ireland, Belgium, Netherlands, France, Germany, Italy, Austria, Switzerland, Norway, Sweden, Denmark, Finland, Australia, New Zealand, Argentina, Brazil

■ LANGUAGES SPOKEN

English, French, German, Italian, Spanish, Swedish

CONTACTS • Julie Katz, Managing Director, julie@tourmappers.com, 617-236-1236

EST 1985



Travalco
 Village at Gulfstream Park
 601 Silks Run, Suite 2470
 Hallandale Beach, FL 33009
 305-866-555 • Fax: 305-866-7788
 www.travalco.com

Offering more than 150 flexible self-drive programs for North America with market-leading documentation in eight languages and multiple formats including a mobile app. Large number of directly contracted hotels, experiences and FIT services through Web and XML-based interfaces. Seat-in escorted tours as well as group tours and ad-hoc programs.

WHAT'S TRENDING

Deeper exploration of unique and authentic experiences to meet the ever-increasing level of expectations from the newly evolved FIT markets (fully informed travellers). With all the information available from various (social) media sources, we see the desire to create highly individualized programs but at a smart price point.

■ CITIES, STATES AND REGIONS WHERE OPERATED

United States, Canada, Caribbean

■ COUNTRIES SERVED

All continents - 50 inbound markets

■ LANGUAGES SPOKEN

English, German, Dutch, Italian, French, Spanish, Portuguese, Russian

CONTACTS • Peter van Berkel, President, pvanberkel@travalco.com, 305-866-5555

EST 1990



Traveler Enterprise, LLC
 3905 Railroad Ave., Suite 202S
 Fairfax, VA 22030
 703-691-2060
 www.usgroupbooking.com

We are a premier travel company specializing in the placement of leisure and international tour groups by working with customers throughout the United States, China, Taiwan, Korea and India. With over 30 years of experience in managing the needs of international customers and visitors, we are excelling in providing the best hotel booking service while exceeding customer expectations.

WHAT'S TRENDING

This year, our industry is facing unprecedented challenges. As we continue to navigate through these ever-changing times, we know that this too shall pass and that it's time to prepare ourselves for the future. We are confident of continuously offering exceptional hotel products and quality customer service once we start to travel again!

■ CITIES, STATES AND REGIONS WHERE OPERATED

Fairfax (VA), Los Angeles, China (Shenzhen and Beijing)

■ COUNTRIES SERVED

United States, China, Taiwan, Korea, India

■ LANGUAGES SPOKEN

English, Mandarin, Korean, Japanese

CONTACTS • Velia Castro, Assistant General Manager- East Coast, velia@travelerenterprise.com

ATTRACTIONS/ENTERTAINMENT/SIGHTSEEING**Bindlestiff Tours • Las Vegas, NV**

Award-winning small group National Park adventure travel specialists with adventures in the Western USA, Canada and Alaska. Camping or lodging, multilingual, private touring, custom programs, guaranteed departures. **800-557-6989, www.bindlestiftours.com**

Broadway Inbound • New York City, NY

A great way to secure group and FIT tickets for Broadway, off-Broadway, opera, dance and more! Travel professionals find all the resources they could possibly need to make tickets available and promote shows to their clients with BI Pro or through an API connection. **212-302-0995, www.broadwayinbound.com**

ADVERTISING PARTNER**Fifth + Broadway • Nashville, TN**

With eats and entertainment for all ages, Fifth + Broadway is changing the way Nashville lives, works and plays. Enjoy premier shopping and ridiculously good food at Apple Store, Ariat, Free People, Cava, Hattie B's, Shake Shack, Slim & Husky's and much more all while taking in the downtown views. From lunch breaks to post-concert hangs, this multi-level mecca is a must-see. **www.FifthandB.com**

**Gateway Arch & Riverboats • St. Louis, MO**

The Gateway Arch is an inspiration as well as a destination. While visiting, you can experience over 200 years of history in the museum, watch the *Monument to a Dream* documentary, journey to the top to experience the amazing view or relax on a Riverfront sightseeing cruise on the Mississippi River. **314-923-3080, www.gatewayarch.com**

Graceland-Guest House at Graceland • Memphis, TN

Experience the ultimate rock and roll destination by visiting Graceland, Elvis Presley's home in Memphis. The 450-room Guest House at Graceland Resort welcomes travelers with Southern hospitality and luxurious amenities. **901-332-3322, www.graceland.com**

Jamestown-Yorktown Foundation • Williamsburg, VA

Jamestown Settlement immerses visitors through comprehensive indoor exhibits and outdoor living history. Jamestown Settlement offers a national perspective, conveying a sense of the transformational nature and epic scale of the Revolution and the richness and complexity of the country's Revolutionary heritage. **757-253-4838, www.historyisfun.org**

Maverick Helicopters • Las Vegas, NV

Maverick Helicopters offers the most diverse and exciting helicopter experiences in Las Vegas, Grand Canyon South Rim, Grand Canyon West Rim, Maui and Kauai, Hawaii. **702-405-4300, www.maverickhelicopter.com**

SHOP*DINE*PLAY*USA

We are a collection of unique and experiential shopping, dining and entertainment centers in favorite U.S. destinations that offer brand-name shopping, local boutiques, signature restaurants, outdoor cafes, entertainment and culture. **732-249-6080, www.cjfmktginternational.com**

Simco Restaurants • San Francisco, CA

Simmons Family Restaurants have been a part of San Francisco culture for the past 30 years and continue to offer some of the best fine dining in town. **415-982-5872, www.simcorestaurants.com**

DMOs**Atlanta CVB • Atlanta, GA**

Atlanta is the Gateway to the South and one of the nation's most exciting destinations. Home to the Martin Luther King, Jr. National Historical Park, World of Coca-Cola and CNN Studio Tour. **404-521-6567, www.discoveratlanta.com**

Bloomington, MN CVB • Bloomington, MN

Bloomington, Minnesota is home to the Mall of America, America's largest shopping and entertainment center. Bloomington is near Minneapolis-Saint Paul International Airport (MSP) and has over 40 hotels ranging from economy to deluxe. **952-858-8500, www.bloomingtonmn.org**

Brand USA • Washington, DC

We work with a large network of international representatives, U.S. Embassies, Visit USA committees and tour & receptive operators. We support trade activities that include trade shows, sales missions, training initiatives and MegaFams. **202-536-2060, www.visittheusa.com**

Capital Region USA • Richmond, VA

Capital Region USA (CRUSA) is the official regional destination marketing organization promoting Washington, D.C., Virginia and Maryland to international leisure travelers in China, the UK, Germany, France and India. **540-450-7593, www.capitalregionusa.org**

Cedar City-Brian Head Tourism Bureau • Cedar City, UT

Explore the best of Southern Utah, from biking and climbing to camping and stargazing. Cedar City is the heart of what Southern Utah has to offer. **435-586-5124, www.visitcedarcity.com**

Charlotte Regional Visitors Authority • Charlotte, NC

From thrilling adventures to moving artistic performances, family play dates and magnetic nightlife, Charlotte holds something for everyone. **704-339-6040, www.crva.com**

Choose Chicago • Chicago, IL

Plan a unique Chicago trip with Choose Chicago. From architectural wonders, world-class museums, fantastic entertainment and wonderful dining options, visitors can explore and enjoy what Chicago provides. **312-567-8571, www.choosechicago.com**

Colorado Tourism • Denver, CO

Colorado is a four-season destination offering world-class adventure and recreational pursuits, a thriving arts scene, a rich cultural heritage, flavorful cuisine and renowned ski resort areas. **303-892-3840, www.colorado.com**

Daytona Beach Area CVB • Daytona Beach, FL

Enjoy the beautiful weather on the scenic beaches in the Daytona Beach Area. Visitors can take a relaxing break on the sand or find adventure at one of the local stores or events. **800-544-0415, www.daytonabeach.com**

Discover Long Island • Hauppauge, NY

Long Island is a year-round destination with easy access to New York City and diverse attractions from the famed beaches of the Hamptons, Fire Island and Jones Beach, to historic Gold Coast Mansions, award-winning vineyards, eclectic dining, boutique shopping and charming downtowns. **631-951-3900, www.discoverlongisland.com**

Destination DC • Washington, DC

Destination DC serves as the lead organization to successfully manage and market Washington, D.C. as a premier global convention, tourism and special events destination, with a special emphasis on the arts, cultural and historical communities. **202-789-7008, www.washington.org**

Destinations of New York State • Saugerties, NY

Destinations of New York State is a private DMO founded in 1979 that actively promotes domestic and international inbound tourism throughout the 11 regions of New York State. **845-246-8733, www.destinationsny.com**

Destination Niagara USA • Niagara Falls, NY

Here you can experience a natural wonder of the world, explore acres of pristine hiking trails and scenic terrain, immerse yourself in outdoor adventure and taste the simple goodness of orchards and award-winning wineries. **716-282-8992, www.niagarafallsusa.com**

Explore Georgia • Atlanta, GA

In Georgia you will find unexpected destinations from energetic and lively cities to relaxing coastal destinations and scenic mountain ranges – all within a few hours' drive. **404-962-4000, www.exploregeorgia.org**

Explore Minnesota • St. Paul, MN

The official State Tourism Office for Minnesota. Itineraries include Mississippi River and the Great River Road, Lake Superior and Scenic North Shore Drive, Minneapolis-St. Paul gateway. **651-757-1872, www.exploreminnesota.com**

Explore St. Louis • St. Louis, MO

St. Louis is home to adventure, history, music and more. Visitors can find touring information, incredible destinations and the perfect accommodations for their travels. **314-992-0643, www.explorestlouis.com**

Glacier Country Tourism • Missoula, MT

Visit Western Montana including Glacier National Park and the iconic Going-to-the-Sun Road. Wide open spaces for exploring lakes, rivers, trails and charming small towns. Exhilarating adventures by day and relaxation by night. **406-532-3234, www.glaciermt.com**

Greater Birmingham CVB • Birmingham, AL

Known for its civil rights history, diverse outdoor activities and hearty cuisine, Birmingham is a thriving city in the heart of the American South. The Greater Birmingham CVB has a full staff of professional travel planners to assist receptive operators with trips to the region. **205-458-8000, www.inbirmingham.com**

Greater Fort Lauderdale CVB • Fort Lauderdale, FL

Art, community and warm, gorgeous beaches are all featured in sunny Fort Lauderdale, Florida. From museums and music to beaches and parks, there is something for everyone to enjoy. **954-767-2246, www.sunny.org**

Greater Palm Springs CVB • Rancho Mirage, CA

Greater Palm Springs is Southern California's most storied resort oasis, offering an incomparable array of luxury resorts and amenities with world-renowned cultural attractions, sunshine and serenity. **760-770-9000, www.visitgreaterpalmsprings.com**

Lake Tahoe Visitors Authority • Stateline, NV

Located 6,225 feet (1,897m) atop the majestic Sierra Nevada mountain range on the California and Nevada border, Lake Tahoe is widely considered one of the most beautiful places in the world. **775-588-5900, www.tahoesouth.com**

Los Angeles Tourism & Conventions Bureau • Los Angeles, CA

Packed with a long list of diverse destinations, Los Angeles is home to an incredible amount of entertaining and unique places for visiting travelers. **213-236-2340, www.discoverlosangeles.com**

Maryland Office of Tourism • Baltimore, MD

We promote the state's vibrant culture by shining light on all the wonderful places to see, experience, stay and dine in Maryland. **410-767-3400, www.visitmaryland.com**

Meet Minneapolis • Minneapolis, MN

Minneapolis is surrounded by lakes, the Mississippi River and a waterfall. Meet friendly locals who can't wait to show you why they love living here. **612-767-8106, www.minneapolis.org**

Memphis Tourism • Memphis, TN

Visit our website to find the best Memphis attractions, restaurants, history and nightlife. Hear what's happening on Beale Street and learn what's inside the Memphis Pyramid. **662-841-6521, www.memphistravel.com**

Montana Office of Tourism and Business Development • Helena, MT

Discover Montana's spectacular unspoiled nature, vibrant and charming small towns, breathtaking experiences and welcoming hospitality. The backdrop to your adventures in Big Sky Country – mountains and valleys, bears and bison, waterfalls and trout streams – will simply leave you in awe. **406-841-2895, www.visitmt.com**

Nashville Convention & Visitors Corporation • Nashville, TN

Nashville is accessible, friendly and authentic, with diverse neighborhoods, a unique musical heritage and a creative culture. Music City gives everyone something to sing about! **615-259-4730, www.visitmusiccity.com**

New Orleans & Company • New Orleans, LA

From historic homes and streetcar rides to above-ground cemeteries and world-class museums like the National World War II Museum, the opportunities for exploration in New Orleans are truly endless. **800-672-6124, www.neworleans.com**

DMOs (CONTINUED)**North Dakota Tourism • Bismarck, ND**

Follow the footsteps of Lewis & Clark, explore diverse wildlife and embark on unique family adventures while traveling through North Dakota.

701-328-2525, www.ndtourism.com

NYC & Company • New York City, NY

The official destination marketing organization for the five boroughs of New York City. From iconic attractions to hidden gems, NYC packs more to see than any other place on earth. Get inspired, plan, discover and navigate the city. 212-484-1200, www.nycgo.com

Oklahoma Tourism and Recreation Department • Oklahoma City, OK

World-class museums, great food and nightlife, gorgeous outdoor attractions and much more awaits you in Oklahoma. Camping, state parks, tour options and the Oklahoma Music Trail are available for the perfect itinerary additions to any Oklahoma trip for interested travelers. 405-990-1087, www.travelok.com

San Diego Tourism Authority • San Diego, CA

San Diego Tourism is a non-profit corporation that gives visitors the opportunity to explore San Diego from cruises and events to exploring coastal and downtown neighborhoods. 619-232-3101, www.sandiego.org

San Francisco Travel Association • San Francisco, CA

San Francisco Travel offers a wide variety of things to do and sights to see such as the Golden Gate Park, Aquarium of the Bay, the Golden Gate Bridge and much more. 415-227-2628, www.sftravel.com

Sedona Chamber of Commerce & Tourism Bureau • Sedona, AZ

Sedona, Arizona is a four season, red rock playground where families can escape, romantic adventures materialize and photographers' dreams come true. 928-204-1123, www.visitsedona.com

St. Augustine-Ponte Vedra VCB • St. Augustine, FL

Explore Florida's History Coast at St. Augustine and Ponte Vedra. From art and culture to beaches and flavorful dining, there is something for everyone to enjoy. 904-209-4431, www.floridashistoriccoast.com

ADVERTISING PARTNER**Tour AC • Atlantic City, NJ**

Entertainment and excitement await in Atlantic City, including our world-famous Boardwalk, the ultimate in tax-free shopping, award-winning dining, live entertainment and great attractions like the Absecon Lighthouse, the tallest lighthouse in New Jersey. Experience an exciting getaway and create a lifetime of memories in Atlantic City.

609-318-6097, touratlanticcity.com

**Travel Oregon • Portland, OR**

Travel Oregon works to enhance visitors' experiences by providing information, resources and trip planning tools that inspire travel to Oregon. 971-717-6205, www.traveloregon.com

Travel South USA • Atlanta, GA

Travel South USA is the official regional DMO for the Southern USA with the goal of promoting, fostering and encouraging travel to and within its member states. 404-231-1790, www.travelsouthusa.com

Tupelo Convention & Visitors Bureau • Tupelo, MS

The birthplace of Elvis Presley, Tupelo is just 90-minutes from Memphis, Tennessee and is an integral part of any American musical journey. 662-841-6521, www.tupelo.net

ADVERTISING PARTNER**Utah Office of Tourism & Film • Salt Lake City, UT**

Mountains, lakes and gorgeous natural scenery make Utah one of the most relaxing and adventurous tour destinations with a diverse list of activities. Utah's location at the crossroads of the western United States means travelers enjoy easy access to The Greatest Snow on Earth®, The Mighty Five® national parks and everything in between. 801-538-1384, www.visitutah.com

**Visit Buffalo Niagara • Buffalo, NY**

Buffalo, located near Niagara Falls, is packed full of landmarks, activities and bonding opportunities for traveling groups of friends and family looking for adventure. 716-852-0511, www.visitbuffaloniagara.com

Visit California • Sacramento, CA

From the mountains to the beaches, the redwoods to the deserts and from our metropolitan cities to our unique small towns, we see it as our job to inspire travel to this amazing state, one visitor at a time. 916-233-0245, www.visitcalifornia.com

Visit Denver • Denver, CO

Experience one of America's most vibrant and walkable cities, with spectacular views of the Rocky Mountains, outdoor cafés, farm-to-table cuisine, local breweries serving craft beer and plenty of shopping. 303-892-1112, www.visitdenver.com

Visit Durango • Durango, CO

Durango's monuments, seasonal outdoor activities, tours, historical museums and accommodations provide memorable and irreplaceable family-friendly activities year-round for all guests. 800-525-8855, www.durango.org

Visit Fairfax • Fairfax, VA

A visit to Fairfax County will put you in perfect position to experience all the fun things to do in Virginia and the National Capital Region. 703-752-9513, www.fxva.com

Visit Florida • Tallahassee, FL

Visit Florida, the state's official tourism marketing corporation, serves as Florida's official website source for travel planning to visitors across the globe with things to do, featured destinations and places to go. **850-536-8411, www.visitflorida.com**

Visit Mississippi • Jackson, MS

International travelers take delight in the sheer variety of culture, cuisine, scenery and experiences that make Mississippi a popular place to visit. **601-359-3297, www.visitmississippi.org**

Visit Myrtle Beach • Myrtle Beach, SC

Discover stunning sunrises over the Atlantic Ocean, fun in the sun at the Beach, lush natural wonders and grand new adventures. The Beach brings people together with our warm Southern hospitality, fresh coastal cuisine and no limit on fun for everyone. **843-626-7444, www.visitmyrtlebeach.com**

Visit Rochester • Rochester, NY

This metropolitan region situated on the southern shore of Lake Ontario is also part of New York's breathtaking Finger Lakes region. **585-279-8300, www.visitrochester.com**

Visit Sarasota County • Sarasota, FL

Discover the #1 Beach in the U.S. and the #1 small arts destination in the U.S., all in Sarasota County. **941-955-0991, www.visitsarasota.com**

Visit Savannah • Savannah, GA

Savannah, Georgia is a charming Southern escape where art, period architecture, trendy boutiques and ghost stories are all set under a veil of Spanish moss. **912-644-6423, www.visitsavannah.com**

Visit St. Pete • Clearwater • Largo, FL

It's amazing what a getaway on top Florida beaches like Clearwater Beach can do for you. Discover world-class arts, the acclaimed Dalí Museum and St. Pete's pulsing downtown nightlife on our travel website. **727-464-7200, www.visitstpeteclearwater.com**

Visit Tampa Bay, Tampa, FL

With its mix of historic architecture and modern landmarks, a culture infused with Cuban and Spanish flavors, vibrant business districts and beautiful waterways, Tampa is a wonderful place to work, play and unwind. **813-223-1111, www.visittampabay.com**

Visit Tucson • Tucson, AZ

Tucson was the first city in the U.S. designated City of Gastronomy by UNESCO. Contact us for more details. **800-638-8350, www.visittucson.org**

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Magical mountain vistas, buzzy urban neighborhoods, peaceful Puget Sound coves, kid-approved parks and museums, rolling wine country vineyards—you'll discover all these and much more in the Emerald State. **425-444-0589**, www.experiencewa.com

West Hollywood Travel & Tourism Board • West Hollywood, CA

If you want to experience Southern California, booking a hotel in walkable West Hollywood will give you convenient access to everything and situate you in one of the hottest hubs of L.A. **310-955-8543**, www.visitwesthollywood.com

| INDUSTRY SERVICE PROVIDERS**Group Travel Odyssey • Winter Garden, FL**

Group Travel Odyssey is a chaos mitigation tool that consolidates human resources, marketing, sales, tour operations, tour accounting, supplier management and on-the-road management in one convenient, easy-to-use package. **517-414-1637**, www.grouptravelodyssey.com

LinksRez • Boston, MA

LinksRez is a market-leading travel technology company offering resellers and suppliers seamless connectivity and distribution solutions. LinksRez provides cost effective direct connect for hotel, car, golf and spa. **602-292-3031**, www.linksrez.com

Ment Law Group, PC • Hartford, CT

The Ment Law Group, PC focuses on representing companies in the travel industry. We handle all matters, ranging from formation to litigation. We have years of industry experience to help you! **860-969-3200**, www.mentlaw.com

Reposite • New York, NY

Reposite is an all-in-one workspace built for travel and event planners that allows you to manage relationships, track proposals, discover new suppliers and grow your business. **603-988-9899**, www.reposite.io

RocketRez • Steinbach, MB

RocketRez is built to ensure tour and attraction operators are maximizing topline revenue and profitability. Our all-in-one system allows you to creatively bundle and cross-sell, price items for peak profit and add on best-in-class services seamlessly. **877-393-0004**, www.rocketrez.com

Redeam, Inc. • Broomfield, CO

Our digital platform helps operators sell more tickets, offer guests a better check-in process, reduce manual processes and fraud and improve payment reconciliation. **917-257-4529**, www.redeam.com

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352-795-1605, www.plantationoncrystalriver.com

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302-593-2262, www.wyndhamhotels.com

| PARTNERS**ALON Marketing Group • Farmingdale, NY**

ALON Marketing Group is a tourism industry expert with a 20+ year track record successfully developing destinations and tourism suppliers in achieving their tourism goals. **917-817-9886**, www.alonmarketing.com

Group Travel Leader • Lexington, KY

Group Travel Leader Inc. is a publishing company that currently owns and publishes three national travel industry group travel publications. It is read by more than 20,000 qualified readers in print and online every month since 1991. **859-253-0455**, www.grouptravellerleader.com

Guides Association of New York • New York City, NY

We are one of the oldest and most active tour guides associations in America. NYC licensed guides are the best value in New York tourism. You will get fully-vetted guides who cover all aspects of New York, many of whom speak multiple languages. www.ganyc.org

International Gay & Lesbian Travel Association • Fort Lauderdale, FL

IGLTA is the world's leading network of LGBTQ+ welcoming tourism businesses, providing free travel resources while promoting equality and safety for LGBTQ+ tourism worldwide. **954-630-1637**, www.igлта.org

International Tourism Marketing • Denver, CO

ITM delivers innovative international tourism development by increasing tour operator/supplier relationships, targeted destination marketing, airline cooperative marketing programs, public relations and media programs, meeting planning and special events coordination.

303-850-9358, www.itmtravel.com

La Cita de las Americas • Starke, FL

La Cita is a boutique gathering of travel professionals built on the power of relationships. At La Cita, Latin America's key travel decision-makers gather for pre-matched appointments, seminars and social functions designed to help encourage networking and new industry partnerships.

904-533-9300, www.lacitaamericas.com

OpenTravel Alliance • Schaumburg, IL

OpenTravel is a member-supported organization made up of suppliers, integrators and partners gathering to establish global, open, independent and mission-critical interoperability e-commerce standards for the travel industry.

www.opentravel.org

Richer Advisors • Alexandria, VA

Richer Advisors Inc. operates as a business management consulting firm. The firm serves small businesses, corporations and non-profit organizations. **123-456-7891**

U.S. Travel Association-IPW • Washington, DC

We are a national non-profit organization that works with domestic companies to help promote travel within the United States.

202-408-8422, www.usatravel.com

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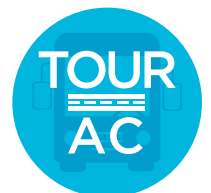
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Atlantic City Expert Heather Colache is available at 609-318-6097 or hcolache@meetac.com to make sure you enjoy Atlantic City as it was meant to be experienced.



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