National Tour Association (NTA) Spring Meet

June 4-6, 2009

Program Description

The National Tour Association (NTA) Spring Meet is an annual one-of-a-kind event for wholesale tour operators and receptive tour operators in a relaxed atmosphere to conduct business. Each Spring Meet has a litany of educational sessions, motivational speakers and professional seminars/forums. Suppliers are only invited to attend if they are a sponsor, thus the ratio of operators to suppliers is extremely high.

The 2009 Spring Meet was held in Monterey, providing wonderful exposure for California. CTTC sponsored a California Closing Night Extravaganza, with an elegant dinner, awards show and popular band to close the show.

CTTC also coordinated three familiarization tours before and after the trade show, covering the North Coast, Central Coast and National Parks. Each fam had between 10-20 participants, and was coordinated with the help of NTA tour operators. The tour operators then escorted their fams on the itineraries that they put together – a first for both CTTC and NTA!

Target Audience

Approximately 150 tour operators, with the majority from the U.S. and Canada.

Objectives & Reach

The objective was to spend quality networking time with tour operators and to keep California top of mind.

Results & Accomplishments

Before the closing night dinner, CTTC facilitated the opportunity for the Central Coast Tourism Council (CCTC) to host a wine reception in the ballroom foyer. CCTC did a great job presenting their region, and the reception received great reviews.

The CTTC Closing Night Extravaganza received high praise from many of the attendees. Our co-sponsors were able to decorate two tables each with gifts and collateral to promote their regions, and they did a wonderful job. The room was branded "California" from top to bottom, and the night was a big hit for the tour operators.

California companies attending were:

- San Mateo CVB
- Irvine CVB
- California Academy of Sciences
- Monterey County CVB
- Catalina Express
- Palm Springs Desert Resorts CVA
- DNC Parks and Resorts
- Sacramento CVB
- Larkspur Hotels
- Central Coast Tourism Council

Millie Matz from the Central Coast Tourism Council at the wine reception

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CTTC's Glenda Taylor and Jason Pacheco welcomed the group.

Monterey was the perfect host for the NTA Spring Meet.

The California Extravaganza in full swing!