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insider

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

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Advocating for
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PETER VAN BERKEL
President
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Chairman
**International Inbound
Travel Association**

Welcome Back to the USA!

IITA's diverse programing and advocacy efforts aim to sustainably rebuild international travel

THE U.S. TRAVEL industry is ready to welcome international visitors back and provide the unique experiences that only the United States has to offer. From national parks and a boom in outdoor activities to city and small-town adventures, international visitors will begin to see new innovative and experience-driven opportunities throughout the country.

From the onset of the COVID-19 pandemic, we knew travel and tourism around the world would rebound, because travelers are resilient. They must go, see and do. We are finally seeing that fact come to fruition as bookings to the USA pick up for the latter part of 2022 and even greater for 2023, with the reduction of travel restrictions based on less severe variants and higher incidence of vaccination.

We must, however, work to manage customer expectations. The global travel industry has suffered from reduced resources caused by rising costs and supply chain shortages, and the U.S. is no exception. Many suppliers downsized early in the pandemic with their international experts being the first to go because—like destinations around the world—they knew international travel would be among the last to recover.

While we are anxious for the return of international business, things are not the same as they were pre-pandemic. We need to be sure our clients know what to expect and are prepared to be flexible when the unexpected occurs.

That said, IITA is paving the way for industry readiness, best practices and innovative products and services for international visitors. Our Inbound Insider Steps to Success international travel and tourism training program is specifically

geared to professionals on the industry's supply side as a means of readying them to work more effectively with international markets and to be prepared to greet and care for international visitors.

The training, presented throughout the country by ALON Marketing Group (the country's leading training and inbound marketing firm) helps travel suppliers be better prepared to provide services for leisure and business travelers, groups and FITs and to customize itineraries based on destination, special interest and activities that are important to your clients.

Additionally, IITA members are determined to rebuild travel to the U.S. sustainably and for the long-term. IITA has embraced the framework of the United Nations' Sustainable Development Goals to guide our members in developing sustainable travel products and adopting responsible business practices.

IITA members stand ready to provide the best and broadest range of products and services, with the best possible rates, programs and expertise that our members can offer. The IITA brand offers international operators a stamp of reassurance as they seek out experiences for their clients traveling to the U.S.

We're working hard to be sure the U.S. travel industry is "international ready" for visitors from around the world.

Safe Travels,

Peter van Berkel
Chairman
International Inbound Travel Association



LISA SIMON
Executive Director
International Inbound
Travel Association

A Partner You Can Trust

IITA assists its members navigate the logistical, cultural and health challenges international inbound travelers face



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

AMERICA'S DIVERSITY IN culture, landscape and experiences throughout the country has always made the United States a challenge for international tour operators and travel advisors to navigate. The pandemic has added to the challenge with the inconsistencies in health and safety guidelines/requirements and changes in travel product and service levels. Now more than ever, international buyers need trusted inbound operator partners here in America.

One of the ways for international operators to feel confident in building strong working relationships with U.S. inbound operators is to specifically seek out those who are members of the International Inbound Travel Association (IITA). IITA inbound operator members have expertise in delivering the real, authentic American travel experience, geared for the international traveler, including first-tier gateways as well as the vast and varied destinations stretching the breadth of the country.

Inbound operators also have trusted destination and supplier partners, so they know who "gets it" and where international travelers will be best served. They know the products and destinations that are ready for international visitors and right for specific clients. Having these personal contacts on the ground provides firsthand quality control and assures international buyers that they're getting products and services that have been personally experienced by professional tour operators.

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

There are many factors to understand in order to deliver the best possible U.S. travel experience, including specific considerations involving religion, sensitivities, language, timing, food and dining customs. Layer on the health and safety guidelines and best pandemic practices, and it can become insurmountable for the international travel buyer.

IITA inbound operators are key partners for tour operators in defining how international visitors engage with the travel product and how comfortable they feel while visiting the U.S., ultimately defining the overall U.S. travel experience. They are the crucial link between America's diverse cultural experiences and the logistics of international travel.

IITA inbound operators are partners you can trust. They are unmatched in their knowledge of the industry, trends for inbound visitors and current protocols that make visiting this beautiful country as stress-free as possible.

In this edition of *Inbound Insider*, you'll find profiles for IITA member inbound tour operators that serve various markets and types of travelers with an array of products from hotel bookings to full inclusive itineraries. In the following pages, you'll find a directory of our supplier and destination members too. Page through these sections (page 22) to find the partners that meet your needs.

Safe Travels,

Lisa Simon
Executive Director
International Inbound Travel Association



FORGES THE PATH FOR GROWTH

THE ORGANIZATION CONTINUES TO ADVOCATE FOR GROWTH, SUSTAINABILITY AND DEVELOPMENT IN THE INTERNATIONAL INBOUND SECTOR

Amid the upheaval experienced by the global travel industry over the past two years, IITA has remained strong and steadfast by continually diversifying its programming, advocating for relief and always prioritizing the needs of its members during a turbulent period.

Tracing its roots back to 1991, IITA is comprised of a diverse group of inbound operators, DMOs and suppliers united in a common goal of strengthening international inbound travel to the United States. The organization benefits 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. Throughout the industry's recovery, IITA has been a leader for operators and supplier members alike.

"As a DMO, it's extremely important to be informed about what's going on throughout the international inbound industry, and there's no better organization than IITA to help us achieve that," says Mindy Shea,

director of international sales for Visit Savannah. The DMO is an enthusiastic member and hosted a recent Summit, a popular annual event hosted by IITA that connects suppliers, operators and industry experts to develop growth in the international inbound travel space. The agenda includes networking sessions, social events, speakers and an operator forum to discuss best practices and growth in MICE travel. Next year's summit will be hosted by the Bahia Resort Hotel in San Diego. "It was a fantastic

opportunity to expose the city to receptive operators, and we see an immensely high value in attending," adds Shea.

Shea is also a member of IITA's Education Committee, which conducts an orientation session at the annual IPW conference and frequent webinars for members seeking the latest data to support their business. "This year's focus will be how to build or rebuild your international business," says. "Given the dynamics of a domestic travel boom and a delayed international return with a tight labor market in America, we want to help our members navigate these new waters."

IITA also proved to be an invaluable advocate for international inbound operators and travel industry professionals during the height of the COVID-19 pandemic. The organization collaborated with the World Travel & Tourism Council to craft health and hygiene protocols, and as a result was able to award a Safe Travels Stamp to reward safety-conscious operators. IITA also consistently advocated for targeted relief funding from two presidential administrations, lobbied Congress for tourism-centric legislation, and recently sent a delegation to Destination Capitol Hill in Washington, D.C. to speak directly to lawmakers.

IITA led in-depth discussions with the Senate Commerce Committee, its subcommittee on Tourism, Trade & Export Production and the leadership of the Senate and House Tourism Caucuses. The talks touched on an extensive list of concerns including additional relief for tour operators, extending employee retention



IITA membership's global reach

Photo courtesy U.S. Travel Association



Photo courtesy of IITA



Photo courtesy of IITA



Photo courtesy of IITA

IITA Summit

IITA FORGES THE PATH FOR **GROWTH**

tax credits, improvements to the commercial tour reservation process for national parks and approaches to distributing visitors more equally across the National Park System. The delegation also worked with Congress members to advocate for the elimination of pre-departure testing requirement for vaccinated travelers.

"The reception to these meetings was nothing short of excellent," says IITA Chairman and Travalco president Peter van Berkel. "Congressional staff response ranged from a request for more information to an interest in doing more staff work on the subjects raised. This included the impact inbound travel has on the balance of trade and a commitment to co-sponsor legislation of specific benefits to international inbound operators to attract more visitors."

IITA also supports its members with a diverse suite of programming that includes hybrid webinars and educational materials assembled by the Technology Task Force. "Our goal is to identify members and educate them on the benefits of technological updates," says Sandi Lackey, senior worldwide sales manager

at BWH Hotel Group. "We want to promote a tech standard and explain the benefits of cost-effective processes available through technology providers. Our recent webinar was very well received and went over the difference between hybrid rates and static rates for operators in addition to providing feedback from suppliers who have utilized technology to manage incoming groups more efficiently."

As international travel has returned in earnest, Lackey has also noticed a heightened interest in sustainable "green tourism" from overseas guests. "International visitors are definitely more aware of a hotel's sustainability initiatives than before the pandemic," she says. "Eco-friendly is a big buzzword at the moment from overseas clients, and we in the hospitality sector are looking to balance being environmentally friendly while still providing the amenities our guests are used to."

To address this, IITA partner Tourism Cares has created a series of initiatives to both attract eco-conscious visitors to the United States and encourage sustainable practices

among IITA membership. This includes the creation of the Meaningful Travel Platform—a tool to maximize responsible travel for operators and independent travelers. The platform's signature element is the Meaningful Map, an interactive tool that allows users to click on businesses and attractions throughout North America to learn about their commitment to environmentalism (learn more about the Meaningful Map on **page 12**).

Another key benefit for IITA membership is the Steps to Success program. Run by Jennifer Ackerson of ALON Marketing Group, the program is designed for destinations and tourism stakeholders to generate awareness for international travelers. Participants learn to position the value of international inbound travel to destination stakeholders, work with them to maximize sales cycles and develop sales approaches for sustainable growth.

Through its tireless advocacy, diverse programming and commitment to sustainability, IITA is leading the industry as international travel returns, and the benefits of membership continue to grow. **IITA**

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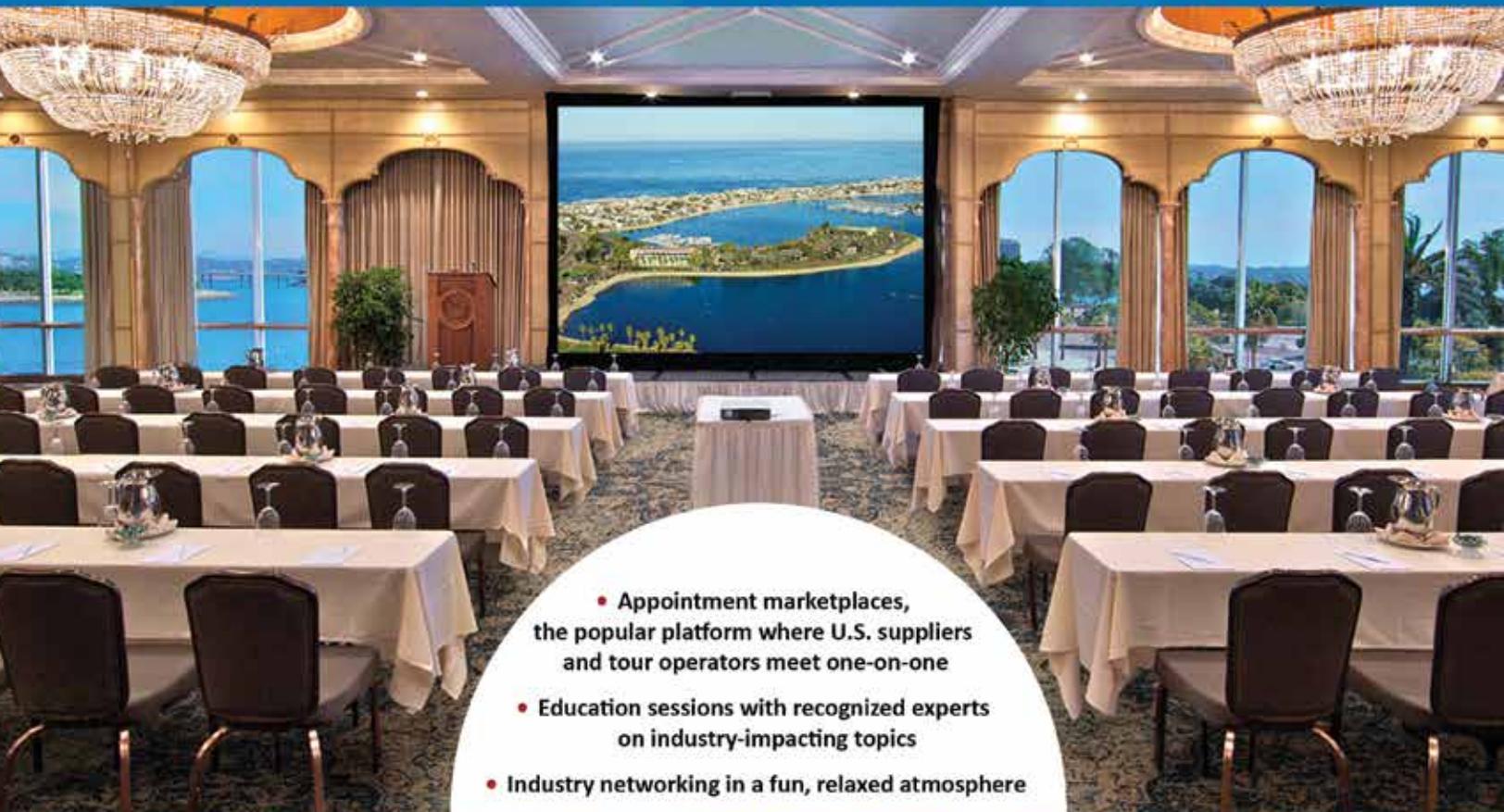
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Learn more at inboundtravel.org/summit

REBUILDING THE BRAND

How Brand USA is restoring America's international inbound travel business

Faced with a near impossible task of keeping interest alive in the U.S. when borders shuttered, Chris Thompson and the Brand USA team put together a strategic framework to navigate through and help the travel industry emerge from the pandemic. The team's aim was to prove the U.S. was ready for international visitors and put mechanisms in place to entice travelers once again.

"It's one thing to say you're ready, but you've really got to prove it, and it's got to be seen and believed by consumers around the world so that they are inspired to come back when the time was right," said Thompson. "We had a very prescriptive way we were going to do that."

Thompson's team recognized the critical importance of keeping connections in an industry that had experienced a substantial amount of turnover. In the summer of 2020, realizing that no one was in a position to host live events anytime soon, the organization built the online Brand USA Global Marketplace that launched in October of that same year. Created as a tool for the industry to maintain connections with top international source markets, the platform has facilitated virtual travel events and thousands of one-on-one meetings between buyers and suppliers that would normally take place face-to-face.

"Knowing that turnover was off the charts, we felt it was critically important for us to keep our buyers and suppliers connected," states Thompson. And even though the platform was created at breakneck speed, it's received high remarks from the industry. "Our virtual version

of that platform was as good as anybody had seen," said Thompson. The tool has been used by industry veterans and newcomers alike to build and maintain relationships.

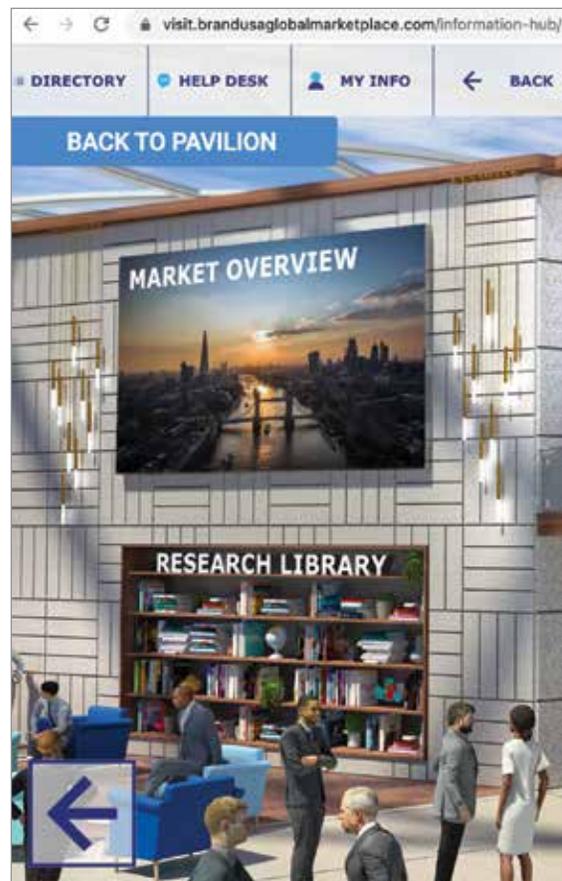
The recent addition of the International Pavilion serves as a one-stop resource for research analytics, content and market-tailored data for top-source markets. Thompson points out that information gathered here (insights, contacts and resource materials) would typically be the type of things that suppliers would have to hire out for. This is critically important at a time when the industry is working with very limited resources.

Building Back Demand

Brand USA had the arduous task of maintaining demand for travel to the U.S. during a pandemic. After a respectful pause, the team jumped back into content production and has continued to produce, curate and license content through its United Stories platform with seven recently released stories about different experiences around the country. Coupled with partner content and the GO USA TV channel that reaches into 220 countries across multiple languages, Brand USA is showcasing some of the best scenery and activities across the country.

"We wanted to keep our fingers on the pulse of what our consumers around the world we're thinking," said Thompson. "What we found is that with the exception of a few blips here and there, people's intent to travel to the United States really didn't wane."

Keeping up the momentum, Brand USA turned to social media influencers. "In this



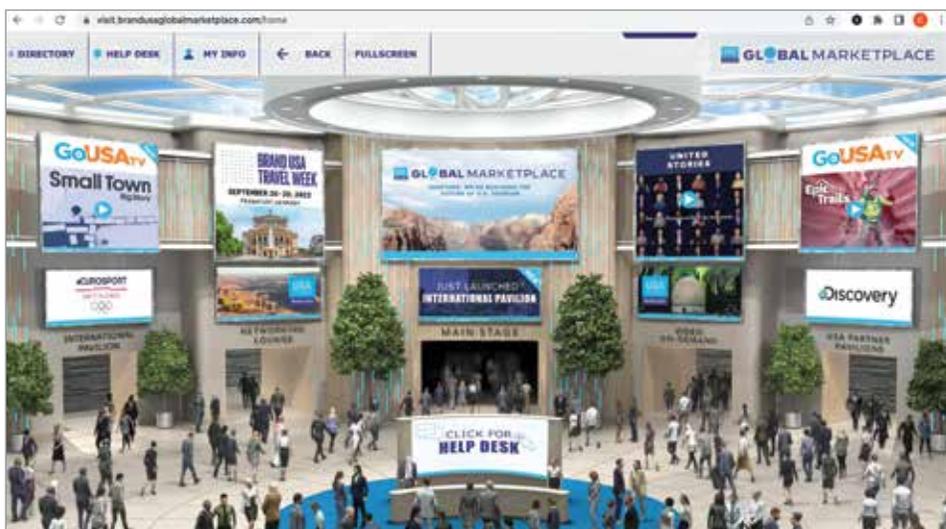
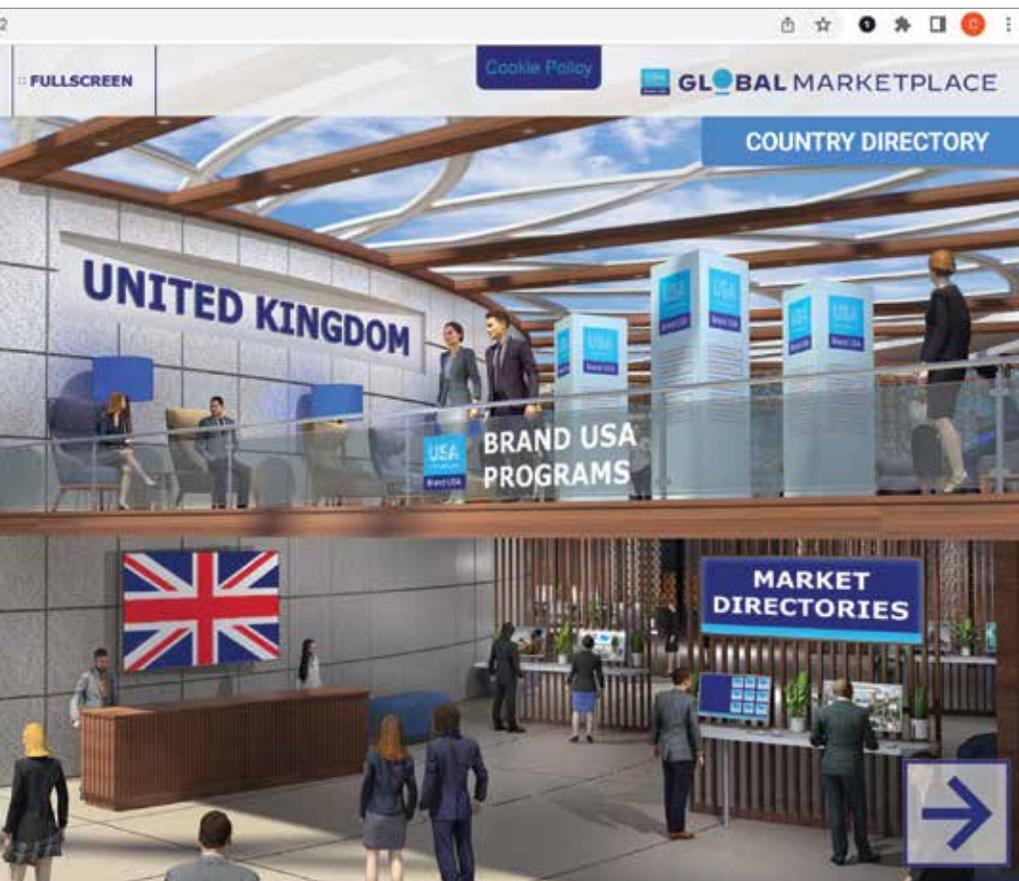
age of social media and digital messaging platforms, we realized that there's lots of folks out there that have very loyal followings. We reached out to influencers in our primary markets and starting last fall, we invited them to come to the United States and experience the trip of a lifetime," said Thompson.

Built around the pre-established United Stories framework, Brand USA partnered with content creators to articulate the story of the United States. As influencers traveled the country, they shared their experiences with followers in their home countries. And thanks to a robust domestic leisure travel market, their followers witnessed a travel industry on the road to recovery and eager to welcome tourists.

Creating a War Chest

Brand USA's primary source of funding is through a portion of ESTA fees from foreign travelers entering the U.S. Visitors pay a \$14 entry fee, of which \$4 goes to Brand USA.

What's unique about this funding model is that under its charter, Brand USA must secure matching dollar-for-dollar funds from private sector contributions to fulfill its mission. "There's no better example of skin in the game than having to bring a dollar to get a dollar," expressed Thompson.



Photos courtesy of Brand USA

Brand USA Global Marketplace

But when travelers stopped coming, so did Brand USA's source of funding. Faced with an unprecedented challenge, the organization reached out to media and industry partners to develop a plan for recovery, including what that would cost. The resulting whitepaper outlined a plan to fund Brand USA in the amount of \$250 million to execute this recovery. It was waiting on the desk of U.S. Commerce Secretary Gina

Raimondo on her first day in office, and within weeks it became part of her platform.

Thompson points out that while the bill was historic, it would have not been possible if Brand USA hadn't had a successful 12-year track record of public-private partnerships. "This was an extraordinary ask under extraordinary circumstances, but if we hadn't done what we were originally created to do, we would

never even get a consideration for an amount of money like that," said Thompson. "One thing that we demonstrated through two reauthorizations is that we have bipartisan support at the highest level of leadership."

The additional resources will be spread over three fiscal years and come on top of ESTA fees, so expect to see even more active Brand USA inspired promotional efforts through 2024. Part of the new funds require a private sector match in what Thompson deems as "sticking to our structured and disciplined approach to contributions."

Hurdles Remain on the Road to Recovery

While open borders and a pandemic that's becoming an endemic help the case for foreign travelers returning to the U.S., Thompson is still concerned about testing requirements. "I've been saying all along that pre-departure testing is enough to cause people to pause until that's gone away. COVID pre-tests add a level of uncertainty that until it's relinquished, will not enable us to be able to get back to some semblance of whatever the next normal looks like."

As for that next normal, Thompson is bullish on a full and complete international inbound travel recovery. "Once we get that pre-departure test gone it'll come back stronger, quicker and more powerful than the forecasters are saying. Roger Dow [president of the U.S. Travel Association] calls it a coiled spring."

And while Thompson leads the charge at Brand USA, he doesn't feel the need to preach from the pulpit about the importance of international inbound travel. "I don't think it's that I need to be an evangelist and get all the followers back. I think that people's priorities have been on the domestic market because that was the quickest way for them to get back revenues. And I think now we're in better shape because of that, to be able to welcome international visitors back."

There's going to be some bumpy roads associated with getting back to pre-pandemic levels and delivering the experiences guests expect, but Thompson feels that we're farther along down the road because the industry is united.

"We were saying all through COVID, 'when the time is right.' Well, the time is now for us to gear up and get back to promoting the U.S. and helping to fuel the recovery."

The return of international visitation and spending couldn't be better timed. **ITA**

FOSTER

SUSTAINABLE TOURISM AND CULTURAL ENRICHMENT

Tourism Cares' Meaningful Travel Map promotes underrepresented communities and showcases attractions that promote biodiversity

By John Sutherland

Tourism is a powerful tool that can be used to mitigate and solve some of our world's greatest challenges, such as creating food sovereignty, promoting gender parity, conserving resources as assets, and preserving and celebrating cultures, traditions and languages. However, many forms of conventional tourism do not mitigate these challenges, and many cause negative impacts or alterations to the sense of place, the people or the fragile environments of destinations. Sustainable tourism, on the other hand, referencing the UNWTO's definition, takes into full account its current and future economic, social and environmental impacts - addressing the needs of its visitors, the industry, the environment and host communities equally. And it is the travel industry's responsibility to look for more meaningful and sustainable options in order to leave a destination better off as a result of tourism, especially by including community-based product into supply chains. This benefits not only the destinations we profit from, but also the visitor experience.

The travel and tourism industries continue to see demand growing for a more socially

and environmentally conscious product. Booking.com's 2021 Sustainable Travel Report surveyed 29,000 travelers in 30 countries and found, among other things, that 72% of respondents think travel companies should offer more sustainable choices; 76% want to ensure the economic impact of the industry is spread equally in all levels of society; and 73% want to have authentic experiences that are representative of local culture when they

travel. Quality, convenience and price still very much matter to consumer choice, but factors like sustainability, trust, ethical sourcing and social responsibility are increasingly important to the way consumers select their products and services.

To meet the travelers' demands and help our partners source, vet and market new product, Tourism Cares has developed a program—our Meaningful Travel Map of North America (which can be found by visiting www.tourismcares.org/meaningful-map). The Meaningful Travel Map highlights authentic, community-led experiences, products and tours across North America. It is a business-to-business tool, meant to connect travel professionals to mission-based organizations that are, or could be, involved in the tourism value chain. The map is primarily focused on small businesses, non-profits and social enterprises that provide a societal or environmental benefit to their communities aligned to the U.N. Sustainable Development Goals. Many of the organizations are led, owned or managed by women and/or black, indigenous and people of color. We also encourage our partners to share their mission with customers to create a ripple effect of inspiration.

The Meaningful Travel Map program started

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The travel and tourism industries continue to see demand growing for more socially and environmentally conscious product.”

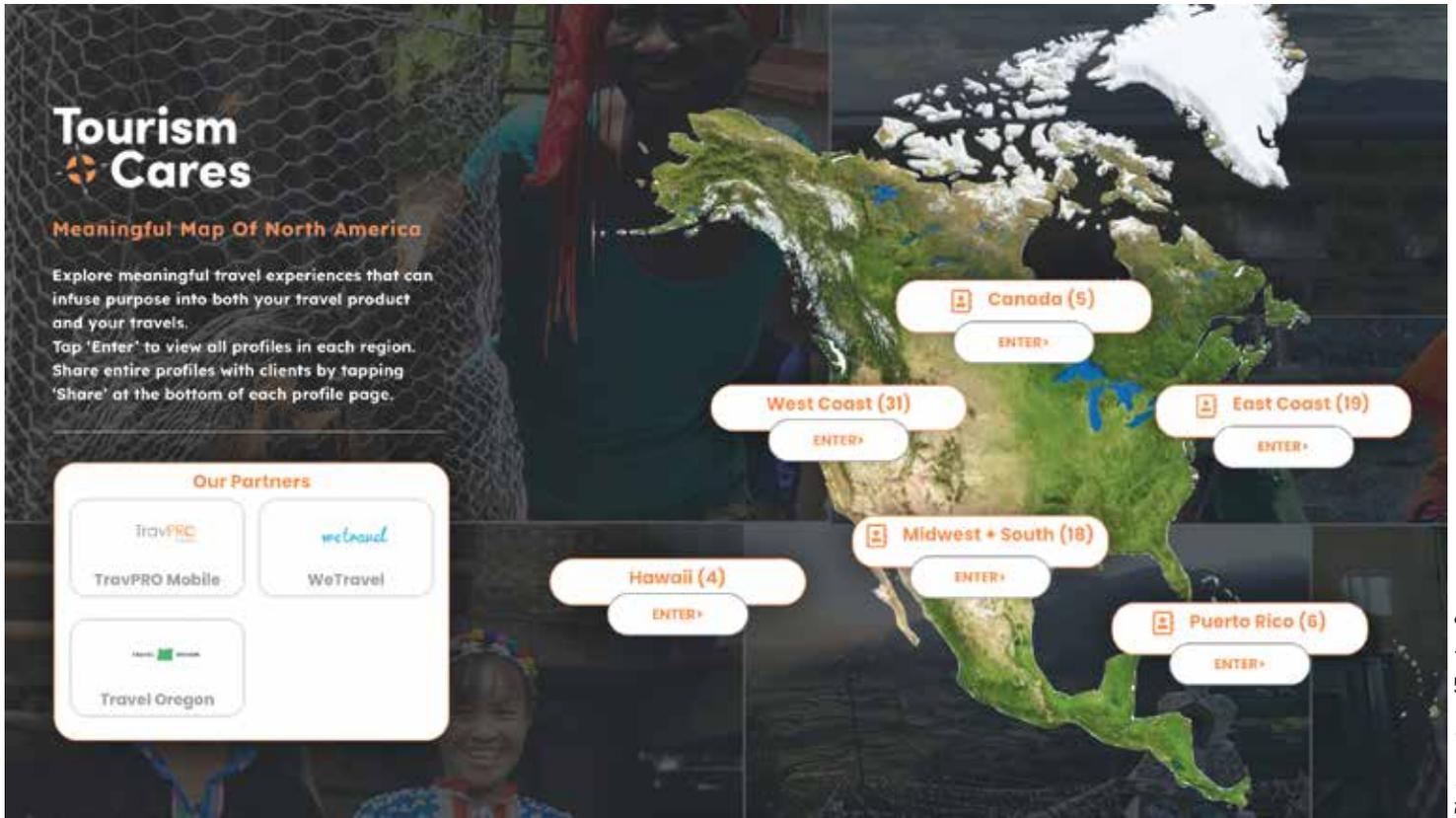


Photo courtesy of Tourism Cares

Meaningful Map of North America

with our 2018 Meaningful Travel Summit in Jordan, working with the Jordan Tourism Board to create an innovative program that could focus the industry on local social enterprises, deepening travelers' relationships with the people of Jordan. It continued with Colombia and, through our partnership with ProColombia, a Meaningful Travel Map was created along with our November 2021 summit. All along, though, we understood the huge potential benefits of creating a Map of North America. In mid-2021, we started adding organizations within the U.S., and are now adding them across Canada and will soon be at work on Mexico.

It helps to understand the map if I discuss some examples. One of our profiles is for Live Like a Local Tours. They are a black-owned business in the Boston area that facilitates tours of Roxbury, Dorchester and Jamaica Plain, giving people the chance to experience the food, history and culture of untapped and diverse neighborhoods of the Boston metro area. Another is Café Reconcile. This incredible organization was featured during our most recent event in New Orleans in 2018. They are a restaurant and catering business that offers a paid job training program for young people from severely at-risk communities. The program teaches them job and interpersonal

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skills, but more broadly it encourages personal growth, entrepreneurship and thus builds a stronger community. Customers can support their mission just by going and eating delicious food! Lastly, we have Reef in Key Largo, Florida. Reef's mission is to protect biodiversity and ocean life by actively engaging and inspiring the public through citizen science, education and

partnerships with the scientific community. It does this with an on-site, hands-on education program teaching about marine biodiversity and through customized multi-day programs that include scuba, snorkeling, kayaking and other aquatic adventures. As you can see, there is a great variety of organizations and activities to be found on the map.

Tourism Cares is a non-profit dedicated to the people and places of travel, supported by the industry, so the map is free for organizations to be a part of, it is free for users, and it is open to everyone, not just our members. Each of the organizations on the Meaningful Travel Map has been vetted for its impact by Tourism Cares, and each has the opportunity through the platform to market its product to a much wider audience than would otherwise be possible, since most do not have the resources to attend trade shows or aggressively market. The platform highlights the organizations' missions, what makes them unique, and provides them the opportunity to share images, video and brochures. Map users can contact organizations directly using websites or email addresses supplied right on the organizations' profiles.

We are looking to create as many connections as possible between these impactful organizations and the travel trade. The tourism industry's interconnectedness and interdependence create opportunities to foster transformative change in communities. Forming strong partnerships with local community leaders is crucial in this process. Nonprofits, social enterprises, community-owned tourism organizations and B Corp organizations are social-centric by design — with the networks, procedures and solutions in place to ensure people's needs are met and social issues are addressed. Those partnerships help tourism companies gain a cultural context and solutions-based approach to local issues, which is critical for companies to operate sustainably in destinations.

Investing in community-led tourism is good for business. By putting communities at the center of tourism development, resident sentiment improves with more local people and ecosystems benefiting. The experience for the traveler is also more authentic, creating a more differentiated product for the travel business (and often supporting diversity, equity and inclusion objectives). This creates a full circle of prosperity for all involved in the tourism value chain. The tour operator segment, specifically, has incredible power to build connections from the consumer to the local community. By building collaborative partnerships between destinations, businesses and community leaders, consumer demand can be addressed, and a new model of impact tourism introduced. International and inbound operators can leverage the Meaningful Travel Map of North America to help achieve these objectives within their own organizations. **IITA**

DISCOVER THE AMERICAN WEST



ANCHORAGE



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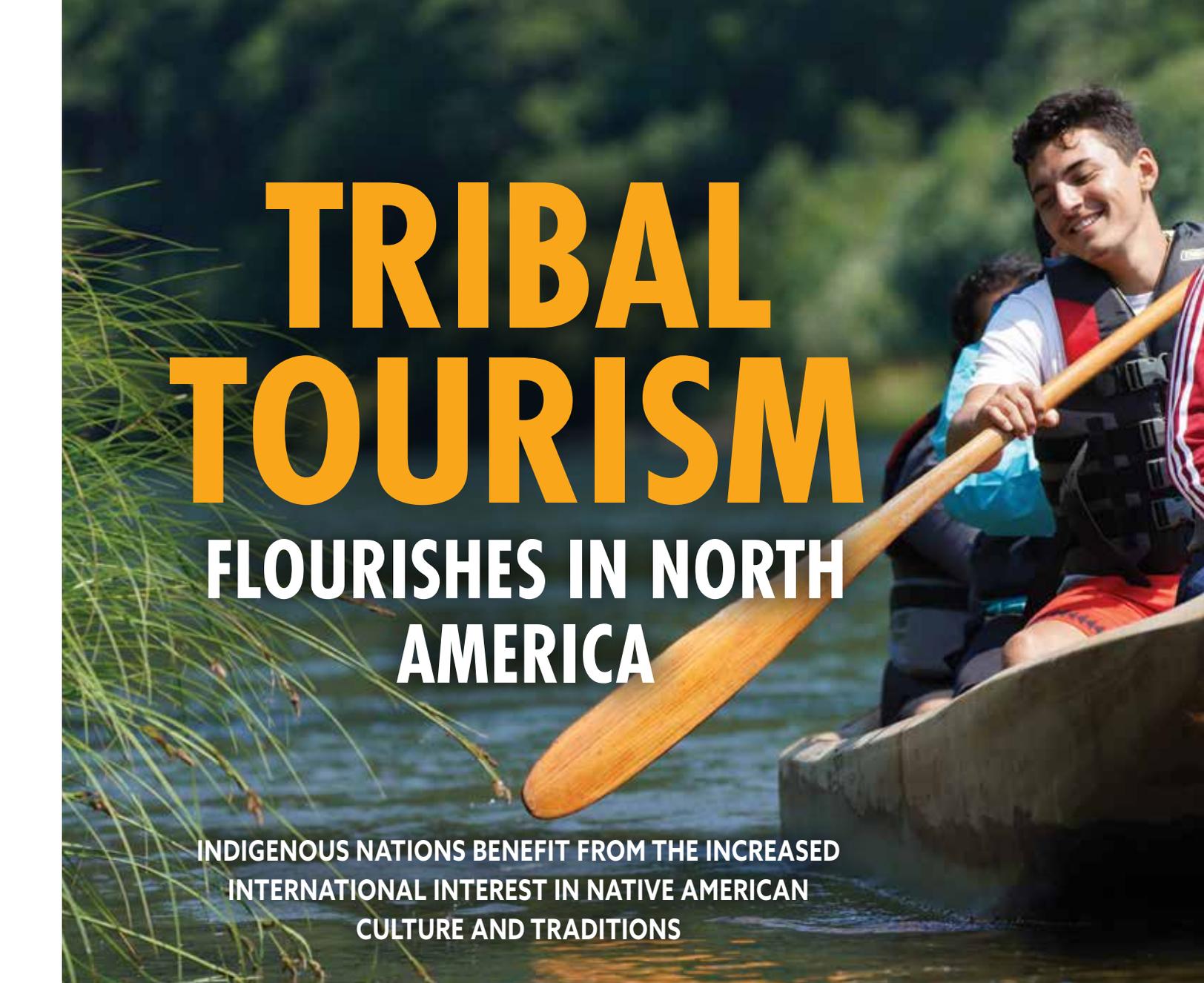
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TRIBAL TOURISM FLOURISHES IN NORTH AMERICA

INDIGENOUS NATIONS BENEFIT FROM THE INCREASED
INTERNATIONAL INTEREST IN NATIVE AMERICAN
CULTURE AND TRADITIONS

The United States has grown into an international travel destination thanks to its cosmopolitan cities, varied natural landscapes and cultural diversity. But this growth has often come at the expense of native people who have lived throughout the Americas for thousands of years before European settlers. Fortunately, efforts continue to grow amongst tourism professionals to re-assert Native American heritage into the American historical narrative and promote its rich diversity for international tourists.

This process is being spearheaded by AIANTA (the American Indian Alaska Native Tourism Association), which proudly includes 574 tribes as members and promotes tribal lands to visitors

of all interests. Established in 1998 to address inequalities in the American tourism system, AIANTA has become a powerful force in the industry by training tribal leaders to maximize the tourism potential of their lands, create connections with local agencies and highlight authentic native experiences for visitors.

"Tribes do not receive lodging taxes or other federal funds expressly for tourism, so AIANTA functions as a DMO for all native communities and as a partner with other agencies to promote their land," says CEO Sherry Rupert (Paiute/Washoe). "We have taken on the task to perpetuate our culture and use our own voices to tell our stories."

AIANTA's efforts have proven successful, since American Indian, Alaska Native and

Native Hawaiian tourism accounted for \$14 billion in sales for 2021, with continued growth projected over the next five years. Rupert credits this to an increased international exposure to Native American culture and desire for culture enrichment beyond established, settler-dominated attractions.

"You're on native land wherever you visit in North America, and I believe non-indigenous visitors (especially international ones) are genuinely interested in supporting our artists and communities," says Rupert. "So we are very active with our outreach to international operators and partner with local DMOs to compel these businesses to add our tribal lands to their itineraries."

The organization's visitor outreach program



Photo courtesy of AIANTA

Redwood Yurok Canoe Tours

invites member tribes to participate in domestic and international trade shows throughout the year, including an annual presence at IPW. Tribal ambassadors are trained beforehand to ensure that representatives are up-to-date on international travel trend and favorable markets, and that their pitch accurately reflects the rich culture of their representative nation. This year's IPW "tribal row" representatives will include the Alaska Native Heritage Center, Nez Perce from Idaho, Akwesasne from New York and the Yavapai Nation from Arizona. AIANTA has also established the Professional Certificate Programs in Cultural Heritage Tourism, which educates tribal leaders on how to effectively promote their lands to visitors and initiate sustainable programming. AIANTA has

also partnered with Brand USA with an annual spotlight FAM and the National Park Service to promote sacred ancestral sites that border and lie within NPS boundaries with sponsored virtual and in-person forums.

"National park attendance has been at record highs the past two years due to the pandemic," says Rupert. "People are eager to experience the outdoors and the beauty of these parks, and so much of our ancestral land is on their borders, so this has been a very rewarding collaboration."

Tribes across North America understand the benefits to all parties when non-native visitors add tribal lands to their itineraries. "What I think is very important is allowing your community to understand that tourism isn't just bringing a guest to our homeland and giving



Photo courtesy of AIANTA

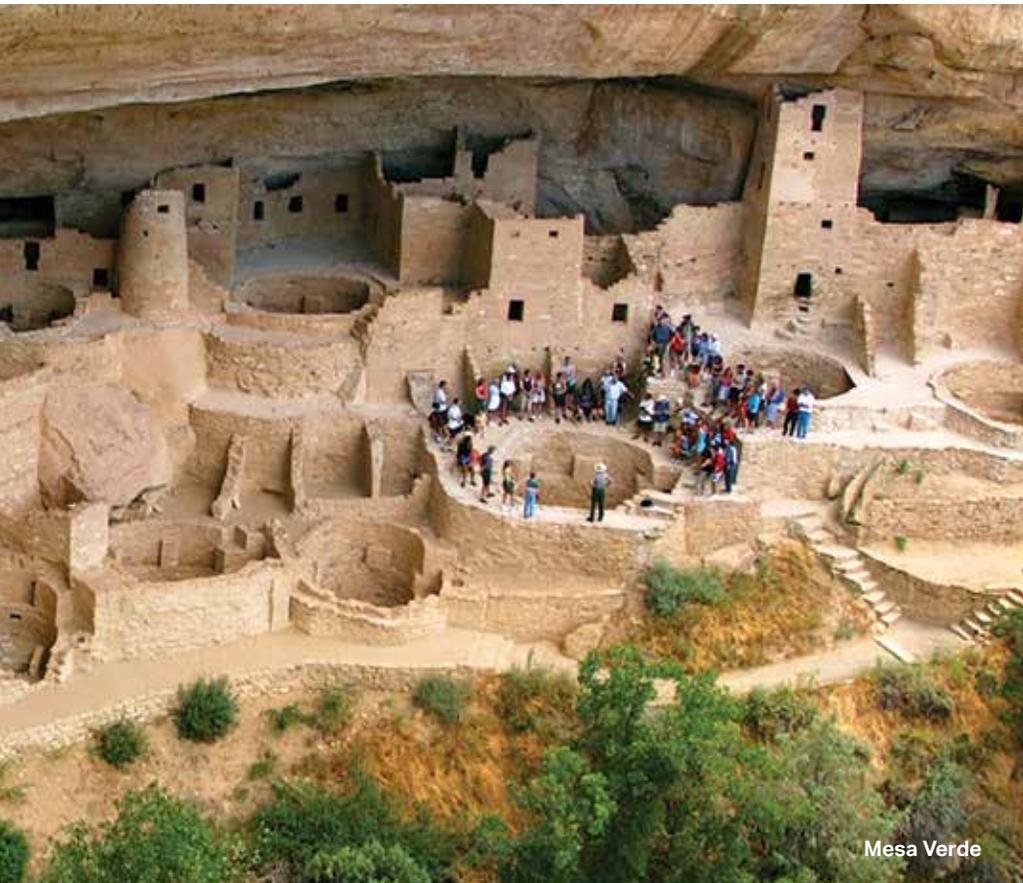
Nez Perce Tourism

them an authentic experience," says Nez Perce Tourism CEO Stacia Morfin. "It's creating a great connection between cultures and preserving the traditions of our people."

The Nez Perce tribe, which is headquartered in modern-day Idaho and one of the members of AIANTA's tribal row at IPW, grows its tourism business by encouraging tour groups to integrate a visit into their national park excursions or journey along the Lewis & Clark Trail. The tribe has also successfully developed relationships with cruise line operators that sail along the Snake River by offering dance performances in regalia, traditional salmon dinners and chartered bus tours that introduce the ancestral land from a native perspective.

"In the past 200 years since the Lewis & Clark Expedition, other people have been sharing our story from their perspective, and this offers us the powerful opportunity to share the beauty of our homelands and waters from our viewpoint, which is extremely powerful," says Morfin. "To bring back our culture and language to visitors is not only transformational and educational for tour groups, but it also very important for the cultural integrity of our people."

The interaction is beneficial for both sides—allowing visitors to develop an authentic connection to the surrounding area that is difficult to accomplish on the contained environment of a cruise ship and instilling pride in indigenous people whose stories were too often ignored or altered to fit a settler narrative. "With international travel returning in earnest, we're excited to welcome these visitors to the land we are so proud of and connected to," says Rupert. **IITA**



Mesa Verde

Photo courtesy of Mesa Verde National Park

PRE-COLUMBIAN HERITAGE SITES

VISIT THESE BEAUTIFUL AND SACRED AREAS THAT PRE-DATE EUROPEAN EXPLORATION IN NORTH AMERICA

International visitors are drawn to the United States for its popularized attractions and dense cities, but there are monuments and historic sites that pre-date these tourist sites by millennia. Before Christopher Columbus set sail for “the New World” in 1492, hundreds of distinct indigenous cultures populated what is now considered North America. AIANTA and other native tourism organizations encourage inbound travelers to

experience and honor these important sites to supplement their American itineraries.

TAOS PUEBLO (NEW MEXICO)

Continuously inhabited for over 1,000 years, this multi-story adobe building continues to be occupied by the Tiwa-speaking Puebloan people. Consisting of two primary structures called the Hlauuma (north house) and Hlaukwima (south house)

that are subdivided into smaller apartments for individual families, the site welcomes visitors who want to learn more about the rich culture of the approximately 150 permanent residents. Tours are available and encouraged for guests who want to learn more about the innovative adobe architecture and traditional micaceous clay pottery. Visitors to New Mexico should also admire hundreds of original art pieces at Buffalo Thunder Resort and learn about the Four Matriarchs pottery tradition at Acoma Pueblo.

MOUNDVILLE ARCHAEOLOGICAL PARK (ALABAMA)

Located on the Black Warrior River near Tuscaloosa, this site was home to an immense and sophisticated community built by the Mississippian people 800 years ago. Twenty-six earthen mounds (varying in size depending on the class of the resident) were arranged around a central plaza, and various buildings were used for religious purposes and food storage. Today, the site is managed by the University of Alabama, and visitors can see beautiful treasures preserved in the museum, embark on the nature trail and enjoy scenic views of the Black Warrior River. Visitors to the Southeast can also learn about the Miccosukee tribe who lived in Florida’s Everglades for hundreds of years by registering for a Miccosukee family-owned and operated Buffalo Tigers Tour.

MESA VERDE (COLORADO)

Located just south of the San Juan Skyway is Mesa Verde National Park, a collection of over 600 preserved cliff dwellings that housed the Ancestral Pueblo people in the 1200s. The park’s most spectacular site is the Cliff Palace, an immense structure that consists of 150 rooms and 23 kivas (spiritual spaces used for religious ceremonies). A variety of ranger-led tours can also guide groups through the Long House, Balcony House and Wetherill Mesa. Continue to the nearby city of Cortez to learn more about the area’s Native American history at the Crow Canyon Archaeological Center and browse the galleries of the Mancos Creative District.

HOPEWELL CULTURE NATIONAL HISTORIC PARK (OHIO)

Built nearly 2,000 years ago by the Hopewell people who resided in the Ohio River Valley, these earthworks were among the largest in the world and used as defensive structures as

well as burial sites for the deceased. Ranger-guided tours of the largest mound cluster (the Mound City Group) will explain how these formations were used for feasts, funerals and other religious rituals for a thriving culture.

KAHANU GARDEN AND PRESERVE (HAWAI'I)

The rugged black lava seascape of Maui is the site of this beautiful garden, which grows hundreds of plant species that were transported throughout the Pacific Islands on ancient voyaging canoes. Tour this oceanside reserve to hear the mo'olelo (stories) of ancient Hawai'i and of Chief Pi'ilani who ruled over these lands in the 16th century. You will see firsthand some of the traditional uses of the plants brought to the islands by the first Hawai'ians. Many guides grew up in this culturally rich region and are experts in practices and traditions passed down to them by their elders. You can also tour the remains of Pi'ilanihale Heiau, which is believed to be the largest heiau (place of worship) in all of



Photo courtesy of Kahanu Garden

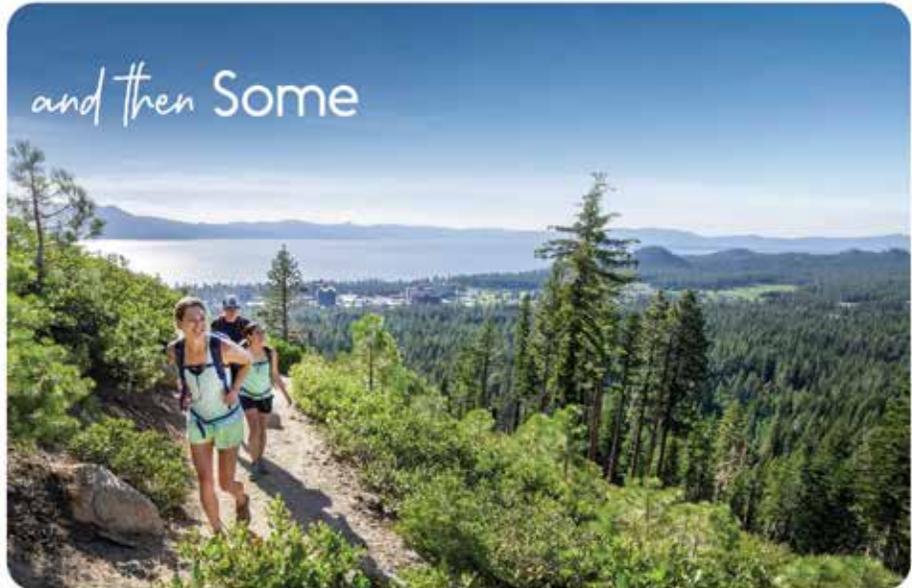
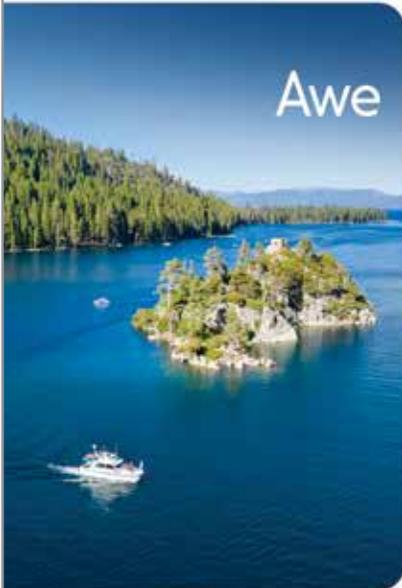
Kahanu Garden, Hawai'i

Polynesia. A key gathering place for rulers and priests, the site is built from basalt blocks and perhaps named for the ruler Pi'ilani (who served as the ruler of the islands of Maui).

WUPATKI NATIONAL MONUMENT (ARIZONA)

Wupatki, which means "tall house" in Hopi, makes for an excellent complementary experience to the Grand Canyon, which is less than 90 minutes away. Visitors are free to hike through the ruins or register for an interpretive

tour, in which a park ranger discusses Ancient Pueblo traditions and the park's proximity to the Sunset Crater, a cinder cone volcano whose 12th century eruption might explain why Native Americans abandoned the area. The monument's largest Sinagua Pueblo contains over 100 rooms, a community center and ball court, and it remains the largest building for 50 miles. Other structures available for exploration along Loop Road is the Citadel (where soldiers kept watch atop the hill) and Wukoki Ruins (where visitors can climb the tower). **IITA**



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Diné woman in traditional dress near the Grand Canyon

Photo courtesy of NPS/M. Quinn

FURTHER YOUR TRIBAL TOURISM EXPERIENCE WITH NATIONAL PARKS

AIANTA AND THE NATIONAL PARK SERVICE SPOTLIGHT INDIGENOUS CULTURES FOUND WITHIN PARK BOUNDARIES

Record-breaking attendance at national parks over the last two years and increased interest in indigenous culture by international travelers has prompted a cooperative agreement between the National Park Service (NPS) and AIANTA. The new five-year agreement will expand opportunities for communication through AIANTA-sponsored virtual and in-person forums between the NPS and Native

nations located in national park gateway communities. The resulting collaborations will expand awareness of American Indian, Alaska Native and Native Hawaiian connections along national trails and in national parks throughout the country. The partnership also follows the appointment of Charles F. "Chuck" Sams III as the first Native American to serve as director of the NPS and Deb Haaland as the first Native American Secretary of the Interior.

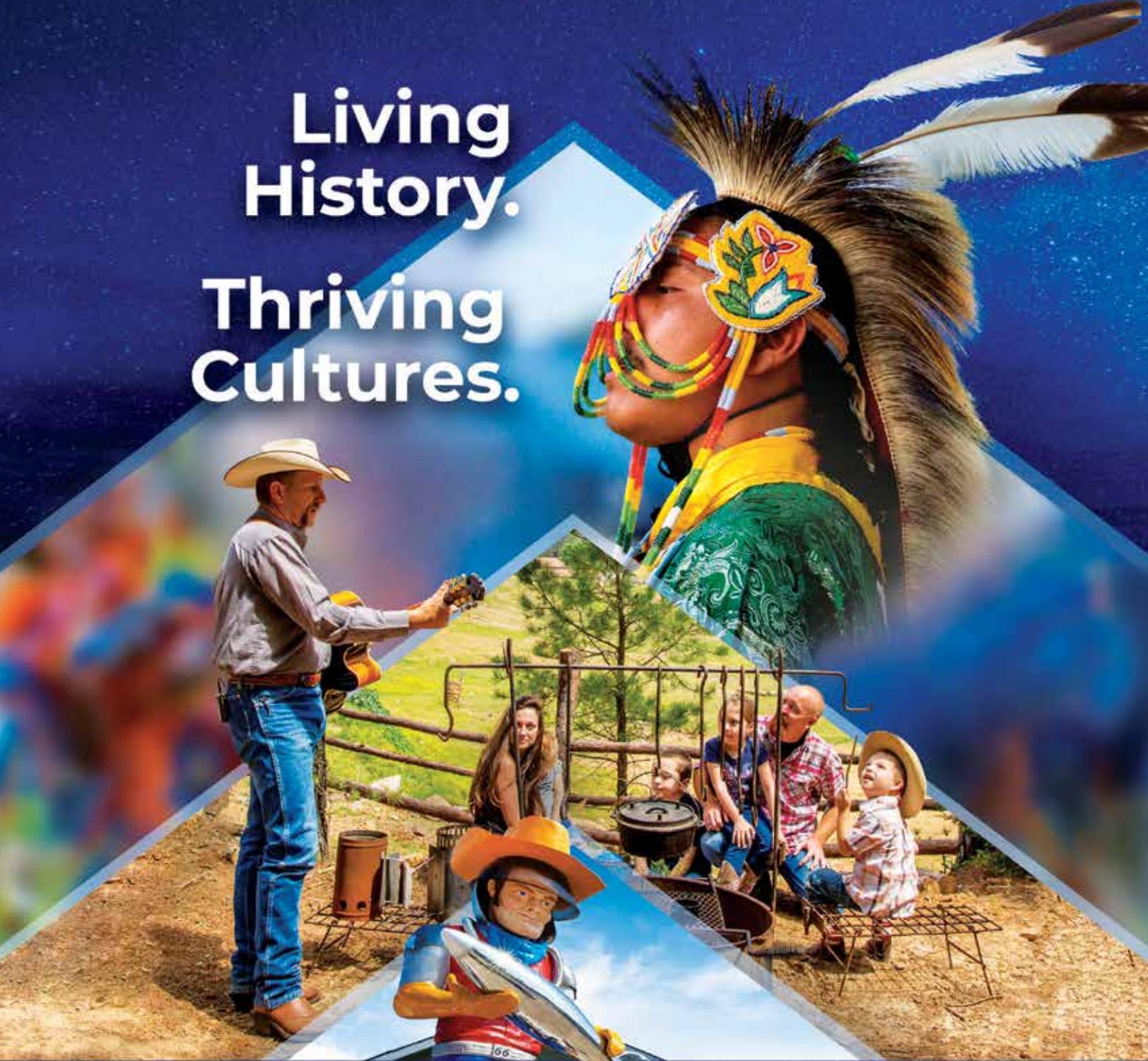
"We are thrilled to formalize our long-standing relationship with the National Park Service under this agreement," says Sherry Rupert, CEO of AIANTA. "Our previous partnerships with individual park sites, such as the Juan Bautista de Anza National Historic Trail and the Lewis and Clark National Historic Trail have successfully driven awareness of the tribes located along those sites. We look forward to further growing awareness of tribal tourism opportunities at additional park sites across the country."

Both organizations realized visitors were increasingly adding national parks to their itineraries due to plentiful outdoor opportunities, and since many tribal lands border or even lie within the borders of current parks, the relationship has proven to be mutually beneficial. "Native American tribes have ancestral connections to public lands that pre-date the formation of the National Park Service by millennia," adds Rupert. "These wholly unique perspectives can serve as the foundation for one-of-a-kind cultural content for National Park Service sites."

An already-popular result of the collaboration is the Desert View Inter-Tribal Cultural Heritage Site, which immerses visitors in the perspectives of Grand Canyon National Park's 11 traditionally associated tribes and showcases artistic and cultural demonstrations. Visitors can learn about the Ancestral Puebloan People at the Tusayan Museum and learn about pottery and jewelry traditions during the Cultural Demonstration Series. The Desert View Watchtower Site also plans to construct an accessible, intuitive Inter-tribal Cultural Heritage Site that immerses visitors in American Indian life and culture.

More than 70 tribes have also been contacted to lend their voice to the Tribal Stories Along the Juan Bautista de Anza National Historic Trail. Following the path de Anza and his fellow colonists trekked from Mexico to San Francisco in 1776, the project chronicles the Native American communities that continuously inhabited California and Arizona during this period. Visitors traveling the route will be able to view educational webinars for tribes, purchase a print/online guidebook reflecting tribal attractions at key spots along the trail, and utilize a first-of-its kind map elevating indigenous homelands through traditional place names and indigenous sites of significance. A similar project to bring tribal awareness to the forefront of the visitor experience is also underway for the Lewis and Clark National Historic Trail, which will spotlight the native people who lived along the route the famous explorers traveled. **IITA**

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White Sands National Monument is a dramatic landscape of rare white gypsum sand dunes.
(Photo credit NPS)



IITA Tour Operators Are Ready to Serve You

IITA is the only professional association devoted exclusively to the advancement and promotion of the U.S. inbound travel industry. The following member tour operators average nearly 25 years in business and represent the elite of the industry. Whenever your clients request a USA holiday, start by contacting an IITA member.

EST 1981



AMERICA 4 YOU
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714-447-3826
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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, German

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

EST 2007



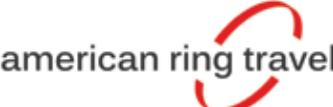
AMERICA TRAVEL FACTORY, LLC
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 Los Angeles, CA 90045
 213-216-9978
 komiya@americatravelfactory.com
 www.americatravelfactory.com

We handle 100% of tourists from Japan to the U.S. mainland. The business ratio is 50% individual tours and 50% group tours. We have a branch in Sedona, Arizona.

- **CITIES, STATES AND REGIONS WHERE OPERATED**
United States
- **COUNTRIES SERVED**
Japan
- **LANGUAGES SPOKEN**
English, Japanese

CONTACT: Shunsuke Komiya, komiya@americatravelfactory.com, 213-216-9978

EST 1983



AMERICAN RING TRAVEL INC.
 25020 W. Avenue Stanford, Suite 20
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 661-294-9033
 rschmidt@americanringtravel.com
 www.americanringtravel.com

Founded in 1983, American Ring Travel Inc. (ART) operates over a 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. In 2021, ART was the first major Receptive Tour Operator to announce that all its North American bus tour departures are Carbon Neutral.

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

CONTACT: Robert Schmidt, rschmidt@americanringtravel.com, 661-294-9033

EST 1977



AMERICANTOURS INTERNATIONAL LLC
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 310-641-9953
 info@americantours.com
 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 speciality 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

CONTACT: Gerrit De Vos, Vice President of Business Development, gerrit_devos@americantours.com, 310-641-9953

EST 1981



AMERICASCOPE TOUR SERVICES

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 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, Spanish

CONTACT: Kathy Jirau, Tour Operations Manager, dmc@americascope.com, 914-948-1909

EST 1955



ATP
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 gisa.hanson@atptravel.com
 www.alliedtpro.com

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. AlliedTPro offers top-notch customer service throughout all distinct product lines, including FIT, VIP concierge/custom FIT, self-drive tours, escorted coach tours, group travel, meetings and incentives, thematic and experiential travel and 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, UK, 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

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

EST 1990



BONOTEL EXCLUSIVE TRAVEL
 3773 Howard Hughes Pkwy., Suite 390N
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 elliot@bonotel.com
 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, with unparalleled service and a belief that we are only as strong as our partnerships.

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.

■ **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, Italian

CONTACT: Elliot Calloway, Senior Director of Contracting and Brand Partnerships, elliot@bonotel.com, 702-796-5454

EST 2005



CONTACT USA
 8551 W Sunrise Blvd., Suite 105
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 954-332-6090
 bertille@contact-usa.net
 www.contact-usa.net

Contact USA is a Destination Management Company established in Plantation, Florida in 2005. Contact USA has three departments:

- FIT – Individuals, Families, Small Groups
- Group – 10 or more people
- MICE – Meetings, Incentives Convention and Exhibitions

Whether you are traveling for leisure or business, our team can meet your requirements, from flight tickets to your favorite sightseeing excursions. Stay in the best hotels, enjoy unique experiences through activities and tours. Contact USA is a team of 20 professionals working with multiple travel agencies all over the world. We speak English, French, Spanish and German. Time difference can be challenging at times. Contact USA has a network of representatives and sales agents in France, Poland and Germany managing daily demands and ensuring local support.

CONTACT: Bertille Hocquet, bertille@contact-usa.net, 954-326-2246

- **CITIES, STATES AND REGIONS WHERE OPERATED**
 United States, Canada, Panama
- **COUNTRIES SERVED**
 USA, France, Europe (Germany Belgium, Italy), New Zealand
- **LANGUAGES SPOKEN**
 English, French, Spanish, German

EST 2001



DETOURS AMERICAN WEST
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WHAT'S TRENDING
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CONTACT: Suzanne Hagberg, suzanne@detoursamericanwest.com

- **CITIES, STATES AND REGIONS WHERE OPERATED**
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- **COUNTRIES SERVED**
 United States, Mexico, Canada, South America, Europe, Australia, New Zealand, Asia
- **LANGUAGES SPOKEN**
 English, Spanish, German, Japanese, French, Italian, Portuguese

EST 2017



DREAM VACATION BUILDERS
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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.

CONTACT: Joab Gesell Flores, joab.flores@dvbcalifornia.com, 714-905-6215

- **CITIES, STATES AND REGIONS WHERE OPERATED**
 California, Seattle, Hawaii, Las Vegas, Hawaii, New York, Florida, Phoenix, San Antonio
- **COUNTRIES SERVED**
 México, Ecuador, Argentina, Peru, Costa Rica
- **LANGUAGES SPOKEN**
 Spanish, English, Portuguese

EST 2019



EASY TIME TRAVEL LLC
 15917 Moonlight Bay St.
 Winter Park, FL 34787
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 oswaldo.freitas@easytimetravel.com
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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 on-line booking system for FIT sales where clients can book hotels, rental homes, rent-a-car, transportation and attractions. We also operate golf trip packages.

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

CONTACT: Oswaldo Freitas, oswaldo.freitas@easytimetravel.com

EST 1974



ED-VENTURES INC.
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- **CITIES, STATES AND REGIONS WHERE OPERATED**
 United States
- **COUNTRIES SERVED**
 Europe, Middle East, North America, South America
- **LANGUAGES SPOKEN**
 English, Czech, French, Spanish, German

CONTACT: Paul Larsen, President, pcl@ed-ventures.com, 507-289-3332

EST 1992



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Go West Tours started out of a passion for the American West and with the vision to share that passion with other people: avid explorers as well as more relaxed vacationers. We customize products for Leisure and Incentive Groups, as well as individual clientele (FITs). These are sold only through travel professionals, such as Travel Agencies and Tour Operators. With 30 years of experience and offices in three continents, we are now one of the most recognized Destination Management Companies and Tour Operators for the North American destinations.

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- **CITIES, STATES AND REGIONS WHERE OPERATED**
 All of the U.S. and Canada
- **COUNTRIES SERVED**
 Western and Central Europe, Latin America, Australia, New Zealand
- **LANGUAGES SPOKEN**
 English, German, Swedish, Finnish, French

CONTACT: Stephan Forget, sforget@gowesttours.com

<p>EST 1980</p>	 <p>H.I.S. INTERNATIONAL TOURS (NY) INC. 404 S.Figueroa St., Suite 500 Los Angeles, CA 90071 213-802-2300 takayama.kazuhiro@his-world.com top.his-usa.com</p>	<p>■ CITIES, STATES AND REGIONS WHERE OPERATED Europe, North & South America, Asia, Oceania</p> <p>■ COUNTRIES SERVED Entire World</p> <p>■ LANGUAGES SPOKEN Japanese, English</p>
<p>CONTACT: Kazuhiro Takayama, takayama.kazuhiro@his-world.com, 213-802-2300</p>		

<p>EST 1964</p>	 <p><i>Perfect moments, always</i></p> <p>JTB USA INC 3625 Del Amo Blvd. Ste260 Torrance, CA 90053 310-406-3100 www.jtbusa.com</p>	<p>■ CITIES, STATES AND REGIONS WHERE OPERATED United States</p> <p>■ COUNTRIES SERVED Japan</p> <p>■ LANGUAGES SPOKEN Japanese</p>
<p>CONTACT: Osuke Ishiguro, General Manager (North America Unit), 310-406-3100</p>		

<p>EST 1993</p>	 <p>KALEIDOSCOPE ADVENTURES 603 South Main Street, #110 Winter Garden, FL 34787 407-345-4899 keith@mykatrip.com www.kaleidoscopeadventures.com</p>	<p>■ CITIES, STATES AND REGIONS WHERE OPERATED Florida, Pennsylvania, Alabama, South Carolina, Missouri</p> <p>■ COUNTRIES SERVED United States, Australia, United Kingdom, Europe</p> <p>■ LANGUAGES SPOKEN English, French, German, Spanish, Italian, Russian, Japanese, Mandarin</p>
<p>CONTACT: Keith Snode, COO, keith@mykatrip.com, 407-345-4899</p>		

EST 1993



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 penny.mcnamara@meetingpointnorthamerica.com
 www.meetingpointnorthamerica.com

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

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

EST 2020



ONSTAGE BY ALOHA OF AMERICA
 7150 Wooded Village Lane
 Orlando, FL 32835
 407-202-9641
 j.nardulli@onstageacademy.com
 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 or sports programs in destinations around the United States. We were born as an extension of an event management company, Aloha of America, which after 14 years of offering successful events, began receiving requests from satisfied customers for us to do MORE. At that time, we did what we always do: WE LISTENED and developed what is now known as the OnStage Academy.

WHAT'S TRENDING
 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.

CONTACT: Jessica Nardulli, j.nardulli@onstageacademy.com, 407-202-9641

- **CITIES, STATES AND REGIONS WHERE OPERATED**
Orlando, New York, San Francisco, Las Vegas
- **COUNTRIES SERVED**
Brazil, Mexico, Paraguay, Argentina, Uruguay
- **LANGUAGES SPOKEN**
English, Spanish, Portuguese

EST 1967



OTS GLOBE - AMERICAS
 7055 S. Kirkman Rd, Suite 100
 Orlando, Florida 32819
 407-924-5014
 neil.emerson@otsglobe.com
 www.otsglobe.com

Our local presence in an expansive network of 19 countries and 65 destinations, in combination with our centralised coordination and distribution approach contribute to fast & hands-on incident handling, further assisting you in your own growth and expansion strategies. Think with global vision and act with local know-how is our key for success.

CONTACT: Neil Emerson, President, neil.emerson@otsglobe.com, 407-924-5014

- **CITIES, STATES AND REGIONS WHERE OPERATED**
Europe, North America
- **COUNTRIES SERVED**
Germany, Poland, UK, Ireland, Eastern Europe, Spain, Canada, Brazil, Argentina
- **LANGUAGES SPOKEN**
Portuguese, English, German, Spanish, Italian, French, Polish, Russian, Czech

EST 1987

**ROCKY MOUNTAIN HOLIDAY TOURS**

P.O. Box 272730
Fort Collins, CO 80527
970-482-5813
chris@rmhtours.com
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, French

CONTACT: Chris Pilley, CEO, chris@rmhtours.com, 970-482-5813

EST 2017

**SCENIC ROADS**

225 Yellow Sky Street
Las Vegas, NV 89145
702-337-1210
emmanuelle@scenic-roads.com
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 build 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.

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

United States

■ COUNTRIES SERVED

United States, France

■ LANGUAGES SPOKEN

English, French

CONTACT: Emmanuelle Vaugeois, Founder, emmanuelle@scenic-roads.com, 702-337-1210

EST 1997

**SEE USA TOURS**

1270 Broadway, Suite 1107
New York, NY 10001
212-944-4919
peio.cuevas@seeusatours.com
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

English, Spanish

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

<p>EST 2013</p>	 <p>SOUTHWEST ADVENTURE TOURS 382 650 S. Circle Cedar City, UT 84720 435-590-5864 jason@southwestadventuretours.com www.southwestadventuretours.com</p> <p>As a Destination Management Company and Tour Operator, we provide tours for individuals and groups through the Great American Southwest. We focus on conducting sightseeing, photography, and adventure tours. Our specialty is small group experiences - usually between 14 and 25 passengers. We offer a wide range of multi-day tours and day tours from Las Vegas, Phoenix, Salt Lake City, and other local areas adjacent to the National Parks. From lodge & hotel based tours to camping & backpacking, we can provide you with unique itineraries.</p> <p>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.</p>	<ul style="list-style-type: none"> ■ 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
<p>CONTACT: Jason Murray, jason@southwestadventuretours.com</p>		

<p>EST 1997</p>	 <p>TEAMAMERICA 33 W. 46th Street New York, NY 10036 212-697-7165 pasquina@teamamericany.com www.teamamericany.com</p> <p>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.</p>	<ul style="list-style-type: none"> ■ 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
<p>CONTACT: Pasquina De Carlo, pasquina@teamamericany.com</p>		

<p>EST 2010</p>	 <p>TEE CREATIONS INC. 1446 31st Drive, Suite 3R Astoria, NY 11106 347-558-0773 eiji.murakami@tee-creations.com www.tee-creations.com</p> <p>Established in April of 2011, Tee Creations Inc., is an inbound tour operator, a group and meeting planner as incorporated with state of New York. Majority of clients are based in Japan, therefore most of traffic is from Japan, travelling to the United States. Catering all kind of travel need to the clients.</p>	<ul style="list-style-type: none"> ■ CITIES, STATES AND REGIONS WHERE OPERATED United States ■ COUNTRIES SERVED Japan ■ LANGUAGES SPOKEN English, Japanese
<p>CONTACT: Eiji Murakami, eiji.murakami@tee-creations.com, 347-558-0773</p>		

EST 1997

Tour America

TOUR AMERICA

800 Wilshire Blvd., Suite 808
Los Angeles, CA 90017
213-683-1188
info@touramerica.us.com
www.touramerica.us.com

Tour America LLC is an international inbound tour operator, established in 1997 with a team of experienced and professional staff. Our offices are located in Los Angeles, New York and Tokyo. We specialize in both leisure and business-related tour and hospitality arrangements. We service tour operators and travel agents within Asia/Pacific regions.

WHAT'S TRENDING

Customized leisure overland tours for groups & F.I.T. in U.S. major cities, national parks & tourist attractions. Also specialized in M.I.C.E. & V.I.P. hospitality arrangement.

■ 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

Japan, Indonesia, Singapore, Malaysia, Philippines, Thailand, China, Taiwan, India, Sri-Lanka, Vietnam, Canada & Australia

■ LANGUAGES SPOKEN

English, Chinese, Japanese, Indonesian Bahasa, Philippines Tagalog

CONTACT: Gloria Lan, President, gloria_lan@touramerica.us.com, 213-683-1188

EST 1987

TourMappers

North American Tour Specialists

TOURMAPPERS NORTH AMERICA

132 Boylston St., 4th floor
Boston, MA 02116
617-236-1236
julie@tourmappers.com
www.TourMappers.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 under the name American Experiences.

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

United Kingdom, 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

CONTACT: Julie Katz, Managing Director, julie@tourmappers.com, 617-236-1236

EST 2008

Tours Limited

Americas Premier Destination Management Company

TOURS LIMITED

3250 Peachtree Industrial Blvd., Suite 107
Duluth, GA 30096
770-235-4325
pabs@tourslimited.com
www.tourslimited.com

Tours Limited specializes in operating leisure groups, school groups, "out of the box" MICE groups, private van tours, FIT, honeymoon packages. "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, Middle East, Sri-Lanka

■ LANGUAGES SPOKEN

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

CONTACT: Prabha Raghava, CEO, pabs@tourslimited.com, 770-289-8555

EST 1985



TRAVALCO USA, INC.
 500 S. Federal Hwy., Suite 4287
 Hallandale Beach, FL 33009
 305-866-5555
 pvanberkel@travalco.com
 www.travalco.com

Full range inbound operator offering more than 150 flexible self-drive programs for North America with market-leading documentation in eight languages and multiple information formats. Large number of directly contracted hotels, experiences and FIT services through Web and XML-based interfaces. Very well established seat-in escorted tour program from many gateways as well as group tours and ad-hoc program for leisure and MICE.

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 with a focus on European Visa Waiver countries.
- **LANGUAGES SPOKEN**
 English, German, Dutch, Italian, French, Spanish, Portuguese, Russian

CONTACT: Peter van Berkel, President, pvanberkel@travalco.com, 305-866-5555

EST 2016



TRAVDEK
 951 Mariners Island Blvd, Suite 300
 San Mateo, CA 94404
 650-759-4331
 Sandeep@TravDek.com
 www.TravDek.com

Travdek is the expert source for planning ultimate Vacation trips to USA, India & the Indian Sub-Continent. Travdek is a travel provider offering vacation packages and customized itineraries to destinations throughout USA, India & the Indian Sub-Continent.

- **CITIES, STATES AND REGIONS WHERE OPERATED**
 South Asia, UAE, United States, Greece, Turkey
- **COUNTRIES SERVED**
 India
- **LANGUAGES SPOKEN**
 English, Hindi

CONTACT: Sandeep Talwar, Sandeep@TravDek.com, 650-759-4331

EST 2005



TRAVELADVOCATES
 1101 Ocean Ave., Suite 702
 Asbury Park, NJ 07712
 201-222-1990
 robert@traveladvocates.com
 www.traveladvocates.com

TravelAdvocates is a global hotel site selection company focused on getting the lowest hotel room rates for groups (no FITs). Its customers are tour operators and meeting planners from the U.S., Canada, UK, Europe, Australia and New Zealand. TravelAdvocates researches hotels and meeting venues worldwide for meetings, conferences, tour groups and sports teams. Our clientele ranges from tour series business to pre-formed groups, with an average size of 10-42 guest rooms per night, generally staying 2-3 nights. We also do "buy-outs" of hotels for corporate meetings. There is no cost for our service.

- **CITIES, STATES AND REGIONS WHERE OPERATED**
 United States, United Kingdom
- **COUNTRIES SERVED**
 Worldwide
- **LANGUAGES SPOKEN**
 English, Spanish

CONTACT: Robert Miller, robert@traveladvocates.com

| ATTRACTIONS/ENTERTAINMENT/SIGHTSEEING**Belmont Park • San Diego, CA**

Located on the surf and sand of Mission Beach, Belmont Park is San Diego's only beachfront amusement and entertainment center. From the historic Giant Dipper Roller Coaster to the dynamic oceanfront restaurants, Belmont Park is the quintessential Southern California beach experience. **858-228-9341, www.belmontpark.com**

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**

EarlEnterprises • Orlando, FL

Earl Enterprise restaurants offer unique dining experiences with specially crafted menus. From the famed Planet Hollywood to our newest Chicken Guy brand, a partnership with Guy Fieri, our restaurants are the perfect place to eat and celebrate. **407-903-5444, www.earlenterprise.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**

San Diego Padres • San Diego, CA

San Diego's professional Major League baseball team, the San Diego Padres play their home games at Petco Park in downtown San Diego. With year-round good weather, visitors can enjoy a great baseball experience at the #1 ballpark in America. **619-795-5084, www.padres.com**

San Diego Zoo and San Diego Zoo Safari Park • San Diego, CA

A leader in animal care and conservation, the San Diego Zoo is at the heart of the San Diego experience. Winding paths through the tropical oasis of a botanical garden bring you to more than 4,000 rare and fascinating animals, including koalas, Galápagos tortoises, leopards and roaming peacocks. **619-718-3015, www.sandiegozoo.org**

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.cjfmarketinginternational](http://www.cjfmarketinginternational.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**

Summit One Vanderbilt • New York City, NY

This 65,000-square-foot multi-sensory experience includes an outdoor summit terrace where thrill-seekers soar in a glass elevator to the tallest exterior vantage point in Midtown. **646-860-1072, www.summitov.com**

USS Midway Museum • San Diego, CA

A once-in-a-lifetime opportunity to explore a historic aircraft carrier. Activities for all ages including self-guided audio tours, theater, flight simulators, climb-in aircraft, ejection seats and cockpits. Audio tours are available in English, Spanish, Mandarin, Japanese, French and German. **619-398-8249, www.midway.org**

| DMOs**Alabama Tourism Department • Montgomery, AL**

Home to pristine beaches, mouth-watering cuisine and an expanded Civil Rights Trail, Alabama will appeal to international groups of every interest. **334-242-4169 www.alabama.travel**

DMOs (CONTINUED)**ADVERTISING PARTNER****Allegheny National Forest
Visitors Bureau/Bradford, PA**

Enjoy Four Seasons of Fun! Visitors can select trails to hike, enjoy a relaxing evening roasting marshmallows over a campfire, explore the Kinzua Sky Walk and kayak on the Allegheny Reservoir. Or you can challenge yourself by competing in the Kinzua Marathon, Marilla Trail Race or the North Country Trail Challenge. **800-473-9370, www.visitanf.com**

**Arizona Office of Tourism • Phoenix, AZ**

Home to three national parks, 18 national monuments and two national recreation areas, the Grand Canyon State features incredible terrain and thriving cities, and it's the perfect state for international inbound travelers. **602-364-3700, www.visitarizona.com**

Arlington CVB • Arlington, TX

Located between Dallas and Fort Worth, Arlington is home to AT&T Stadium, Six Flags Hurricane Harbor and the new Globe Life Field (host to the Texas Rangers MLB team). Conveniently located 10 minutes from the DFW airport. **817-704-7593, www.arlington.org**

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**

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**

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**

**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**

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**

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**

Fort Myers-Islands, Beaches and Neighborhoods • Fort Myers, FL

With secluded Florida beaches, family-friendly resorts and romantic getaways, you'll discover endless ways to enjoy quality time with your loved ones. **239-533-6726 www.visitfortmyers.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**

Grand County UT Economic Development & Tourism • Moab, UT

Grand County attracts millions of visitors from around the world each year to experience the extraordinary landscape as well as world-class biking, hiking and a host of other outdoor activities. **435-259-1370, www.discovermoab.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 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**

ADVERTISING PARTNER

Visit
lake tahoe

**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. Lake Tahoe couples natural scenery with non-stop nightlife and big-name entertainment at the edge of sandy beaches. **775-588-5900, www.tahoesouth.com**

**Los Angeles Tourism & Convention
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 Memphis attractions, restaurants, history and nightlife. Hear what's happening on Beale Street and learn what's inside the Memphis Pyramid. **901-543-5337, 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**

DMOs (CONTINUED)**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

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

ADVERTISING PARTNER**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 City Convention & Visitors Bureau • Oklahoma City, OK

Oklahoma City offers all of the culture, cuisine, attractions and amenities you'd expect in a modern metropolis. From family fun to romantic retreats to outdoor adventures you won't find anywhere else, Oklahoma City has plenty of hustle without all the hassle. 405-297-8913 www.visitokc.com

ADVERTISING PARTNER**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 Nevada • Carson City, NV

The Silver State is home to world-class casino resorts, millions of acres of parks and wilderness, heart-stealing small towns and eclectic cultural districts. 775-687-0639, www.travelnevada.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**

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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 Lauderdale • 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**

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**

Visit Williamsburg • Williamsburg, VA

Experience history in the making. It's revolutionary fun with something for everyone. **757-229-6500, www.visitwilliamsburg.com**

Washington Tourism • Seattle, WA

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.stateofwatourism.com**

| DMOs (CONTINUED)**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

Wyoming Office of Tourism • Cheyenne, WY

Whether it's visiting legendary landmarks like Yellowstone and Grand Teton national parks or enjoying a small-town rodeo, there's never a shortage of things to do in Wyoming. World-class museums, locally owned shops and outdoor activities await you. **800-225-5996**, www.travelwyoming.com

Yolo County Tourism Bureau • Davis, CA

Perfectly situated in Northern California and just a short distance away from Sacramento, Napa and the San Francisco Bay Area. The area is historic, charming and quaint, offering a wide range of experiences that are home grown and rooted in authenticity. **530-297-1900**, www.visityolo.com

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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

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Travefy's mission is to power the success of travel professionals. Their award-winning itinerary management and client communication tools help travel agents and professionals save time and impress clients. **844-487-2833**, www.travefy.com

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BWH Hotel Group • Phoenix, AZ

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Highgate Hotels • San Francisco, CA

Highgate is the industry-leading hotel management, investment, technology and development firm, with a diverse portfolio of hotels across North America, the Caribbean, Latin America and Europe. www.highgate.com

IHG Hotels & Resorts • Atlanta, GA

Their family of hotels truly offer something for everyone, from the budget-conscious family looking for a summer vacation to the busy executive taking a little time out for a romantic escape with a spouse to the been-there-done-that traveler who has come to expect a higher level of service and luxury. **770-604-5600**, www.ihg.com

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Naples Grande Beach Resort • Naples, FL

Naples Grande Beach Resort invites you to experience an unmatched level of genuine guest service and attention to every detail of your stay. Explore their warm beach property and indulge in an inclusive getaway full of leisure, activities and incredible nearby sights. **239-597-3232**, www.naplesgrande.com

New York Hilton Midtown • New York City, NY

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Ruby's Inn Inc. • Bryce Canyon City, UT

Ruby's Inn is the closest lodging to Bryce Canyon National Park, Utah and is the perfect place to base your exploration of this beautiful area. They offer the finest in accommodations, RV park/campground and amenities in the Bryce Canyon region. **435-834-5341, www.rubysinn.com**

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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.grouptravelleader.com**

Guides Association of New York City • New York, 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.iglta.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**

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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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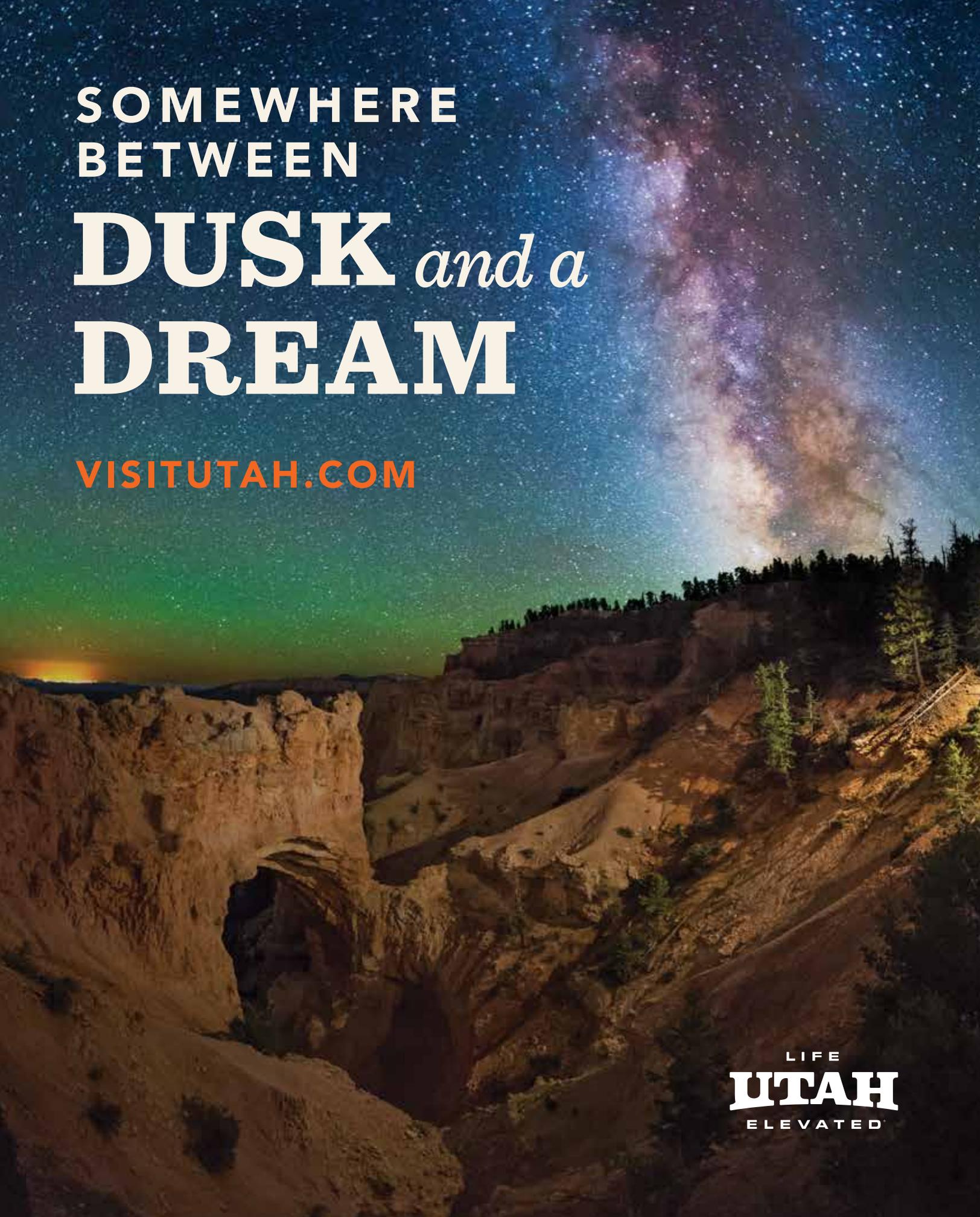
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A night landscape of a canyon with the Milky Way galaxy and aurora borealis in the sky. The sky is a deep blue and green, with the Milky Way galaxy visible as a bright, colorful band of stars and dust. The aurora borealis is visible as a green and blue glow in the lower part of the sky. The canyon is illuminated by a warm, orange light, possibly from a low sun or moon, creating a dramatic contrast with the dark sky. The canyon walls are rugged and layered, with some small trees and shrubs scattered across the slopes.

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