

TTRA Connects

The Official Publication of TTRA



Spring Issue 2011

Business Name



President Message

Denise Miller, Strategic Marketing & Research



The times they are a changin’

One of the biggest challenges faced by researchers today is how to collect accurate and representative data. Technology and behavior are changing so fast, that it is difficult to keep up. When I joined my current company 19 years ago we did almost all of our surveying via the telephone – with a smattering of mall intercepts – an option that was losing favor as people were less likely to visit malls. We did our first on-line studies about 14 years ago. Since that time the options for doing on-line studies have changed dramatically, and now we are looking at mobile aps, Facebook studies and a myriad of other options.

These types of changes are especially difficult to handle in terms of tracking studies – and tracking trends. Traditionally people were hesitant to change their data collection methodology because it would impact results. Now, not changing your methodology can have a greater impact. So, how do we measure continuity and change? How do we know when changes in the data are “trends” or when they are simply because we are now reporting on a different audience?

Be aware of the issues with different types of data collection – keep up with what the experts are finding about data collection options. TTRA is a good source of this type of information, and there are other sources that can help identify what people are saying about opt-in panels, or cell phone surveys or using mobile phones or tablets for data collection. Each of your options will have positive and negative features and the right option will be the one that reaches the audience you are trying to survey.

Monitor the profile of your respondents – see if the demographics are changing – and how they are changing. If you have been doing a telephone study for a number of years, you are likely to see that the profile has grown significantly older. This is a result of younger people abandoning land lines – not that the population is changing. By sticking with a traditional telephone study you are no longer tracking the same audience.

Evaluate your results for trends versus sample changes – if your sample is changing, be careful about attributing changes in behavior to new trends – or the “new normal.” You can go back and see whether the results of an earlier study would be similar – if you adjusted for demographics. This can help highlight where the problem is the sample and the methodology – and where real changes in behavior are occurring.

Evolve your studies – In the past, changing methodologies on tracking studies was avoided. Now it is critical to evolve the data collection methodologies to maintain comparable audiences. Do you need to meld telephone and on-line, or add cell-phone only samples, or use a different sample provider? All of these are valid options to maintain some level of comparability over time.

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TTRA 2011 INTERNATIONAL CONFERENCE
EXPERTS IN YOUR FIELD MEETING IN LONDON ONTARIO
"Seeing the Forest AND the Trees - Big Picture Research in a Detail Driven World"
June 19-21, 2011 in London, Ontario, Canada

**COMPELLING REASONS TO DISCOVER TTRA'S
INTERNATIONAL CONFERENCE THIS YEAR!**

TOP TEN REASONS WE GO TO TTRA INTERNATIONAL

(From Tourism/Hospitality educators across the Globe!)

10--Participate in the TTRA Awards Banquet and Program: See who won, why and maybe even winning myself!

9--Meet prospective graduate students

#8--Find out about academic positions and opportunities at other schools for myself and my grad students

#7--Become familiar with not only the latest research but especially the cutting edge research in my area of study

#6--Learning current trends in tourism research problems, methodologies and publishing.

#5--Learn and share ideas with both industry and academic leaders in tourism research.

#4--Identify potential new sources of research data

#3--Seek out opportunities to partner in research funding applications as well as uncover new funding resources. Meet and network with the people who fund tourism research

#2--Opportunities to discuss current trends in tourism teaching as well as obtain class materials---often from the practitioner/industry sessions

#1--Networking: Build and renew friendships with leading academics and practitioners from throughout the world

AND, as an added bonus, there is a 1/2 day Student Symposium on Sunday!

TTRA members and friends! Registration for the 2011 TTRA International Conference is **NOW OPEN!**

To register visit: www.ttra.com/Conference Registration — clicking the Register Now! link will take you to the login page. If this is the first time you've logged in since February 1st, you'll be prompted to enter the generic password of ttrapass and then to change it to one of your choice. Once you have logged in, click the Conference Registration link (purchase conference) on the left menu bar.

London, Ontario Offers Canadian Charisma

Marty Rice, Tourism London

Come... "Discover our Spirit"... is London, Ontario's call to today's traveler. Steeped in Canadian history and culture, London, Ontario is one of Canada's oldest cities. Still elegant, with tree lined streets sitting amongst majestic homes of the early 20th century, London has vaulted into the 21st century as an exciting, vibrant and character filled group and leisure travel destination.

This June 19-21, London welcomes the Travel and Tourism Research Association international conference. The theme for this year's conference is "Seeing the Forest AND the Trees- Big Picture Research in a Detailed Driven World. The event will be held at the London Convention Centre in the heart of beautiful downtown London, Ontario.

While attending the conference, delegates can experience a superb array of excellent tourism attractions and sites. It has quite a diverse product line, offering such unique opportunities such as a Labatt Brewery tour, the original home of Labatt Breweries, a visit to the award winning Carolinian Winery, and Western Fair Slots and Racetrack with 750 slot machines. Double Decker Bus Tours in an original Double Decker from London, England, heritage sites such as Museum London, the majestic Eldon House, which offers High-Tea in the summer months, the Museum of Archaeology where there is an ongoing archaeological dig in progress, the Royal Canadian Regiment Museum, Elsie Perrin Williams Estate, and the Banting Museum where insulin was discovered.

London offers a wide variety of family tourism attractions which include the London's Regional Children's Museum (the first of it's kind in Canada), Fanshawe Pioneer Village, which houses 20 plus historical sites, East Park Golf Gardens which offers a wonderful variety of activities for the whole family, the Toy Shoppe which has 9,400 square feet of sheer enjoyment for kids and adults of all ages, Delaware Speedway and of course, Storybook Gardens which has just completed a \$7 Million renovation and is opened year round.

After a day of shopping that is highlighted by four major malls, historic downtown shopping opportunities such as the elegant and up scale Richmond Row and the renowned 143 year old Kingsmill's Department Store complex, you can take advantage of some of the finest restaurants in Southwestern Ontario.

"We are a destination that has virtually everything a visitor could ask for whether you are looking for heritage, festivals and events, attractions, family getaways, entertainment and sports," says Marty Rice, Director of Advertising and Leisure Travel for Tourism London.

For detailed information on this exciting destination call Tourism London at 1-800-265-2602 or visit the website at www.londontourism.ca



The ePassport and your privacy

ePassport

Starting in 2012, Passport Canada will begin issuing electronic passports, or ePassports. The use of ePassports will allow Canada to follow international standards in the field of passport security to protect our borders and maintain the ease of international travel that Canadians currently enjoy. At the same time, Passport Canada will start offering adult passport applicants the option of a 10-year validity period as well as the current 5-year validity period.

The ePassport looks like a regular passport book, but it contains an extra security feature: an electronic chip. When Passport Canada consulted Canadians in the spring of 2010, it became clear that some people have questions about the privacy implications of the ePassport. This article provides an overview of the steps Passport Canada is taking to protect your personal information.

Data stored on the chip

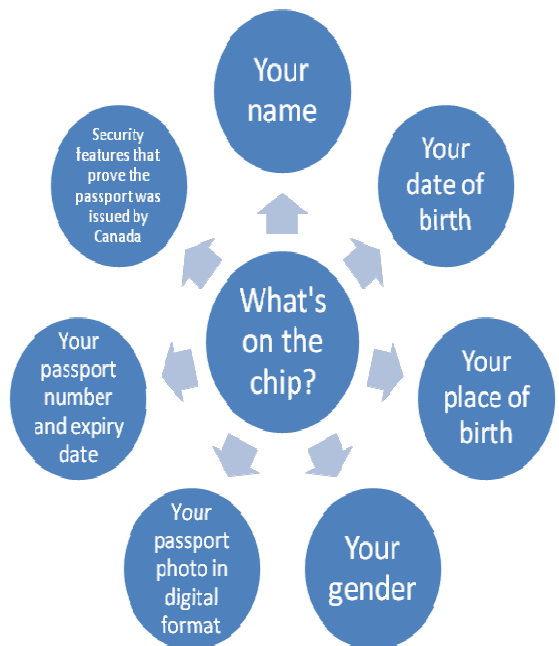
The chip in the ePassport securely stores the same information that is displayed on page 2 of the passport: your name, your gender, your place and date of birth, your photo, and the passport number and expiry date. Your signature, however, is not reproduced on the chip.

The photo on the chip is the same photo that is submitted with your passport application, but in digitized JPEG format. The fact that your photo appears in more than one place in the passport makes it more difficult to counterfeit. What's more, having your photo on the chip may eventually allow you to use automated customs and immigration kiosks that use facial recognition technology to compare your face to the photo on the chip. This technology is becoming more common at borders around the world.

The chip does contain one thing that is not visible to the naked eye on page 2 of the passport: a digital security feature that proves the passport was issued by the Canadian government. This feature is shared with other countries, to help border authorities ensure that the passport was issued by Passport Canada. It contains no information about individuals.

No other information is stored on the chip.

All Passport Canada offices will have ePassport readers, where you will be able to see with your own eyes what exactly is on the chip and confirm that it is working.



Can the chip record new information?

Once your personal information has been stored on the chip, the chip is locked and no data can be added or modified without invalidating the passport. If your status changes (for instance, if you change your name), the information recorded on the chip cannot be modified to reflect this change. You will have to apply for a new passport, as is currently the case.

Furthermore, the chip has no internal power source, so it cannot be used for tracking or recording any information.

Preventing data skimming

Data skimming refers to reading the personal information on an electronic chip without the knowledge of the bearer. Passport Canada has taken strong measures to protect against data skimming. The chip in the Canadian ePassport must be held within ten centimetres of an ePassport reader in order to be read. Moreover, the data on the chip cannot be accessed unless the machine-readable zone on page 2 has first been read, which means that the passport book must be open. It is therefore extremely unlikely that the data stored on the chip could be read, or skimmed, without your knowledge.

Due to these security measures, the Canadian ePassport does not need a protective sleeve or case to prevent unauthorized parties from reading the data on the chip.

Other countries' use of the information on the chip

Passport Canada does not share your personal information with foreign governments. When you give your passport to a border agent, you are authorizing the border agent to access the information in your passport. This is why passports exist.

Once you hand over your passport, the border agent may retain the information in the passport. The addition of the electronic chip as an extra security feature does not change this commonplace practice. Whether or not the passport contains a chip, the information on page 2 may be scanned or entered manually. All countries, including Canada, may read and record information about foreigners entering their territory. Many countries also take photos of foreigners crossing their borders.

Privacy is a priority

A [Privacy Impact Assessment](#) (PIA) was developed for Passport Canada's ePassport project to evaluate compliance with privacy requirements. In addition, Passport Canada has been actively keeping provincial, territorial and federal privacy commissioners informed about the project. Passport Canada is committed to protecting Canadians' personal information, in accordance with the *Privacy Act* and other relevant legislation and policies.

TTRA-Canada Strengthens Partnership with Tourism Online Resource Centre



Taking advantage of the opportunity to meet at the upcoming London conference, a group of enthusiasts will be discussing the renewal of the MOU that now supports the ongoing development of the *Tourism Online Resource Centre (TORC)*.

TORC was created in BC to act as a hub for tourism information, and is now providing a very solid platform for expansion to a nationally recognized, maintained and strengthened resource.

The initial agreement, signed in a 2008-2010 MOU, created a partnership between TTRA-Canada and the LinkBC network (managers of TORC). The overall goal was to work collaboratively to create an exemplary Canadian online tourism sector web-based resource.

The second MOU creates a stronger “TORC site development partnership” and is intended to achieve the following goals:

- *Strengthen the profile of both organizations, and ensure the long-term viability of this web-based resource*
- *Expand the network of active contributors to the site*
- *Increase promotion and utilization of the site*

Expand the collection of this valuable online library service, with more focus on Canadian resources, and development of enhanced site features

The big objective: TORC will improve and grow to be Canada’s most recognized and useful repository of tourism information—for Canadian tourism researchers, instructors & students, planners, and the industry at large.

Members are encouraged to visit the site www.ttra-canadatorc.ca and consider becoming active contributors during the next stage of development. A TTRA-Canada-LinkBC steering committee will guide this collaborative effort and actively seeks your input and suggestions.

Interested in becoming involved? Please contact:

- TTRA-Canada admin@ttra.com,
- Terry Hood, general manager, LinkBC the tourism & hospitality education network terry@linkbc.ca

Meet the new Statistics Canada Chief

Scott Mies, TTRA, Canada Tourism Human Resource Council

(Excerpt from Statistics Canada's website, 18 January 2011)

OTTAWA — Prime Minister Harper officially appoints Wayne R. Smith as the Chief Statistician of Canada.

Born in Chilliwack, British Columbia, Wayne R. Smith completed an Honours B.A. and Masters degree in Economics at Carleton University in Ottawa. His early career was in the library, academic and news media sectors. In 1981, he joined Statistics Canada, working in the advisory services, communications, census and agriculture programs before becoming Director of Communications Division in 1990. After assignments as Director of Special Surveys Division and Director General of Regional Operations Branch, Mr. Smith was appointed in 2004 as Assistant Chief Statistician, Communications and Operations. In April 2009, he became Assistant Chief Statistician of Business and Trade Statistics Field.

Wayne is intimately familiar with the evolution of tourism statistics within the official national statistical system. In his previous positions as Director Special Surveys Division and Director General of Regional Operations, Wayne participated in the Canadian Tourism Commission Research Advisory Committee and its task force on the redesign, development of the Travel Survey of Residents of Canada and oversaw its initial field tests. Later, he also oversaw the regional field work challenges and improvements in the International Travel Survey. Most recently, in his role of Assistant Chief Statistician of Business and Trade Statistics, he was responsible for the redesign of the streamlining of the business surveys system, including those for tourism industries and expanding the use of administrative data in areas that included international trade in tourism services and travel prices.

Update on the TTRA Task Force on Threats to the National System of Tourism Statistics

Following from a Plenary Session on the subject of “emerging threats to the national system of tourism statistics”, a task force was created at the Annual General Meeting to prepare a “Statistics Discussion Paper”. The central idea is to prepare a “TTRA Canada “position paper” on the subject of the implications of organizational flux and fiscal reductions to the collection and analysis of tourism data. Voluntary members of the task force include Neil McInnis, Scott Meis, Richard Porges, Judy Rogers, Peter Williams and Brian White. An initial project scoping, definition and task specification meeting of Scott, Judy, Peter and Brian was held immediately after the conference in Quebec City. The intended audience for the proposed statistics position paper include TTRA-Canada members, tourism industry representatives, and government officials. Identified goals include: raising awareness of emerging threats and implications; identifying and mobilizing messengers and champions; conveying to decision-makers the business case for retaining and/or improving the national economic and tourism statistical system; and, recommending essential organizational requirements to retain/improve the system.

Throughout the months of November and December, Peter Williams, with input from the others, led the development of a draft web survey of the membership on the subject of their use of Statistics Canada's tourism data. Judy Rogers drafted some initial report materials on the topics of “current uses”, “expectations management”, and “room for improvement”. Meanwhile, Scott made enquiries to document the current ongoing budget requirements and cost sharing arrangements for the various components of the statistical system.

In January, the focus, goals, plan and progress to date of the Statistics Discussion Paper was presented by Neil to the new Chapter Board of Directors meeting, where it received their endorsement and support. In addition, Dave Pierzchala of Ipsos Reid offered to assist in implementing the proposed membership user survey.

If all continues to go as planned, a full report along with recommended actions and advocacy messages will be presented to the Chapter and its members at the next Annual General Meeting in June.

SPRING ELECTION RESULTS

TTRA is proud to announce the members who will serve on the TTRA International Board of Directors for the coming year. They are as follows:

Officers elected for a one year term ending June 2012:

Chair: Denise Miller, SMARI (automatically per the ByLaws), dmiller@SMARI.com

President: Sheila Flanagan, Dublin Institute of Technology, sheila.flanagan@dit.ie

1st Vice President: Richard Perdue, Virginia Polytechnic Institute and State University, rick.perdue@vt.edu

2nd Vice President: David Sheatsley, U.S. Travel Association, dsheatsley@ustravel.org

Newly elected directors elected for three year terms ending June 2014

Susan Bruinzeel, San Diego CVB (reelected for a 2nd three year term), sbruinzeel@sdcvb.org

Dan Fesenmaier, Temple University, drfez@temple.edu

Marion Joppe, University of Guelph, mjoppe@uoguelph.ca

Dan Mishell California Tourism, dmishell@visitcalifornia.com

They will join with the following directors that will be continuing on the board:

Brian London, Visit Florida (June 2012) (CLC Representative), blondon@londontourismpublications.com

Kathy Andereck, Arizona State University (June 2013), kandereck@asu.edu

Terry Berggren, Ruf Strategic Solutions (June 2013), terry@ruf.com

Amir Eylon, Ohio Department of Development, Ohio Tourism Division (June 2013), amir.eylon@development.ohio.gov

Chris Kam, Hawaii Visitors & Convention Bureau (June 2012), ckam@hvcb.org

Louri O'Leary, Office of the Governor of Texas, (June 2013), lolary@governor.state.tx.us

Jim Petrick, Texas A&M University, (June 2012), jpetrick@tamu.edu

Marlise Taylor, North Carolina Department of Commerce (June 2012), mtaylor@nccommerce.com

In addition the following have been elected in the past by the Board of Directors:

John Markham, Markham & Associates (Elected from year to year as Treasurer), jmarkham2@mindspring.com

Charles Goeldner, University of Colorado-Boulder (Elected for an indefinite term as Ex-Officio Member), goeldner@colorado.edu

Please join us and thanking those that are going off the board as well. For all that they have done and continue to do we thank you:

Dee Ann McKinney, Missouri Office of Tourism, deeann.mckinney@ded.mo.gov

Marty Rice, Tourism London, MRice@London.ca, mrice@londontourism.ca

AnnDee Johnson, Eos Market Intelligence, anndeej@cox.net

Sue Beeton, La Trobe University, S.Beeton@latrobe.edu.au



GWTTRA 2011 Symposium

John Hope-Johnstone CTC , HPR Public Relations & Social Media

GWTTRA completed a very successful 2011 Symposium on the New Normal for Tourism in Santa Fe New Mexico in March. The conference attracted a wide variety of participants from all walks of tourism both out of state members and from New Mexico. Top speakers from all fields of tourism ranging from Hospitality (STR) and DMOs to State Tourism Offices (CA) and Educators spoke at the conference sharing their impressions about the new post recession consumer.

GWTTRA was honored to have the Secretary of State for Tourism for New Mexico, Monique Jacobson open the conference, along with the Mayor of Santa Fe, David Coss, and TTRA President, Denise Miller.

Winner of this years' Emerald Publications Student Paper Award went to Edward (Yite) Yu of Arizona State University, co authored by Dr. Deepak Chhabra.

GWTTRA members who have contributed to the organization over many years and given great service were honored by Board President Vinod Sasidharan: Recipients were: Kathy Andereck, Claudia Jurowski and Norma Nickerson.

Thanks for the great conference go to Chair Chris Cordova of CRC & Assoc.

(Picture caption: GWTTRA Long Term Achievement Award recipients: Claudia Jurowski, Kathy Andereck, Norma Nickerson)

Many thanks, John

SETTRA

Student Grant Committee

SETTRA was pleased to introduce two students awarded request grants at the SETTRA Symposium. The SETTRA Student Research Grant is given in the honor of board member Sean McCarthy. Sponsorships were provided by Randall Travel Marketing, RRC Associates/an STR Company and Charlotte Regional Visitors Authority. Stay tuned for the upcoming reports!

Ignatius Cahyanto, Ph.D. candidate in Tourism at the Tourism Crisis Management Institute, University of Florida

Tourists are a vulnerable population as they may not speak the host language and may lack the knowledge regarding risks presented by hurricanes. Ignatius will examine factors that influence tourists' decision making with regard evacuation in the event of a hurricane. This proposed project would provide significant data for policy formulation by local and state and regional policy makers, Emergency Response Service and Destination Management Organizations.

Alana Dillette, first year Masters student, Auburn University

The Bahamas has the fourth highest drowning rate per capita in the world. Alana will focus her study on a voluntourism project that provides swimming lessons to low-income residents. "Swim Bahamas: An exploratory study comparing the perceptions of Bahamian Islanders and US college students on an alternative volunteer tourism spring break program" will measure host community perceptions, factors that contribute to supporting volunteer tourism, and the difference between perceptions of residents and volunteers. She plans to share her findings with the Journal of Sustainable Tourism, the Ministry of Tourism in the Bahamas, and the Annual Graduate student research conference at Auburn University.

Please contact Marianne Hawkins Sabrier at Marianne.Sabrier@uno.edu if you'd like to share ideas about additional sponsorships for worthy student research!



News and Research Reports

Mississippi identified as THE most southern state, according to new branding research

The [Mississippi](#) Development Authority's & Tourism Division announced its new branding initiative and new strap line: "Find Your True South." MDA/Tourism worked with Nashville's North Star Destination Strategies to define the state's true, unique and relevant brand position. Mississippi was identified as "THE most Southern state" based on attitudinal surveys; consumer perception studies; visitor mapping; interviews with staff, 2010 Mississippi Governor's Conference on Tourism attendees, travel writers, intercepts across Mississippi; and an audit of MDA/Tourism Division previous research. For more details, contact North Star Director of Research Shannon Gray: Shannon@northstarideas.com.

Civil War traveler research highlights importance of 150th anniversary

Events scheduled throughout the Southeast in the next four years will mark anniversaries of a war that fundamentally changed our nation on many levels. Please send Rebecca Goldman an e-mail at rgoldman@visitmaryland.org with any events you want to share with SETTRA Facebook friends.

The 2010 U.S. Travel Association/Ypartnership travelhorizons survey included questions on intent to engage in Civil War sites or trails, which highlighted the continued importance of this event in the travelers' mind. Here are the highlights. David Sheatsley (dsheatsley@USTravel.org) at U.S. Travel can answer any questions about this study.

- 51% of US travelers are interested – with 31% extremely interested. A similar percentage of high interest spans all regions, age groups, and income and education levels.
- Highly interested travelers also are good travelers – they have a more positive perception of all elements of travel and a higher intention to travel in the next six months (64% vs. 59% of the general population).

In terms of media usage: There are few differences in cable stations watched, but the History Channel, TBS, and Weather Channel are watched more; no differences in preferred magazines; and a higher propensity to listen to classic rock (!)

Upcoming meetings and conferences

3rd Annual [Hotel Data Conference](#), hosted by STR & HotelNewsNow.com

August 3-4, 2011

Nashville, TN

Inaugural [Hotel Data Conference Europe](#), hosted by STR Global & HotelNewsNow.com

September 6, 2011

London, England

Page doesn't look right in your e-mail browser? Visit:

http://www.southeasttourism.org/newsletters/settra/settra_0411.html

Contact SETTRA

615.824.8664 (ext. 3329)

duane@smithtravelresearch.com





The Travel & Tourism Research Association (TTRA) Educational Webinar Series:

Best practice in online panel management – an introduction to MicroPanel

Featuring: **Rudly Raphael**

Thursday, May 19, 2011 at 10:00AM–11:15AM (US Eastern Standard Time*)

For time zone visit: <http://www.timeanddate.com/worldclock/>

can't attend...also available to purchase and view at your convenience

Session Overview:

if you're considering an online panel management solution but don't know where to begin, or have been hindered by:

- Expensive software licensing fees
- Outrageous survey data collection charges
- Platforms that require extensive IT expertise to manage your panel
- Solutions with pretty graphics, but anemic in panel management features
- Solutions that are just "overkill"

Join us for a one hour webinar to learn how Survey Analytic's MicroPanel solution can help your organization in developing a cost

Featured Speaker

Presenter: Rudly Raphael, Vice President - Panel Solutions at Survey Analytics, has more than 12 years of professional experience in the online market research industry. Prior to SurveyAnalytics, he was Director of Online Research for the Cunningham Research Group. As Director of Online Research, Mr. Raphael was the architect responsible for coordinating initiatives to plan and develop Cunningham's Online Research infrastructure. He was responsible for implementing internal IT system infrastructure to streamline business processes, channel communication, survey analysis and design, and implemented marketing strategies to build an online consumer panel consisting of more than 1,000,000 members, after less than 6 months in operation.

Rudly has designed and implemented sophisticated in-house CRM and customized research solutions. As Vice President of Panel Solutions, he oversees all aspects of research logistical design involving quantitative methodology. Rudly attended Wentworth Institute of Technology, majoring in Electrical Engineering. He's also a graduate of Harvard University.

Registration Details:

Announcement: www.ttra.com (*resources/TTRA Educational Webinar Series*)

Register on-line: www.ttra.com (*Members, log or join/visitor*), Select Purchase Webinar

<https://netforum.avectra.com/eweb/DynamicPage.aspx?Site=TTRA&WebCode=LoginRequired>

Session Fee: TTRA Members \$20.00, non-members \$50.00

DON'T MISS THE
TRAVEL & TOURISM RESEARCH ASSOCIATION'S



2011 TTRA INTERNATIONAL CONFERENCE

JUNE 19-21, 2011
LONDON, ONTARIO, CANADA

Join the worldwide travel community in Canada's beautiful "City of Trees" and *get the big picture in a detail-driven world* at the TTRA 42nd Annual International Conference.

This conference provides opportunities to participate in a unique network that brings together the academic and practitioner sectors of our industry in an informal, friendly fashion that promotes the kind of relationships that provide a number of valuable and long-lasting opportunities.

Hear experts on such topics as: Understanding Digital Life and Social Media, Managing Sustainable Tourism, Surviving the Economy, Utilizing Creative Research, Crisis Response, Meetings Travel and more.

INVEST IN YOUR FUTURE!

THIS IS A CONFERENCE
YOU WON'T WANT
TO MISS!

Tourism London is excited to be the host of the 2011 TTRA International Conference. They have many great things waiting for the conference delegates. Visit www.londontourism.ca to learn more about our host city.



Keep Up
on the Latest
Travel
Trends!

Find
Out More at
www.ttra.com

New!
Half Day
Student
Symposium
Before the
Conference

Rub Elbows
with the Best
& Brightest in
your Field!

We have many interesting & thought-provoking sessions planned for this year's conference. Visit ttra.com for the most up to date conference information.

Over
60 Academic
Paper
Presentations



Registration ends June 15.
Register online at
www.ttra.com
or call 248-708-8872
Email: ttra@ttra.com



2011 TTRA INTERNATIONAL CONFERENCE SESSION DETAILS

GENERAL SESSION INFORMATION

"ESSENTIALS OF LISTENING"

Steve Rappaport, Advertising Research Foundation

Listening changes the game for people and brands; it brings the promise of true consumer-centricity forward. Let's not cower before the "tyranny of the installed market research base", but figure out how best to discover, listen to and act on the conversational "dark matter" that is all around our brands. The ARF Listening Playbook is the go to guide for understanding the newest and potentially most important advance in market research - listening to customer conversations. Steve Rappaport of the Advertising Research Foundation provides an authoritative voice that organizes and synthesizes what is known about listening and presents it in a way that is useful for making brand decisions.

"ECONOMIC AND TRAVEL LOOKOUT! SESSION"

Adam Sacks, Managing Director, Tourism Economics & David Sheatsley, Director of Marketing Research, US Travel Association

Reprising last year's award-winning conversation about the economy and travel and tourism trends, TTRA is pleased to have Adam Sacks, Managing Director of Tourism Economics, return to the TTRA stage to share his thoughts and insights with us as we look ahead to 2011 and beyond. This year, the role of Dr. Suzanne Cook will be filled by an excellent understudy in the form of David Sheatsley, Director of Marketing Research for U.S. Travel. Join us for this totally unscripted, unrehearsed and unnerving session.

"RESEARCH THAT MATTERS: DEVELOPING A GLOBAL TOURISM RESEARCH AGENDA FOR THE SECOND DECADE OF THE NEW MILLENNIUM"

Peter Williams, Simon Fraser University & Team of TTRA Members

This highly interactive session uses state of the art technology and 'game time' audience participation to identify a global agenda of priority themes and hot topics for tourism research needed by decision makers in the second decade of the new millennium. Peter Williams and a team of some of the best and brightest TTRA members will lead an interactive, audience participatory session to walk attendees through the appropriate steps to creating a research agenda that is both robust and realistic for all. Perspectives of academic, government, non-government, and private sector tourism stakeholders will be used to help shape the discussion leading up to the session's dialogue and research priority setting agenda.

OTHER SESSIONS

ACADEMIC/PRACTITIONER NETWORKING ROUNDTABLES

Come and join fellow research members as they meet and discuss topics that will help to bridge the gap between academics and practitioners.

BUSINESS CARD EXCHANGE

This "speed dating" concept will allow you to meet and exchange business cards and information with other researchers and vendors.

More
Speakers &
Sessions are
Currently Being
Finalized

Check on www.ttra.com for
the most up to date
information.

Plus Over
60 Academic
Paper
Presentations

New!
Half Day
Student
Symposium
Before the
Conference



Registration
closes June 15.
Register online at
www.ttra.com
or call
248-708-8872
Email:
ttra@ttra.com



TRAVEL & TOURISM RESEARCH ASSOCIATION
2011 INTERNATIONAL CONFERENCE

JUNE 19-21, 2011 • LONDON, ONTARIO

DELEGATE REGISTRATION FORM

Join the worldwide travel community and get the big picture in a data-driven world at the TTRA 42nd Annual International Conference.

EARLY BIRD SPECIAL: Register before March 30, 2011 & deduct \$50 from the regular attendee rates!
You can also register on-line at www.ttra.com



NAME _____

NAME TO APPEAR ON BADGE _____

ORGANIZATION _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____

ZIP/POSTAL CODE _____ COUNTRY _____

PLEASE INCLUDE ALL COUNTRY & ACCESS CODES FOR PHONE AND FAX NUMBERS:

PHONE _____

E-MAIL ADDRESS _____

CHAPTER _____

Is this your first TTRA conference? Yes No

Do you want to receive a copy of the conference proceedings CD? Yes No

Please list any special dietary needs:

Vegetarian Diabetic

Food Allergy (Please Describe) _____

Please Provide Accessible Accommodations

HOTEL INFORMATION:

HILTON LONDON ONTARIO
 300 King Street, London, ON Canada N6B 1S2
 Phone: 519-439-1661
www.Hilton.com/LondonOntario

Book before May 15, 2011 to receive the hotel rate of \$129 CAD.
 Use group code TRA to receive this discounted price.

Please make your room reservations directly with the hotel.

CONFERENCE REGISTRATION PRICING

(Includes Student Symposium)	Early Bird Rate	Regular Rate	Late Rate
	Feb. 1- March 30	April 1- May 30	June 1- June 15
<input type="checkbox"/> Premier Member	\$495	\$545	\$595
<input type="checkbox"/> Pro Org Members	\$495	\$545	\$595
<input type="checkbox"/> Standard Members	\$595	\$645	\$695
<input type="checkbox"/> Non-Members	\$845	\$895	\$925
<input type="checkbox"/> Lifetime Achievement Members	\$495		
<input type="checkbox"/> One Day Only	\$295		
One day attending date: <input type="checkbox"/> June 19 <input type="checkbox"/> June 20 <input type="checkbox"/> June 21			
<input type="checkbox"/> Guest	\$150		
<input type="checkbox"/> Student Symposium Only	\$75		

STUDENT RATES

- Non-Member Students \$400
- Member Students \$400
- Students Volunteers \$200
- I understand that I am required to volunteer 10 hours to qualify for this rate

All categories are listed in U.S. funds.

PAYMENT

Check Enclosed. Make checks payable to: TTRA

CREDIT CARDS WELCOME

MasterCard Visa American Express Discover

NAME ON CARD _____

I authorize TTRA to charge my credit card the amount of \$ _____

AUTHORIZED SIGNATURE _____

ACCOUNT NUMBER _____

AUTHORIZATION CODE _____

EXPIRATION DATE _____

BILLING ADDRESS FOR THIS CARD _____

PLEASE SEND YOUR COMPLETED REGISTRATION FORMS TO:

Travel & Tourism Research Association • 3048 W. Clarkston Rd., Lake Orion, MI 48362 USA
 Phone: 248-708-8872 • Fax: 248-814-7150 • email: ttra@ttra.com • www.ttra.com

For cancellation policy, check www.ttra.com.



Travel & Tourism Research Association

2011 Membership Application

Contact Information		Membership Category (Select 1)
Full Name:		<input type="checkbox"/> Accommodations/Lodging Facility
Title:		<input type="checkbox"/> Advertising/PR/Marketing Firm
Organization:		<input type="checkbox"/> Association
Address:		<input type="checkbox"/> Attraction
City:		<input type="checkbox"/> Educational Institution
State/Province:		<input type="checkbox"/> Government Tourism Office or Convention & Visitors Bureau
Zip/Postal Code:		<input type="checkbox"/> Government Agency/Department Other Than Tourism
Country:		<input type="checkbox"/> Media/Publisher
Phone Number*:		<input type="checkbox"/> Researcher/Consultant
Fax Number*:		<input type="checkbox"/> Transportation
E-mail Address:		<input type="checkbox"/> Tour Operator/Travel Agency
Website Address:		<input type="checkbox"/> Student
		<input type="checkbox"/> Other (Please list)
<small>*Please include all country and access codes</small>		

TTRA International Membership Fees*
<input type="checkbox"/> Professional Organization: \$575.00
<input type="checkbox"/> Premier: \$345.00
<input type="checkbox"/> Standard: \$150.00
<input type="checkbox"/> Student: \$50
<small>*All Prices are listed in USD, TTRA does accept Non-US Funds, for current exchange rates please contact accounting@ttra.com</small>

TTRA Chapter Fees*	
<input type="checkbox"/> CalUTTRA: \$0.00	<input type="checkbox"/> Greater Western: \$35.00
<input type="checkbox"/> Canada: \$0.00	<input type="checkbox"/> Greater Western Student: \$10.00
<input type="checkbox"/> CenStates: \$30.00	<input type="checkbox"/> Hawaii: \$25.00
<input type="checkbox"/> CenStates Student: \$15.00	<input type="checkbox"/> SETTRA: \$25.00
<input type="checkbox"/> Europe: \$0.00	<input type="checkbox"/> Texas: \$25.00
<small>*Chapter Memberships are optional. All Prices listed in USD, TTRA does accept Non-US Funds, for current exchange rates please contact accounting@ttra.com</small>	

Payment Information	
Total Membership Fees: \$.00 USD	
<input type="checkbox"/> Check Attached. All checks should be issued to TTRA.	<input type="checkbox"/> Credit Card (American Express, Discover, Mastercard or Visa)
Cardholder Name:	
Billing Address:	Zip/Postal Code:
Card Number:	Exp. Date: Authorization Code:
Cardholder Signature:	Date:

JOIN ON-LINE AT TTRA.COM / MEMBERS
or SEND YOUR COMPLETED MEMBERSHIP APPLICATION FORM TO:
Travel & Tourism Research Association, TTRA, 3048 W. Clarkston Road, Lake Orion MI 48362
or Fax to # 248-814-7150

Please direct all inquires to:


Travel and Tourism Research Association
(TTRA)
3048 W. Clarkston Rd,
Lake Orion MI 48362 USA
Phone: 248-708-8872 ext. 213
Fax: 248-814-7150
Email: admin@ttra.com

The Travel and Tourism Research Association (TTRA), founded in 1970, is a nonprofit professional organization committed to improving the quality, value, effectiveness and use of travel and tourism research and marketing information. TTRA seeks to improve the industry through education, publications and networking activities.

Seeking to improve the travel and tourism industry through education, publications and networking activities

Find us on:

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www.ttra.com

About Membership

JOIN TTRA TODAY as a membership value we welcome ideas and suggestions!

The **Premier Membership** is designed for the highly active member with a wide variety of needs. For those seeking educational resources, membership includes the Journal of Travel Research and the best rate for the annual conference.

The **Professional Organization Membership** has the same benefits as the Premier Membership, but with discounted pricing for having multiple members from the same organization. Pro Org membership is the only category of membership that may be transferred to a different person. If you are an educational institution and hold a Professional Organization Membership with TTRA your students will get 50% off their Student Membership Fees!

The **Standard Membership** is an affordable option for those seeking basic membership. The standard membership allows access to all services and benefits at a reduced rate, allowing you to pick and choose the services that best meet your needs.

The **Student Membership** allows students to gain exposure to the industry and network with professionals and other students. Individuals must show proof of enrollment in a current degree granting program in order to be eligible.

If you would like information about joining TTRA visit ttra.com