

TTRA Connects

Official Publication of the Travel & Tourism Research Association



Winter Issue 2012

President's Message



Dear Friends and Colleagues of TTRA,

Welcome to the Winter 2012 TTRA Connects! The past few months have seen great activity in relation to preparing for our Annual TTRA International Conference ***Innovation in Destination Marketing Research*** which takes place in Virginia Beach from June 17th – 19th, 2012. Thanks to all who have submitted papers and posters for review and to those of you who have agreed to take part in the practitioner sessions. The Programme Committee under the direction of TTRA 1st Vice President, **Rick Perdue** is working hard to make this event both worthwhile and memorable. Opportunities still remain to be involved in hosting a **Destination Table at our Awards Luncheon** so I would urge you to contact [Kathy Palmer](#) (Management Team) for more detail.

At Chapter level, a number of Chapter conferences and meetings have taken place successfully. **David Williams**, Chapter Liaison, together with Rita Brummett (Management Team) are working towards integrating some of the ideas emerging from the **Chapter Liaison meetings** into our next action plan. We are in particular focusing on further enhancement of membership benefits through a range of initiatives.

The **TTRA Webinar series** that was well received in 2011 has recommenced with the first in the series having taken place in early February. *Continued on Page Two*

Please Don't Forget

**TTRA Membership
Renewal Time is Now!**

[RENEW TODAY](#)

**RENEWING FOR AN
ORGANIZATION?**

Click here for an online
renewal form.

[ORG RENEWAL](#)

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TTRA Connects is published quarterly by the Travel & Tourism Research Association. For questions, comments, or submissions, contact Rita Brummett, TTRA Associate Executive Director & Newsletter Editor at rbrummett@tra.com or by phone at 248-708-8872, ext. 204.

Come visit us online at www.ttra.com

President's Message continued from front...

We thank **Dr. Lori Pennington-Gray** for her webinar presentation entitled, [Disasters and Emergencies: Utilizing Social Media with the Unexpected in the World of Tourism](#). Our sincere appreciation is extended to our webinar sponsor, **University of Florida, Tourism Crisis Management Institute**. It is intended to offer more seminars this year and to attract webinar sponsors to work alongside us. Please watch for informational email messages (egramms) regarding upcoming webinars.

Our organization continues to expand at a time when the tourism industry globally experiences challenges. I am heartened by the fact that the first Board meeting of the newly formed [Asia-Pacific Chapter](#) has taken place and on behalf of the Board of Directors of TTRA, I would like to extend my gratitude to **Dr. Sue Beeton** for her sterling work over the past few years in bringing this to fruition. It is a most exciting development, and we look forward to continued growth!

Finally, I extend my **sincere thanks** to all the teams, committees and the wider membership for their work and support in helping us achieve objectives. I **wish every success** to those Chapters working towards the delivery of their annual conferences in the coming months, and I look forward to engaging with you socially and professionally at the 2012 International TTRA Annual Conference.



Sheila Flanagan, Ph.D.—Dublin Institute of Technology
TTRA President

**Let's work together to recruit members for TTRA
and for its regional Chapters and Conferences.**

**This e-newsletter is a great way to recruit!
Check out page 15, and just FORWARD
on to your industry peers. Thank you!**

2012 TTRA International Annual Conference

REGISTRATION IS OPEN
REGISTER BY MARCH 31 TO SAVE \$50!

[2012 TTRA INTERNATIONAL ANNUAL CONFERENCE](#)



Innovation in Destination Marketing Research
June 17–19, 2012

Virginia Beach Resort Hotel
2800 Shore Drive, Virginia Beach, Virginia



As the only hotel located on beautiful Chesapeake Bay along with a private beach, the setting for the 2012 Conference lends itself to a family affair. Each room is a full suite complete with living space, kitchenette, and a private balcony with a gorgeous view of the Bay! See page 5 for a listing of amenities.



The 43rd Annual Conference of the Travel and Tourism Research Association is the only tourism organization to bring destination research managers, tourism research companies and tourism academics together to advance the quality and practice of tourism research. The conference is organized around five universes, each including a general session with breakout industry and academic research sessions. The five universes are:

- ◆ Destination Performance Measurement
- ◆ New Technologies and Tourism Behavior
- ◆ Tourism Futures and forecasting
- ◆ Destination Marketing Strategy
- ◆ Destination Management Strategy



Amenities at **VIRGINIA BEACH RESORT HOTEL** *& Conference Center*



We are the Only Hotel Located
on the Beautiful Chesapeake Bay, and we have
a Private Beach!

295 Luxury Suites, Each with a Private Balcony

Award Winning TradeWinds Restaurant

Spacious Conference Rooms All Located on the
First Floor

Complimentary Shuttle Service Within a Three
Mile Radius (Wedding Groups Not Included)

Indoor / Outdoor Heated, Salt Water Pool

Jacuzzi Hot Tub, Sauna, Health Club with
Massage Service Available

Jet Ski, Aqua-Cycle, Kayak, Beach Chairs
& Umbrella Rentals, Available in Season

Complimentary Bicycle "Rentals" for Guests
Up to 3 Hours of use per Day

Complimentary Tennis - Up 1.5 Hours
per Day per Guest

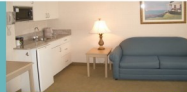
Bay Necessities - Wireless Internet,
Starbucks Coffee, Lite Fare Menu,
Candy & Snacks

Conveniently Located Near Great Local
Restaurants, Norfolk International Airport
& Shopping

Same Day Laundry Service by Albano's Cleaners

Complimentary Children's Activities
Available Memorial Day - Labor Day

Babysitting Services Available



TTRA CONFERENCE OPPORTUNITIES

EXHIBITOR NEWS

Exhibiting at TTRA has never been so affordable. Exhibit prices include one conference registration and a quarter page advertisement in the conference program with your company logo and description.

EXHIBITOR MEMBER RATE: \$1,000.00

Includes complimentary conference registration (\$695 value) plus 1/4 page program ad (\$375 value). **ACTUAL COST TO EXHIBIT: \$0**

EXHIBITOR NON-MEMBER RATE: \$1,500.00

Includes complimentary conference registration (\$895 value) plus 1/4 page program ad (\$375 value). **ACTUAL COST TO EXHIBIT: \$230.00**

Reserve your exhibit space TODAY! This is a great value and a wonderful opportunity to showcase your company and products. For more information, contact [Kathy](#) or [click here!](#)

DESTINATION LUNCH

The Travel and Tourism Research Association is pleased to announce the continuation of the popular Destination Luncheon on Tuesday, June 19 at the 2012 TTRA International Conference. This lunch is sponsored by many different destinations who host a table.

Destinations bring promotional items, visitor guides and even centerpieces that represent the destination. Each destination will also have the opportunity to invite TTRA delegates to sit at their table. TTRA will run a slide show of photos or commercials of the participating destinations during the luncheon. This event allows the destinations to participate in the sponsorship of the conference and support the travel research industry. The host table fee is \$500 for 1 table or \$1,000 for 2 tables. This is considered a bronze sponsorship.

Please email [Kathy](#) to discuss sponsorship details. We look forward to seeing you in Virginia Beach at the Virginia Beach Resort!

TTRA CHAPTER NEWS

CenStates Chapter

CenStates 2012 Chapter Conference Set for September 25-26, 2012

What's good for the Super Bowl is good for CenStates! This year's CenStates chapter conference is coming to Hamilton County, just north of Indianapolis, Indiana on September 25-26, 2012. So mark your calendars for the Midwest's premiere tourism conference with a research twist. Past attendees appreciate the opportunity to exchange ideas with marketers and researchers from DMOs, state tourism offices, universities and suppliers.

Returning again this year is the case study field trip, which has become a highlight of the recent CenStates conferences. You will hear about how research guided a local project and then travel to the site for a tour and dinner. Hamilton County CVB is planning a great experience.

Would you like to help shape this conference? Please volunteer for the conference committee by contacting chapter VP LuAnn Reinders at luann.reinders@iowa.gov.

A big THANK YOU to retiring Chapter Chairman, Dan Erkkila for his service and leadership. Dan is also a past President of TTRA international.



Pictured are Patty Becraft, 2011 CenStates Chapter President and retired Chapter Chairman, Dan Erkkila.

Carlos Lamsfus Receives IFITT PhD Excellence Award

Europe Chapter

TTRA Europe Board Member **Carlos Lamsfus** received on January 24 the **IFITT PhD Excellence Award** for his thesis entitled "CONCERT: A New Framework for Contextual Computing and Ambient Intelligence in Tourism to Support Human Mobility". His thesis presents a new approach to context-awareness in tourism, providing an adapted definition and model of context for tourism. Context-Awareness is becoming a hot topic in mobile technology in general and in tourism in particular, where it is an increasingly important research discipline. Context-based services do not only represent the opportunity and future in the travel and tourism industries, but also the possibility to better understand human behavior and mobility in today's society. The IFITT PhD Excellence award is presented during the ENTER conference and given to a PhD thesis for its contributions to the field of tourism and technology. Carlos will be the conference Chairman of the upcoming TTRA Europe Conference in Bilbao. *Submitted by Frederic Dimanche*

The TTRA Europe chapter board meeting took place in Paris, in the historic building of the *Conservatoire National des Arts et Métiers* (National Conservatory of Arts and Industry), a teaching institute of higher education and a science and trade museum that was featured in a key scene in Umberto Eco's novel *Foucault's pendulum*. **Isabelle Frochot** (University of Savoie) took over as

President of the Chapter, following the three-year term of **Frederic Dimanche** (SKEMA Business School). Other board members include **Ian Henderson** (TTC International), **Carlos Lamsfus** (CirGUN), **Peter Nash** (Tourism Ireland), **Jarmo Ritahlati** (Haaga Helia University) and **John Swarbrooke** (Manchester Metropolitan University). The board continued its work on planning the upcoming TTRA Europe conference <http://www.ttraeurope2012.org> to be held April 18-20 in Bilbao, Spain, home of the world-famous Gehry-designed Guggenheim Museum. Bilbao was literally revived as a city and launched as a tourism destination by the

museum which, since its opening in 1997, brings visitors from all over the world. The theme of the conference is "Performance Measurement and Performance Management in Tourism". **Rick Perdue**, TTRA First Vice President, will be one of the keynote speakers. (Pictured Sheila Flanagan, Ian Henderson, Peter Nash, Carlos Lamsfus, and Frederic Dimanche) *Submitted by Frederic Dimanche*



TTRA CHAPTER NEWS

Greater Western Chapter

GWTTTRA 2012 Symposium—Portland, Oregon

GWTTTRA 2012 Symposium in Portland, Oregon, April 19-21 is gathering a lot of Oregon and Washington attention with its theme "Technology and Tourism." The speaker lineup is excellent and growing fast:

- Technology and The New DMO: *Cees Bosselaar, PhoCusWright Research*
- Knowing your Visitors through Technology: *Terry Berggren, Ruf Strategic Solutions*
- Knowledge Management, the Key to Success: *Mo Sherifdeen, Digital Director Travel Oregon*
- Vital Virtual Strategies: *John Hope-Johnstone, Chief Strategist, HPR Internet & Social Media Marketing*
- The Importance of Social Media to the Travelling Consumer: *Martin Stoll, Sparkloft Media*
- How Transforming Technologies will Herald a new Era in Travel: *Amadeus*
- Technological Advances in Modes of Air Transportation/Airports and their Effects on Tourism: *David Parker Brown, renowned Airline Blogger "AirlineReporter.com" (Appearing in: Seattle PI, Reuters, AOL Travel News. Interviewed by CNN, CNBC, Reuters, NPR, FOX, AOL, Huffington Post, Seattle Times, Gadling, and many other US and international media.)*
- The Importance of Technology to Travel Research: *Dr. Norma Nickerson, University of Montana*
- How Technology Levels the Playing field for Small Tourism:
(A case Study on Farm Stay) *Scottie Jones*

Registration and up to date information can be found at:
<http://www.gwttra.com/symposiums.htm>.

Conference Coordinator: John Hope-Johnstone
For inquiries, please contact John at:
johnhopejohnstone@gmail.com

Submitted by John Hope-Johnstone



TTRA CHAPTER NEWS

SETTRA Chapter

SETTRA 2012 Symposium—Tunica, Mississippi

The annual Southeast States of TTRA Symposium will be held Monday, March 19 through Tuesday, March 20 in Tunica, Miss. This is held in conjunction with the Southeast Tourism Society's annual Spring meeting. The theme is **“Staying the Course”** and along with white papers and poster presentations, there will be two featured sessions. One will discuss **“Setting a DMO Marketing Research Agenda”** while the other focuses on the **“Economic impact of festivals, events and attractions on a destination.”** Learn more at <http://settra.org>. A research scholarship will be granted at the meeting and a *“voluntourism”* project will be in the offing, to assist Tunica tourism.

Student Research Grant

Southeast States chapter of TTRA will be presenting one research grant at the SETTRA Symposium. The grant, up to \$1,000 (US), is available to undergrads and graduate students enrolled in southeastern US colleges and universities. **Deadline to apply is February 17, 2012.**

<http://www.southeasttourism.org/settra/SETTRA-2012-research-grant-announcement.pdf>

Students: Attend the Symposium on Us!

Our Chapter is sponsoring student scholarships to attend the SETTRA Symposium in Tunica, which will be available to undergraduate and graduate students who aspire to careers in the tourism industry. **Deadline: Feb. 24, 2012. Applications for Scholarships can be accessed here:**

<http://www.southeasttourism.org/settra/SETTRA-2012-student-symposium-scholarship-app.pdf>

Check out our Chapter Newsletter, *SETTRA Speaks*:

http://www.southeasttourism.net/newsletters/settra/settra_1211.html

Reaching the Special Needs Travel Market

Submitted by Amy Wicker, Founder & President of AllergySafeTravel.com (January, 2012)

When planning a trip, the process is anything but easy for more than 12-million Americans who have food allergies. I know first-hand how difficult travel is when dealing with life-threatening food allergies and intolerances. My seven-year-old daughter is asthmatic and anaphylactic to milk, eggs, peanuts and tree nuts. Her allergens are triggered through contact, inhalation or ingestion making travel even more difficult.

For this reason, I spend hours preparing, planning and researching our vacation destination prior to even stepping foot outside our door. First, I need to locate a hotel with a kitchen so I can prepare some of her meals. I find the health food stores and medical facilities as well as a restaurant or two that has gluten-free options for myself and my oldest daughter. The week prior to departure, I shop, cook and prepare food that's necessary to take on our trip. When the time comes to pack, we take not only our clothes but a week's worth of food, cooking supplies and medicine including lots of epinephrine. Every worst case scenario must be thought out and anticipated.

In a survey, conducted by AllergySafeTravel.com, an online travel resource, 24 percent of respondents choose not to travel because of food allergies. Of those who do travel, 54 percent take an average of two to three trips a year, and 25 percent take one trip a year. When asked how stressful traveling is with food allergies, 34 percent ranked travel-related stress four out of five. Thirty-one percent ranked travel-related stress five out of five. Access to allergen free foods and allergen friendly restaurants was the biggest concern to the food allergic traveler. Flying came in third followed by places to stay.

Unfortunately, the prevalence of food allergies continues to rise, especially among children, but here-in lies the opportunity for those within the hotel and travel industry. By taking such steps as outlined below, these businesses will not only be tapping into a new market of special needs clients but building a community of loyal followers.

- 1) Ask the right questions. When assisting someone with travel or hotel arrangements, always ask if there are any allergies or dietary restrictions. Offer a list of allergen-friendly businesses that might be able to provide assistance.
- 2) Designate one person as allergy coordinator. They become the resident expert on anything allergy related. They would also be the point of contact for any food allergic traveler.

Continued on next page...

Reaching the Special Needs Travel Market

Continued from previous page

- 3) For hotels, designate two to three rooms as allergen-free. Equip these rooms with kitchenettes, at a minimum include a medium-sized refrigerator/freezer, microwave and an additional sink. Replace down pillows and comforters with synthetic ones. Place air purifiers in the rooms and do not allow pets in these spaces. Use green or non-toxic cleaners.
- 4) Offer to pick up groceries from a nearby health food store for guests before their arrival, or arrange for a delivery service for guests during their stay.
- 5) Create a brochure or set up a separate area on your website to let your food allergic guest know every step you take to ensure their safety.

Communication is key. The more your guests know about what you're doing to protect them, the more relaxed and enjoyable their experiences will be. And believe me, there are millions of travelers, myself included, who are looking for safe, stress-free travel experiences. ###

¹ Food Allergy & Anaphylaxis Network.

² Branum AM, Lukacs SL. Food Allergy among U.S. children: Trends in prevalence and hospitalizations. NCHS data brief, no 10. Hyattsville, MD: National Center for Health Statistics. 2008.

Upcoming Chapter Conference Dates and Locations

SETTRA Conference: March 19-20, 2012, Tunica, Mississippi, USA

Greater Western TTRA Conference: April 19-21, 2012, Portland, Oregon, USA

Europe TTRA Conference: April 18-20, 2012, Bilbao, Spain

Canada TTRA Conference: October 10-12, 2012, Winnipeg, Manitoba, Canada

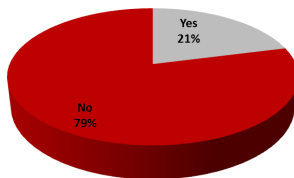
Accommodating Travelers with Disabilities: Business Not to Be Missed

Submitted by TTRA Board Member, David Sheatsley, Vice President of Research, MMGY Global (December, 2011)

No doubt, as the adult population continues to age and Baby Boomers move into the Mature generation, medical problems, ranging from normal aches and pains to mobility issues, will have an impact on the ability to travel and the number of travelers. According to the October 2011 *travelhorizons*TM survey, one-in-five U.S. adults report that either they or someone in their household has a disability, functional limitation or medical condition that impacts how, when and where they travel. This equates to an estimated 48.3 million U.S. adults.

The Americans with Disabilities Act (ADA) of 1990 provided guidelines and regulations ensuring proper accessibility to public areas by persons with disabilities. The original Act, modified over the years, was substantially modified in 2010 to address both new construction and alterations to existing buildings. Many of the new requirements focus on communication. For example, beginning on March 15, 2012, “hotel reservations staff will be required to identify accessible features in guest rooms (e.g., guest room door widths and availability of roll-in showers) and other hotel amenities in sufficient detail so that an individual with a disability can make an independent assessment whether the hotel meets his or her accessibility needs.” This means that reservations staff must be able to provide more in-depth information to persons with disabilities beyond knowing the number of rooms that are able to accommodate persons with disabilities.

Percentage of U.S. Adults with Medical Conditions/Disabilities or Family Members with Medical Conditions/Disabilities and Travel October 2011



To read the complete article, [click here](#).

NEWS AND RESEARCH INFORMATION

Canada's Culture Satellite Account

Submitted by Brian McKee, Director, Policy Research Group, Department of Canadian Heritage (January, 2012)

TTRA members are probably familiar with the Tourism Satellite Account (TSA): the accounting framework, created by Statistics Canada, used to measure the economic importance of tourism in Canada. Based on this seminal work, another satellite account of interest for the TTRA community is being developed: the Culture Satellite Account.

A four-year feasibility study, started in 2009, is being conducted to build an accounting framework (the Culture Satellite Account, or CSA) to measure the economic importance of culture (radio, television, music publishing, etc.), the Arts, heritage and sport to the Canadian economy. This framework, once completed, will provide:

- Credible estimates of the contributions to gross domestic product (GDP) of these domains
- Allow for greater comparability with other industries and economic activities (e.g. tourism)
- Provide the foundation for additional estimates of culture's contribution to jobs, labour income, international trade, etc.

Completion of the CSA will also mark a significant improvement over existing economic measures. Currently, the economic importance of culture, as an example, is measured by calculating the GDP of cultural industries. Such measures include only industries identified as being cultural (e.g. book publishing, film and video), as defined by Statistics Canada's *Canadian Framework for Culture Statistics*, and all of their economic outputs from both culture *and* non-culture activities.

An illustrative example is the motion picture exhibition industry (movie theatres): their primary business is the screening of films (a cultural output), and therefore they are categorized as a cultural industry. However, they also generate revenue through economic activities like facility rentals and concessions services, which are non-culture outputs. The GDP that movie theatres generate, as currently measured, would include all of these outputs regardless of being cultural or not.

By contrast, a primary goal of the CSA is to be able to produce a measure of "culture GDP," which will include all industries of the Canadian economy but *only* their outputs which are defined as cultural. Ultimately, the CSA will be able to produce both culture GDP and the GDP of cultural industries. Similarly, this methodology should be adaptable to the other domains of the Arts, heritage and sport as well.

The Department of Canadian Heritage is funding the development of the CSA, at Statistics Canada, in partnership with other federal, provincial, and territorial funders. These partners include the Canadian Tourism Human Resource Council, Parks Canada, the Atlantic Canada Opportunities Agency, and the thirteen provincial/territorial governments. Completion of the project is scheduled for the first quarter of 2013. ###

NEWS AND RESEARCH INFORMATION

Excerpt from a recent egram sent on January 19th by Roger Dow, President of the U.S. Travel Association



U.S. TRAVEL
ASSOCIATION

Reprinted with Permission

President Calls For Recommendations To Promote Travel

U.S. President, Barack Obama trumpeted the value of travel in general and by [Executive Order](#) called for the Secretaries of Commerce and the Interior to lead an intra-agency task force to develop for the first time ever recommendations for a strategy to promote travel opportunities throughout the U.S. A focus of the task force will be on strategies for increasing travel and tourism jobs by promoting visits to our national treasures, including national parks, cultural and historical sites, monuments and other public lands. The Executive Order also charges the Departments of State and Homeland Security with:

- Increasing non-immigrant visa processing capacity in China and Brazil by 40 percent this year;
- Ensuring that 80 percent of non-immigrant visa applicants are interviewed in three weeks or less; and
- Increasing efforts to expand the Visa Waiver Program. The President announced the State Department has nominated Taiwan for inclusion in the program.

The State Department and Department of Homeland Security announced a pilot program to speed visa processing for certain applicants in Brazil and China, including the ability to waive interviews for certain low-risk applicants. *To read the entire press release, [click here](#).*

Great News!

TTRA LinkedIn Group

Surpasses 1000 Members

If you haven't joined us yet, be sure to visit!

***Many thanks to TTRA Past President, Brian Ruf for his
volunteer time as LinkedIn administrator.***

Why Join Our World?

We're Unique

No other international organization of this magnitude offers a) access to a unique membership combination of academics, practitioners and vendors and b) exclusive networking opportunities among these groups that result in c) mutually beneficial business relationships and collaboration. All of that AND it's brought to you with a very research-centric, world perspective that is the essence of TTRA!

Overall

- **Professional status recognition** in the travel and tourism industry
- Identify partners for **joint marketing and research projects**
- **Share knowledge**, experience and ideas
- **Enjoy discounts** on meetings, conferences AND webinars
- Build **personal contacts** within the global community of TTRA members
- Benefit from and contribute to **newsletter, social network and ListServ discussions**

Destinations

- **Discounts** on TTRA's international and chapter conferences
- **Improve understanding** of travel trends, behaviors/motivations of your target audiences
- **Share research ideas** and methodologies with destination peers plus university, industry and vendor experts
- Informative conference sessions designed to **enhance your marketing efforts** that drive successful results

Academics

- Stay up-to-date on the **latest travel industry research** through the Journal of Travel Research
- **Publish** in the peer-reviewed Journal of Travel Research and **present papers** at TTRA and Chapter conferences
- Pursue **grant opportunities** through international and chapter contacts
- Provide students with **professional development experiences** by taking advantage of scholarships for conference registration and membership

Vendors

- **Network with destination marketing and research professionals** who purchase travel-related research
- **Promote your company's capabilities** with your target market of clients by exhibiting at our conferences
- **Increase awareness of your expertise, products and services** by sponsoring scholarships, event functions, breakouts, webinars and other TTRA products
- **Enhance your reputation** by contributing to the growth of tourism marketing research

TTRA MEMBERSHIP

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 Organization Membership has the same benefits as the Premier Membership, but with discounted pricing for having multiple members from the same organization. Organization membership is the only category of membership that may be transferred to a different person. If you are an educational institution and hold an 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.

Broaden your knowledge and enhance your network—JOIN THE TTRA TODAY!

Go to www.ttra.com and click on Members.

TTRA Mission

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