

TTRA Connects

TTRA International

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Hello TTRA Research World!

Since I wrote last quarter mostly about US trends, it is appropriate for this letter to take a more global view. In digging out from one of the toughest winters in US history, I find myself looking for that silver lining both weather and business-wise. And, preferring to look at life from the glass is half full philosophy; there really is good news out there -- **IF** you just look for it!

Read the rest of President Dee Ann McKinney's Letter by [CLICKING HERE](#)

TTRA Unveils "New" Logo

Since the 40th Annual Conference in Honolulu, Hawaii, a committee of TTRA members has been working to redesign the TTRA Logo.

See a side-by-side comparison of the "Old" and "New" Logo design and read about the decision process by [CLICKING HERE](#).



TTRA Board of Directors - February Meeting Recap

The Board of Directors met in San Antonio, Texas on Friday and Saturday, February 19th and 20th. Several items were discussed and voted upon.

For highlights of the business discussed at the meeting, please [CLICK HERE](#).



TTRA Newsletter Survey Results

In January 2010, the International TTRA launched a member survey for the purpose of evaluating the strengths, weaknesses, opportunities and threats associated with our current member newsletter. A total of 157 members responded to the survey, and 115 completed most questions.

To read a brief recap of the Survey Results, [CLICK HERE](#)

“Rockin’ and Rollin’” with TTRA!

Registration is underway for the 2010 TTRA International Conference!

Read More by [CLICKING HERE](#)

Sponsorships still Available!

The success of the 2010 TTRA Conference depends on you now more than ever! With the recent revamp of our Sponsor Benefits, there has never been a better time to support the Conference. *CLICK HERE* to see a list of available Sponsorships and the benefit structure!



Texas Trivia

Get Ready for the 41st Annual TTRA Conference with some Texas FUN FACTS!

Official Texas Facts:

State Flower: Bluebonnet

State Bird: Mockingbird

State Motto: Friendship

~Texas is popularly known as the Lone Star State

~Texas was an independant nation from 1836 - 1845

~Texas is the only state to enter the United States by treaty instead of territorial annexation.

~The Alamo is located in San Antonio. This is where Texas defenders fell to Mexican General Santa Anna and the phrase “Remember the Alamo!” originated. The Alamo is considered the cradel of Texas liberty and is the state’s most popular historic site! Make sure to visit during the TTRA Conference!

SETTRA Creates Student Research Grant

The SETTRA Board of Directors recently created a grant opportunity to assist students in funding degree-related research projects. *Read More by [CLICKING HERE](#)*



Have You Remembered...

1. ...to make plans for the 2010 TTRA Conference in San Antonio? Early Bird Registration Ends SOON!
2. ...to make sure that your membership is current and up-to-date? Only current members are eligible for all of the discounts during Conference Registration!
3. ...to talk about TTRA with your friends? Send your membership leads to admin@ttra.com

TTRA Connects is an official publication of the Travel and Tourism Research Association

Please direct all inquires to the TTRA Office:

3048 W. Clarkston Rd, Lake Orion, MI 48362 USA