

TTRA Connects

The Official Publication of TTRA



Fall Issue 2010

Travel & Tourism Research
Association

President Message

Denise Miller, Strategic Marketing & Research



How can you get more out of your TTRA membership? Two of the key benefits that members extol when talking about TTRA are the networking opportunities and the abilities to get new and useful information. A good way to maximize your TTRA benefits in these areas is to be active in a TTRA Chapter. The Chapters are the backbone of this organization and provide lots of opportunities to meet your peers and gain valuable information.

And I'll bet you didn't know that you don't have to be in a specific geographic area to join a chapter – anyone can join any chapter. So first, I encourage you to join the chapter that serves your geographic area, but if there's another chapter that closer or seems to offer more value – or if you happen to be in an area not served by a chapter – you still can choose a chapter and join. With most chapters there is a small fee for dues – but the benefits far outweigh the small additional cost.

Chapters provide many benefits - each of the chapters has at least an annual meeting and this can be a good opportunity to meet people and network. In the last month I have attended the Censtates and Canadian Chapter conferences and I met scores of people including academics, DMO and destination marketers and research suppliers. I met people new to the industry with fresh perspectives, as well as many people with years and years of perspective.

Chapter conferences are also a wonderful opportunity to learn what's new in the industry and to get ideas and information. At the two conferences I attended there were sessions ranging from DMO barometers, to how to conduct on-line research, to how to track social media – as well as sessions on measuring ROI, customer segmentation and branding. Even after being in the industry for 30 years I came away with new ideas and ways to address research challenges. In most cases, the presentations from the chapter conferences are posted on the chapter websites, so even if you can't attend you can benefit from the information presented.

So, if you're already a member of a chapter, get more involved – interact with other chapter members, network and exchange ideas. If you're not a chapter member – join today!

Below is a list of the chapters, with the areas they serve, and their dues. If you have any questions about chapters, please give me a call or drop me an e-mail – I'd love to help get you in touch and get you involved.

Denise Miller

Chapters

Canada (www.ttracanada.ca)

Europe (www.ttra-europe.org)

Hawaii, USA (www.ttrahawaii.com)

Central States, USA (www.censtatesttra.com)

Southeast States, USA (www.settra.org)

Texas, USA (www.ttratexas.org)

Greater Western-USA (www.gwttra.com)

California Pennsylvania ([/www.cup.edu/index.jsp](http://www.cup.edu/index.jsp))

Asia-Pacific Chapter (coming soon,
s.beeton@latrobe.edu.au)

Inside this issue:

2011 Conference Information	2
Ideas for DMO	2
Board Nominations	3
Digital Divide	3
Sleep Tight and don't let the Bed Bugs Bite	4
Canada Travel Market Update	5
Asia-Pacific Chapter News	5
Gordon Taylor Tribute	6/7
Ian Yeoman Webinar—Future Tourist	8
Europe Chapter Conference	9
Meet the TTRA Board of Directors	9
About Membership	10

2011 TTRA Annual International Conference

June 19-21, 2011

London, Ontario, Canada

"Seeing the Forest AND the Trees - Big Picture Research in a Detail Driven World"

We are excited to announce the 2011 TTRA International Conference! This year's event will be held in London, Ontario Canada from June 19-21. The theme "Seeing the Forest AND the Trees – Big Picture Research in a Detail – Driven World" is sure to have some exciting speakers and topics. The program committee is already hard at work finding those speakers! Meetings will be held at the London Convention Centre. We have secured the Hilton London Hotel which is located directly across the street or accessible by skywalk for our host hotel. Watch for information regarding registration which is scheduled to open in February and hotel reservation information.

Sponsorship Still Available! The success of the 2011 TTRA Annual International Conference depends on you now more than ever. To see a list of available Sponsorships and the benefit structure visit: www.ttra.com

Call for Papers 2011 TTRA Annual International Conference

TTRA International is pleased to announce the Call for Papers. The Academic Paper Chair for the 2011 TTRA International Conference, Dr. Marion Joppe, invites academic submissions for the 42nd Travel and Tourism Research Association annual conference. The deadline for the abstract to be submitted is December 15, 2010 with full papers due by January 5, 2011. The call for papers can be found at: www.ttra.com/conferences/overview

For questions regarding the Call for Papers, contact Dr. Marion Joppe at mjoppe@uoguelph.ca.

For information regarding Practitioner Sessions contact Marlise Taylor at mtaylor@ncommerce.com.

Ideas for Destination Marketing Organization (DMO's)

2011 Texas on Tour Mobile Marketing Program

Louri O'Leary, Office of the Governor of Texas, Economic Development & Tourism

Since its debut in 2008, Texas on Tour has been providing consumers with a one-of-a-kind, tangible and entertaining experience, while educating them on the vacation opportunities available in Texas. It also provides continued communications beyond the exhibit, and the acquisition of opinion data to gauge perceptual feedback on the Texas travel product.

Through the use of its key experiences, a dome theater, green screens, virtual reality kayaks, interactive games and live musical entertainment, Texas on Tour gives potential tourists the ability to truly experience the sights, sounds – even the scents – of Texas. It is a fully interactive experience that complements our advertising media campaign efforts and is designed to generate an emotional response from participants and entice them to visit Texas on their next vacation.

In 2009, Texas on Tour traveled to 11 markets throughout the Midwest and experienced a great deal of success. Over the course of the 11 tour stops, nearly 39,000 people registered for the exhibit and 3,400 Texas Travel Guides were requested. Additionally, the Texas on Tour microsite received nearly 40,000 unique visitors during the event schedule. 2010 is proving to be another successful year, and results will be posted following the conclusion of the tour in October 2010.

The 2011 schedule is currently being planned and will be posted by March of 2011.

The TTRA Board Nomination

The TTRA Board Nomination Committee strives to maintain a balance of members from all chapters and segments of the industry (such as academic, practitioner, etc.) We encourage Chapters to nominate people – and people to volunteer.!

TIMELINE:

December 1 - Nominations from Chapter boards

December 15 - Nominations from current, national TTRA board

January 5 thru February 10 - Agreement to run from all proposed

February 19 - Present to Board for Approval



Researching Digital Divide Issues in Tourism

Ulrike Gretzel, Laboratory for Intelligent Systemin tourism, Texas A&M University

In a recent issue of the *Journal of Travel Research*, Valeria Minghetti and Dimitrios Buhalis make a strong argument for why digital divide issues are an important research topic in the field of tourism and hospitality. First, it is important to recognize that the digital divide is not just a global issue (gaps between developed and lesser developed countries) but also a domestic phenomenon (social digital divide based on socio-demographic and economic characteristics of individuals and regions). It is also not only an issue of access or opportunity to use certain technologies but also a question of quality and intensity of use. Second, Minghetti and Buhalis make an important observation in that they point out that most research has focused on consumers while digital divides also affect businesses and are sometimes especially prominent among government agencies. Third, they draw attention to the increasing dependence of the tourism industry, governments, and tourists on information and communication technologies (ICTs) in order to provide, promote, regulate and consume tourism experiences.

Minghetti and Buhalis propose a model that suggests the digital divide in tourism needs to be studied from a marketplace perspective as digital divides in the demand and supply sides caused by environmental as well as personal and organizational challenges dramatically influence what interactions are possible in the tourism marketplace. While the figure they present is somewhat confusing as it refers only to access, the text consistently remarks that these issues have to be considered at all levels of the divide: access, use and engagement with ICTs. The paper provides convincing arguments that the digital divide in tourism needs to be better understood so that it can be alleviated. This is not just an issue of creating more economic wealth for the tourism industry or more pleasant experiences for tourists but also a matter of achieving sustainability in the development of destinations as lack of motivational access, material access, or skills can create dependencies on certain markets as well as services provided by external intermediaries.

The paper certainly provides a strong call for more research in this area by outlining practical as well as theoretical implications of such investigations. While digital divide issues are currently researched from a variety of perspectives in a great number of disciplines, the uniqueness and complexity of the tourism system warrants research that specifically looks at digital divide issues as they relate to tourism.

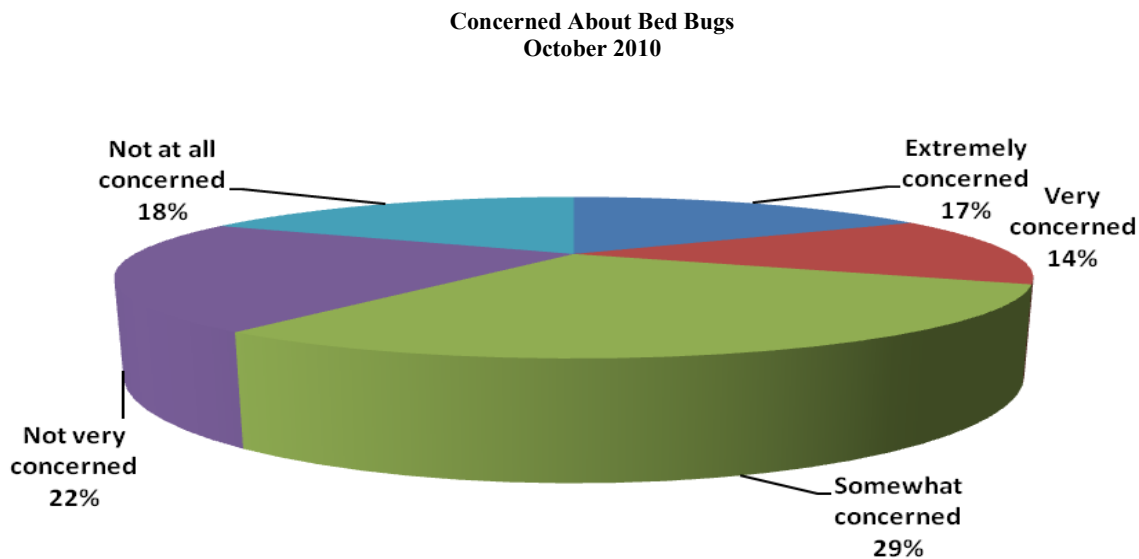
Minghetti, V. and Buhalis, D. (2010). Digital Divide in Tourism. *Journal of Travel Research*, 49(3), 267-281.

“Sleep Tight...”

David Sheatsley, Director, Marketing Research, U.S. Travel Association

“And don’t let the bed bugs bite.” Many of us heard this phrase from our parents as they tucked us in at night. Not knowing what a bed bug was, we were more concerned about monsters in the closet or the unknown entities hiding under the bed. As it turns out, we should have paid more attention to bed bugs.

As issues with bed bugs in the U.S. have raised their ugly head, U.S. Travel and Ypartnership included a question about bed bugs and future U.S. hotel or resort stays on the October 2010 *travelhorizons*TM survey – the only on-going, predictive survey of travel trends in America. The survey of 2,243 U.S. adults age 18 and over conducted September 28 – October 11, 2010, revealed that nearly a third were “very to extremely” concerned about the possibility of being bitten by a bed bug in a forthcoming stay in a U.S. hotel or resort. Roughly another third were “somewhat concerned” and 40% said they had either little or no concern.



QBB1. To what extent are you concerned about the possibility of being bitten by bed bugs in a forthcoming stay in a U.S. hotel or resort? Base: Total Respondents (n = 2,243)

Source: U.S. Travel Association and Ypartnership, *travelhorizons*TM, October 2010

The level of concern about bed bugs varies by demographics and by trip characteristics. Interestingly, concern about bed bugs is highest among U.S. adults who stayed in luxury/upscale hotels (34%) in the past year and lowest among those who stayed in budget properties (24%). When viewed by household income, however, U.S. adults with incomes below \$30,000 are significantly more concerned about bed bugs (35%) than those living in households with incomes of \$100,000 or more (26%). Also interesting, U.S. adults who traveled for either leisure or business in the past year are no more concerned about bed bugs than those who did not travel.

When it comes to the issue of bed bugs and future stays in a U.S. hotel or resort, the following segments are significantly more concerned than their counterparts:

- Women;
- Persons living in the Northeast Census region – by a wide margin;
- Married/living with someone (draw your own conclusions); and
- High school education or less.

Sweet dreams.

An Update on the Canada Travel Market

Mark Brown

Senior Market Research Analyst in the Office of Travel and Tourism Industries, U.S. Department of

The U.S. travel industry's excitement over emerging visitor origin markets such as China, India, South Korea is well justified; these are the new travel origin markets of the future. But as manager of the Canada Travel Program at OTTI, one of my responsibilities is to remind the industry of *today's* importance of our northern neighbor. And the importance of the Canadian visitor origin market to the U.S. cannot be overstated—Canada is the #1 origin market for visitors (18.0 million— ahead of Mexico), #1 for visitor spending (\$16.1 billion—ahead of Japan), and #1 in travel trade surplus (travel exports less travel imports; +\$9.9 billion—ahead of Japan).

Looking ahead, the outlook for the Canada market looks very bright. OTTI's Spring 2010 forecast called for 2010 growth of seven percent; through July, actual growth is nearly 13 percent and is on pace to break the long-standing visitor volume record of 19.1 million set in 1991. Economic fundamentals are strong, especially compared to those of the United States and most Western Europe countries. These fundamentals include a moderately-growing economy (GDP), a stable-to-slowly declining unemployment rate, and an exchange rate that has hovered near "par" value with the U.S. dollar for more than a year. Also, any negative impacts resulting from the *Western Hemisphere Travel Initiative*, which requires Canada visitors to fulfill enhanced security measures, should be behind us because the full-implementation date was 15 months ago. In fact, year-over-year changes in monthly visitation to the United States has outperformed that to the rest of the world for each of the past nine months!

Moreover, Canada is a likely strong beneficiary of enhanced marketing efforts resulting from the *Travel Promotion Act of 2009* (TPA). This legislation creates a mechanism to potentially greatly enhance the ability of the U.S. travel industry to market this country as a travel destination. Canada is a likely target market, partly because of its current dominance and its solid economic outlook. It's also a good target market because Canada provides the best "geo-equity" of any visitor origin country—27 states host two or more percent of total visitors to the United States, the highest number of any origin country. That is, all states benefit from international travel from Canada. This is important because the TPA mandates marketing efforts benefit the entire U.S.

Mark is Senior Market Research Analyst in the Office of Travel and Tourism Industries, U.S. Department of Commerce where he manages the Canada research program.

Membership Growth

Announcing the Formation of the Asia-Pacific Chapter (TTRA APac)

Sue Beeton, La Trobe University

As part of TTRA growing international status, TTRA is establishing an Asia-Pacific Chapter, incorporating Australia and New Zealand, Hong Kong, China, Japan and India as well as the countries in between. The first step will be to invite current TTRA members from the region to join the Chapter; however we are very keen to include more practitioners and DMOs, as it is the combination between these groups and academic researchers that is the strength of TTRA. If you have 'connections' in the region, please encourage them to consider joining TTRA APac by contacting Sue Beeton (s.beeton@latrobe.edu.au) or checking out our Linked-In Site. Also, if you would like to become involved in this initiative, please contact Sue.

Where would we be and what would we have done without Gordon?

Judy Rogers, TTRA-Canada Annual Conference, October 2010

Just think where we would all be without Gordon Taylor's contribution to our community of tourism researchers and to the development of tourism research in Canada and the world. What if he had not developed a culture of sound research practice during the incipient years of Tourism Canada? What if he had not been instrumental in converting a Statistics Canada *transportation* survey to the *Canadian Travel Survey* or CTS so we could utilize consistent trend data on travel in Canada by Canadians? What if he had not been a leading guide in the development of this very organization – TTRA – and in the birth of this very chapter – TTRA Canada? But Gordon did these things and so much more for us.

He gave freely of his time and his insights to young researchers as we (even I was young once) thought we had GREAT IDEAS . . . many (or most) of which, had been tried and proven to fail in their promises of improvements. He was a kind and gentle mentor, particularly when he told us *been there, done that and it did NOT work*; he was firm in his commitments to this community and to *practical, pragmatic* and most importantly, *actionable* research. He led us through many challenges in funding, in methodologies and in politics with good humour, with skill and with grace. Over his long and productive life, there were many junctures at which we could have said *it would have been enough* but Gordon gave us so much more. I, like many in this room, owe him a great deal and will miss him and his gentle and insightful guidance.

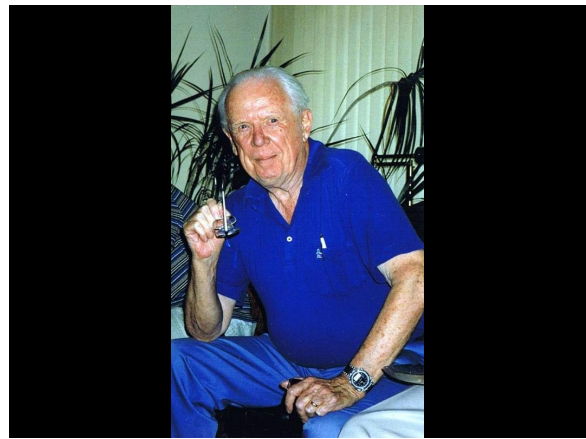
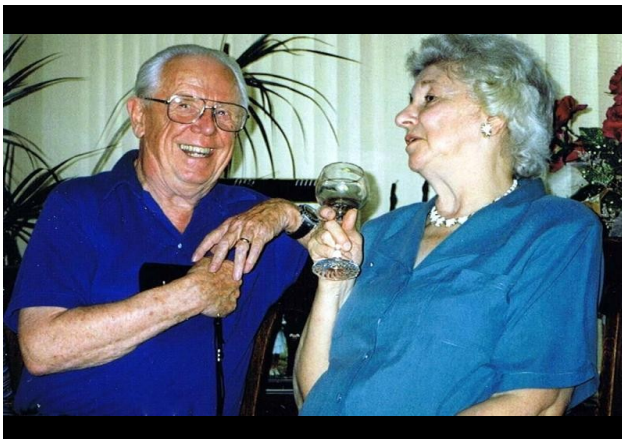
"Gordon was certainly one of our most dynamic and influential TTRA leaders and travel researchers, and a great friend to many of us. I remember so well first meeting him and being so impressed with his ground-breaking consumer research. He will certainly be missed."

Suzanne Cook, Senior Vice President
Research, Travel Industry
Association of America



"It was always a pleasure to go to a travel meeting and find Gordon there to talk about teaching and research. As Editor of the Journal of Travel Research I had a special appreciation of Gordon as he was one of my most prompt and best reviewers. I will cherish my memories of Gordon and miss him."

Chuck Goeldner, Former Editor,
Journal of Travel Research



Where would we be and what would we have done without Gordon?

Continued

Scott Meis, TTRA-Canada Annual Conference, October 2010

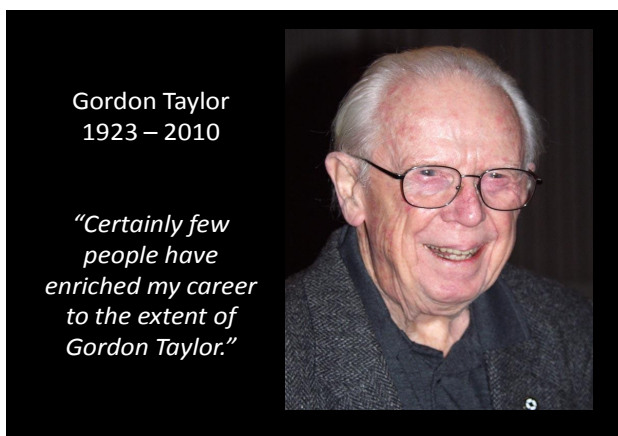
If Gordon were here to ask (as I used to do for so many things in the early years of my career) what should I do at this event, he would say (with a slight “knowing smile” and a twinkle in his eye), “just give them the essential facts”.

Gordon deRupe Taylor, Born May 9, 1923 in Ladner, British Columbia to Chrisy and Vernon Taylor. Died, August 28, 2010, unexpectedly of natural causes. Husband of Joan Taylor for 63 years. Father of two daughters, Linda and Eileen. Grandfather to four children and great-grandfather to five more. Graduate of the University British Columbia with Bachelor of Arts and Masters Degrees in history and geography. Career public servant, professor, scholar, geographer, tourism researcher and genealogist. Author of more than 125 known publications. Recipient of the TTRA Lifetime Achievement award.

Impressive as they are, as milestones of a great man’s life and career, these basic facts reveal little of the character of the warm, knowledgeable man that many of us knew as “Gordon”. Nor do they convey fully the many people he touched or the universal respect and fondness with which he was regarded by his colleagues in this room, within TTRA, throughout Canada and around the world.

Many refer to Gordon as a leader, a role model and a mentor. For me, these terms are particularly apt. I first met Gordon, and had an opportunity to work with him, in the late 1970’s while assisting in editing the publication, Canadian Outdoor Recreation Demand Studies, in which Gordon was a contributing author. Later, he introduced me to TTRA and persuaded me to attend my first international conference at the Skyline Hotel in Ottawa in 1978 on the theme of Using Travel Research for Planning and Profits where I met 330 other people that were as passionate as Gordon and I were about insights and findings from tourism research and associated tools and techniques. I was hooked! Some years after that, he recommended that I stand for election to the Board of Directors of the Canada Chapter. He also invited me to participate in two of the working groups of the National Task Force on Tourism Data. Later still, after his retirement in 1988, he persuaded me to submit my name to the competition for the selection of a successor to his job of Research Manager at Tourism Canada. In retrospect, I throughout my whole career I have been following in his footsteps or seeking and following his advice.

One particular piece of advice stands out in my memory. Gordon was a master of the art of gentle persuasion. Once, while counselling me on the fine points of communicating and transferring research knowledge, ideas and insights to industry; he spoke of “moving lightly and gently like a honey bee from flower to flower, respecting each and doing no harm, pollinating each flower (with knowledge) while collecting its nectar.” For me, the simile reveals much about the character of the man. I will miss his wisdom and his friendship.



WEBINAR

The Future Tourist - Changing Attitudes and Beliefs

Dr. Ian Yeoman

"If you want to know about the future of tourism don't miss this seminar" Chuck Goeldner

Abstract:

Dr Ian Yeoman identifies the key economic, demography and resources drivers of change that will shape the future of the world in 2050? Ian demonstrates how ubiquitous computing as seen in the sci-fi film *Minority Report* will shape the future hotel or the demise of outbound tourism from Germany because of a sclerosis of demography. But what about the future tourist? Increases in disposal income allow a real change in social order, living standards and the desire for quality of life with tourism at the heart of this change. Against this background the concept of a *fluid identity* emerges. This trend is about the concept of self which is fluid and malleable in which self can not be defined by boundaries, where endless choice drive the desire for new experiences and tourist consumption. However, as wealth decreases this identity becomes more simpler a new thriftiness and desire for simplicity emerge. Ian looks at the future face of consumerism and what it could mean for tourism destinations.

Bio

Dr. Ian Yeoman is the world's only professional crystal ball gazer or futurologist specializing in travel and tourism. Ian learned his trade as the scenario planner for Visit Scotland, where he established the process of futures thinking within the organisation using a variety of techniques including economic modelling, trends analysis and scenario construction. In July 2008, Ian was appointed an Assoc. Professor of Tourism Management at Victoria University of Wellington, New Zealand.

Ian has published extensively within the field of tourism futures, with articles published in leading academic journals such as Tourism Management, Journal of Travel Research and Journal of Vacation Marketing on a variety of topics from climate change to the future of energy and consumer trends __ all within the context of travel and tourism. He is a popular speaker at conferences and was described by the UK Sunday Times as the country's leading contemporary futurologist. Ian is the holder of a number of honorary positions, including Visiting Professor at Stenden University, Netherlands and Visiting Research Fellow at Sheffield Hallam University, England. Ian has undertaken consultancy projects for the UN World Tourism Organisation and is sought out by many organisations for advice about the future. Ian is presently undertaking research for the Ministry of Tourism examining the future of tourism in New Zealand in 2050 (see www.tourism2050.com) and an European regional project for the Dutch government. His most recent book, "Tomorrow's Tourists: Scenarios and Trends" (www.tomorrowstourist.com) looks at where the tourist will go on holiday in 2030 and what they will do. Forthcoming books include "Tourism and Demography" (Goodfellows 2010), "Revenue Management" (Palgrave 2010) and "2050: Tomorrow's Tourism" (Channelview 2011). Ian is also the Editor of the Journal of Revenue & Pricing Management and is about to start studying for a second Doctorate in Scenario Planning. ! W! hen not doing the above, you will find him tramping, watching movies, trying to figure out his X-box, supporting his native football team (Sunderland AFC) and adopted one (Wellington Phoenix).

Members \$20.00, non-members \$50.00

Register - by email or phone: admin@tra.com (include Ian Yeoman Webinar in subject line. Your name & contact # in the text) or call 248.708.8872 ext. 213 by Thursday, November 11, 2010.

November 16, US and Canada
Eastern Time: 4PM – 5:30PM
Central Time: 3PM-4:30PM
Mountain Time: 2:00PM-3:30 PM
Pacific Time: 1:00PM-2:30PM

Europe
Parris 10:00 AM-11:30 CET
Eastern Europe 11:00 AM -12:30 PM EET

November 17
New Zealand: 10:00 AM – 11:30 AM
Asia Pacific/Hong Kong: 5:00 AM-6:30 AM

*Verify time zone & daylight savings in your location

TTRA 2011 European Chapter Conference

Creativity and Innovation in Tourism

April 11-13, 2011
Archamps (near Geneva), France

Frederic Dimanche, TTRA Europe President

TTRA Europe will host its annual conference in Archamps (France), near Geneva, between the Lake and the Alps, on April 11-13. Following a successful conference in Budapest on Health, Wellness and Tourism, TTRA Europe propose to address the issues of creativity and innovation in tourism. An increased comprehension of consumers' expectations, a better understanding of the construction of tourism service quality and value, and progress on experiential consumption all contribute to a clearer vision of the complexity of the service experience. Both practitioners and academics are invited to demonstrate how the travel and tourism sector has had to innovate and identify new processes and unique selling propositions in order to remain competitive. Log on to <http://www.ttra-europeconference-2011.com/> or contact conference hosts Isabelle Frochot and John Swarbrooke at ttraeurope@gmail.com for more information. We look forward to seeing you there! Frederic Dimanche, TTRA Europe President

Meet the TTRA Board of Directors

Chairman of the Board

Dee Ann McKinney, Missouri Division of Tourism
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President

Denise Miller, Strategic Marketing & Research
E-mail: dmiller@SMARI.com

First Vice President

Conference Chair

Sheila Flanagan, Ph.D. Dublin Institute of Technology
E-mail: sheila.flanagan@dit.ie

Second Vice President

Membership Chair

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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:

Linked 

On the Web!
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

