



**National Tour Association (NTA) Annual Convention Report**  
**San Antonio, Texas**  
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The New Hampshire Division of Travel and Tourism (DTTD) traveled to San Antonio to participate in the National Tour Association Travel Exchange from December 14th- December 17th, 2017. DTTD held 34 one-on-one prescheduled appointments with tour and receptive operators to increase group travel offerings to New Hampshire. NTA, though similar to the American Bus Association, hosts a different mix of companies that tend to be larger and attract domestic travel as well as inbound and outbound travel, and Chinese buyers.

The majority appointments were positive. Many companies are scheduled to run tours to New Hampshire in 2018 and 2019. New England fall foliage tours continue to be the number one draw to the state, however a handful of tour operators are interested in developing new itineraries or expanding upon existing tours during alternative seasons.

Some highlights include:

- Don't Forget the List, LLC is a new tour operator based in Ohio. They specialize in mystery and bucket list tours for small groups and plan to add motor coach tours to their offerings. The company is currently seeking new destination information and itinerary ideas.
- Star Destinations, Inc. is looking for new ideas for New England tours in the off season. They expressed interest in an early June itinerary.
- Creative Tours Florida is interested in running a Christmas ski tour to New Hampshire in December, 2018 for a group of 25 attendees. .
- R&J Tours is interested in adding New Hampshire to their existing New England tours.

There are important operators that DTTD needs to maintain a relationship with who only attend NTA shows. It is recommended that DTTD continue to be active with NTA by attending the next Travel Exchange show in November, 2018.

Leads have been posted on [www.visitnh.gov/industry-members](http://www.visitnh.gov/industry-members) and will be followed up with accordingly. All new buyers that DTTD met with were added as subscribers to the New Hampshire Update e-newsletter.