

**2015 Ontario Motor Coach Association Annual Conference (OMCA)
London, ON Canada Nov 15 – 18, 2015
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NH Division of Travel & Tourism Development (DTTD) attended the Ontario Motor Coach Association Annual Conference from November 15 – 18, 2015 in London, Ontario. Travelling with the New Hampshire delegation were the Mount Washington Cog Railway, the Red Jacket Mountain View, and Lafayette Hotels.

During this convention, DTTD conducted 18 appointments with tour operators. Almost all of the operators reported that 2015 was a tough year and many tours did not run due to the high USD exchange and due to the increased cost and requirement that all passengers purchase travel health insurance. They anticipate that 2016 will continue to be a challenging year. As a result, the majority of tour operators are now looking to move their tour programs from peak foliage to more shoulder seasons for 2016. They are also looking ahead to planning for year 2017 when they anticipate the cycle will shift to favor outbound Canadian travel again.

Even though the overall takeaway from OMCA was not generally positive for 2015, this is when it is essential for New Hampshire to do what it can to protect its share and to be in a strong position when the market shifts again. Operators plan generally two years in advance for retail tour program and gather ideas in anticipation of preformed groups far in advance as well.

DTTD is currently assisting several operators to build late spring garden and culture theme tours and others to build a mid-week summer coastal tour. One operator asked about holiday retail tour ideas and another about potentially an ice cream tour in April which is an unusual request.

It is recommended that DTTD continue its membership with OMCA and attendance at the association's events.