

NTA Releases New Online Tracking Program to Help Destinations Track ROI

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As part of the association's ongoing efforts to assist destinations in tracking the economic impact of tours and packaged travel, NTA has developed an easy-to-use online program that allows tour operators to quickly e-mail itineraries to destinations.

NTA's new system allows tour operators to pull up a specific state, province or country and see what destinations are NTA members and which DMOs a recent itinerary included. Through the system, the operator can simply send the NTA contacts the itinerary information so they can calculate how long a group will spend in their community.

'For many years, destinations have struggled to justify their leisure and group travel numbers,' said NTA Chairman and CEO Bob Hoelscher, CTP. NTA's new tracking system, while not the final solution, provides the easiest and quickest way for tour operators to help their DMO partners. NTA believes this is critical to the success of DMOs.'

In the first week of introducing the program, more than 10 NTA tour operators have gone online and sent itineraries to nearly 40 DMOs. To access the system, go to <http://forms.ntaonline.com/Search/searchdmo.aspx>.

'Tour operators understand the necessity of providing tracking data, but in today's time-deprived environment, they need an easy and fast way to do it,' said Hoelscher. 'I believe that the passion and collaborative nature of this association will help NTA continue to find solutions to this and other industry issues in the future.'

The association created the NTA Tracking Task Force to address the critical tracking issue in 2005. Since that time, the group has interviewed tour operators and implemented a number of ideas.

The National Tour Association is the preferred association in the tourism industry for packaged travel professionals. NTA's diverse membership and progressive nature make it an industry leader as the place to do business. NTA consistently seeks innovations for the services and business tools it provides to members, and the leadership keeps its fingers on the pulse of the ever-changing world. In turn, NTA members are some of the most creative in the dynamic travel industry. NTA membership represents 34 countries, and tour and travel packagers of all types, including a group, independent, student, and more. To learn more, please visit www.NTAonline.com.

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