



Trade Show Report

NTA Travel Exchange – Shreveport, LA

November 12 – 15, 2023

Montana Representation:

- Western Montana’s Glacier Country – Aerionna Skrutvold

Overview:

- The National Tour Association (NTA) Travel Exchange took place in Shreveport.
- Glacier Country was the only Montana member in attendance.
- Glacier Country was matched with 26 tour operators for pre-scheduled 7-minute appointments during our DMO appointment sessions. We had nine new tour operators that were looking to expand their tours into Montana.
- There were networking events scheduled before the conference, during the day, and in the evenings that allowed for more interaction with the tour operators.
- In addition to appointments, there were educational opportunities to learn about tour trends, AI, and best practices.
- Next NTA Marketplace: Huntsville, AL November 17 – 20, 2024

Trends:

- New tour itineraries that were disrupted by the pandemic are now being replanned for 2024, 2025 and beyond.
- The “Yellowstone” TV series was less of a topic among tour operators, although when brought up it still garnered interest.
- Fresh experiences are the trendiest topic among tour operators. They want to plan low-key excursions where their group can meet with locals, create things or watch others create things—like hat-making, blacksmithing, farm tours, etc.

Recommendations for 2023:

- Tour operators are still looking for unique Western Montana experiences to offer their clients that the client couldn’t go if traveling on their own. Find creative niche tour ideas and experiences to sell to tour operators. They need to be hands-on, innovative, specialty, experiential, behind the scenes.

- We will continue to focus and push shoulder seasons especially September for any group tours. Also, will continue to share winter itinerary when appropriate.