

Programs and Benefits



TTIA
Life's Better in a State of Travel

ANNUAL EVENTS

Travel Industry Marketplace

⇒ February/March

During 10-minute appointments, travel industry professionals will have an opportunity to meet face-to-face with industry suppliers to learn about the latest products & services they offer. Suppliers will have an opportunity to promote their business, products & services to travel industry professionals responsible for millions of dollars in buying power. It's Speed Dating for Businesses!

Texas Travel Industry Unity Dinner

⇒ February/March

This annual event provides the Texas travel industry the opportunity to show strength and unity to government decision-makers while recognizing the importance of travel as a major growth segment of the Texas economy. It allows members the opportunity to interact with elected officials and other major industry players and to understand the importance of the legislative process in achieving industry goals.

Texas Travel Fair for Travel Counselors

⇒ April

This trade show provides travel counselors from the state's Travel Information Centers, city visitor centers, AAA offices and state parks the opportunity to meet face-to-face with Texas travel destination representatives.

Texas Travel & Tourism Week

⇒ May

The first full week of May is annually recognized as National Travel and Tourism Week, a tradition first celebrated in 1984. In Texas, this week provides the industry with an opportunity to recognize the valued workers in the industry.

Travel & Tourism College

⇒ June

See Educational Programs

Texas Travel Summit

⇒ September

See Educational Programs

Friends of Travel – Give Back

⇒ TBD

A program allowing the travel industry an opportunity to give back to those travel partners that may need our assistance, through organized work activities.

CAREER CENTER

Career Center - Employment/Internship Database

Career Center allows TTIA members to post free listings of available employment and internship opportunities on our website. TTIA notifies member Texas colleges and universities of available internships.

ADVOCACY / PUBLIC POLICY

TTIA Public Policy Forum

Bi-annual event providing educational information related to the key legislative issues affecting the travel and tourism industry. Scheduled the December before the beginning of each Legislative session, the forum provides political analysis and insight into what the Texas travel industry can expect during the upcoming legislative session and how our industry will be impacted.

Texas Legislative Tourism Caucus

The Caucus is comprised of approximately 100 legislators who believe strongly in the value of travel and tourism to the state. TTIA has been very active with its development and continues to be a main resource on the industry for these legislators.

TravelPAC

The TravelPAC provides TTIA members with an additional tool in our efforts to affect legislation and regulation by helping those elected officials who have shown interest and support for the Texas tourism and travel industry.

ACT Now! Advocacy Coalition for Travel in Texas

TTIA's grassroots advocacy coalition is made up of industry professionals advocating for a strong travel industry in Texas. All those interested in strengthening the travel industry are welcome to join the ACT Now! Coalition.

Legislative Alerts and Email Updates

Timely notices, updates and alerts are sent to members regarding pending legislation affecting the travel industry.

Converge on the Capitol (in Partnership with TH&LA)

Held during a Legislative session, Converge allows members of the travel & tourism industry to meet with state legislators and their staff to express the importance of this industry to the Texas economy, sales tax collections and employment.

LIFE'S BETTER FUND

Life's Better Fund

TTIA created the *Life's Better Fund* to address the growing needs of members. One of the purposes of the *Life's Better Fund* is to provide the resources needed to collect accurate research data and up-to-date industry information necessary to better support our members' marketing needs and to educate policy makers, the media and the public about the value of our industry.

RESEARCH

TTIA-ttra Texas Research Council

TTIA recently entered into a strategic partnership with the Texas Chapter of the Travel and Tourism Research Association - International (ttra) to bring research resources available through ttra to the Texas travel industry to meet research needs of TTIA members. The partnership seeks to grow the body of travel research knowledge in Texas by bringing together educators, practitioners, research providers/consultants and users of research into a collaborative Council.

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COOPERATIVE MARKETING PROGRAMS

“See Texas First” Fall & Spring Integrated Marketing Co-op

Spring and Fall Integrated Marketing programs provide TTIA members with direct access to prospective visitors. The program includes a magazine-style insert distributed in the Sunday paper directly to 1.275 million households in Texas and surrounding markets plus an online component. A response card generates direct inquiries from travelers, and online and email components extend the campaign even further. The program typically generates in excess of 800,000 total responses each run!

Digital Storytelling Marketing Bundles

Using amplified storytelling, prospecting and retargeting banner ads, and search engine marketing. Participants receive a cohesive, full-spectrum program that reaches travelers at all points of the conversion process.

Texas Facebook Fan Generation Co-op

TTIA Members can boost their social media efforts with this Facebook Fan Generation Co-Op. Participants receive a customized Facebook ad campaign and tabs/landing pages, along with an added value email promotion.

Search Engine Marketing Cooperative Program

Search drives about half of the traffic to travel-related websites, and no form of outreach is more immediate. Reap the rewards of search engine marketing (SEM) with this co-op which provides an easy and 100 percent risk-free way for TTIA members to expertly perform search engine marketing.

TICKET SALES OPPORTUNITY WITH TXDOT TIC'S

Ticket Sales through TxDOT Travel Information Centers

TTIA has entered into an exclusive agreement with the Texas Department of Transportation (TxDOT) enabling TTIA members to offer discounted attraction tickets to more than two million travelers who annually visit TxDOT's Travel Information Centers.

WEBSITE & MEMBER PUBLICATIONS

www.TTIA.org is the association's official Web site for membership information. It allows users to apply for membership, register for events, learn about TTIA programs, sign up for email newsletters, post and view industry job listings, and keep up with the latest news.

E-Newsletter

Delivered to your inbox, **TTIA's email newsletter** keeps you informed of current and upcoming TTIA programs and industry news. Subscribe at TTIA.org.

Travel News Report

A weekly newsletter filled with industry news on local, state, and national levels, as well as economic, job, and consumer confidence news. *Advertising opportunities are available.* Subscribe at TTIA.org.

TTIA Membership Directory – Online and Printable PDF

This is a listing of all active TTIA member organizations with contact information including address, phone, contact person, email and website. Updated periodically, the directory is a valuable reference and networking tool that puts you in connection with your fellow members.

EDUCATIONAL PROGRAMS

TTIA's Travel & Tourism College (TTC)

TTC is the premier educational program for travel and tourism professionals in the Southwest. Students from across the Southwest convene for one week for an intensive curriculum of tourism management and marketing courses. Designed as a three-year program, after finishing their third year of study and a capstone project, graduates receive their Certified Tourism Executive (CTE) designation.

Texas Travel Summit

TTIA's annual conference offers its participants keynote speakers, educational and roundtable sessions and networking opportunities. Industry experts share their wealth of knowledge about travel industry topics including current and future trends, marketing and promotion activities, new products and services available, and advocacy issues.

Webinars

Webinars offers the latest information and innovative tools and strategies to help build and sustain local tourism success. Presentations include industry research, latest trends, development strategies, marketing and more.

OTHER MEMBERSHIP BENEFITS

Partners in the Park

TTIA member organizations, their families, friends and business associates may purchase deeply discounted tickets to participating Texas attractions. These have previously included: SeaWorld San Antonio, Six Flags Fiesta Texas, Six Flags Over Texas, Hurricane Harbor, Splashtown San Antonio, Wet N' Wild Splashtown Houston, Natural Bridge Caverns, and Space Center Houston. Tickets become available in early spring, on a first come, first served basis, at www.TTIA.org.

Social Networking

TTIA is on **Twitter**, @ttianews, where we provide up-to-the-minute information on programs, events, and industry news. Twitter is also a resource during the legislative session.

Like us on **Facebook** at www.facebook.com/TexasTravel, a great resource for connecting with other people in the travel industry, and finding out news about TTIA programs and events.

Subscribe to our **YouTube Channel** at TTIAvideos for our most up-to-date videos regarding the Texas travel and tourism industry.

Follow us on **Flickr** at TTIAPics to view photos from our events throughout the year.

Constant Contact

Trusted Email Marketing, Online Surveys & Event Registration – TTIA has partnered with Constant Contact to bring our members access to special discounts and training opportunities. Pricing starts at \$15/month, and you can get a 60-day free trial. Sign up at ttia.constantcontact.com.

Office Depot

Members receive significant discounts on office supplies, copy and print services, furniture, promotional products and technology products.