

INBOUND insider



Official Publication of the
International Inbound Travel Association

10 National Parks

Waiting to be
Discovered

**IITA Innovates in an
Evolving Industry**
Educational programs
adapt to an ever-
changing market

**Summit Draws
Inbound Professionals
to Portland**
Leading operators
and DMCs meet in the
Pacific Northwest

**What's Trending
in 2018**
Industry veterans
share hot destinations
and travel trends



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Wyoming's
Grand Teton National Park



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GARY SCHLUTER
General Manager
Rocky Mountain Holiday Tours, LLC

Chairman
**International Inbound
Travel Association**

IITA: Innovator in an Evolving Industry

How the organization continues to encourage international travel and remain active in tourism policy

FEW WOULD ARGUE WE are not seeing tremendous change in the global travel industry. Mergers, the evolving digital age and changing socio-economic climates are just some of the factors that continue to impact how we do business on a daily basis.

With so many changes coming our way, it makes sense, now more than ever, that international tour operators be able to rely on inbound operators as their trusted partners here in the U.S. One of the ways for international operators to feel confident in building strong working relationships with U.S. inbound operators is to specifically seek out those who are members of the International Inbound Travel Association (IITA).

IITA inbound operators offer a wealth of advantages to operators working with us around the globe. In fact, the differentiation between those who are IITA members and those who aren't is so distinct that IITA member operators are becoming known as "Inbound Insiders"—which explains the name of the publication you are reading.

Governance of the association provides opportunity for industry leaders to work together to set policy and strategic direction for long-term health and growth of the international inbound travel industry. Through a concerted effort, IITA leadership paves the way for industry improvement, best practices and innovative solutions within the international inbound travel industry for the U.S. We are change agents rather than passive participants.

As IITA members, my fellow inbound operators and I are able to rely on a network of international travel professionals, both on the operator side as well as those representing destinations, hotels, restaurants and other suppliers to the travel industry. With regular opportunities to gather and exchange ideas and information, IITA members are among the first to

recognize industry trends that can impact travel to the U.S.

The annual IITA Summit, for example, provides members with an educational program featuring the latest information and a slate of industry experts offering up their perspectives on today's international travel issues. This insider knowledge offers a major advantage for international operators looking to include the U.S. market when they partner with an IITA member operator.

In addition to networking and education, IITA members are active on policy issues, frequently making their voices heard in Washington D.C. on issues like changes in National Park fees and air travel regulations. Through committee work and public-private partnering in the travel industry, IITA members are not only educating themselves about governmental policies impacting their business, they are helping to shape those policies. IITA members are steadfastly committed to being proactive in building the future of international inbound travel.

As an international operator, I invite you to learn more about IITA and the reasons why you should be partnering with inbound operators in the U.S. who are members of this association. You won't be disappointed about the professionalism and knowledge exhibited by IITA members. I invite you to page through this publication to learn more about our industry and to access the profiles of IITA inbound operators working specifically with your country and the destinations in the U.S. you are seeking for your client itineraries. You won't be disappointed!

Safe Travels,

Gary Schluter
Chairman
International Inbound Travel Association

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Executive Director
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Plan Your International Adventure with Us

IITA boasts vast resources for global visitors

EVERY YEAR, IITA MEMBERS help facilitate 76 million inbound visitors traveling to the U.S., generating nearly \$250 billion in annual revenue. The significance of critical partnerships between inbound operators and the international travel trade cannot be overstated. That's why, as the International Inbound Travel Association, we embrace all of the players involved in bringing international visitors to experience our great country.

Our mission is *to grow inbound travel to the U.S. by providing the best and widest range of product, services and information to the international travel trade*. But mission statements aren't worth the time they take to create if they do nothing but sit on the shelf gathering dust. That's why IITA's leadership continues to put its mission into action.

In an industry that continues to evolve at a rapid pace, IITA's ability to stay true to its mission ensures that our members continue to be a trusted, reliable source of inbound operator partners for international tour operators, agents and other buyers.

Through IITA, the international travel trade can access the most knowledgeable, professional and innovative inbound operators, travel suppliers and destination marketers here in the U.S. IITA members have the deepest expertise and in-depth local knowledge of the real, authentic American travel experience, geared for the international traveler, including first-tier gateways as well as the vast and varied destinations stretching the breadth of the country. That's why they're known as ***Inbound Insiders***.

By establishing policy and best practices, the IITA board sets the standard for IITA members. IITA members have access to seminars, webinars and educational conferences that expose them to cutting-edge ideas and concepts in travel and tourism.

The culmination of the many educational

opportunities available to IITA members is a better-prepared and -connected partner for international operators when it comes to the U.S. market. For example, our Inbound Insider Steps to Success education and training program is specifically geared to professionals on the travel industry's supply side as a means of readying them to work more effectively with inbound operators and to be prepared to greet and care for international visitors.

IITA members are also active in developing and communicating their positions to policy makers on Capitol Hill as it impacts inbound travel to the U.S. By making their voices heard, IITA members are seeking to exert a measure of control over the future of the international inbound travel industry, rather than simply react to it.

Our members realize the benefits of building strong relationships with policy makers, and IITA serves a valuable role as liaison between key decision makers and inbound operators. Toward that end, IITA has established working partnerships with the U.S. Department of Commerce's National Travel and Tourism Office and Commercial Service, the National Park Service, Brand USA, U.S. Travel Association and others.

IITA members stand ready to provide the best and broadest range of products and services, and the IITA brand offers international operators a stamp of reassurance as they seek out experiences for their clients traveling to the U.S.

Inside, you'll find a directory of our members and specific profiles of IITA inbound operators to help you choose the best partners for your U.S.-bound customers.

All the best,

Lisa Simon
Executive Director
International Inbound Travel Association



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Best Western Hotels & Resorts is proud to partner with IITA in providing the best travel experience to their clients.

IITA Focuses On

EDUC ADVO AND INCLU

The International Inbound Travel Association has undergone several changes over the years. The trade organization has adapted to the ever-evolving travel scene, developed educational programs to improve the businesses of their members and has become a voice for the inbound travel industry on the political front.

By Vanessa Day

Travel is simple. Well, at least compared to 20 years ago. Today, we're lucky to have the resources and technology to book a trip anywhere in the world with the click of a button. Back in the early 1990s, this was not the case. There was an entire system of outbound and receptive operators working to put together itineraries and travel plans for people all over the world. An entire industry existed to make dream vacations come true. That industry is still around today, but it's evolved along with the whole travel scene. The International Inbound Travel Association (IITA) has been there from the beginning, and just like the industry it serves, it has transformed from a small network to a comprehensive, strong organization.

A LITTLE BACKGROUND ON THE IITA

IITA began in 1991 as the Receptive Services Association (RSA). It consisted of receptive tour operators mostly based in New York and New Jersey. The group formed as a community where they addressed problems in their business and discussed viable solutions. "When it was first formed, there were issues facing the industry," says Jonathan Zuk, chairman of IITA from 2012 to 2015. "Things that all receptive operators faced, including collection of money, best practices and hotel rates." The group was a way to create a unified voice for companies and build stability, Zuk adds.

After a few years, the RSA started gaining interest from suppliers in other areas, and it was



"As our membership base grows, so does our overall representation of the inbound industry. The numbers can only help with a more powerful voice in our advocacy as well as our authority to educate."

—Gary Schluter

Chair of the Board, IITA

ACTION CACY USION

clear they needed to broaden their reach. They joined with the International Travel Services Association in 2004 to become the Receptive Services Association of America (RSAA) to better serve providers in other parts of the country. A few years later, the organization realized that the changing landscape of travel required it to reevaluate its purpose and vision—and its name.

WHAT'S IN A NAME?

Just before RSAA's 25th anniversary, the board went through an extensive evaluation and strategic plan. "[It] found that RSAA did not have the national identity we were looking for," says Gary Schluter, Chair of the Board of IITA.

A lot of that had to do with the word 'receptive.' Most people in the industry understand its meaning but use the term in public or with someone in the government or media, and the meaning is lost. "The [travel] industry was evolving and expanding," says Lisa Simon,

Executive Director of IITA. "The term receptive didn't completely fit who they were anymore or who the actual inbound operators were."

The decision was made to change the trade organization's name, and in 2016, it rebranded as the International Inbound Travel Association. "The new name was much more descriptive of who we are and what we represent within the U.S. travel industry," says Schluter. With the name change came a lot of internal change in the IITA. The group that was once very territorial started to broaden its reach and become more inclusive. It embraced all operators working in the inbound tourism industry.

"With the expansion of their focus, they really have seen a diversification of inbound operators," explains Simon. It was one of the biggest changes for IITA, according to Schluter, but one they welcomed. The group now represents around 150 members, ranging from traditional receptive operators and MICE (Meetings, Incentives, Conventions and

Exhibitions) to business travel, bed banks, and destination management companies (DMCs), among others.



"We are a business-oriented group that gives them more tools and resources to be successful in their businesses, while also influencing public policy and being that voice...to really shape the future of their industry."

—Lisa Simon
Executive Director, IITA

IITA MISSION AND GOALS FOR THE FUTURE

Over the past few years, IITA has become more involved with education for its members and advocacy for the inbound travel industry. Through special programs and its annual summit, IITA helps members looking to snag a piece of the international travel pie. It offers guidance on issues a destination or supplier may not think about, such as language and signage. It connects suppliers with experienced inbound operators who can share best practices or help them target specific international markets. IITA's new program, *Inbound Insider Steps to Success*, focuses on many of these areas. It is the latest effort by IITA to help its members better prepare for international visitors, especially those from emerging markets like Asia and South America.

As travel grew into a substantial money maker, more businesses and organizations got involved, including the government. As a result, IITA had to evolve to include government relations, something that never existed in the group before, according to Zuk. Now, IITA is the voice of the inbound tour operators



"As an organization, the more involved we are, the more keyed in we are to everything that happens around the country and in the world."

—Jonathan Zuk
Chairman, IITA

on a national level, addressing issues that impact their business, says Simon, including national park regulation, travel visa and entry concerns, and open skies issues. Their most recent victory involved the proposal from the National Park Service to raise entry fees for several major parks, as well as change commercial tour authorization. IITA appealed to NPS, stating that a substantial increase in cost would hurt international tourism to the country. In the end, NPS still raised fees, but by far less than originally projected.

It's public policy battles like this that will continue to be fought by IITA on behalf of its members. "As an organization, the more involved we are, the more keyed in we are to everything that happens around the country and in the world," says Zuk. "The better service we can provide our members." While the organization has a relatively small member base, they hope to grow that in the future, both in number and in influence. "As our membership base grows, so does our overall representation of the inbound industry," says Schluter. "The numbers can only help with a more powerful voice in our advocacy as well as our authority to educate."

While education and advocacy are part of the foundation of IITA's mission, the members are what drive its initiatives. "The overall goal is to make sure we're an organization that provides a high return on investment for our members," says Simon. "We are a business-oriented group that gives them more tools and resources to be successful in their businesses, while also influencing public policy and being that voice...to really shape the future of their industry." **IITA**

Become an IITA INBOUND insider

Join IITA—the community that focuses on the essentials for today's inbound travel leader.



Together, we can keep international inbound business thriving. IITA membership features:

- Custom Inbound Insider educational programming
- IITA/Brand USA partnership
- Experienced advocacy on today's critical issues
- IITA's *Inbound Insider* publication and directory
- IITA Summit, featuring the latest travel industry trends and one-on-one appointments among operators and suppliers
- Meaningful connections resulting in sales and significant return on investment



International Inbound Travel Association

Learn more at inboundtravel.org

IITA SUMMIT DRAWS INBOUND PROFESSIONALS

to Portland



Travel operators from across the nation gathered in Portland to exchange ideas and discuss the ever-changing international market.

Leading inbound tour operators and DMCs discuss trends and opportunities in the Pacific Northwest

By Jeff Gayduk

The International Inbound Travel Association's Summit, the premier one-on-one appointment marketplace for inbound tour operators and U.S. travel suppliers, drew 175 attendees to its annual three-day event.

This marks the first time the event was held in the Pacific Northwest, thanks to the host destination Travel Portland and the state's office of tourism. "Travel Oregon was honored to participate in the 2018 IITA Summit hosted by our partners at Travel Portland," said Lisa Itel, global sales manager for the state tourism marketing agency. "The opportunity to host the opening reception allowed our statewide partners the chance to market themselves and continue to build Oregon awareness with international travel buyers." By all accounts, Portland knocked it out of the park.

The conference was held at the historic Embassy Suites in downtown Portland. Built in 1912, the predominantly all-suite hotel combines original architecture and features with modern comfort, and it's the only Embassy Suites that's a part of the prestigious Historic Hotels of America.

QUALITY EDUCATIONAL SESSIONS

The association places immense value on its educational sessions, and this year was no exception. An operator-only forum—Shaping the Future of Inbound Travel—featured an open discussion between peers about the state of inbound travel to the U.S. and the issues confronting the industry. With dynamic changes in business models, technology and distribution channels, 35 operators tackled challenges in order to better serve the inbound community.

Keynote speakers at the event included Kelly McGuire, SVP, revenue management & direct marketing at MGM Resorts. McGuire discussed how hoteliers and other travel businesses can survive and thrive in the digital economy by leveraging big data and analytics and provided tips for navigating the evolving marketplace. In another keynote, Mark Brown, economist from the U.S. Department of Commerce, examined the inbound tourism forecast from the leading source

“IITA was an excellent conference with many great presenters and opportunities to connect.”

—Rosemary McCormick

President, Shop America Alliance, and the U.S. Cultural & Heritage Tourism Marketing Council

countries and forecasted “up-and-coming” sources of leisure travelers to the United States.

“IITA was an excellent conference with many great presenters and opportunities to connect,” said Rosemary McCormick, president of Shop America Alliance and the U.S. Cultural & Heritage Tourism Marketing Council.

HUNDREDS OF ONE-ON-ONE APPOINTMENTS

The one-on-one appointment sessions featured 10-minute tableside visits and business card exchanges where operators and suppliers sat down to discuss business opportunities. “At IITA Summit, we get in front of several international inbound operators that we otherwise may not have had the opportunity to meet and network with,” said Floy Kennedy, director of travel industry sales for the Colorado Springs CVB.

Operators agree. “It’s one of the most beneficial shows Bonotel attends each year,” said Elliot Calloway, director of contracting and brand partnerships at Bonotel Exclusive Travel. “It provides an engine to learn from peers during seminars and breakout sessions but also provides the one-on-one appointment time to develop and continue business relationships.”

With a successful event under its belt, the group is looking forward to Savannah in February 2019. **IITA**

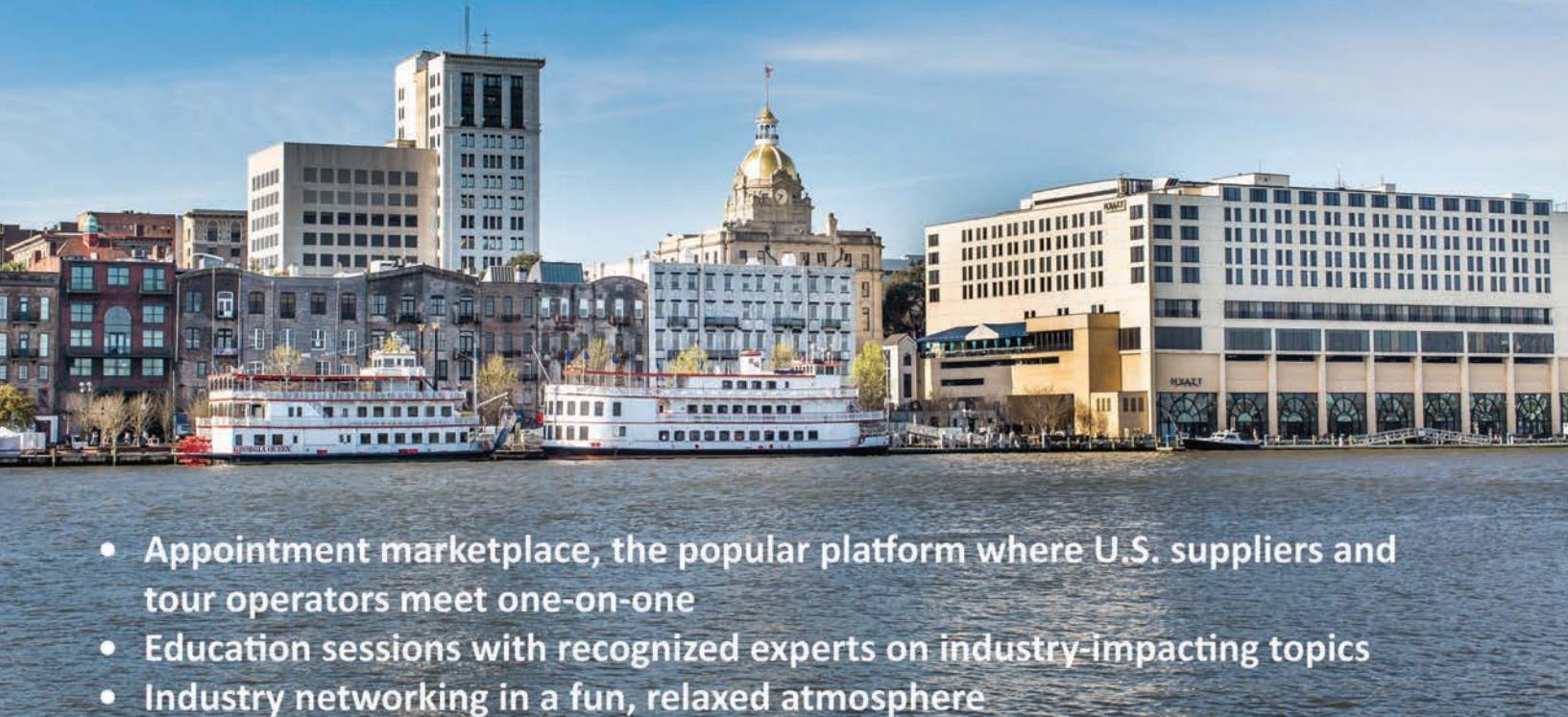


Keynote speakers, IITA leaders and invited presenters discussed inbound tourism forecasts, digital leverage and other industry topics in breakout and general sessions throughout the Summit.



Join us for the **2019 IITA Summit**

February 3 - 6, 2019 • Savannah, Georgia



- Appointment marketplace, the popular platform where U.S. suppliers and tour operators meet one-on-one
- Education sessions with recognized experts on industry-impacting topics
- Industry networking in a fun, relaxed atmosphere



The Summit is the leading source of valuable contacts and critical information that will help you become an Inbound Insider and shape your strategy for the coming year. Save the date! Plan now to attend the 2019 IITA Summit taking place February 3 - 6 in Savannah, Georgia.

Learn more at inboundtravel.org/summit2019



BEYOND Yellowstone

10 NATIONAL PARKS THAT FLY UNDER THE RADAR

DITCH THE CROWDS AND VISIT
THESE UNDER-SEEN GEMS
IN THE NATIONAL PARK SYSTEM

By Miles Dobis

THE NATIONAL PARK SYSTEM is America's great ecological undertaking—an effort to preserve the country's beautiful landscapes and historical buildings and invite visitors of all nationalities to explore them. From sprawling landscapes like Yosemite to compact educational experiences like Independence Hall, there is a national park experience to suit your tastes. While famous sites such as Yellowstone and the Grand Canyon welcome millions of annual visitors, there are numerous parks throughout the United States that are equally stunning and can be toured without crowds. These are 10 undervalued national parks sure to give international travelers an iconic American experience.



BADLANDS NATIONAL PARK

SOUTH DAKOTA

NAMED FOR SHARPLY ERODED buttes and muted colors of its sawtooth ridges, this stark landscape has been home to the Lakota people, homesteaders and prospectors fruitlessly seeking riches in the mysterious canyons. Today the park contains the largest undisturbed mixed grass prairie in the United States and has become a magnet for geologists and paleontologists who seek answers from the buttes' exposed rock layers. You can

learn about their discoveries at the Ben Reifel Visitor Center, whose paleontology lab includes preserved saber-toothed cat fossils. Next, venture outside for a drive on Badlands Loop Road, which passes over the valleys' edges to provide stunning views of the undeveloped landscape. Weather permitting, you can also venture into the ravines themselves on the Saddle Pass and Medicine Root Trails.

CANAVERAL NATIONAL SEASHORE

FLORIDA

NORTH OF THE KENNEDY SPACE CENTER are 25 miles of unspoiled barrier beaches that play host to alligators, manatees and birds to rival the much busier Everglades for wildlife variety. A barrier island that stretches the length of the park forms the pristine Mosquito Lagoon with the opposing Florida shore, and the result is a body of water where rare tropical birds flock and visitors can swim in tranquil waters separated from ocean currents. Two popular beaches bookend this protected shoreline: Apollo Beach on the northern end and Playalinda Beach at the southern tip. Both offer swim zones, fishing opportunities and trails. Located on the subtropical "frost line," the park contains a unique mixture of temperate and tropical species like blue crabs and sea turtles, who build up to 7,000 nests every summer along the beach.



LEWIS AND CLARK NATIONAL HISTORICAL PARK

OREGON/WASHINGTON

WHEN PRESIDENT THOMAS JEFFERSON

assigned Meriwether Lewis and William Clark to explore the American West in 1803, they eventually reached the Pacific Ocean on the spruce-lined shores of the Columbia River. It's here at the river's mouth where they established shelter for the winter and comprehensively catalogued local wildlife, and the area forms the modern border between Oregon and Washington. A collection of national and state parks lines the basin, most notably Lewis and Clark National Historical Park. History buffs will want to visit notable sites such as Fort Clatsop, the last encampment made by the expedition before its return to St. Louis, and Dismal Nitch, the group's last campsite before setting eyes on the Pacific. Self-guided audio tours are available for the area, and warm-weather months see the park populated by historic reenactors who can explain the area's past as a fur-trading and military outpost.



ACADIA NATIONAL PARK

MAINE

THE JUXTAPOSITION OF CRAGGY ROCK

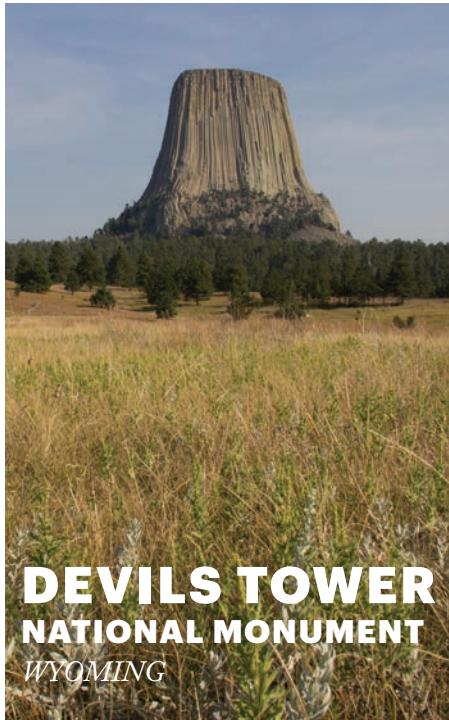
beaches and quaint New England architecture defines this coastal national park in northeastern Maine. A majority of the park lies in Mount Desert Island, a rugged landscape of granite peaks and spruce woods created from centuries of erosion and crashing North Atlantic waves. Discovered by explorer Samuel de Champlain in 1604, the island was included in the French colony of Acadia but remained undeveloped due to its isolated location. Today, the park retains its pristine form, and you can walk through the same pine forests where 17th century French Jesuit priests prayed. The 27-mile Park Loop Road grants access to most of the park's highlights, including Bass Harbor Head Light lighthouse and Cadillac Mountain, the tallest peak along the eastern U.S. coast. For a nautical excursion, brave a choppy cruise to the Isle au Haut ("High Island"). Here, rugged lookout points offer beautiful views of Penobscot Bay and Duck Harbor.





BIG BEND ↑ NATIONAL PARK

TEXAS



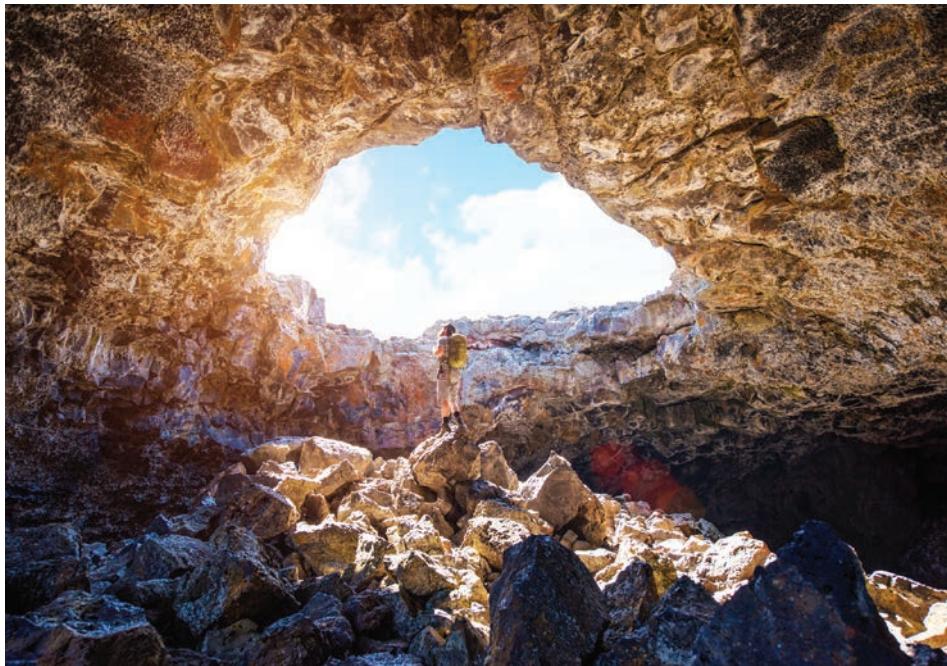
DEVILS TOWER NATIONAL MONUMENT

WYOMING

FORMED OVER MILLENNIA by the Rio Grande's water erosion, the stunning canyons of this park on the United States-Mexico border are considered the last true wilderness of Texas. It's here you can admire the 1,500-foot-tall walls of Santa Elena Canyon, spot hundreds of desert flower species and stargaze near the rugged Chisos Mountains. The park is divided into distinct areas that can cater to your group's interest, and each includes a visitors center to help orient you. Adventurous travelers should consider a float trip down the Rio Grande itself, which passes through

canyon walls so tall no sunlight passes through and along sweeping riverbanks with views of Mexico. Campsites are conveniently spaced along the river's edge, and local outfitters can supply you with watercraft and shuttle services. For a less rugged experience, stop by the Chisos Basin Visitors Center, a central hub for hiking trails that spread throughout the entire park. For a panoramic view, embark on a switchback day hike to Emory Peak or take the Pine Canyon Trail through an untouched piñon-juniper forest.

IT'S APPROPRIATE THAT SPACESHIPS famously descend upon this enormous butte in *Close Encounters of the Third Kind*—its size and features are positively alien. Rising 1,267 feet above the Belle Fourche River, this enormous monolith resembles a colossal stone tree stump. The native Lakota people believed its distinct ridges were created from an enormous bear clawing at its walls, and geologists have failed to conclusively prove how it was formed, which only adds to its mystery. Ambitious travelers can climb and repel off the monument on select days, while casual admirers can walk the 1.3-mile trail that surrounds the tower. Other trails pass over Joyner Ridge and to Prairie Dog Town, one of the largest North American colonies of the adorable rodents. If your group plans on staying past sundown, consider a night of stargazing. Rangers offer programs throughout the year to point out Lakota constellations and celestial bodies only visible from Devil's Tower's isolated northeastern Wyoming location.



CRATERS OF THE MOON NATIONAL MONUMENT

IDAHO

THE WINDBLOWN FLATS and rust-colored mounds of this national park offer a stark beauty unlike any other. The area's iconic mounds were formed 15,000 years ago when fountains of molten, gas-charged rock shot above the surface and hardened, while its deep rifts are the result of weakened fissures in the Earth's crust. The 1,100-square-mile park is impossible to comprehensively explore on a short visit, but your priorities should include the Blue Dragon Flow, a preserved basalt deposit that retains its striking cobalt color;

Boy Scout Cave, a lava tube tunnel that features an ice floor even in the summer; and Big Cinder, one of the world's largest cinder cones at 700 feet. Scattered throughout these areas are kipukas, isolated islands of remnant vegetation that flourished when the lava flows were fresh but now survive as undisturbed havens for rare plant species. The park also boasts numerous opportunities for winter activities, such as cross-country skiing through Loop Drive and snowshoeing around the cinder cones.



LASSEN VOLCANIC NATIONAL PARK

CALIFORNIA

HIGH ABOVE THE PEACEFUL Sacramento Valley of Northern California lies an ancient landscape of boiling mud pots and fumaroles. This extreme region of the Cascade Mountain Range is Lassen Volcanic National Park, a world of jagged craters and sulfur formed by Lassen Peak's prehistoric lava flows. Fortunately, the mountain isn't scheduled for an eruption in the near future, so you're free to trek through the 150 miles of hiking trails that pass through hydrothermal areas like Bumpass Hell and Devils Kitchen that sit on fissures of trapped volcanic heat. For a more placid experience, rent a watercraft to float on Manzanita Lake and view the stunning Chaos Crags Range, or embark on a ranger-led tour to learn about the Atsugewi people who thrived in this harsh environment for centuries.



JOSHUA TREE NATIONAL PARK

CALIFORNIA

HOT SPRINGS NATIONAL PARK

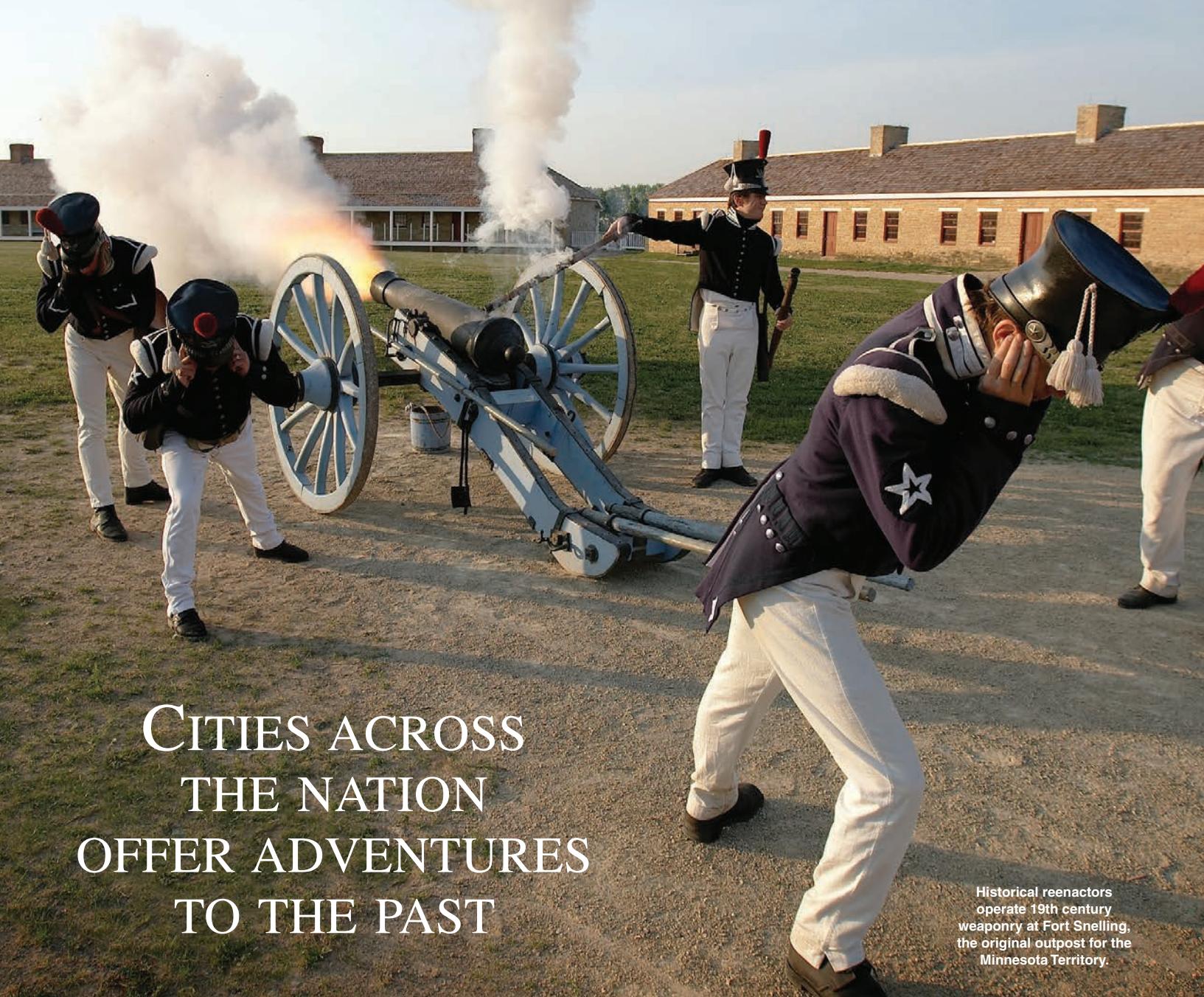
ARKANSAS

FORTY YEARS BEFORE Yellowstone was declared the first national park in 1872, the federal government was protecting the precious geothermal resource surrounding the town of Hot Springs: water. Beginning as rain and slowly purified through mineral pores for 4,000 years, the spring water clears skin, relaxes muscles and stabilizes breathing. Wedged between several Ozark plateaus, the city of Hot Springs has been visited by generations of serenity-seekers, and your group can join the thousands of annual visitors who relax in the mineral water that flows from the mountainside. Most of your time will be spent in Bathhouse Row, a grand collection of masonry bathhouses constructed in the early 1900s to service the wealthy East Coast families who visited the area. Today, the bathhouses are open for anyone, and they provide opportunities to soak in a pool or indulge in a massage. Architecture lovers should tour the Fordyce Bathhouse, an elaborate building filled with marble, stained glass and ceramic fountains. The park also includes several outdoor opportunities in the surrounding hillside, including 26 miles of hiking trails and rental lots at the Gulpha Gorge Campground.

A WORLD AWAY FROM the nearby Los Angeles sprawl, Joshua Tree lacks centralized activities or lookout points and is instead best appreciated if you wander through its vast desert landscape. Named for the yucca plant native to southern California, Joshua Tree is bordered by outfitters who can prepare you for a backpacking trip to the park's interior. On your way, you can spot Coachella Valley, the Baja Mountain Range and cacti species that provide a rare splash of color. The roads also accommodate mountain bike groups and horseback riders, while various outcroppings throughout the park are ideal for rock climbing.

EXPERIENCING THE
ESSENCE OF AMERICA'S

Heritage & History



CITIES ACROSS
THE NATION
OFFER ADVENTURES
TO THE PAST

Historical reenactors
operate 19th century
weaponry at Fort Snelling,
the original outpost for the
Minnesota Territory.

Today's travelers are experience junkies and want unique, local and authentic experiences that connect to the heart and soul of destinations they visit. For international visitors coming to the United States, discovering the country's history and unique heritage through interesting destinations and attractions will provide cultural insights and create a fulfilling trip. Throughout the United States, several destinations have capitalized on their rich heritage by engineering engaging and immersive experiences in collaboration with their area suppliers and inbound operators. Together, IITA members offer visitors the chance to go behind the scenes, get hands-on, meet an expert or experience firsthand the essence of America.

VENTURE TO THE OLD WEST

For international visitors, the allure of the Old West is a key draw that evokes cowboys on the frontier. Two destinations that connect visitors to this period in American history are Deadwood, South Dakota and Wichita, Kansas.

The Gold Rush is front and center in **Deadwood** as you relive the days of the town's founding. You can become immersed in the Gold Rush days by meeting Con Stapleton, the town's first constable. He is responsible for maintaining law and order in this anything-goes frontier town. Since you are new arrivals looking to make your fortune during the Gold

Town founder J.R. Meade (a fur trapper and outfitter) will recount the early days of the original settlement on the Plains and his trading with the Indians. Cattle driver Texas Red will recount the excitement and challenges of the cattle drives that made their way from Texas to Kansas.

Victoria Murdock, wife of the town's newspaper editor, will discuss the success of the town and how she, as a proper Victorian woman, supports her husband and his business ventures. Victoria will also demonstrate the art of Victorian dress to familiarize people with the proper fashion styles of the era. You will see how this Cowtown called Wichita

MIDWEST MARVELS

The Twin Cities of Minneapolis and **St. Paul** have over 30 signature experiences.

At **Fort Snelling**, the original outpost in the Minnesota Territory, visitors go beneath the surface and learn how archaeologists researched and reconstructed the post. Then you will go behind the scenes and meet the archaeologist for the Minnesota Historical Society. She will showcase how artifacts are protected and preserved after being discovered. Finally, you will have the chance to try your hand in the lab with identifying artifacts discovered in the field.



Wichita's most famous landmark is the **Keeper of the Plains**, a sculpture that celebrates the region's Kiowa-Comanche heritage.

Rush, he will help you navigate the town and attempt to keep you out of trouble and jail.

In Deadwood, travelers can also visit a real gold mine and try their hand at panning for gold in the creek just like the original 19th century arrivals. In addition, visitors may encounter famous residents Wild Bill Hickok and Calamity Jane.

For travelers heading to the state of Kansas, the city of **Wichita** is another destination with rich Western history. In **Old Cowtown**, you will meet three of the city's earliest residents who will recount the history, growth and settlement of this frontier outpost.

became so prosperous.

Another authentic must-see Wichita attraction is the **Mid-America All-Indian Center**. Here visitors will learn about the Plains Indian culture, history and traditions. The story of Native American artist Black Bear Bosin is also told at the Indian Center. He was a local Native American artist who created the city's iconic symbol: The Keeper of the Plains.

In the evening, a stop at the **Keeper of the Plains** monument is a must-see experience. Here you will experience the presence of the four elements coupled with Native American traditions and music.

At **FOCI**, the Minneapolis Center for Glass Arts, visitors can get hands-on and create a piece of blown glass with an expert gaffer who guides them through the process to take home a one-of-a-kind self-made creation. Choose from a paperweight, shot glass or tumbler that will become your own unique souvenir.

St. Paul is the perfect spot to experience America's pastime: baseball. The **St. Paul Saints**, an independent team, provides baseball coupled with in-game entertainment. Before the game, you can experience a behind-the-scenes tour of the stadium where

you learn about the history and fun of the team and its ownership with an official guide.

The **Como Park Zoo**, one of the country's oldest zoos, is a must-see stop in St. Paul. Here you will enjoy a behind-the-scenes experience before the zoo opens to the public. You begin by observing polar bears in an environment that stimulates their natural behaviors and instincts in the wild. Then you will have a guided tour and meet a zookeeper in the hoof stock area to feed the giraffes and hear about many of the zoo's most famous inhabitants.

In **Columbus**, Ohio the **Kelton House** is not to be missed. It was a stop on the Underground Railroad and home to Sophia and Fernando Kelton and their children. While at the house, you call on Sophia—who shows you her home and talks about her family. She also has a secret that she may share if she feels she can trust you.

The Columbus food scene is another highlight to experience in the city. There are a variety of food tours and brewery experiences. However, on a stop at the **North Market**, you will discover fresh produce, food vendors and some gift items that will make great souvenirs from your time in the Ohio's capital city.

Columbus' North Market has promoted local farmers since 1876 and offers fresh produce from across the Midwest.



EAST COAST ADVENTURES

In **Philadelphia**, there is much to do and see after visiting the historic landmarks. The city is also the world capital of outdoor murals, which serve as both beautification and neighborhood revitalization projects. You may take a mural tour to see these masterpieces or, if you prefer, spend time with a mural artist. They will take you to see several murals to learn the design and development process. A third choice allows you to paint a mural and become completely immersed in the process.

Hilton Head Island, surrounded by the ocean, has a rich Civil War history due to Union occupation. As a result, the town of **Mitchelville** was established as the first self-governed freed African-American community in the United States. You will learn about the history and daily life of Mitchelville's occupants. Along the way, you will meet Harriet Tubman—who traveled to the island as a spy for the Union army—and discover how she helped her people become free.

In addition, the Gullah people of Hilton Head, who are descendants of slaves, provide several experiences tied to the history and customs handed down from generations. Take a Gullah tour to see the historic sights and neighborhoods on the island. You may also visit the **Gullah Museum**—one of the oldest structures on the island—and hear firsthand about the people who were instrumental in building the island.

SOUTHERN CHARMS

Paducah, Kentucky—a UNESCO Creative City for Folk Arts and Crafts—is the home to the **National Quilt Museum**. It is a repository for some of the most amazing fiber art woven into quilts. Visitors can take an interactive tour of the quilts and learn about the artists who compete in competitions around the country. Then, head to the workroom to design, craft and stitch your own quilt square.



NATIONAL QUILT MUSEUM

Another not-to-be-missed stop is the **Metropolitan Hotel**. This was the only Paducah hotel that welcomed black guests from the early 20th century until the dawn of civil rights during the era of Jim Crow. You meet Miss Maggie, the owner who will transport you back in time and recount the stories of her guests who stayed at the Metropolitan when performing in town. Hear stories about Count Basie, Ike and Tina Turner, Sam Cooke, Thurgood Marshall, sports legends and other famous African-Americans who all stayed at the Metropolitan.

Head farther south to experience hospitality and more in **Shreveport**, Louisiana. For music lovers, the city has a rich history of influential artists. Stop at the **Municipal Auditorium** to see the home of the *Louisiana Hayride*, a popular radio show once called the "Cradle of the Stars." For Elvis fans, the Municipal is a pilgrimage site as this is the spot where the King had his first professional performance that launched the legend. You may just get a special treat by an Elvis tribute artist.

Shreveport is also home to the **American Rose Society**. Here you will tour the gardens and learn how anyone can grow roses. You will also see several varieties of roses, learn about growing techniques and discover the world of rosarians who are dedicated to the cultivation of the perfect rose.

Each of the aforementioned destinations offers its own authentic experiences tied to the history, heritage and cultural attributes of their area. For international visitors, these sites provide insights and connections to the fabric of America's unique tapestry along with memories to be savored for a lifetime. **IIITA**



IITA TOUR OPERATORS ARE READY TO SERVE YOU

IITA is the only professional association devoted exclusively to the advancement and promotion of the U.S. inbound travel industry. The following member tour operators average nearly 25 years in business and represent the elite of the industry. Whenever your clients request a USA holiday, start by contacting an IITA member!



ALLIEDTPRO

EST
1955

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CITIES, STATES AND REGIONS WHERE OPERATED

Inbound to U.S., Canada and Caribbean

COUNTRIES SERVED

All European countries, India, Brazil, Argentina, Chile, Peru, Colombia, Australia, New Zealand, Southeast Asia, South Africa, Canada.

LANGUAGES SPOKEN

Dutch, English, French, German, Italian, Japanese, Spanish, Portuguese, Hindi, Russian.

UNIQUE PROGRAMS AND SERVICES OFFERED

AlliedTPro has been a prominent leader in the U.S. inbound market for more than 60 years and has served more than 600 of the most successful tour and travel providers all around the world. AlliedTPro offers top-notch customer service throughout all distinct product lines, including FIT, VIP concierge/custom FIT, escorted coach tours, group travel, meetings & incentives, and thematic & experiential travel.

WHAT'S TRENDING IN 2018

The consumer perception of luxury travel has evolved, as travelers now are looking for unique experiences, flexibility and customization, and they are willing to pay more to get it. This aligns well with AlliedTPro's strategy as its focus is on travelers requiring a higher level of service and flexibility.

NEW YORK



AMADEO TRAVEL SOLUTIONS

EST
1999

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CITIES, STATES AND REGIONS WHERE OPERATED

New York City, San Francisco, Miami, Las Vegas, Los Angeles.

COUNTRIES SERVED

Italy, Japan, China, Spain, Germany, Brazil, USA, Canada.

LANGUAGES SPOKEN

Italian, Portuguese, Japanese, Spanish, Chinese, French, German.

UNIQUE PROGRAMS AND SERVICES OFFERED

Amadeo Travel Solutions offers mini tours, all over the East and West coasts, in nine different languages with unlimited availability and guaranteed departures. There are more than 28 different programs with daily departures that can be customized to fit every need.

WHAT'S TRENDING IN 2018

Amadeo sees a significant increase in customers visiting national parks and doing historical tours. Both international and domestic markets will continue to grow in these sectors.



5 Penn Plaza, 5th floor
New York, NY 10001
212-596-1000 • Fax: N/A
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AMERICA 4 YOU

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1996

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CITIES, STATES AND REGIONS WHERE OPERATED

Southwest, Pacific Northwest, Rocky Mountains, Great Lakes, Southern areas

COUNTRIES SERVED

Europe, Australia, New Zealand

LANGUAGES SPOKEN

English, German

UNIQUE PROGRAMS AND SERVICES OFFERED

America 4 You is a boutique receptive offering FIT hotels, activities, ranches and fly-drives. Focus is given to unique properties and destinations. As a family business, America 4 You strives to provide hands-on service with customizable itineraries and in-depth knowledge of the United States.

WHAT'S TRENDING IN 2018

The focus is on experiences. Rather than seeing a little of many places, emphasis is on really experiencing the places that clients travel to.



P.O. Box 2214
Fullerton, CA 92837
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www.america4you.net



AMERICANTOURS INTERNATIONAL (ATI)

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1977

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CITIES, STATES AND REGIONS WHERE OPERATED

All 50 states & territories

COUNTRIES SERVED

Over 70 international markets.

LANGUAGES SPOKEN

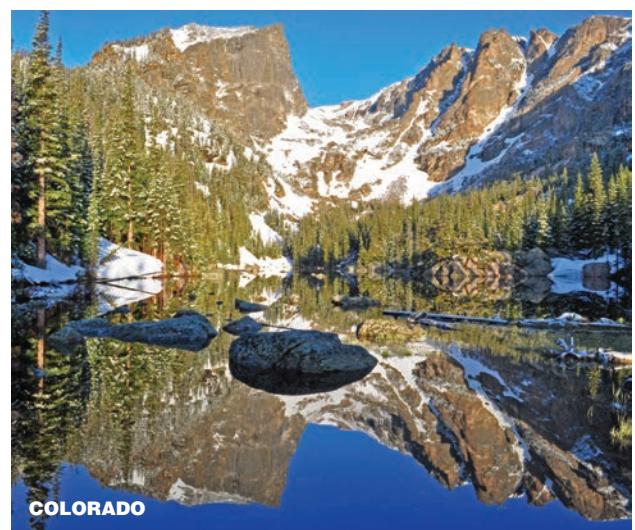
English, German, Chinese, Japanese, French, Italian, Spanish, Portuguese, Dutch, Arabic, Swedish, Danish, Finnish and more.

UNIQUE PROGRAMS AND SERVICES OFFERED

As North America's leading wholesale travel service provider, ATI offers escorted tours, individual packages, special group services and discounted rates at over 30,000 hotel, attraction, and transportation suppliers.

WHAT'S TRENDING IN 2018

Local tours, activities and experiences.



6053 W. Century Blvd., Suite 700
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AMERICASCOPE TOUR SERVICES

EST
1981

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■ CITIES, STATES AND REGIONS WHERE OPERATED

All of the United States and Canada. Main cities are New York, Washington, D.C., Boston, Chicago, Miami, Orlando, San Francisco, Los Angeles, Las Vegas, Montreal, Toronto, Quebec.

■ COUNTRIES SERVED

Our groups are mainly from France, however we have handled and quoted programs from other places such as Belgium, Switzerland, Germany, Italy, Great Britain, Martinique, Greece and Turkey.

■ LANGUAGES SPOKEN

English, French and Spanish

■ UNIQUE PROGRAMS AND SERVICES OFFERED

Americascope is a New York-based destination management company and receptive tour operator/wholesaler specializing in incentive, ad hoc, professional and leisure travel group programs throughout the U.S. and Canada. It offers personalized service and custom-designed itineraries for groups of 20 or more.



104 Harvard Drive
Hartsdale, NY 10530
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www.americascope.com



BONOTEL EXCLUSIVE TRAVEL

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1991

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■ CITIES, STATES AND REGIONS WHERE OPERATED

Entire United States

■ COUNTRIES SERVED

Entire world

■ LANGUAGES SPOKEN

English, German, Spanish, Portuguese, Dutch, French, Italian

■ UNIQUE PROGRAMS AND SERVICES OFFERED

Aside from the FIT hotel portfolio, Bonotel offers its unique Beyond product line and Bonotel Sports.

■ WHAT'S TRENDING IN 2018

Bonotel offers exclusive and preferred hotel deals throughout the U.S. and North America. Now more than ever, unique content is a must.



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Las Vegas, NV 89169
702-796-5454 • Fax: 702-796-9007
www.bonotel.com



COSMOPOLITAN INCENTIVES LLC

EST
2010

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■ CITIES, STATES AND REGIONS WHERE OPERATED

New York, Washington, Niagara, Boston, Philadelphia, Chicago, Miami, Orlando, New Orleans, Texas, national parks, California and beyond

■ COUNTRIES SERVED

Spain, Mexico, LATAM (Argentina, Chile, Colombia)

■ LANGUAGES SPOKEN

English, Spanish and Catalan

■ UNIQUE PROGRAMS AND SERVICES OFFERED

Cosmopolitan Incentives, based in New York City and with branches in Orlando and Barcelona, was created in 2010 by a team of travel industry professionals. The company boasts a dynamic, creative team of highly qualified, multilingual "destination designers" with over 15 years of experience in organizing and planning incentive programs, business travel, and special programs for VIPs, families and honeymooners throughout the United States. Cosmopolitan Incentives' main goal is to fulfill the needs of its clients by designing high-quality, fully customized "out-of-the-box" programs.



33 W. 19th St., Suite 411
New York, NY 10009
646-619-1285 • Fax: 607-697-2054
www.cosmopolitanincentives.com



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www.cosmopolitanincentives.com

CHINESE HOST

EST
1994

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■ CITIES, STATES AND REGIONS WHERE OPERATED

Operating tours, activities and ground transportation in Nevada, California, Utah and Arizona.

■ COUNTRIES SERVED

Providing Chinese and English speaking tour and transportation services.

■ UNIQUE PROGRAMS AND SERVICES OFFERED

FIT Soft Adventure travel, activities and transportation services with FIT or group flexibility. Single day or multi day travel packages in the National Parks of the American West.

■ WHAT'S TRENDING IN 2018

The trend for 2018 is transparency and authenticity. What we mean by that is the fact that travelers want to create their own experience. In the era of the smartphone and the model of AirBNB and Uber, people want flexibility and the options to pick and choose providers of entertainment and travel. The days of the packaged travel, multi day tours are fading away. The power of technology has created a DIY travel community. Our platform is designed to fit that mindset for the future.



3525 Hacienda Ave.
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FM TOURS, INC.

EST
1987

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■ CITIES, STATES AND REGIONS WHERE OPERATED

All of the U.S. and Canada

■ COUNTRIES SERVED

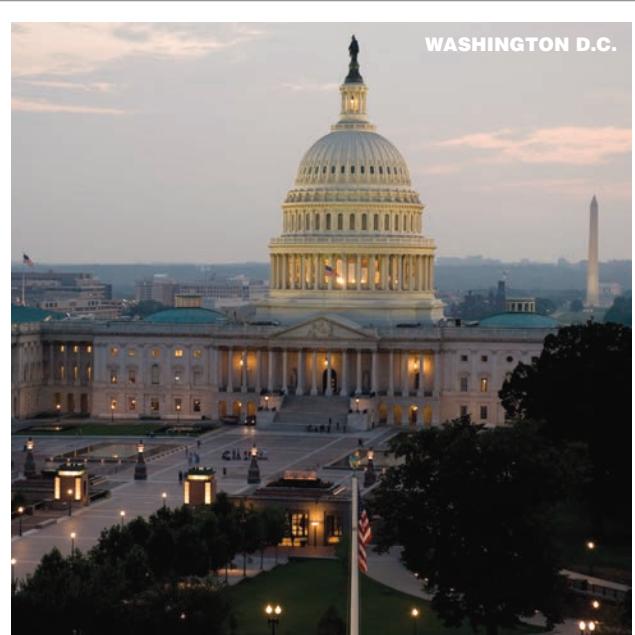
Iceland, Norway, Sweden, Denmark, Finland, Germany, France, Italy

■ LANGUAGES SPOKEN

English, Danish, French and German

■ UNIQUE PROGRAMS AND SERVICES OFFERED

Founded in 1987, FMT dedicates itself to fulfilling high-quality service for wholesale partners and strong relationships with suppliers. It specializes in providing arrangements throughout North America, offering hotels, attractions, transportation, groups, golf and a concierge desk. Clients appreciate that FMT does not have voicemail during business hours.



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GO WEST TOURS

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CITIES, STATES AND REGIONS WHERE OPERATED

All of the U.S. and Canada

COUNTRIES SERVED

Western Europe, Latin America, Australia, New Zealand

LANGUAGES SPOKEN

English, German, Swedish, Finnish, French

UNIQUE PROGRAMS AND SERVICES OFFERED

Go West Tours is a receptive tour operator specializing in quality travel in the United States & Canada. Its products are exclusively sold through tourism professionals (travel agencies & tour operators).

WHAT'S TRENDING IN 2018

National Parks - New York City, Chicago, San Francisco, Miami & Las Vegas - Ranches - Architectural programs - Urban MICE.



790 Eddy St.
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Go West Tours
USA & CANADA

HOTELBEDS GROUP

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2000

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CITIES, STATES AND REGIONS WHERE OPERATED

Global presence operating in more than 210 cities.

COUNTRIES SERVED

Active in +185 source markets worldwide.

LANGUAGES SPOKEN

English, Spanish, Portuguese, French, German, Chinese, Italian.

UNIQUE PROGRAMS AND SERVICES OFFERED

We are a leading provider of services to the global travel trade with key positions in some of the fastest growing segments in the industry. Distributing accommodation, transfers & activities in more than 185 countries. Local destination management operations in +40 countries.

WHAT'S TRENDING IN 2018

Memorable experiences, responsible tourism and personalized experiences during all of the whole travel cycle.



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JTB USAEST
1964**CONTACTS**

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CITIES, STATES AND REGIONS WHERE OPERATED

New York, Los Angeles, San Francisco, Las Vegas and Orlando

COUNTRIES SERVED

United States, Japan, Italy, Germany, France, Australia

UNIQUE PROGRAMS AND SERVICES OFFERED

JTB USA wholesales its tours to Japanese travel agencies and tours to Niagara Falls to the non-Japanese market.

WHAT'S TRENDING IN 2018

Experience what you have never tried



One Evertrust Plaza, Suite 702
Jersey City, NJ 07302
www.jtbusa.com

**MEETING POINT NORTH AMERICA**EST
1993**CONTACTS**

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CITIES, STATES AND REGIONS WHERE OPERATED

North America

COUNTRIES SERVED

The traveling world

LANGUAGES SPOKEN

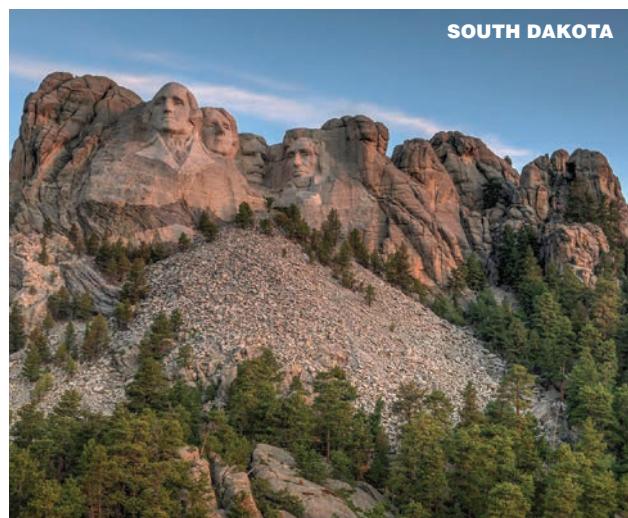
English, German, Spanish, Portuguese, French, Arabic, Bosnian

UNIQUE PROGRAMS AND SERVICES OFFERED

FIT, coach tours, custom groups, concierge, transfers, meetings and incentives.

WHAT'S TRENDING IN 2018

The world of travel is constantly changing and Meeting Point is changing along with it. Summer 2019 will prove a renaissance year for MPNA. Its product is certain to interest, intrigue and impress future travelers. Check back soon and join the adventure.



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Orlando, FL 32819
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www.meeting-point.com



NEW WORLD TRAVEL

EST
1979

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CITIES, STATES AND REGIONS WHERE OPERATED

Offices in New York, Los Angeles and Miami, covering every aspect of a DMC, specializing in travel arrangements throughout the U.S. and Canada.

COUNTRIES SERVED

United States and Canada

LANGUAGES SPOKEN

English, German, French, Spanish, Italian

UNIQUE PROGRAMS AND SERVICES OFFERED

With offices in New York, Los Angeles and Miami, New World Travel offers FIT, fly-drive packages, leisure and incentive group programs, and pre- and post-cruise arrangements throughout the U.S. and Canada. Its online system enables users to search and book hotels, services and transfers in real-time.

NEW YORK



NORTH AMERICA DESTINATIONS

EST
1994

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CITIES, STATES AND REGIONS WHERE OPERATED

Miami, Orlando, New York City, Las Vegas, Los Angeles and others

COUNTRIES SERVED

Global - all countries

LANGUAGES SPOKEN

English, Portuguese, Spanish

UNIQUE PROGRAMS AND SERVICES OFFERED

An online booking engine with strong personalized care. Hotels, all U.S. attraction tickets, transportation for private and groups, groups for incentive and leisure, 24-hour customer service, online - white label.

WHAT'S TRENDING IN 2018

Continued competitive prices and good customer care with a quality online booking engine. Transparency and partnership will make great business deals.

LAS VEGAS



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212-754-9100 • Fax: 212-888-4812
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 NORTH AMERICA
DESTINATIONS
Receptive Tour Operator

OCEAN BEDS

EST
2013

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CITIES, STATES AND REGIONS WHERE OPERATED

Ocean Beds specializes in vacation homes in Orlando and the Gulf Coast of Florida with hotel contracts Florida-wide.

COUNTRIES SERVED

We currently offer distribution in the UK, Europe, USA, Canada and Latin America markets and are available to work with partners worldwide.

LANGUAGES SPOKEN

English

UNIQUE PROGRAMS AND SERVICES OFFERED

Ocean Beds has access to the largest inventory of villas, condos & town homes in the Sunshine State, providing a unique in-house Homes Inspection Team to maintain our high level of service. Offering advanced technology with full XML connections to various platforms & in-house extranet capabilities for easy distribution.



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OCEAN
BEDS

ROCKY MOUNTAIN HOLIDAY TOURS

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970-482-5813

Hideki "Brian" Gomi
Product Manager
products@rmhtours.com
970-482-5813

CITIES, STATES AND REGIONS WHERE OPERATED

Western United States, including Colorado, Wyoming, Montana, South Dakota, North Dakota, Texas, Arizona, New Mexico, Utah, Nevada, Idaho, California, Oregon and Alaska

COUNTRIES SERVED

France, Netherlands, Belgium, United Kingdom, Germany, Italy, Switzerland, Sweden, Norway, Denmark, Spain, Australia and Canada

LANGUAGES SPOKEN

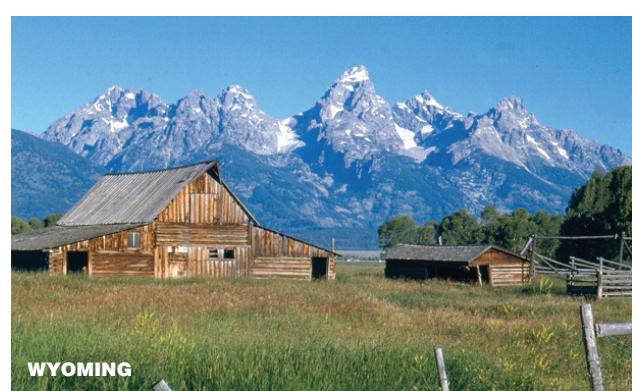
English and French

UNIQUE PROGRAMS AND SERVICES OFFERED

RMHT specializes in tailor-made itineraries through the Western United States with a focus on being inside the national parks. Our hands-on itineraries include not only lodging, but activities and all-inclusive ranches as well.

WHAT'S TRENDING IN 2018

The trends for 2018 are unique lodging, which includes glamping, B&B's, Conestoga wagons, ranches and boutique hotels. We have also seen more interest in all types of activities, but especially the small-group and private options.



P.O. Box 2063
Fort Collins, CO 80522
970-482-5813 • Fax: 970-482-5815
www.rmhtours.com

ROCKY MOUNTAIN
HOLIDAY TOURS
EXPLORE THE REAL WEST™

SEE USA TOURS

EST
1997

■ CONTACTS

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Business Development
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212-944-0906 x252

Jesus Claros
Commercial Director
jclaros@seeusatours.com
212-944-4919, ext. 2019

■ CITIES, STATES AND REGIONS WHERE OPERATED

New York, Las Vegas, Los Angeles, San Francisco, Miami, Orlando, Boston, Washington DC

■ COUNTRIES SERVED

Europe: Spain, UK, Latin America: Mexico, Colombia, Peru, Chile, Argentina, Uruguay.

■ LANGUAGES SPOKEN

Spanish and English

■ UNIQUE PROGRAMS AND SERVICES OFFERED

Escorted tours, FIT programs in each city, transportation, sightseeing tours, meet & greet, activities, shows and event tickets, hotel reservations, business solutions with the capacity of XML connections with clients, hotels, suppliers. The company, with an extensive network of offices, has specialized in receptive tourism in the United States for more than 20 years, offering its services in the most attractive cities. High level of customer service.

■ WHAT'S TRENDING IN 2018

Offer new dynamic packages with hotel and the rest of the services give the opportunity to the customer to select by themselves

WASHINGTON D.C.



1270 Broadway, Suite 1107
New York, NY 10001
212-944-0906 or 212-944-4919
Fax: N/A
www.seeusatours.com

see
SEEUSATOURS.COM

TEAM AMERICA

EST
1997

■ CONTACTS

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CEO & Managing Director
enzo@teamamericany.com
212-697-7165

■ CITIES, STATES AND REGIONS WHERE OPERATED

New York, Miami and Los Angeles

■ COUNTRIES SERVED

United States, Canada, the Caribbean, Mexico, Central America, South America

■ LANGUAGES SPOKEN

English, Italian, Spanish, Portuguese, Russian, German, Arabic

■ UNIQUE PROGRAMS AND SERVICES OFFERED

Our 3000 products are a distinct collection of accommodations, attractions, tours and top-of-the-line escorted excursions, all of which can be effortlessly booked in our Java-based reservation system - D.R.E.A.M. 2017 was celebrated with well over 250,000 room nights across all markets & we are always in search of quality products.

■ WHAT'S TRENDING IN 2018

What we see trending the most is technology, hotels moving away from static contracts and going fully dynamic. Clients booking shorter trips and lower hotel category.



MIAMI

33 W. 46th St.
New York, NY 10036
212-697-7165 • Fax: 718-247-1706
www.teamamericany.com


teamamerica
Receptive Tour Operator

TOUR AMERICA

EST
1997

■ CONTACTS

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213-683-1188

■ CITIES, STATES AND REGIONS WHERE OPERATED

All major states in the U.S. & Canada, especially in California, Nevada, Florida, New York, Massachusetts, D.C. & Hawaii

■ COUNTRIES SERVED

Asian countries, especially China, Japan, Singapore, Malaysia, Indonesia, Philippines, Thailand, Vietnam, Myanmar and Vietnam

■ LANGUAGES SPOKEN

English, Chinese, Japanese, Indonesian Bahasa, Philippines Tagalog

■ UNIQUE PROGRAMS AND SERVICES OFFERED

Customized student programs and MICE events

■ WHAT'S TRENDING IN 2018

Small ad-hoc & family groups

SAN FRANCISCO



800 Wilshire Blvd., Suite 808
Los Angeles, CA 90017
touramerica.us.com

Tour America

TOURS LIMITED

EST
2008

■ CONTACTS

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678-882-9811

Niddhi Mehta
Sr. Director
Global Operations
niddhi@tourslimited.com
770-617-2575

■ CITIES, STATES AND REGIONS WHERE OPERATED

All destinations in the U.S. and Canada

■ COUNTRIES SERVED

India and the Middle East

■ LANGUAGES SPOKEN

Dutch, English, French, German, Italian, Japanese, Spanish, Portuguese

■ UNIQUE PROGRAMS AND SERVICES OFFERED

Tours Limited specializes in operating leisure groups, school groups, "out of the box" MICE groups, private van tours, FIT, honeymoon packages.

■ WHAT'S TRENDING IN 2018

Other than the main gateway cities like New York, DC, Niagara, Las Vegas, Los Angeles and San Francisco, second-time tourists are interested in new destinations. Rather than simple city tours, passengers are now interested in experiencing the city more like a local.



WASHINGTON

3250 Peachtree Industrial Blvd.
Suite 107
Duluth, GA 30096
770-235-4325 • Fax: N/A
www.tourslimited.com



Tours Limited

TOURMAPPERS NORTH AMERICA

EST
1987

■ CONTACTS

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Silke Garrity
FIT Sales Director
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617-236-1236

■ CITIES, STATES AND REGIONS WHERE OPERATED

New England, Mid-Atlantic, Southeast, Southwest, Great Lakes, Pacific Northwest, West Coast and Mountain West.

■ COUNTRIES SERVED

UK, Ireland, Belgium, Netherlands, France, Germany, Italy, Austria, Switzerland, Norway, Sweden, Denmark, Finland, Australia, New Zealand, Argentina, Brazil and others.

■ LANGUAGES SPOKEN

English, French, German, Italian, Spanish, Swedish

■ UNIQUE PROGRAMS AND SERVICES OFFERED

TourMappers' focus is on providing properties that are characteristic of the destination in which they are located, such as lodges in the Northwest, plantations in the Southeast, inns in New England and ranches in the Mountain West. We also are the exclusive agent for river and windjammer cruises and arrange our own small-group experiential tours.

■ WHAT'S TRENDING IN 2018

An interest in taking part in experiences that are typical of a region. More attraction and excursion inclusions in both self-drive packages and group touring. Small-group touring with focused interests.



132 Boylston St., 4th floor
Boston, MA 02116
617-236-1236 • Fax: N/A
www.tourmappers.com
www.americanexperiences.com

TourMappers
North American Tour Specialists

TRAVALCO

EST
1985

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■ CITIES, STATES AND REGIONS WHERE OPERATED

All 50 states in the United States, plus Canada and the Caribbean

■ COUNTRIES SERVED

47 countries in all continents

■ LANGUAGES SPOKEN

English, German, French, Italian, Dutch, Spanish, Russian, Portuguese

■ UNIQUE PROGRAMS AND SERVICES OFFERED

Largest flexible self-drive program collection in the market, group operations and thousands of FIT hotels and experiences online and through XML.

■ WHAT'S TRENDING IN 2018

Travelers want to enjoy the destinations better through activities and unique experiences.



Village at Gulfstream Park
601 Silks Run, Suite 2470
Hallandale Beach, FL 33009
305-866-5555 • Fax: 305-866-7788
www.travalco.com

TRAVALCO
YOUR TRAVEL VALUE CONNECTION

TRAVEL ARCHITECTS

EST
2017

■ CONTACTS

Douglas Schapiro
GM
douglas@travelarchitects.ca
604-428-9696

■ CITIES, STATES AND REGIONS WHERE OPERATED

United States and Canada

■ COUNTRIES SERVED

Latin America and United States

■ LANGUAGES SPOKEN

English, Spanish, Portuguese and Hebrew

■ UNIQUE PROGRAMS AND SERVICES OFFERED

Tailor made ad hoc group only, working with clients to design and execute long touring groups in the U.S. and Canada.

■ WHAT'S TRENDING IN 2018

It seems that group travel is up and alive in South America, with a lot of demand for high end properties for the groups. Chicago and New Orleans seem to be rising in popularity as well.



301-1125 Gilford St.
Vancouver, BC V6G 2P7
604-428-9696 • Fax: N/A
www.travelarchitects.ca

travel Architects
incoming tour operator ltd.

TRAVELADVOCATES

EST
2005

■ CONTACTS

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National Account Manager
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201-222-1990, ext. 207

■ CITIES, STATES AND REGIONS WHERE OPERATED

North America

■ COUNTRIES SERVED

Worldwide

■ LANGUAGES SPOKEN

English and Spanish

■ UNIQUE PROGRAMS AND SERVICES OFFERED

TravelAdvocates is a hotel site selection company focusing on getting the lowest hotel room rates for groups (no FITs). Its customers are tour operators from the U.S., Canada, UK, Europe, Australia, and New Zealand. The company researches hotels and meeting venues worldwide for meetings, conferences, tour groups and sports teams. Our clientele ranges from tour series business to ad hoc groups, with an average size of 10-42 guest rooms per night, generally staying 2-3 nights. There is no cost for this service.

■ WHAT'S TRENDING IN 2018

The city destinations are still the main trend, but national park tours are growing stronger.



720 Monroe St., E507
Hoboken, NJ 7030
201-222-1990 • Fax: 201-222-0009
www.traveladvocates.com


TravelAdvocates
GROUP HOTEL SPECIALISTS

VISIT AMERICA INC.

EST
1973

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Linnear Williams
Office Manager
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212-683-8082, ext. 14

CITIES, STATES AND REGIONS WHERE OPERATED

All major cities in the U.S. and Canada

COUNTRIES SERVED

Scandinavia, northern and central European countries, British Isles, Mexico, Canada, Australia, Singapore and Hong Kong along with U.S. corporate travel.

LANGUAGES SPOKEN

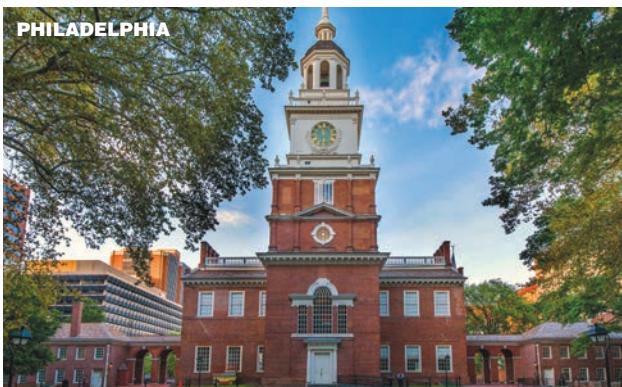
English, German, Swedish, Finnish and French

UNIQUE PROGRAMS AND SERVICES OFFERED

Visit America Inc. specializes in creating customized programs for groups coming to all major cities in the United States and Canada for meetings, events and incentive trips. We have a lot of experience in creating customized programs for anywhere from 10 to 1,000 guests. We provide and manage all services on your behalf including events, galas, exhibitions, hotels, buses, restaurants, etc. We also specialize in customized and experiential programs which provide true value to the guests.

WHAT'S TRENDING IN 2018

Experiential services customized to the demographics and interests of the group.



307 Seventh Ave., Suite 1807
New York, NY 10001
212-683-8082 • Fax: 212-683-8501
www.visitamerica.com

VISIT AMERICA INC.
MEETINGS & EVENTS

JOY HOLIDAY

EST
1995

CITIES, STATES AND REGIONS WHERE OPERATED

Entire U.S.

LANGUAGES SPOKEN

Mandarin Chinese, Cantonese and English

UNIQUE PROGRAMS AND SERVICES OFFERED

Joy Holiday Corporation is operating as a full-service travel operator providing tour packages catering to clients from North America, Asia, Europe, and other markets around the world. JH focuses on local, inbound and outbound tour services, including tour packages, air ticketing, hotel accommodation, bus rental, and travel consulting.

199 California Drive, Suite 199
Millbrae, CA 94030
650-259-9599 • Fax: 650-259-0599
info@joyholiday.com
www.joyholiday.com



ELEPHANT TOUR

EST
1988

CITIES, STATES AND REGIONS WHERE OPERATED

Southern California

UNIQUE PROGRAMS AND SERVICES OFFERED

Elephant Tour operates 70-plus optional tours and also 14 cooperating companies' optional tours including sightseeing air tours. Deluxe coach charters are offered for sightseeing tours or business-oriented tours. Limousine services are easily accessible through e-booking. Shuttle services are an option for tourists who wish to go places not offered through the optional tours.

The Westin Bonaventure Hotel, 5th Floor
404 S. Figueroa St., Suite 506
Los Angeles, CA 90071
213-612-0111 • Fax: 213-624-2494
www.elephanttour.com



KINTETSU INTERNATIONAL

EST
2003

UNIQUE PROGRAMS AND SERVICES OFFERED

Kintetsu offers meeting planning/coordination and incentive trips, handling every detail pertaining to the successful execution of the event and/or trip. You'll find that when it comes to travel and related services, Kintetsu micro-manages better than anyone else.

879 W. 190th St., Suite 720
Gardena, CA 90248
310-525-1800 • Fax: 310-525-1801
losangeles@kintetsu.com
www.kintetsu.com



GREATER MIAMI

is teeming with New Developments for International Travelers

Hotels on Horizon

With new facilities and service, international arrivals just got easier. **Miami International Airport's** newly renovated Concourse E federal inspection facility for international arrivals is the first in the country to use facial recognition technology for expedited passport screening. The technology-driven Concourse E also offers passport clearance via automated passport control kiosks and the Mobile Passport Control app. New scheduled service includes Milan, Italy and Santiago, Chile, plus Fortaleza, and Brasilia and Salvador, Brazil.

Accommodation Expansion

Major-brand hotel flags lead the Greater Miami hotel happenings. **Hilton Miami Downtown** in the Downtown Performing Arts District has completed a \$35 million renovation. A re-imagined lobby, restaurant and guest rooms are featured. Located in the heart of Miami Beach at 39th and Collins Avenue, the 70+ years in the making **Cadillac Hotel & Beach Club** has reopened after a multi-million-dollar renovation preserving the Art Deco aesthetic. The hotel joins Marriott International's Autograph Collection Hotels. The **Marriott Marquis Miami Worldcenter Hotel & Expo Center** with an anticipated 1,700 hotel rooms will break ground in the fall of 2018 with plans to open in the first half of 2022.

Attraction Expansion

New faces and new fun are found at Greater Miami attractions. The **Museum of Art and**



MIAMI SKYLINE



DOWNTOWN CORAL GABLES



MARRIOTT MARQUIS MIAMI WORLDCENTER HOTEL & EXPO CENTER

Design has completed a major renovation to its gallery space. This world-class gallery space broadens the range and reach of art in Miami. The former Dezer Collection Auto Museum in North Miami has expanded and been renamed **Dezerland Park**. The 250,000-square-foot park is a perfect family entertainment center. **Downtown Coral Gables** has completed the Miracle Mile Streetscape proj-

ect. An enriched pedestrian experience with expanded sidewalks, outdoor dining, improved lighting, public art and more have transformed the area. Freebee and The **Coconut Grove Business Development District** have partnered to provide free electric transportation. In addition to being a fun experience, each car simultaneously shares current events, discounts and promotions from local businesses. **Cycle Party**, a pedal-powered party, has opened in Wynwood. From a pub crawl to a sightseeing tour to a foodie adventure, Cycle Party has groups of 15 covered.

Gastronomy

Miami's renowned cuisine and nightlife continues to expand with exciting new restaurant additions. Toronto-based **Planta** has come to Miami. The "plant-based" restaurant serves vegetarian and vegan dishes along with vegetarian sushi. **Skorpios** in Miami's midtown neighborhood combines signature Greek dishes with South Florida flair. A fun, celebratory atmosphere blends with fresh Mediterranean offerings. The Gates Hotel South Beach has launched **Agaveros Cantina**, a Mexican-inspired restaurant.

Unique Mexican dishes combine seamlessly with the 100 tequilas and mezcal available.

CONTACT

MIAMI AND THE BEACHES
miaminandbeaches.com

GATEWAY MARKETS



MARGARITAVILLE RESORT ORLANDO

Updates in the Air

Orlando International Airport, the busiest airport in Florida, has approved the construction of the \$2.1 billion **South Terminal Complex**. Featuring an Automated People Mover (APM), new aircraft taxiways and a six-story, 5,000-space parking garage, the development will be operational by 2021 and feature 16 new gates.

Revamped Resorts

The city's largest 2018 hotel opening will be **Margaritaville Resort Orlando**, a waterfront destination that will feature over 1,000 Florida Keys-inspired vacation homes and 300 time-share units. The property will include an entertainment district, 12-acre water park and wellness center all accessible by an onsite water taxi system. **Aventura Hotel**, the sixth addition to Universal Orlando's lineup of onsite resorts, is scheduled to open in August 2018. The 16-story glass tower will contain over 600 guest rooms and include family-friendly suites, a rooftop bar and exclusive access to Universal's theme parks. At Walt Disney World, **Coronado Springs Resort & Convention Center** is adding a new 15-story tower that adds 500 guest rooms and offers stunning panoramic views of nighttime fireworks at Disney parks. Guests seeking a quieter stay should consider the new **Delaney Hotel**, a 54-room boutique property in Orlando's SoDo district that provides easy access to the city's nightlife and dining.

New Thrills

Orlando is cementing its "Theme Park Capital of the World" reputation with a

ORLANDO What's New

slew of new and innovative attractions. **Toy Story Land**, slated to open summer 2018 at Disney's Hollywood Studios, will bring the hit Pixar series to life with the Slinky Dog Dash roller coaster and Alien Swirling Saucers. At Universal Studios Florida, **Fast & Furious - Supercharged** will take guests on a high-octane adventure with characters from the action film franchise. In January, LEGOLAND Florida Resort opened **LEGO Ninjago—Master of the 4th Dimension**, a short film that uses 3-D animation and special effects to transport visitors to the martial arts realm of the LEGO universe. Visitors unafraid of getting wet should brave **Infinity Falls**, SeaWorld Orlando's whitewater raft ride set to open summer 2018. Guests climb aboard a raft for a journey through a mysterious jungle full of fountains, waterfalls and the remains of a lost civilization. Attached to the Grove Resort, **Surfari Waterpark** will be a six-acre water playground that features dual water slides, wave simulators, a lazy river and children's splash pads.



Celebrity Chef Hotspot

Welcoming celebrity chefs at an unprecedented rate, Orlando restaurants new for 2018 include **Heirloom Deli**, a plant-based comfort food kitchen overseen by vegan chef Mary Mattern, and **JINYA Ramen Bar**, a modern Japanese dining space serving authentic ramen specialties. Disney Springs will open **The Edison**, a steampunk-themed lounge serving craft cocktails, and **Jaleo**, a tapas restaurant featuring dishes from acclaimed Spanish chef José Andrés.

CONTACTS

VISIT ORLANDO
visitorlando.com

EXPERIENCE KISSIMMEE

*experiencekissimmee.com

* denotes IITA member

NEW YORK CITY

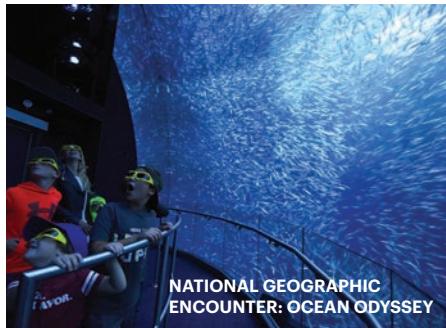
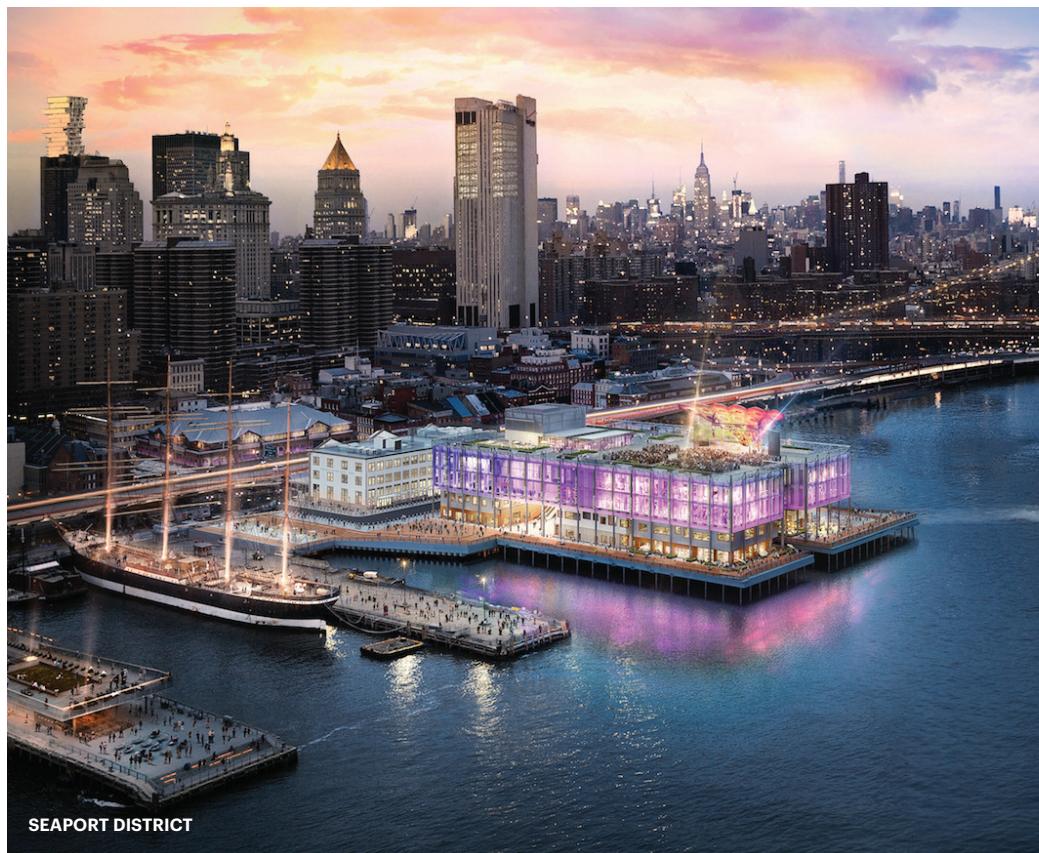
New Discoveries Await NYC Visitors

Gateway Chatter

Metro New York's three major airports – **John F. Kennedy (JFK) International Airport**, **LaGuardia Airport** and **Newark Liberty International Airport** – all are undergoing massive redevelopment. Newark's new 1-million-square-foot terminal is expected to partially open in 2020, with a full opening by 2022. The JFK expansion includes the 505-room **TWA Hotel**, which will open in 2019 in the former TWA Flight Center, the gull wing-shaped 1962 landmark designed by Finnish architect Eero Saarinen. Also undergoing new construction is **New York Stewart International Airport**, 70 miles north of Midtown Manhattan. Building a new federal customs inspection area as part of an effort to expand international passenger service, it recently began offering transatlantic flights for the first time via low-cost carrier Norwegian Air.

Hot Hotel Scene

New York City in 2017 reported a record number of room nights and added more than 30 new hotels, with many more projects in the works in all five boroughs. Among openings in 2017 were the 612-room **Moxy Hotel Times Square South**, which features a carousel and rooftop mini golf-course; the 290-room **AC Hotel New York Times Square**, with a year-round rooftop lounge; and the 251-room **Crowne Plaza New York Hudson Yards**. The 445-room **Hard Rock Hotel New York** is set to open in spring of 2019 in Midtown Manhattan.



Attraction Overload

New attractions abound in **Times Square**. **NFL Experience Times Square** brings professional football to life through a 4D film, interactive displays and physical challenges. **National Geographic Encounter: Ocean**

Odyssey uses cutting-edge technology to transport guests on an underwater journey. **Opry City Stage**, an entertainment complex with live country music and a restaurant serving Southern favorites, brings a bit of Nashville to the heart of New York. Also new in Times Square is **Gulliver's Gate**, which features more than 300 miniature buildings in exquisitely detailed scenes of New York and countries around the world. The brand-new \$70 million **Statue of Liberty Museum**, set to open in 2019, will include an immersive theater experience. The historic **Seaport District**, on the East River near the Brooklyn Bridge, is being revitalized with trend-setting culinary, retail and cultural experiences.

New Places to Spend Money

Empire Outlets, when it opens in fall of 2018 at the base of Staten Island's ferry terminal, will be New York City's only outlet mall, with more than 100 designer outlet stores. More than 100 shops will be part of **Hudson Yards**, a 28-acre commercial/residential complex under construction on Manhattan's West Side; when completed, it will be the largest private real estate development in U.S. history. Retail clients will include H&M, Rolex and the city's first Neiman Marcus.

CONTACT

NYC & COMPANY
* nycgo.com

CHICAGO

Adding to its Appeal

Airport Getting Major Upgrades

The Chicago City Council approved a plan for an expansion of **O'Hare International**

Airport. The eight-year plan, which is expected to be completed in 2026, will see its 55-year-old Terminal 2 torn down to make way for a new Global Terminal. This terminal will contain wider concourses and gates to accommodate the larger aircraft that embark on international flights.

A-plus Hotels

The **Ace Hotel Chicago** settled in the West Loop neighborhood in 2017 in an alluring industrial concrete-and-glass building. The hotel offers guest rooms with skyline views, event spaces, a restaurant, a top-floor bar and a café. The **Ambassador Chicago** hotel reopened in July 2017, and the rebranded 285-room boutique hotel retains its distinctive Art Deco features while adding streamlined furnishings and contemporary art. Wrigley Field's recent expansion includes the March 2018 opening of the **Hotel Zachary**, a distinctive boutique hotel nestled across the street from the classic ballpark. The hotel features 173 guest rooms, including 20 suites, and has a roster of award-winning chefs that provide visitors a five-star dining experience.

Indoor and Outdoor Fun

The **Chicago Music Hall of Fame**, set to open in fall of 2018, will serve food and beverages, provide entertainment and honor those from Chicago who have left a mark on the music industry. Beginning this summer, **Odyssey Cruises** will offer an elegant experience on the Chicago River in the form



O'HARE INTERNATIONAL AIRPORT



AMBASSADOR HOTEL



HOTEL ZACHARY

of a glass-enclosed vessel that offers 360-degree city views. The ship will showcase the city's architecture and mesmerizing vistas while serving an upscale menu with plated service along with live music. Opening in 2019, the **Chicago Blues Museum** will contain three levels totaling 50,000 square feet that will be filled with interactive displays, tributes to local legends and a performance lounge and restaurant. The historic **Theater on the Lake** underwent renovations to become a year-round program and event facility, with larger capacity, restaurant and event space, outdoor seating and a patio.

Unmatched Sartorial Splendor

Women's clothing retailer **Free**

People opened its Fulton Market shop in 2017. The 10,950-square-foot store specializes in trend and vintage clothing for women, shoes and beauty products. The **Tie Bar** opened a new store in 2018 on the ground level of the Kimpton Gray Hotel. The shop offers contemporary menswear including dress shirts, belts, socks, pocket squares and tie bars.

Fabulous Food on Horizon

In 2019, a three-floor, 50,000-square-foot food hall is scheduled to open in the Fulton Market District. The project is slated to have 600 seats and will consist of 16 food counters, three bars, a demo kitchen and retail and event space.

CONTACT

CHICAGO

*choosechicago.com

* denotes IITA member

BIG HAPPENINGS in the Dallas-Fort Worth Metroplex

Highlighting Hotels

There are serious hotel happenings in Dallas and Fort Worth. With extensive renovations to the **Adolphus Hotel** completed and \$255 million in renovations to the downtown's historic **Statler**, now flying the Hilton flag, Dallas is poised for still another significant opening. The 200-room **Virgin Hotel** will be located in the Design District and is on schedule to open in 2019. Fort Worth welcomes a **Marriott Autograph Collection Hotel** to the downtown in 2019 and a **Springfield Suites by Marriott** to the Stockyards National Historic District in fall 2018.

New Flights and Rail

Three airlines will have new flights from Dallas Fort Worth International Airport to Reykjavik, Iceland this summer. **WOW Airlines** is providing seasonal flights three times a week. On May 30 **Icelandair** will launch yearlong service with four flights weekly and connections including Heathrow and Gatwick. **American Airlines** will begin daily flights June 7 and continue through October 27. The \$1 billion **TEXRAIL** project linking DFW International Airport and downtown Fort Worth will open in 2018.

Here We Grow Again

The **Dallas Arboretum and Botanical Garden** has opened A Tasteful Place. This 3.5 acre, \$8 million vegetable, herb and fruit garden includes a vineyard, raised beds and shaded porches and patios overlooking White Rock Lake. Gardening programs and tutorials are available.

Art, Culture & Sports

New museums and experiences await visitors



to the Metroplex. The **Dallas Holocaust and Human Rights Museum**'s new building will open in the summer of 2019. Located in Dallas' historic West End, the new venue will expand its educational and cultural programming. The **National Soccer Hall of Fame** will be an addition to Frisco's Toyota Stadium,

home of FC Dallas, of the MLS professional soccer league.

In Fort Worth the **Cattle Raisers Museum** is now open, featuring a 10,000-square-foot exhibition dedicated to preserving the history of the cattle industry. The **Family Museum Pass** gives visitors access to six Fort Worth museums, while the **Fort Worth Ale Trail Pass** features six craft brewery tours and tastings. **Fort Worth Tours** has introduced walking and trolley (Saturday only) tours of downtown and the Cultural District.

Exceptional Events

The Metroplex is a treasure chest of events from music and concerts to art and sports. In Dallas every April is **Art Month**, a month filled with special exhibits and exhibitions at Dallas' museums and galleries. In May the **Soluna International Music & Arts Festival** brings together international artists to celebrate the city's cultural legacy.

The **Riverfront Jazz Festival** brings diverse foods and some of the best national and international musicians.

CONTACTS

VISIT DALLAS
visitdallas.com

VISIT FORT WORTH
fortworth.com

WASHINGTON, D.C.

In Bloom

On the Airport's Radar

Ronald Reagan Washington National

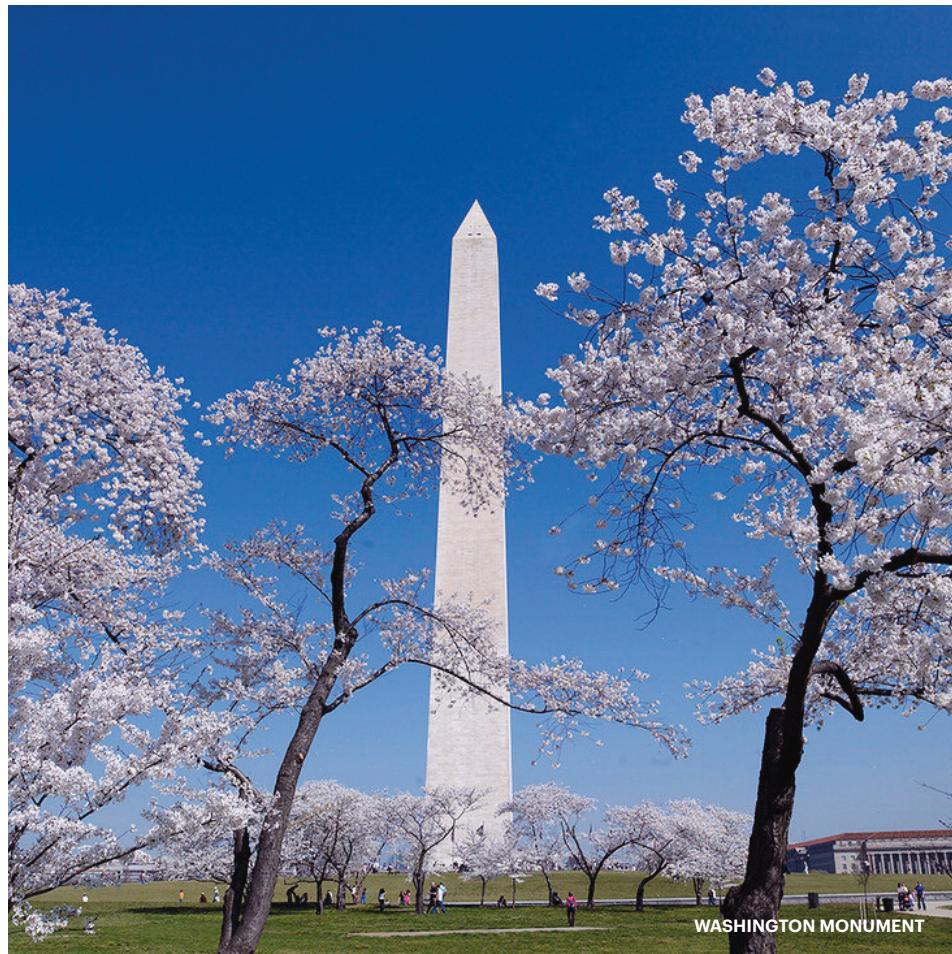
Airport in 2017 kicked off a \$1 billion capital improvement project that will include new security checkpoints and replace 14 outdoor boarding areas with a new concourse that keeps passengers out of the weather. Both Reagan National and **Washington Dulles International Airport** reported record numbers of passengers. International traffic at Dulles grew for the 14th consecutive year as Air India began new service and nearly a dozen airlines increased service by at least 10 percent over 2016. In 2018, low-cost carrier Primera Air will offer five weekly flights to London Stansted starting in August, and Cathay Pacific launches service to Hong Kong in September.

Sweet Dreams

The new, 220-room **LINE DC**, housed in a former church in the eclectic Adams Morgan neighborhood, has six food and beverage outlets and a rooftop with views of the Washington Monument. The art-filled hotel has retained original features like pews, 60-foot vaulted ceilings and large brass entry doors. Hotels at The Wharf, a new 24-acre development along the Potomac River in the Southwest Waterfront neighborhood, are the 278-room **Inter-Continental DC - The Wharf**, 175-room **Canopy by Hilton Washington DC/The Wharf** and 237-room **Hyatt House Washington DC/The Wharf**.

Museums and More

The \$500 million **Museum of the Bible**, DC's newest museum and largest privately-funded museum, opened in November 2017 just three



blocks from the U.S. Capitol. In fall of 2018, the **National Law Enforcement Museum** opens in Judiciary Square with "walk-in-the-shoes" experiences and exhibits ranging from forensics to how law officers are portrayed in pop culture. On the National Mall, the iconic **Washington Monument**, now closed to

visitors, reopens in spring 2019 with a new visitor center, ticket booth and elevator. The mall's newest Smithsonian museum is the

National Museum of African American History and Culture. Opened in fall of 2016, it covers topics from slavery to Black Lives Matter. In the Southwest Waterfront district, **Audi Field at Buzzard Point**, the \$300 million stadium for the DC United professional soccer team, opens in July of 2018.

Shopping Hot Spots

Exciting retail options await in new mixed-use developments in downtown DC. In Mount Vernon Square, across from the Walter E. Washington Convention Center, the **665 New**

York Avenue mega-complex will incorporate 15 buildings from the early 1900s and include Apple's future flagship store at Carnegie Library upon opening in late 2018 or early 2019. Phase two of the **CityCenterDC** luxury complex, already home to high-end shops like Gucci, Burberry, Bulgari and Louis Vuitton, will deliver an additional 30,000 square feet of retail space in 2019.

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ACADEMY MUSEUM OF MOTION PICTURES

Airport Changes Take Flight

LAX is aggressively expanding its non-stop international options this year, including new connections through Delta (Mexico City), Xiamen Airlines (Qingdao, China) and Hong Kong Airlines. In addition, LAX will be the first American airport to pilot the cutting-edge **Biometric e-Gate** process. The program uses facial recognition technology to replace paper boarding passes and exponentially reduces security and check-in times. Designed as an extension of the Tom Bradley International Terminal, the \$1.6 billion **Midfield Satellite Concourse** will feature 12 new boarding gates, new dining options and "smart" concourses with automated biometric boarding gates. The expansion will be completed by 2020.

New SoCal Lodging

Built in 1923 as the Gianni Building, the old Bank of Italy has been reimaged as the **NoMad Hotel**. This Koreatown building oozes classic Old Hollywood charm and features stunning views of the Los Angeles skyline from the rooftop pool. Located in the heart of downtown, the renovated **Hotel Figueroa** features unique Moroccan décor with a touch of Spanish design flair. The 57 suites provide access to four bars and a lush garden. **Westdrift Manhattan Beach**—the first Autograph Collection hotel in Los Angeles—opened in January 2018. The 26-acre property boasts 392 luxury guest rooms, a nine-hole golf course, 18 meeting rooms and a CrossFit-inspired fitness space. After successful launches in Chicago and Boston, the Godfrey brand is expanding

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to LA in late 2018. The boutique hotel will cater to business professionals and feature a rooftop pool with views of Sunset Boulevard.

Hollywood History

The Academy of Motion Picture Arts and Sciences plans to complete the **Academy Museum of Motion Pictures** in the heart of Los Angeles in 2019. Designed by legendary Italian architect Renzo Piano, the six-story structure will contain galleries, exhibition space and movie theaters that chronicle film history. Los Angeles' newest shopping destination will be **Oceanwide Plaza**, scheduled to open in 2019. A multi-use residential and retail complex across from the Staples Center, Oceanwide will include an open-air galleria, luxury brand stores and access to the Los Angeles Convention Center.

Dining Destinations

New to Los Angeles' world-renowned culinary scene is **Majordomo**—a Chinatown eatery overseen by famed restaurateur David Chang. The Asia fusion menu will include bing bread, spicy lamb and smoked salmon roe. For new-school Italian cuisine, consider the new **Cosa Buona** in Echo Park, which serves burrata-stuffed meatballs and house-made mozzarella sticks. For dessert, venture to the new **189 by Dominique Ansel**. Opened by the inventor of the cronut, the bistro's menu includes a "California roll" of avocado mousse and honey gelee.

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UNION STATION

Improvements Take to the Skies

Denver International Airport has announced a 2018 slate of nonstop international service expansion that includes Calgary, Paris, Zurich and London. The Denver City Council approved a \$1.8 billion reconfiguration of the famous **Jeppesen Terminal** that will include concourse expansions, new dining options and more efficient security. This development will coincide with the construction of 39 new gates among the airport's three terminals, resulting in a capacity of 61 million annual travelers upon completion in 2021.

New Front Range Lodging

The reinvigorated Union Station neighborhood will soon be home to the 12-story **Hilton Garden Inn**, a 233-room complex steps away from the city's nightlife. Opening in the heart of Denver's River North (RiNo) neighborhood is the **Ramble Hotel**. This three-story, 50-room building will offer an intimate theater space, outdoor courtyard and the first outpost of the Death & Co. bar from New York's East Village. The new **Staybridge Suites** in downtown Denver's refurbished Tremont Place Complex provides easy access to the 16th Street Mall and Denver Art Museum as well as a state-of-the-art fitness center. Guests seeking a longer stay should consider the recently opened **Element Hotel** by Marriott. The complex will include 157 studio, one- and two-bedroom guest rooms that feature full kitchenettes.

DENVER *on the* *Rise*

Artsy Attractions

The **Kirkland Museum of Fine & Decorative Art** established its new Golden Triangle Creative District home in 2018. The new structure houses 5,000 works from over 500 Colorado artists, including 550 paintings from famed surrealist painter and Denver native Vance Kirkland. Next door, the **Denver Art Museum** will host the American premiere of "Dior: From Paris to the World" this fall. This gallery will chronicle 70 years of the French designer's influence on global fashion and showcase his iconic dresses and accessories.

Delicious Dining

Opened in March, **Zeppelin Station** is a 100,000-square-foot food hall that showcases international cuisine in a Modernist structure in the heart of the RiNo neighborhood. Stations include **Aloha Poke Co.** (specializing in sushi and Pacific Rim cuisine), **Namkeen**



(which serves Indian street food) and **Dandy Lion** (which brews Vietnamese coffee). Slated to open in summer 2018 is the **Dairy Block Micro-District**. Anchored by the Maven Hotel near Coors Field, this multi-business development will feature hip eateries along a paved outdoor walkway. A food hall overseen by famed Denver chef Frank Bonanno will include a pizzeria, wine bar and gourmet crêperie. Union Station's ever-expanding dining options now include **Jennifer Jasinski's U-treia**, which specializes in Spanish and Portuguese tapas and pinxtos.

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SAN FRANCISCO

Maintains its Charm while Moving Forward

SFO is the Place to Go

The **San Francisco International Airport** served an all-time record of 55.8 million passengers in 2017. With this milestone, SFO caps 14 years of steady passenger traffic growth, setting new records for passenger traffic every year since 2011. In 2018, the airport will redevelop Terminal 1, work that is slated to be completed in 2022. The \$2.4 billion project will include the implementation of a spacious central concourse, added food halls and integrated technology to improve air travel.

What a View

San Francisco has three new rooftop bars that provide stunning views of the city. The **Yotel San Francisco** gives patrons access to its 10th floor terrace, which offers 360-degree sightlines; the **Proper Hotel** is home to Charmaine's, a rooftop cocktail lounge and kitchen located 120 feet above Market Street; and **Hotel VIA** has an exclusive rooftop at VIA that features private cabanas, fire pits, heat lamps and sweeping views of the city.

Plenty of Art and Chocolate to Go Around

The roof of the new **Salesforce Transit Center** will be turned into a publicly accessible park with 60 species of trees, a 1,000-foot-long fountain, a picnic meadow and a playground. Chocolate lovers can experience the finest in artisan, gourmet and premium chocolate at the **San Francisco International Chocolate Salon's** new location in Golden Gate Park. Salon highlights include chocolate tasting, chef and author talks and demos. The **Cartoon Art Museum** opens in its new home at **Fisherman's Wharf**. The museum

PROPER HOTEL



features everything from comic strips, comic books and anime to political cartoons, graphic novels and underground comics.

The **San Francisco Museum of Modern Art** added nearly three times more gallery space with its \$305 million expansion in 2016. One of the museum's highlights is the Living Wall, a vertical garden stretching 150 feet along a sculpture terrace and made up of nearly 20,000 plants. The **Randall Museum**, an art and science education center, reopened to the public after a \$9 million renovation project that brought new features to the museum including geology and zoology exhibits, and updates to its live animal display.

That's Italian

A new retail shop, **Giovanni Italian Specialties**, opened in North



Beach. The shop is inspired by traditional Italian general stores of past generations and sells imported goods and retail products such as Venetian linens and handcrafted ceramics imported directly from Italy.

Vintage, Modern Food to Tantalize Your Taste Buds

Historic landmark **Fisherman's Grotto #9**, has been restored and transformed. The top floor features upscale dining and a rooftop vegetable garden and the outdoor to-go counter, the Crab Shack, re-opened in October of 2017. Located in the heart of North Beach, **Pesce e Riso** is an Italian restaurant with a Japanese twist. This establishment, which opened in 2017, treats diners by pairing Italian dishes with Japanese ingredients and techniques.

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LAS VEGAS' *Present, Future are Bright*



THE MSG SPHERE LAS VEGAS

Airport Improvements

Earlier this year, **McCarran International Airport** unveiled a \$30 million renovation of Terminal 1. The terminal was given a new, modern look including updated bathrooms, brighter lighting, sleek silver-colored pillars, new ticketing counters and all new flooring. New technology for baggage screening and a new belt system has been installed behind the scenes. Looking toward the future, the airport could see more improvements such as an upscale lounge, increased luxury shopping options, updated restaurants and updated technology. The idea of a second commercial airport, **Ivanpah Valley Airport**, could emerge in the future due to an increase of travelers.

Hotels Get Facelifts

The Monte Carlo is currently in the process of a \$450 million rebranding as two hotels, **Park MGM** and the boutique **NoMad Las Vegas**. The renovation will include several new restaurants including Bavette's Steakhouse and Bar and Primrose. Park MGM is expected to debut a much anticipated pool oasis featuring three pools, an oversized heated spa, 12 cabanas, lounge areas and multiple bars serving bites and beverages. **Wynn Resorts** is planning a \$1.5 billion project titled **Wynn Paradise Park**, which includes a 1,000-room expansion and a 38-acre lagoon. Resorts World Las Vegas, an 87-acre site on the north end of the strip, is under construction and will soon feature more than 100,000 square feet of gaming space and



three hotels with 3,500 rooms. A new resort named **The Drew Las Vegas** is scheduled to open in late 2020 and will feature a casino, 4,000 rooms and suites and 500,000 square feet of convention space.

A Sporting Paradise

The \$1.9 billion, 65,000-seat

Las Vegas Stadium is expected to open in 2020. The new stadium will be the home of the American football Las Vegas Raiders, as well as the University of Nevada, Las Vegas football team. **Las Vegas Ballpark** broke ground in February and plans to open for the 2019 season. The ballpark will have a 10,000-person capacity and will be the home of the

Las Vegas 51s, a minor league baseball team.

The Las Vegas Aces women's professional basketball team is launching its inaugural season this year and will be playing at the Mandalay Bay Events Center. The **Las Vegas Lights FC**, part of the United Soccer League, started its inaugural season early this year and play at Cashman Field.

The Neon Museum unveiled a new nighttime experience, "Brilliant!" that features more than 40 re-electrified signs along with Las Vegas-inspired music. **The Mob Museum** has undergone major renovations including a new exhibit called Organized Crime Today, and two experiential spaces titled Use of Force Training Experience and Crime Lab. The museum also unveiled

a new, permanent exhibit, The Underground, in April. The exhibit is dedicated to Prohibition and features a working speakeasy and distillery. The **MSG Sphere Las Vegas**, an 18,000-seat sphere-shaped arena, is planned to be completed in 2020 and will be located behind the Venetian and Palazzo. It will be used as a performance venue.

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