



## The IMG Advantage

IMG is proud of our **history of client longevity and retention**. NTA, our oldest client, has been with IMG since 1974.

*Courier*, NTA's trade publication, began as a newsletter in 1974. Through IMG's **expertise in sales and publishing**, today *Courier* is a monthly magazine with a great number of annual sales to benefit the membership.

IMG is known for our **excellence in sponsorship packages**. Our sales team develops sponsorships for NTA events that bring an incredible value to the membership and the association.

To solve client roadblocks, **IMG creates customized solutions**. For example, with IMG support, NTA was the first association to introduce a scheduled appointment show that is now copied by many associations in the travel industry. In 1986, NTA also created the first Certified Training Program for the travel industry, which is updated each year.

*IMG Associations: Creating Customized Solutions for Extraordinary Organizations*

## National Tour Association | NTA



The National Tour Association is the premier association for packaged travel and provides professional development, advocacy, research and business development opportunities to thousands of tour operators, hotels, restaurants, attractions, destination marketers and other worldwide travel industry professionals.

### NTA's Story

NTA was founded in 1951, and joined with IMG Associations (then Host Communications) in 1974. At that time, NTA had 172 members in the United States and Canada. Today, the NTA has grown to nearly 3,000 members in 34 countries and is widely respected in the packaged travel industry.

The NTA consistently seeks innovations for the services and business tools it provides to members. The continued evolution of NTA is due largely to the close relationship between NTA and IMG. Together, the organizations have weathered crises like the World Trade Center bombings and economic downturns to remain a solid resource for association members during times of uncertainty.

The primary focus of the association is on maximizing business opportunities for members. NTA facilitates better business through two annual events — the Tour Operator Spring Meet and the NTA Annual Convention. Most recently, NTA was approved to maintain a list of U.S.-based tour operators approved to service the U.S. inbound group leisure markets from China. As a result, NTA's China Inbound Program is the only one of its kind and has opened new doors for all of NTA's members and the U.S. travel industry as a whole, and IMG's global relationships were leveraged to support this important initiative.

Members rely on NTA for a broad scope of benefits that help them remain at the top of their profession. To make this happen, the IMG Associations staff works with NTA leaders to develop education opportunities, a monthly magazine and corporate partners that offer products and services saving members thousands of dollars every year. Additionally, NTA has an official philanthropy, Tourism Cares, providing NTA members a way to give back to the industry.

Innovative and forward-thinking volunteer leaders and management staff have contributed to the longevity of NTA, leading many competing associations to imitate NTA's programs and services. IMG Associations has worked with NTA to introduce many "firsts" for the association and the travel industry, enabling NTA to enjoy labels of "progressive," "creative" and "dynamic." The association is proud of its long history and its great traditions brought about by many years of reliable service through IMG Associations.

"IMG Associations' excellent 'can do' staff has been most instrumental in helping us achieve both the short- and long-term goals of the National Tour Association. We also are fortunate to have developed a true partnership and a very trusting relationship between our leadership and staff, no doubt resulting from an enlightened management agreement based on 'open books,' full disclosure, and shared assumption of both opportunity and risk."



— Robert Hoelscher, CTP, President, Flemming Tours Inc.  
2008 Chairman and CEO, National Tour Association

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