

FRIDAY, JAN. 15

1:00 p.m. - 3:00 p.m.: Tour Trends for Group Travel

3:00 p.m. - 5:00 p.m.: Product Development Runway

Presented by: Joe Veneto



In light of the economic uncertainty and changes affecting the Travel Industry this year, it is imperative people look at their businesses strategically. This is why ABA is offering Marketplace delegates a half-day of education with an industry leader in trends and product development. You will leave with ideas and a work product. It is not business as usual. Join us and change the way you operate.

Tour Trends for Group Travel

Get a jump on the competition by attending this special session where Joe Veneto gives you the tools you need to stay ahead. The demographics and psychographics of the group travel market continue to shift in dramatic ways. Today's travelers are healthier, better educated and more sophisticated than those of previous generations. Attendees will:

- Uncover the major trends and marketplace changes affecting group travel and the impact on DMO's, Suppliers and Operator product decisions.
- Explore niche market segments and affinity groups that may be new and emerging markets for customers.
- Discover the strategic implications for the future of group travel and your business.

Product Development Runway

Hitting the Runway to Reinvention is essential for destinations, travel suppliers and operators who want to meet the ever-changing tastes and demands of today's travelers. A series of session exercises will uncover your destination drivers and the key elements that will allow you to prototype, test and roll out new packages to the market. Attendees will:

- Discover the essential elements for developing and building compelling products, packages and itineraries.
- Learn how to build themed products that create emotional connections to travelers' interests.



These special sessions are included in your Marketplace registration fee. You must pre-register to guarantee a slot.

Remember to make your housing reservation for Friday, Jan. 15 and plan to join us for the first networking event hosted by Northern Virginia Visitors Consortium, George Washington's Mount Vernon Estate and Gardens & Virginia Tourism Corp.



Registration Form

Friday, Jan. 15

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Presented by Joe Veneto

Name _____

Delegate ID _____

Company _____

E-mail Address _____

Phone Number _____

SUPER SESSIONS (CHECK ALL THAT APPLY)

- **Tour Trends for Group Travel**
- **Product Development Runway**

REGISTRATION DEADLINE: FRIDAY, NOV. 13

Mail or fax form to:

**Marketplace Super Session Registration
American Bus Association
700 13th St. NW Ste 575
Washington, DC 20005
Fax: 202-898-1575**

Questions?

meetingsdept@buses.org/800-283-2877



You will receive a confirmation of your Super Session selections via e-mail.