

A leader in providing opportunities and education for its members, Oregon Tour and Travel Alliance (OTTA) in cooperation with statewide partners, works to increase domestic and international packaged travel throughout Oregon.

# OREGON tour & travel ALLIANCE



Oregon Tour and Travel Alliance (OTTA) is an independent non-profit membership organization that works in partnership with Travel Oregon to increase packaged travel to Oregon.

OTTA is a professional association made up of companies from across the state including: lodging properties, attractions, restaurants, transportation companies, tour operators, receptive operators, destination marketing organizations and more. Many are members of the National Tour Association, the American Bus Association, the Student Youth Travel Association and other professional industry associations.

OTTA partners work together to ensure its members are highly visible at annual conventions, marketplaces and other trade shows. Collectively we participate in sponsorships, special events and networking opportunities to increase awareness of unique experiences offered by our members. In addition, we ensure that Oregon is top of mind among tour operators (even those who do not attend conventions or marketplaces) through direct mail and special promotions that take place year round.

From humble beginnings as the Group Tour and Travel Task Force in the early 90's, OTTA has evolved into the professional, effective and fun organization it is.



# Member Benefits

## INDUSTRY NETWORKING

Quarterly Meetings  
Special Member Events  
FAM Trips

## OTTA INVOLVEMENT

Voting Rights  
Committee Participation  
Board Positions

## MARKETING OPPORTUNITIES

Website Member Profile  
E-newsletter Spotlights  
Opportunity for Inclusion on OTTA Itineraries  
Opportunity for Inclusion in Tour Operator Promotions (e.g. Oregon's Birthday Gift)  
Inclusion on OTTA's Profile Sheet Shared with Tour Operators  
Sharing News/Events on OTTA's Social Media

## EDUCATION & PROFESSIONAL DEVELOPMENT

Mentoring  
Industry Related Workshops and Training

## INDUSTRY SALES LEADS\*

Leads from Travel Oregon/Travel Portland/DMOs Following Tourism Conventions

*\*Not available to out-of-state members.*

## ANNUAL BUSINESS MEMBERSHIP – \$225

*Organizations with 2+ employees.*

## TOUR OPERATOR/SOLE PROPRIETOR – \$125

*Companies that plan and operate tours – inbound, outbound or both.*

*Businesses with a sole proprietor that does not employ others.*



# JOIN NOW!