



Missouri Group Travel Exchange  
Presented by Missouri Travel Alliance  
Hosted by Explore Branson  
April 12 - 14, 2023  
Branson, MO  
AmericInn by Wyndham

Mark your calendar and plan now to join your tourism industry colleagues and be a part of the return to in person meeting at Missouri Group Travel Exchange April 12 - 14, 2023 in Branson, Missouri. The exchange will bring regional tour operators, bank club director's group travel planners and Missouri tourism representatives together for a networking and business exchange conference. Group travel remains a very important part of the overall recovery of the tourism industry, plan to participate so you can keep up to date on what is happening in Missouri and continue to grow your business.

**WHO SHOULD ATTEND:**

Any company interested in increasing their group tour business for both day trips and overnight tours.

**HOW IT WORKS:**

The exchange will consist of three (3) round robin / speed dating style sessions consisting of 6-minute appointments. Each supplier will be assigned appointments on April 13 and April 14, 2023. Please note that all attendees will participate in all three (3) sessions across two (2) days.

We have targeted no more than a 2:1 seller to buyer ratio allowing plenty of time to connect with the group travel planners. These sessions provide planners with an excellent opportunity to get updates and new ideas from tourism industry representatives from throughout the state and the Midwest.

**WHAT DOES IT COST:**

The buyer registration fee for is only \$125 per registered delegate. To allow all suppliers ample networking time, there are no guest or associate registrations available for tourism industry buyers. Register online now at <http://missouritravel.com/sales-marketing/group-travel-exchange/>

**LODGING:**

A block of rooms has been reserved at AmericInn By Wyndham in Branson, Missouri located at 275 Tanger Blvd, Branson, MO 65616. Buyer delegates hotel room reservations will be handled by Missouri Group Travel Exchange housing once your paid registration has been received.

## PRELIMINARY SCHEDULE (SUBJECT TO CHANGE):

### Wednesday, April 12, 2023

12:00 p.m. – 5:00 p.m.	Group Travel Planners and Tourism Industry Suppliers Registration & Information Desk Open
2:00 p.m. – 4:30 p.m.	Group Travel Planners Only Sightseeing Tour – Hosted by Explore Branson
6:00 p.m. – 7:00 p.m.	All Delegate Reception
7:30 p.m. – 10:00 p.m.	Group Travel Planners Only Dinner

### Thursday, April 13, 2023

7:45 a.m. – 4:00 p.m.	Group Travel Planners and Tourism Industry Suppliers Registration & Information Desk Open
8:00 a.m. – 9:00 a.m.	All Delegate Breakfast
9:00 a.m. – 9:00 a.m.	All Delegate Supplier Information Session (new format update)
9:30 a.m. – 11:30 a.m.	Missouri Group Travel Exchange Session #1 Appointments <i>(Group travel planners are seated &amp; will meet one-on-one with tourism industry suppliers)</i>
12:00 p.m. – 2:00 p.m.	All Delegate Luncheon hosted by the Missouri Division of Tourism.
2:30 p.m. – 4:30 p.m.	Missouri Group Travel Exchange Session #2 Appointments <i>(Group travel planners are seated &amp; will meet one-on-one with tourism industry suppliers)</i>
6:00 p.m. – 9:00 p.m.	All Delegates hosted by the Explore Branson.

### Friday, April 14, 2023

8:30 a.m. – 9:30 a.m.	Delegate Breakfast
10:00 a.m. – 11:30 a.m.	Missouri Group Travel Exchange Session #3 Appointments <i>(Group travel planners are seated &amp; will meet one-on-one with tourism industry suppliers)</i>
11:30 a.m. – 12:30 p.m.	Closing Remarks and Door Prizes

### Buyer FAQs:

You have questions, **we have answers!** Below are some of the most frequently asked questions about Missouri Group Travel Exchange.

**This is my first Missouri Group Travel Exchange. What do I need to know to be prepared?** This is a relationship business and while the 6-minute appointments are important, be sure and take full advantage of the networking opportunities afforded to you. Use the receptions, meals and session breaks to speak with planners that you would like to meet. If you miss a particular planner or supplier with whom you would like to connect, please let a committee member know and we will be happy to facilitate an introduction.

**When should I arrive at the conference?** All delegates should arrive on before the start of Missouri Group Travel Exchange activities on Wednesday, April 12. You don't want to miss out on any networking opportunities.

**What should I wear?** Business casual is appropriate conference attire.

**May I bring my spouse/friend/companion/co-worker to a certain event?** No. To maintain a positive planner to supplier ratio and to allow for maximum networking, no guests, associate registrations, or meal tickets are available. Meal function sponsors are allowed additional guests and those numbers are outlined on the sponsorship form.

**I am a tour operator. May I register a delegate as a buyer and another as a supplier?** Yes, however the supplier may not attend scheduled planner only events, meal functions, or the city tour.

**Did you get my registration?** Each year, we email confirmations to all registered delegates when your registration is processed. This confirmation is your notification that your registration is received. Please note: Your registration will not be confirmed until you have paid in full.

**How do I make a change to my registration?** Email changes to Cori Day [ExecutiveDirector@missouritravel.com](mailto:ExecutiveDirector@missouritravel.com).

**May I get a list of who is attending?** A list of attendees will be provided approximately a week prior to the exchange to both buyers and suppliers. A full printed attendees list with contact information will be included in your registration packet.

**What will the length of my appointments be?** Each appointment is 6 minutes.

**What is the appointment format?** The format is a Round Robin / Speed Dating style format. There will be three sessions over the course of two days and all buyers will have the opportunity to meet with all industry suppliers during these sessions. All delegates are expected to attend all three sessions.

Have additional questions? Contact Cori Day at [ExecutiveDirector@missouritravel.com](mailto:ExecutiveDirector@missouritravel.com).