



April 12 - 14, 2023



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 buyers 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 tourism supplier registration fee for Missouri Travel Alliance members is only \$295 per registered delegate. Delegates must maintain a Missouri Travel Alliance membership in 2023 to qualify for this special member rate. The cost of registration for non-Missouri Travel Alliance members is \$485 per registered delegate. To allow all suppliers ample networking time, there are no guest or associate registrations available for tourism industry suppliers.

The first 70 tourism industry suppliers will be accepted on a first come basis. After that, suppliers will be added to a waiting list. To be fair to all suppliers, Missouri Travel Alliance is unable to hold supplier requests without an official registration form and payment.



April 12 - 14, 2023

HOW DO SUPPLIERS PARTICIPATE EVEN IF YOU CAN'T ATTEND IN PERSON?

At a cost of \$100 for Missouri Travel Alliance members and \$150 for non-Missouri Travel Alliance members, a 8.5" x 11", single-page, two-sided, 3-hole punched profile sheet can be included in the group travel planners' portfolios. These will need to be delivered or shipped for arrival at the MTA office no later than March 10, 2023.

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. Room rates are \$86.00 plus tax per night.

All delegates need to make your reservations **by close of business on Friday, March 10, 2023**, to receive the group rate. Reservations made after this date will be subject to prevailing rate and availability. **Reservations can be made by calling 417-334-8404 and using the group code MGTE or online by using the link provided [here](#). Suppliers are encouraged to make their reservations early.**

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
(Group travel planners are seated & will meet one-on-one with tourism industry suppliers)
- 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
(Group travel planners are seated & will meet one-on-one with tourism industry suppliers)
- 6:00 p.m. – 9:00 p.m. All Delegates hosted by the Explore Branson.



April 12 - 14, 2023

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 & will meet one-on-one with tourism industry suppliers)</i>
11:30 a.m. – 12:30 p.m.	Closing Remarks and Door Prizes

Supplier 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. For your appointments, the best tool is a portfolio or digital tablet, which contains group rates, pictures of your destination or company and other vital information on your business. If you represent a hotel or restaurant, include pictures of nearby attractions to give the planner additional reasons to use your property.

Lastly, do your homework. Suppliers should research all the group travel buyers to find out which ones are already coming to your business or destination so you can address them accordingly. A list will be provided to all registered attendees approximately one (1) week prior to arrival.

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 buyer 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.

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.

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.



April 12 - 14, 2023

As a supplier what may I distribute at my appointments and what is a profile sheet? Only a business card and profile sheet may be distributed during appointments. A profile sheet is a single page, 2-sided, 3-hole punched document that addresses the vitals of your organization including but not limited to photos, maps, special group offers, rates and booking information. Gifts, brochures, etc. are not allowed and should be sent as follow-up.

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. All tourism industry suppliers will have an appointment with all buyers in attendance via the Round Robin / Speed Dating chart on Wednesday and Thursday. Please note there is no guaranteed number of appointments.

How do I get more information on becoming a sponsor and exhibiting at the conference? Sponsors will have a tabletop during the Tuesday evening networking reception. A limited number of sponsorship opportunities are available. Not sure what sponsorship level is right for your organization? We can customize a sponsorship to align with your brand goals. Please contact Cori Day at ExecutiveDirector@missouritravel.com for sponsorship opportunities and information.

May I be on the Exchange Floor both days? Yes! All suppliers will have appointments on Thursday and Friday.

Am I allowed to attend meal functions? Yes! All suppliers and buyers are invited to attend the Wednesday, April 12 reception and the Thursday, April 13 breakfast, lunch and dinner and the Friday, April 14 breakfast.

Is there an Information Session for Suppliers? Yes. There will be one Information Session held before the show virtually exact date TBD. A brief onsite Information Session will be held on Thursday, April 13, 2023. The Information Session is valuable for all attendees.

Have additional questions? Contact Cori Day at ExecutiveDirector@missouritravel.com.