

Preferred DESTINATIONS

2017 GUILD PROGRAM

Grow your ROI with Travel Alliance Partners (TAP)



“ As a tour operator and partner in Travel Alliance Partners, there is nothing more valuable to the success of our tours than the support we receive from our Professional Preferred Travel Providers (PPTPs). When a PPTP joins the TAP Guild Program the relationship is enhanced even further.”

- DAVID BURNS, ALL AMERICAN TOURS



866-373-0790

marketing@TravelAlliancePartners.com



TAP 2017 AGREEMENT FORM

PREFERRED DESTINATIONS GUILD PROGRAM

Deadline for Publication Inclusion - February 28, 2017

Organization Name		Contact Name	
Billing Address			
City, State, Zip Code			
Telephone (business)		Fax	
E-Mail			
Image URL		Website	
Number of Dream Destinations Brochures Requested (Press Date June 2017)			
Check One: <input type="checkbox"/> 25 <input type="checkbox"/> 50 <input type="checkbox"/> 100 <input type="checkbox"/> Other: _____			

Pledge Information (check one)

- ☐ Destination of the Year \$15,000
 ☐ Chairman's Guild \$9,500
 ☐ President's Guild \$5,950
 ☐ Partner's Guild \$3,500
☐ Associate's Guild \$1,000
 ☐ Check (enclosed)
 Check # _____

Please use this agreement as your invoice; payment is due with application. Contact our office if other arrangements are needed.

Acknowledgement Information

TAP Preferred Destinations Guild Program participant hereby agrees that it will hold the Travel Alliance Partners harmless and free from all damages or other liabilities occasioned within or on the premises by reason of any injury to person or property resulting in a claim or demand occasioned by any act or omission, neglect, or wrongdoing of the TAP Preferred Destinations Guild Program participant or any of its officers, agents, representatives, guests, employees or other persons invited or admitted by the TAP Preferred Destinations Guild Program participant upon the premises, and the Invited Participant will, at its own cost and expense, defend and protect Travel Alliance Partners against any and all such claims or demands. Invited Participant hereby agrees to abide by all rules and regulations printed on all TAP Preferred Destinations Guild Program information sheets prepared by the Travel Alliance Partners.

Signature(s)		Date	
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FAX THIS FORM TO 907-202-5273

Please make checks payable to:

Travel Alliance Partners, LLC
PO Box 221666, Anchorage, AK 99522

Toll Free: 866-373-0790
marketing@TravelAlliancePartners.com



WHAT'S COMING IN 2017!

Moving into 2017, TAP will continue making the key focus of our marketing efforts centered around technology. We will be testing the power of motion through videos to expose buyers to key destinations, expand our outreach to buyers through the TAP Wrap and grow through a revised Buyers Educational Tour. We will enter our final year of the approved three-year Strategic Plan that includes refining our relationships, optimizing technology resources, and collaborating to strengthen our messages internally and externally. Our popular TAP Dance conference takes place June 11-15, 2017 in Tucson, AZ. TAP partners are eager to welcome you to the celebration. The TAP approach to business means all of us working together for the common goal of moving market share. We encourage you to explore the numerous opportunities of becoming a Guild Member by reviewing the inclusions on page 7 and speaking to a TAP tour operator member about key reasons this program enhances business.

2017 NEWS

COMPANY PROFILE

TAP, LLC, a partner-owned organization of premier North American tour operators, continues unprecedented growth because of its business philosophy of establishing respectful, reciprocal, and rewarding partnerships that provide quality consumer experiences through these partnerships. Part of our momentum is keeping in step with the demands of the industry. Our understanding of the global community and its expectations, results in designing new and improved programs.

TAP is pleased to present the 2017 Preferred Destinations Guild Program. In continually setting ourselves apart as the North American travel cooperative of choice, we rely on our strong relationships built on trust and commitment, to achieve our exceptional growth. As you read through the following material, you have already taken the first step toward building your business with the TAP network.

Since its inception, the successful TAP Preferred Destination Program continues to grow with support and input from our Guild members. This multifaceted marketing partnership combines the promotion of guaranteed departures, scheduled departures and custom itineraries with

advertising and sponsorship opportunities exclusively available to Guild Members.

Our brand, TAP Into Travel, featuring Guaranteed Departures by TAP, offers worldwide travel programs. Travel packages can be previewed via the TAP retail website (www.TAPintoTravel.com), in our Guaranteed Departures brochure, by following us on Twitter (@TAPintoTravel) and on Facebook (TAPintoTravel), or by calling the TAP call center. The TAP Call Center is professionally managed by a team of travel experts who are here to answer tour and destination questions.

Guild members receive advanced notices via our monthly teleconferences hosted by the various TAP partners. The “insider’s look” at the workings of TAP has proven extremely beneficial for many Guild Members, as they get a successful jumpstart on TAP programs yet to be announced to the public.

WHAT'S NEW AND EXCITING?

Unveiled in 2015, TAP’s new retail website is showing increased traffic, offering the best possible experience for travel professionals. Visitors to the site are encouraged to TAP Into Travel and are being reminded

through social media outlets and blog campaigns, that these exceptional experiences exist for their customers. The extensive marketing works hand in hand with our Preferred Buyer program and the TAP Tour Wrap. The TAP Tour Wrap allows buyers to link directly into our tour inventory, offering the world to their clients. Travel professionals receive direct email marketing from us and TAP Marketplace emphasizes brand training.

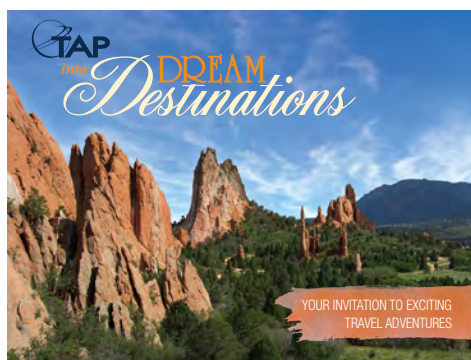
TAP’s weekly webinar program, TAP into T.A.P. Tuesdays at Two, continues to be our largest marketing initiative in support of education and promotion of TAP tours. TAP is recognized globally as an industry leader, providing unique products, and offering online training opportunities for travel buyers.

GUARANTEED RESULTS

“Guaranteed” is TAP’s distinction in the travel industry. Known and respected for upstanding business ethics, we keep our word, operate our tours, supply Travel Metrics, give our partners a return on their investment, and treat our industry partners with respect and integrity. Guaranteed.



2017 MARKETING INITIATIVES



WHAT IS INCLUDED?

MAGAZINE AND COMMUNICATION

Magazine

“Dream Destinations” (Published annually in June. 16,000 distribution)

Aimed at travelers, this magazine is designed to entice North Americans to experience and explore their own backyard by using TAP vacations. Mass production and niche marketing create extensive awareness of our product. Included in this opportunity is content and advertising featuring participants in the President’s and Chairman’s Guild levels, as well as Destination of the Year.

Distribution

- 7,000 distributed through our TAP Partners
- Delivered via US Mail to every listed ABA and NTA operator as well as TAP mailing list of travel buyers
- Distributed at consumer trade shows across North America
- Distributed at Group Leader and Travel Agent shows throughout North America

Added Value: Destination of the Year Members

- Destination of the Year featured as cover photo on TAP into Travel brochure
- 60 minute education webinar

Communication

Monthly, we communicate with our external Preferred Buyers via email and direct call programs. Our distribution databases grow daily via web requests as well as daily contact with our clients and agents. Content typically includes featured tours and destinations. This program utilizes the TAP Into Travel featuring Guaranteed Departures by TAP website to drive business.



WEBSITES AND E-NEWSLETTERS

Retail Website

Our retail website was redesigned in 2015 as a user-friendly site that features our Guaranteed Departures, Scheduled Tours and Custom Itineraries. Visit www.TAPintoTravel.com and explore.

E-Newsletters

TAP Partners receive monthly E-Newsletters with updates on the inner workings of TAP and programs, PPTP updates and an added special emphasis on Guild Members. For PPTPs, we offer quarterly notices which include Partner updates and TAP program updates. Add marketing@TravelAlliancePartners.com to your safe senders list, to get all the latest and greatest information.

Added Value:

- All 2017 Guild Members can submit monthly updates for insertion in TAP Partner Enews.

“No amount of money can make up for the wealth of information I have received by simply asking an operator “what can I do better?” If you listen and implement the suggestions, the ROI takes care of itself. Learning and knowledge are beautiful things. Closing the sale is icing on the cake.”

– KAREN PRYOR, CTIS, EUREKA SPRINGS, AR



THE TOUR OPERATORS OF TRAVEL ALLIANCE PARTNERS GATHERED IN DULUTH, MN - JUNE 2016

2017 MARKETING INITIATIVES CONTINUED

TRACKING - RETURN ON INVESTMENT (ROI)

Travel Metrics is a tour follow-up system of measuring the success of travel to a specific destination. We measure how TAP tours perform, and we promise to make this TAP exclusive information available only to PPTP participants. TAP is the only organization in the industry that requires (yes, requires) every member to submit tracking reports. This is why we can guarantee you will know the results for featured tours. We also can help you use your results to effectively plan repeat travel to your area. Tracking is a benefit provided to certain levels of participation.

Participation in upper Guild levels provides:

- Global Tracking Report
- Custom Tracking Report
- TAP recommendations of using results as requested
- Customized Travel Metrics Reports include both actual sales and marketing efforts listed (NEW) showing overall commitment from operators

TRAVEL SHOWS

TAP Partners and staff showcase TAP products in many travel shows throughout North America (ABA, ASTA, Select Traveler, CLIA, Heritage Club, NTA, Home Based Travel Agent forum and more). Additionally, we host TAP Marketplace twice yearly that coincides with our two annual meetings in June and December. These shows are designed as a collaborative effort between TAP and PPTPs to promote our travel destinations and further TAP's brand awareness among sellers of travel.

TAP DANCE 2017

TAP Dance 2017 will be held in Tucson, AZ June 11-15, 2017. TAP Dance was created to be an all-access event allowing PPTPs max-

imum opportunity to network with TAP Partners. Building on the success of previous years, TAP Dance delivers networking opportunities designed to create progressively higher returns on investments for all partners involved. Combining regional group meetings and TAP University, business is done at a whole new level at TAP Dance. Invitations are extended each fall and limited to only the first 200 registered delegates. Invitations are extended each fall and limited to only the first 200 registered delegates. Information is available via our website and all Guild members receive a guaranteed invitation to TAP Dance.

Added Value:

- All 2017 Guild members receive \$100 registration discount.

“Investing in the TAP Guild membership for 10 years has strengthened collaborations for new marketing initiatives between our Virginia suppliers and TAP Partners, provided greater visibility to showcase Virginia as a premier destination and delivered Travel Metrics, the one and only coveted annual business measurement ROI report.”

- CAROL TORRICELLI, CMP, VIRGINIA TOURISM CORP.



TRAVEL METRICS – ROI

HOW TAP DERIVES ROI

Return on Investment for TAP projects is calculated using data collected from our partners and industry multipliers. The process is as follows:

1. Each Partner is required to report by January 31 for the previous year.
2. Numbers of passengers and/or tour days travelled in a region are tallied. This data is compiled directly from individual Partner reports of consumed rooms in each region.
3. One of three separate industry multipliers are utilized to calculate economic impact of that area:
 - a. Individual destination multiplier, designed according to their own study and research.
 - b. State supplied multiplier for destination.
 - c. Multiplier computed from compilation of six recent studies commissioned by a national travel and tour association and regional destination management offices.

New in 2017 – TAP operators reporting revenues and marketing efforts for the previous year will be listed.

SAMPLE TRAVEL METRICS REPORT

Hotel Name	Brand	City	Tour Days	Revenue
La Quinta	La Quinta Hotels	City in Your Region	2	\$2,107.38
Radisson Hotel	Carlson Rezidor Hotel Group	City in Your Region	4	\$ 17,594.68
Hampton Inn	Hilton Worldwide	City in Your Region	3	\$ 4,762.80
Hilton-City	Hilton Worldwide	City in Your Region	2	\$ 4,745.93
Hilton Hotel	Hilton Worldwide	City in Your Region	5	\$ 18,260.76
City Marriott	Marriott International	City in Your Region	2	\$ 14,505.96
Comfort Inn	Choice Hotels International	City in Your Region	1	\$685.44
Dew Drop Inn	Independent	City in Your Region	2	\$ 2,720.89
Drury Hotel	Drury Hotels	City in Your Region	3	\$ 13,635.90
Days Inn	Wyndham Hotels	City in Your Region	5	\$ 9,295.40
Quality Inn Your Area	Choice	City in Your Region	1	\$ 1,030.08
Hampton Inn	Hilton Worldwide	City in Your Region	1	\$ 1,684.00
Hilton Garden Inn	Hilton Worldwide	City in Your Region	1	\$ 1,602.84
			32	\$ 92,632.06
			Tour Days	Gross Expenditures

Your Region

Economic Value	\$245,493
Average Cost/Room	\$133/Night

Group Metric

Participating Partners

Participating Partners

(reported revenues)

TAP Partner Company Name

TAP Partner Company Name

TAP Partner Company Name

Marketing Partners

(reported marketing efforts)

TAP Partner Company Name

TAP Partner Company Name

TAP Partner Company Name

Guild Investment – Presidents Level \$5,950

Economic Value \$245,493

Return on Investment 413% ROI Index

ROI Return on Investment	> 950%	Outstanding Investment
	500% - 950%	Superior Investment
	200% - 500%	Excellent Investment
	200%	Guaranteed Investment
	< 200%	Voluntary Investment

TRAVEL METRICS – PPTP OVERVIEW

THE TAP ADVANTAGE

Since its inception in 2001, TAP has been seeking partnerships and strategic alliances. Emerging as a progressive company and as a dominant leader in the travel industry, TAP realized from the beginning what has become their industry distinction: quality strategic partnerships are crucial. TAP's track record is distinguished by over 15 years of partnering success stories.

PPTPs benefit by aligning with TAP's network of operators. By selling products through the TAP network, one sale results in a customer distribution that covers North America through the combined marketing efforts of all partners. Guarantees

Departures, leveraged discounts and broadened affinity relationships result in meeting or surpassing sales goals and marketing efficiencies for all involved.

Through every segment of the travel industry, our partners are united in mutual goals of maintaining the highest standards of conduct, delivering outstanding service, and approaching each partner and transaction with appreciation and respect.

Travel Metrics is TAP's proprietary tracking program that provides PPTPs with key statistics and results that serve as the foundation for market development and growth. Each TAP partner is required to

provide tour and attendance figures documenting each partner's collective use of PPTP products and destinations. In 2015, TAP tracked over \$12.5 million in hotel rooms, \$6.4 million in cruises, and over \$4.5 million in Partner to Partner buys! Of the Partner buys, we can report the majority of reporting partners bought product from one of their TAP tour operator partners with 11 companies buying from 5 or more and 14 out of 31 bought in excess of six figures. Our 2016 figures will be collected in January of 2017 and qualifying guild members receive customized Travel Metrics reports in April.

GUILD PROGRAM BENEFITS BY LEVEL

Destination of the Year: \$15,000*	
Exclusivity as Destination of the Year Front Cover: Preferred Destinations Magazine Customized Travel Metrics Report Tour Itinerary Promotion on TAP Website Half Page Print Advertisement in Magazine Half Page Editorial in Magazine	Complimentary Registration to TAP Dance 2017 Membership to TAP Advisory Committee Quarter Page Advertisement in Six TAP Partner E-News 15-minute Destination Training at a Partner Meeting Two 30-minute Destination Training Webinars for TAP Operators
Chairman's Guild: \$9,500*	
Customized Travel Metrics Report Advertisement on TAP Retail Website Half Page Print Advertisement in Magazine Half Page Editorial in Magazine Complimentary Registration to TAP Dance 2017	Membership to TAP Advisory Committee Quarter Page Advertisement in Two TAP Partner E-News One 30-minute Training Webinar via Instant Replay Plus Benefits Listed Below
President's Guild: \$5,950*+	
Customized Travel Metrics Report Advertisement on TAP Retail Website Bottom Banner Advertisement in Magazine Quarter Page Editorial in Magazine	Membership to TAP Advisory Committee Quarter Page Advertisement in one TAP Partner E-News Plus Benefits Listed Below
Partner's Guild: \$3,500*	
Customized Travel Metrics Report Advertisement on TAP Retail Website	Plus Benefits Listed Below
Associate's Guild: \$1,000*	
Monthly Operator Hosted Teleconferences Guaranteed Invitation to TAP Dance and \$100 Registration Discount	Plus Benefits Listed Below

* All Guild levels include a general global tracking report, listing in the magazine, quarterly PPTP E-News, guaranteed invitation and \$100 registration discount for TAP Dance and monthly TAP operator hosted teleconferences.

+ Minimum state/province participation begins with the President's Guild. If a state/province declines, three or more DMOs can partner to become the "state/province."



TAP PROGRAMS

TAP INTO TRAVEL FEATURING GUARANTEED DEPARTURES BY TAP

This is our “brand,” marketed to travel professionals with the goal of offering quality tour products guaranteed to go from the first person sold. It is by far the most exciting program for those of us in the business because it is Partner-driven and supported by both print and web channels and changes daily. Our retail website features TAP’s global travel product (over 500 departures a year!) and our latest brochure can be downloaded. TAP’s established Call Center (866-373-0790) supports the TAP Into Travel brand, and offers sales & educational support to travel professionals.

TAP TOUR WRAP

Travel Professionals can become Preferred Buyers by enrolling in the TAP Tour Wrap program, successful with both an education and marketing component. For a nominal fee to cover development of custom code, Preferred Buyers are able to display TAP Tours on their websites, effectively increasing their tour offerings and enabling them to capture more sales from their clients. The TAP Tour Wrap features all TAP Tours, updates in real time, and requires almost no maintenance. Leads generated from within their TAP Tour Wrap go directly back to the Preferred Buyer, so they can finalize booking details. The more Preferred Buyers

participating in the program, the greater sales potential for TAP’s tour products.

TAP INTO T.A.P TUESDAYS

This program was developed to provide a weekly introduction of TAP product and services to our growing list of travel professionals to encourage tour sales and strengthen relationships. With webinars hosted weekly by a different TAP Partner, buyers are introduced to TAP’s vast tour offerings. Each session is recorded and made available via Instant Replay. Thousands of new buyers were added to our distribution list with the launch of this program.

SPECTAPULAR TOURS & EVENTS

This uniquely exclusive program is in partnership with our PPTPs and Guild Members to showcase a tour or special event that a TAP creates, markets and promotes collectively. Imagine the power of all of TAP’s tour operators working together to offer a unique and exclusive tour product that brings between 20-2000 guests into a community at a time when the business is needed. All tour bookings must go through a TAP tour operator and destinations present proposals for future event or tour consideration that offer a new twist in worldwide touring. Past programs include Virginia Beach (October, 2012 and 2013),

Pigeon Forge (April 2013), Palm Springs (February 2014), the Great Gatsby Getaway on Mackinac Island (September 2015 and October 2017).

B.E.T. ON TAP

Our revised Buyers Educational Tour recognizes Travel Buyers and potential new TAP tour operator members to encourage new opportunities through partnership. TAP Headquarters invites their sales partners to experience a destination and mingle with other professionals who have product to sell. The educational component is coordinated by TAP Headquarters with the emphasis on allowing the BET on TAP delegates to experience TAP Dance and meet with our Partners and PPTPs who can promote their products in a setting built on mutual trust. Potential TAP Partners and Buyers are introduced to TAP programs, products and see our unique partnership in action. At the conclusion, they can apply for TAP Tour Operator Membership or become approved as a Preferred Buyer of TAP Tours.

TAP GIVES BACK

Our charitable arm raises funds year round and is distributed to a local charity in the community that hosts our Annual General Meeting each winter. TAP Gives Back is simply about improving the lives of children and making them happy.

2016 PREFERRED GUILD MEMBERS

Arkansas Department of Parks & Rec
Bayou LaFourche CVB
Chickasaw Country / Chickasaw Nation
Clarksville CVB
Colorado Springs CVB
Duty Free Americas
Eureka Springs CAPC
Experience Columbus
Fayetteville Visitors Bureau

Fort Smith CVB
Grapevine CVB
Lafayette CVC
Lake Charles / SW LA CVB
Las Vegas CVA
Little Rock CVB
Louisiana Office of Tourism
Marietta - Washington Co CVB
Maryland Office of Tourism

Michigan’s Great Lakes Bay Regional CVB
Monroe-West Monroe CVB
Nebraska Tourism Commission
New Orleans CVB
Niagara Tourism & Convention Corp
Norwegian Cruise Line
Ohio Has IT
Oklahoma City CVB

Oklahoma Tourism & Rec Dept
Patsy Cline Remembered
Pearland CVB
Port Arthur CVB
Red Lion Hotels
Shreveport-Bossier CTB
SIX
The Dutton Company
The Mt. Washington Cog Railway

The Starlite Theatre
Town Pump Hotels
Vermont Tourism Network
Virginia Tourism
Visit Baton Rouge
Visit Charlotte
Visit Fairfax
Visit Lubbock
Wisconsin Dells V&CB, Inc.