

TAP Dance FAQs

This is my first TAP Dance, what can I expect?

We are thrilled you can attend TAP Dance 2023! This all-access conference with TAP Tour Operators includes 25-minute appointments to focus on how best to create memorable itineraries to bring travelers to your destinations and attractions. In addition to the appointments, there are many opportunities to build relationships during meals, breaks and evening events exploring Rochester, NY.

What's a PPTP?

You'll hear this acronym throughout the conference. PPTP stands for Preferred Professional Travel Provider, TAP's term for an industry "supplier." TAP prefers PPTP, which better represents the valuable relationships we have with hundreds of destinations and attractions. PPTPs are the most important people at TAP Dance!

What is so different about TAP Dance than other conferences?

First and foremost, our PPTPs are the most important people at TAP Dance. TAP recognized the need to innovate and provide PPTPs with a unique opportunity that would be valuable beyond the traditional conference benefits. This event will allow you to learn side by side with a tour operator and pick up tips from the TAP Partners on best practices for developing saleable tour product.

How do the appointments work/what is a pod?

Each 25-minute TAP Tour Operator meeting is conducted with a group of suppliers we call a pod. A pod is how we break out our delegates into groups to meet with TAP Partners. Pods work best when delegates from a particular region can fill the pod (4 -5 people). You'll have every TAP Tour Operator appointment with your pod.

Can I choose who will be in my pod?

There is a section in the registration form to make a pod member requests. TAP Headquarters will do our best to accommodate your request.

What if I don't have 4-5 in my region attending TAP Dance?

You will still be grouped into a pod even if you don't have enough people to fill a pod from your region attending. In this case, your meeting with the TAP Tour Operators will be more individualized to each pod member rather than a group talking about the region.

What is the best way for my pod to prepare for the Tour Operator meetings?

Connect with your pod prior to TAP Dance to develop a strategy for your meeting with the TAP Tour Operators. Some pods come to the meetings with a suggested trip itinerary already prepared to present to the TAP Tour Operators. Others provide more individualized information.

When will I find out who is in my pod?

All pod assignments will be distributed by the end of April.

When is the registration deadline?

The registration deadline has been extended to March 15, 2023.

Do TAP Guild Members get a discount on registration?

Yes, as in the past, our TAP Guild will receive a \$100 discount on the early bird and regular pricing.

Where will all the appointments take place?

All 25-minute appointments will be held at our 2023 host hotel – Hyatt Regency Rochester.

How will I find out my schedule for the week?

Each delegate will receive a “Dance Card” at registration. This is your appointment schedule for the conference. On the far left is name of the Tour Operator you will meet with and location where the meeting will take place.

What materials should I bring to the meetings?

Suggested materials include profile sheets, portfolios, and iPad or tablet with photos and anything else that will help you tell your destination or attraction’s story.

What is the dress code?

TAP Tour Operators will be in TAP golf shirts. It is recommended for delegates to dress business casual during the meetings.

Can I bring gifts for the Tour Operators?

Please do not bring gifts for the Tour Operators. Their goal is to demonstrate to PPTPs how much they value your partnership. If you would like to have exposure beyond the meetings to the TAP Tour Operators, there are sponsorships available at a variety of price levels. Contact lisa@travelalliancepartners.com to learn more about sponsorships.

What is the best source for TAP Dance updates?

Check the TAP Dance website weekly (thetapdance.com). Also watch for emails in your inbox. If you have additional questions, please call TAP Headquarters at 585-308-98020x3 or email marketing@travelalliancepartners.com .