

10 Reasons Tour Operators Should Attend Heartland Travel Showcase

Why should Heartland Travel Showcase be part of your tour business development strategy? Here are 10 reasons why some of your tour colleagues never miss attending!



DISCOVER EXCITING TOUR IDEAS

Heartland Travel Showcase is filled with new product ideas for destinations, attractions, restaurants and hotels found @onlyintheheartland. Suppliers represent Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, New York, Ohio, Pennsylvania, Tennessee, West Virginia and Ontario.

IT'S A ONE-STOP SHOP FOR REGIONAL ITINERARIES

As floor locations for suppliers are based on region, it's an easy way to visualize tour ideas that cross geographic lines.

'GEMS' NOT FOUND AT OTHER SHOWS

Heartland Travel Showcase is compact and affordable. That means you're going to find many attractions, DMOs, hotels and restaurants that only attend Heartland Travel Showcase.

NETWORKING IS OUR PRIORITY

Heartland Travel Showcase understands the group travel industry is built on relationships and trust. That's why we provide networking opportunities around every bend. Expect plenty of chances to meet others in casual, conversational settings.



NOT A MINUTE IS WASTED

We get down to business! Buyers and sellers meet through prescheduled appointments, plus our trademarked "Four-Minute Meet" gives you even more one-on-one connections.

LEARN NEW SALES TACTICS

An educational workshop focuses on sales tactics and tools from someone experienced in group travel.

EXPERIENCE TOURS FOR YOURSELF

Creative pre- and post-show FAM tours give you a chance to experience new group experiences for yourself! Plus you'll get firsthand experiences of some Cincinnati and Northern Kentucky group experiences.

LESS TIME OUT OF THE OFFICE

The compact show means less time out of the office, meaning more time for you to do what you do best - designing and selling group tours!



OUR SUPPLIERS ARE COMMITTED TO GROUPS

Nearly 100 Heartland suppliers are pursuing designation as EPIC Group Experiences. They are committed to understanding your needs and how you do business. The EPIC Group Experience designation is only found at Heartland Travel Showcase.

HEARTLAND TRAVEL SHOWCASE IS MORE THAN JUST ANOTHER SHOW

Register for Heartland, and you are part of a growing movement of operators and suppliers who interact throughout the year. You'll have the opportunity to share ideas and network beyond just the show.



Contact Janet Johnson at jjohnson@ohiotravel.org for more information or to register.

Heartland Travel Showcase is an exclusive provider of EPIC Group Experiences

