



Most Common Questions

Q: What is Heartland Travel Showcase?

A: Heartland Travel Showcase is a group tour trade show focused on the Heartland region of the United States. Heartland Travel Showcase (HTS) provides the opportunity for tour operators from across the United States to meet via scheduled appointments with more than 250 exhibitors from an average of 11 states including Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, New York, Ohio, Pennsylvania, Tennessee, and West Virginia, as well as Ontario.

Q: I'd like to register for the Heartland Travel Showcase, what now?

A: Registration for the 2025 Heartland Travel Showcase will open soon! Check back for updates and when registration opens. If you are looking for more information regarding the registration process as an exhibitor, contact Janet Johnson at jjohnson@ohiotravel.org. For more information regarding the application process as a buyer, contact Sarah Herrick at sarah@ohiotravel.org.

Q: Is Heartland Travel Showcase always held in the same place?

A: No! In 2025, Heartland Travel Showcase is in Toledo, OH. Every year, the show is held in a different location in the midwest. This not only draws different tour operators based on location, but it gives host communities opportunities to really showcase their group experiences. If you are interested in hosting Heartland Travel Showcase, please contact Janet Johnson at jjohnson@ohiotravel.org.

Q. What makes Heartland Travel Showcase unique?

A. Two things really set the show apart and make it a great investment. One, the show is compact, which means it's less time out of the office with less lodging expenses. Heartland Travel Showcase is held over three days. Two, every group tour operator is pre-screened for his or her interest in booking business in the Heartland region. That means every contact you make is a potential partner.

Q. How many business contacts can I expect to make beyond the scheduled appointments?

A. Honestly, that is entirely up to you! The 4-Minute Meet gives buyers and exhibitors a chance to connect, and some of these brief introductions turn into appointments. Open Trade Show blocks allow you to meet and mingle with potential business partners. Those who thoughtfully "work" the show routinely report doubling or tripling potential business partners beyond set appointments. They do this by also taking advantage of the Dine-Around, networking at meals and attending the social event.

Q. It's my first time at Heartland. How do I schedule appointments?

A. Don't worry. We'll give you step-by-step instructions to make the process simple and quick. Plus, Heartland Travel Showcase staff is known for its accessibility and helpfulness. We are always happy to assist. After all, it's the Heartland region that is showcased – a region known for its warm hospitality.

Visit the [Resources](#) page on heartlandtravelshowcase.com for more advice on making the most of Heartland Travel Showcase as both a buyer or exhibitor