

DELIVERING BUSINESS ESSENTIALS TO NTA MEMBERS

AUGUST/SEPTEMBER 2018

Courier

Museums rock

And roll up reasons
to visit

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CANADA KEEPS 'EM COMING

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SWIMMING WITH THE FISH

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ROLLING  STONES

Rock & Roll Hall of Fame and Museum in Cleveland



A close-up photograph of two children, a young boy and a young girl, looking intently at a small globe. The boy is on the left, and the girl is on the right. They are both smiling slightly. The globe is positioned in the lower center of the frame.

**YOU WANT
TO SHOW THEM
AMERICA.**

Williamsburg, VA
was ranked in the
Top 10 Student Travel
Destinations by SYTA

A photograph of two Revolutionary War soldiers in profile, walking from left to right. They are wearing dark blue coats with red facings and breeches. The soldier in the foreground is holding a large American flag with 13 stripes. The background is a hazy, sunlit field with a building in the distance.

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Seattle, meet Bliss

Courier's Bob Rouse expresses his love of Deck 15 on Norwegian Cruise Line's newest ship and relates his experiences on his first visit to Seattle.



Endless fun on Tanzania's endless plains

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PLANNING AHEAD

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The Rockies

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Montana, Utah, Wyoming

Scandinavia

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SPECIAL COVERAGE

Music Destinations and Attractions
Guide: Hotels and Lodging

DEADLINES

Space: Oct. 5 | Material: Oct. 15



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Courier aims to facilitate member-to-member partnering by spotlighting member product and destinations worldwide, to provide information on current industry trends and issues, and to inform members about NTA initiatives, events and benefits.



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DID YOU NOTICE your *Courier* has a new look? (PLEASE SAY YES) Some of the changes are more obscure than others, so I'll give you the rundown.

- **The masthead**—our title ... *Courier*, you know—has a fresh font and a funky “o.” I hope you like it.
- **Full-bleed cover** might sound alarming, but it simply means we're taking the cover image to the very edge, where for the past several years we've had a white border.
- **Matte finish** is the new non-glossy cover. To the lady from Ontario who told me she was grossed out by the creepy feel of (another) magazine: I hope you're OK with ours.
- **Saddle-stitch binding**, which is more of a fold-over, takes the place of the flat “perfect-bound” spine.
- **Efficient pagination** means we've combined some pages, e.g., the tables of contents.
- **Our fonts** are new, too. Our primary font is now Gandhi Serif, with Source Sans Pro for the titles.

I hope that's not too much change for you all at once. But as a great man once said, “Life moves pretty fast.” Granted, he was a teen-aged character in an '80s movie, but Bueller was great.

Speaking of great, we think this issue is pretty special.

It's museumy, for sure. On pages 26 to 32, Patti Nickell looks at 10 NTA-member museums that exemplify today's

captivating, innovative attractions. And then all our mesmerizing museums—with contact info—are listed in a guide starting on page 48.

Don't miss pages 22 through 25, where managing editor Pat Henderson retraces his tracks across the endless plains of Tanzania, where an NTA Product Development Trip took him in June. It's where the wild animals roam.

I had a tamer, but immensely enjoyable, trip to Seattle, where I fell in love with the *Norwegian Bliss*. Read about the awesome ship and splendid city on pages 20–21.

As always, we cover a boatload of places and experiences, starting on page 33: Coastal California, the Great Lakes states, Southwest U.S. and Eastern Europe.

And here's what's extra cool: Each of these stories—and others from this issue—will soon join hundreds of *Courier* articles on our new website, **NTAcourier.com**. The soon-to-launch website will allow us—and you—to share content about NTA members and cool travel ideas for a broader audience.

I know what you're thinking: We update our print product ... and then we go big-time with digital. What can I tell you? Life moves pretty fast.

Read on,

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The Rock & Roll Hall of Fame and Museum in Cleveland provides a look at the bands and personalities that have shaped modern music.

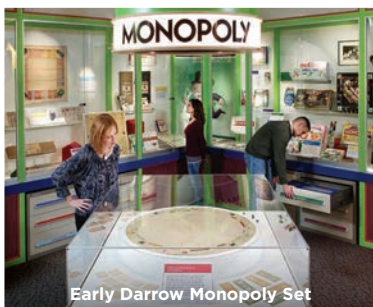
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Some Museums Make You Think— Ours Will Also Make You *Giggle!*



Toy Halls of Fame



Early Darrow Monopoly Set



Dancing Wings Butterfly Garden



Pinball Playfields

Wow your groups with a museum experience like no other! Visit The Strong—Western New York's largest cultural attraction—and explore two floors of playful exhibit spaces spanning more than a city block. Discover the world's largest collection of toys, dolls, and games; reminisce in the Toy Halls of Fame; test your skills on classic arcade video games; leap into the world of American comic book heroes; play in a retro pinball arcade; walk among hundreds of free-flying butterflies; and so much more!

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* With advanced notice. Fees may apply.



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NIMBY. In case you don't know, the acronym stands for Not in My Backyard. You hear it voiced during discussions about where to put a new prison, a halfway house or even immigrants coming into a country. Everyone thinks it a good idea as long as they don't have to face it in their community every day.

Our industry is facing a bit of a NIMBY mindset as cities confront overtourism: Communities that promoted and worked hard to get visitors are now feeling crowded out. Some of you might be facing this issue where you live, but I'm guessing most are still working hard to increase visitation.

I've spent some of the summer IMBY—not literally my backyard since I live in two condos—exploring treasures that are right under my nose but had escaped my attention. It reminds me that I don't have to travel halfway around the world to experience some truly remarkable places.



Equus Run Vineyards
in Midway, Kentucky

The first one was Equus Run Vineyards in Midway, Kentucky, right outside of Lexington. The winery was started 20 years ago by an IBM executive who decided to come home to her Kentucky roots and establish some new ones of her own.

I loved her spirit, her enthusiasm and yes, of course ... her wine! It's as good as any California wine I've ever tasted, and the tour was a true winemaking lesson, not just a tasting.

The next adventure was completely different. Believe it or not, in all my years living in Washington, D.C., I had never been to Gettysburg, so after visiting friends in Pennsylvania, I decided that a stop there was a must.

What a moving experience to imagine what it must have been like for the soldiers on both sides—sweltering heat, despair, so many wounded and dead. It was another reminder of the sacrifices that soldiers and families make and how grateful I am for their gift to us.

Summer is a busy time for all of you, but I hope you have time to have an adventure in your backyard. Your NTA Board of Directors has a meeting in Ottawa, hosted by Ottawa Tourism (thanks, Kelly Dean), and we're sure to discover new things there.

But the main purpose is to take the information you provided to Minding Your Business (our convention consultant) and bring new ideas forward for Travel Exchanges in the future. We've already made changes to Milwaukee, which we'll highlight in TREXpress. If you're not registered, make sure you do so before Sept. 7, when the appointment request system opens.

Happy traveling!

Pam

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InBrief

NEWS AND NOTES ABOUT YOUR ASSOCIATION AND THE INDUSTRY

COMPILED BY PAT HENDERSON

Tourism Cares for New Orleans event coming up

NTA's official philanthropic organization, Tourism Cares, is celebrating its 15th anniversary by heading back to New Orleans for a work project Sept. 20–21. This marks the third time Tourism Cares will hold a give-back event in the Crescent City, and this time around, travel and tourism professionals will help with projects that are focused on arts and culture, neighborhood revitalization, conservation and sustainability. To register, go to tourismcares.org.



PAT HENDERSON

• DISCOVER •



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3 ways to better your business at TREX

Todd Probus, NTA's member solutions manager, is the authority on helping you make the most of your business meetings at Travel Exchange '18 in Milwaukee. With appointment scheduling set to open Sept. 6, Todd shares three things you should do as you prepare your request list leading up to the Nov. 4–8 event:



- 1 Register early**
 Being at the front of the line is a factor in helping you get the appointments you want. You can still get a quality schedule later—and pick up more appointments on-site with our open floor—but the date you register impacts how your schedule is created.
- 2 Update your profile**
 Your NTA Online profile is what appointment partners see when determining who to add to their request list. So be sure that your profile is as accurate and thorough as possible. Remember that you can add social media links, photos and a logo to your profile.
- 3 More is better**
 The more appointment requests you make, the more you're likely to get, so try and make the maximum number of requests. For tour operators, the cap is 40 DMOs and 80 suppliers, while DMOs and suppliers should request the 60 tour operator maximum.

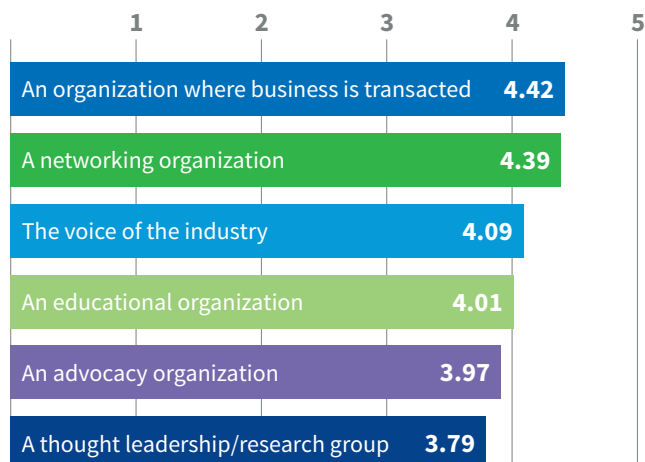
Register and view the schedule for Travel Exchange '18 at NTAonline.com/convention.

Latest member satisfaction survey: NTA is a place to do business

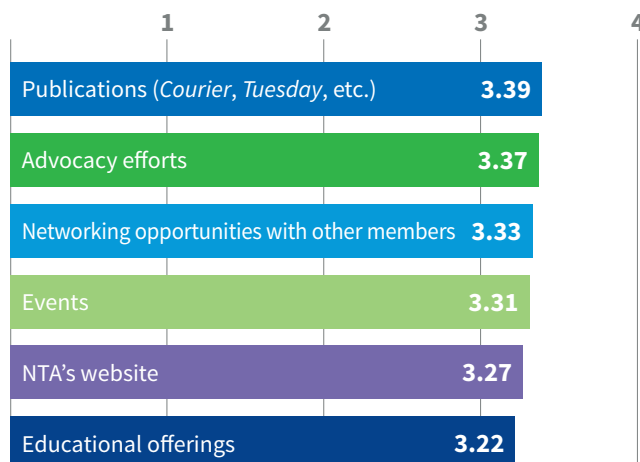
Earlier this year, NTA announced the findings of its most recent annual member satisfaction survey. The results include responses from hundreds of tour operators, suppliers and DMOs on a range of topics.

In terms of organizational characteristics, NTA received high marks for being a place where business is transacted and as a networking organization. When it comes to member benefits, the association's publications and advocacy efforts garnered top scores.

One question asked members to rate the importance of the following organizational characteristics as they relate to NTA (on a five-point scale—5 being very important and 1 being not important at all). Here are the responses:



Another section asked about categories of member benefits, and the results are based on a four-point scale (4 being very satisfied and 1 being very unsatisfied):



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RELATING TO GOVERNMENT

INSIGHTS ON U.S. LEGISLATIVE ISSUES AND INDUSTRY TOPICS



The time to act is now

Let policymakers know your opinion on changes to U.S. National Park fees

By establishing a coalition of like-minded executives from travel industry associations, NTA President Pam Inman has spearheaded an effort to ensure fairness and transparency in the U.S. National Park Service's proposal to increase fees for entry and Commercial Use Authorizations. The coalition has been engaged with staff members at government agencies and with lawmakers on Capitol Hill.

In October last year, NPS released a proposal to substantially raise entrance fees at 17 specific parks across the country, starting in 2018. After receiving more than 110,000 comments from the public, NPS presented an alternative proposal this April. This plan, drastically different than the initial one, would slightly increase fees at 117 different parks—and it pushes back the implementation date to October 2019.

There is nothing stronger than your authentic sentiments to help government leaders understand the impact of policy on voters' lives and livelihoods.

Additionally, the proposal mandates CUA permits and establishes seasonal peak pricing on commercial entry fees at U.S. national parks. The new CUA permitting requirements carry a significant administrative and monetary burden that could have detrimental impacts on NTA members. NTA has consistently

emphasized that the NPS' proposal unfairly targets both consumers and tour operators alike.

The 18-month notice prior to implementation, which Pam negotiated, was integral in ensuring that NTA members have time to plan for fee hikes and, we hope, to engage with elected officials and explain the impact of those increases. Pam's leadership on this issue led to a better understanding on the part of government officials about the need for advance notification for changes in fees; this delay will prove invaluable down the road, when the higher fees are rolled out.

NTA understands and supports the need for adequate funds to address the mounting maintenance backlog at U.S. national parks, and the association wants to continue to work in concert with NPS and Congress. But NTA also wants to ensure that this goal is achieved without harming its members and the travel and tourism industry. Further, NTA's fear is that if foot traffic at national parks decreases due to increased prices, revenues will decline and maintenance issues will only be exacerbated.

Members of the 115th Congress, which started in January 2017, introduced legislative fixes to address the maintenance needs of national parks. Companion bills in the Senate and House, both titled the National Park Service Legacy Act of 2017, would have established the National Park Service Legacy Restoration Fund—and funded it through 2047—but unfortunately, these bills stalled in committee.

The October 2019 implementation date looms on the horizon, and NTA remains focused on minimizing the detrimental effect of fee increases and a burdensome CUA permitting process.

Coming from you

Your voice matters to your elected officials—both as a constituent and as part of the travel industry. To help you express your opinion about proposed changes to fees and Commercial Use Authorizations at U.S. national parks, NTA has prepared a letter that you can personalize. To download it, go to ntaonline.com/make-your-voice-heard-nps-fees-cuas.

Then to find contact information for your U.S. senators and representatives, visit these two websites:

[house.gov/representatives/
find-your-representative](https://house.gov/representatives/find-your-representative)

senate.gov/senators/index.htm

While NTA continues to engage on this issue in Washington, we ask that you make your voice heard by contacting your representative and senator.

NTA's advocacy targets the elected officials who have direct oversight over the Department of Interior and NPS, and it also relies on your direct communication with the elected officials that represent where you live and where your business or organization is based.

The NTA footprint across the nation is broad, and it is absolutely crucial that the association's message to Capitol Hill and all of Washington, D.C., is equally extensive. There is nothing stronger than your authentic sentiments, expressing your unique insight and personal experiences to help government leaders understand the impact of policy on voters' lives and livelihoods. 🗣️

Signal Group is a Washington, D.C., lobbying firm retained by NTA to advise members about travel-related issues and legislation.

4 secrets to social ad success

BY CATHERINE HEEG



WHERE WOULD YOU TURN if you needed more heads in beds or butts in seats?

1. To your pied pipers
2. To your sales staff
3. To social advertising
4. All the above

As a busy travel and tourism pro, you'd probably choose No. 4—all the above. You can work with your staff and current followers to attract new clients and keep strong relationships, and you'll definitely want to include social media in the mix.

Social ads are the way of the world when it comes to skyrocketing the number of people you reach online. Here are some social ad hacks used by pros in our industry:

1. Custom connections

Wouldn't you like to reach out to people who have already taken a first step as potential new clients of yours by liking, sharing or commenting on your social posts? You can, and here are examples of individuals you can reach as a "custom audience" through Facebook:

- People who have interacted with your recent Facebook Event
- Anyone who has reacted to or interacted with your business page
- Someone who viewed your video

To create an audience of only those viewers, follow the targeting tips explained here: bit.ly/2nxjeyN.

2. Consider this

You can also target people who have expressed a desire to travel. Facebook has recently rolled out a new advertising avenue called "Trip Consideration," which is an amazing way to target users who are in the early stages of considering a trip. You'll need to have the Facebook pixel installed.

3. Generate more leads

If you and your staff struggle with keeping your sales funnel full of potential

new clients, you're in luck. Lead generation ads on Facebook are a smart tactic, giving you the opportunity to collect new emails from people who are drawn to your ad by a lead magnet, a downloadable giveaway on your website.

The key to your success is providing a relevant, must-have item (bit.ly/2FTSnp7). Think about providing:

- Destination guides
- Packing tips
- Restaurant guides
- Top 10 lists

The goal is to create something so meaningful that people will give up their email address to get it *instantly*!

4. Nurture your loyalists

Do you ever wish you could create a post that reaches only your existing clients? It would allow you to provide a special offer, launch an exciting new tour or product, or extend an upgrade to established clients.

You can do it by creating an Excel spreadsheet of your client's email addresses, then heading over to Facebook Ads Manager and setting up a Custom Audience.

Here's the navigation:

1. Click on the hamburger icon (≡) at the top left of your screen, then

BUILD A SOCIAL AD CAMPAIGN



CAPITALIZE
ON
LIKES



CATCH
THEM
EARLY



MINE
NEW
LEADS



REWARD
CURRENT
CLIENTS

select "Audiences."

2. Select "Create Audience," then "Custom Audience," and then "Customer File."
3. Follow the prompts to upload your client list.

Add more finesse with these tips and examples: bit.ly/SocialAds2.

Voila! Facebook matches up the email addresses from your list to form a new audience for your advertising. It's an easy way to supplement your email campaigns and give you another opportunity to be top of mind with your clients.

Tip: Format your spreadsheet as a .csv file. Make sure you have only one column with only email addresses and remove any column headers.

Keeping heads in beds and butts in seats is easier to do when you and your team employ a solid social ad campaign. Which of these strategies will you add to your next campaign? 🍷

Catherine Heeg, an international speaker and trainer, focuses on social media marketing strategies for the tourism and hospitality industry. Connect with her socially and at cmsspeaking.com.

Innovative work helps struggling natural areas

BY SUSAN ALKAITIS,
LEAVE NO TRACE
CENTER FOR OUTDOOR ETHICS



DESPITE THE LONG, steep hike to reach it, Conundrum Hot Springs in Colorado's White River National Forest had over 6,000 visitors last year. But due to its popularity, this high alpine area's delicate tundra ecosystem began facing serious impacts: Bears trolled the area for food, human waste lay exposed, plants were trampled and user conflicts were on the rise.

Also, 11,200-foot Conundrum Hot Springs had gained a reputation as a beautiful outdoor place to party. The overcrowding, alcohol abuse, illegal fires, litter and out-of-bounds camping were taking a toll on the area, leading the U.S. Forest Service to enlist the Leave No Trace Center for Outdoor Ethics for help.

Leave No Trace is an international movement, nonprofit organization and education program dedicated to protecting the outdoors by teaching people to enjoy it responsibly. The organization delivers cutting-edge education and research to millions of people across

the country every year. Through one of its key programs, Hot Spots, the center is able to provide a spectrum of Leave No Trace solutions for troubled natural areas across the country.

The Hot Spots program identifies areas that are suffering from the severe impacts of outdoor activities but can thrive again by following Leave No Trace solutions. Each location receives a unique blend of education programs, service projects and follow-up activities. With site-specific Leave No Trace tools in place, these areas can get on the road to a healthy and sustainable recovery.

To date, the Leave No Trace Center has conducted more than 60 Hot Spots programs around the country. The areas range from national to city parks and are chosen from hundreds of nominees. Last year, the center supported 20 areas with 163 educational sessions and related events, removing 2.5 tons of trash and enlisting 1,800 volunteers to support the work.



Hiking in Colorado's White River National Forest

"The real strength of the program is that it isn't a one-and-done cleanup project," according to Dana Watts, Leave No Trace's executive director. "Our researchers and expert education teams, the Subaru/Leave No Trace Traveling Trainers, are very responsive to the specific issues each area is dealing with. They construct a Leave No Trace program that directly addresses the struggles of the area, and they monitor implementation to ensure recovery is in play."

At Conundrum Hot Springs, an area that in 10 years has seen a 285 percent increase in visitation, a Leave No Trace education team worked on solutions with U.S. Forest Service personnel, the public and the Forest Conservancy, a large volunteer group that supports White River National Forest. For a week last year, Leave No Trace trainers led not only workshops and trail maintenance efforts but also helped develop new messaging for the area. They devised custom programs for the public as well as management techniques that were designed

to support the health of the area while preserving the visitor experience.

After the initial week of on-the-ground work, the Leave No Trace Center continued to consult with the U.S. Forest Service and will provide another session at Conundrum late this summer.

Last year, the Leave No Trace Center supported 20 areas with 163 educational sessions and related events, removing 2.5 tons of trash and enlisting 1,800 volunteers ...

Making this work easier to accomplish are the Leave No Trace Center's longstanding partnerships with the U.S. Forest Service, the National Park Service, all of the major federal land

management agencies, the state park system and others. In fact, the Leave No Trace Center just forged a groundbreaking partnership with the Colorado Tourism Office to work with them on imbuing Leave No Trace basic skills during trip-planning stages of the outdoor experience. The center's staff plans to replicate the Colorado Tourism partnership in additional states.

With 11 billion visits to public lands in the United States each year, and with nine out of 10 of people uninformed about how to conduct themselves to protect the environment, Leave No Trace still has much work to do. For now, focusing on Hot Spots is a great way to make a lasting difference. Yet having more people who take it upon themselves to learn and practice Leave No Trace skills will be the game changer for our beloved natural world. 🌍

Susan Alkaitis is the deputy director of the Leave No Trace Center for Outdoor Ethics. To learn more and get involved, visit LNT.org.

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Up in Canada

Visits to the country and attendance at RVC break records

BY BOB ROUSE

HALIFAX, NOVA SCOTIA, played host to Rendez-vous Canada in May, and the eastern harbor town welcomed 1,875 delegates, the highest attendance in the show's 42-year history. International and domestic buyers were there to learn about new travel product during the four-day event, and Canadian destinations have plenty to offer.

In 2017, Canada welcomed a record number of visitors: 20.8 million, up 4 percent from the previous year. The United States (14.3 million) was the source for two-thirds of those visitors, yet overseas countries made up their largest-ever share of arrivals.

The U.K. (801,000), China (682,000) and France (571,000) were the next leading countries of origin, with the most growth among the top markets

coming from Mexico (47 percent) and Brazil (22 percent).

Bardish Chagger, minister of small business and tourism for the Canadian government, reported that total revenues from domestic and international tourism topped a record \$97 million Canadian dollars last year. And tourism directly supported 735,300 jobs—one in 10.

"Our vision for tourism works because our provincial partners have worked so well together," she said.

North American connections

Even with the influx of overseas visitors, the United States is an "incredibly important market," according to Sarah Finstad, regional managing director for North America at Destination Canada.

"The U.S. is a high-yield traveler, and they're coming to Canada in droves."

Visitors from south of the border stay on the move. "They're not here to drop and flop," Finstad said. "They come for a long weekend or for four or five nights, and they do some really active stuff."

Destination Canada's research shows that U.S. visitors seek shopping, both in cities and off the beaten trail. And American travelers hope to de-stress by immersing themselves in a destination. "They work hard and play hard and want to experience new things," Finstad said. "Travel really defines them, and they want to brag about it on social media."

The dramatic influx of Mexican travelers in 2017 can be partly explained by a perception that they were not welcome in the United States. Destination Canada

On Atlantic Canada Night at RVC, 1,850 guests were served 1.5 tons of fresh hard-shell lobster.



DESTINATION CANADA



Two NTA members, Alison Lindsay of The Butchart Gardens (left) and Amber Van Der Hoeven, CTP, of Lord Elgin Hotel, swap stories during the RVC opening night event at Pier 21 in Halifax.

has identified specific characteristics of those visitors.

“Family is first,” said David Goldstein, president and CEO of Destination Canada. “Mexicans travel in big groups, and they want hotel rooms and restaurant seating together.”

Much of the Mexican tourism market is linked to school holidays: summer, of course, but also in December and April. “They want intellectually stimulating experiences, such as museums, and they’re proud to tell about it on social media,” Goldstein said. “And Mexican visitors like to tour around, city to city.”

Canadian Signature Experiences

Destination Canada curates a collection of tourism businesses and destinations that are unique to Canada—more than 200 experiences across all 13 provinces and territories. The DMO has turned the spotlight on several members of the collection that added new elements, and three of them are NTA members.

Canadian Museum of History Along with the recent opening of the Canadian History Hall, the country’s largest and most comprehensive exhibition on Canadian history, the museum in Gatineau, Québec, also launched the Canadian Odyssey Group Tour, a one-hour guided tour of the attraction that adds a 90-minute expedition on the Ottawa River with a costumed interpreter. historymuseum.ca

National Gallery of Canada Canada’s visual arts treasures are on display in

the completely renovated Canadian and Indigenous Galleries, including the new Canadian Photography Institute. And from November 2019 through mid-April 2020, the Ottawa-based museum will stage its second exhibition of modern indigenous art from around the world. gallery.ca

Tourism Sault Ste. Marie The Ontario DMO launched a group tour itinerary, Follow in the Footsteps of the Group of Seven, that transports guests to the rugged landscape of Northern Ontario that was painted by seven artists in the 1920s. The tour includes a painting lesson aboard the Agawa Canyon Tour Train, and participants paint their own version of a work made famous 100 years ago. saulttourism.com



Know what’s new

With record numbers of travelers visiting Canada, destinations are working with their partners to keep up with demand and create more—and more authentic—experiences. To see what’s new in every corner of Canada, check with these NTA-member DMOs.

Banff Lake Louise Tourism
banfflakelouise.com

Cariboo Chilcotin Coast Tourism Association
landwithoutlimits.com

Destination St. John’s
destinationstjohns.com

Discover Halifax | discoverhalifaxns.com

Kootenay Rockies Tourism
kootenayrockies.com

Newfoundland & Labrador Tourism
newfoundlandlabrador.com

Niagara Falls Tourism | fallstraveltrade.com

Northern British Columbia Tourism Association | northernbctourism.com

Nova Scotia Tourism | novascotia.com

Ontario Tourism Marketing Partnership Corporation | ontariotravel.net

Ottawa Tourism | ottawatourism.ca

Québec City Tourism | quebecregion.com

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Tourism Calgary | visitcalgary.com

Tourism Fredericton | tourismfredericton.ca

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Tourism Kamloops | tourismkamloops.com

Tourism PEI | tourismpei.com

Tourism Saskatchewan
trade.tourismsaskatchewan.com

Tourism Sault Ste. Marie | saulttourism.com

Tourism Toronto | seetorontonow.com

Tourism Victoria | tourismvictoria.com

Tourism Winnipeg | winnipeggroups.com

Tourism Yukon | travelyukon.com

Tourisme Laurentides | laurentians.com

Tourisme Montréal | tourisme-montreal.org

Tourisme Saguenay-Lac-Saint Jean
saguenaylacsaintjean.ca

Travel Alberta | travelalberta.com

Travel Manitoba | travelmanitoba.com

Western Newfoundland DMO
newfoundlandlabrador.com/western

On crisp, sunshiny days in May, Rendez-vous attendees stroll from the Halifax Convention Centre to a nearby venue for lunch.

Connections that count

Together. We go further. You might have heard us say that here at NTA.

We adopted it not only as a tagline, but also as a promise. When members connect, share insights and form partnerships, results are sure to follow. That's what NTA is all about.

Such is the case for NTA Ambassador Christian Utpatel of Homberg, Germany-based Terra Lu Travel and new member Vishal Gupta, owner of Unisafe Tours in Agra, India. As an NTA Ambassador, Christian sends a welcome email to association newcomers and offers assistance on how to make the most of their membership. The following is a recent note he sent us.

If you have a connection you'd like to share with *Courier*, email it to Bob Rouse at bob.rouse@ntastaff.com.

Just to show you how serious I take my role as ambassador ;) I had the pleasure to welcome Vishal Gupta, owner of our new member Unisafe Tours in India, to our office in Homberg, Germany! When I contacted him for my NTA ambassador job, it turned out that he was in Frankfurt, promoting tours to India. I told him how to take the train to my place and welcomed him just a few hours later. Although we are both incoming suppliers to our countries, we shared sample itineraries and will try to promote each other's country. And, God's will, a day later I received a request from a German welfare organization that wants to do a trip to India and show donors the projects they support. Now I know how to do that!

Thanks, NTA!
Christian



Willkommen: New member Vishal Gupta of Unisafe Tours India (right) visited NTA Ambassador Christian Utpatel's office in Germany during a recent business trip to Frankfurt.

2018 NTA Ambassadors

Jim Coggin, Virginia Beach CVB
Scott Hartcorn, Shilo Inns Suites Hotels
Melody Johnson, Falcon's Crest
Michelle Pino, Northeast Unlimited Tours
John Shaffer, Luray Caverns
Suzanne Slavitter, CTP, Sports Empire & Authentic California Vacations
Christian Utpatel, Terra Lu Travel
Michael Weinberg, Hiltons of Chicago
Clayton Whitehead, CTP, Sports Leisure Vacations
Pam Williams, Huntsville, Alabama CVB

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—Andrew Selinka, Academic Expeditions,
NTA member since 2004

COMPILED BY KENDALL FLETCHER AND PAT HENDERSON



Rendering of the Chicago Architecture Center

New Chicago attraction builds on history

The Chicago Architecture Foundation is set to open the Chicago Architecture Center Aug. 31. At the 20,000-square-foot center, situated on East Wacker at Michigan Avenue above the dock where the foundation's architecture cruises depart, docent-led tours and special programs will detail Chicago's architectural legacy and its role in shaping cities everywhere.

CHICAGO: City of Architecture Gallery, the center's signature gallery, will connect visitors to Chicago's place in architectural history through exhibits that explore the city's neighborhoods and their unique architectural styles, as well as new Chicago projects that redefine modern design.



Rendering of the Chicago Architecture Center Box Office

The Tall: Skyscrapers and Innovation exhibit will feature detailed, supersized scale models of famous skyscrapers from Chicago and across the globe, including a 40-foot model of the world's tallest building. Groups will learn how architects push boundaries and discover what it takes to build the world's "megatall" structures.

The Chicago City Model Experience will be a cinematic, interactive encounter that tells the story of the city considered the birthplace of the skyscraper, from its founding and the Great Chicago Fire to the construction of today's super tall buildings.

The Hands-On Design Studio will offer workshops and personalized design experiences for all ages that can be geared toward teenagers looking to pursue a career in architecture. The Future Cities Gallery will include a variety of rotating exhibits exploring the construction of resilient megacities of the future that will exist in balance with nature.

The Chicago Architecture Foundation also offers architectural tours by boat on the Chicago River, as well as programs, exhibitions, field trips and online tools as part of a dynamic learning journey for all ages.

For more information, contact Dan O'Connell with the Chicago Architecture Foundation at doconnell@architecture.org or visit architecture.org. —K.F.

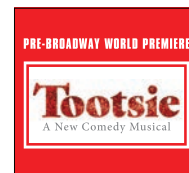
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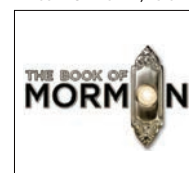
OCT. 2 – 21, 2018



OCT. 23 – NOV. 17, 2018



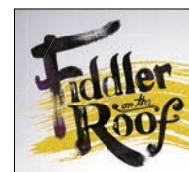
NOV. 13 – DEC. 8, 2018



NOV. 20 – DEC. 2, 2018



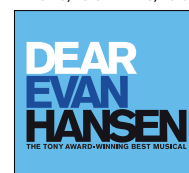
DEC. 4 – 16, 2018



DEC. 18, 2018 – JAN. 6, 2019



JAN. 8 – 13, 2019



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Baltimore helps students catch the vision

Baltimore has many museums and experiences that allow student groups to explore the arts and the creative process.

One of the city's top attractions, the American Visionary Art Museum, highlights original works created by self-taught artists, many of whom never received formal training, whose art arises from an innate personal vision and experience. As they explore the attraction,

students are challenged to consider their own visionary thoughts and ideas.

A number of hands-on programs, such as scavenger hunts and workshops, allow students to discover the museum's vast collection. Those and other activities also offer a detailed look at the creative process—through stories of the artists whose works they are viewing—and help them discover their own passions and interests.

Another group in Baltimore that connects students with interactive learning is the Living Classrooms Foundation. The organization offers a range of programs—Ascend through Music, Shipboard Environmental Education, Urban Gardening and many more—that allow participants to not only work together with their classmates, but also to learn more about their community.

For more information, contact Eric Masterton of Visit Baltimore at emasterton@baltimore.org or go to baltimore.org. —P.H.



Baltimore's American Visionary Art Museum



Exhibits and displays at the American Visionary Art Museum (pictured above and below) feature works by self-taught, intuitive artists from around the world.



Nathaniel Fein/New York Herald Tribune/Not Fein Estate

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DAN MEYERS



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Military Aviation Museum

Flights and lights

The Virginia Beach area is known for its rich military and maritime history. Those two aspects of its culture can be explored at the Military Aviation Museum and Cape Henry Lighthouse.

Boasting one of the largest private collections of its kind in the world, the museum covers the first 50 years of military aviation history and houses nearly 70 planes, many of which have been restored to their original flying condition. A range of educational programming helps provide real-world examples of science, math and history in action.

As part of guided tours through the hangar, docents discuss how gravity, motion, and kinetic and potential energy factor into how planes fly and how they were designed. Groups can explore topics such as whether two wings are better or worse than one and how a larger surface area affects a plane's ability to overcome gravity.

Travel planners also can book sessions with a veteran pilot or a Rosie the Riveter impersonator. These programs give travelers a chance to find out more about the contributions of the men and women involved with military aviation across different periods of time.


Built in 1792, the Cape Henry Lighthouse stands along the Chesapeake Bay and Atlantic Ocean. Visitors can climb the 191 steps to the top of the original 90-foot tan structure to take in sweeping views of the coast. Tours of the structure and the on-site museum are available, and officials can tailor programs to groups' needs. Nearby is a newer black and white lighthouse, which replaced the original as the area's beacon in 1881. It is not open to the public.


For more information, contact Jim Coggin of Visit Virginia Beach at jcoggin@visitvirginiabeach.com or go to visitvirginiabeach.com. —P.H. 📍



VISIT VIRGINIA BEACH

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Dan Burgette (American, 1947), *Peep Show*—detail, 2014. Bigleaf maple log and bronze. 38"x17"x14". Purchased with funds generously donated by Mrs. Christy Walton and Rick and Hollie Armstrong—RARE Gallery, National Museum of Wildlife Art. © Dan Burgette

2820 Rungius Road, Jackson, Wyoming • www.WildlifeArt.org

Seattle, meet *Bliss*

BY BOB ROUSE

IF YOU WANT TO MEET ME on the *Norwegian Bliss*, I'll be on Deck 15.

On a ship with 20 restaurants and 13 bars, my favorite spot on the *Bliss* was the observation lounge. Situated forward and high above the sea, the lounge lets you see where you're going in life. Depending on the sailing, you'll see Alaskan glaciers, Caribbean beaches or any number of sights up and down North American coasts.

Along with my wife, I was on a mini-cruise: a three-night sailing out of Seattle designed to introduce travel

professionals the newest of Norwegian Cruise Line's 16 ships.

But back to Deck 15.

When you're (literally) lounging on a comfy couch, with the feint hum of the engine and a marvelous vista unfolding through floor-to-ceiling windows, you can do some serious pondering about your future. Including what's for lunch.

Food, yes. It's possible that talking about food on a cruise is cliché because everyone rants about the vast amount and endless choices. But there's a really, really good reason for so much culinary

conversation: The food is that awesome.

There weren't enough meal times for Mary Beth and me to dine in every restaurant aboard the *Bliss*, but in the three evenings we stepped up to the plate, we batted 1.000. We had a fabulous Italian dinner in the sophisticated La Cucina, a fancy Mexican meal in Los Lobos and a mess of barbecue and fixin's in Q Smokehouse.

I defy you to find a better beef brisket—or a bigger banana pudding—than they serve at Q.

Out of professional duty, I visited many other onboard eateries for meals



Our early June "introductory" sailing aboard the *Norwegian Bliss* was an all-too-quick trip from Seattle, the ship's summer home port pictured here, to Victoria, the pretty and engaging capital of British Columbia.

and snacks, including a festive lunch at Jimmy Buffet's Margaritaville (also an NTA member).

And the Garden Café, which serves three meals a day, is a gastronomic treasure hunt. You'll find ample offerings as you fill your plate at whatever buffet line is closest, but the restaurant is large, and if you keep exploring, you'll find different specialties, ethnic options and a sweet-tooth's paradise.

But I didn't eat the entire time. I also drank. We sampled rum drinks in the Sugarcane Mojito Bar, sipped six of the 70-something beers available at The District Brew House, got an A-plus lesson in winemaking from Michael Mondavi at The Cellars and inspected the ship's bourbon collection at Maltings Whiskey Bar.

The number and variety of venues aboard the *Bliss* not only provide a rich experience, they also make a big ship

seem smaller. That's what Stephanie Dilling, general manager of NTA-member Wells Gray Tours, told me.

"When some clients see that the ship can hold 4,000 people, they might think they'll be constantly in a sea of people. However, the layout and design of the *Bliss* make it feel like the smaller ships our clients are used to."

Stephanie, who was also on the Seattle sailing, added that the ship's many entertainment options mean that guests will never be bored. And I'll testify to that.

I had seen "Jersey Boys" before, but the show we saw on the ship was absolutely electric. The musical tells the story of Frankie Valli and the Four Seasons, and my *Bliss*mates who packed the theater went bananas over it.

The ship offers two other big productions, "¡Havana!" and "Happy Hour Prohibition—The Musical," along with live music in bars and restaurants, a casino and a video arcade.

And there's outdoor fun, too: an open-air laser tag course, high-speed water slides that include a loop out over the ocean, an aqua park for kids and a race track. I did not venture down the water slide, but I did don a helmet and zip around in an electric race car on the two-level track. (The quiet engines don't interrupt the guests who are luxuriating by the pool or in one of six infinity hot tubs.)

So yeah, the ship has fine dining and fast cars.

"There are so many options for the guests to experience, and it feels like a 5-star experience the moment you board," Stephanie said. "I believe with a younger demographic starting to travel with Wells Gray Tours, the *Bliss* is a product we can package."

I know one person who can definitely help package this product. Jodi Danyluk is NTA members' direct link to Norwegian, and she gave Mary Beth and me a private tour when we first boarded. What struck me was how many dining rooms and areas that groups can book for meetings or meals—including the observation lounge.

And that's where you can find me. Up on Deck 15.

For more information about the *Bliss*—or any Norwegian Cruise Line ship—go to **ncl.com** or contact Danyluk at jdanyluk@ncl.com.



Norwegian Cruise Line's Jodi Danyluk, relaxing with some good reading on the *Bliss* observation deck.

Maiden voyage to Seattle

The christening of the *Norwegian Bliss* was the impetus for my trip to Seattle, but spending a few extra days in the city allowed me to connect with NTA suppliers in a destination I had never visited.

My wife and I stayed at

Mayflower Park

Hotel. The room was elegant and comfortable, and the downtown location made it easy to walk to Pike Place Market, the **Seattle Art Museum**, Pioneer Square and loads of restaurants.

The hotel, which offers cruise passengers a \$10 shuttle to the docks, is also right beside Westlake Center and the southern terminus of the monorail, which takes you straight to its only stop: Seattle Center.

The 74-acre Seattle Center is home to several NTA-member attractions, including the **Pacific Science Center** and **Space Needle and Chihuly Garden & Glass**.

It was also the jumping-off point (wading-in point?) for our tour with **Ride the Ducks of Seattle**. Tammy Guill got us a seat aboard an amphibious craft that prowled both the streets and the waterways of Seattle. I'm a big fan of city tours, and the Ducks do it right.

For info on these and all NTA members in Seattle, go to the member search on **NTAonline.com** and put Seattle in the city line. 📍



Bob and Mary Beth in front of the Gum Wall



NORWEGIAN CRUISE LINE

ENDLESS FUN ON TANZANIA'S ENDLESS PLAINS

STORY AND PHOTOS BY PAT HENDERSON

GROWING UP IN IOWA, I'm familiar with endless plains. While my homeland may not be as pancake-flat as people believe, there are many areas where you have clear views of the local landscape for miles in every direction. I thought I knew plains.

Then I traveled to Tanzania. As part of the NTA Product Development Trip in June, I learned that the word Serengeti is derived from the Maasai language, and it means endless plains. *Hey, just like home!* Well, after spending a few days on safari in the western and central Serengeti during the tour, I now know the *real* endless plains.

Make no mistake about it, I love my birth state. But it's not only Tanzania's plains that are endless; the list of *animals* on them—elephants, lions, leopards, zebras, giraffes—is also endless and ... wow. Just, wow.

The nine-day tour was organized by Scholastica Ponera—a longtime NTA member who owns Dar es Salaam-based Pongo Safaris & Tours—with help from her sponsor partners: the Tanzania Tourist Board, Serena Hotels & Resorts and the Tanzania National Parks Authority. The trip across the Kilimanjaro region of northern Tanzania featured some of the country's finest game reserves: Lake Manyara National Park, Serengeti National Park and Ngorongoro Conservation Area.

Our group consisted of Scholastica, Jerry Varner of Washburn, Missouri-based Making Memories Tours and me. Jerry and I had a lot in common—we're about the same age, we both grew up in farming towns and we were each raised with the small-town sensibility (and frugality) that is common to Midwesterners.



*"I had seen African animals on TV before and seen a few at zoos. But that doesn't even compare to when you are watching an animal **watching you**, in the wild, in their territory. There's a rush of adrenaline, excitement and respect all at the same time."*

— Jerry Varner



On the other hand, Scholastica is a Tanzanian through and through. Born and raised in the African nation, Momma Pongo, as Scholastica is affectionately known to nearly everyone in the tourism community, loves showing off her country to visitors. Jerry and I were happy to have her taking care of all the details—especially since it was our first visit to Africa and first safari—and the three of us got along famously.

Over the six game-drive days, we got used to the rhythm of having a sit-down breakfast together then spending the rest of the morning and most of the afternoon in the parks to check out the wildlife. During the rides, Scholastica and our driver, Lupogo, had plenty of time to educate Jerry and me about the parks, the animals and life in Tanzania.

Evenings typically involved some happy hour entertainment—ranging from a local drumming troupe and native acrobats to a Maasai dance performance—at whichever of the luxurious Serena Resorts we were staying at that night, followed by dinner. Some of my fondest memories of the trip are of the far-ranging conversations and many laughs that Scholastica, Jerry and I shared over those leisurely nighttime meals.

Enter animals

Our first day of the game drive took us to Lake Manyara National Park. Located

in the Rift Valley, which is essentially East Africa's big game migration path, the park was a great place for Jerry and me to get our safari feet wet. We saw leopard, zebras, baboons, warthogs, wildebeest and buffalo, and closed the day with a Treetops Adventure tour that involved us walking above the park's canopy on a series of swinging bridges.

In an email to a friend recapping our day at Lake Manyara, I wrote:

"We opened in Lake Manyara National Park, which Scholastica said is a park many people skip in their rush to get on to Serengeti and Ngorogoro. If this is the appetizer, I cannot wait for the main course! We saw, among other animals, a leopard and 10 or so zebras. Based on the responses from our driver and the guides who led our Treetops Adventure tour, our spotting a leopard was a huge coup. It also really was awe-inspiring to be 50 feet from a zebra."

While my note about the main course would be spot on, my comment about the wonder of being that close to a zebra would prove naïve—to wit, as the trip progressed, we would see literally thousands of zebras and find ourselves roughly 20 feet from bigger game such as lions and elephants.

Seren-geti up!

The next day we made our way across the Ngorongoro Conservation Area en



Pongo Safaris & Tours has 35 years of experience organizing tours in Tanzania and other African destinations. The company specializes in personalized safari packages throughout Tanzania that cover the country's many national parks and game reserves. To learn more, reach out to Scholastica Ponera at info@pongosafaris.com or go to pongosafaris.com.





Scholastica Ponera enjoys a balloon safari over the Serengeti

‘Welcome to my office’

One of the highlights of our time in the Serengeti was taking a hot-air balloon ride above the plains at sunrise. Once the crew had prepped everything and the balloon was properly inflated, we took off. A couple of minutes after we were airborne, our pilot Joao Rodrigues uttered a line I’m sure he’s used hundreds of times, “Welcome to my office.” Well played, captain, well played.

While Jerry and I enjoyed the balloon safari immensely, it was very cool to see Scholastica’s response. Even though this bucket-list experience is something she’s sold to hundreds of clients, she had never done one herself. It would have been a fantastic excursion anyway, but seeing her kid-at-Christmas level of enthusiasm was something I’ll never forget.

route to the western section of Serengeti National Park. The Serengeti is a fascinating place that really does live up to the endless-plains billing. While I don’t think Pete Townshend wrote The Who’s hit song based on a visit to the park, you absolutely can see for miles and miles.

We split our three days between west and central Serengeti, which allowed us to have our first encounters with lions and elephants and to see four more

leopards. We also stopped multiple times to let large groups of wildebeest and zebras cross in front of our trusty Land Cruiser.

During our two nights in the western Serengeti, we stayed at the Kirawira Serena Camp, a tent lodge. When I think “sleeping in a tent,” I think “camping.” Well, at Kirawira, the only thing tent-y about the accommodations was the canvas walls around the spacious rooms, which were appointed with hardwood beds, desks and cabinets, as well as luxurious shower and bathroom amenities.

Since the camp is located in big-game country, as was all of the lodging for our game-drive days, you had to call the front desk after dark if you wanted to go from your room to the lobby. Not wanting guests to wander off into the wild, they would then send a guard to come escort you, although I wasn’t exactly sure what the guard was going to do if a lion showed up.

Serengeti Serena Safari Lodge



Close encounters at Ngorongoro Crater

We wrapped up our wildlife viewing with a magical day at Ngorongoro Crater. We hadn’t been on the floor of the UNESCO World Heritage site more than an hour before a lion ambled up beside the vehicle. We slowed and followed it for a short distance, where it joined two



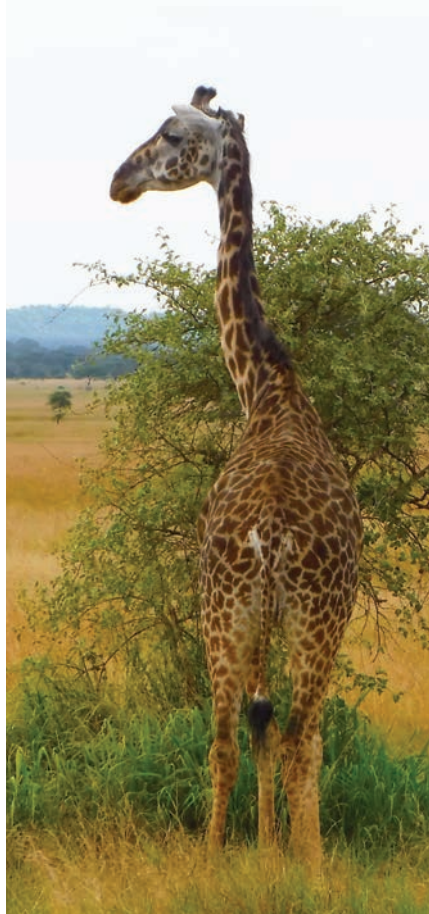
other lions. Not that you had any doubt, but being within 25 feet of the King of the Jungle is pretty cool.

We had an even closer encounter with a herd of elephants later in the day. We'd just reached the rim of the crater and were taking a couple of backroads near the resort. All of a sudden, an elephant passed in front of us, followed shortly by two crossing behind us.

We drove around a switchback turn in an attempt to set up another viewing. It worked, and my heart started racing when one of the massive creatures appeared from the brush just 15 feet away. Like pretty much all of the animals we encountered, the elephants had little interest in us and passed on by. We did get some good photos, no zoom needed, of our newest friends.

We also saw two rhinos in Ngorongoro, which meant that we'd seen each of the Big Five animals—elephant, leopard, lion, Cape buffalo and rhino—at some point during the trip. While it was clearly a thrill to gaze upon such A-list animals during our safari week, I also enjoyed seeing some of the smaller animals, such as jackals, hyenas, mongoose, Thomson's gazelle, colorful superb starlings and red-headed rock agama lizards.

Three days after I returned from Tanzania, my wife and I drove to Iowa for a Henderson family gathering. It is



roughly 700 miles each way and, let me tell you, there are a lot of flat stretches as you roll along I-65 in Indiana, I-74 in Illinois and I-80 in Iowa.

As I gazed out at the endless Midwest plains—8,300 miles from the Serengeti—I couldn't help but imagine that instead of cows, sheep and horses, I was seeing zebras, giraffes and lions. Just ... wow. 🐘

Safari selfies

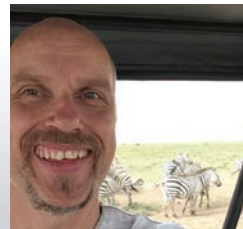
Even before the term selfie entered popular lexicon, there was no shortage of travelers extending an arm to try and capture an action shot of themselves at a popular destination. These days, Instagram is stocked with myriad well-executed solo shots, and our tour through the game parks of Tanzania offered ample opportunities to bag the coveted Safari Selfie. Take a look.



Jerry and the elephant



Scholastica and the lion



Pat and some zebras

Overlook at Ngorongoro Crater





Mardi Gras World

Anything but dry and dusty

Museums serve to enlighten, educate *and fascinate* visitors

BY PATTI NICKELL

FOR MANY TRAVELERS, the prospect of spending a few hours in a museum doesn't exactly result in rapturous excitement. They conjure up images from childhood visits to museums: endless relics explained in excruciating detail by docents who, in their zeal, fail to notice the glazed-over expressions on visitors' faces.

It might be different if these institutions were devoted to—oh, say—witch trials or wanton carnival revelry. What if they honored a Sioux war chief or an artist known

for his mustache and a penchant for painting melting timepieces? How about a museum whose treasures included Mick Jagger's bell bottoms and Elton John's rainbow-hued regalia? And what if an entire museum was based around our childhood love of play?

Today's museums are anything but dry and dusty, and energetic exhibits make musty memories fade away. Here are 10 NTA-member attractions that redefine the concept of what makes a museum worth visiting.

Mardi Gras World | New Orleans

"Throw me something, mister!" is the cry heard every year as thousands of revelers gather in the Big Easy for Mardi Gras. But even if your group can't make it to Carnival, they can experience the pageantry of the celebration year-round at Mardi Gras World.

On the banks of the Mississippi River, this 300,000-square-foot warehouse is where floats are constructed for all the Carnival parades. Magic is made here: Dragons and dinosaurs are created out of chicken wire and crepe paper, and 10-foot heads of Hillary Clinton and Hannibal Lector are fashioned from Styrofoam sheets and papier-mache.

Visitors can watch artists at work and then view the results. They might even leave with a few strands of plastic beads draped around their necks. mardigrasworld.com

Country Music Hall of Fame and Museum Nashville

From Hank Williams' cheatin' heart to Taylor Swift's cheating boyfriends ... from rhinestone cowboys to the Man in Black ... and whether you dote on Dolly or are mad about Merle, this is the place for country music lovers to get their groove on.

Nashville's Country Music Hall of Fame and Museum has been referred to as the "Smithsonian of Country Music," with some 2.5 million artifacts tracing the evolution of country music from its roots to present day. Those items range from Mother Maybelle Carter's Gibson guitar and Elvis Presley's solid gold Cadillac limousine to the dress Carrie Underwood wore when she won "American Idol."

Of interest to groups is a special program linked to the major exhibit, "Outlaws and Armadillos." Groups can tour the exhibit, says Dana Romanello, senior manager for tourism and admission sales, and then take part in a personal showcase and discussion with two musicians who played with Waylon Jennings and others of the Outlaw era. countrymusichalloffame.org



Country Music Hall of Fame and Museum

Rock and Roll Hall of Fame & Museum | Cleveland

If your group is a little less country and a little more rock and roll, preferring “Blue Suede Shoes” to “Blue Eyes Crying in the Rain,” then this museum on the shores of Lake Erie is tailor made for you.

Your only problem might be budgeting enough time to rock your way through all six floors. (Tip: The first floor has most of the action.) You can’t miss Jimi Hendrix’s guitar or Mick Jagger’s jumpsuit. You must watch Michael Jackson and the Stones in concert, and listen to Aretha Franklin talk about who influenced her music. You absolutely can’t leave without finding out how certain cities—Memphis, Detroit, Liverpool and Seattle—influenced musical genres.

From Buddy Holly to the Beatles, this one has it all. rockhall.com



D.M.C.’s shoes and glasses



Time cover from 1968

Newseum | Washington, D.C.

Even if your group isn’t composed of news junkies, they will be fascinated by this interactive museum where five centuries of news history combines with up-to-the-second technology.

Some of the exhibits are gut-wrenching: those on the U.S. Civil Rights Movement, the Berlin Wall and the Vietnam Tet Offensive.

Some are heartwarming: the gallery of presidents and their canine companions—from George Washington’s American foxhound to Barack Obama’s Portuguese Water Spaniel.

And some are just plain informative: the Time Warner World News Gallery, with its 36-foot-wide world map—updated annually—illustrating by color code the different levels of press freedom in countries around the world.

At this museum, you can be sure of one thing: There’s no such thing as fake news. newseum.org

Museum at the Gateway Arch | St. Louis

They’ve been making *real* news lately in St. Louis, the location of one of America’s greatest pieces of art and proudest urban symbols.

The Gateway Arch, Finnish-American architect Eero Saarinen’s sculptured ribbon of steel, towers 630 feet above the Mississippi River and is visible across the St. Louis metro area. Twice as tall as the Statue of Liberty, the Arch celebrates Thomas Jefferson’s vision of Manifest Destiny.

Visitors take a passenger tram to the top of the arch for the obligatory “ooohhhhing” and “aaahhhhing.” Afterward, they can check out the sparkling new museum, which reopened July 3 as part of a \$176 million renovation of the visitors center. Galleries focus on colonial St. Louis, the nation’s westward expansion and the history of the arch itself. gatewayarch.com

Museum at the Gateway Arch
(circular structure)





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Crazy Horse Memorial | Custer, South Dakota

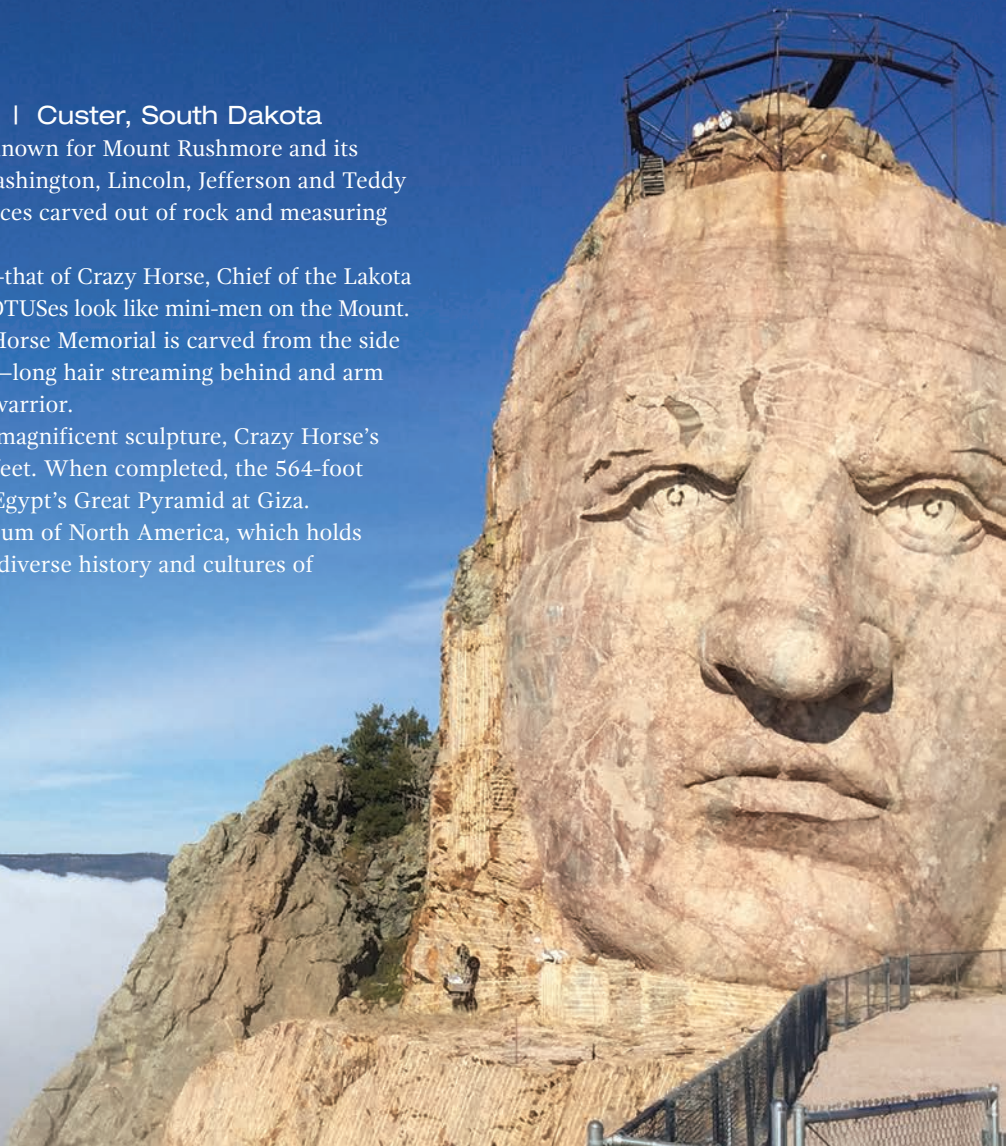
Most people will tell you the Black Hills are known for Mount Rushmore and its massive granite profiles of U.S. Presidents Washington, Lincoln, Jefferson and Teddy Roosevelt. After all, it's hard to ignore four faces carved out of rock and measuring 60 feet from forehead to chin.

However, the other Black Hills monument—that of Crazy Horse, Chief of the Lakota Sioux—when finished, will make the former POTUSes look like mini-men on the Mount.

A work in progress since 1948, the Crazy Horse Memorial is carved from the side of a mountain and depicts him on horseback—long hair streaming behind and arm outstretched—capturing the spirit of a great warrior.

To give you some idea of the scope of this magnificent sculpture, Crazy Horse's head is 88 feet tall and his horse will be 219 feet. When completed, the 564-foot granite sculpture will be 100 feet taller than Egypt's Great Pyramid at Giza.

The campus also includes The Indian Museum of North America, which holds a collection of art and artifacts related to the diverse history and cultures of Native Americans. crazyhorse.org



Salem Witch Museum | Salem, Massachusetts

Here, in this most haunted of cities, stands the stone bastion housing the Salem Witch Museum, honoring those who gave the town its *raison d'être*. In 1692, 20 people were put to death for witchcraft, and this museum brings to life their (literal) trials and tribulations, and it attempts to explain how such a frenzy could have happened.

This dramatic history lesson uses stage sets with life-size figures, lighting and narration during two informative presentations. Visitors also learn the wider meaning of the word “witch,” along with the truth behind the stereotypes.

Ironically, this most unholy of museums is housed in a former church. salemwitchmuseum.com

Salvador Dalí Museum | St. Petersburg, Florida

Thanks to a Cleveland couple, Reynolds and Eleanor Morse, who spent their lives collecting works by the eccentric Spanish artist, this St. Petersburg museum would no doubt have the dapper Dalí twirling his mustache in delight.

Housed in a stunning waterfront building with a skylight for natural lighting, it's the largest museum devoted to Dalí outside of Spain. The attraction contains 96 oil paintings, 100 watercolors and drawings, and 1,300 graphics, photographs, sculptures and *objets d'art*, as well as an extensive archival library. thedali.org



“Daddy Longlegs of the Evening-Hope!” by Salvador Dalí

SALVADOR DALÍ MUSEUM

TOP: CRAZY HORSE MEMORIAL FOUNDATION

Newport Mansions

Newport, Rhode Island

"What's this?" you say. "A museum showcasing the lifestyles of the super-rich?" Make that "museums" because that's what the palatial Rhode Island mansions under the aegis of the Preservation Society of Newport County are.

Nine mansions—the Breakers, Chepstow, Marble House, Rosecliff, Chateau-sur-Mer, the Elms, Hunter House, Kingscote and Isaac Bell House—will have your group feeling as if they are part of Newport's Gilded Age, or at the very least, characters out of "The Great Gatsby."

Add to this an extraordinary garden, Green Animals Topiary Garden, and you have a set of museums like no other.

newportmansions.org



Marble House Gold Room

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Elaine Wilson Carousel

Strong National Museum of Play Rochester, New York

Imagine a museum where you can test your Pac-Man skills, move pieces around on a life-size chess board, sit down with a Nancy Drew or Hardy Boys mystery book, or move cartoon characters around on a large screen using just your arms.

Imagination is what the Strong is all about.

"The Strong is like no other museum and is a must for adult groups," says Karen Dodson, tourism sales associate. "It provides a nostalgia-filled journey through the toys and games of our childhood, offering an opportunity to see one-of-a-kind artifacts, such as the first hand-made Monopoly set, the original Barbie and one of the first commercial jigsaw puzzles."

Future plans include a 100,000-square-foot wing that will house new exhibits, such as the World Video Game Hall of Fame.

museumofplay.org

And these are just 10 examples, 10 quick tours through a sampling of unique experiences that NTA-member museums provide to visitors of all ages and interests. To see the full list of member museums—complete with contact information—turn to page 48. 📍



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Coastal California

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Sailing through time at the Maritime Museum of San Diego

"The Maritime Museum of San Diego's mission is to serve as the community memory of our seafaring experience by collecting, preserving and presenting our rich maritime heritage," says Theresa Smullen, director of marketing and public relations for the museum.

The attraction regularly hosts exhibitions and public events, and its collections includes 10 historical vessels from as early as the 16th century.

"Group charters are available aboard the museum's 1542 Spanish galleon replica, *San Salvador*, and the state's official tall ship, the *Californian*," says Smullen. Knowledgeable museum docents and skilled volunteers lead these excursions, which typically last 2–4 hours. Charters also include admission to the museum and all its ships.

"Other popular points of interest are the U.S. and Soviet submarines. The Foxtrot B-39 Russian submarine houses a complete interactive exhibit, 'To the Brink of War,' complete with video, light and sound."

In early 2019, the museum will debut the exhibit "Sea Monsters: Delving into the Deep Myth" aboard the ship *Star of India*. Museum guests will learn about the factual animals that inspired historical sea monster lore, monster mythology's cultural significance and how ideas about creatures from the deep have changed over time.

For more information, contact Warren Potts, the museum's director of international relations for travel trade and group tours, at wpotts@sdmaritime.org or visit sdmaritime.org.



MARITIME MUSEUM OF SAN DIEGO

San Salvador

China's top artists make their mark at SFMOMA

The San Francisco Museum of Modern Art has announced one of the largest exhibitions of contemporary Chinese art presented in North America, scheduled to premiere later this year.

Following a successful run at the Guggenheim in New York City, "Art and China After 1989: Theater of the World" will debut at SFMOMA Nov. 10, and the exhibition will run until Feb. 24, 2019. More than 60 artists' work will be displayed, including pieces by Ai Weiwei, the sculptor and activist most

famous for his work on the Beijing National Stadium for the 2008 Summer Olympics.

The museum's group tour offerings include overviews of its sculpture and painting collections, a focused look at the building's outstanding architecture and guided tours of its special exhibitions. Tours typically last one hour and are available for groups of 10 or more guests.

To learn more, reach out to Lesley Makishima at lmakishima@sfmoma.org or go to sfmoma.org.



"Whose Utopia" (still) by Cao Fei



"To Add One Meter to an Anonymous Mountain" (still) by Zhang Huan

See whales, sip cocktails aboard Flagship Cruises

Flagship Cruises & Events, formerly called San Diego Harbor Excursion, has operated boats on San Diego's harbor since 1915. The company's guests can enjoy several cruise options:

The Patriot Jet Boat Thrill Ride takes passengers on a 30-minute, high-speed ride. The open-air jet boat means travelers will have excellent views of San Diego between spins, twists and turns.

San Diego Whale Watching Tours run from December through April and get sightseers up close with the whales and marine life of the San Diego coast. Tours are led by a naturalist from the Birch Aquarium.

Dining and cocktail cruises include the Hops on the Harbor cruise every Friday, which features local breweries, the Sunday Prime Rib Dinner cruise, and nightly dinner cruises on San Diego Bay.

To learn more about the company's cruises and charters, contact Scot Rockman at scot@flagshipsd.com or go to flagshipsd.com.



FLAGSHIP CRUISES & EVENTS

Catalina Express ferries travelers to island adventures

Catalina Express has been ferrying passengers to Catalina Island for more than 35 years, beginning with a single boat for island-based commuters. Today, the company offers daily departures from San Pedro, Long Beach and Dana Point aboard its eight high-speed catamarans. The company makes comfort one of its priorities during the one-hour journey: Each vessel offers inside and outside seating, a full bar and private lounges available for reservation.

Once on the island, visitors will find several new and updated attractions, excellent hiking and eco-friendly tours. The island has seen two new escape rooms open, the pirate-themed Catalina Room Escape and the Escape Room Catalina, which has puzzles that are revamped seasonally.

To complement the indoor action, hikers can trek a section of the Trans-Catalina Trail. The 165-mile system of roads and hiking paths includes 27 newly

added miles of trails, and the Catalina Trailhead Visitor Center is currently under construction in downtown Avalon. It is expected to be completed in late 2018 or early 2019.

For more information about Catalina Express and attractions on the island, contact Carol Elliott at carol@catalinaexpress.com or go to catalinaexpress.com.



View from Trans-Catalina Trail

CC FLICKR/CHRIS HUNKELER bit.ly/2KLB0BS



160 OUTLET STORES



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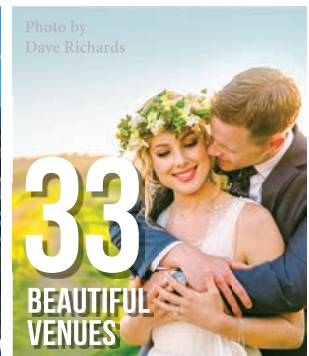


Photo by Dave Richards

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COMPASS  COASTAL CALIFORNIA

Lights, cameras and almost ready for action

When it debuts in mid-2019, the Academy Museum of Motion Pictures will be a star attraction for film buffs visiting Los Angeles.

The museum will take an encyclopedic look at motion-picture history, including displays and artifacts that detail the technology that makes movies possible, the process of taking an idea from script to screen, and the forms cinema takes around the world. Its exhibit halls will feature objects from the collection of the Academy of Motion Picture Arts and Sciences, which comprises 12 million photographs, 190,000 film and video assets,


104,000 pieces of production art, and thousands of posters and screenplays.

The academy also maintains special collections devoted to the careers of Cary Grant, Katharine Hepburn and Alfred Hitchcock. Notable artifacts in the larger collections include tablets from “The Ten Commandments,” a spaceship model from “2001: A Space Odyssey,” and puppet faces from “The Nightmare Before Christmas.”

The museum will open in a 300,000-square-foot space that combines an overhauled, 1930s department store with a contemporary addition

designed by architect Renzo Piano—who also designed the new Whitney Museum of American Art in New York City.

“As for opening events, the museum will indeed have a robust schedule of programming when it debuts,” says Stephanie Sykes, associate director of public relations for the attraction. But as with any summer blockbuster, film fans will have to wait for more details as opening day nears.

To learn more about the museum, contact Rowena Adalid, director of sales, at radalid@oscars.org or visit academymuseum.org. 





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Great Lakes

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It must be something in the water

Wisconsin Dells has made quite a splash as The Waterpark Capital of the World, with more configurations of indoor and outdoor water parks per capita than anywhere else in the world.

The first property in the country to introduce an indoor water park concept was at the Polynesian Water Park Resort in Wisconsin Dells, and the city's multiple parks have grown to include more than 200 water slides. Some of those attractions include Noah's Ark Waterpark, considered America's largest such attraction, spanning 70 acres with three miles of water slides. The park just added Raja—The World's Largest King Cobra slide, extending 335 feet; riders reach speeds up to 35 miles per hour.

Other parks include Wilderness Resort, considered America's largest indoor/outdoor combination water park, covering 500,000 square feet, and Kalahari Resort, home to the largest indoor water park in Wisconsin, at 125,000 square feet.

"Wisconsin Dells is such a unique destination because it effectively combines the natural beauty of the Wisconsin River and sandstone cliffs with the exciting man-made attractions that have captured the hearts of visitors, young and old," says Rhonda Parchem, marketing and communications director with Wisconsin Dells CVB. "With over 90 attractions to choose from, there is something to entertain even the pickiest of travelers. Groups will be happy to see just how many places cater to them, allowing for varying itineraries and even seasonal trips."

For travelers looking for a less extreme visit, she recommends Sundara Inn & Spa, which just added a \$13 million, 40,000-square-foot expansion that includes an outdoor pool, retreat space, restaurant, salt treatment room, a glass-walled meditation room and eight villa-like suites in the woods surrounded by miles of hiking trails.

For more information, contact Parchem at rhonda@wisdells.com or visit wisdells.com.

Get on the bus to Colum-bus

From one of the largest zoos in the United States to an historic German village, Columbus, Ohio, offers the gamut in group attractions and activities, including a new veterans museum.

The National Veterans Memorial & Museum is under construction and set to be completed by the end of the year. It will be the only place in the U.S. where the stories of veterans, their families and the fallen across all branches of service and eras of conflict will be told together under one roof, according to Roger Dudley, director of tourism sales at Experience Columbus.

"At more than 50,000 square feet, the facility offers space for gatherings, ceremonies, celebrations and public events. It also has opportunities for reflection in the Memorial Grove and Memorial Room, and exhibition galleries, both rotating and permanent, to explain more about the experiences of the brave men and women who are serving and have served," he said.

Just next door is COSI, Columbus' hands-on science center, which just began a partnership with the American Museum of Natural History, an NTA member, to open a permanent Dinosaur Gallery that features a life-sized Tyrannosaurus rex and more.

The Columbus Zoo and Aquarium recently launched the Wasafiri Adventure, an exclusive group tour offering. Visitors can have breakfast in the Mapori Restaurant with a view of the zoo's Heart of Africa exhibit, interact with giraffes and get reserved spots for the Cheetah Run.

South of downtown is the city's German Village, where groups can take walking or coach tours and hear the stories of German immigrants who built the community more than 175 years ago. Groups have brick streets and sidewalks to stroll and beautiful gardens and public parks to see in this 233-acre historical district, and they can also request custom tours for events. Special tours include learning the village's ghost stories or seeing the Village Lights display in early December. Dudley said stopping at Schmidt's restaurant is a must-do.

For more information, contact Dudley at rdudley@experiencecolumbus.com or visit experiencecolumbus.com/tours.

OSP IMAGES



You don't have to be cool to visit Minneapolis

"I like Hollywood. I just like Minneapolis a little bit better."

—Prince

Since the beloved artist's passing in 2016, Paisley Park, Prince's home and production studio, has been open to the public as a museum. Just 22 miles south of Minneapolis in Chanhassen, the \$10 million, 65,000-square-foot attraction offers several levels of tours, some including meals made by Prince's personal chefs.

"I think any visitor to MSP (Minneapolis-Saint Paul) should consider visiting Paisley Park. Obviously Prince fans, but any music groups would also love this tour," says Casey Kluver, global tourism sales manager with Meet Minneapolis. "Visitors will experience Prince's home and recording studio and hear the stories of other famous musicians that would jam and create music with Prince. They'll even get to hear some unreleased music by Prince. Major bragging rights!"

The city probably loves its sporting events as much as it does the late singer.

Groups can tour the U.S. Bank Stadium, home of the Minnesota Vikings and site of the 2019 NCAA Men's Final Four, scheduled for April 6–8. The VIP 90-minute tours give groups a behind-the-scenes look at the stadium that hosts major national and international events, like the XGames Minneapolis, Aug. 1–4, 2019, and mid-July 2020. They can



PAISLEY PARK-NGP RECORDS AND MEET MINNEAPOLIS

also tour Target Field, where they learn about the energy efficiency of the field and the science of baseball with hands-on activities, like taking a swing inside a major league batting cage. Allianz Field, a soccer stadium set to open in March 2019, will offer tours next spring.

For more information, contact Kluver at caseyk@minneapolis.org or go to minneapolis.org.

Here's a clue: This destination is red hot

There are centuries of history, new local eateries and plenty of cool events in Southern Indiana, but there are also lots of unique experiences for groups that render the "SoIN" region so in.



DONNA S. RAND

Get fully involved in firefighting history Located in Jeffersonville, the Vintage Fire Museum houses a Safety Education Center, a store, an area honoring fallen firefighters and a collection that tells the history of firefighting through vintage trucks and equipment. The museum offers special group rates.

Some like it hot Visitors to Schimpff's Confectionery in Jeffersonville can see the sweet spot where the company has made sugary treats since 1891. Groups can also watch while Schimpff's candymakers create their famous Red Hots, and end the demonstration with a sampling of the spicy cinnamon candy.

For more information on group activities in Southern Indiana, contact Todd Read, visitor information coordinator with SoIN Tourism, at todd@gosoin.com or visit gosoin.com.

Eating, entertainment, education

NTA-member Derby Dinner Playhouse in Clarksville has put on Broadway-style shows paired with buffet-style dinners for more than 42 years. Student groups can also get hands-on experiences in stage presence, character building or theater 101.



DERBYDINNER.COM

Get a Clue at Culbertson Mansion

The beautiful 19th-century mansion and state historical site in New Albany is transformed into an actual Clue game, where guests explore the house on the hunt for hints to solve the murder mystery. Prizes are awarded for guests' costumes.



CC FLICKR/FOREST SERVICE, EASTERN REGION: bit.ly/2x9G0DA

MESA is no mess New Albany's MESA, A Collaborative Kitchen, allows guests to watch Southern Indiana's and Louisville's established and aspiring culinary stars prepare three- to five-course meals in a state-of-the-art space. Guests can chat with the chefs and purchase beverages that complement the meal.



BREATHTAKING

Brockway Mountain/Keweenaw Peninsula

PHOTO COURTESY OF AARON JORS

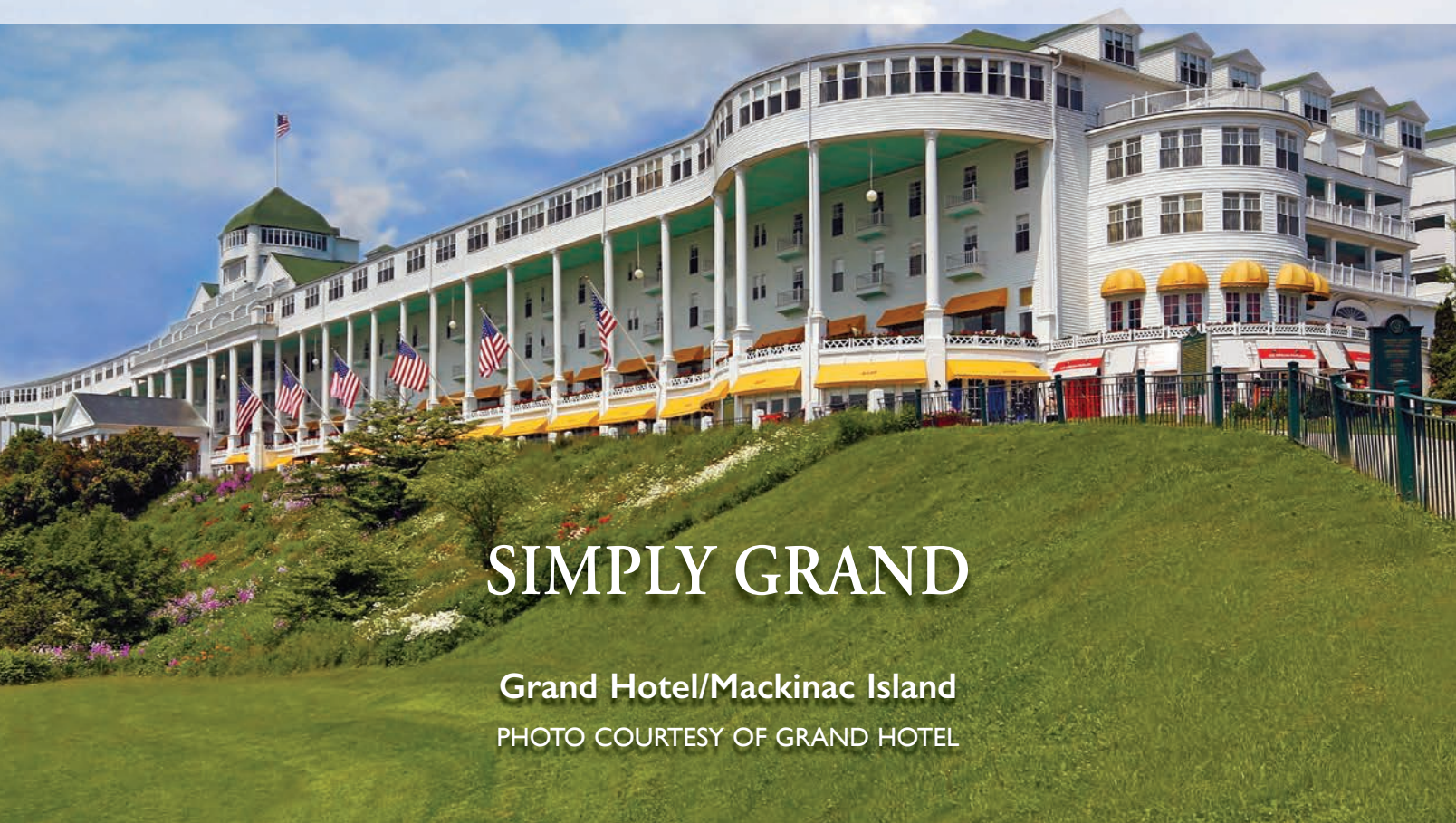


Michigan's Upper Peninsula

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SIMPLY GRAND

Grand Hotel/Mackinac Island

PHOTO COURTESY OF GRAND HOTEL



The Second City

The Second City is second to none

“A successful trip to Chicago consists of deep-dish pizza, a selfie at the Bean, and most important, a visit to the legendary Second City, famously known as the ‘Harvard of Comedy,’” says group sales and events manager Heather Scholl. “Beginning as a small cabaret theater in 1959, The Second City has become a true temple of political satire that boasts 60 years of celebrity alumni, from Steve Carrell to Keegan-Michael Key, Stephen Colbert to Tina Fey, and Chris Farley to Bill Murray.”

Group reservations are available for parties of 16 or more with a list of perks that are no joke (but they’re certainly something to smile about):

- Waived service fees, a savings of \$5 per ticket
- A flexible refund policy, allowing groups to drop up to half the tickets one week prior to the show
- Seating together
- Dinner packages for dining at the on-site restaurant, 1959 Kitchen & Bar
- Availability of private events and custom shows

Another perk left to chance is spotting alumni, who are known to often return to see a show or sit in on the nightly improv sets with current cast members.

“With performances every night of the week, including late nights on weekends, and a variety of different shows to choose from, you never know what or who you may see here,” Scholl says.

For more information, contact Scholl at hscoll@secondcity.com or go to secondcity.com.




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Lake of the Clouds

The resort report (and a centennial celebration)

Michigan's Upper Peninsula Travel & Recreation Association's Fred Huffman says some of his area's newest attractions are designed for the next generation of travelers.

"Paddler's Village is a kayaking paradise and a gateway resort to Grand Island National Recreation Area and the Pictured Rocks National Lakeshore. The Rippling River Resort is located at the base of Mount Marquette and offers easy access to the Noquemanon Trail System and some of the finest mountain biking trails in the Midwest," he says.

Each resort has a community building with concessions, restrooms and hot showers. Guests can stay in cabins at either resort, and yurts and platform tents are a featured accommodation at Paddler's Village.

"Charcoal grills and picnic tables are located throughout the grounds, and there are fire pits for your evening campfire [that offer] a chance to meet new friends," Huffman says.

Michigan's state park system will celebrate its 100th anniversary in 2019, and nearly all of the Upper Peninsula's state parks and DMOs are planning to participate in celebratory activities.

"Many of the finest group tour attractions in the Upper Peninsula are located in our state parks, including Lake of the Clouds in the Porcupine Mountains State Wilderness Park and the Tahquamenon Falls in the Tahquamenon Falls State Park," Huffman says. "Other attractions include Historic Fort Wilkins in Copper Harbor at the tip of the Keweenaw Peninsula and the Big Springs of Michigan in the Palms Book State Park near Manistique."

Event details for the 2019 celebration will be released at a later date.

For more information, contact Huffman at groups@uptravel.com or visit uptravel.com. ☎



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Nosh on New Mexican cuisine

Without question, Albuquerque has more to offer than authentic and inventive cuisine. The largest city in New Mexico, Albuquerque also boasts attractions and landmarks reflecting the city's founding as a Spanish colony in 1706. And Albuquerque has a mild climate and sees an average of 310 days of sunshine each year, providing outdoor recreation opportunities during all four seasons.

But we're hungry. So *Courier's* questions to Lindsey Seybert, Visit Albuquerque's national sales manager, focused on food.



Hazruquive stew: hominy, bean sprouts, roasted corn and piki bread

Q. How does your cuisine help connect visitors with the city and its culture?

A. Traditional New Mexican cuisine takes 20 minutes to make but 300 years to prepare. Visitors can connect to Albuquerque through our food with recipes influenced by various cultures: Native American, Hispanic, Latino and others. Albuquerque's culinary scene reflects the city's blend of cultures, and you can sample years of history in one meal.

Q. What are some ways to tour the city and sample the cuisine?

A. Because we have many cultural inspirations, New Mexican cuisine is one-of-a-kind, and our locals are proud to share this. Albuquerque offers several culinary inspired tours, such as the Flavors of Albuquerque Bike Tour and 3 Sisters Artisan Bike Tour, both with Routes Bicycle Tours & Rentals. Another exclusive experience, offered by Heritage Inspirations, takes you to Chaco Canyon to experience 1,000-year-old culinary traditions.

Q. How about groups looking for hands-on demonstrations?

A. They'll want to check out the Indian Pueblo Cultural Center's frybread workshops and their new "pre-contact" menu, which gives participants a taste of Native American cuisine prior to outside influences.

For more Albuquerque ideas and options, contact Seybert at seybert@visitabq.org or go to visitabq.org.

Flagstaff museum spotlights 10 tribal histories

A new permanent exhibit opened recently at the Museum of Northern Arizona in Flagstaff, Arizona. "Native Peoples of the Colorado Plateau" displays the stories of 10 tribes of the Colorado Plateau: Zuni, Acoma, Southern Ute, Southern Paiute, Hopi, Havasupai, Hualapai, Diné (Navajo), Yavapai and Dilzhe'e Apache.

With more than 350 objects selected by 42 tribal consultants, this exhibition reflects native histories, values and cultures.

The museum, situated at the base of the San Francisco Peaks, was founded in 1928 to protect and preserve the natural and cultural heritage of northern Arizona through research, collections, conservation and education. The organization has evolved into a regional center of learning with educational programs, publications and research projects.

For information about this museum and other attractions in Flagstaff, email Cherri Lamont, global travel trade manager for the Flagstaff CVB, at clamont@flagstaffaz.gov or visit flagstaffarizona.org.



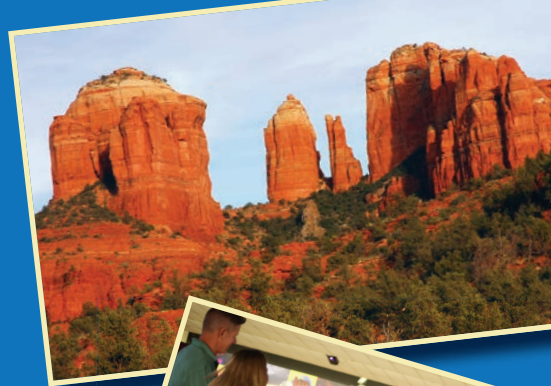
Flagstaff's Museum of Northern Arizona

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A down-to-Earth place—literally

If you're looking for an otherworldly experience, Meteor Crater, outside of Flagstaff, Arizona, has a pretty good track record.

"Along with other sites in the area, Meteor Crater was very involved in the training of the Apollo astronauts before and after the moon landings," says Lanah Butterfield, the attraction's vice president. "We are involved with the Flagstaff Lunar Legacy, which goes through 2019, hosting special events and helping celebrate the 50th anniversary of the first moon landing."

Even if you're not considering lunar travel, Meteor Crater is an interesting place to visit. "It is the first proven—and best-preserved—impact site on Earth," Butterfield says. "You're able to see and touch the largest fragment found on site, and you can get up close and personal with the crater by hiking along the rim with a guide."

The rim trail tour takes about an hour, and groups should plan to spend at least 90 minutes in the Interactive Discovery Center, which displays information about the formation of Meteor Crater as well as details about meteorites, asteroids and impact-cratering mechanics.

Also in the center is the Astronaut Wall of Fame; a display on the Shoemaker-Levy 9, a comet that collided with Jupiter



METEOR CRATER

in 1994; and a big-screen theater showing "IMPACT: The Mystery of Meteor Crater" in surround sound.

Meteor Crater is open every day except Christmas, with extended hours—7 a.m. to 7 p.m.—from Memorial Day to Labor Day. A Subway sandwich shop is located on-site, and groups can order in advance.

For more information, contact Nicol Candalaria at info@meteorcrater.com or visit meteorcrater.com.

Day trip to tranquility

The vintage steam and diesel locomotives of Texas State Railroad take passengers on a 25-mile journey between the East Texas towns of Rusk and Palestine, located a few hours from Dallas and Houston.

Traveling through the Piney Woods region, the train crosses 24 bridges and passes by unusual railroad structures, including a locomotive turntable. Most trains depart at either 10:00 a.m. or 1:00 p.m. for the four-hour round-trip, which

includes an hour-long stop at the destination depot for shopping and snacking.

To get more details, we posed three questions to Teresa Propeck, vice president of passenger services.

Q. What's the most intriguing thing about taking a ride on your railroad?


A. Time travel is a reality aboard Texas State Railroad. Our locomotives are the time machines that transition you to a period when steam was king and diesel power was in its infancy.

Q. What do visitors experience during the sightseeing tour?

A. In our fast-paced world, folks often forget to slow down and unplug; they don't take time to savor tranquil moments big and small. An adventure aboard Texas State Railroad is the antidote to the modern world, taking you on vintage transportation past wild forests, charming architecture and peaceful ranchland.

Q. Do you have themed rides and special events?

A. Texas State Railroad has the only Polar Express Christmas train within a 500-mile radius of our location, and our Easter Egg Runs and Pumpkin Patch Trains also offer family-friendly adventure. The Chocolate Lovers Train and Saturday night Romance on the Rails ride give passengers the opportunity to have a little adult fun.

To ask questions of your own, contact Propeck at teresa@texasstaterailroad.net. You can also visit texasstaterailroad.net. 



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Eastern Europe

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Bratislava, Slovakia

Discover cultural gems in Slovakia

For more than 15 years, Discover Slovakia Tours has provided services focused on incoming tourism to Central and Eastern Europe.

“We arrange custom designed tours, cultural tours and special interest tours focused on music, history, agriculture, forestry and wine production, as well as walking and hiking tours,” says Marcela Lauková, the company’s managing director.

Choir tours are quickly growing in popularity with Discover Slovakia’s North American operator partners.

“Come and sing with us in Prague, enjoy a joined concert with a Slovak choir at the castle or UNESCO church, and enjoy a life experience of a teaching lesson on Gregorian chants in the Hungarian Abbey,” Lauková says.

General cultural tours are also popular among North American groups, and Slovakia’s capital city, Bratislava, is recognized for its unique heritage.

“Bratislava is located in the heart of Europe,” Lauková says. “One of the Bratislava dominants is the castle hill, which can be seen from a far distance. The most beautiful part of Bratislava is the old town with its small, picturesque streets and markets.”

If travelers veer a little further east on the highway, they can visit the UNESCO city of Banská Štiavnica, what Lauková calls a hidden jewel of Slovakia. It has some of the fastest growing tourism spots in the country, with a rich history in mining.

The second-largest Slovak city and the capital of Eastern Slovakia is Košice, which hosts one of the oldest marathons in the world (second to the Boston Marathon) and is home to the Gothic Cathedral of St. Elisabeth, the biggest church in Slovakia.

For more information, contact Lauková at mlaukova@discoverslovakiatours.com or go to exploreeasterneurope.com.

A Croatian sensation


“Croatia is a small country but a land of diversity, centuries-long history, rich cultural heritage, great food and wine, and natural wonders,” says Andrea Cvitkovic, president and owner of Unlimited Croatia. “The islands and the charming coastal towns still have the magic touch of the Mediterranean as it once was.”

The boutique travel company specializes in exclusive, one-of-a-kind experiences.

“All our tours are put together as a worry-free vacation for our clients,” Cvitkovic says. “Every single detail is taken care of, and we offer a variety of activities, must-see places, natural beauty, unique traditions, amazing local delicacies and, of course, some relaxing time.”

The company’s tours cover a mix of destinations in and around Croatia, and some of the popular tours include:

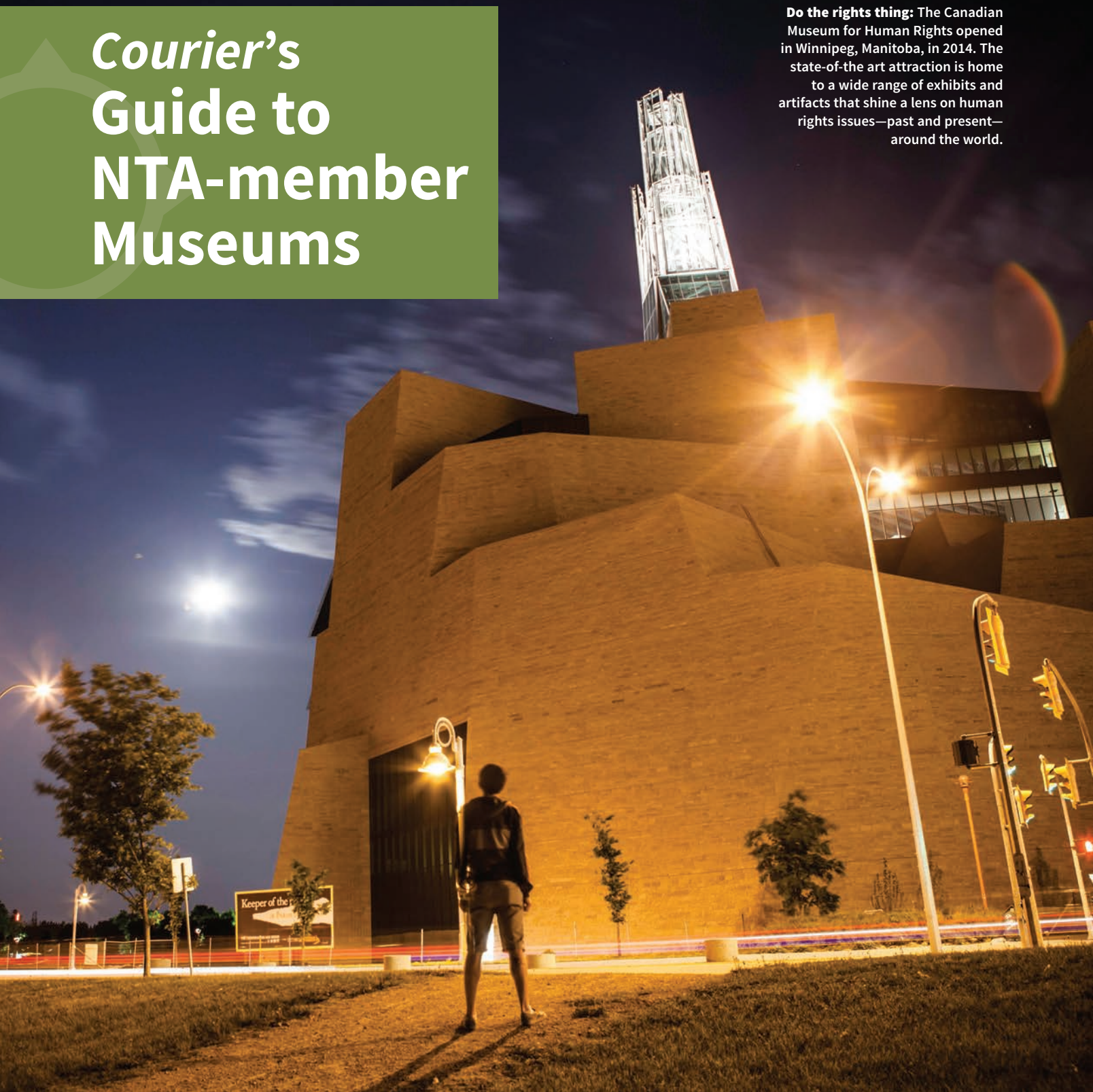
- 8-day Adriatic Gourmet Escape Tour, which covers the best of Croatia’s Adriatic coast in a week, with highlights from Split to Dubrovnik, including Trogir, Hvar, Korčula and Vis.
- 12-day The Trails of UNESCO Heritage, a culture and history tour with a visit to Plitvice Lakes National Park, the islands of Hvar and Vis, medieval Ston and the village of Konavle.
- 15-day Royal Cities of South Europe, covering charming old cities from Bohemia to the Adriatic: Prague, Vienna, Budapest, Zagreb, Split and Dubrovnik.

For more information, contact Cvitkovic at andrea@unlimitedcroatia.com or visit unlimitedcroatia.com. 



Courier's Guide to NTA-member Museums

Do the rights thing: The Canadian Museum for Human Rights opened in Winnipeg, Manitoba, in 2014. The state-of-the-art attraction is home to a wide range of exhibits and artifacts that shine a lens on human rights issues—past and present—around the world.



During visits to the variety of cutting-edge attractions that are part of the NTA membership, travelers can check out world-class exhibits, go on customized tours, take part in interactive programs, and enjoy an array of seasonal and themed events. The following NTA-member museums provide those and many other memorable experiences for groups.

Listings in this guide are based on a company's primary membership category or profile selections. The information was provided by the member contact and was current as of June 21. Please check NTAonline.com for updated information on the association's museum members.

CANADA

ALBERTA

Heritage Park Historical Village

Sandy Wilde
1900 Heritage Drive SW
Calgary, AB T2V 2X3
+1.403.268.8612
swilde@heritagepark.ca
heritagepark.ca

MANITOBA

The Canadian Museum for Human Rights

Carrie Goulet
85 Israel Asper Way, Victory Building/4th Floor
Winnipeg, MB R3C 0L5
+1.204.289.2000
tours@humanrights.ca
humanrightsmuseum.ca

Parks Canada

Jennifer Burnell
145 McDermot Ave.
Winnipeg, MB R3B 0R9
888.773.8888
jennifer.burnell@pc.gc.ca
parksCanada.gc.ca

ONTARIO

Canadian Museum of Nature

Lorna Sierolawski
240 McLeod St.
Ottawa, ON K2P 2R1
+1.613.566.4235
lsierolawski@mus-nature.ca
nature.ca

National Gallery of Canada

Hélène Donaldson
380 Sussex Drive
Ottawa, ON K1N 9N4
+1.613.990.1938
hdonaldson@gallery.ca
gallery.ca

QUÉBEC

Canadian Museum of History

Stephanie Fortin
100 Laurier St.
Gatineau, QC K1A 0M8
+1.819.776.7086
information@historymuseum.ca
historymuseum.ca

Québec Copper Art Studio & Museum Albert Gilles

Palmyre Gilles
7450 Blvd. Ste-Anne
Chateau-Richer, QC G0A 1N0
+1.418.824.4224
palmyre@cuivres-albertgilles.com
albertgilles.com

Québec's National Shrines

Francois Viel
c/o Tourisme Saguenay-Lac-St-Jean
412, Blvd. Saguenay Est, bureau 100
Chicoutimi, QC G7H7Y8
+1.647.502.1161
francois@sanctuairesquebec.com
sanctuairesquebec.com

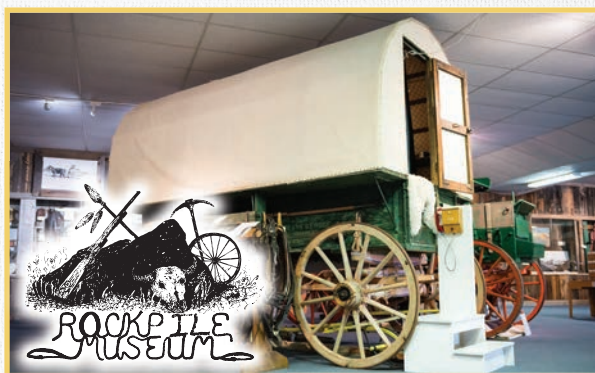
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Located along the main route between Mount Rushmore and Yellowstone, near Devils Tower National Monument,

Gillette, Wyoming is the perfect one-or-two-night stopover for your group.



This newly remodeled 12,000 square foot antique store and museum - the private collection of the Wandler family - takes you on a historical tour through a classic Car Museum and Old Main Street Town. Learn more at FrontierAutoMuseum.com.



The **Rockpile Museum** tells the story of the Powder River Basin of northeast Wyoming from prehistory to today. This is a memorable experience for your group of any size or age. Find out more at RockpileMuseum.com.



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U.S. Space & Rocket Center

Tom White
1 Tranquility Base
Huntsville, AL 35805
+1.256.721.7124
tom.white@spacecamp.com
spacecamp.com

USS Alabama Battleship Memorial Park

Rhonda Davis
2703 Battleship Parkway
Mobile, AL 36602
+1.251.433.2703
rdavis@ussalabama.com
ussalabama.com

ALASKA

Alaska Native Heritage Center

Lauren Hughes
8800 Heritage Drive
Anchorage, AK 99506
+1.907.330.8013
lhughes@alaskanative.net
alaskanative.net

CALIFORNIA

Academy Museum of Motion Pictures

Rowena Adalid
6067 Wilshire Blvd.
Los Angeles, CA 90036
+1.310.247.3000
radalid@oscars.org
academymuseum.org

Bowers Museum

Julie Custer
2002 N. Main St.
Santa Ana, CA 92706
+1.714.567.3600
jcuster@bowers.org
bowers.org

California Academy of Sciences

Cyd Antang
55 Music Concourse Drive
San Francisco, CA 94118
+1.415.379.5205
cantang@calacademy.org
calacademy.org

Hearst Castle

Jim Allen
750 Hearst Castle Road
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+1.805.927.2093
jim.allen@parks.ca.gov
hearstcastle.org

The Huntington Library, Art Collections & Botanical Gardens

Jane Sandmeier
1151 Oxford Road
San Marino, CA 91108-1218
+1.626.405.2240
jsandmeier@huntington.org
huntington.org

Intel Museum

Kelli Ambrosi
2200 Mission College Blvd.
Santa Clara, CA 95054
+1.408.765.5050
museum@intel.com
intel.com/museum

The Living Desert

Roshan Patel
47900 Portola Ave.
Palm Desert, CA 92260-6156
+1.760.346.9810
rpatel@livingdesert.org
livingdesert.org

Maritime Museum of San Diego

Theresa Smullen
1492 N. Harbor Drive
San Diego, CA 92101
+1.619.234.9153
tsmullen@sdmaritime.org
sdmaritime.org

Natural History Museum of Los Angeles County

Jennifer Greenebaum
900 Exposition Blvd.
Los Angeles, CA 90007
+1.213.763.3280
jgreeneb@nhm.org
nhm.org

The Queen Mary

Sandra Richardson
1126 Queens Highway
Long Beach, CA 90802-6331
+1.562.499.1727
sandra.richardson@queenmary.com
queenmary.com

Pacific Battleship Center

Jonathan Williams
250 South Harbor Blvd.
San Pedro, CA 90731
877.446.9261
jwilliams@labattleship.com
pacificbattleship.com

Richard Nixon Foundation

Michael Young
18001 Yorba Linda Blvd.
Yorba Linda, CA 92886
+1.714.364.1161
michael@nixonfoundation.org
nixonfoundation.org

Ronald Reagan Presidential Library and Museum

Melissa Giller
40 Presidential Drive
Simi Valley, CA 93065-0600
+1.805.522.2977
mgiller@reaganfoundation.org
reaganlibrary.com

San Francisco Museum of Modern Art

Lesley Makishima
151 3rd St.
San Francisco, CA 94103
+1.415.915.1449
lmakishima@sfmoma.org
sfmoma.org

USS Midway Museum

Joe Wagstaff
910 N. Harbor Drive
San Diego, CA 92101-5811
+1.619.398.8249
jwagstaff@midway.org
midway.org

Winchester Mystery House

Nathan Emmett
525 S. Winchester Blvd.
San Jose, CA 95128-2537
+1.408.247.2000
nathan@winchestermysteryhouse.com
winchestermysteryhouse.com

COLORADO

Garden of the Gods Visitor & Nature Center

Penny Whalen
1805 N. 30th St.
Colorado Springs, CO 80904-1247
+1.719.219.0105
pwhalen@gardenofgods.com
gardenofgods.com

History Colorado

Zach Werkowitch
301 N. Union
Pueblo, CO 81003
+1.719.583.0453
zach.werkowitch@state.co.us
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margaret.milnes@mysticseaport.org
mysticseaport.org

DISTRICT OF COLUMBIA

Hillwood Estate Museum & Gardens

Meredith DeSantis
4155 Linnean Ave. NW
Washington, DC 20008-3806
+1.202.243.3914
grouptours@hillwoodmuseum.org
hillwoodmuseum.org

International Spy Museum

Lori Scott
800 F St. NW
Washington, DC 20004-1505
+1.202.654.2844
lscott@spymuseum.org
spymuseum.org

Museum of the Bible

Kelly Martin
400 4th St. SW
Washington, DC 20024
+1.202.848.1553
kelly.martin@mbible.org
museumofthebible.org

National Law Enforcement Memorial & Museum

Erin Harroun
901 E St., Suite 100
Washington, DC 20004
+1.202.737.3400
eharroun@nleomf.org
nleomf.org

Newseum

Monica Garney
555 Pennsylvania Ave. NW
Washington, DC 20001-2114
+1.202.292.6322
mgarney@newseum.org
newseum.org

Smithsonian Enterprises

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tracyke@si.edu
si.edu/groupsales

Smithsonian's National Air and Space Museum

Holly Williamson
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Washington, DC 20560
+1.202.633.2373
hwilliamson@si.edu
airandspace.si.edu

U.S. National Park Service

Donald Leadbetter
U.S. Department of the Interior
1849 C St. NW
Washington, DC 20240-0001
+1.202.208.2316
donald_leadbetter@nps.gov
nps.gov

FLORIDA

Coral Castle

Laura Maye
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coralcastle.com

The Dali Museum

Yvonne Marrullier
One Dali Blvd.
St. Petersburg, FL 33701
+1.727.623.4708
ymarrullier@thedali.org
thedali.org

Edison & Ford Winter Estates

Lisa Wilson
2350 McGregor Blvd.
Fort Myers, FL 33901-3315
+1.239.335.3670
lsbuttoni@edisonfordwinterestates.org
edisonfordwinterestates.org

Kennedy Space Center Visitor Complex

Gabriele Bauer Cornish
Mail Code: DNPS
Kennedy Space Center, FL 32899
+1.321.449.4400
gbauercornish@delawarenorth.com
kennedyspacecenter.com

ILLINOIS

Chicago Architecture Foundation

Deb Rodak
224 S. Michigan Ave.
Chicago, IL 60604-2505
+1.312.922.3432
grouptours@architecture.org
architecture.org

Museum of Science and Industry

Amy Tometich
5700 South Lake Shore Drive
Chicago, IL 60637
+1.773.684.1414
amy.tometich@msichicago.org
msichicago.org

KENTUCKY

Kentucky Derby Museum

Jennifer Riddell
704 Central Ave., P.O. Box 21177
Louisville, KY 40208-1212
+1.502.992.5919
jriddell@derbymuseum.org
derbymuseum.org

National Corvette Museum

Debbie Eaton
350 Corvette Drive
Bowling Green, KY 42101
+1.270.781.7973
debbie@corvettemuseum.org
corvettemuseum.org



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Mardi Gras World

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+1.504.527.0389
brookep@mardigrasworld.com
mardigrasworld.com

The National World War II Museum

Ruth Katz
945 Magazine St.
New Orleans, LA 70130-3813
+1.504.528.1944 (222)
group.sales@nationalww2museum.org
nationalww2museum.org

Oak Alley Plantation

Hillary Loeber
3645 Highway 18
Vacherie, LA 70090
+1.225.265.2151
hloeber@oakalleyplantation.org
oakalleyplantation.com

MASSACHUSETTS

Boston Attractions Group

Bob Schwartz
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Boston, MA 02116
+1.617.267.3825
info@bostonattractionsgroup.com
bostonattractionsgroup.com

Edward M. Kennedy Institute for the United States Senate

Namita Raina
210 Morrissey Blvd., Columbia Point
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+1.857.271.3371
namita.raina@emkinstitute.org
emkinstitute.org

John F. Kennedy Presidential Library & Museum

Lee Statham
Columbia Point
Boston, MA 02125
+1.617.514.1589
kennedy.groupvisits@nara.gov
jfklibrary.org

Peabody Essex Museum

Jennifer Close
East India Square
Salem, MA 01970
+1.978.745.9500
jennifer_close@pem.org
pem.org

Plimoth Plantation Inc.

Janet Young
137 Warren Ave.
Plymouth, MA 02360
+1.508.503.2653
groupsales@plimoth.org
plimoth.org

Salem Witch Museum

Merry Ward
19 1/2 Washington Square North
Salem, MA 01970-4056
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salemwitchmuseum.com



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*Pre-sale tickets for groups for **Destination Moon** will be available online at museumofflight.org beginning July 1, 2018. For exhibition dates and groups of 10 or more, please contact our Group Sales Department - at (206) 768-7104 or groupsales@museumofflight.org to reserve your tickets today.*

Developed by the Smithsonian, the exhibition is made possible by the support of Jeff and MacKenzie Bezos, Joe Clark, Bruce R. McCaw Family Foundation, the Charles and Lisa Simonyi Fund for Arts and Sciences, John and Susann Norton, and Gregory D. and Jennifer Walston Johnson. Transportation services provided by FedEx.

BRING YOUR MOB TO THE MUSEUM

The Mob Museum in downtown Las Vegas offers a provocative look at the battle between organized crime and the law with high-tech theater presentations, hundreds of one-of-a-kind artifacts and interactive exhibits.

The Museum provides an array of special offerings designed to enhance the group experience, including private guided tours, audio tours, scavenger hunts, downtown Las Vegas walking tours and a Mob Mystery. New exhibits include Crime Lab, Use of Force Training Experience, and The Underground at The Mob Museum with a working speakeasy and distillery.



THE MOB MUSEUM

Downtown Las Vegas
300 Stewart Ave
themobmuseum.org
702.229.2734

Courier's Guide to NTA-member Museums

MICHIGAN

The Henry Ford

Vickie Evans
20900 Oakwood Blvd.
Dearborn, MI 48124-5029
+1.313.982.6008
vickiee@thehenryford.org
thehenryford.org

MISSOURI

Gateway Arch Riverfront

Alaina Johns
211 North Broadway, Suite 700
St. Louis, MO 63102-2759
877.982.1410, ext. 0
akjohns@gatewayarch.com
gatewayarch.com

Missouri History Museum

Tami Goldman
5700 Lindell Blvd.
St. Louis, MO 63112-0040
+1.314.746.4599
tgold@mohistory.org
mohistory.org

National Blues Museum

Casey Jolley
615 Washington Ave.
St. Louis, MO 63101
+1.314.925.0016 (439)
cjolley@nationalbluesmuseum.org
nationalbluesmuseum.org

Saint Louis Science Center

Michael Wense
5050 Oakland Ave.
St. Louis, MO 63110
+1.314.289.1419
michael.wense@slsc.org
slsc.org

NEVADA

The Mob Museum

Sabine Von Henning
300 Stewart Ave.
Las Vegas, NV 89101
+1.702.229.2713
svonhenning@themobmuseum.org
themobmuseum.org

Springs Preserve

Pietra Sardelli
P.O. Box 98947
Las Vegas, NV 89193-8947
+1.702.822.7746
pietra.sardelli@springspreserve.org
springspreserve.org

NEW YORK

American Museum of Natural History

James Cuebas
Central Park West at 79th St.
New York, NY 10024
+1.212.496.3676
jcuebas@amnh.org
amnh.org

Corning Museum of Glass

Sally Berry
1 Museum Way
Corning, NY 14830-2253
+1.607.438.5400
berrysk@cmog.org
cmog.org/groups

Glenn H. Curtiss Museum

Benjamin Johnson
8419 State Route 54
Hammondsport, NY 14840
+1.607.569.2160
director@glennhcurtissmuseum.org
glennhcurtissmuseum.org

Intrepid Sea, Air & Space Museum

Mike Onysko
West 46th St. & 12th Ave., Pier 86
New York, NY 10036
+1.646.381.5011
ksnode@intrepidmuseum.org
intrepidmuseum.org

Merlin Entertainment

Sheelagh Wylie
234 West 42nd St.
New York, NY 10036-7215
+1.212.512.9616
sheelagh.wylie@merlinentertainments.biz
merlinentertainments.biz

National Baseball Hall of Fame & Museum

June Dolhun
25 Main St.
Cooperstown, NY 13326-1330
+1.607.547.0312
jdolhun@baseballhall.org
baseballhall.org

National September 11 Memorial & Museum

Natalie Hernandez
World Trade Center, 1 Albany St.
New York, NY 10006
+1.212.266.5200
groups@911memorial.org
911memorial.org

Ripley's Believe It or Not! Times Square

Stacy Shuster
234 West 42nd St.
New York, NY 10036-7215
+1.212.398.3133
stacy@ripplensnewyork.com
ripplensnewyork.com

The Strong National Museum of Play

Karen Dodson
One Manhattan Square
Rochester, NY 14607
+1.585.410.6359
kdodson@museumofplay.org
museumofplay.org

NORTH CAROLINA

Billy Graham Library

Sonya Johnson
4330 Westmont Drive
Charlotte, NC 28217
+1.704.401.3251
ssjohnson@bgea.org
billygrahamlibrary.org

Biltmore Estate

Leslie Brewer
1 Approach Road
Asheville, NC 28803-8900
+1.828.225.1413
lbrewer@biltmore.com
biltmore.com

OHIO

Rock and Roll Hall of Fame & Museum

Sharrona Burns
1100 Rock & Roll Blvd.
Cleveland, OH 44114
+1.216.515.1228
sburns@rockhall.org
rockhall.com

OKLAHOMA

Cherokee Nation Cultural Tourism

Cheryl Trask
777 W. Cherokee St.
Catoosa, OK 74015-3235
+1.918.384.6623
cheryl.trask@cnent.com
visitcherokeeanation.com

OREGON

Evergreen Aviation and Space Museum

Rob Zeh
500 NE Capt. Michael King Smith Way
McMinnville, OR 97128
+1.503.434.4185
rob.zeh@evergreenmuseum.org
sprucegoose.org

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945 Magazine Street, New Orleans, LA 70130 | 877.813.3329 X 222
group.sales@nationalww2museum.org NATIONALWW2MUSEUM.ORG/GROUPS

PENNSYLVANIA

Crossroads Heritage Museum

Corinne Tetz
3612 Mountain Road
Hamburg, PA 19526
+1.845.344.7368
royal7@frontiernet.net
crossroadsheritagemuseum.com

Gettysburg Foundation

Cindy Small
1195 Baltimore Pike
Gettysburg, PA 17325-7034
+1.717.338.1243
reservations@gettysburgfoundation.org
gettysburgfoundation.org

The National Civil War Museum

Trini Nye
1 Lincoln Circle at Reservoir Park
Harrisburg, PA 17103
+1.717.260.1861
tnye@nationalcivilwarmuseum.org
nationalcivilwarmuseum.org

National Constitution Center

Gina Romanelli
525 Arch St., Independence Mall
Philadelphia, PA 19106-1514
+1.215.409.6800
gromanelli@constitutioncenter.org
constitutioncenter.org

National Liberty Museum

Kathleen Lee
321 Chestnut St.
Philadelphia, PA 19106-2707
+1.215.925.2800 (103)
klee@libertymuseum.org
libertymuseum.org

Philadelphia Museum of Art

Philadelphia Museum of Art

Shari Feldman
P.O. Box 7646
26th St. & The Parkway
Philadelphia, PA 19130-7646
+1.215.684.7863
shari.feldman@philamuseum.org
philamuseum.org

Discover one of the most renowned museums in the United States, home to works by world-class artists such as Monet, Duchamp and Rubens, and historical marvels like a reconstructed Japanese teahouse, the Rodin Museum and two historical houses in Fairmount Park. Don't miss two stylish exhibitions this fall and winter—"Fabulous Fashion: From Dior's New Look to Now" and "Perfect Little Ladies: The World of Victorian Fashion Dolls."

RHODE ISLAND

Newport Mansions – The Preservation Society

Daniel Fryer
424 Bellevue Ave.
Newport, RI 02840-6924
+1.401.847.2251
groups@newportmansions.org
newportmansions.org

SOUTH CAROLINA

Magnolia Plantation Corp.

Sharon Newton
3550 Ashley River Road
Charleston, SC 29414-7109
+1.843.571.1266
tours@magnoliaplantation.com
magnoliaplantation.com

Patriots Point "Home of the USS Yorktown"

Sandi Smeltzer
40 Patriots Point Road
Mount Pleasant, SC 29464-4377
+1.843.881.5924
ssmeltzer@patriotspoint.org
patriotspoint.org

SOUTH DAKOTA

Akta Lakota Museum

Dixie Thompson
1301 N. Main St.
Chamberlain, SD 57325
+1.605.234.3452
dthompson@stjo.org
aktalakota.org

Crazy Horse Memorial

Amanda Allcock
12151 Avenue of the Chiefs
Custer, SD 57730-8900
+1.605.673.4681
amanda.allcock@crazyhorse.org
crazyhorsememorial.org

TENNESSEE

Cheekwood Estate & Gardens

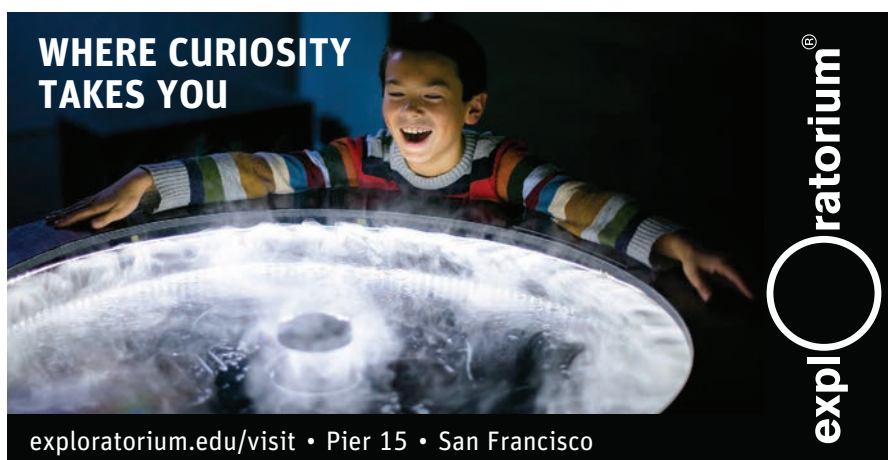
Amanda Bjorklund
1200 Forrest Park Drive
Nashville, TN 37205
+1.615.353.6971
grouptours@cheekwood.org
cheekwood.org

Country Music Hall of Fame & Museum

Dana Romanello
222 5th Ave. South
Nashville, TN 37203
+1.615.499.8264
dromanello@countrymusicalloffame.org
countrymusicalloffame.org

Fontanel Attractions

Vance Nichols
4125 Whites Creek Pike
Nashville, TN 37189-9124
+1.615.876.4618
vance.nichols@fontanel.com
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Memphis, TN 38186-0508
+1.901.332.3322
sdconner@graceland.com
graceland.com

Hermitage: Home of President Andrew Jackson

Jason Nelson
4580 Rachels Lane
Hermitage, TN 37076-1331
+1.615.889.2941 (223)
jnelson@thehermitage.com
thehermitage.com

TEXAS

Houston Museum of Natural Science

Chris Arreaga
5555 Hermann Park Drive
Houston, TX 77030
+1.713.639.4724
carreaga@hmns.org
hmns.org

Panhandle-Plains Historical Museum

Stephanie Price
2503 Fourth Ave.
Canyon, TX 79016-0001
+1.806.651.2244
sprice@pphm.wtamu.edu
panhandleplains.org

UTAH

FamilySearch at Temple Square

Cherie Bush
15 E. South Temple St., JSMB 5 East
Salt Lake City, UT 84150-0401
+1.801.240.5323
josephsm@familysearch.org
familysearch.org

VIRGINIA

The American Civil War Museum

Jennifer Maloney
1201 E. Clay St.
Richmond, VA 23219
+1.804.649.1861 (120)
jmaloney@acwm.org
acwm.org

The Army Historical Foundation, National Museum of the U.S. Army

Kerri Kline
2425 Wilson Blvd.
Arlington, VA 22201
+1.703.522.7901
kerri.kline@armyhistory.org
armyhistory.org

George Washington's Mount Vernon

Rebecca Aloisi
3200 Mount Vernon Memorial Highway
Mount Vernon, VA 22121-0110
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raloisi@mountvernon.org
mountvernon.org



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Williamsburg, VA 23185
+1.757.253.4838
joan.heikens@jyf.virginia.gov
historyisfun.org

National Museum of the Marine Corps

Pauline Bonilla
18900 Jefferson Davis Highway
Triangle, VA 22172
+1.703.649.2775
bonilla@marineheritage.org
usmcmuseum.com

Virginia Museum of Fine Arts

Kathy Parrish
200 N. Blvd.
Richmond, VA 23220
+1.804.340.1575
kathy.parrish@vmfa.museum
vmfa.museum

WASHINGTON

Future of Flight Aviation Center and Boeing Tour

Toni Olson
8415 Paine Field Blvd.
Mukilteo, WA 98275-3239
+1.425.438.8100 (223)
toni@futureofflight.org
futureofflight.org

Museum of Flight

Bethany Carrillo
9404 E. Marginal Way S
Seattle, WA 98108-4046
+1.206.768.7104
bcarrillo@museumofflight.org
museumofflight.org

Pacific Science Center

Kelsey Faulkner
200 2nd Ave. N
Seattle, WA 98109-4816
+1.206.443.3611
kfaulkner@pacsci.org
pacificsciencecenter.org

Seattle Art Museum

Lawrence Cenotto
1300 1st Ave.
Seattle, WA 98101
+1.206.654.3112
lawrencec@seattleartmuseum.org
seattleartmuseum.org

Space Needle & Chihuly Garden & Glass

Lynsey Birdwell
400 Broad St.
Seattle, WA 98109-4607
+1.206.905.2186
lynseyb@spaceneedle.com
spaceneedle.com

WEST VIRGINIA

Oglebay Resort & Conference Center

Deb Jones
465 Lodge Drive
Wheeling, WV 26003-1600
+1.304.243.4000
djones@oglebay.com
oglebay-resort.com

WISCONSIN

Harley-Davidson Museum

Barbara Smyrl
500 W. Canal St.
Milwaukee, WI 53203-3208
+1.414.287.2799
groups@h-dmuseum.com
h-dmuseum.com

House on the Rock

Susan Donaldson
5754 Highway 23
Spring Green, WI 53588
+1.608.935.3639
groupsales@thehouseontherock.com
thehouseontherock.com

WYOMING

Buffalo Bill Center of the West

Debra Elwood
720 Sheridan Ave.
Cody, WY 82414-3428
+1.307.578.4114
debrae@centerofthewest.org
centerofthewest.org

National Museum of Wildlife Art of the United States

Jennifer Tremblay
2820 Rungius Road
Jackson, WY 83001
+1.307.732.5426
jtremblay@wildlifeart.org
wildlifeart.org



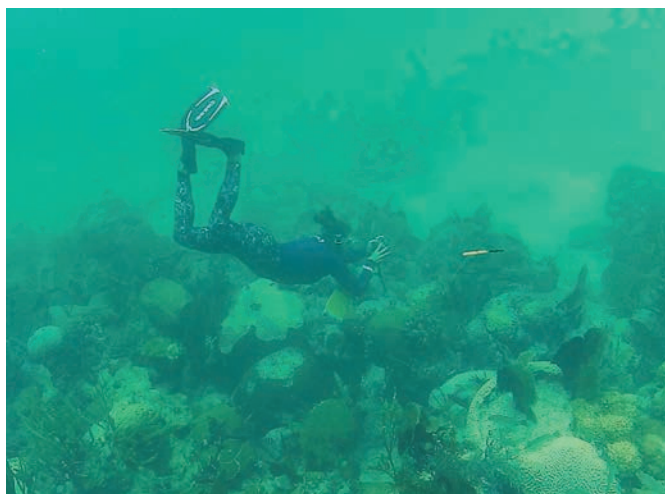
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NTA's Ashley Fish (center) and the dive team



Marathon Key lighthouse



Volunteers staging on Marathon Key



Tourism cared for the Keys

Tourism Cares for South Florida united 150 travel professionals in the Florida Keys May 10–11 to address environmental and community needs. See page 64 for NTA staffer Ashley Fish's reflections on her team's marine life survey project.

Meet the Members

Portland Spirit and Events

PORTLAND, OREGON

NTA contact: Nathan Boese, director of sales

Office phone: +1.503.943.9102

Website: portlandspirit.com

NTA member since: 2008

How long has Portland Spirit been running sightseeing cruises?

With almost 25 years on the waters, we have mastered the art of the riverboat experience. We have tried many interesting cruises in the past, so we know what works. We provide an all-inclusive experience from the moment our guests come aboard.

Talk about your different cruises.

We cover a lot here at Portland Spirit and Events. Besides our full-time operation and tours in Portland on the Willamette River, we also operate our historical sternwheeler in the Columbia River Gorge from June to October. To shake things up throughout the year, we have designed a series of specialty cruises that include ones to Astoria, Oregon; Tri-Cities, Washington; and the Bonneville

Dam on the gorge. We also cruise with the Christmas Ship Parade in December.

How do your offerings connect groups with local history?

We are fortunate to cruise some very historical waters. Guests are given a glimpse of the journey of the Lewis and Clark expedition from 1804–06. In fact, many of the sites that tour groups see along the way were named by the explorers.

What is a favorite hobby of yours?

I studied theater in college, and so I might be a theater geek. I truly feel Portland compares favorably to much larger cities when it comes to our variety of local theater companies.



What destination do you most want to visit?

There are many on my bucket list. However the movie “Lost in Translation” is one of my favorite films of all time, so Tokyo, Japan, has always been on the top of my list.

For more information, contact Boese at nathanb@portlandspirit.com.

Heritage Park Historical Village

CALGARY, ALBERTA

NTA contact: Sandy Wilde, group tourism specialist

Office phone: +1.403.268.8612

Website: heritagepark.ca

NTA member since: 1982

Tell me a little about Heritage Park Historical Village.

Heritage Park Historical Village is a Destination Canada “Signature Experience” and also Canada’s largest living history experience. In the summer we reveal four distinctly different eras of Western Canadian history in 180 exhibit buildings. Rides such as our thundering steam train and paddle-wheeler boat are included in the price of admission. Winter offers our stunning Gasoline Alley Museum and all the shops and restaurants in Heritage Town Square.

What are some of your group offerings?

Tour operator groups of 15 or more are offered a complimentary map with the daily activity guide, a tour given by one of our

costumed tour guides and discounts in our unique retail shops. Heritage Park is well known for customizing experiences for tour operators and for our quality “field-to-fork” food service concept. New for 2018, we are able to waive the tax on pre-booked group meals! Plus, motorcoaches always receive complimentary parking.

I love my job because ...

I have worked for Heritage Park for 20 years, and I am still amazed at how I am able to learn something new every day. I hear the train whistle from my desk, and I can stroll back 10,000 years and experience the life of the Blackfoot people or have tea in the 1910 village with the ladies as they discuss the issues of the ‘day.’ There is a new authentic history made here every single day.



What’s your favorite hobby?

Travel!

What was your dream job growing up?

To be a travel journalist.

For more information, contact Wilde at swilde@heritagepark.ca.

Museum of Flight

SEATTLE, WASHINGTON

NTA contact: Bethany Carrillo,
group sales coordinator

Office phone: +1.206.768.7104

Website: museumofflight.org

NTA member since: 1991

Give us the elevator speech on your museum.

The Museum of Flight is an air and space museum located in Seattle. It's an international, nonprofit museum that welcomes guests, student groups, families, veterans and pilots from all over the world. We offer docent tours of our exhibits, which include topics such as the birth of aviation, the history of Boeing, the Apollo program and space travel.

What are the top three types of groups that visit the museum?

Student Groups
Veterans
Senior Groups

What's your own connection to things that fly?

Other than being a total astronomy nerd in high school, I have no connection to space and flight. My background is wedding coordinator and events, so I am still learning about aircrafts.

What's your favorite thing to do in your free time?

I love playing grass volleyball in the summer. I am an artsy gal, too, so I manage a side business on Etsy doing calligraphy and free-hand lettering.

What type of family vacations did you take growing up?

We went to winter cabins in Colorado and to summer family camps.

Name a movie you have watched an embarrassing number of times?



"The Holiday," hands down. It's my go-to-movie in any kind of mood—good, bad, bored ... you name it!

You can email Carrillo at bcarrillo@museumofflight.org to learn more.

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Introducing ... NTA's newest members

Liv Hospitality

RAPID CITY, SOUTH DAKOTA

Tour supplier

Located in the Black Hills of western South Dakota, Liv Hospitality is an independent hospitality management company featuring award-winning properties near some of the most captivating vacation destinations in the country: Mt. Rushmore, Badlands National Park and Crazy Horse Memorial.



Lynzie Montague

Vice president
+1.605.341.0500
lmontague@livhotelgroup.com
livhotelgroup.com

"I joined Liv Hospitality in July 2012 and am responsible for all Liv hotel property sales, along with bringing in new groups, training, networking and marketing."

Academy Museum of Motion Pictures

BEVERLY HILLS, CALIFORNIA

Tour supplier

Opening in 2019, the Academy Museum will be the world's premier institution dedicated to the art and science of movies—past, present and future. The Saban Building's six floors will include special event spaces, a 288-seat theater, an education studio, a café and a store.



Rowena Adalid

Director of sales
+1.310.247.3000
radalid@oscars.org
academymuseum.org

"We're excited to be a part of Hollywood history and building a place where we can celebrate what movies mean to us."

Milwaukee Food & City Tours

WAUWATOSA, WISCONSIN

Tour operator

Exploring neighborhoods originally settled by Italian, Irish, Polish and German immigrants, the company's tours combine food, culture and history. All tours of Milwaukee include architectural highlights, cultural hot spots, great shops and a sampling of flavors at restaurants along the way.



Theresa Nemetz

Founder and CEO
+1.262.853.5239
theresa@milwaukeefoodtours.com
milwaukeefoodtours.com

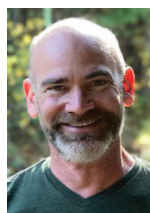
"We love showing groups what Milwaukee has to offer. Let our 11 years of creating itineraries be the next tour your guests can't stop talking about."

Raymond Management Company

MIDDLETON, WISCONSIN

Tour supplier

The company owns and operates award-winning hotels in key tour markets, including Chicago; St. Louis; Portland, Oregon; Milwaukee; Madison, Wisconsin; Fort Worth; Houston; and Kansas City. Most properties are interstate-adjacent. Named "Developer of the Year" by Hilton in 2001, 2008 and 2016.



Matt Landgraf

Regional manager, corporate sales
+1.608.467.5042
landgraf@raymondteam.com
raymondteam.com

"I've been in the hotel industry for over 25 years. I enjoy getting away in the Northwoods of Wisconsin, bonding with nature and maybe discovering a new local brew or two."

CayTours

GRAND CAYMAN, CAYMAN ISLANDS

Tour supplier

Sightseeing tours throughout Grand Cayman range from a few hours to a full day, and guests can explore the island's turtle farm, botanical garden, historical castle, crystal caves, rum cake factory and unique shops. Tours can be customized to include fishing and snorkeling.



Victor Johnson

Managing director
+1.345.916.5523
info@caytours.com
caytours.com

"I was born and raised in the Cayman Islands, and before I entered the hospitality business, I was a ship's navigator and a police investigator."

Jay Peak Resort, Vermont USA

JAY, VERMONT

Tour supplier

A premier four-season destination, Jay Peak Resort is a hub-and-spoke option for Boston; Montréal; and Burlington and Stowe, Vermont. Indoor attractions include a water park, climbing walls, a movie theater, an ice arena, a conference center and nine dining options. Outdoors are new athletic fields, a concert amphitheater and an aerial tram.



Steve Vance

Group tour/FIT sales
+1.802.327.2191
svance@jaypeakresort.com
jaypeakresort.com

"I love to market a destination, and I also love playing golf, hiking, music performances, skiing and Ben & Jerry's ice cream."

NEW MEMBERS

The following list shows organizations that joined NTA recently. Companies that also joined the Faith Travel Association have an FTA logo by their name. To access complete information on each of these new members, log on to NTAonline.com and go to the member searches.

DMOs

Chicago's North Shore CVB

Caryn Shulman
Skokie, IL 60077-3657 USA
visitchicagonorthshore.com

Lake Havasu City Convention & Visitors Bureau

Jackie Leatherman
Lake Havasu City, AZ 86403 USA
golakehavasu.com

Visit Overland Park

Mindy Lallier
Overland Park, KS 66210 USA
visitop.com

TOUR OPERATORS

A Joy Tour LLC

Susan Yuan
Baton Rouge, LA 70820 USA
joyintour.com

Berkshire Tour Company

Nancy Hickey
Stoneham, MA 02180 USA
berkshiretourco.com

Big Country Tours

Regina Wycinski
St. Ignace, MI 49781 USA
bigcountrytours.com

California Sunshine Travel

Ying Ma
San Dimas, CA 91773 USA
cstatour.com

Free Spirit Vacations

Damon Anderson
Gilbert, AZ 85233-7268 USA
freespiritvacations.com

Milwaukee Food & City Tours

Theresa Nemetz
Wauwatosa, WI 53213 USA
milwaukeefoodtours.com

Sino Rainbow Inc.

Huashan Xu
Rockville, MD 20850 USA
sinorainbow.com.cn

Sunrise International LLC

Tony Ma
Orem, UT 84058 USA
ussunrise.com

Tales of the South

Linda Odom
Tybee Island, GA 31328-1582 USA
talesofthesouth.com

Tanzania Journeys Ltd.

Dale Jensen
Bellingham, WA 98229 USA
tanzaniajourneys.com

Usino Travel Planning LLC

Xingcan Li
New York, NY 11367 USA
usino.org

Zamag Tours & Safaris

Daphne Lindsay
Lusaka, Zambia
zamagsafaris.com

TOUR SUPPLIERS

Academy Museum of Motion Pictures

Rowena Adalid
Beverly Hills, CA 90211 USA
academymuseum.org

Agenzia Genius SAS

Roberto Sannipola
Perugia, 6081 Italy

The Army Historical Foundation, National Museum of the USA Army

Kerri Kline
Arlington, VA 22201 USA
armyhistory.org

CayTours

Victor Johnson
George Town, KY1-1009 Cayman Islands
caytours.com



Choice Hotels International

Jonathan Angelo
Rockville, MD 20850 USA
choicehotels.com

Embassy Suites by Hilton South Jordan Utah

Tyler Teran
South Jordan, UT 84095 USA

Fairfield Inn & Suites Wisconsin Dells, WI

Neal Castle
Wisconsin Dells, WI 53965 USA

Goodspeed Musicals

Kate Micari-Miller
East Haddam, CT 06423 USA
goodspeed.org

Grand View Inn & Suites

Chevy Sharlow
Wasilla, AK 99654 USA
alaskagrandview.com

Haunted Walks Inc./

See Our City Tour Services

Glen Shackleton
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It takes one to know one

BY ASHLEY FISH



MASK TIGHTENED, fins on, splash!

A sea of fish, intricate coral and bright blue water engulf us. We prepared for this, but for a moment it all washes away ... mind. blank.

My partner, Helene, and I spend a few minutes adjusting our snorkels and looking around. WOW. We are amazed at our surroundings, invisible from above, but crystal clear with just a mask. We're in over our heads, literally.

Our team is tasked with identifying fish, a job I was born to do. But we're just small fish, 14 in total, in a sea of 150 other Tourism Cares helpers dispersed throughout South Florida, volunteering in a variety of ways. We signed up for this project to give back to the communities affected by Hurricane Irma, but unknowingly, we also signed up for a once-in-a-lifetime experience.

We study fish all morning and learn mnemonic devices for how to spot them (five stripes like a badge = sergeant major). But, once we are in the water, there they all are. It's not as though a single fish swims by and stops in front of you, giving you a chance to think and identify it.

You can't ask the stoplight parrotfish to come back later once you've had time to figure out how exactly to record it on the waterproof form. You just take it all in at once, and the more you look the more you see.

Helene and I work well together. After the initial plunge, we get in a good rhythm, swimming around, using hand signals to show each other what we're seeing and trying to talk through our snorkels underwater. We occasionally come up to check on each other, but at this point we're breathing underwater and have become a part of the surroundings. And the fish seem to be okay with that.

Our first survey is on Donut Hole



Gray angelfish

reef, and yes, it's even more visually appealing than the chocolate glazed from your favorite bakery. Sightings include a hawksbill sea turtle, southern stingray and great barracuda. We explore for about 40 minutes then journey to our next location, Alligator Reef. No sharp-toothed reptiles here, but among the plethora of fish are a green sea turtle, nurse shark and black grouper.

I am very afraid of sharks, but seeing this one in such a tranquil environment makes it somehow OK. *Maybe*, I think, sharks are just a bit misunderstood.

After surveying Alligator Reef, we make our way back to the boat, and once the captain's head count is complete, we set our sights for shore. The vibrant Islamorada waters are still captivating us as we cruise back.



Stoplight parrotfish

This experience was incredible. Working with Tourism Cares is always impactful, but this project couldn't have been more fitting for me. If the last name

alone wasn't enough, my other credentials include swimming competitively for 15 years and lifeguarding, during summers, for five. I have always loved the water and am so fortunate to have had this unique opportunity to give back.

Working with Reef Environmental Education Foundation opened my eyes to such an amazing program. REEF collects survey data, recorded from roving snorkelers like me, and adds it to a database where experts can look at trends in the types and amounts of aquatic life on reefs all over the world. This data is analyzed to assess the climate and needs of the reefs to help keep them flourishing.

Another great thing about REEF is that anyone can get involved, doing as little or much as they want, and snorkelers and divers of any level of experience can participate. This was my first time taking part in a project like this, but it will not be my last.

For more information on REEF go to reef.org. To see a video of the underwater experience go to bit.ly/2N8VhtQ. Video courtesy of David H Krech/islabbellabeachresort.com.

Ashley Fish is NTA's senior manager of marketing, overseeing *Courier's* new website (NTAcourier.com) and social media accounts. Email her at ashley.fish@ntastaff.com.



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