

# Travel & Tourism Research Association

## 2015 – 2017 Strategic Clarity Overview



OUR MISSION AND VISION	2015—2017 KEY AREAS OF FOCUS				
<p><b>OUR VISION:</b> To provide a path of leadership for the global community of practitioners, educators, and users of travel research.</p> <p><b>OUR MISSION:</b> To improve the travel industry by supporting quality tourism research.</p>	<p><b>INCREASE MEMBERSHIP VALUE</b></p>	<p><b>GROW &amp; DIVERSIFY OUR MEMBERSHIP</b></p>	<p><b>STRENGTHEN THE TTRA BRAND</b></p>	<p><b>ELEVATE CONFERENCE EFFECTIVENESS</b></p>	<p><b>ENSURE RESPONSIBLE FISCAL GROWTH</b></p>
<b>2015—2017 KEY OBJECTIVES (METRICS &amp; MEASURES)</b>					
<p><b>OUR BRAND ATTRIBUTES</b></p> <p>We are the association with the highest level of travel research expertise. We place an emphasis on creating the following brand experience:</p> <p style="color: green; font-size: 1.2em;"><b>Passion</b></p> <p style="color: blue; font-size: 1.2em;"><b>“Go-to”</b></p> <p style="color: green; font-size: 1.2em;"><b>Progressive</b></p> <p style="color: orange; font-size: 1.2em;"><b>Forward Thinking</b></p> <p style="color: brown; font-size: 1.5em;"><b>Connection</b></p>	<ul style="list-style-type: none"> <li>Improve membership satisfaction.</li> <li>Increase member retention.</li> <li>Improve member engagement.</li> <li>Evaluate delivery on what we offer to our members.</li> <li>Professional development opportunity.</li> </ul>	<ul style="list-style-type: none"> <li>Increase membership for all three member categories (academic, practitioner, vendor)</li> <li>Facilitate Chapter membership growth.</li> </ul>	<ul style="list-style-type: none"> <li>Increase awareness of ttra among US Travel Association and CTC members.</li> <li>Increase awareness among Tourism Boards in Asia/Pacific and Europe.</li> <li>Strengthen the reputation of TTRA.</li> </ul>	<ul style="list-style-type: none"> <li>Increase Chapter and International conference attendance.</li> <li>Increase conference satisfaction and value.</li> </ul>	<ul style="list-style-type: none"> <li>Diversify streams of revenue growth</li> <li>Increase total revenue.</li> <li>Achieve successful audit.</li> </ul>
<b>2015—2017 KEY INITIATIVES (PROSPECTIVE)</b>					
<p><b>OUR VALUE PROPOSITION</b></p> <p>We bring unique value to the travel industry by promoting the following for industry researchers:</p> <ul style="list-style-type: none"> <li><b>Evolving Methodologies</b></li> <li><b>Best Practices and Ideas</b></li> <li><b>Professional Growth</b></li> <li><b>Networking and Access</b></li> <li><b>Industry Influence</b></li> </ul>	<ul style="list-style-type: none"> <li>Re-imagine member value at the Chapter and International levels.</li> <li>Develop and implement a plan to meet growing expectations.</li> <li>Provide professional development opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a membership development strategy and communications plan.</li> <li>Collaborate with Chapters to identify membership development opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>Better integrate and leverage ttra assets such as list-serve and JTR.</li> <li>Establish an International/Chapter communications strategy.</li> <li>Initiate a re-branding project that includes public relations and targeted communications.</li> </ul>	<ul style="list-style-type: none"> <li>Invest in conference innovation to ensure ongoing relevance.</li> <li>Establish operational support processes to support International and Chapter conference attendance.</li> <li>Fully integrate Marketing Outlook Forum as part of ttra operations.</li> </ul>	<ul style="list-style-type: none"> <li>Propose and pass new Chapter dues/revenue model.</li> <li>Review Board governance roles to maximize association effectiveness.</li> <li>Support Chapter fiscal stability.</li> </ul>
<b>BOLD BOX</b>					
STRETCH GOAL?	STRETCH GOAL?	Grow Hotel, Attraction, Car Rental, Retail, and Airline Membership	Sponsor research to better the industry	Coordinate Chapter and International conference content programming	STRETCH GOAL?