



TTRA

YEAR IN REVIEW: 2023





2023 Year in Review

As we close the chapter on 2023, we reflect on a year of significant growth, engagement, and success at the Travel and Tourism Research Association (TTRA).

This review highlights our key achievements, underscores our commitment to advancing travel and tourism research, and sets the stage for continued progress in the years ahead.

Why We Do What We Do

We collaborate to advance the strategic use of research to provide leading-edge travel and tourism solutions that create a positive impact on people, places, and society.

Strategic Planning: Charting the Future

A pivotal moment in 2023 was our strategic planning process conducted in Chicago. Here, TTRA's board and chapter presidents collaboratively drafted a plan for the next 12 to 36 months. This plan emphasizes the importance of aligning our operations with TTRA's core values and guiding principles, ensuring a focus on the organization's health and member-centric approach.

Key commitments include:

- Balancing growth with preserving the essence of TTRA.
- Upholding guiding principles such as intentional management, action orientation, and delivering high-quality outcomes.
- Embracing values like thought leadership, community, inclusivity, and fostering a fun, engaging environment.



Membership Growth: A Strong and Growing Community

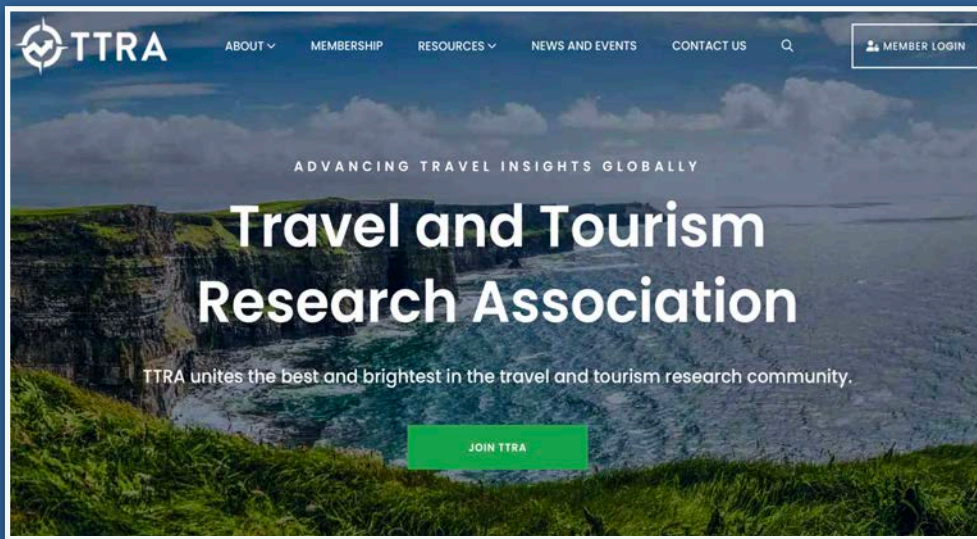
2023 witnessed remarkable growth in our membership, signifying a strengthening community of travel and tourism professionals and researchers. We began the year with 677 members and concluded with an impressive total of 1,055 members. This growth represents not only an increase in numbers but a broadening of our professional network and an enhancement in the diversity of expertise and perspectives within TTRA.

Webinars: Expanding Knowledge and Engagement

Throughout the year, we hosted 13 webinars, attracting a total of 1,362 registrants. These webinars covered a range of topics pivotal to travel and tourism research and provided a platform for thought leadership, knowledge sharing, and professional development.

Social Media Engagement: Amplifying Our Voice

2023 saw a significant increase (18%+) in our social media participation. Our messaging focused on promoting TTRA membership, highlighting member achievements, announcing events, and sharing partner thought leadership. These efforts have not only enhanced our visibility but also fostered a more engaged and informed community.



Website Redesign: A New Face of TTRA Online

We launched a redesigned and updated website, offering an improved user experience and enhanced access to our resources, research, and event information. This digital transformation marks a key step in our ongoing efforts to provide valuable and accessible content to our members and the wider community.

Financial Overview: A Snapshot of Stewardship

In 2023, TTRA showcased strong financial health with key highlights:

- Total Operating Revenue: TTRA's revenue reached \$803,378.52, a testament to its effective income generation and resource management.
- Total Operating Expenses: \$802,629.50. As a non-profit organization, this figure reflects our strategic and careful allocation of resources.
- Conference Contributions: The Annual Conference and Marketing Outlook Forum were key to the revenue, demonstrating their importance and financial success.
- Membership Revenue: Strong membership revenue signals TTRA's growing influence and member engagement.

Overall, TTRA's 2023 financials paint a picture of an organization that is not only financially stable but also adept at resource management, ensuring long-term sustainability and growth..



Conferences: Record-Breaking Attendance and Financial Success

In 2023, TTRA successfully hosted two conferences, generating a total net income of \$226,102. Notably, our annual conference saw the highest attendance since 2016, underscoring the growing interest and engagement in travel and tourism research.

Conferences in 2024:



We're excited to be back in [Houston for MOF](#) and [Burlington for Annual](#) in 2024. Be sure and join us!



Partnerships: Strengthening Our Network

In 2023, TTRA saw a consistent increase in partnerships, growing from 18 to 20, supported by Treeline Associates. This expansion led to a more diverse network and coincided with a favorable financial trajectory, with revenues climbing from \$148,500 in 2022 to \$230,500 in 2023.

Key highlights include:

- **Strengthening Ties:** Adara and Arrivalist elevated their commitments, moving to Platinum and Elite levels, respectively. Destination Analysts (Future Partners) and Zartico also upgraded their partnership levels, contributing to our financial growth.
- **Welcoming New Partners:** See Transparent and StaySense joined as Gold and Platinum partners, broadening our collaborative landscape.
- **Financial Impact:** These partnership changes resulted in a remarkable \$82,000 increase in revenue.

TTRA Partners play a pivotal role in advancing the travel and tourism industry, sharing our dedication to research and insights. Their invaluable involvement not only enriches our events but also garners widespread recognition and appreciation from the TTRA community. We encourage you to engage with these organizations and join us in our mission to propel the industry forward.

Metrics: A Quantitative Glimpse into Our 2023 Growth

- **Membership:** 1,055
 - Organizational: 52%
 - Partners: 27%
 - Individual: 14%
 - Student: 5%
 - Lifetime: 1%
- **Annual Conference Attendance:** 315
- **MOF Attendance:** 234
- **TTRA Website:**
 - Users: 41K
 - Sessions: 59K
 - Event Count: 282K
 - Search Traffic:
 - Total Impressions: 2.5M
 - Total Clicks: 35K
 - Average CTR: 1.4%
- **MOF Website:**
 - Users: 20K
 - Sessions: 26K
 - Event Count: 141K
 - Search Traffic:
 - Total Impressions: 72K
 - Total Clicks: 1.6K
 - Average CTR: 2.2%
- **Social Media Followers:**
 - 24,328 to 28,688, +18%
- **Email Communications:**
 - Emails Delivered: 548K
 - Open Rate: 40.6%
 - Click Rate: 7.6%

Contact Information:

Kathy Palmer
Executive Director
kpalmer@ttra.com

General Inquiries: info@ttra.com
Phone: 1-248-708-8872
Website: ttra.com