



YEAR IN REVIEW: 2024





TTRA Year in Review: 2024 – A Year of Growth, Connection, and Impact.

As we reflect on 2024, the Travel and Tourism Research Association (TTRA) celebrates a remarkable year of strategic advancements, community growth, and impactful initiatives. This year's accomplishments reinforce TTRA's commitment to advancing travel and tourism research, fostering global connections and driving innovation.

Why We Do What We Do

At TTRA, 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.

This mission is guided by the Board's core principles:

- We are focused and act on what is best for TTRA.
- We are intentional and focused in our management approach.
- We are action-oriented.
- We always put members first.
- We deliver with high quality.
- We are purpose-driven to truly make a difference.

These principles are further reflected in our shared values, which shape TTRA's operations, decisions, and culture:

- Thought leadership
- Community
- Global perspectives
- Inclusive and collaborative relationships
- Forward-looking
- Fun and engaging



Membership: A Flourishing Community

TTRA continued to strengthen its member base, reflecting a growing recognition of the value of strategic tourism research and collaboration. By the end of 2024:

- **Membership reached 1,360**, continuing a steady upward trend from 564 in 2021, 677 in 2022, and 1,055 in 2023. This growth highlights TTRA's ability to deliver value and foster engagement.
- Efforts to balance member composition progressed, with academics now comprising 30.9% (375 members), practitioners 45.0% (547 members), and vendors 24.1% (293 members), aligning with the organization's strategic goals.

Key Engagement Highlights

This growth was driven by meaningful engagement opportunities, including:

- Successful membership campaigns, enhanced member benefits, including webinars, networking opportunities, and exclusive research content.
- **TTRA Think Tanks**, which fostered collaboration among academics, practitioners, and vendors, addressing key industry challenges and promoting innovative solutions.

Conferences: A Platform for Excellence

TTRA hosted its flagship events, Marketing Outlook Forum (MOF) in Houston and the Annual International Conference in Burlington, with exceptional outcomes:

- Annual Conference Attendance: Over 300 participants, driving sustained, high-level participation.
- MOF Highlights: New interactive sessions and high-profile keynote speakers set a new standard for engagement.
- 2025 Preview: Preparations are underway for Galway, Ireland, and a return of MOF to Texas, with unique programming, including cultural excursions in Fort Worth.

Strategic Vision: Laying the Foundation for 2025

Building on the 2024-27 Strategic Plan, TTRA focused on:

- Embedding the organization's core values into all operations.
- Strengthening chapter integration and aligning them with the international body.
- Enhancing global presence through strategic partnerships and a more balanced member representation.

Financial Growth and Stability

TTRA achieved significant financial milestones, underscoring its robust fiscal health and strategic management:

- Net worth increased by 36.6%, rising from \$425,409 in 2023 to \$581,100 in 2024, reflecting a strong financial trajectory.
- Investments grew by over 20%, showcasing prudent and forward-thinking fiscal management.
- Partnership revenue grew to \$248,000, reflecting strengthened industry relationships and ongoing trust in TTRA's leadership.



- Additionally, the board emphasized strategic reinvestment into member benefits and programming while reaffirming plans to explore innovative funding models to support research and scholarships.

These milestones lay a strong foundation for future investments in research, member programming, and innovative initiatives.

Digital and Social Media Impact

2024 marked a year of dynamic digital engagement:

- Social media followers increased by 18%, with LinkedIn seeing a 55% rise in page views.
- Website traffic surged by 39%, driven by improved content strategies and digital campaigns.
- Educational webinars and thought leadership posts attracted wide-ranging audiences, strengthening TTRA's online presence.

Innovative Programs and Think Tanks

In 2024, TTRA's Think Tank series provided actionable solutions to pressing challenges in travel and tourism, offering members access to cutting-edge insights and tools. Key discussions and outcomes included:

- The DMO Data Toolbox: Practical strategies for leveraging data tools to measure destination performance and inform strategic decisions.
- The U.S. Tourism Workforce: Insights from workforce research addressing labor trends, skills gaps, and strategies to strengthen the tourism labor force.

Looking ahead to 2025, TTRA will build on these successes with initiatives focused on:

- Global mobility trends: Analyzing shifting traveler behaviors and their impact on destinations.
- AI-driven market forecasting: Utilizing predictive tools and real-time data to anticipate traveler demand and market shifts.
- Lodging data optimization: Providing destinations with actionable insights to improve performance.
- Responsible AI in market research: Exploring practical applications, ethical considerations, and limitations to ensure responsible integration.

Through these initiatives, TTRA continues to connect research, technology, and strategy, equipping its members to tackle industry challenges and lead the way forward.

Looking Ahead to 2025

As TTRA looks to 2025, the focus will be on:

- Expanding international participation in conferences, memberships, and thought leadership.
- Enhancing member engagement through chapter-led initiatives, Think Tanks, and deeper connections beyond events.
- Strengthening collaboration between academia and industry to highlight practical applications of research.

Thank You to Our Community

We thank our members, partners, and supporters for their contributions to TTRA's mission. Together, we are shaping the future of travel and tourism research. Join us in Galway, Ireland for our Annual Conference, or experience the unique MOF in Fort Worth, Texas. Together, we advance collaboration, research, and impact.