



Travel and Tourism Research Association

2028 Marketing Outlook Forum Request for Host Destination and Hotel Bid

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1. Introduction:

The Travel and Tourism Research Association (TTRA) was founded in 1970 and is a nonprofit professional organization committed to improving the quality, value, effectiveness, and use of travel and tourism research and marketing information. TTRA seeks to improve the industry through education, publication and networking activities. There are 8 international chapters of TTRA. To find more information about TTRA, please visit www.ttra.com.

2. About the Marketing Outlook Forum:

Marketing Outlook Forum (MOF) is the leading travel forecast conference combining industry networking and quality educational programs into a premier event. MOF attracts delegates from nearly all state and provincial tourism offices in the United States and Canada, international tourism offices, airlines and hotels, as well as many travel industry suppliers.

This conference will provide the very best intelligence on the performance, trends and outlook for all key travel industry sectors. A number of travel consumer segments, international inbound travel, and a variety of marketing topics, including digital marketing, will be covered. Expert analysis of the economic and consumer environment will be highlighted.

3. Intent of RFP:

This Request for Proposal (RFP) is being distributed throughout the United States. TTRA International invites proposals from destinations interested in serving as the host city for the 2028 Marketing Outlook Forum. Complete submissions will include information from the CVB/DMO as well as hotels.

4. Host Destination and Venue Requirements:

- Preferred Conference Dates: Sunday, January 30 through Wednesday, February 2, 2028; secondary dates to be considered are Sunday, February 6 through Wednesday, February 9, 2028.
- A S/M/T/W (Sunday-Wednesday) pattern is requested. Other day patterns will be considered; however, we will not schedule MOF over any holidays or weekends.
- Rooms: ~ 165 peak night; ~ 522 total room nights
- Meeting space: hotel or connected facility; 2+ breakouts; ballroom
- Host destination letter of support requested

5. Proposal Overview:

The Executive Committee typically meets on Sunday morning from 8:30 AM until 9:30 AM, and the Board of Directors will meet on Sunday from approximately 10:00 AM until 4:00 PM. Various special interest groups will meet on Monday morning. Monday afternoon will be the session kickoff ending with an offsite opening reception. Tuesday and Wednesday will consist of general sessions as well as two concurrent sessions (tentative).

TTRA Scoring:

TTRA employs a detailed scoring tool to evaluate potential destinations and convention sites. This tool is designed to ensure that the selected city and venue best meet the needs of the conference. The evaluation is divided into four primary categories: Destination, Hotel Proposal Evaluation, Geographic

Location, and Travel Accessibility. Each category includes weighted subcategories for a total possible score of 110 points.

Cost efficiency will be a key factor in evaluating proposals. Destinations and hotels are encouraged to provide their most competitive pricing for guest rooms, meeting space, food & beverage, and AV services.

Host Destination Requests:

1. If a hotel was selected in your region, would you be willing to assist with the financial costs associated with a board of directors dinner?
2. If a hotel was selected in your region, would you be willing to assist with the financial costs for an offsite reception?
3. Delegates will dine around the region on Tuesday night (at their own expense). Help will be sought from the conference organizers to prepare a list of suitable venues which will showcase local cuisine for this 'dine-around'.
4. The host city/destination can offer other services and/or benefits that are not outlined in the RFP but would be appropriate and beneficial to TTRA Conference attendees.

The financial support of a board of directors' dinner and opening offsite reception are not mandatory but will provide a higher point value during comparison.

The Destination category assesses the level of local support, sponsorship potential, and community engagement available in the proposed host city.

- Sponsorship & Hosting (20 points)
- Local Area Support (10 points)

Hotel Requests:

1. A centrally located full-service 4-star hotel (based on TripAdvisor ratings) which can provide hotel rooms (at a discounted travel trade rate), meals, receptions, and meeting room accommodations with **discounts on menu pricing** and **AV equipment rental**.
2. Host a site-visit, for up to 2 TTRA committee and staff members that would include complimentary hotel rooms for 1-2 nights each.
3. The hotel must have enough meeting space onsite or be connected to a conference center.

Hotel Meeting Space Requirements:

1. All meeting space located on the same floor for easy flow.
2. A registration area needs to be in a visible location for the duration of the event. There must be room for approximately 20 tabletop exhibit booths to be set up near the registration area.
3. Breaks should be set up in this area.
4. Breakout sessions to accommodate at least 150 people set theatre style.

The Hotel Proposal Evaluation assesses the proposed hotel or convention site's ability to meet the RFP requirements, focusing on affordability, amenities, and value.

- Room Rate (5 points)
- TripAdvisor Rating (5 points)
- Room Upgrades (2 points)

- Staff Rate (3 points)
- Food & Beverage Discounts (3 points)
- Wi-Fi (2 points)
- Meeting Space Rental Fees (10 points)
- F&B Expected Cost (10 points)

Travel Accessibility category measures how easy it is for attendees to travel to and navigate the destination.

- Airport Type (10 points)
- Proximity (2 points)
- Local Transportation (3 points)

The Geographic Location evaluates the destination's overall appeal, safety, and visitor experience. Geographical diversity is important for rotational fairness and attendance equity.

- Safety (10 points)
- Weather & Temperature (2 points)
- Precipitation (1 point)
- Geographic Appeal (10 points total)
 - *Attractions & Activities (6 points)*
 - *Scenic & Overall Appeal (4 points)*
- Working Relationship/History (2 points)

The TTRA Scoring Tool provides an objective framework to compare potential host cities and venues. By evaluating each destination across these detailed criteria, TTRA ensures that the selected site offers the best combination of accessibility, value, local support, and attendee experience.

Meal Functions:

Sunday: Board of Directors coffee in the morning, working lunch at approximately 12:30 and a coffee refresh in the afternoon.

Monday: DMO breakfast; Lunch (divided into 2 groups); PM coffee break; offsite opening reception (usually hosted by the CVB)

Tuesday: Full breakfast for approx. 75% of people; Lunch for approx. 85% of people; AM and PM coffee breaks; evening wine, beer and cheese reception at the hotel

Wednesday: Full breakfast for approx. 75% of people; AM coffee breaks; (we may choose to do a continental breakfast with a heavy break and not offer any other food)

***NOTE – Food and Beverage actual spend needs to be under approximately \$75,000 USD**

Draft Conference Schedule:

- All space should be on a 24-hour hold.
- Staff office needs to be lockable and consistent throughout the event.
- A pre-function area for up to 20 tabletop exhibits and buffet line/coffee breaks should be adjacent to the general session and meal room.

- Core conference dates are Sunday–Wednesday; ancillary staff and setup days may extend beyond these dates.

Day 1 (Saturday)

8:00 AM – 5:00 PM

Day 2 (Sunday)

8:00 AM – 5:00 PM

8:00 AM – 5:00 PM

8:00 AM – 9:30 AM
shape for 25 people

10:00 AM – 4:00 PM
people

1:00 PM – 5:00 PM

Day 3 (Monday)

7:00 AM – 5:00 PM

8:00 AM – 5:00 PM

8:00 AM – 5:00 PM

8:00 AM – 12:00 PM

8:00 AM – 9:00 AM

9:00 AM – 11:30 AM

11:45 AM – 12:45 PM

11:45 AM – 12:45 PM

1:00 PM – 5:00 PM

Day 4 (Tuesday)

7:00 AM – 5:00 PM

8:00 AM – 5:00 PM

8:00 AM – 5:00 PM

8:00 AM – 5:00 PM

8:00 AM – 5:00 PM

8:00 AM – 5:00 PM

Day 5 (Wednesday)

7:00 AM – 2:00 PM

8:00 AM – 5:00 PM

8:00 AM – 5:00 PM

8:00 AM – 2:00 PM

8:00 AM – 5:00 PM

10:00 AM – 5:00 PM

Pre Conference

Staff office (load in boxes and inventory)

Board of Directors Meeting

Staff office

AV Storage (if we bring outside AV)

Tentative Executive Committee Meeting; approx. 9 people; set hollow u-

Board of Directors Meeting; approx. 25 people; set hollow u-shape for 25

Registration; convenient registration area

MOF Starts

Registration; convenient registration area with space for exhibit tables and breaks

Staff office

AV Storage (if we bring outside AV)

Exhibit booth (tabletop display) set-up; approx. 20 exhibitors

DMO discussion group

DMO Roundtable and breakfast meeting; approx. 150 people; set crescent rounds

Networking Lunch (different room from above); rounds approx. 300 people

Marketing Manager Lunch; rounds approx. 60 people

General Session; approx. 325 people; set crescent rounds (NOTE: the DMO roundtable must be turned quickly).

MOF

Registration; convenient registration area with space for exhibit tables and breaks

Staff office

AV Storage (if we bring outside AV)

Exhibit booth (tabletop display); approx. 20 exhibitors

General Session and meals approx. 325 people; set crescent rounds

Breakout rooms (perhaps 2 rooms may be needed) Tentative

MOF

Registration; convenient registration area with space for exhibit tables and breaks

Staff office

AV Storage (if we bring outside AV)

Exhibit booth (tabletop display); approx. 20 exhibitors

General Session and meals approx. 325 people; set crescent rounds

Breakout rooms (perhaps 2 rooms may be needed) Tentative

Day 6 (Thursday)
8:00 AM – 5:00 PM

Tentative
Staff office

Sleeping Room Requirements

(staff; VIPs)	(Board of Directors)	Day before MOF	First MOF day	Second MOF Day	Last MOF day
2	20	165	165	155	15

History

2023 JW Marriott; Houston, TX; room rate \$219

Dates	2/3	2/4	2/5	2/6	2/7	2/8
Day	Fri	Sat	Sun	Mon	Tues	Wed
Contracted*	0	15	100	130	130	10
Picked Up	1	20	130	163	156	35

2024 JW Marriott; Houston, TX; room rate \$224

Dates	1/26	1/27	1/28	1/29	1/30	1/31
Day	Fri	Sat	Sun	Mon	Tues	Wed
Contracted*	0	20	130	160	155	35
Picked Up	1	24	141	165	156	12

2025 Sheraton Fort Worth; Fort Worth, TX; room rate \$217

Dates	1/24	1/25	1/26	1/27	1/28	1/29
Day	Fri	Sat	Sun	Mon	Tues	Wed
Contracted*	0	34	144	174	160	40
Picked Up	4	42	137	165	158	33

2026 The Ballantyne; Charlotte, NC; room rate \$249*

Dates	1/30	1/31	2/1	2/2	2/3	2/4
Day	Fri	Sat	Sun	Mon	Tues	Wed
Contracted*	2	22	125	160	155	30
Picked Up	5	7	93	145	140	8

2027 JW Marriott, New Orleans, LA; room rate \$289 (confirmed)

*Note – MOF 2026 was held during a record breaking snowstorm in Charlotte, NC which led to many cancellations. Prior to the snowstorm, the hotel was sold out and overflow hotel was utilized.

Concessions Requested (will be scored based on response. Concessions will be evaluated collectively; partial concessions will be considered.)

- 10% commissionable to Treeline Associates, Inc. (do not quote net rates)
- Group rate offered 3 days pre- and post-event
- 1:35 complimentary rooms
- Complimentary high speed internet for attendees
- Complimentary high speed internet in meeting areas and registration area
- Discounts on F&B (Note: F&B minimum required amount should be **approximately \$75,000**)
- Discounts on Audiovisual
- 6 complimentary/discounted staff rooms
- 5 Complimentary Suites (President, Chairman, CEO/Executive Director, 2 Conference chairs)
- Complimentary meeting rooms
- Double meeting planner points
- Rebate to master to help offset costs
- No handling fees for shipping or receiving
- No fees or penalty for using outside AV company

Billing

Individuals will be responsible to settle their own charges. Attendees will be booking rooms directly with the hotel, either through a website or phone reservation system. A list of VIPs including Keynote Speaker(s), award winners and staff to go on master bill and list will be provided to the hotel.

General Contract Terms

- Contract is made out to TTRA
- 10% commission is due to Treeline Associates within 30 days after the event has been completed
- Two-week cut-off date with the group rate available after the cut-off date
- Meeting space must have room names listed
- See Attachment 1 for preferred contract clauses

Key Dates & Deadlines

- Proposals Due: Thursday, April 30, 2026, (5:00 PM EST)
- Board Review: Tuesday, June 23, 2026
- Host City Selected: July 2026

Bid Proposal Response

Please respond in writing with your **complete bid package (including hotel and host destination information)** by **Thursday, April 30, 2026**, to be considered.

Your response should include the following information:

1. List hotels and room rates
2. Host destination agreement/disagreement to each of the specifications listed in the RFP
3. A letter from the proposed hotels willing to host with:
 - a. confirmed rates
 - b. complimentary policy
 - c. current menus
 - d. available meeting space

4. Provide information regarding meeting space, location and layout (example - hotel floor plans and room capacities)

Please return the complete bid package by email to: Elizabeth Pike at epike@ttra.com

If you have any questions on the bid, please contact Elizabeth at 248-708-8872, or epike@ttra.com

ALL BIDS WILL BE REVIEWED WITH THE TTRA EXECUTIVE BOARD OF DIRECTORS PRIOR TO THE JUNE BOARD MEETING BUT A FINAL DECISION MAY NOT BE MADE UNTIL AFTER LATE JUNE.

Upon selection, TTRA and the host destination will work collaboratively to finalize contracts, develop marketing materials, and coordinate logistics for the 2028 Marketing Outlook Forum. The host city will be featured in all conference promotions and communications.

Room Attrition Charge

In the event TTRA picks up less than seventy-five percent (75%) of the Room Night Commitment, as revised, TTRA will pay, as liquidated damages, \$(an amount equal to Hotel's profit on a \$XX.00 room, net of taxes and service charges) for each room not reserved, up to the number of rooms representing seventy-five percent (75%) of the Room Night Commitment, as revised. Attrition shall be calculated on a cumulative basis, and not on a nightly basis. Prior to billing the liquidated damages, Hotel must submit to TTRA documented proof of its efforts to mitigate damages and proof that rooms or space being held for TTRA meeting attendees and guests were unsold and were available for sale. If Hotel exceeds its average occupancy level for the Official Program Dates on any individual night of the room block, even if TTRA has not filled the block for that night and is past the cut-off date, TTRA is released from responsibility for any rooms not picked up on that night.

All rooms billed to, or occupied by, persons attending or working at the conference will be counted in the pickup. Those rooms include, but are not limited to: all cancellations billed ('no-shows'); all persons who, for whatever reason, do not receive the group rate (late reservations, corporate rates, booked through the internet or a travel agency, etc.); any rooms picked up outside the Official Program Dates; and any complimentary or discounted rooms or suites. In addition, TTRA will be credited for any individuals holding guaranteed reservations for whom Hotel is unable to provide sleeping rooms.

Hotel will deduct any early departure fees and nonrefundable prepayment fees it collects from individual attendees or from TTRA from any amount owed.

Liquidated damages, if any, shall be due and payable thirty (30) days after preparation of the final Pickup Report (in accordance with the terms of this Agreement) detailing the mutually agreed amount of damages.

Force Majeure

The performance of this Agreement by either party is subject to acts of God, war, any governmental measures or regulations, acts of terrorism, pandemics, disaster, fire, strikes (except those involving the employees or agents of the party seeking the protection of this clause), civil disorder, curtailment of transportation facilities preventing or unreasonably delaying at least 25% of Event attendees from participating in or getting to Group's event, or other similar cause beyond the control of the parties making it inadvisable, illegal, impossible, or commercially impracticable to hold the event or provide the facility.

The Agreement may be terminated, or performance excused by either party without penalty or any liability for any one or more force majeure reasons by written notice from one party to another.

Cancellation

The Hotel shall undertake all reasonable efforts to resell cancelled rooms and will credit that revenue against liquidated damages in an amount not to exceed the full amount of such damages. Liquidated damages, if any, shall be due and payable thirty (30) days after receipt of a statement detailing the mutually agreed amount of damages. Prior to billing the cancellation payment, the Hotel must submit to TTRA documented proof of its efforts to mitigate damages and proof that rooms or space being held for TTRA attendees and guests were unsold and were available for sale. TTRA shall not owe any liquidated damages if the Hotel meets or exceeds its average occupancy level for the Official Program Dates. The Hotel shall assume the obligation of demonstrating that but for TTRA's cancellation, the Hotel would have achieved its average occupancy level for that period, and of demonstrating that rooms being held for the Hotel were unsold. A statement of actual room usage for each day of the Official Program

Dates will be provided to TTRA upon request. After receipt of any cancellation payment, the Hotel shall not seek any additional damages.

Audio Visual

Buyer will not accept or agree to any proposal or contract containing conditions, terms, or clauses which unreasonably restrict our choice of third-party suppliers for our event(s) at any meeting facility, whether such conditions are expressly stated in the proposal or contract, or whether they are contained in the general operating policies of the facility, be they published or unpublished.

Furthermore, Buyer will not accept or agree to any fees, surcharges, or penalties of any type charged by a meeting facility that are in any way based on or tied to our choice of third-party suppliers, whether such fees are expressly stated in the proposal or contract, or whether they are contained in the general operating policies of the facility, be they published or unpublished.

This "Buyer's rights regarding third party suppliers" clause shall be appended to all contracts that are executed by Buyer, and if it is determined that this clause is in conflict with any other clause, portion of any contract, or any general operating policy of the facility, then this "Buyer's rights regarding third party suppliers" clause shall be deemed to take precedence over the other item(s) with which it is determined to be in conflict, unless specifically agreed otherwise.

Renovation

The Hotel agrees to not undertake renovations or non-emergency construction which would interfere with the Group's meeting or impair the Hotel's ability to provide a full level of service for the meeting. In the event such interference occurs and is not addressed within a reasonable time, to compensate the Group for this problem, the Hotel agrees to provide appropriate compensation (mutually agreeable) to the Group.

Changes To The Hotel

The Hotel promptly shall advise TTRA of any change in Hotel's management or ownership. This Agreement may be cancelled by TTRA without penalty if there is any change in management or ownership of the Hotel, provided that TTRA notifies the Hotel of such cancellation in writing within thirty (30) days after TTRA is advised by the Hotel of such change.

Should the Hotel suffer a substantial deterioration in the quality of its facilities or services at any time after the execution of this Agreement, TTRA shall notify the Hotel of its concerns in writing. Should the Hotel be unable to correct such deficiencies to TTRA's reasonable satisfaction, TTRA may terminate this Agreement without penalty upon written notice to the Hotel.

Indemnification And Hold Harmless

Hotel shall indemnify and hold TTRA and its officers, directors, members, employees and agents harmless from and against any and all liabilities, claims, and expenses (including reasonable costs incurred for defense of such liabilities and claims) on account of any injury to the person or property of any registrant, attendee, guest, member, employee or agent of TTRA arising out of the negligent or willful misconduct of, or violation of any applicable law, rule, or regulation by, Hotel, its agents or employees.

Liquor Liability

The Hotel shall carry liquor liability insurance or its equivalent in an amount no less than one million dollars (1,000,000.00) per incident, including but not limited to, bartender service. The Hotel represents and warrants that all Hotel personnel serving alcoholic beverages to Hotel guests have undergone adequate training to prevent any incidents which could result in claims of liability. It is the responsibility of the Hotel to provide bartenders who are trained to recognize intoxication, and to ensure that no one is over served at any function where liquor is available. Bartenders are not to serve anyone under age. Notwithstanding any other provision of this Agreement, the Hotel shall defend, indemnify and hold harmless TTRA, its officers, directors, employees, agents, and members from and against any or all losses, damages, claims, expenses and liabilities of any kind, including costs of defense thereof, caused by or arising from the sale or service of alcoholic beverages.

Enforceability

If any provision of the Agreement is unenforceable under applicable law, the remaining provisions shall continue in full force and effect.

Compliance With Fire Safety and Health Code Laws

The Hotel represents and warrants that it is in compliance with all applicable federal, state, and local fire safety and health codes, laws, and ordinances, including, but not limited to, the federal Hotel and Motel Fire Safety Act of 1990 (Public Law 101-391). The Hotel further represents and warrants that it maintains procedures and policies concerning fire safety and other safety issues which it shall make available to TTRA for inspection upon reasonable notice. If the Hotel is not in compliance with such safety and health codes, TTRA may terminate this Agreement without penalty upon written notice to the Hotel.

Nondiscrimination

The Hotel represents and warrants (i) that the Hotel does not and shall not discriminate against any individual or group of individuals on the basis of race, sex, age, religion, national ancestry, disability or any other legally protected status; and (ii) that the Hotel complies and shall comply with all federal, state, and local laws prohibiting discrimination of any kind. TTRA may terminate this Agreement without penalty upon written notice to the Hotel of the Hotel's breach or alleged breach of either of the foregoing representations.

Other Functions

The Hotel promptly shall notify TTRA of any concurrent or overlapping meetings, conventions, special events, or other attractions to be held in the Hotel during the Official Program Dates. The Hotel represents and warrants that there will be no outside distractions that could affect the ordinary use of sleeping rooms or other rooms and facilities to be used by TTRA's conference attendees and guests. During the Official Program Dates, the Hotel agrees not to serve as the site for any meeting, convention, special event, or other attraction that, in the reasonable opinion of TTRA, may compete with TTRA's conference.

Changes; Notice

Any changes to these terms must be made in writing and signed by both parties to be effective. Any modifications, additions or corrective lining out made on this Agreement will not be binding unless such modifications have been signed or initialed by both parties. Any notice hereunder shall be given to the signatories of this Agreement at the addresses set forth herein. Notice must be given though certified or registered mail, return receipt requested,

overnight delivery, with a signature signifying receipt, or by facsimile in order to be effective under this agreement and shall be deemed delivered upon receipt.

Waiver

If one party agrees to waive its right to enforce any term of this Agreement, that party does not waive its right to enforce such term at any other time or to enforce any or all other terms of this Agreement.

Insurance

Hotel shall carry appropriate liability, fire, burglary, and other insurance in such dollar amount as necessary to protect itself against any claims arising from any activities conducted in Hotel during the Official Program Dates and to indemnify TTRA as provided in this Agreement.