

Call for Practitioner Presentations

57th Annual Travel and Tourism Research Association International Conference

June 29 - July 1, 2027 | Seattle, Washington

Call Open: October 15, 2026 | Proposal Deadline: EOD Monday, November 23, 2026

The Practitioner Planning Committee of the 57th TTRA Annual International Conference invites submissions from travel and tourism research practitioners for the 2027 conference in Seattle.

2027 Conference Theme: Elevating the Future of Travel Research: Innovation, Analysis, Strategy & Advocacy. We are looking for practical, research driven content that shows how data is evolving, how insights become strategy, and how research empowers organizations to make better decisions, strengthen communities, and advocate for the value of travel and tourism.

Conference Subthemes

- **Innovation:** Emerging technologies, AI, evolving research methods, new data sources, and forward-looking approaches
- **Data:** Research & data collection, quality, integration, governance, measurement, analysis, and interpretation
- **Strategy:** Research and data-informed planning, decision-making, investment, organizational priorities, and destination management
- **Advocacy:** Evidence-based communication, effective narrative creation, stakeholder engagement, policy influence, funding support, and demonstrating the value of travel and tourism

Applicants may submit in one of three practitioner presentation formats. Proposals should include a title, concise description, research or data foundation, attendee takeaways, connection to the conference theme and subthemes, and presenter information. Use the submission form for your chosen format below.

Proposal Formats

1. **Traditional Conference Session** - Submit an individual presentation or a fully organized 45-minute panel with approximately 40 minutes of content and 5 minutes of Q&A. Fully conceptualized and recruited proposals, particularly those involving multiple perspectives, will receive priority. Explain the research or industry need being addressed and what attendees will learn. This is for traditional Annual International Conference sessions that make up the majority of the practitioner agenda.
2. **Case in Point: Research & Data in Action** - A focused case study for one or two speakers, open to DMOs, vendors, and academics. Selected cases will each receive 12 minutes to present, followed by 3 minutes of moderated Q&A. Use a real case to explore methodology, process, learning, and a lesson others can apply. Successful efforts, setbacks, unexpected results, and approaches that did not work as planned are all welcome, as long as the emphasis is on how your insights can apply to attendees.
3. **Destination Showdown: Data Narratives That Move Communities Forward** - Selected destination researchers will each have 8 minutes to show how research or data helped their destination understand a challenge, make a decision, change an approach, or communicate more effectively with stakeholders. The emphasis is on a clear connection from evidence to action and impact, not budget size or sophistication. Selected presenters will compete for a People's Choice Award and a Destination Impact Award.

Selection & Submission Expectations

Across all three formats, the strongest proposals will be educational rather than promotional, clearly explain the role of research or data, and offer practical value that extends beyond a single destination, organization, study, or vendor relationship. Scores will be considered alongside program balance, strategic fit, topic duplication, audience relevance, speaker mix, session format, and overall conference needs.

TTRA International values diversity, equity, inclusion, and representation. Applicants are encouraged to consider geography, professional background, organization type and size, career stage, gender, race and ethnicity, sexual orientation, methodology, and point of view when developing speakers and content. Priority will be given to proposals offering content not previously presented at other conferences or on webinars in substantially the same form. Proposals drawing on previously published research or case studies should provide new findings, analysis, or practical lessons for TTRA attendees.

Organizations may submit up to two Traditional Conference Session proposals, one Case in Point proposal, and one Destination Showdown proposal. Serving as a non-submitting speaker or panelist on another organization's proposal does not count toward these limits.

As one of TTRA's primary annual fundraisers, the Annual International Conference plays an important role in supporting the organization's year-round work, which means we're unfortunately unable to offer complimentary registration to selected speakers.

How to Submit

Submit proposals by end of day Monday, November 23, 2026 using the form for your selected presentation format:

[Traditional Conference Session submission form](#)

[Case in Point submission form](#)

[Destination Showdown submission form](#)

[Watch the Call for Presentations and Papers webinar](#)

[Questions: conference@ttra.com](mailto:conference@ttra.com)

Key Dates

October 15, 2026	Call for Practitioner Presentations opens
November 23, 2026	Proposals due by end of day
January 7, 2027	Questions or additional session development requests sent to prospective speakers, as needed
January 28, 2027	Prospective speakers notified of proposal decisions
June 10, 2027	All slides, videos, audio, and other presentation materials due to TTRA International
June 14, 2027	Conference registration closes
June 29 - July 1, 2027	57th TTRA Annual International Conference Seattle, Washington