



SELECT TRAVELER CONFERENCE REQUEST FOR PROPOSAL 2025

- I. **INTRODUCTION**-The Select Traveler Conference is the travel industry’s only organization dedicated to the Travel Program Directors market. Each Select Traveler Conference has exceeded attendance registration goals and the Conference will be in its 30th year of existence in 2025.
- II. **Economic profile** - The buyers of this important segment of the group travel industry are Bank Loyalty, Alumni and Chamber of Commerce Program Directors who have an average of 3,125 travelers enrolled in their program. Over 600,000 affluent travelers were represented at the 2019 Select Traveler Conference, based on attendance of nearly 150 Loyalty Program Directors from Banks, Alumni, Chambers of Commerce and Park & Recreation Directors. These Travel Program Directors will purchase and operate over \$300 Million worth of travel this year.

In addition to these important decision-makers, approximately 300 industry suppliers representing tour operators, CVB, hotels, and attractions will attend. **When assessing the benefits of hosting a Select Traveler Conference, it is important to note that approximately 55 of the suppliers will be tour operators.** Also of significance is the nearly one-to-one ratio of buyers to suppliers, further enhancing the appeal of the Select Traveler Conference.

- III. **Dates/pattern** - February is the preferred month for the Select Traveler Conference and Sunday through Tuesday is the daily pattern. Other daily patterns and dates will also be considered. To achieve maximum participation from the Travel Loyalty Program Directors, the proposed dates should avoid the Presidents’ Day three-day holiday weekend. The end of January will also be considered along with March.
- IV. **Housing** - Two rates are needed for the bank delegates and for the suppliers. The rate for **Travel Loyalty Program Directors** should reflect the future business potential these guests represent. The Conference hotel rate for the buyer delegates has been \$49-\$79.

The Supplier rate should be a competitive travel industry rate and should be developed considering that approximately **55 of the supplier delegate rooms will be used by tour operators**, again bolstering the future business potential represented by the Select Traveler Conference. Rates have ranged from \$129-\$189.



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IV. Housing (continued)

In recognition of the business it provides the Host Hotel, Select Traveler Conference requests a 10% per room night commission be paid to Select Traveler at the conclusion of the Conference.

The Select Traveler Conference hotel rates are available three days before & after the Conference. Twelve (12) complimentary rooms and four (4) suites are needed for staff, consultants & VIP.

The following sleeping room block and pattern, with no hotel attrition penalties and a 2:30pm checkout time for all delegates is required:

	<u>Pre-Con 1</u>	<u>Pre-Con 2</u>	<u>Day 1</u>	<u>Day 2</u>	<u>Day 3</u>
Staff, VIPs	12 + 4	12 + 4	12+ 4	12+ 4	12 +4
Buyers	N/A	30	60	60	10
Suppliers	N/A	30	125	125	10



SELECT TRAVELER CONFERENCE REQUEST FOR PROPOSAL EDITORIAL VALUE 2025

V. **Select Traveler Magazine
Editorial Value**

Select Traveler Conference will provide the following estimated amount of **COMPLIMENTARY** editorial coverage that a conference host receives within a calendar year. (Based on Select Traveler 2020, Host City French Lick Resort, Indiana)

Select Traveler Magazine Issues	Value
July/August – Two-page spread with Conference House Ad	\$ 5,000
September/October – Four-page spread with Conference House Ad:	\$10,000
November/December – Four-page spread plus Conference House Ad:	\$12,000
January/February – Six-page spread including Conference House Ad	\$15,000
March/April – 12-page Conference Coverage issue	\$30,000
Total Editorial Value-COMPLIMENTARY	\$72,000

Additional coverage of the Conference is included in the Group Travel Leader magazine (circulation 20,000 groups) along with a full-page Conference Scene feature following the conference. This value has not been quantified, but gives additional exposure worth thousands of dollars to the host city.

Mac T. Lacy
Publisher
Select Traveler Magazine



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VI. Host’s Requirements

Select Traveler will provide the following for the **Marketing & Digital Media Investment**:

◆ **Select Traveler Management Advertising & Conference Coverage**

A three-time, half-page, 4 color advertising schedule in *Select Traveler* magazine prior to hosting the conference-(It is agreed that this advertising requirement will be fulfilled outside this contract, with the exact terms, in a separate agreement between both parties listed).

Editorial and conference coverage in the *Select Traveler* magazine, *Select Traveler E-newsletter* along with Conference Videos & Blogs on the Conference website

◆ **2024 Select Traveler Sponsorship Booth**

2025 Select Traveler Host receives a mall booth sponsorship at the 2024 Conference

◆ **2025 Select Traveler Sponsorship Registration**

2025 Select Traveler Host receives a 2025 Conference registration

◆ **2025 Select Traveler Sponsorship Booth**

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◆ **2025 Delegate Registry App-** Full page ad in the conference delegate registry app

◆ **2025 Travel Industry Report-**Back cover, four-color ad placement promoting the Host

◆ **2026 Select Traveler Sponsorship-**2025 Select Traveler Host receives a booth sponsorship at the 2026 Conference

All Travel Industry delegates attending the Select Traveler Conference that are members of the Host City CVB will register at the 2025 Select Traveler member rate, a \$200 savings.

The 2025 Select Travel Conference Marketing & Digital Media Fee is \$75,000.



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VI. Host's Requirements (continued)

The following In-Kind conference requirements are the responsibility of the Host:

- ◆ **Attendance Builder-2024 Select Traveler Dinner & Entertainment**-This Dinner, including beer & wine for approximately 275 delegates provides the 2025 Host the opportunity to highlight their destination and invite the Travel Loyalty Program Directors to their city
- ◆ **Meeting Space**-Host to provide Complimentary space for Ballroom meal functions along with carpeted aisles & crosswalks in the exhibit hall & theater area with water stations, soda, cookies, snacks, coffee & tea

Approximate space requirements-**(Will consider options with lesser space)**

Exhibit Hall: 15,000 square feet

Ballroom: 10,000 square feet Breakout rooms: 2 @ 2,000 square feet each

- ◆ **Transportation & Meals**-Shuttles (motor coach service) between the following locations:
 - Airport & convention hotel(s) for all delegates on arrival and departure
 - Convention hotel(s) and the Convention Center, if applicable
 - Roundtrip coach airfare for (12) Select Traveler staff to attend Conference
 - Pre and/or Post Fams, guide service and logistical arrangements
 - Conference meals to be planned with chef & within budget of Select Traveler
- ◆ **2025 Welcome Dinner & Entertainment**-Dinner, including beer & wine to welcome approximately 225 Select Traveler delegates and showcase the host, destination & their sponsors
- ◆ **Select Travel Conference Housing**-Host destination & hotel agree to provide complimentary hotel rooms for Select Travel delegates wishing to come in early one night before the Conference begins and the night due following STC2025 if flight availability warrants.
- ◆ **Select Travel Conference Airfare**-Host destination will discuss options concerning airfares over \$500 for delegates to attend conference.



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- ◆ **Marketplace Booths, Audio Visual & Internet Access-**Pipe, Drape, 36” Round Tables, with nylon stretch covers, Padded Chairs, Booth & Plants for Marketplace & stage areas, Skirted stage & appropriate pipe and drape-podiums, microphones, lavalieres, plants for staging and exhibit hall, up lighting, gobo lighting, three (3) 10,000 lumens projectors, rigging, audio visual technician, stage up lighting, three (3) dressed projector screens and two (2) stage washes. Internet access and electrical power at all functions.

- ◆ **Select Traveler Staff Housing & Fams-**Twelve (12) hotel rooms for Select Traveler staff and four (4) suites for VIP delegates in the headquarter hotel, provided complimentary by the host city if not by the host hotel. Host to provide up to 20 post fam opportunities to our members, including a complimentary hotel stay.

- ◆ **2025 Dinner & Entertainment 2nd night-** Dinner, includes beer, wine, and entertainment hosted by the host city or partners for approximately 225 conference attendees. This event is to showcase the destination area and the partners.

- ◆ **In Room Gifts-**Provided to Select Traveler delegates upon arrival

End of Host Requirements



SELECT TRAVELER CONFERENCE CONFERENCE HOST HISTORY

VII. Site Information - Following is a list of past Select Traveler Conference sites:

1996	Nashville	Opryland Hotel
1997	Nashville	Opryland Hotel
1998	Birmingham	Sheraton Civic Center/Birmingham-Jefferson Civic Center
1999	New Orleans	New Orleans Hilton Riverside
2000	Gatlinburg	Holiday Inn Sunspree Resort/Gatlinburg Convention Center
2001	Kansas City	Hyatt Regency Crown Center
2002	Biloxi	Beau Rivage
2003	Louisville	Hyatt Regency, Seelbach Hilton and KY Int'l Convention Center
2004	Myrtle Beach	Radisson, Embassy Suites, Convention Center
2005	Biloxi	Grand Casino, Convention Center
2006	Mobile	Riverview Plaza, Convention Center
2007	Jacksonville	Hyatt Regency Jacksonville Riverfront, Convention Center
2008	Grapevine	Gaylord Texan
2009	Little Rock	Peabody Hotel & State Convention Center
2010	Milwaukee	Hilton Milwaukee City Center & Midwest Convention Center
2011	Baton Rouge	Hilton Capitol Center, Baton Rouge Convention Center
2012	Memphis	Marriott Memphis Downtown & Memphis Cook Convention Center
2013	Virginia Beach	Sheraton, Marriott & Holiday Inn and Virginia Beach Convention Center
2014	Huntsville	Embassy Suites, Holiday Inn & Von Braun Center
2015	Nashville	Renaissance Marriott & Conference Center
2016	Little Rock	Marriott & Little Rock Conference Center
2017	Ontario, CA	Doubletree & Ontario, California Convention Center
2018	Louisville, KY	Galt House Hotel & Conference Center
2019	French Lick, IN	French Lick Resort & Conference Center
2020	French Lick, IN	French Lick Resort & Conference Center
2021	Panama City Beach	Sheraton Panama City Beach Golf & Spa Resort
2022	Cheyenne, WY	Little America Hotel and Conference Center
2023	Branson, MO	Chateau On The Lake Resort Spa
2024	Buffalo Niagara NY	Hyatt Regency Buffalo



SELECT TRAVELER CONFERENCE PROCEDURES & CONTACT INFORMATION 2025

VIII. Bid Procedure

Bids should address each of the points covered above and include a commitment to a tentative, first-option hold on meeting space and sleeping rooms, as well as the various sponsorships.

All site inspections will be made by the Select Traveler Conference executive staff. Travel expenses incurred during any site inspections or visits by the Select Traveler staff will be reimbursed by the potential Host city that is visited for the Conference.

Bids to be sent to:

Jennifer Ferguson
General Manager
Select Traveler Conference
P.O. Box 129
Salem, OH 44460

(330) 337-1027 Phone
jferguson@grouptravelfamily.com