



RSAA SUMMIT 2010

The Omni Orlando Resort at ChampionsGate

FEB 19 - 20



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Beaches of South Walton



Ellen Persons, RSAA Chairman



Todd Hamilton, RSAA Executive Director



RSAA 2009

- An overhaul of RSAA's bylaws, policies, committees and governance structure.
- Maintained financial and membership conditions during an economic cycle that caused many associations to suffer losses.
- Instituted a new event, the RSAA West Coast Summit, to reach an entirely new West Coast audience.
- Converted the RSAA website to a new content management system that allows real-time updates by staff, implemented and integrated the NetFORUM member data management system, added online tools (registration, renewal).



RSAA 2009

- The web site has been enhanced with translator and search functions. In addition to regular Facebook and Twitter updates.
- Upgraded government relations efforts, allowing RSAA to become a significant voice in legislative and tax issues and increased participation in travel trade meetings and calls.
- Enhanced communications, including the RSAA E-Bulletin, which won an APEX Award for most improved association newsletter.
- Conducted the first-ever member needs assessment .



RSAA 2010

- Just completed RSAA's first significant election with 15 candidates vying for four positions.
- Continued web site updates including a new home page and more user-friendly interface.
- Enhanced online event registration and complete online new member application.
- Mid-year web based seminars.

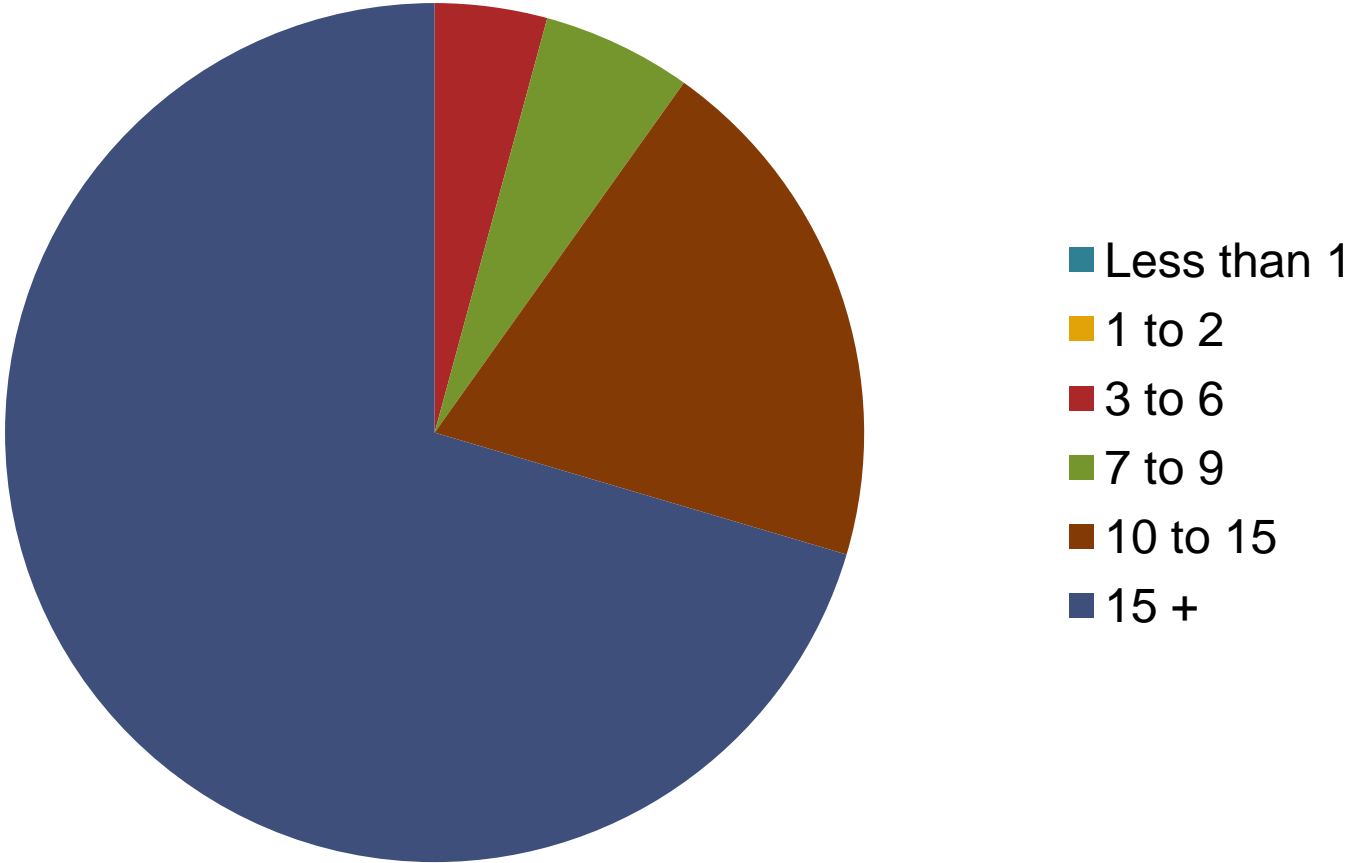


RSAA 2010

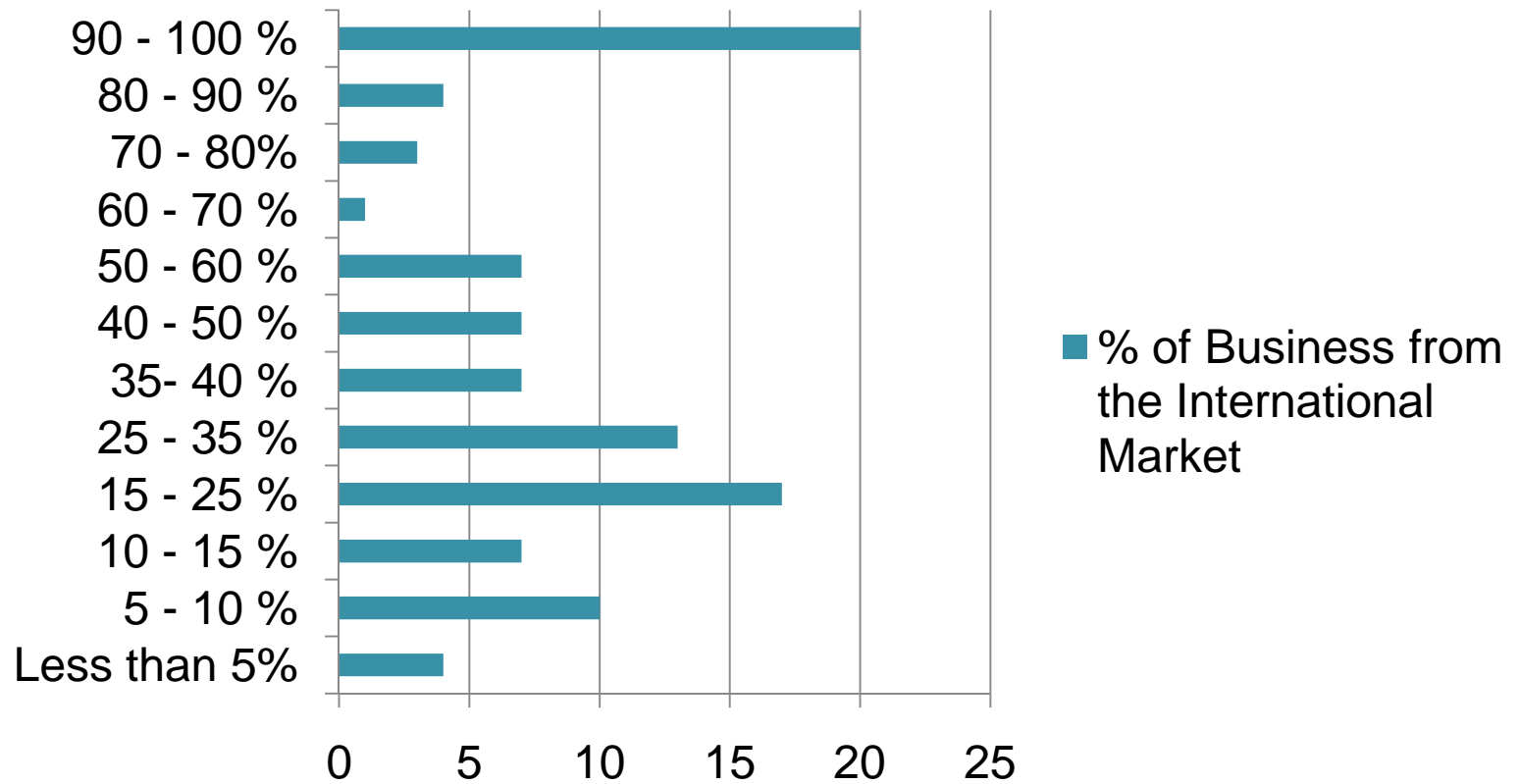
- Roll-out of the “International Inbound Specialist Program”.
- Enhanced partnerships with municipal and regional DMOs.
- Increased partnerships with sister associations and travel trade organizations (domestic and international) which will afford more inbound business opportunities.
- A new Quarterly Supplier Update

Member Survey Results

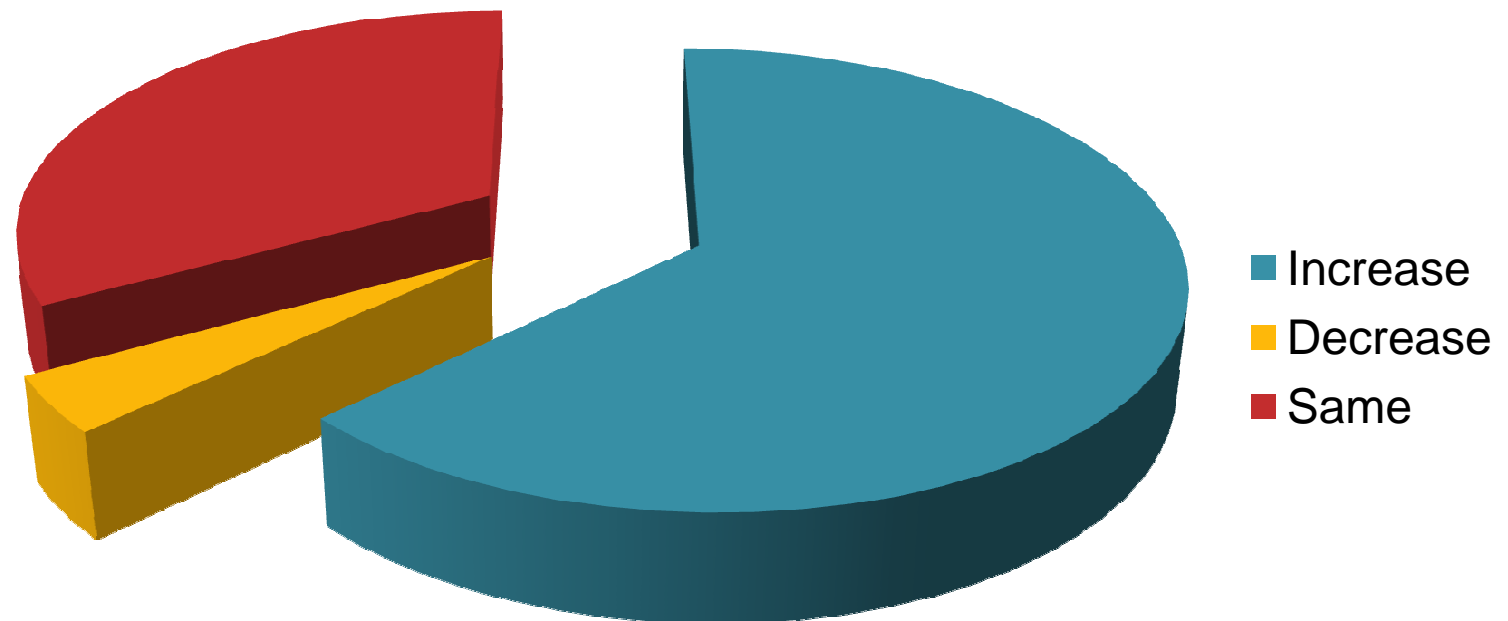
Years of Experience in the Industry



Percentage of Business from the International Market



Does your company intend to increase, decrease or remain the same in its efforts to pursue the inbound market?





From which region do you get
the most business?

Europe

North America

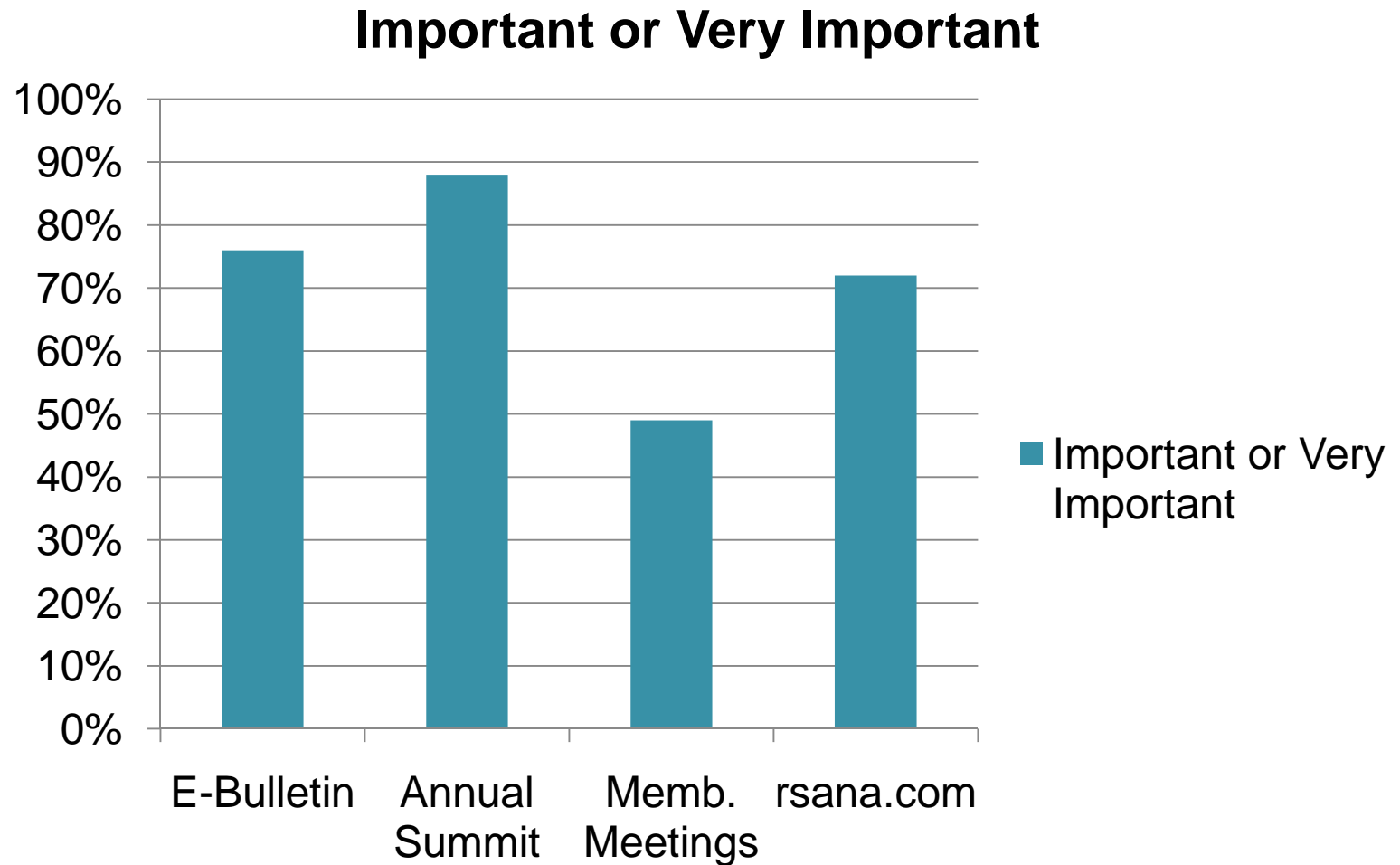
Asia

South America

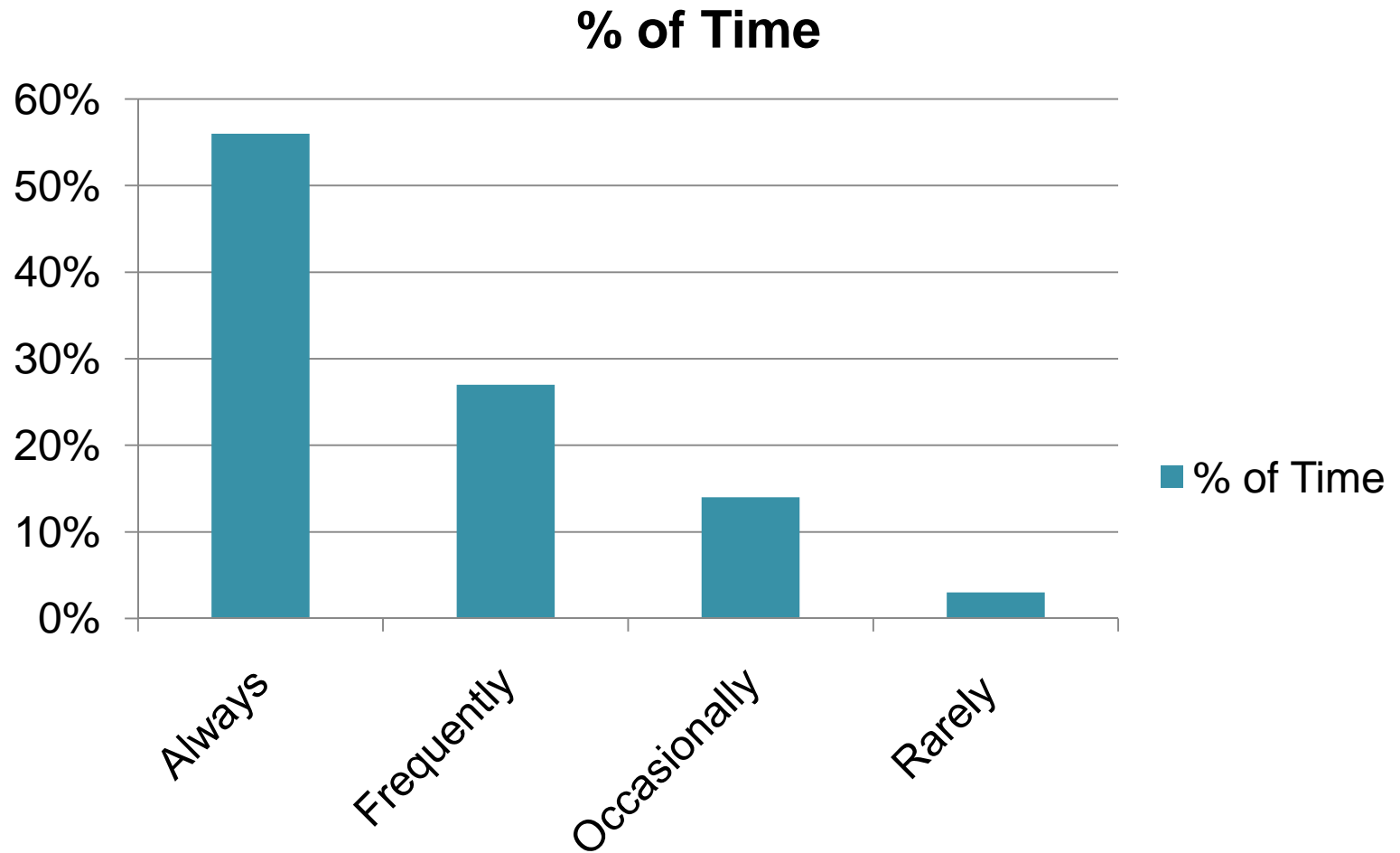
Australia

Africa

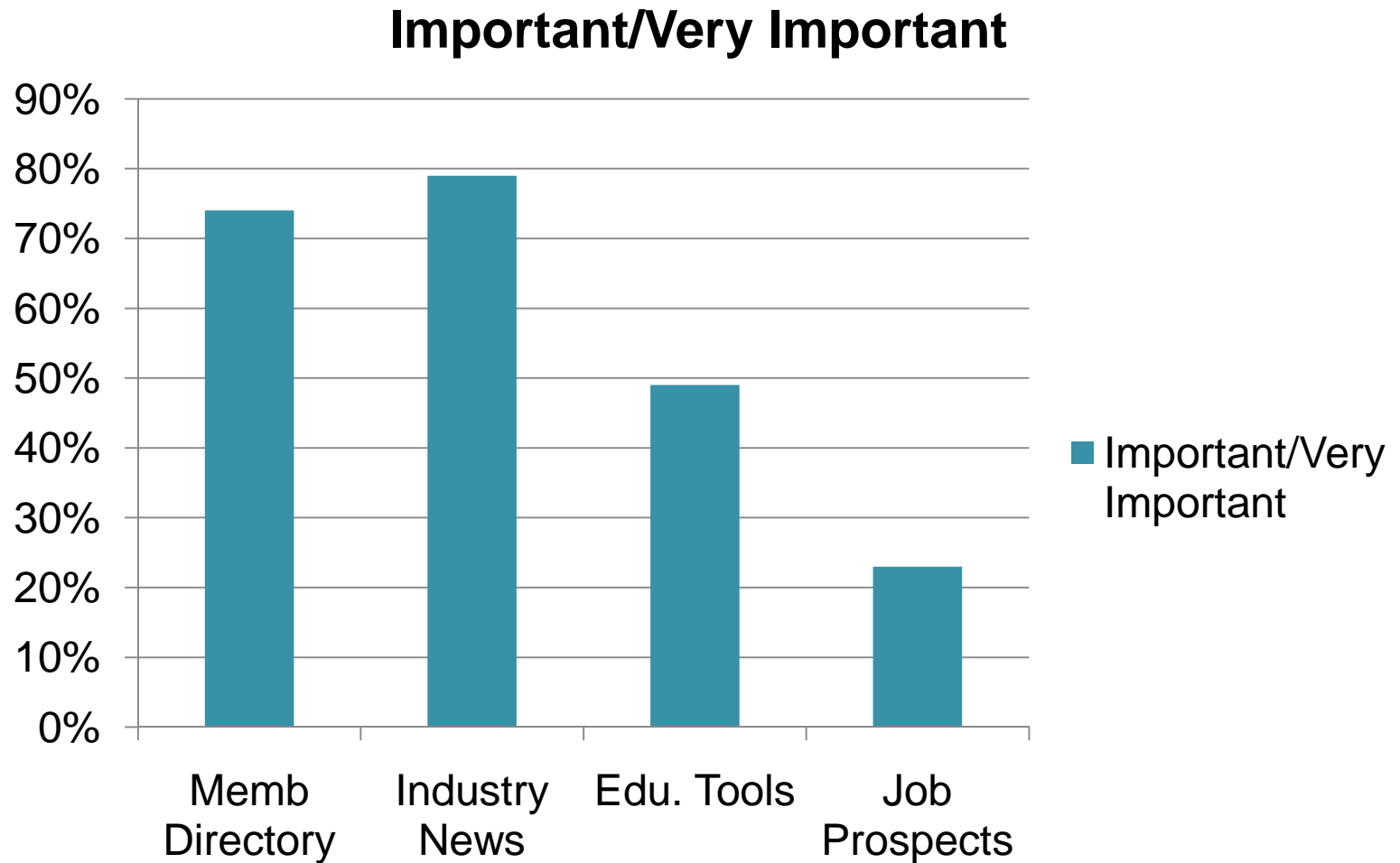
Importance of RSAA Services



How Often Do You Read the RSAA Newsletter?



What are you looking for on the web site?





ESTA

Electronic System for Travel Authorization

ESTA is Now Mandatory

Beginning on Jan. 20, DHS has initiated a 60-day transition to enforced ESTA compliance for air carriers. VWP without an approved ESTA may not be allowed to board a U.S. bound plane.



ESTA

- VWP travelers are required to log onto the ESTA Web site and complete an on-line application.
- The web-based system prompts applicants to answer basic biographic and eligibility questions typically request on paper I-94W form; ESTA is expected to completely replace the paper form in the coming months.
- A third party, such as a relative, friend or travel professional, may submit an application on behalf of the traveler.
- Complete details, FAQ document and promotional material are available on the Industry News page of the RSAA Web site.



New Airport Security Procedures

- TSA is expanding the use of Explosive Trace Detection Technology at Airports Nationwide as of Tuesday, Feb. 16.
- Passengers will see increased random ETD technology at security checkpoints, checkpoint queues and boarding areas.
- Officers will swab bags or hands and then place the swab in the detection unit to analyze for the presence of explosive residue.
- 400 new fixed machines already purchased and 800 new portable machines in the 2011 budget.



1st Timers Session

Tomorrow at 8 a.m. in Colonial A

This session will be an overview of the Marketplace and tips on how to make it productive.



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