



Increasing the quality, value, effectiveness, and use of research in travel marketing, planning, and development

FOURTH QUARTER 2021 NORTHEAST CHAPTER NEWS

We would like to wish all our members and friends a happy holiday season and much success in 2022!

THE SECOND ANNUAL NETTRA CONFERENCE WILL BE HELD JANUARY 20

By: Soyoung Park, NETTRA Conference Planning Committee

2nd Annual NETTRA Conference Online January 20th, 2022 / 8:30 AM – 12:30 PM (EST)

We are delighted to announce the **2nd Annual Northeast Chapter Conference of the Travel and Tourism Research Association (NETTRA)** to be held January 20th, 2022.

Our Conference will provide a networking platform for tourism industry professionals – including DMOs, academic scholars, attractions, hotels, transportation companies, retailers and others - to spotlight travel and tourism industry best practices and research. The conference will be delivered **VIRTUALLY**.

Please register using the following link:
<https://nettraconference.rsvpify.com>

This year the conference program will feature:

- Keynote speeches from tourism researchers and professionals in the Northeastern region of the United States.
- Industry thought leader and academic roundtable discussions.
- Three-minute research presentations in the Three Minute Thesis (3MT) format.
- Networking opportunities among all.
- Mentorship opportunities for graduate students.

The feedback from last year's launch of this annual event was tremendously positive, with many actionable takeaways and new contacts for many participants. We hope to see you next month and encourage you to register today, if you haven't done so.



We have a limited number of free registration codes available to support students, researchers, and practitioners with financial needs. Please reach out to one of our board members if you need one: <https://ttra.com/northeast-chapter/nettra-board-of-directors/>.

TTRA 2021 MARKETING OUTLOOK FORUM

The **TTRA 2021 Marketing Outlook Forum** will be held October 4-6 in Washington DC/Bethesda MD, featuring both in-person and virtual / online participation options. The [conference schedule is now online](#), and [registration for both participation options](#) is open.

MEMBER SPOTLIGHT

By: Mengfan Wang, Manager of Research, Dragon Trail International

Dragon Trail International is an award-winning marketing solutions company with roots in China and extensive experience in the global travel and MICE sectors. Since 2009, our international team of digital solutions and marketing specialists has been helping leading brands around the world to become more globally connected and competitive. Our clients span the travel, MICE, education, and trade sectors, including national and regional destination marketing organizations, event organizers, international organizations, hotels, airlines, cruise lines, attractions, retailers and more. Please contact me through NETTRA for more information about how we can collaborate.



CALL FOR FUTURE EDITIONS OF YOUR NETTRA NEWSLETTER

We are always looking for ways to feature our members and provide broader exposure for their accomplishments, initiatives, and research. We would like to feature YOU! Please don't hesitate to contact us to explore some ideas. Newsletters through 2022 will be issued quarterly.

Past editions of the NETTRA newsletter may be found on our NETTRA website: <https://www.nettra.org/newsletter> . We look forward to hearing from you!