



**RESPECT  
RECIPROCITY  
REWARD**

## What is TAP?

TAP = Travel Alliance Partners

Established in 2001

An LLC company for successful travel professionals who understand the value of **collaboration** and **profitability**.

30 Operators who buy and sell from each other

# Why TAP?

Increase revenues by **leveraging partnerships** and efficiencies of purchase

**Establish partnerships** with key industry suppliers for commissionable programs

**Develop** tours in **partnerships** with key destinations

## Samples of Partnerships

TAP Into Southern Treasures

ABOUT TAP INTO SOUTHERN TREASURES

SOUTHERN TREASURES STATES

TOURS & ITINERARIES

Phone: 866-373-0790

**TAP**  
TRAVEL PARTNERS ASSOCIATION

## TRAVEL METRICS

- Big Benefits for DMO's & Suppliers
- Cruises
- Airlines
- Illinois for Example
  - 4,918 Rooms in 2007
  - \$1,503,101.00 In Revenue in 2007

## TAP DANCE

- Do You Have the Right Partners?
- Personalize the Partnership
- Face to Face Interaction
- Long Term Relationships
- Develop New Product
- Results in More Business