



# 2024 TOUR OPERATOR PARTNERSHIP

GROW  
with TAP

Believing we're all stronger with access to mutually beneficial relationships, TAP provides an expansive community of travel industry professionals committed to serving members and helping them achieve personal and business growth. With over 20 years as an industry leader, TAP has built a diverse membership of travel professionals with high standards, business ethics and quality products.

Our members benefit from collective buying power, joint marketing opportunities, shared business practices, and organized peer learning groups. Membership in this community provides a powerful place to network, learn and establish partnerships to help you and your organization grow and prosper.

Benefits ✓ = Included	Growth Partner \$3,500*	Collaborative Partner \$2,000*
*All TAP Partners are required to attend TAP Dance 2024 in Southern Indiana June 8 - 11. Partners will receive a \$500 rebate from their membership when they attend TAP Dance.		
<b>GAIN A COMPETITIVE EDGE</b> – hotels, cruises, travel insurance and more!		
Buying Power for Corporate Preferred Rates	✓	✓
Corporate Preferred Rebates & Commissions	60%	N/A
<b>INCREASE SALES &amp; PROFIT</b> – expand your product portfolio and earn commission!		
Commission on TAP Partner Guaranteed Departures sales	18%	18%
Partner to Partner Buy/Sell Appointments at TAP Dance	✓	✓
Reach new markets through TAP Partners	✓	✓
<b>STRATEGIC GROWTH SERVICES</b>		
<b>Co-Op &amp; Strategic Marketing Opportunities</b>		
Bucket List Consumer Marketing	✓	N/A
TAP Into Tuesday Webinars to Travel Buyers	2 times per year	N/A
TAP Social Media Post	2 times per year	N/A
Virtual Travel Showcase for Travel Buyers	✓	N/A
<b>General Marketing</b>		
TAP Guaranteed Departures Digital Brochure	✓	✓
Exposure at National Conferences – ABA, NTA	✓	✓
TAP website link to your website	✓	✓
TAP website Tour Postings	Unlimited	10
Referrals from TAP website	✓	✓
Access to travel marketing expertise	✓	✓
<b>SHARED BEST PRACTICES TO ELEVATE YOUR BUSINESS</b>		
Access to Industry Resources & Research	✓	✓
Monthly Tour Operator Q&A with business growth experts	✓	✓
<b>TAP Dance Annual Travel Conference</b>		
Attendance (Required)	✓	✓
Tour Operator to PPTP (Supplier) Appointments	✓	✓
Invitation to complimentary FAM	✓	✓
Quarterly Guild calls with exclusive educational content	✓	✓

**\*ALL TAP PARTNERS ARE REQUIRED TO SUBMIT CONFIDENTIAL TRAVEL METRICS DATA DETAILING THEIR SALES EACH YEAR. THIS COMBINED DATA DETERMINES TAP'S BUYING POWER WHICH INFLUENCES CORPORATE PREFERRED PRICING & REBATES. THERE ARE NO REFUNDS FOR TAP PARTNERSHIP.**

STRONGER TOGETHER

