



**CRADR – 2010 Spring Meeting**  
**April 15-16, 2010- Fairmont Banff Springs Hotel in Banff, Canada**  
**AGENDA & REGISTRATION INFORMATION**

We are pleased to announce the commencement of registration for the 2010 spring meeting, being held in conjunction with the Mountain Travel Symposium, on Thursday afternoon, April 15, and all day Friday, April 16, 2010 at the Fairmont Banff Springs Hotel. Please note you must be a current paid CRADR member to attend.

**AGENDA:** The agenda for the spring meeting is still a work in progress but please use this as a guideline to make your travel plans. We will be sending out updated agenda as it evolves.

**All meeting will take place at the Fairmont Banff Springs Hotel.**

**Day 1 – Thursday, April 15<sup>th</sup> (Charter Members Only until 5:00pm):**

- 2:00 pm: Charter Member (only) Round Table – Our infamous “share and tell”. Stay tuned for specific topics to be covered by each Cen Res.
- 5:15 pm: **All members welcome!** Cen Res 360 Market Assessment: Food for Thought & Hosted Happy Hour - CRADR's President, Jesse True, will emcee a group of industry leaders (and MTS presenters), who will conduct an outside-the-box assessment of the business case for Central Reservations, now and in the future, using a traditional SWOT (Strengths, Weaknesses, Opportunities, Threats). Using a unique fireside chat format (and optional adult beverages for those so inclined). Presentation Results will give attendees food-for-thought about how best to position their Cen Res for the future.  
\*\*\* (Associate member sponsorship opportunity available – please contact Katie at [katie@mtrip.org](mailto:katie@mtrip.org) for more info).
- 7:30 pm: Hosted Dinner – **All members welcome!** Courtesy: Access America, Barbara Hearn



**Day 2 - Friday, April 16<sup>th</sup> (All Members Welcome)**

- 8:30 am: Hosted Continental Breakfast – Courtesy of Travel Guard Insurance, Kristin Jankowski



- 9:00 pm: Annual Member Meeting
  - Annual Plan Presentation
  - Board Reports
  - Web Site Update
- 9:45 am: Associate Member Presentations
- 10:45 am: Associate Member Round Table: A panel of CRADR's associate members will be assembled and we will ask them to share their experiences in working with Cen Reses as a vendor. Although we'd like to think that we're their only client, we know they work with other tour operators, whole sellers and intermediaries who may do things differently. We'll explore what they see as our strengths and opportunities as well as learn what other booking channels do successfully and how that might be applied to the Cen Res industry.
- 12:00 pm: Hosted Lunch - Courtesy: Inntopia, Trevor Crist



- 1:30 pm: Research Update – An update of current research reports being offering to CRADR members and the first look at the 2009/2010 RAP Wrap. We'll see a year over year comparison of how our Cen Reses performed in room nights booked, call volume, conversion, dollar sales, web trends and average length of stay.
- 2:30 pm: Banff Case Study
- 3:15 pm: Teach Back – We'll take the themes indentified at the round table discussion and further elaborate and share successes, opportunities and challenges.
- 4:30 pm: Adjournment

**MEETING REGISTRATION:** Please register by emailing Rory McManamon (403-760-7735) at [Rory@skibig3.com](mailto:Rory@skibig3.com) with the name of your company, name of attendees and your contact information (email and phone number). Please note that attendance for 2 people is included in your membership. There is a \$100 per person charge for additional attendees.

**LODGING:** Hotel rooms are available as part of the [Mountain Travel Symposium](#) (MTS) room block at the [Fairmont Banff Springs Hotel](#). All meetings will be held there. Rooms are available for \$219/night CAD (valid until 3/11/10). For reservations please call the hotel Reservation Department at (403) 762-6866 or Global Reservations Center at (800) 441-1414. Credit card will be required. Use group name *Mountain Travel Symposium*.

Alternative lodging is available in downtown Banff at the [Mount Royal Hotel](#) for \$93.56/night CAD. There is public transportation from this property to the Fairmont Banff Springs (where the meetings will be held). Reservations may be booked through the Ski Banff Lake Louise Sunshine by clicking [here](#) or calling **1-877-754-7080**. Please be sure to use the **Package Code: CRADR**.

**TRANSPORTATION:** Banff is a 2 hour drive from Calgary International Airport (YYC). A small discount (5%) on airfare is being offered through MTS on United. For more information please visit the MTS website by clicking [here](#). Shuttles and car rentals are also available at discounted rates through MTS. Please click [here](#) for booking information. Please note that the events associated with the CRADR meeting will not require you to have a car.

**Symposium Forum Deal for CRADR Members:** The Symposium is extending a special CRADR-Member-Only deal, which is a \$200 discount off the regular \$595 registration price, only available until March 9th. Sign up on [MTS's registration page](#), using the Special Code (CRDR).

See you in Banff! Please do not hesitate to contact Katie Barnes with any questions at [katie@mtrip.org](mailto:katie@mtrip.org) or 970-390-4370