

TAP Dance 2025 FAQs

This is my first TAP Dance, what can I expect?

We are thrilled to have you attend TAP Dance! This all-access conference with TAP Tour Operators includes 25-minute appointments focusing on how best to create memorable itineraries to bring travelers to your destinations and attractions. In addition to appointments, there are many opportunities to build relationships during meals, breaks and evening events.

What's a PPTP?

You'll hear this acronym throughout the conference. PPTP stands for Preferred Professional Travel Provider, TAP's term for an industry "supplier." TAP prefers PPTP, which emphasizes the valuable relationships we have with our destination and attraction partners.

What makes TAP Dance different than other conferences?

First and foremost, our PPTPs are the most important people at TAP Dance. TAP recognized the need to innovate and provide PPTPs with unique opportunities that are valuable beyond the traditional conference benefits. This event will allow you to learn side by side with our tour operators and pick up tips from the TAP Partners on best practices for developing sellable tour product.

How do the appointments work/what is a pod?

Each 25-minute TAP Tour Operator meeting is conducted with a group of suppliers we call a pod. We break our delegates into regional groups (3-5 ppl) to meet with TAP Partners. You'll have every TAP Tour Operator appointment with your pod.

Can I choose who will be in my pod?

There is a section on the registration form to make pod member requests. TAP Headquarters will do our best to accommodate your request.

What if I don't have 4-5 in my region attending TAP Dance?

You will still be grouped into a pod even if you don't have enough people from your region attending. In this case, your meeting with the TAP Tour Operators will be more individualized to each pod member rather than a group talking about the region.

What is the best way for my pod to prepare for the Tour Operator meetings?

Connect with your pod prior to TAP Dance to develop a strategy for your meetings with the TAP Tour Operators. Some pods come to the meetings with a suggested trip itinerary already prepared to present to the TAP Tour Operators. Others provide more individualized information. If you would like to talk through various ideas and strategies further, contact sarah.imes@tapintotravel.com.

When will I find out who is in my pod?

All pod assignments (including contact information) will be distributed by the end of April. You may also contact TAP HQ.

Where will all the appointments take place?

All 25-minute appointments are held at the host hotel. This year, pod meetings will take place in the living room portion of the partner suites. If the hotel is an all-suite property, appointments will take place in the living room portion of the partner suites. Partners are stationary and pods travel.

How will I find out my schedule for the week?

Each delegate will receive a “Dance Card” in their delegate book at registration. This is your appointment schedule for the conference. On the far left is the name of the Tour Operator you will meet with and location where the meeting will take place.

What materials should I bring to the meetings?

Suggested materials include profile sheets, an iPad or tablet with photos, and anything else that will help you tell your destination or attraction’s story.

Do I need to attend the meals?

Yes. All conference programming and important announcements happen during breakfast and lunch. Attendance is mandatory.

What is the dress code?

TAP Tour Operators will be in TAP golf shirts and TAP HQ will be in logo wear to be easily identifiable. It is recommended for delegates to dress business casual during the meetings. Evening events are casual.

Can I bring gifts for the Tour Operators?

Please do not bring gifts for the Tour Operators. Their goal is to demonstrate to PPTPs how much they value your partnership. If you would like to have exposure beyond the meetings to the TAP Tour Operators, there are a variety of sponsorships available. Contact sarah.imes@tapintotravel.com to learn more.

What is the best source for TAP Dance updates?

Check the TAP Dance website weekly (thetapdance.com). Also watch for emails in your inbox. If you have additional questions, please email TAP Headquarters at hello@tapintotravel.com.