



# Open Roads

## Tour & Travel Solutions

FOR IMMEDIATE RELEASE

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### NOTHING BUT OPEN ROADS AHEAD FOR NEW TOUR OPERATOR

Sacramento, CA: After 20 years in the group travel industry working for different tour operators, suppliers and destination marketing organizations, Kevin Murphy has opened the doors to his own company focused on custom group and receptive tours. Open Roads Tour & Travel Solutions LLC is modeled on Murphy's philosophy of building mutually beneficial partnerships and creating "open roads" for those who seek education and stimulation through travel.

Murphy, a Certified Tour Professional (CTP) who served as President of Travel Alliance Partners (TAP) from 2014-2017, was most recently General Manager for Sports Leisure Vacations in Sacramento. He left the position earlier this year.

"The time off has been wonderful. In addition to thinking about the list of chores my wife leaves for me each day, I've had the opportunity to consider what I wanted to do for the rest of my career. The current kept bringing me back to the group travel industry."

In addition to planning tours focused on the Western United States and Canada, Open Roads will also provide speaking services, consultation, and planning and operational support for destination marketing organizations, suppliers, and tour operators.

"I've been very fortunate to attend countless industry gatherings including NTA's Travel Exchange, ABA's Marketplace, Rendez-vous Canada, and awesome regional shows like Go West Summit, Heartland and Circle Wisconsin. I've seen the group travel industry from both sides of the table and I've been humbled to be asked to share my knowledge with suppliers and DMOs through in-person seminars on how to build relationships to generate returns from group travel. I've also consulted with several tour operators looking to improve their business models. I truly believe even successful businesses will still benefit from an outside-looking-in perspective."

Open Roads Tour & Travel Solutions LLC will be attending several upcoming trade shows including NTA's Travel Exchange in Milwaukee and ABA's Marketplace in Louisville. Murphy is looking forward to meeting with industry professionals and developing new partnerships.

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