

National Tour Association 2000 First Quarter Survey Results

Following is an overview of the results from the first quarter surveys. The response rate for each member category is as follows: tour operators – 235 returned surveys yielding a 37 percent response rate; DMOs - 253 returned surveys yielding a 32 percent response rate; suppliers – 427 returned surveys yielding a 19 percent response rate.

ALL MEMBER CATEGORIES

Corporate partners currently use:

	Tour Operators	DMOs	Tour Suppliers
Berkely Group	70%	N/A	N/A
Airborne Express	25%	10%	12%
UniDial	20%	2%	2%
Holidair Insurance	9%	N/A	N/A
Fuji Film	3%	3%	3%
Infolink	1%	0%	1%

Percentage of members who have e-mail addresses at work:

	Tour Operators	DMOs	Tour Suppliers
Yes	89%	94%	87%

Have you clicked on banner ads during the past 12 months?

	Tour Operators	DMOs	Tour Suppliers
Yes	43%	37%	36%
No	57%	63%	64%

I think there should be banner ads on NTA Online:

	Tour Operators	DMOs	Tour Suppliers
Agree Completely	11%	15%	21%
Agree Somewhat	20%	32%	26%
Not Sure	42%	33%	37%
Disagree Somewhat	9%	15%	6%
Disagree Completely	18%	5%	9%

I would purchase a banner ad on NTA Online:

	Tour Operators	DMOs	Tour Suppliers
Agree Completely	5%	3%	5%
Agree Somewhat	6%	11%	10%
Not Sure	41%	48%	48%
Disagree Somewhat	11%	14%	15%
Disagree Completely	37%	24%	23%

I would click on a banner ad on NTA Online to get more information:

	Tour Operators	DMOs	Tour Suppliers
Agree Completely	14%	16%	18%
Agree Somewhat	30%	32%	36%
Not Sure	31%	30%	26%
Disagree Somewhat	7%	11%	9%
Disagree Completely	18%	11%	10%

Why members joined NTA:

	Tour Operators	DMOs	Tour Suppliers
Credibility of the association	54%	60%	67%
Access to DMO/TS	36%	N/A	N/A
Networking	73%	81%	75%
Education/Information	76%	74%	59%
CPP	76%	N/A	N/A
Increase business	N/A	79%	86%
Convention/TTE	70%	97%	91%

How members rated the value of NTA Annual Convention:

	Tour Operators	DMOs	Tour Suppliers
Average	8.1	9.1	8.8

How members rated the value of communications:

	Tour Operators	DMOs	Tour Suppliers
Average	7.1	7.5	7.0

How members rated the value of education programs:

	Tour Operators	DMOs	Tour Suppliers
Average	7.3	7.6	7.0

How members rated the value of government relations:

	Tour Operators	DMOs	Tour Suppliers
Average	7.3	6.5	5.9

How members rated the value of marketing programs:

	Tour Operators	DMOs	Tour Suppliers
Average	6.5	6.9	5.9

How members rated the value of member benefits:

	Tour Operators	DMOs	Tour Suppliers
Average	7.5	6.2	5.9

How members rated the value of member roundtables:

	Tour Operators	DMOs	Tour Suppliers
Average	6.0	6.2	5.9

How members rated the value of NTA Online:

	Tour Operators	DMOs	Tour Suppliers
Average	6.0	7.2	5.9

How members rated the overall value of NTA:

	Tour Operators	DMOs	Tour Suppliers
Average	8.4	8.3	8.0

How often members use the Tour Supplier/DMO Member Directory:

	Tour Operators	DMOs	Tour Suppliers
Always	41%	20%	19%
Sometimes	53%	61%	60%
Never	6%	19%	22%

How often members use the Tour Operator Directory:

	DMOs	Tour Suppliers
Always	38%	36%
Sometimes	57%	56%
Never	5%	7%

Members who have used the enhanced tour operator search through NTA Online:

	DMOs	Tour Suppliers
Yes	37%	26%
No	63%	74%

Members who watched NTA TV at the 1999 NTA Annual Convention:

	Tour Operators	DMOs	Tour Suppliers
Yes	39%	35%	36%
No	61%	65%	64%

Number of years worked in the travel industry:

	Tour Operators	DMOs	Tour Suppliers
Average	19	12	13

TOUR OPERATORS ONLY

How often tour operators use the Profile Form Notebook they received at the NTA Annual Convention:

	Tour Operators
Always	27%
Sometimes	63%
Never	10%

Do you currently utilize the services of legal counsel for your daily business activities?

	Tour Operators
Yes	39%
No	61%

For which of the following services do you seek legal counsel?

	Tour Operators
Legal consultation by phone	74%
Contract review	64%
Legal correspondence	64%
Drawing up contracts	49%
Trial defense	29%
Debt collection	16%

How much do you annually pay for legal services

	Tour Operators
Less than \$1,000	33%
\$1,000 to \$2,000	26%
\$2,001 to \$5,000	13%
More than \$5,000	28%

Would you be willing to seek advice and services from different legal counsel if it could save your company money?

	Tour Operators
Yes	43%
No	57%

Would you be willing to pay a monthly fee in exchange for unlimited legal advice and other limited services?

	Tour Operators
Yes	37%
No	63%

Would you be interested in providing pre-paid legal services as a benefit to your employees if it didn't cost your company any additional money?

	Tour Operators
Yes	44%
No	56%

Best time of year to be out of the office for familiarization tours:

	Tour Operators
February	55%
January	52%
July	37%
March	32%
August	31%
November	28%
April	20%
June	19%
December	15%
October	11%
May	10%
September	10%

In planning and buying your 2002 domestic tours, would you plan and buy them in:

	Plan	Buy
Winter 2000 (Jan., Feb., March)	4%	2%
Spring 2000 (April, May, June)	8%	2%
Summer 2000 (July, Aug., Sept.)	9%	8%
Fall 2000 (Oct., Nov., Dec.)	21%	13%
Winter 2001 (Jan., Feb., March)	33%	32%
Spring 2001 (April, May, June)	42%	46%
Summer 2001 (July, Aug., Sept.)	33%	36%
Fall 2001 (Oct., Nov., Dec.)	17%	25%

In planning and buying your 2002 international tours, would you plan and buy them in:

	Plan	Buy
Winter 2000 (Jan., Feb., March)	5%	2%
Spring 2000 (April, May, June)	8%	6%
Summer 2000 (July, Aug., Sept.)	13%	10%
Fall 2000 (Oct., Nov., Dec.)	21%	17%
Winter 2001 (Jan., Feb., March)	42%	37%
Spring 2001 (April, May, June)	34%	40%
Summer 2001 (July, Aug., Sept.)	18%	25%
Fall 2001 (Oct., Nov., Dec.)	12%	17%

Do you include Parks Canada sites in your itineraries?

	Tour Operators
Yes	69%
No	31%

Do you have a crisis management plan in place?

	Tour Operators
Yes	34%
No	66%

Would your company benefit from having an NTA membership identification card?

	Tour Operators
Yes	50%
No	50%

Which of the following information would you like to see included on an NTA membership identification card?

	Tour Operators
Company name	98%
Your member ID number	95%
NTA Logo	93%
Photo ID	68%
Owner/contact name	65%
CPP Logo	20%

Please indicate the size of your company.

	Tour Operators
Small – annual sales less than \$1,000,000	35%
Medium – annual sales \$1,000,000 to \$5,000,000	43%
Large – annual sales more than \$5,000,000	22%

MEMBER DEMOGRAPHIC INFORMATION*

GENDER

	Tour Operators	DMOs	Suppliers
Female	53%	79%	75%
Male	47%	21%	25%

AGE - table 1

	Tour Operators	DMOs	Suppliers
20-24	0%	1%	1%
25-29	4%	14%	13%
30-34	4%	18%	18%
35-39	7%	14%	13%
40-44	10%	14%	15%
45-49	16%	13%	14%
50-54	20%	16%	14%
55-59	18%	6%	8%
60-64	11%	4%	3%
65 or older	11%	0%	1%

AGE - table 2

	Tour Operators	DMOs	Suppliers
20-49	41%	74%	74%
50-64	48%	26%	25%
65 or older	11%	0%	1%

Sums may not total 100% due to rounding.