

National Tour Association 2000 Second Quarter Survey Results

Member Response Rate:

	Overall		Tour Operators		DMOs		Tour Suppliers	
First Quarter 2000	915	25%	235	37%	253	32%	427	19%
Second Quarter 2000	934	26%	183	29%	277	36%	474	21%

Have you used the enhanced tour operator search through NTA Online, which debuted in May?

	Tour Operators	DMOs	Tour Suppliers
Yes	8%	16%	12%
No	92%	84%	88%

Which of the following travel and tourism research topics would most benefit your company/organization?

	Tour Operators	DMOs	Tour Suppliers
Eco-tourism	24%	37%	21%
Travel and tourism demographics	58%	66%	72%
African-American travelers	6%	22%	18%
Baby Boomers	63%	43%	52%
Economic Impact	18%	81%	33%
Tourism and public lands	24%	16%	15%
Other	6%	7%	8%

How valuable is travel and tourism-related research to your company/organization?

	Tour Operators	DMOs	Tour Suppliers
Extremely valuable	18%	49%	34%
Very valuable	24%	37%	33%
Somewhat valuable	39%	14%	29%
Not very valuable	18%	0%	3%
Not at all valuable	1%	0%	1%

How often does your company/organization use industry research as a source in developing and marketing tourism products?

	Tour Operators	DMOs	Tour Suppliers
Always	16%	49%	25%
Sometimes	63%	49%	68%
Never	21%	2%	7%

Which of the following themed events would you be most interested in attending during an NTA Annual Convention?

	Tour Operators	DMOs	Tour Suppliers
Casino/Gaming	23%	24%	29%
Interactive Sports Games	16%	24%	26%
Decades of Music	62%	63%	52%
Taste of North America	73%	63%	61%
Celebrate Memorable Movies	43%	46%	42%
Popular Game Shows	39%	36%	33%
Circus/Fair	20%	23%	22%
Other	2%	4%	3%

Which of the following themed events would you be most interested in sponsoring during an NTA Annual Convention?

	DMOs	Tour Suppliers
Casino/Gaming	3%	5%
Interactive Sports Games	3%	4%
Decades of Music	8%	6%
Taste of North America	11%	11%
Celebrate Memorable Movies	7%	5%
Popular Game Shows	8%	3%
Circus/Fair	2%	2%
Have no interest in sponsoring an event	78%	80%

How has the increase in the use of technology by your company/organization affected your tourism business?

	Tour Operators	DMOs	Tour Suppliers
Positively	72%	95%	93%
Negatively	1%	1%	0%
No effect	27%	4%	7%

How has the increase in the use of technology by travelers affected your tourism business?

	Tour Operators	DMOs	Tour Suppliers
Positively	43%	97%	83%
Negatively	11%	0%	3%
No effect	46%	3%	14%

Do you advertise in your local media?

	Tour Operators	DMOs	Tour Suppliers
Yes	63%	52%	80%
No	37%	48%	20%

Is that local media:

	Tour Operators	DMOs	Tour Suppliers
Television	10%	47%	43%
Radio	42%	59%	68%
Newspaper	100%	90%	91%
Magazine	25%	50%	71%
Other	11%	11%	13%

Does your company/organization offer online credit card processing from your Web site?

	Tour Operators	DMOs	Tour Suppliers
Yes	9%	4%	18%
No	78%	95%	80%
Do not have a Web site	13%	1%	2%

Number of years worked in the travel industry:

	Tour Operators	DMOs	Tour Suppliers
Average	19	12	13

Does your company/organization host/participate in familiarization tours?

	DMOs	Tour Suppliers
Yes	94%	92%
No	6%	8%

Best time of year for familiarization tours:

	Tour Operators (to be out of the office)	DMOs (to host)	Tour Suppliers (to host)
January	52%	20%	42%
February	55%	19%	36%
March	32%	28%	31%
April	20%	40%	36%
May	10%	37%	32%
June	19%	28%	27%
July	37%	17%	23%
August	31%	17%	23%
September	10%	42%	31%
October	11%	40%	31%
November	28%	20%	36%
December	15%	15%	33%

Is your company a family-owned business?

	Tour Operators	Tour Suppliers
Yes	72%	42%
No	28%	58%

Are your current company leaders:

	Tour Operators	Tour Suppliers
First Generation	82%	62%
Second Generation	22%	40%
Third Generation	5%	9%
Other	2%	3%

Does your company have a succession plan in place for when your current company leaders decide to retire?

	Tour Operators	Tour Suppliers
Yes	42%	53%
No	58%	47%

When current company leaders retire will:

	Tour Operators	Tour Suppliers
The company be sold	51%	28%
The company be closed	6%	1%
A family member will take over	43%	71%

TOUR OPERATORS ONLY

What are your overall top five selling destinations for fall 2000?

	Tour Operators
New England	#1
Branson	#2
New York City	#3
Washington, D.C.	#4
California	#5

What are your top five selling United States destinations for fall 2000?

	Tour Operators
New England	#1
Branson	#2
New York City	#3
Washington D.C.	#4
California	#5

What are your top five selling Canadian destinations for fall 2000?

	Tour Operators
Toronto	#1
Niagara Falls	#2
Montreal	#3
Quebec	#4
Nova Scotia	#5

What are your top five selling international destinations for fall 2000?

	Tour Operators
United Kingdom	#1
Ireland	#2
Germany	#2
Australia	#2
Italy	#4
France	#5

Top three customer age groups in which you would like your company to increase its business:

	Tour Operators
Baby boomers	#1
Seniors	#2
Students	#3

Does your company offer:

	Tour Operators
Group Tours	63%
Independent Packages	1%
Both	36%

Are your group tours:

	Tour Operators
Customized	40%
Scheduled	9%
Both	51%

How satisfied are you with the software currently used to book travel for your clients?

	Tour Operators
Extremely satisfied	15%
Very satisfied	36%
Somewhat satisfied	37%
Not very satisfied	8%
Not at all satisfied	4%

Are you planning on implementing a new software package in the next year?

	Tour Operators
Yes	28%
No	72%

What percent of your clients cancel their tour?

	Tour Operators
Average	11%

What percent of your clients cancel their independent package?

	Tour Operators
Average	7%

What is the average size of your tours? (number of people per motorcoach)

	Tour Operators
Average	38

What year was your tour company established?

	Tour Operators
Average	1979

STATISTICAL INFORMATION

Full-time employees:

	Tour Operators (overall)	Tour Operators (packaged travel)	DMOs (overall)	DMOs (packaged travel)	Suppliers (overall)	Suppliers (packaged travel)
Average	29	10	14	1	371	12

Part-time employees:

	Tour Operators (overall)	Tour Operators (packaged travel)	DMOs (overall)	DMOs (packaged travel)	Suppliers (overall)	Suppliers (packaged travel)
Average	9	5	6	1	109	9

Are you a:

	Tour Operators	DMOs	Suppliers
U.S. member	92%	91%	80%
Canadian member	8%	9%	20%

What type of DMO are you?

	DMOs
State/Province	12%
City	65%
Region	23%

Please indicate your member category:

	Tour Suppliers
Attraction	36%
Motorcoach Company	3%
Passenger Vessel	2%
Hotel	43%
Railroad	1%
Sightseeing/Receptive Operator	9%
Casino	2%
Restaurant	3%
Car Rental Company	0%

Size of company:

	Tour Operators
Annual sales less than \$1 million	30%
Annual sales \$1 million to \$3 million	31%
Annual sales \$3 million to \$5 million	17%
Annual sales \$5 million to \$7 million	7%
Annual sales more than \$7 million	15%

Budget: DMOs

	Tourism	Packaged Travel
\$25,000 or less	8%	53%
\$25,001 to \$50,000	11%	19%
\$50,001 to \$100,000	13%	11%
\$100,001 to \$150,000	8%	6%
\$150,001 to \$200,000	7%	3%
\$200,001 to \$250,000	8%	2%
\$250,001 to \$300,000	7%	2%
\$300,001 to \$500,000	12%	2%
\$500,001 to \$1 million	12%	1%
More than \$1 million	14%	1%

Budget: Tour Suppliers

	Tourism	Packaged Travel
\$25,000 or less	30%	52%
\$25,001 to \$50,000	13%	13%
\$50,001 to \$100,000	14%	14%
\$100,001 to \$150,000	6%	4%
\$150,001 to \$200,000	8%	4%
\$200,001 to \$250,000	5%	3%
\$250,001 to \$300,000	4%	2%
\$300,001 to \$500,000	5%	2%
\$500,001 to \$1 million	4%	2%
More than \$1 million	10%	4%

Gender

	Tour Operators	DMOs	Suppliers
Female	58%	81%	75%
Male	42%	19%	25%

AGE - table 1

	Tour Operators	DMOs	Suppliers
20-24	0%	1%	3%
25-29	2%	10%	14%
30-34	4%	20%	18%
35-39	6%	14%	13%
40-44	14%	16%	14%
45-49	12%	12%	14%
50-54	23%	14%	10%
55-59	17%	8%	7%
60-64	13%	4%	4%
65 or older	10%	1%	3%

AGE - table 2

	Tour Operators	DMOs	Suppliers
20-49	38%	73%	76%
50-64	53%	26%	21%
65 or older	9%	1%	3%

Sums may not total 100% due to rounding.