

National Tour Association 2000 Third 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%
Third Quarter 2000	672	20%	195	30%	188	24%	289	14%

Have you visited the enhanced NTA Online, which debuted August 31?

	Tour Operators	DMOs	Tour Suppliers
Yes	27%	52%	46%
No	73%	48%	54%

How useful is the enhanced NTA Online?

	Tour Operators	DMOs	Tour Suppliers
Very useful	*	56%	37%
Somewhat useful	*	41%	54%
Not very useful	*	3%	9%

* *Not enough tour operators answered this question to make the results reliable.*

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

	Tour Operators	DMOs	Tour Suppliers
Yes	13%	50%	39%
No	87%	50%	61%

How useful is the enhanced tour operator search?

	Tour Operators	DMOs	Tour Suppliers
Very useful	*	*	48%
Somewhat useful	*	*	47%
Not very useful	*	*	5%

* *Not enough tour operators answered this question to make the results reliable.*

Have you used the download capabilities to save your search results?

	Tour Operators	DMOs	Tour Suppliers
Yes	*	*	35%
No	*	*	65%

* *Not enough tour operators answered this question to make the results reliable.*

Have you participated in NTA Online's enhanced forums?

	Tour Operators	DMOs	Tour Suppliers
Yes	12%	6%	7%
No	88%	94%	93%

How useful were the enhanced NTA Online forums?

	Tour Operators	DMOs	Tour Suppliers
Very useful	*	*	*
Somewhat useful	*	*	*
Not very useful	*	*	*

* *Not enough tour operators answered this question to make the results reliable.*

For which of the following functions do you currently use the Internet at work?

	Tour Operators	DMOs	Tour Suppliers
E-mail	90%	94%	90%
Tour operator research	N/A	57%	53%
Tour supplier research	63%	17%	N/A
Destination research	81%	N/A	N/A
Market to consumers	N/A	48%	42%
Market to tour operators	N/A	38%	35%
Accepting consumer bookings for area suppliers	N/A	11%	N/A
Accept consumer bookings	21%	N/A	31%
Industry/trend research	24%	44%	35%
NTA Convention appointment research		57%	42%
Market to travel agents	N/A	20%	23%
Booking with receptive operators	17%	N/A	N/A
Accept travel agent bookings	14%	N/A	21%
Bookings with destinations	13%	N/A	N/A
Bookings with suppliers	16%	N/A	N/A
Promote my company	45%	N/A	N/A
Don't have access to the Internet at work	6%	2%	6%
Have access to the Internet at work but don't use it	3%	2%	5%

Do you currently receive any travel-related newsletters or updates via e-mail at work?

	Tour Operators	DMOs	Tour Suppliers
Yes	64%	77%	61%
No	36%	23%	39%

How interested would you be in receiving NTA Online Express, NTA's monthly newsletter, via e-mail rather than by fax?

	Tour Operators	DMOs	Tour Suppliers
Very interested	35%	65%	56%
Somewhat interested	39%	25%	26%
Not at all interested	26%	10%	18%

During the past three years, has your organization sponsored an event, item, publication or advertisement at the NTA Annual Convention or Tour Operator Spring Meet?

	Tour Operators	DMOs	Tour Suppliers
Yes		41%	11%
No		59%	89%

If no, why not?

	DMOs	Tour Suppliers
Budget doesn't permit	84%	75%
Don't see the benefit	10%	8%
I'm not the one who makes those decisions	90%	14%
Nothing fits what we are marketing	0%	3%
Sponsor other associations' events	1%	3%
Too much work involved	1%	0%
Other	10%	16%

What percent of your tourism budget is devoted to group/package travel promotions/sponsorships?

	DMOs	Tour Suppliers
Average	17%	23%

Is your destination a:

	DMOs
Gateway city	24%
Non-gateway city	43%
State/province/region	33%

Has the number of international visitors to your area increased, decreased, or stayed the same over the past three years?

	DMOs	Tour Suppliers
Increased	75%	55%
Decreased	1%	6%
Stayed the same	24%	39%

What is your annual budget for international marketing?

	DMOs	Tour Suppliers
Average	\$22,619	\$7,064

Does your organization have a program in place to educate your tour suppliers on the international market?

	DMOs
Yes	26%
No	74%

Are you the person responsible in your organization/company for promoting your area to international visitors?

	DMOs	Tour Suppliers
Yes	59%	77%
No	23%	17%
We don't promote our area/company to international visitors	18%	6%

How is your organization funded?

	DMOs
Hotel/Motel Tax	76%
Membership Organization	33%
Other	28%

TOUR OPERATORS ONLY

When would you most prefer that the NTA Annual Convention be held?

	Tour Operators
Winter (Jan., Feb., March)	44%
Spring (April, May, June)	9%
Summer (July, Aug., Sept.)	15%
Fall (Oct., Nov., Dec.)	32%

When would you be most able to attend the NTA Annual Convention?

	Tour Operators
Winter (Jan., Feb., March)	50%
Spring (April, May, June)	9%
Summer (July, Aug., Sept.)	14%
Fall (Oct., Nov., Dec.)	27%

In the past five years, how many NTA Annual Conventions has someone from your company attended?

	Tour Operators
0	12%
1	9%
2	13%
3	12%
4	12%
5	42%

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

	Plan	Buy
Winter 2000 (Jan., Feb., March)	5%	3%
Spring 2000 (April, May, June)	4%	0%
Summer 2000 (July, Aug., Sept.)	5%	6%
Fall 2000 (Oct., Nov., Dec.)	13%	6%
Winter 2001 (Jan., Feb., March)	32%	27%
Spring 2001 (April, May, June)	36%	36%
Summer 2001 (July, Aug., Sept.)	28%	30%
Fall 2001 (Oct., Nov., Dec.)	22%	28%

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

	Plan	Buy
Winter 2000 (Jan., Feb., March)	7%	7%
Spring 2000 (April, May, June)	3%	0%
Summer 2000 (July, Aug., Sept.)	6%	7%
Fall 2000 (Oct., Nov., Dec.)	16%	9%
Winter 2001 (Jan., Feb., March)	40%	32%
Spring 2001 (April, May, June)	34%	33%
Summer 2001 (July, Aug., Sept.)	26%	27%
Fall 2001 (Oct., Nov., Dec.)	9%	17%

What are your top five selling United States destinations for the 2000 holiday season?

	Tour Operators
New York City	#1
Branson	#2
Nashville	#3
Smokies/Pigeon Forge	#5
Williamsburg	#5

Which of the following types of customer age groups does your company primarily serve?

	Tour Operators
Students	30%
Young Adult	8%
Baby Boomer	23%
Future Senior	57%
Seniors	86%

Are you the person responsible in your company for handling international inbound business?

	Tour Operators
Yes	41%
No	10%
Our company does not offer international inbound products	49%

Are you the person responsible in your company for handling international outbound business?

	Tour Operators
Yes	58%
No	17%
Our company does not offer international outbound products	26%

Does your company:

	Tour Operators
Package your own international tours	12%
Buy international tours from other tour operators	36%
Both	32%
Company does not offer international products	20%

What percentage of your business is:

	Tour Operators
Sightseeing tours as a component of conferences/conventions	8%
Receptive services to other tour operators	11%
Any/all components of meeting planning	5%

How often do you use the Tour Operator Directory?

	Tour Operators
Very often	22%
Fairly often	43%
Not very often	31%
Not at all	4%

From what areas of the U.S. and Canada would you like to see more NTA members?

	Tour Operators
New England (CT, ME, MA, NH, VT, RI)	45%
Mid Atlantic (NY, NJ, PA)	35%
South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV)	40%
East South Central (AL, KY, MS, TN)	15%
West South Central (AR, LA, OK, TX)	12%
East North Central (IL, IN, MI, OH, WI)	16%
West North Central (IA, KS, MN, MO, NE, ND, SD)	10%
Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)	38%
Pacific (CA, OR, WA, AK, HI)	37%
Western Canada (AB, BC)	38%
Heartland (MB, SK)	10%
Ontario	35%
Atlantic Canada (NS, NB, NF, PEI)	30%
Northwest Territories	13%
Yukon Territories	10%
Quebec	33%
Mexico	18%

What types of suppliers would you like to see more of belonging to NTA?

	Tour Operators
Adventure Attractions	50%
Amusement Parks	17%
Casinos	9%
Ethnic Attractions	36%
Museums	45%
Restaurants	66%
Other	12%

STATISTICAL INFORMATION

How many years have you worked in the travel industry?

	Tour Operators	DMOs	Suppliers
Average	19	12	13

Are you a:

	Tour Operators	DMOs	Suppliers
U.S. member	92%	91%	81%
Canadian member	8%	9%	19%

Size of company:

	Tour Operators
Annual sales less than \$1 million	31%
Annual sales \$1 million to \$3 million	37%
Annual sales \$3 million to \$5 million	15%
Annual sales \$5 million to \$7 million	4%
Annual sales more than \$7 million	13%

Gender

	Tour Operators	DMOs	Suppliers
Female	55%	82%	74%
Male	45%	18%	26%

AGE - table 1

	Tour Operators	DMOs	Suppliers
20-24	1%	3%	2%
25-29	1%	9%	12%
30-34	6%	23%	21%
35-39	6%	14%	15%
40-44	10%	15%	17%
45-49	15%	12%	13%
50-54	21%	8%	10%
55-59	19%	11%	6%
60-64	14%	4%	2%
65 or older	7%	2%	1%

AGE - table 2

	Tour Operators	DMOs	Suppliers
20-49	39%	75%	80%
50-64	54%	23%	19%
65 or older	7%	2%	1%

Sums may not total 100% due to rounding.