

**National Tour Association  
Communications Survey Summary – April 2007**



**Introduction**

In March 2007, surveys were e-mailed to all NTA members. In total, 151 tour operators submitted their survey for an overall response rate of 28 percent; 209 DMOs submitted their survey for a response rate of 35 percent; 310 tour suppliers submitted their survey for a response rate of 22 percent.

The purpose of this survey is to effectively evaluate member's thoughts on NTA's communications vehicles – Courier, Tuesday, NTA.travel and other communications.

**Tabulations**

**Courier**

**Do you read Courier magazine?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Yes	88%	87%	84%
No	12%	13%	16%

**Primary reason members don't read Courier (consensus of member responses provided).**

Lack of time/too busy.

**Which of the following sections of Courier do you read? (select all that apply)**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Business articles	65%	59%	63%
Feature articles	73%	70%	70%
Travel guides on destinations (single destination focus)	63%	56%	55%
Trip planners on destinations (regional focus)	65%	54%	50%
Other	7%	5%	3%

**Have you taken action in response to information you found in a Courier story (i.e. made a phone call, sent an e-mail, investigated a product or destination, changed a business practice, etc)?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Yes	69%	51%	49%
No	31%	49%	51%

**Please indicate how much you agree or disagree with the following statements regarding Courier.**

*The articles are relevant to the packaged travel industry.*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Strongly Agree	44%	50%	49%
Somewhat Agree	46%	44%	43%
Neither Agree nor Disagree	10%	4%	7%
Somewhat Disagree	0%	2%	0%
Strongly Disagree	0%	0%	1%

*The quality of articles provide value to my business.*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Strongly Agree	29%	31%	23%
Somewhat Agree	50%	47%	53%
Neither Agree nor Disagree	17%	21%	21%
Somewhat Disagree	4%	2%	2%
Strongly Disagree	0%	0%	*

\* = less than 0.5%

*The articles keep me adequately informed about NTA.*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Strongly Agree	31%	46%	45%
Somewhat Agree	51%	43%	41%
Neither Agree nor Disagree	15%	9%	12%
Somewhat Disagree	2%	2%	2%
Strongly Disagree	1%	0%	0%

*The articles help me with product development.*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Strongly Agree	24%	20%	14%
Somewhat Agree	38%	44%	39%
Neither Agree nor Disagree	29%	30%	43%
Somewhat Disagree	6%	5%	4%
Strongly Disagree	3%	1%	1%

I use the articles to see what industry colleagues are doing.

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Strongly Agree	32%	58%	44%
Somewhat Agree	42%	37%	44%
Neither Agree nor Disagree	18%	3%	10%
Somewhat Disagree	7%	1%	*
Strongly Disagree	1%	1%	1%

\* = less than 0.5%

**Does Courier enhance your experience of membership in NTA?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Yes	76%	81%	80%
No	24%	19%	20%

**Have you passed along an issue of Courier to a friend or colleague because of specific content in that issue?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Yes	56%	73%	58%
No	44%	27%	42%

**Do you share Courier with others in your office?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Yes	78%	70%	69%
No	22%	30%	31%

**On average, how many people do you share Courier with monthly?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Average	2.8	3.2	2.8

Using a 10-point scale where "1" is not at all valuable and "10" is extremely valuable, please rate the value of the following industry magazines to your business.

*Bank Travel*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Not at all Valuable 1	50%	24%	35%
2	10%	12%	12%
3	10%	7%	8%
4	5%	6%	7%
5	11%	15%	14%
6	3%	8%	5%
7	4%	11%	8%
8	3%	7%	4%
9	2%	4%	2%
Extremely Valuable 10	2%	6%	5%
Mean	2.8	4.5	3.6

*Courier*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Not at all Valuable 1	3%	1%	3%
2	7%	4%	3%
3	3%	1%	5%
4	7%	3%	6%
5	18%	18%	16%
6	10%	9%	11%
7	13%	15%	17%
8	10%	22%	20%
9	14%	9%	8%
Extremely Valuable 10	14%	18%	12%
Mean	6.4	7.1	6.5

*Destinations*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Not at all Valuable 1	8%	4%	10%
2	7%	5%	4%
3	8%	1%	5%
4	6%	4%	6%
5	14%	15%	17%
6	13%	12%	11%
7	13%	16%	17%
8	10%	17%	17%
9	12%	10%	6%
Extremely Valuable 10	10%	18%	9%
Mean	5.9	6.9	6.0

*Group Tour Magazine*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Not at all Valuable 1	4%	4%	8%
2	7%	6%	3%
3	7%	4%	6%
4	9%	4%	4%
5	17%	13%	15%
6	12%	13%	14%
7	10%	20%	20%
8	15%	15%	14%
9	11%	9%	7%
Extremely Valuable 10	8%	13%	8%
Mean	6.0	6.6	6.1

*Group Travel Leader*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Not at all Valuable 1	13%	6%	13%
2	9%	5%	8%
3	7%	4%	7%
4	8%	7%	6%
5	18%	12%	16%
6	13%	13%	12%
7	10%	16%	15%
8	10%	20%	11%
9	8%	6%	5%
Extremely Valuable 10	4%	10%	6%
Mean	5.1	6.3	5.3

*Leisure Travel News*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Not at all Valuable 1	16%	11%	17%
2	9%	9%	7%
3	14%	4%	9%
4	6%	7%	9%
5	20%	21%	17%
6	11%	11%	11%
7	12%	16%	14%
8	3%	11%	6%
9	8%	5%	5%
Extremely Valuable 10	2%	5%	4%
Mean	4.6	5.3	4.8

*Packaged Travel Insider*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Not at all Valuable 1	14%	11%	19%
2	11%	8%	6%
3	9%	4%	8%
4	5%	8%	8%
5	16%	19%	19%
6	16%	12%	9%
7	12%	14%	11%
8	6%	10%	10%
9	4%	5%	6%
Extremely Valuable 10	7%	9%	4%
Mean	5.0	5.5	4.9

*Student & Youth Travel Planner*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Not at all Valuable 1	44%	15%	22%
2	11%	8%	6%
3	7%	6%	8%
4	7%	4%	7%
5	7%	18%	12%
6	4%	7%	13%
7	7%	15%	10%
8	3%	11%	10%
9	4%	7%	4%
Extremely Valuable 10	5%	9%	8%
Mean	3.4	5.4	4.9

*Travel Trade*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Not at all Valuable 1	22%	21%	27%
2	18%	10%	8%
3	6%	6%	10%
4	9%	9%	10%
5	14%	23%	17%
6	10%	6%	6%
7	9%	9%	8%
8	7%	7%	7%
9	2%	6%	2%
Extremely Valuable 10	3%	3%	4%
Mean	4.1	4.4	4.1

*Travel Weekly*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Not at all Valuable 1	19%	18%	27%
2	15%	12%	6%
3	3%	8%	10%
4	5%	8%	9%
5	19%	21%	15%
6	12%	11%	7%
7	5%	9%	10%
8	8%	7%	9%
9	11%	4%	2%
Extremely Valuable 10	3%	3%	4%
Mean	4.7	4.5	4.3

*Travel Agent*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Not at all Valuable 1	33%	29%	38%
2	15%	14%	10%
3	5%	8%	9%
4	5%	7%	5%
5	12%	18%	12%
6	9%	8%	8%
7	5%	7%	7%
8	7%	6%	4%
9	6%	4%	3%
Extremely Valuable 10	3%	2%	4%
Mean	3.9	3.9	3.6

*Magazine Comparison (average on 10-point scale)*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Courier	<b>6.4</b>	<b>7.1</b>	<b>6.5</b>
Group Tour Magazine	6.0	6.6	6.1
Destinations	5.9	6.9	6.0
Group Travel Leader	5.1	6.3	5.3
Packaged Travel Insider	5.0	5.5	4.9
Travel Weekly	4.7	4.5	4.3
Leisure Travel News	4.6	5.3	4.8
Travel Trade	4.1	4.4	4.1
Travel Agent	3.9	3.9	3.6
Student & Youth Travel Planner	3.4	5.4	4.9
Bank Travel	2.8	4.3	3.6

**While other industry publications offer reader response cards, Courier does not. Do you complete and return reader response cards from other industry publications?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Yes	13%	34%	27%
No	87%	66%	73%

**Are you the decision maker for your company regarding advertising?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Yes	--	41%	52%
No	--	59%	48%

**Has your company advertised in Courier during the past five years?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Yes	--	55%	35%
No	--	45%	65%

**Why does your company advertise in Courier?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
To promote a new product or service	--	9%	27%
To promote my destination	--	92%	72%
To support NTA	--	19%	22%
Other	--	3%	3%

**Tuesday Newsletter**

**Do you read Tuesday newsletter?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Yes	84%	82%	71%
No	16%	18%	29%

**Primary reasons members don't read Tuesday (consensus of member responses provided).**

Too busy/lack of time.

Don't know what it is.

Don't receive it.

**When reading Tuesday newsletter:**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
I only read the headlines	3%	4%	6%
I only read the articles I'm interested in	81%	82%	81%
I read the entire newsletter	16%	14%	14%

**Please indicate how much you agree or disagree with the following statements regarding Tuesday.**

*Tuesday is user-friendly*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Strongly Agree	45%	49%	52%
Somewhat Agree	43%	36%	38%
Neither Agree nor Disagree	7%	10%	8%
Somewhat Disagree	1%	4%	1%
Strongly Disagree	4%	2%	1%

*The articles are relevant to the packaged travel industry.*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Strongly Agree	35%	42%	34%
Somewhat Agree	46%	42%	52%
Neither Agree nor Disagree	14%	11%	11%
Somewhat Disagree	2%	4%	2%
Strongly Disagree	3%	1%	1%

*The quality of articles provide value to my business.*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Strongly Agree	21%	24%	20%
Somewhat Agree	50%	57%	48%
Neither Agree nor Disagree	21%	16%	29%
Somewhat Disagree	5%	2%	2%
Strongly Disagree	3%	1%	1%

*The articles keep me adequately informed about NTA.*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Strongly Agree	36%	46%	46%
Somewhat Agree	51%	42%	43%
Neither Agree nor Disagree	9%	9%	8%
Somewhat Disagree	2%	2%	2%
Strongly Disagree	2%	1%	1%

**Do you share Tuesday newsletter e-mails with others in your office?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Yes	37%	25%	21%
No	63%	75%	79%

**On average, how many people do you share Tuesday with weekly?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Average	3.6	3.6	2.3

**NTA.travel**

**How often do you visit NTA's Web site, NTA.travel?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Daily	3%	2%	1%
Two to three times a week	3%	4%	4%
Once a week	10%	5%	8%
Several times a month	20%	23%	17%
Once a month	25%	35%	34%
Once every six months	24%	24%	33%
Once a year	2%	3%	9%
Never	14%	3%	3%

**Primary reasons why members don't visit Web site (consensus of member responses provided).**

Not aware of it.

Don't have time/too busy.

Don't need to.

**Which of the following sections of NTA.travel do you use? (select all that apply)**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
NTA News	54%	50%	55%
Industry News	46%	49%	51%
Online Member Searches	32%	53%	52%
Research	32%	57%	45%
Update Your Company Information	45%	42%	51%
Education	12%	18%	15%
Advertising and Sponsorship Opportunities	3%	3%	7%
Government Relations News	22%	9%	16%
NTA Headquarters Contact Information	24%	21%	25%

**Do you use the NTA Member Forums?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Yes	20%	14%	13%
No	80%	86%	87%

**What would make you use the Member Forums (consensus of member responses provided)?**

More free time.

Not sure.

**Have you seen the banner ads on NTA.travel?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Yes	47%	61%	50%
No	53%	39%	50%

**Other NTA Communications**

**Please rank in order from 1 to 4 how you would prefer to have NTA communicate *general information* to you, with 1 being your most preferred method and 4 being your least preferred method.**

<b>Rank Item</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
E-mail	1	1	1
Mail	2	2	2
Fax	3	3	3
Phone	4	4	4

Please rank in order from 1 to 4 how you would prefer to have NTA communicate *Convention information* to you, with 1 being your most preferred method and 4 being your least preferred method.

Rank Item	Tour Operators	DMOs	Tour Suppliers
E-mail	1	1	1
Mail	2	2	2
Fax	3	3	3
Phone	4	4	4

Please rank in order from 1 to 4 how you would prefer to have NTA communicate *Spring Meet information* to you, with 1 being your most preferred method and 4 being your least preferred method.

Rank Item	Tour Operators	DMOs	Tour Suppliers
E-mail	1	1	1
Mail	2	2	2
Fax	3	3	3
Phone	4	4	4

Has anyone from your company attended an NTA Annual Convention during the past two years?

Response	Tour Operators	DMOs	Tour Suppliers
Yes	72%	90%	82%
No	28%	10%	18%

Have you attended at least one NTA Annual Convention during the past two years?

Response	Tour Operators	DMOs	Tour Suppliers
Yes	60%	84%	72%
No	40%	16%	28%

Using a 10-point scale where "1" is not at all valuable and "10" is extremely valuable, please rate the value of the following NTA Convention publications as it relates to your Convention experience.

*Delegate Registry*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Not at all Valuable 1	2%	2%	1%
2	0%	1%	1%
3	2%	4%	1%
4	0%	2%	1%
5	9%	6%	6%
6	11%	3%	6%
7	17%	11%	8%
8	17%	13%	15%
9	16%	12%	13%
Extremely Valuable 10	27%	45%	48%
Mean	7.8	8.2	8.5

*Convention Program*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Not at all Valuable 1	0%	2%	1%
2	1%	1%	1%
3	1%	0%	1%
4	1%	1%	0%
5	2%	3%	5%
6	2%	1%	3%
7	10%	8%	6%
8	17%	15%	15%
9	19%	15%	15%
Extremely Valuable 10	47%	55%	54%
Mean	8.7	8.9	8.8

*Map/Schedule*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Not at all Valuable 1	0%	2%	1%
2	0%	0%	1%
3	1%	1%	1%
4	0%	1%	1%
5	3%	3%	3%
6	6%	3%	4%
7	13%	6%	6%
8	16%	13%	14%
9	23%	17%	12%
Extremely Valuable 10	38%	55%	57%
Mean	8.6	8.9	8.9

*Convention Daily*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Not at all Valuable 1	1%	5%	4%
2	6%	4%	2%
3	6%	6%	5%
4	2%	2%	3%
5	12%	10%	11%
6	9%	7%	6%
7	17%	17%	11%
8	16%	17%	18%
9	16%	15%	13%
Extremely Valuable 10	17%	18%	28%
Mean	7.0	7.0	7.4

**Do you use the Profile Form Notebook?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Yes	62%	--	--
No	38%	--	--

**How do you use the NTA Membership Directory in your day-to-day job? (select all that apply)**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
As a research tool for appointment scheduling	24%	60%	56%
Company contact information	82%	82%	76%
Itinerary planner/product development tool	54%	18%	9%
Corporate property cross reference	12%	7%	7%
View advertising information	8%	4%	7%
Do not use	15%	10%	14%
Other	1%	1%	*

\* = less than 0.5%

**How interested would you be if NTA were to develop niche marketing supplements to help you reach the following additional markets?**

*Consumer*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Very Interested	41%	44%	45%
Somewhat Interested	35%	41%	40%
Not Interested	24%	14%	15%

*Student*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Very Interested	28%	42%	45%
Somewhat Interested	25%	41%	37%
Not Interested	47%	16%	18%

*Travel Agent*

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Very Interested	25%	27%	41%
Somewhat Interested	33%	43%	37%
Not Interested	42%	29%	22%

**Demographic Information**

**Are you the decision maker for your company?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Yes	94%	43%	61%
No	6%	57%	39%

**How many years have you worked in the travel industry?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Less than 1 year	1%	3%	5%
1 - 3 years	1%	11%	5%
3 - 5 years	3%	5%	6%
5 - 7 years	5%	4%	8%
7 - 9 years	1%	5%	8%
9 - 11 years	6%	12%	8%
11 - 13 years	3%	8%	6%
13 - 15 years	6%	3%	9%
More than 15 years	75%	48%	45%

**How many years have you been a member of NTA?**

<b>Response</b>	<b>Tour Suppliers</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Less than 1 year	2%	7%	11%
1 - 3 years	12%	15%	17%
3 - 5 years	9%	11%	12%
5 - 7 years	9%	6%	11%
7 - 9 years	9%	9%	9%
9 - 11 years	13%	9%	9%
11 - 13 years	4%	7%	5%
13 - 15 years	7%	7%	5%
More than 15 years	35%	30%	21%

**Please indicate your gender.**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
Female	54%	76%	69%
Male	46%	24%	31%

**What is your age?**

<b>Response</b>	<b>Tour Operators</b>	<b>DMOs</b>	<b>Tour Suppliers</b>
18 - 24	0%	2%	3%
25 - 29	2%	9%	8%
30 - 34	1%	5%	10%
35 - 39	8%	10%	11%
40 - 44	9%	16%	17%
45 - 49	14%	20%	13%
50 - 54	17%	15%	15%
55 - 59	15%	16%	10%
60 - 64	20%	6%	9%
65 or older	14%	1%	4%

**Note: Sums may not total 100% due to rounding.**

**Please list any additional comments you have regarding NTA's communications.**

Tour Operators

Courier needs to be improved-especially the destination reports. It pales in comparison to other publications!

I am still upset that no communication was made about changing the name of the organization. That soured me on board decisions. Nobody is ever at their desk when you call and need information. Always have to wait for a return call and my phone is usually always busy.

I do appreciate the value of your services and hope to utilize them even more in the future.

I find Courier Magazine would be more of an interest and relevant if there were more business and packaging articles. It seems that more than half the magazine is profiling a state/province. I don't think that many operators are influenced by this part of the magazine as it is filled with ads. If an area is too far, than one probably doesn't market/sell it and if it is a close one, the operator probably knows about it already. So, what is the purpose/benefit of this section? Therefore, the destination section appears to be more of a financial corporate benefit, than a tour operator benefit. That's just my idea, feelings. Thank you.

I know it is hard. There is just so much to read. That's why I like Tuesday, it's simple and I can choose what and when to access it.

I like the Tuesday newsletter because it is short and to the point. Plus when I delete it, I don't feel guilty about throwing away a tree.

I think the communication is ok.

I was told when I purchased the company that I needed to be a member of NTA in order to receive better rates with motels, they very seldom ask if I'm a member. So is it important to me? I don't really know at this point.

I would like to see more free advertising for our company as a NTA Member.

If you are a first time Conventioneer it would be great to give a little more detail for that first timer. In regard the newsletter, it would be nice to be able to print an individual article instead of having to print the entire newsletter.

Keep it up and keep it relevant!

Love Tuesday, it keeps me in touch.

Many Q's were either-or, but sometimes I read the various articles, sometimes I pass it along (not once/month however) I'm planning on participating in future NTA conventions - have for years (but most of the time I am on my group tours during convention time I have NO compliance, NO regrets re NTA! I became NTA member only for the sake of insurance - and I have continued as a member. Pearls of Scandinavia has experienced some overseas group business from NTA members (although limited - yes, it's our own fault, not participating in various conventions) Since NTA started to work with international travel it has become more interesting as a support organization for us.

Need to make the forums easier and more relevant.

Office staff is GREAT!!!

Overall quite good.

Thank you for all of the useful information and tools on your website!

The opinions expressed above are mine. There are two of us in this business and my equal business partner might have differing partners. We share the communications equally and probably each use and derive different things from the communications.

The readability of Courier is greatly hampered by too small type and too faint colors of type and unnecessary background colors.

There have been too many e-mail ads for the Kelowna spring meet.

This is not related to communications but for NTA to consider creating supplements to try and advertise for all of us seems a total waste of money as there are not enough dollars to sway the population pool to educate the public about NTA. It is all about relationships in this business we have to develop. How about spending funds NTA may have on professional consultation services for members who need help with certain areas of their business. I know I could use help with direct mail techniques and suppliers to help with a campaign. That would be dollars spend that could benefit me. To be more environmental please cross reference people's names with businesses. Our office receives 4 copies of Courier when one copy would be enough. We have tried to cancel three of the copies, but they still come. I am sure our mailman would be happy if we only received one copy. Plus your production costs would be lower.

We are overloaded with not so relevant information. We stop reading it all and we probably miss the important one. Would it be possible to receive the one we are interested in only - ex.: Conventions only or Canadian issues -and the rest we could go on the web site to read it if we want to.

We just joined, so some of my answers may be very different in the coming year.

### DMOs

Bring back the 9"x4" (approx) spiral bound convention delegate book that NTA used to have in convention registration bag..it was a perfect size to keep in desk for year round use. Continue to work to improve Courier and Tuesday..making them better and more relevant. The new pubs that were mentioned...don't try to be everything to everybody..stay focused a few things done exceptionally well.

E-mail is my preferred method of communication, but it should be limited to twice weekly and focus on "Hot News" and current information like Conference registration. All the information is valuable, but it can be overwhelming.

Every effort should be made when updating the member's directory to ensure tour operator profiles are current, since many sellers rely on these profiles to plan their marketing activities, especially during marketplace. The "What you need during Marketplace" question should be a required question to answer during marketplace registration so that it is current information, not a cut and paste from the previous year i.e. a required field to be completed.

I am the decision maker as relates to the group travel market.

I enjoy Convention Daily and enjoy reading it first thing in the a.m. but think we could save money by distributing it on the convention floor. Hotels charge a small fortune for room delivery. I can wait until I arrive on the floor.

I enjoy reading Tuesday and I find it a valuable tool for communication. I'd like to see a "Tuesday-Like" format for the days leading up to the convention similar to our convention daily. This piece would start two weeks prior to convention and arrive in my e-mail box twice a week detailing what's going on and maybe highlighting how members are preparing for the big dance. If I'm a first timer I might like to see something even more frequent with tips and tricks from the experts in our buddy programs that might help prepare in advance of Convention 101 with Clayton.

I get WAY too many e-mails from NTA and would like to receive ONLY convention registration and convention updates by e-mail. When e-mails come in from NTA I tend to delete them without looking at them.

I know this is important but maybe a monthly blast of 5 questions would be less time consuming.

I look forward to the information by mail or e-mail. Like most, I take what I want from it and leave the rest. They are very well done.

If the profile sheets for niche marketing are no better than the tour profile sheets, don't waste the time. It's the weakest link in NTA as the profiles do NOT agree with what the operator is doing. Wrong information is useless. If an operator doesn't know where he is going, does he really need to be at the convention? They either need to get it right or not be allowed on the floor. Too much information is available for them to update through "default" features on your computer system or at least I believe that is correct. Simply a suggestion.

I'm not sure what you mean by "are you the decision maker for your company." I am not the CEO, but I am responsible for decisions made in my area.

In my previous company we worked with NTA more. I have been at the CVB now for 5 months and we look forward to working closely with NTA to help develop the group tour business for our city again. It would be helpful to receive the Tuesday Newsletter via email (or at least the link) rather than have to remember to go to the NTA web site to look at it each week.

Last year you advertised registering between certain date then you internally had another date leaving many of us with no appointments. This is most unacceptable you should only put the dates that you know everyone can register and have appointments otherwise it is very misleading and NTA is getting a bad reputation because of this.

NTA has always been a professionally run organization with excellent communications.

NTA's communications are always well done and very relevant. So receive so much information on a daily basis that many times it goes unread or at best, skimmed through. Too much information can be, too much information.

Some of these questions are geared toward the tour operator not a DMO.

Some of your answers choices did not provide a space for "as needed".

Thanks for continuing to make NTA a great organization!

The Tuesday e-news pub: It would be nice that when I click on a story headline it goes to that story, not just the Website article, and I have to scroll down to the feature of interest.

Vastly improved tour operator profiles i.e. information requested and information supplied.

We are just beginning to focus on the tour market. Because I had attended NTA as someone to work the booth. I was impressed and begged to join and take appointments for both NTA & ABA. This is turning out to be a great market for us.

Who is my NTA area representative?

You are THE organization for the group tour business. I think you're doing fine - keep it up!

You do a great job of keeping in contact.

You guys always do a fabulous job. Always a step ahead of the competition.

Your question about being a decision maker is ambiguous. I make decisions dealing with sales to the group markets, however if there are budget constraints it is a joint discussion as to the final decision.

### Tour Suppliers

As a fairly new member, I am not sure if I have sensed that my dues have proven worthwhile so far. But thanks for doing this survey.

COMMUNICATION IS THE KEY! THERE IS lots out there... so we need to be to the point and NOT clutter people's minds or desks... we need to have the breaking news to OUR members FIRST!

Have not been very active in NTA for a number of years; have gotten better results from ABA and TIA. I believe that operators must be required to complete profile information i.e. types of demographics/markets they sell to be eligible to have appointments at the convention.

I don't like spam. I like the information without all the fancy graphics that take forever to load. And I would prefer that my information is not sold to outside publications.

I feel NTA does a wonderful job of communicating with their members and having a "user friendly" computer program...in comparison to another organization I belong, NTA outranks by far!!

I feel very "communicated to." If there's something I'm not aware of, it's because I don't have time to dig deeper.

I like to see who's doing what..and where.

I love NTA open floor concept for appointments.

I think the e-mails are sent too often. I don't get to read them as much as I'd like. I'd like communication to be monthly rather than weekly.

Looking forward to my first NTA.

My most disappointing comment to make to NTA is that operators should have to be mandated to update their information. I met many people that did not have travel where my hotels are...and yet their site listing said they did. It was a waste of my and their time and I'm paying good money to be there to make important contacts for my company. As well, a few people I sat with wanted to sell me something (advertising) and that should be done at a booth not as an important appointment time that I have booked. The updating was enough that I would have actually considered not attending in the future cause their profile is the only thing we have to go off of....and it would take them no time at all to update before we (suppliers) are allowed to set our appointments. I think that is respectable.

NTA communicates on a two tier level. Level one is for tour operators and level two is for everyone else. The annual convention also runs on two tiers. An upper tier for tour operators and a lower tier for suppliers.

NTA has become very commercial. I am keeping my membership, but will not attend conventions. The communication is read and appreciated from my company. Thank you.

The communications is good but what I would like to see is that you bring back the dress code for marketplace. The last few years it has been terrible the way people dress. This is a business not leisure few days to play and I feel that when people are dress properly they also act properly and the cost of this show for us suppliers we need the full attention of our buyers and also this comment is also about the supplier's dress code. Last year I has shocked at the way some of the people were dressed and I do remember when I first became a member that is one thing I really like about the association you were strict with the dress code on the floor and at the night functions. I feel you should be putting some energy into getting this back to where it was, I have heard many negative comments on NTA in

the last couple of years and I think you are losing a lot of your membership, they are going over to ABA instead. Please look into this, your communications is doing just fine.

The content of the communications is far more important than just a communication.

They are all good. Keep up the good work!

To be more environmental please cross reference member companies with employees. We are a small company, however we receive four copies of Courier. One copy per company will do. We have tried to tell the publishers to stop sending so many copies but it falls on deaf ears.

Very good overall. I can generally get quick replies to questions, etc. All positive, no complaints!

With the volume of travel trade publications and e-mails it is hard to take the time to really read through Courier. I love the Tuesday e-mails for my source of information.

Would like more industry educational articles in Courier, maybe even reproduction of some of the seminars at convention and Spring Meet.