

2008 NTA Communications Survey Tabulations

Responses Received: Tour Operators – 131 (24%)
 DMOs – 149 (26%)
 Tour Suppliers – 221 (16%)

Courier

Do you read Courier magazine?

Response	Tour Operators		DMOs		Tour Suppliers	
	2007	2008	2007	2008	2007	2008
Yes	88%	86%	87%	93%	84%	83%
No	12%	14%	13%	7%	16%	17%

Why don't you read Courier?

Tour Operators

Actually I scan material to see if covers anything of interest. my business is very, very focused.
Don't have time, not related to our type of business, I read Courier sometimes only but not on a regular basis.
I focus on international destinations.
I glance and the cover and file.
It is too much to read. The write-ups read more for the general public than tour operators.
just did not feel it helps me that much and to be honest, I have plenty to do without adding to unnecessary reading.
Know nothing about it.
Limited time, wish I could. It is reviewed by my staff.
Never received.
No Time.
No time to read the magazine and run a business by myself.
Not enough time, but I do scan the ads.
Skim through it.
The few times that I pick it up, it's just the same old thing. Nothing new. And I find the format dull. Sorry.
Too busy to read hard copy at the office, receive many e-mails containing travel news and information daily.
Too busy. too many similar magazines
Usually boring.

DMOs

I flip through and look at articles on a "Need to Know" basis. Time is the problem.
I glance at the contents of the Courier.
I usually browse through it, but I don't often have the time to read it in depth.
no time, too many publications already.
Not enough hours in the day.
not enough time anymore.
Time.
Too many magazines, not enough time.
Way too busy, I look for our ad and file it.

Tour Suppliers

Don't have the time/information is not relevant
Don't have time. (10 responses)
Don't know what it is?
I am bombarded with Mail and often don't have the time to leaf through it - on rare occasion I take a quick peak.
I browse it. I don't read it from cover to cover. Usually it's a time factor and overload of materials sent to me from all types of businesses.
I don't read any industry publications, other than leafing through them. Too many, too little time.
I only glance through it to look at the Wyoming information. We are a theatre company so not looking at for the same reasons as a tour operator.
I only read it if something on the cover catches my eye that I want to read.
I page through it, and look at who is advertising.
I read certain articles....I receive just too many publications to read cover to cover
I read it if it pertains to Mid-Atlantic region and I get ideas from it, but I don't read it consistently. As the only full time person in my office (USNA Manager of Visitor Center and Guide Service) I just don't have time.
I skim but as a supplier it seldom pertains to me.
I truly don't take the time.
I'm a supplier but I do leaf through it and read anything I find that is pertinent to our area.
It has little relevance to me as an attraction.
I've just assumed my new role and am newly introduced to the Tour & Travel market
just don't have time- I glance at it but mostly I will read quick newsletters
No particular reason
No subscription!
No time, barely enough time to get done what I absolutely have to.
No time. I sometimes breeze through one but overall there are just too many of these types of magazines. Maybe an online version?
Not enough Canadian contents and often more tour operators related which is ok as the Tour

operators are the reason why NTA exists.

Not too relevant to a museum.

time and applicable content - I scan through

Too busy with office work.

Too many trade publications to read. Simply do not have the time.

Who really has the time? It is one large series of ads and promotions on destinations that I am not interested in visiting.

Which of the following best describes how you read Courier?

Response	Tour Operators	DMOs	Tour Suppliers
	2008	2008	2008
I read Courier from cover to cover	13%	12%	9%
I skim the entire issue of Courier	56%	59%	61%
I read just a few articles of interest in Courier	31%	30%	30%

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

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Business articles	65%	60%	59%	56%	63%	54%
Feature articles	73%	71%	70%	68%	70%	63%
Travel guides on destinations (single destination focus)	63%	56%	56%	50%	55%	43%
Trip planners on destinations (regional focus)	65%	57%	54%	50%	50%	39%
Other	7%	9%	5%	10%	3%	8%

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)?

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Yes	69%	71%	51%	52%	49%	52%
No	31%	29%	49%	48%	51%	48%

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

The articles are relevant to the packaged travel industry.

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Strongly Agree	44%	47%	50%	49%	49%	43%
Somewhat Agree	46%	48%	44%	43%	43%	43%
Neither Agree nor Disagree	10%	4%	4%	7%	7%	13%
Somewhat Disagree	0%	1%	2%	1%	0%	1%
Strongly Disagree	0%	1%	0%	0%	1%	0%

The quality of articles provide value to my business.

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Strongly Agree	29%	33%	31%	22%	23%	22%
Somewhat Agree	50%	47%	47%	51%	53%	53%
Neither Agree nor Disagree	17%	16%	21%	26%	21%	21%
Somewhat Disagree	4%	2%	2%	1%	2%	3%
Strongly Disagree	0%	2%	0%	0%	*	1%

* = less than 0.5%

The articles keep me adequately informed about NTA.

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Strongly Agree	31%	41%	46%	43%	45%	41%
Somewhat Agree	51%	46%	43%	47%	41%	41%
Neither Agree nor Disagree	15%	5%	9%	8%	12%	15%
Somewhat Disagree	2%	7%	2%	2%	2%	2%
Strongly Disagree	1%	0%	0%	0%	0%	0%

The articles help me with product development.

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Strongly Agree	24%	26%	20%	22%	14%	15%
Somewhat Agree	38%	43%	44%	42%	39%	42%
Neither Agree nor Disagree	29%	21%	30%	31%	43%	38%
Somewhat Disagree	6%	8%	5%	2%	4%	4%
Strongly Disagree	3%	3%	1%	2%	1%	2%

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

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Strongly Agree	32%	35%	58%	53%	44%	41%
Somewhat Agree	42%	47%	37%	41%	44%	46%
Neither Agree nor Disagree	18%	15%	3%	5%	10%	10%
Somewhat Disagree	7%	1%	1%	1%	*	2%
Strongly Disagree	1%	3%	1%	0%	1%	1%

* = less than 0.5%

Does Courier enhance your experience of membership in NTA?

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Yes	76%	89%	81%	82%	80%	75%
No	24%	11%	19%	18%	20%	25%

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

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Yes	56%	57%	73%	78%	58%	66%
No	44%	43%	27%	22%	42%	34%

On average, how long do you retain an issue of Courier?

Response	Tour Operators	DMOs	Tour Suppliers
	2008	2008	2008
1 month or less	38%	28%	27%
2-6 months	40%	39%	43%
6-11 months	6%	12%	9%
1 year or more	16%	21%	21%

Do you share Courier with others in your office?

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Yes	78%	73%	70%	71%	69%	67%
No	22%	27%	30%	29%	31%	33%

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

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Average	2.8	2.6	3.2	3.2	2.8	2.7

Please indicate how much you agree or disagree with the following statements regarding travel industry magazines.

I read more magazines online today, than I did three years ago.

Response	Tour Operators	DMOs	Tour Suppliers
	2008	2008	2008
Strongly Agree	22%	18%	20%
Somewhat Agree	24%	29%	25%
Neither Agree nor Disagree	11%	14%	20%
Somewhat Disagree	18%	20%	14%
Strongly Disagree	25%	20%	22%

I receive fewer printed versions of magazines today, than I did three years ago.

Response	Tour Operators	DMOs	Tour Suppliers
	2008	2008	2008
Strongly Agree	24%	12%	20%
Somewhat Agree	24%	26%	29%
Neither Agree nor Disagree	17%	15%	19%
Somewhat Disagree	16%	27%	20%
Strongly Disagree	18%	20%	13%

If given a choice, I would prefer to read a magazine online rather than the printed version.

Response	Tour Operators	DMOs	Tour Suppliers
	2008	2008	2008
Strongly Agree	12%	6%	13%
Somewhat Agree	11%	20%	13%
Neither Agree nor Disagree	12%	16%	16%
Somewhat Disagree	30%	25%	22%
Strongly Disagree	35%	34%	36%

If you could choose only one travel industry magazine to read monthly, which would you choose.

Response	Tour Operators	DMOs	Tour Suppliers
	2008	2008	2008
Bank Travel Magazine	2%	1%	2%
Courier	53%	43%	43%
Destinations	8%	18%	20%
Group Tour Magazine	17%	15%	16%
Group Travel Leader	4%	10%	4%
Leisure Group Travel	2%	3%	3%
Packaged Travel Insider	7%	7%	3%
Student & Youth Travel Planner	6%	4%	9%

What would make Courier your number one choice?

Tour Operators

A total re-do. As is, the magazine does not rate in my top TEN! It is very mediocre.
Articles that are relevant or that would help improve the bottom line.
As an educational student tour operator the focus would have to switch to a majority of student related information.
Better written articles - some gloss over things and give no "how to solve problems". Not enough info about cruise lines and airlines.
China connection.
Concrete ideas to put into practice, better marketing ideas, training in general to help me improve.
Courier serves a different purpose than my #1 choice. It includes organization information.
Don't know/Not sure. (10 responses)

Focus more on products and prices, and share better prices within NTA members.
Group tour has more articles on destinations and their attractions but I feel Courier is necessary to keep up on what is going on in the industry, in NTA, in addition to the destination info.
It will be eventually as the membership broadens and content broadens.
Itineraries.
Less pages used in self promotion.
More articles about student travel which is the market we're in.
More articles from members. I use more destination info when it is filtered through a tour operator's experience on similar projects. More on how operators, suppliers, DMOs are adapting to changing conditions - not straight sale of an area.
More content about individual packaged travel.
More destinations.
More industry news; not so parochial.
More info about NTA. Never feel like I know what's going on with NTA.
More information and features on how to develop business as a tour operator.
More information on how to run a better tour, new attractions, restaurants, etc. to add to our tours.
More international articles.
More of an international focus, since most of our tours are international.
More time available.
More user friendly format. Make it look less like corporate and more "FUN."
Much more international focus
My specific interest is group travel destinations.
Online.
Quick Snap Shots on a wide variety of issues and topics that I can review and refer my attention QUICKLY works best for me.
Relevant travel information about student travel.
Remember I started by saying I don't read it I don't really read any but I prefer the layout of PTI.
Travel destination information.

DMOs

A more intuitive layout. There doesn't seem to be any theme to each magazine. One section will focus on the NE USA and another section has articles about travel to Europe, while another talks about cruises. I understand that there are many options in the travel industry, but it seems there should be more of a theme to each edition.
Be online.
Better audience for my market, it seems as if the NTA is making itself more international, so my bureau is wondering if we would get more out of ABA since it still seems to be about the National Tourism our market thrives on.
Content.
Courier and Destinations are both very similar but I like the layout of Destinations better
Courier is one of my top choices.
Hard to answer - but like the feel and read of GTM.

I don't know. (2 responses)
If I were a tour operator instead of a DMO. (5 responses)
It seems everything is geared for larger destinations and their attractions. I'd like to see more of the "out of the way" places.
It's just not interesting to me.
It's really too card to pick - my top three are Courier, Destinations and Group Tour Magazine (due to my incredible relationship with the editor, owner and ad representative of GTM).
Just reading it more often.
learning and reading more about industry trends with reliable facts.
Less green crap and more travel.
More business articles.
More California focus.
More info on packaged travel trends.
more interviews with tour operators, more European spotlights/reports. More reports on international DMOs.
More regional information
More updates on the trends of group business i.e. what our operators doing to fill their buses, what incentives are operators looking for to come to a certain destination. I would like to see a series of articles on the value of working with DMOs.
No opinion.
Quite frankly, I don't have time to read Courier or most of the other magazines that come into my office. It is information overload. If I read every magazine that I get (and I get many DAILY) I could not get anything done. I would MUCH prefer that Courier and other magazines for that matter publish quarterly...then perhaps I might find the time to read them. The only publications that I tend to read fairly carefully are those that come out less frequently.
Shorter articles - People magazine type articles.
Smaller - not so much about convention stuff and more about what customers are doing, buying and saying.
Sorry, I'm not sure.
Stats are very important to all of us. We need to know that our advertising is paying off. Leads or reports from our advertng. Do we know its working? Do the tour operators really look at the ads or do they read the editorials?
Stop doing so much with international markets... keep it domestic!
Stronger organization membership.
There are plenty of 'Group' travel publications out there. Packaged travel in general for both group (small and large) and FIT is of interest to me and us.

Tour Suppliers

Maybe more industry specific information and less destination information.
A stronger NTA.
Being more in tune with what it is your membership is looking for in a publication. I want to read about things I can apply to my property right off the pages. Practical things, things of substance!!!!
Broader appeal to all segments of tour and travel.

Content for museums.
Destinations and Courier are very similar. Since I am not a tour operator, I am more interested in the travel information and some of the industry business ideas.
Different style of layout.
Don't know/Not sure. (9 responses)
Don't really know, I don't have lots of extra time to read and when I do my favorite magazine is Shape magazine.
Group Travel Leader was my choice for #1. It seems to have articles and information that cover all industry events and organizations. If I am pressed for time, it seems to be the one I read thoroughly. Most of the information I would pay attention to in Courier or Destinations is covered there. Courier would be my number two.
Hard research data on group travel that suppliers can use to gage what's happening in their markets.
Have information in the magazine that is related to my region of the country (South East).
I don't know - I like destinations as my number one choice.
I don't know - it's more about the time than the content.
I look for information that gives me ideas on how to market my business to motorcoach tour companies.
I read travel weekly each week - I would prefer more "newsy" content - inclusive of fit business.
I really don't read them because of time constraints. I simply scan ads but I do like the layout of PTI
I use to receive many Trade Publications but for some reason, do not receive them anymore - I am thankful that Courier still arrives - Adequate time to read the magazine would help to make it number one.
If I ever receive a copy of it then I would read it. Please send me one.
If it became an electronic magazine.
If it had more specific articles on how to reach groups - what kind of groups are traveling where - statistics, etc.
If it were online - like AHLA smart Brief, I would read it all the time.
it is a great magazine - I just don't have time to read much of anything- so brief & creating great destination/experiences is good.
It's completely aimed for the operators and not the sellers. I find it interesting; but not relevant!
Less "fluff".
Less formal of a publication.
List new membership.
Maybe the graphics/photography.
More articles about people in the industry we know.
More articles directed to suppliers. Most of the magazine is operator oriented.
More articles on international destinations.
More attraction information.
More business educational articles.
More business related and "how-to" stories; stories about PR, importance of media relations; elements of a good destination, tour operator, hotel, or attraction website. Surveys of what operators like and dislike about websites, publications, sales techniques, etc.
More business related articles.

More business related articles. Internet saviness.
More Canadian ads.
More destination development.
More gaming related issues.
More info on members that read the magazines especially Tour Operators. I would love to read bios of a Featured Travel Planner, be it ASTA member or SYTA member. It'll help us as tour suppliers to have a better idea of what the client needs are and what are they looking for when they plan a trip.
More student and youth related articles. More Canadian content.
Provide leads.
Quicker read, online version if I prefer at any given time.
See more of the Southern states featured.
Send every other month rather than monthly.
The articles in Courier are geared to Operators. I read Courier to get itinerary and packaging ideas
The different varieties of travel magazines, my market is not specific to bank, student, leisure, etc. But, all travel.

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

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Yes	13%	16%	34%	18%	27%	18%
No	87%	84%	66%	82%	73%	82%

Tuesday Newsletter

Do you read Tuesday newsletter?

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Yes	84%	86%	82%	83%	71%	75%
No	16%	14%	18%	17%	29%	25%

Why don't you read Tuesday?

Tour Operators

Did not have time. (4responses)
Did not receive. (2 responses)
Don't know.
Goes to an old e-mail address.
I don't have the time. I take my magazines home and when I travel to read them at my leisure. I do not pull up magazines at home to read on the computer as I am on the computer all day.
I read it a couple of weeks behind, a magazine about a month behind.
Know nothing about it.
Lack of time available. I run a business by myself do not have time on to read it at work. I would rather spend my time away from work with family.
Limited availability of time. Too many e-newsletters.
Never had one.
No time except I winter time and English is not my mother language so it takes too much time
Skim it.
Skip to read.
Too many emails to read much in depth.

DMOs

Again, I not enough time - may scan it, but very rarely read it.
Not sure...sorry!
I don't have the time or I just don't read it.
I don't get it but will look into it
I don't receive it. (2 responses)
The get swallowed up in the huge e-mail process - sometimes I will go back and find it though, but not often. Just too, too many e-mails fired at me
I don't know what it is
I am inundated with e-newsletters. I would prefer to receive a monthly e-newsletter, rather than a weekly issue.
All of my time is spent selling. I look at the magazines to prospect new group leaders.
Too many e-newsletters every day, need to delete so many e-mails every day!
Some times if I am not busy, I get approximately 100 -125 emails daily.
I just don't get around to it.
Not enough time to read everything.
Too much bombardment of email readers leads to instant deletes - short staffed leads to less time to dwell online. Prefer print to read for travel and after hours, weekends, which gives time for thought and application of information. Reading should instill inspirations and aspire to grow/change.
Have other things to do I skim through the head line and click on items that interest me

Too busy at work.

I do occasionally, but rarely. No specific reason.

I read it occasionally. A weekly is just too time consuming...especially when you are receiving several items from several different companies.

I never have time.

Tour Suppliers

Again, there are just too many industry publications to read and not enough time in the day to read all of them.

Didn't know about it. My apologies.

Do not have the time. **(11 responses)**

Do not receive. **(4 responses)**

Don't have time - don't like to read online newsletters.

I am not subscribed to this magazine.

I am off Sunday and Monday and Tuesday is catching up from my days off.

I don't have time to pull it up in my busy day, just skim the highlights. I love the Courier because I can take it home and read at my leisure.

I don't have time. I am a whole department!

I don't know what that is either. I just joined. No one has mentioned either of these publications to me or sent them to me.

I don't like online publications

I just haven't found it all that interesting.

I just look at headlines and if interested, go on but it seems to take too much time to load each article.

I just read the top news, if it is pertinent to the NTA convention, or some major travel issues, then I delete it. I get too many e-mails as it is.

I receive too many.

I receive too many newsletters from many of publications. Too busy to read all.

I sometimes skim, but more directed at tour operators than an attraction.

I will open a skim if I have time.

It gets lost in the influx of e-mails I get daily.

Not a lot of time and sometimes hard to access.

Not too relevant.

They are not relevant for Canadian suppliers.

Too busy to read when it comes online. Prefer to read at my leisure on the deck.

When reading Tuesday newsletter:

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
I only read the headlines	3%	7%	4%	5%	6%	7%
I only read the articles I'm interested in	81%	81%	82%	82%	81%	80%
I read the entire newsletter	16%	12%	14%	13%	14%	13%

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

Tuesday is user-friendly

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Strongly Agree	45%	53%	49%	50%	52%	51%
Somewhat Agree	43%	35%	36%	46%	38%	39%
Neither Agree nor Disagree	7%	11%	10%	4%	8%	8%
Somewhat Disagree	1%	0%	4%	0%	1%	1%
Strongly Disagree	4%	1%	2%	0%	1%	1%

The articles are relevant to the packaged travel industry.

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Strongly Agree	35%	52%	42%	42%	34%	42%
Somewhat Agree	46%	38%	42%	50%	52%	46%
Neither Agree nor Disagree	14%	9%	11%	8%	11%	12%
Somewhat Disagree	2%	1%	4%	0%	2%	1%
Strongly Disagree	3%	0%	1%	0%	1%	0%

The quality of articles provide value to my business.

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Strongly Agree	21%	34%	24%	23%	20%	26%
Somewhat Agree	50%	40%	57%	56%	48%	47%
Neither Agree nor Disagree	21%	24%	16%	20%	29%	24%
Somewhat Disagree	5%	2%	2%	1%	2%	3%
Strongly Disagree	3%	0%	1%	0%	1%	0%

The articles keep me adequately informed about NTA.

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Strongly Agree	36%	55%	46%	42%	46%	51%
Somewhat Agree	51%	31%	42%	52%	43%	37%
Neither Agree nor Disagree	9%	11%	9%	6%	8%	11%
Somewhat Disagree	2%	4%	2%	0%	2%	0%
Strongly Disagree	2%	0%	1%	0%	1%	1%

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

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Yes	37%	24%	25%	24%	21%	16%
No	63%	76%	75%	76%	79%	84%

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

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Average	3.6	2.3	3.6	2.7	2.3	2.8

NTA Online

How often do you visit NTA's Web site?

Response	Tour Operators		DMOs		Tour Suppliers	
	2007	2008	2007	2008	2007	2008
Daily	3%	2%	2%	1%	1%	1%
Two to three times a week	3%	7%	4%	5%	4%	6%
Once a week	10%	12%	5%	8%	8%	7%
Several times a month	20%	24%	23%	19%	17%	21%
Once a month	25%	27%	35%	35%	34%	31%
Once every six months	24%	16%	24%	27%	33%	28%
Once a year	2%	5%	3%	5%	9%	4%
Never	14%	7%	3%	1%	3%	2%

Why don't you visit NTA's Web site?

Tour Operators

Anything with a password is too much trouble.

Because everything I find is usually old. I would like to share info on tickets unsold or trips that can be joined. I would then visit weekly.

Don't know - I just don't.

I usually will look up information in your publication.

Just never get around to it. Never take the time to do it.

Never think of it.

Too busy to read non essential sites.

Too busy.

DMOs

Heavy workload, understaffed; just too little time to peruse websites unless it's directly related to the task at hand.

I guess maybe I should.

Tour Suppliers

I don't have a need to.

No information there that's helpful or relevant that I can't get elsewhere.

NTA occurs as a U.S. association that doesn't strongly focus on its Canadian member's situation right now

Time and I think it requires id that I have to research in order to log on.

Do you use the NTA Member Forums?

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Yes	20%	29%	14%	19%	13%	15%
No	80%	71%	86%	81%	87%	85%

What would make you use the Member Forums?

Tour Operators

A B2B buy sell section.
A mentor.
Awareness (perhaps through Tuesday) that an issue of interest is being discussed. Also, easier login (I can never remember the unique login for NTA), but I appreciate that my member code is at the top of Tuesday. (Yes, I noticed!)
Can't say I would use them. Maybe more information regarding personnel changes within the group tour industry.
Easier Access -- but the main reason is that I don't have time.
Greater focus on river cruising in Europe, Russia, China and Egypt.
Have more time. Actually I do participate occasionally...not very often.
I don't get the sense that there's a lot of dialogue going on there. If they were used more, I'd read them more. Also, I always struggle to remember my log-in info.
I don't know. Don't know much about them or what they include.
I need more free time.
I need to take more time to get into them and get involved. Then I would use them more.
I should know how.
If I knew better the members.
Major and controversial issues where lots of member input is useful.
More activity and relevant information. It seems like the most used forum is for Amber Alerts which I think is irrelevant to my business.
More time in the day. (8responses)
My daughter probably does, but to be honest, I am not even sure what this is.
Not sure. (4 responses)
Nothing. (2 responses)
Nothing that I can think of. It would have to be damned relevant to my every day business. There just

are not enough hours in a day .

Relevant issue.

Topical issues of vital interest to NTA or the industry.

Topics.

DMOs

A better understanding of their usefulness? I am rather new, returning to the NTA family after a long hiatus!

Additional hours in the day.

As a CVB employee, I don't see that they appeal directly to my job.

Depends on the topic.

don't know. I attend discussions at convention but other than that, I don't usually think to participate

Easier to call a colleague firsthand and get same relevant information instead of reading much information that is not needed.

I don't know about them. **(3 responses)**

I don't take time to go in and see what is there. If it were sent to me with a direct link, I would probably look at it. I usually look at everything that comes on e-mail, if only briefly.

I just got my own login for your website as I've moved into a group sales position so will most likely use in the future

I just need to take the time? Maybe a scheduled introduction on how to best utilize the forums.

I might use them if there were issues that would directly affect my business that needed discussion.

I need to educate myself how to use them.

I'm not even aware of the Member Forums, and I don't know what they are for. More education on what they are and how to use them would be helpful.

Knowing how to use them and what benefits are usually gained by doing so.

Maybe I just need to go in and check them out. If they are talking about things that will help me, I will probably start using them.

More awareness, I guess. I forget they exist.

More shared interests for international DMOs. More information on forums

Not enough time. **(11responses)**

More time in the day I'm just too busy at work to be visiting every website of every association we belong to. Nothing personal.

More time on my hands.

Need more time to look into this.

Not applicable to me.

Not sure. **(5 responses)**

Not sure. I already read member forums w/ the Ohio Division of Travel and Tourism. Basically a time issue. If there is something I have a question about, I might go to the Member Forum to see if someone else has the same question.

Prefer separate promotion from other publications or news.

Remembering to do so.

Time - do you have any lying around (: Kidding aside, if there was some type of email that would be sent to push me to a forum of interest then I would probably participate. I am not going to a site to look for a forum, nor will I go to a site where a forum has become "stale"
Time and habit. They sound very informative but I haven't made the time to get involved.
Timing allowances.
Various topic themes.
When I have something to say I do use it.
Yes / No is a tough answer (previous page)not only on this, but other questions. Occasionally would be an alternate choice. As for this, I do once and awhile, time allowing.

Tour Suppliers

Again not familiar with this. It would be helpful if someone had contacted me from NTA to let me know about all the things I should be reading & participating in.
Didn't know they exist.
Don't know.
Forums planned & announced well in advance to ensure I can plan for the Forum. Remember clients come first and if something comes up with a client I will choose business over a member forum.
Get more familiar with the forums
Get the complainers out of there--and make sure that one operator/supplier doesn't dominate discussions. Also make sure you don't get solicited for inappropriate business as a result of expressing a thought, idea or suggestion in a forum.
Haven't really used any programs; but granted the time, I'm sure I would get use to this faucet of communication/expression.
Having more time.
I am not sure I know what a Member Forum is, exactly. Maybe if you sent a primer on how and why I should be using them?
I check them out often--and find them interesting but have only used them a few time
I do not have time to read these forums.
I don't know what they are. (3 responses)
I don't know. (2 responses)
I don't understand them or how to access them.
I don't usually use forums in general.
I doubt I would ever use it
I have not fully investigated the opportunities available.
I'm not really sure what the member forum is.
If I had time
If I knew more about them - how they work, what is their intention, topics, etc.
If I knew the importance of the forums. I don't have time to listen to mindless chatter and complaining...that's what I assume forums are used for.
If it is relevant to my job.
If it was short & possibly a separate e-mail(not all together)
If more information is given on members. As it is the information given is very limited

If others used it as well. Only a few people seem to use it to see their thoughts in writing. I like to have involvement and opinions from several people more in a chat format, live. Like if there was a forum on "Summer Promotions and reactions to economy" on Wednesday, June 18 at 1 PM. I would sign on and if there were at least eight of nine other people, I would stay and interact. If there were two or three other people, I would sign off.
If the topic provided particular interest to my needs and more time.....don't we all need more time.
if you had a cultural arts forum
I'm not sure - it's too much to juggle that w/ the what I have to take care of at work.
Knowing more about them. I don't even know what they are.
Maybe an e mail reminder
More activity on them.
More hours in the day!
More information on why I should use them.
More relevant to our organizations operations and marketing strategies
Not enough time. (19 responses)
Not sure. (8 responses)
Not sure, haven't had time to explore in-depth. Perhaps a seminar at Convention that puts the "class" on computers and walks us through what would be useful on forums, allowing us to try it at the same time.
Nothing unless I really felt I needed it for my business.
Nothing. I don't have time.
Nothing. it's not something I have time for.
Probably nothing.
Probably, I just need to make better use of this feature.
Quite frankly, I have not been involved with NTA for a number of year...we are members but have not been active.
Relevant subject matter.
Relevant topics, more involvement.
Something of interest to our business.
They are not top of mind for me to use as a resource or sounding board.
Time, I suppose - I've always "meant to" use them. One of these days.
What are they really for?

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.

Rank Item	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
E-mail	1	1	1	1	1	1
Mail	2	2	2	2	2	2
Fax	3	3	3	3	3	3
Phone	4	4	4	4	4	4

The number of e-mail communications I receive from NTA on *general information* is too few, about right, too many.

Response	Tour Operators	DMOs	Tour Suppliers
	2008	2008	2008
Too few	5%	1%	6%
About right	89%	87%	82%
Too many	6%	12%	13%

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

Rank Item	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
E-mail	1	1	1	1	1	1
Mail	2	2	2	2	2	2
Fax	3	3	3	3	3	3
Phone	4	4	4	4	4	4

The number of e-mail communications I receive from NTA on *Convention news and updates* is too few, about right, too many.

Response	Tour Operators	DMOs	Tour Suppliers
	2008	2008	2008
Too few	3%	4%	7%
About right	90%	89%	86%
Too many	7%	7%	7%

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

Rank Item	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
E-mail	1	1	1	1	1	1
Mail	2	2	2	2	2	2
Fax	3	3	3	3	3	3
Phone	4	4	4	4	4	4

The number of e-mail communications I receive from NTA on *Spring Meet news and updates* is too few, about right, too many.

Response	Tour Operators	DMOs	Tour Suppliers
	2008	2008	2008
Too few	1%	4%	9%
About right	90%	82%	76%
Too many	9%	13%	15%

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

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Yes	72%	68%	90%	87%	82%	82%
No	28%	32%	10%	13%	18%	18%

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

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Yes	60%	84%	84%	95%	72%	95%
No	40%	16%	16%	5%	28%	5%

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

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Not at all Valuable 1	2%	0%	2%	2%	1%	1%
2	0%	3%	1%	2%	1%	1%
3	2%	1%	4%	2%	1%	2%
4	0%	1%	2%	2%	1%	0%
5	9%	8%	6%	10%	6%	4%
6	11%	4%	3%	6%	6%	4%
7	17%	11%	11%	9%	8%	8%
8	17%	12%	13%	15%	15%	14%
9	16%	19%	12%	7%	13%	14%
Extremely Valuable 10	27%	40%	45%	46%	48%	53%
Mean	7.8	8.3	8.2	8.1	8.5	8.7

Convention Program

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Not at all Valuable 1	0%	0%	2%	2%	1%	0%
2	1%	1%	1%	0%	1%	1%
3	1%	0%	0%	0%	1%	1%
4	1%	0%	1%	2%	0%	0%
5	2%	6%	3%	7%	5%	2%
6	2%	1%	1%	4%	3%	2%
7	10%	4%	8%	6%	6%	7%
8	17%	20%	15%	13%	15%	14%
9	19%	12%	15%	15%	15%	18%
Extremely Valuable 10	47%	55%	55%	51%	54%	55%
Mean	8.7	8.9	8.9	8.6	8.8	9.0

Map/Schedule

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Not at all Valuable 1	0%	3%	2%	0%	1%	0%
2	0%	1%	0%	0%	1%	0%
3	1%	0%	1%	0%	1%	2%
4	0%	1%	1%	2%	1%	1%
5	3%	4%	3%	5%	3%	5%
6	6%	6%	3%	2%	4%	4%
7	13%	3%	6%	8%	6%	8%
8	16%	19%	13%	10%	14%	12%
9	23%	19%	17%	17%	12%	16%
Extremely Valuable 10	38%	43%	55%	56%	57%	54%
Mean	8.6	8.5	8.9	8.9	8.9	8.8

Convention Daily

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Not at all Valuable 1	1%	7%	5%	8%	4%	4%
2	6%	3%	4%	6%	2%	4%
3	6%	4%	6%	7%	5%	4%
4	2%	1%	2%	2%	3%	6%
5	12%	7%	10%	12%	11%	9%
6	9%	4%	7%	10%	6%	7%
7	17%	27%	17%	15%	11%	12%
8	16%	11%	17%	11%	18%	11%
9	16%	11%	15%	9%	13%	17%
Extremely Valuable 10	17%	25%	18%	20%	28%	26%
Mean	7.0	7.1	7.0	6.4	7.4	7.2

Profile Form Notebook

Response	Tour Operators
	2008
Not at all Valuable 1	8%
2	3%
3	4%
4	4%
5	8%
6	8%
7	10%
8	6%
9	19%
Extremely Valuable 10	30%
Mean	7.1

Do you refer to the Profile Form Notebook when you return to the office?

Response	Tour Operators
	2008
Yes	67%
No	33%

In which of the following formats would you prefer to receive the Profile Form Notebook?

Response	Tour Operators
	2008
Binder (this is how you currently receive it)	51%
CD Rom	49%

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

Response	Tour Operators		DMOs		Tour Suppliers	
	2007	2008	2007	2008	2007	2008
As a research tool for appointment scheduling	24%	25%	60%	63%	56%	62%
Company contact information	82%	83%	82%	85%	76%	79%
Itinerary planner/product development tool	54%	42%	18%	13%	9%	13%
Corporate property cross reference	12%	7%	7%	7%	7%	8%
View advertising information	8%	6%	4%	9%	7%	11%
Do not use	15%	10%	10%	8%	14%	11%
Other	1%	3%	1%	3%	*	3%

* = less than 0.5%

Demographic Information

Are you the decision maker for your company?

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Yes	94%	89%	43%	57%	61%	68%
No	6%	11%	57%	43%	39%	32%

How many years have you worked in the travel industry?

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Less than 1 year	1%	1%	3%	1%	5%	2%
1 - 3 years	1%	2%	11%	6%	5%	6%
3 - 5 years	3%	3%	5%	5%	6%	6%
5 - 7 years	5%	4%	4%	7%	8%	6%
7 - 9 years	1%	2%	5%	9%	8%	6%
9 - 11 years	6%	4%	12%	7%	8%	10%
11 - 13 years	3%	6%	8%	8%	6%	7%
13 - 15 years	6%	6%	3%	7%	9%	7%
More than 15 years	75%	73%	48%	50%	45%	49%

How many years have you been a member/involved with NTA?

Response	Tour Suppliers	Tour Suppliers	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Less than 1 year	2%	10%	7%	5%	11%	10%
1 - 3 years	12%	8%	15%	21%	17%	16%
3 - 5 years	9%	6%	11%	12%	12%	12%
5 - 7 years	9%	12%	6%	10%	11%	15%
7 - 9 years	9%	9%	9%	13%	9%	8%
9 - 11 years	13%	12%	9%	9%	9%	8%
11 - 13 years	4%	6%	7%	5%	5%	6%
13 - 15 years	7%	3%	7%	7%	5%	7%
More than 15 years	35%	34%	30%	19%	21%	19%

Please indicate your gender.

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
Female	54%	44%	76%	83%	69%	67%
Male	46%	56%	24%	17%	31%	33%

What is your age?

Response	Tour Operators	Tour Operators	DMOs	DMOs	Tour Suppliers	Tour Suppliers
	2007	2008	2007	2008	2007	2008
18 - 24	0%	0%	2%	0%	3%	1%
25 - 29	2%	1%	9%	4%	8%	6%
30 - 34	1%	2%	5%	8%	10%	13%
35 - 39	8%	5%	10%	10%	11%	14%
40 - 44	9%	10%	16%	14%	17%	14%
45 - 49	14%	16%	20%	20%	13%	13%
50 - 54	17%	16%	15%	15%	15%	16%
55 - 59	15%	13%	16%	18%	10%	12%
60 - 64	20%	20%	6%	9%	9%	9%
65 or older	14%	17%	1%	1%	4%	3%

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

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

Tour Operators

A quick email is always good, even if the information is not relevant to me at that time. It always helps to keep the NTA name out there.

During my 20 years with the travel industry, NTA's have been the best.

Forums need to have specific topics of interest that can attract the immediate attention of members; an issue of importance can be addressed in an email, with a link to the Forum for a response. The Forums should be much more proactive.

Hi, You guys r falling way behind ABA. We were the industry leader, now we are a distant 2nd. Maybe it was Jim Host's leaving, maybe not, but ABA leadership is blowing us away and many members are talking about it. I wouldn't be surprised if we are losing members to them in droves of late. My advice would be to hire their Pres. to run our organization. Good luck.

I am not the final decision maker, but am heavily involved in decisions made at the office.

I hate e-publications that are long. Tuesday works well because of its length. A separate Courier as an e-magazine would only work if it were the no longer than Tuesday.

I just received the 2008-2009 NTA Membership Directory which will go directly into the mail. I wish I had been asked if I want to receive this or not which I DO NOT! 100% of the information I need is on-line!

I really like conventions when we can purchase cd's of the various speakers & seminars. Think about it, please!

I'm not a good responder because I hate filling out surveys and that seems to be one of the things NTA does most.

Nat'l Convention is a great resource for information, well organized and a great value. Networking has proved to be very valuable!

Shape up Courier or discontinue it. It appears to exist only for advertising revenue. The travel information pales compared to other travel magazines and industry publications.

The communications are like the Spring Meet - not very informative.

The destination articles in Courier are way too long.

The only problem I have ever seen with NTA, is survey's in the peak of our seasons i.e.; Spring and Fall. We on the East Coast on buried in buses from May to June, and September -October.

DMOs

Go more international!

Great job! Thank you for being such an important resource and support for us!

Have the registry on a CD - stop using so much paper and plastic. Please get more GREEN and stop printing so much materials at Annual and be more away of how much of the insert in the registration bags goes directly into the trash. Did you know that glossy papers do not recycle well. Limit the number of emails to your TUESDAY newsletter.

I appreciate NTA always trying to take the organization up a step/notch further. It is important to not do things the way it's always been done. Thanks.

I know NTA does a great job with its communications. I just wish I had tome to read it all. We're such a small DMO office (only three full-time staff for a destination that gets 1 million visitors a year) and I'm doing five jobs! Don't mean to whine, I just want to be honest about my ability to take advantage of all the material that comes across my monitor and my desk top.

I receive far too many emails from NTA. I would prefer just to get emails when the convention registration comes out and when appointment schedule opens, etc.

I'm new to using your services but so far everything is great.

It would be helpful to list the mailing address of operators in the delegate registry. We still mail out promotional pieces as well as email and it would save looking it up if it was listed at all places-but it is great that it is on the appointment sheets.

NTA is our top trade show.

NTA Publications are very professional, informative and useful.

Surveys need to be shorter and to the point.

The more information you can provide on convention and the number of times we get something the less likely that we will miss it.

The pen is mightier than the sword, at times email is overwhelming and Courier is a welcomed site. Consolidation into one pub is impossible, thus separating the uniqueness of each trade organization. Thank you for this survey!

This survey was too long.

This will be my second year of not attending the Convention.

You are very thorough and to the point, I just don't have enough time nor bodies nor resources to take full advantage of all you offer. Still worth it!

Tour Suppliers

Has not as yet returned anything substantial on our investment in NTA.

I find the trends newsletter to be extremely valuable.

I find them useful.

I like the mailed magazine. I like short e-mails with one or two subjects that are quick and easy to read. I don't want to download & take more time.

I love the open concept that you can be on the floor at all times.

I marked faxes if it is two or less pages. Mail or email for larger correspondence. Thanks!

I really don't have time to look at anything that doesn't pertain to my day to day work load or future appointments.

I really like the improved, more responsive "partnership" oriented atmosphere that is developing between operators and sellers within the NTA membership. I applaud NTA for taking the lead in showing that they value what the sellers bring to the membership.

I think they are very informative, without being intrusive...especially through e-mail is thoroughly effective. I like the Tuesday Newsletter, that can print off the computer & the convention information reminders as the annual convention kicks into gear, regarding deadlines for registration, appointments, etc.

I think you do a great job in keeping us informed

I would still like to see my convention appointment schedule NOT spread over so many hours and days. A person can lose their momentum when their is so much down time.

I'm happy.

It would be great to get email twice a month rather than weekly -- and sometimes more.

Keep up the good work!

Love the newsletters, but bombarded with the SAME info on convention updates over and over - would appreciate standout emails regarding DEADLINES as I am so busy here at work I don't have time to read every weekly newsletter and notice that comes in - but DO notice any that are related to a SPECIFIC DEADLINE.

My main complaint is that NTA has made their online registration and you must have a credit card to use. By doing this some companies do NOT have company credit cards so it puts others way back on the list due to the late registration. This has taken many of us longtime (as myself) NTA members get the bottom of the barrel of appointments. I use to get great appointments but not anymore due to the online registrations being able to get first dips on the appointment request. To me this has made NTA unfair to many companies that have put their hard earned money and time into NTA and in many ways takes business away from us. I have not had a great set of appointments every sense NTA changed their main registration to online. This makes it unfair to many companies out there that pay the same amount to be a member. I will close for now because I could go on and on in regards to this unfair matter.

NTA is a very strong organization for my properties.

Too many communications that say too little. Would prefer fewer with more content unless there is something hot and time sensitive.

The delegate registry would be better helpful in a digital format rather than a book.

The industry is such that 85% of the people who work in the industry are women and as a result, the man's perspective, simply put, and gets overlooked. Half of a traveling couple is male and we don't seem to pay enough attention to that aspect. The woman may have an integral part in making the decision where a family, couple will vacation, but if the man doesn't have a good time, she may still have an integral part in the decision the next year but you can almost bet it will not be the same destination and rightfully so. Repeat business is a business that everyone wants but you don't get it by appealing to only the feminine side of the equation. Deal with the male side of the equation in future publication and see what kind of a response you get from your readers. I bet you will be surprised.

The most reliable and credible source.

To save costs please only send one copy of the Courier to each company. At one time we were receiving three or more copies. I am sure the mailman wouldn't mind not having to carry that extra weight.

Staff is pleasant and responsive. My emails usually get an immediate attention. Happy with overall response time.