

NTA Tour Operator Member Needs Survey – January 2006

The following are tabulations from the survey titled *Member Needs Survey - January 2006*. The results analysis includes answers from all respondents who took the survey in the 26 day period from Friday, January 13, 2006 to Tuesday, February 7, 2006. 114 completed responses were received to the survey during this time for a response rate of 20 percent.

Please rank in order, "1" through "9," the following governmental issues in order of their importance to your business with "1" being the most important issue and "9" being the least important issue.

Rank Item	2004	2005
Border Crossing/Security Procedures and Processes	5	1
Travel Industry Taxes and User Fees	1	2
Non-Profits Engaged in For Profit Tour Business	3	3
State/Local/Provincial Travel Laws and Regulations	2	4
National Parks - Access, Fees and Ticket Distribution	6	5
Industry Voice/Representation Within the Department of Homeland Security	4	6
Fair Labor Standards Act/Overtime Pay for Tour Directors	7	7
Creation of U.S. Cabinet Level Tourism Position	--	8
International Inbound Visa Issues	--	9

During 2005, did you contact elected government officials on policy issues? (select all that apply)

Response	2002	2003	2004	2005
Yes, at the local level	25%	28%	25%	19%
Yes, at the state/provincial level	31%	36%	34%	27%
Yes, at the federal level	26%	33%	30%	23%
No, I did not contact government officials	48%	42%	48%	58%

How did you contact these officials? (select all that apply)

Response	2002	2003	2004	2005
In person	16%	17%	19%	18%
In writing	26%	28%	26%	17%
By telephone	20%	22%	18%	16%
By e-mail	21%	25%	30%	20%

Was the number of passengers your company served during the fourth quarter of 2005 (Oct., Nov., Dec.) greater than, less than or the same as the fourth quarter of 2004?

Response	Percent
Greater than	48%
Less than	22%
Same as	29%

Was your overall sales volume during the fourth quarter of 2005 (Oct., Nov., Dec.) greater than, less than or the same as the fourth quarter of 2004?

Response	Percent
Greater than	49%
Less than	25%
Same as	26%

During the first quarter of 2006 (Jan., Feb., March) do you expect your company's sales volume to be greater than, less than or the same as the first quarter of 2005?

Response	Percent
Greater than	44%
Less than	23%
Same as	33%

What were your top ten selling destinations for 2005?

Response	Percent
New York/New York City	#1
Branson	#2
Washington, D.C.	#3
Alaska	#4
Chicago	#5
New England	#6
Orlando	#7
Boston	#8
Philadelphia	#8
California	#8

If NTA was able to partner with a digital copy supplier who accepted orders electronically and had contract discounted rates, how often would your company order products?

Response	Percent
1 - 3 times a year	17%
4 - 6 times a year	9%
6 - 9 times a year	3%
10 or more times a year	8%
Would not use	63%

What types of products would you order?

Flyers (12 responses)
Brochures (18 responses)
Posters (4 responses)
Newsletters (4 responses)
Postcards (2 responses)
Catalogs (2 responses)
Toner (2 responses)
Other (3 responses)

What features do you feel are most important regarding a digital copy service?

Quality (16 responses)
Price (11 responses)
Speed (7 responses)

**Which of the following high quality/short to medium run color items does your company produce?
(select all that apply)**

Response	Percent
Brochures	67%
Catalogs	35%
Posters	16%
Banners	7%

If NTA were able to partner with a shipping company that offered discounted rates to NTA members, how interested would you be in using this service?

Response	Percent
Extremely Interested	18%
Very Interested	15%
Somewhat Interested	32%
Not Very Interested	17%
Not At All Interested	18%