



NTA Tour Operator Snapshot

2010 Tour Operator Survey

NTA tour operators serve travelers of all ages, from seniors to students. They offer a diverse range of product from group tours to independent travel packages, while serving all type of special interests. Also, NTA's 700 tour company members develop travel to, from and within North America.

- A quarter of NTA tour operators serve the student market as well as the boomer market, while nearly half serve the senior traveler.
- 81 percent of NTA operators offer group travel and nearly half provide FIT packages.
- 39 percent provide receptive travel, 46 percent wholesale travel to other tour operators or travel agents and 44 percent provide retail travel to consumers.
- The top inbound markets for NTA operators are:
 - Canada
 - China
 - England
 - Germany
 - Mexico
 - France
 - Hong Kong
 - Italy
 - Australia
 - Ireland
 - Scotland
 - Japan
 - Spain
- Due to the China Inbound Program, China has risen to number one as the top inbound market served by NTA tour operators.
- Types of tours and travel packages offered by NTA tour operators include:
 - U.S. National Parks
 - Culinary travel
 - Cultural tours
 - Culinary and wine tasting
 - Faith-based tours
 - Conference and incentive travel
 - Shopping

