

2004 April NTA Member Needs Survey Results

Responses Received: Tour Operators: 113 or 20%
Tour Suppliers: 299 or 16%
DMOs: 161 or 23%

Tour Operators

Was the number of passengers your company served during the first quarter of 2004 (Jan., Feb., March) greater than, less than or the same as the first quarter of 2003?

Response	Tour Operators Passengers
Greater than	50%
Less than	28%
Same	22%

Has your overall sales volume during the first quarter of 2004 (Jan., Feb., March) been greater than, less than or the same as the first quarter of 2003?

Response	Tour Operators
Greater than	58%
Less than	23%
Same	19%

During the second quarter of 2004 (April, May, June) do you expect your company's sales volume to be greater than, less than or the same as the second quarter of 2003?

Response	Tour Operators
Greater than	60%
Less than	20%
Same	20%

During the third quarter of 2004 (July, Aug., Sept.) do you expect your company's sales volume to be greater than, less than or the same as the third quarter of 2003?

Response	Tour Operators
Greater than	60%
Less than	11%
Same	29%

Top five selling destinations for summer travel.

Response	Tour Operators
#1	New York/New York City
#2	Alaska
#3	California
#3	Niagara Falls
#3	Washington, DC

Note: California, Niagara Falls and Washington, DC tied for third.

DMOs

Was the number of visitors to your area during the first quarter of 2004 (Jan., Feb., March) greater than, less than or the same as the first quarter of 2003?

Response	DMOs
Greater than	51%
Less than	13%
Same	36%

Do you believe the number of visitors to your area during the second quarter of 2004 (April, May, June) will be greater than, less than or the same as the second quarter of 2003?

Response	DMOs
Greater than	75%
Less than	1%
Same	24%

Do you believe the number of visitors to your area during the third quarter of 2004 (July, Aug., Sept.) will be greater than, less than or the same as the third quarter of 2003?

Response	DMOs
Greater than	74%
Less than	3%
Same	23%

Tour Suppliers

Was your number of customers during the first quarter of 2004 (Jan., Feb., March) greater than, less than or the same as the first quarter of 2003?

Response	Tour Suppliers
Greater than	57%
Less than	22%
Same	21%

Do you feel the number of customers during the second quarter of 2004 (April, May, June) will be greater than, less than or the same as the second quarter of 2003?

Response	Tour Suppliers
Greater than	65%
Less than	12%
Same	23%

Do you feel the number of customers during the third quarter of 2004 (July, August, Sept.) will be greater than, less than or the same as the third quarter of 2004?

Response	Tour Suppliers
Greater than	67%
Less than	8%
Same	25%

All Members

Do you make the purchasing decisions for your organization?

Response	Tour Operators	DMOs	Tour Suppliers
Yes	90%	43%	45%
No	10%	57%	55%

Using a 10-point scale where "1" is not at all valuable and "10" is extremely valuable, please rate each of the following types of benefit services in terms of their potential value to you as an NTA member.

	Tour Operators	DMOs	Tour Suppliers
Conference Call Services	3.2	3.6	3.1
Direct Mail Fulfillment/Reservation Services	4.7	4.2	4.7
Health Insurance (medical, dental, vision)	6.2	3.8	4.6
Legal Services	5.2	2.9	3.4
Life Insurance	4.8	3.4	3.9
Long Term Care Insurance	5.2	3.4	3.8
Mailing List Services	5.1	5.6	6.2
Payroll Services	3.2	2.4	2.7
Public Relations Firms for Travel	3.8	3.4	3.5
Research Companies	4.1	5.3	4.8
Workers Compensation	4.7	3.0	3.5
Web/Video Conferencing Services	3.3	3.4	3.3
401K	5.1	3.4	4.1

Note: Based on a 10-point scale where "1" is not at all valuable and "10" is extremely valuable.

For which of the following functions do you use NTA Online?

Response	Tour Operators	DMOs	Tour Suppliers
Destination research	59%	26%	22%
Tour operator research	58%	88%	86%
NTA Convention and meetings information	81%	89%	83%
Industry news	64%	76%	67%
Industry research	34%	57%	41%
Forums	29%	13%	13%
Tour supplier research	58%	18%	30%
NTA news/information	63%	65%	58%
Do not access NTA Online	7%	3%	4%
Other	1%	1%	1%

Note: Multiple responses allowed.

Do you take your laptop with you when traveling on business?

Response	Tour Operators	DMOs	Tour Suppliers
Yes	49%	41%	45%
No	51%	59%	55%

Do you normally bring your laptop with you to the NTA Annual Convention?

Response	Tour Operators	DMOs	Tour Suppliers
Yes	38%	38%	36%
No	62%	62%	64%

Do you have wireless Internet access on your laptop?

Response	Tour Operators	DMOs	Tour Suppliers
Yes	32%	22%	23%
No	64%	74%	71%
Don't know	4%	4%	6%

When traveling for business which one type of communication do you use most often?

Response	Tour Operators	DMOs	Tour Suppliers
Phone	77%	73%	72%
E-mail	23%	27%	28%

Please indicate the size of your company.

Response	Tour Operators
Annual sales less than \$1 million	33%
Annual sales \$1 million to \$3 million	29%
Annual sales \$3 million to \$5 million	15%
Annual sales \$5 million to \$7 million	4%
Annual sales more than \$7 million	19%

How many full time employees work at your company/organization

	Tour Operators	DMOs	Tour Suppliers
Average	22	16	265

Is your company a:

Response	Tour Operators	DMOs	Tour Suppliers
U.S. member	92%	88%	78%
Canadian member	6%	11%	19%
Mexican member	0%	0%	0%
International member	2%	1%	3%

Please indicate your gender.

Response	Tour Operators	DMOs	Tour Suppliers
Female	49%	75%	71%
Male	51%	25%	29%

What is your age?

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

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