

## NTA Technology Survey Results

In February 2004 a Web based survey was e-mailed to a database of 533 NTA tour operator members. Ninety-six tour operators completed the survey for a response rate of 18 percent.

### How many employees work for your company?

	Tour Operators
1 – 5	46%
6 – 10	22%
11 – 20	16%
21 – 50	10%
51 or more	6%

### Please indicate the sales volume of your company:

	Tour Operators
Annual sales less than \$1 million	32%
Annual sales \$1 to \$3 million	42%
Annual sales \$3 to \$5 million	12%
Annual sales \$5 to \$7 million	5%
Annual sales more than \$7 million	9%

### My company provides the following services:

	Tour Operators
Inbound/Receptive (a tour operator based in a specific location – international and/or domestic – that provides packages to travelers visiting that location)	49%
Outbound (a tour operator who sells packages to a variety of destinations to travelers living in or near where the tour operator is based)	67%
Crossbound (a tour operator who sells packages to a variety of locations to travelers in any number of locations, not specifically near the location of the tour operator)	48%
Other	8%

**My company offers the following product(s):**

	<b>Tour Operators</b>
Group FIT ( <b>individual travelers buying into pre-formed group packages</b> )	46%
Individual FIT ( <b>individual travelers buying individual packages</b> )	39%
Customized Group Tours	94%
Other	7%

**How do you currently generate your sales leads?**

	<b>Tour Operators</b>
Repeat Customers	96%
Direct Mail	84%
Web Site	73%
Print Advertising	70%
Internet/E-Mail Marketing	49%
Consumer Trade Shows	42%
Broadcast Advertising	22%
Other	10%

**Does your company currently have a Web site?**

	<b>Tour Operators</b>
Yes	85%
No	11%
Currently in development	4%

**How does your company currently use your Web site?**

	<b>Tour Operators</b>
Online brochure	70%
Sale of packaged travel and tours	60%
Promote time sensitive offers, information and opportunities	34%
Provide planning tools and resources for online customers, prospects and partners	30%
Online resources and back-end tools to assist my staff in day-to-day activities, account management, sales and online communication	15%
Sale of hotel room nights/hotel	10%
Does not apply, I do not have a Web site	9%

**How frequently do you update your Web site?**

	<b>Tour Operators</b>
Daily	7%
Weekly	25%
Monthly	19%
Quarterly	26%
Annually	10%
Never	4%
Does not apply, my company does not have a Web site	9%

**How much do you spend annually on each of the following?**

	<b>Tour Operators</b>
Web site development and maintenance	\$4,771
Internet marketing/E-mail/Online advertising	\$5,175
Back-end office software	\$2,152
Hosting and Web usage reporting	\$921

**My company and our staff members use the Internet for the following reasons:**

	<b>Tour Operators</b>
E-mail	99%
Destination/partner research	85%
Booking employee travel	54%
Advertising and marketing	50%
Online sales	45%
Lead generation	45%

**What back-end office software do you currently use?**

	<b>Tour Operators</b>
Microsoft Office	55%
Tour Tech Systems	10%
Amedeus	6%
VERSYSS	6%
Centaur	1%
Discovery Travel Systems	0%
Relational Bus Systems	0%
Softrip Internet Solutions	0%
Soft Voyage	0%
Does not apply	14%
Other	21%

**My company is using the full potential of today's technologies, the Internet and online marketing.**

	<b>Tour Operators</b>
Strongly Agree	3%
Agree	21%
Neither Agree or Disagree	19%
Disagree	46%
Strongly Disagree	11%

**My company recognizes the value and importance of building a NEW and IMPROVED Web site:**

	<b>Tour Operators</b>
Strongly Agree	33%
Agree	40%
Neither Agree or Disagree	18%
Disagree	6%
Strongly Disagree	2%

**My company would like to explore Internet-based (sales, marketing and DMO distribution) opportunities provided by NTA sanctioned partnerships and distribution outlets.**

	<b>Tour Operators</b>
Strongly Agree	22%
Agree	46%
Neither Agree or Disagree	23%
Disagree	6%
Strongly Disagree	3%

**NTA and its technology partners would like to support your Web site marketing and online communication efforts. Please share your ideas, questions and particular areas of interest related to technology and online marketing.**

We are very interested in improving our Web exposure, making the site user friendly, and having a system that allows the individual client to create their own tour package by selecting all components then having the software auto price it. Additionally to have the ability to add, delete or substitute components online and have the software auto reprice the package would be very helpful.

We need help in developing and knowing what type of technology will work for our area. Knowing what new stuff is out there and how others are finding effective ways to utilize it is perhaps our greatest technological need. Need help with search engine optimization.

Boscovs has had quite an extensive Web site engine which has been developed in

house as part of our department store affiliation. The database has helped extremely in promoting to specific clientele. However, our technicians are constantly studying and promoting nuances in development as well as being open to new technology on the frontline.

I have developed an e-newsletter that I send to a specific group of companies. I try to send this newsletter at least once a month. By doing this I hope that customers will begin to expect an e-newsletter every month.

Want to heighten my Internet presence, move to the first page as retrieved by search engines.

We are particularly interested in using our site to expand inbound receptive business, pre-formed group business, educational business and in partnering opportunities with areas/destinations/attractions that we frequent.

I believe that with the niche market to which our tours appeal, that our Web site is purely an informational back-up tool. It is not there to generate business - that is done by personal contact.

It has to be an affordable solution.

We would not need the help of an NTA partner. We have someone taking care of these things for us.

Were interested in mass e-mail and keeping our Web site fresh to give clients a reason to continually view it for new ideas for tours.

Wow.... this could go on for pages! I have a vast number of ideas, opinions, and recommendations. This is absolutely the way of the future not to mention here and now!! Those who do not embrace this will be left behind!

This sales piece disguised as a survey is a waste of time. I strongly protest this form of solicitation.

The first priority was to get a Web site and keep it updated. We have had that for a little over a year now. It is time to make it look better and do more.

I would like to learn about software for the Mac, effective ways to use it for marketing and to improve online communication by being able to open attachments!

We are a full service agency with a tour operation. Above data is for tour operation only.

I truly need help in convincing this agency that the leads in the technology world can enhance the productivity of this agency three fold. Any help would be appreciated.

Most of our comments are related to our new product - Virtuocard - which is a division of Hospitality Tours.