

2001 Packaged Travel Study Illustrates Value of the Packaged Traveler

There is a great deal of information that can be garnered from the recently released NTA 2001 Packaged Travel in North America study. One of the most important numbers is the economic impact measurement of the packaged travel visitor to one's area.

As illustrated in the chart below, the 2001 study reported the average daily expenditure of the packaged traveler is more than \$200. In addition, the chart contains information on the travel party size, length of stay, total trip cost per person, and daily expenditure per person for both group and independent packaged travelers. The trip cost includes the price of the package as well as what the traveler spends while on their trip. The research indicates that independent packaged travelers spend slightly more than group packaged travelers per person per day (\$235 versus \$183).

Trips to the U.S. and Canada

	Total	Group	Independent
Immediate Travel Party Size	2.7	2.8	2.6
Trip Length (# of nights)	4.6	4.1	5.0
Total Trip Cost per Person	\$991	\$746	\$1,166
Total Trip Cost per Person per Day	\$216	\$183	\$235

However, you may be wondering exactly how these numbers can be utilized in your day to day business. To illustrate how to use these numbers, the following scenarios, along with a detail of the calculation of numbers, are offered.

The impact of a motorcoach carrying 35 passengers staying overnight in city is approximately \$6,405. If that same motorcoach is staying two nights the impact is \$12,810. If the load factor to your area (number of people per group) is larger or smaller you can adjust that number accordingly. For example a motorcoach carrying 40 travelers would have an impact of \$7,320.

To determine the impact of group packaged travelers to your area simply use the following formula:

number of people per motorcoach (35) x daily expenditure per person (\$183) x 1 night = \$6,405

number of people per motorcoach (35) x daily expenditure per person (\$183) x 2 nights = \$12,810

If you know the number of group packaged travelers to your area and the average number of nights they spend, you can also estimate the impact. If a city has 10,000 group packaged travelers yearly with the overall average length of stay being three nights, the impact to that community would be nearly \$5.5 million.

number of group packaged travelers (10,000) x daily expenditure per person (\$183) x 3 nights (average) = \$5,490,000

The NTA 2001 Packaged Travel in North America Study also reports on economic impact data, consumer attitudes toward packaged travel, demographics as well as consumer attitudes and profile information. You may purchase a copy of the report by contacting Sandy Stansfield, CTP, at 800-682-8886, ext. 4214, or at sandy.stansfield@ntastaff.com. The cost of the report is \$150 for members and \$300 for nonmembers.