

Results from the August 2015 survey of *Group Tour* magazine readers

Insights into today's group travel industry

In August 2015, Group Tour Media surveyed *Group Tour* magazine readers via email. Group planners were asked about industry trends and the specific characteristics of their tours. The results are summarized in this three-part report.

SECTION I



I

How *Group Tour* magazine readers interact with the publication

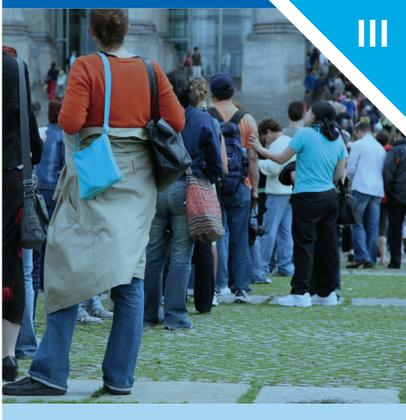
SECTION II



II

Group Tour magazine readers' planning habits and attitudes

SECTION III



III

The tours *Group Tour* magazine readers plan

For more insights into your region's group tour market, contact your [Group Tour Media consultant](#).

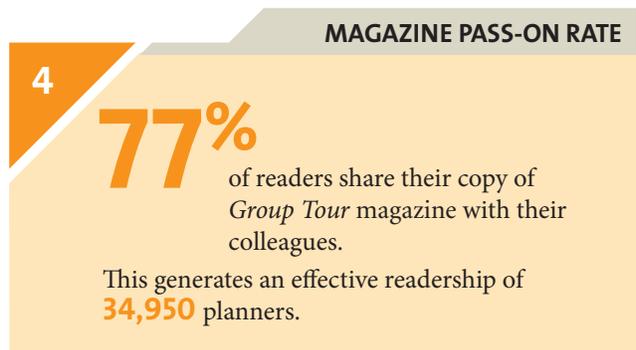
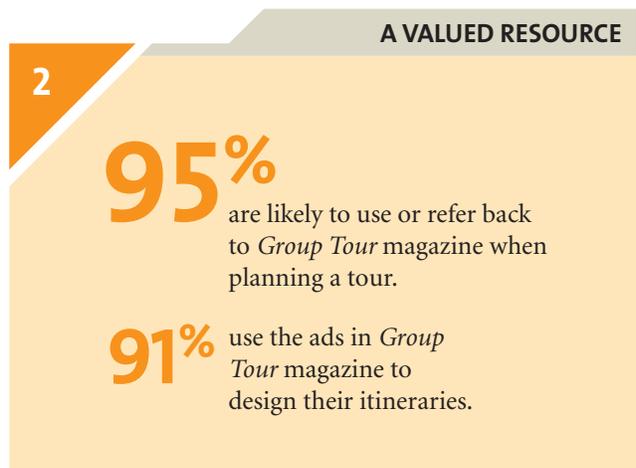
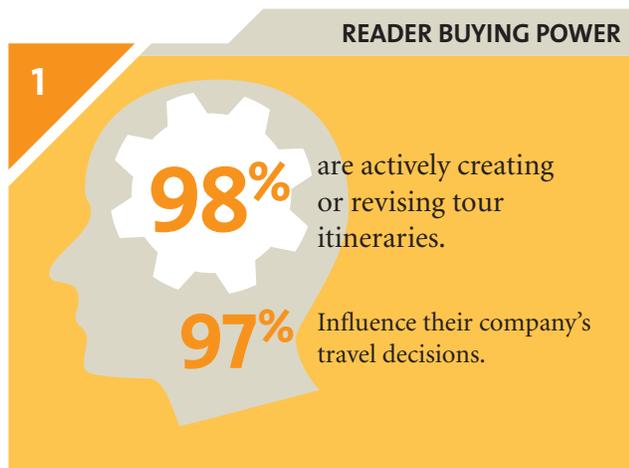
SECTION I: HOW *GROUP TOUR* MAGAZINE READERS INTERACT WITH THE PUBLICATION

SUMMARY: *Group Tour* magazine readers are the movers and shakers in the group market with the majority of responders indicating they are in the process of creating or revising tours and influence the tour destination choices at their firms.

Nearly all *Group Tour* magazine readers use the magazine as a planning information resource with the next nearest

competitor ranked as useful by only 7% of those surveyed. In fact, almost three-quarters of readers report that viewing an ad in *Group Tour* magazine prompted them to visit an advertiser's website.

The economic activity of this audience, combined with the reported magazine sharing, makes *Group Tour* magazine a powerful influence in the group market.



*Respondents could pick more than one answer. Results will not equal 100%.

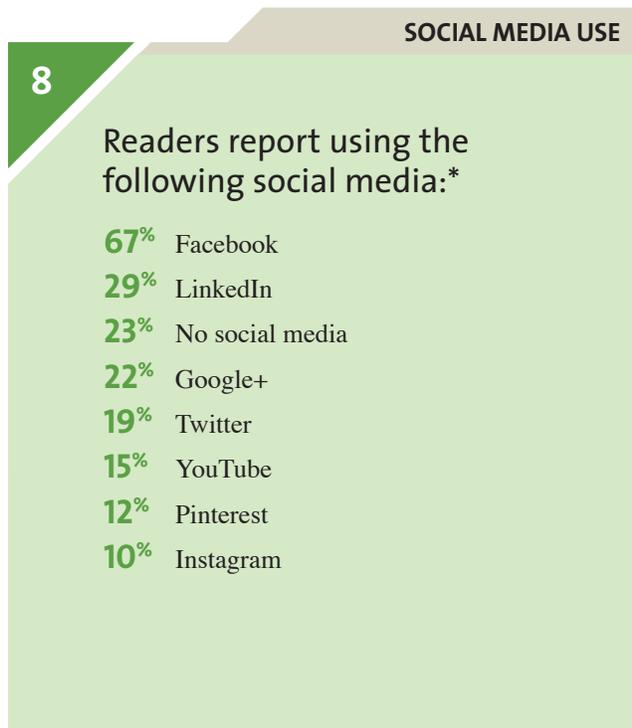
SECTION II: GTM READER HABITS AND ATTITUDES

SUMMARY: *Group Tour* magazine readers are organized. The majority begin planning tours half a year before the tour departs. This suggests that destinations need to begin promoting special events at least a year in advance to give planners time to respond.

Group Tour magazine readers are confident about the future of group travel and expect their sales to grow or hold steady. They anticipate growth in many different sectors of the group market with cultural tourism leading the way.

Group Tour magazine readers are busy. They plan multiple trips per year.

Although more than half of the responders have embraced Facebook, other social media platforms have not been adopted as vigorously. This suggests that marketing campaigns to target groups cannot rely solely on social media. A multimedia marketing plan that combines print and digital/online media is more likely to have an impact.



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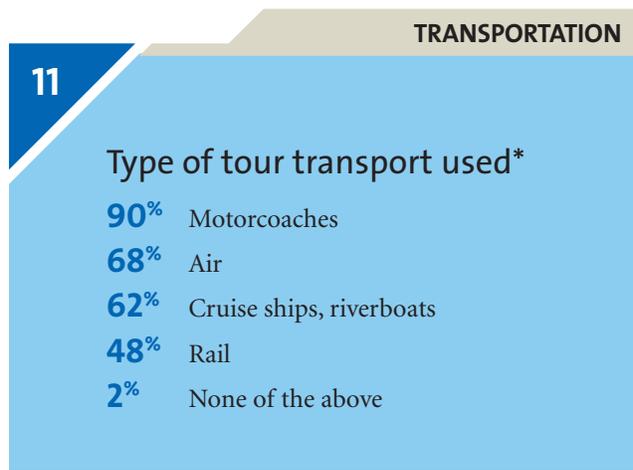
SECTION III: THE TOURS GTM READERS PLAN

SUMMARY: *Group Tour* magazine readers plan tours beyond their own neighborhoods. Although the majority of tours travel within the United States, half also tour within Canada.

Baby boomers, with their disposable income and greater free time for travel, are the tour planner's richest market. Considering that most tours still use the motorcoach for transportation, it should come as no surprise that group sizes remain large, often with more than 40 travelers. Filling buses

is still the most economical way to create a profitable tour. Notably, more than half of survey responders reported that they book air or cruise travel as well.

When asked what type of tours are being planned, the results were widely varied with no clear leader. This indicates that touring is a rich market, filled with niches and special interests. Destinations must be wary about broadly generalizing the needs or desires of tour groups.



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