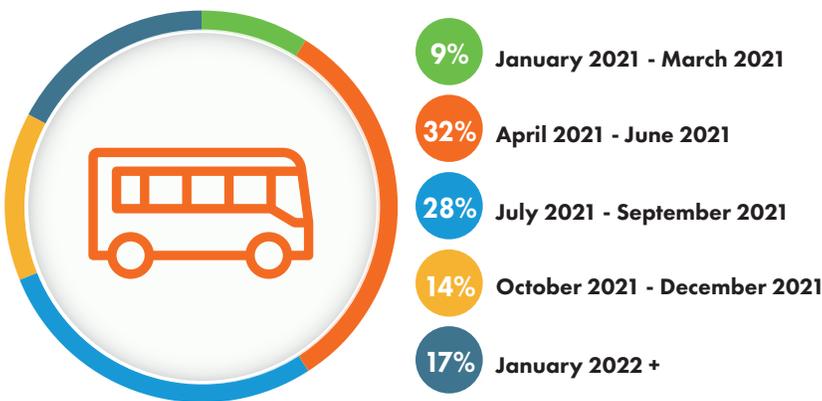
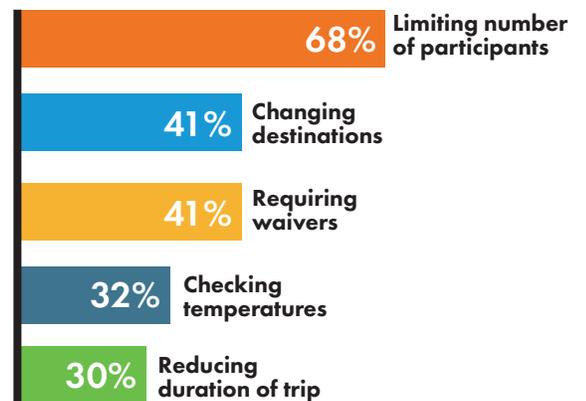


As the year evolves, *Group Tour* magazine is tracking the climate of group tourism with a series of reader surveys. We are shaping our print and digital products in ways that benefit tour planners and our partners who reach them.

### January 2021: When is the earliest travel planners are running tours?

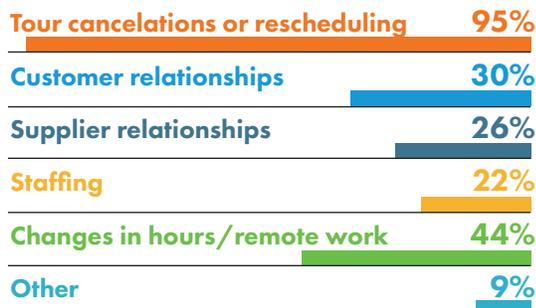


### January 2021: How are tour planners evolving their businesses to accommodate new protocols?

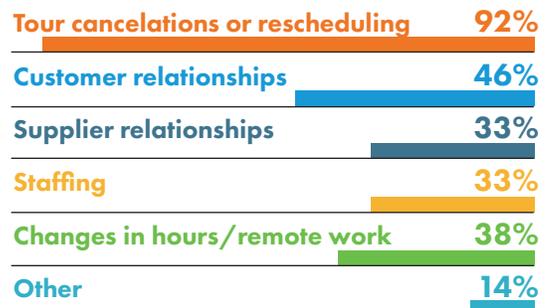


### Which areas of your business were most affected by COVID-19?

#### JUNE 2020 SURVEY



#### JANUARY 2021 SURVEY





## How can tour suppliers help group leaders during this time?

*Comments from Group Tour magazine readers who are actively planning trips:*

"We welcome suggestions for protocols and products for the safety of our group tours — especially for step-on guides."

— Doyle, Natchitoches, Louisiana

"We need clear guidelines about the safeguards that will be implemented for the comfort and safety of our clients."

— Barbara, Fort Washington, Maryland

"Keep communicating with us about schedules for smaller groups — especially seniors and veterans."

— Shane, Jackson, Tennessee

"Ease restrictions for cancellations and offer refunds as an option instead of credits."

— Kevin, Ardmore, Oklahoma

"Reduce price to reflect less people on trips. Motorcoach cost is the same with 10 or 50 passengers. Accommodating less than 35 passengers makes trips impossible."

— Roger, West Branch, Michigan

"Try holding 2020 rates as incentive for customers to book. Recognize that groups may be smaller at this time, so please reduce participant minimums."

— Lauren, Westminster, Maryland

"Keep us up-to-date with weekly or even monthly newsletters, especially as we get closer to being on the road. Inform us on capacity limits, closures and itinerary suggestions appropriate for social distancing."

— Kelly, North Woodstock, New Hampshire

"Offer outdoor activities and plenty of room during meals and activities."

— Lisa, Fredericktown, Ohio