

# Readers' Survey Results

## A SNAPSHOT OF THE GROUP TOUR INDUSTRY

### GROUP TOUR MAGAZINE READERS ARE:



#### ACTIVE:

**98%** of readers report they are involved in the decision-making process of planning tours.

#### CONFIDENT:

**96%** reported they expect their sales to grow or stay the same over the next 12 months.

#### ORGANIZED:

**69%** book their tours six months to one year in advance. **17%** book tours more than one year in advance.

### INSIGHTS INTO THE TOURS READERS PLAN:



#### TOUR SIZE & DURATION:

**68%** of our readers' average group size is 25 or more clients per tour.

**65%** of our readers' tours last on average 4 or more days.

#### DISTANCE TRAVELED:

*(greatest range their groups cover on a tour)*

**51%** 1000+ miles/tour

**26%** 500-999 miles/tour

**15%** 250-499 miles/tour

**8%** Less than 250 miles/tour

#### MOST IMPORTANT SUPPLIER FEATURES:

*(ranked by importance)*

- price/value
- previous experiences
- uniqueness
- reputation

#### TOUR CLIENT AGE:

**47%** Seniors (67+)

**26%** Baby Boomers (48-66)

**17%** Gen Z (17 and under)

**7%** Gen X (33-47)

**4%** Gen Y (18-32)

#### TYPES OF GROUPS

*(ranked by popularity)*

- seniors
- educational
- religious
- reunions
- meetings & conventions
- mancations/girlfriend getaways
- sports
- military
- gay/lesbian

#### KINDS OF TOURS REQUESTED BY THEIR CLIENTS:

*(ranked by popularity)*

- cultural
- festivals/music
- shopping
- culinary
- soft adventure
- gaming
- health/spa
- sports
- celebrity/films/TV/novels
- voluntourism
- extreme adventure



#### Source:

Data from the *Group Tour* magazine readers' survey, August 2012