

2007 Travel & Tourism Survey

Which best describes your travel and tourism establishment?

Tour operator	13%
Travel agency	13%
Attraction	10%
Hotel, Inn, Bed & Breakfast	9%
Online travel site	9%
Convention and visitors bureau	7%
Resort	4%
Transportation company	1%
Other	34%

What is your greatest business challenge?

Finding new customers	42%
Keeping business flowing in the off season	27%
Competing with online travel sites	13%
Filling rooms/seats	13%
Getting business from past customers	5%

What season has the greatest impact on your business?

Summer	51%
Winter	22%
Spring	16%
Fall	11%

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Which describes your summer bookings?

Reservations are higher than last year	44%
Reservations are at about the same level as last year	43%
Reservations are less than last year	13%

What have been the major benefits of email marketing for your travel and tourism business? (Check all that apply)

Reduce dependency on print	44%
Repeat visits from past customers	33%
Higher volume of visitors	27%
Increased reservations	18%
Filling reservations during the off-season or quiet time	11%
Increased ticket sales	8%

What other methods do you use to promote your establishment? Please check all that apply.

Direct mail	59%
Online ad	45%
Newspaper ad	44%
Search engine	40%
Radio ad	20%
Yellow Page ad	20%

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Which method is the most effective for your business?

Email marketing	47%
Direct mail	17%
Search engine ad	13%
Online ad	10%
Newspaper ad	9%
Radio ad	2%
Yellow Page ad	2%

Please estimate the percentage of your customers for whom you have email addresses.

76% - 100%	33%
51% - 75%	24%
26% - 50%	17%
11% - 25%	16%
0% - 10%	10%

What types of communications do you send? Please check all that apply.

Newsletters	83%
Promotions	67%
Event invitations and calendars	56%
Last minute specials	43%
Seasonal offers	43%
Coupons	29%
Travel advisories	16%
Travel guides	16%