

Group Industry Insights

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

PLANNER METHODS

98%

are actively creating or revising itineraries.

95% are likely to use or refer back to *Group Tour* magazine when planning a tour.

91% use the ads in *Group Tour* magazine to design their itineraries.

97% influence their company's travel decisions.

97%

expect their sales to grow or stay the same in the next 12 months.

PLANNER HABITS AND ATTITUDES

88%

use travel-related magazines to obtain group travel planning information.

71% have gone directly to an advertiser's web site as a result of viewing an ad in *Group Tour* magazine.

67% use Facebook.

83% start planning at least seven months in advance.

69%

plan at least 5 trips per year.

50%

plan at least 11 trips per year.

TOUR DETAILS

50%

plan tours within Canada

95%

plan tours within the USA

Readers plan all kinds of tours including:

alumni, corporate, family reunions, friend getaway, LGBT, military, multi-generational, religious, senior citizens, sports teams, students, and voluntourism.

Types of tour transport used

90% motorcoaches
68% air
62% cruise ships, riverboats
48% rail
2% none of the above

Average group size

25+