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THE HIGHLIGHT OF
OUR TOUR

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THE DESSERT TRAY
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TRAVEL INDUSTRY REPORT

BIG 2016 TRAVEL INDUSTRY REPORT



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BIG 2016 TRAVEL INDUSTRY REPORT



TRAVEL INDUSTRY REPORT

We are pleased to present this Boomers in Groups Industry Report and thank the Group Travel Planners who participated to make this report possible at our 2016 Conference in Columbus, Ohio.

The questions and answers within this report will help you gauge your travel program in relationship to others across the nation, as well as assist the travel industry in creating a product that is geared toward the needs of Boomer Group Travel Planners.

This report marks the only independent compilation of statistical data gathered from Travel Planners of Boomer Based groups and acts as a benchmark for the travel industry.

We invite you to attend the annual Boomers in Groups Conference to build your group business and learn of this exciting segment of the Group Travel Industry.

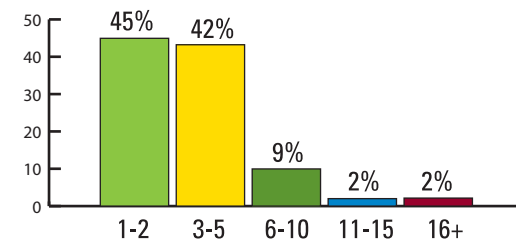
Boomers in Groups Conference is a membership driven organization serving the travel planners and the travel industry. **For more information, please contact our offices at 330-337-1027 or visit our website at www.boomersingroups.com.**



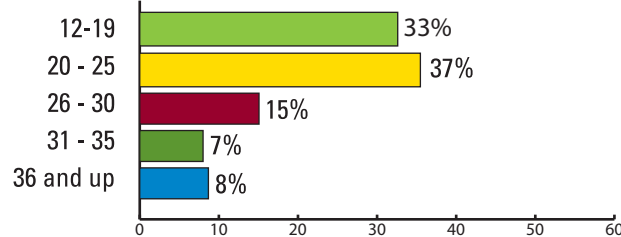
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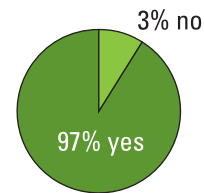
1. How many overnights do you operate per year?



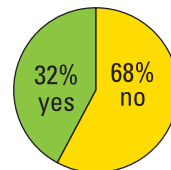
2. What is the average number of passengers per tour?



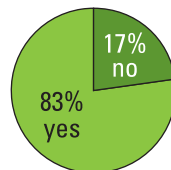
3. Do you utilize the internet?



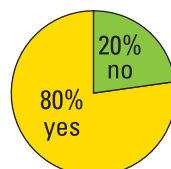
4. Do you plan travel for more than one group?



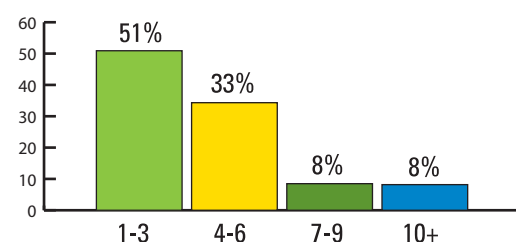
5. Has your group ever taken a cruise?



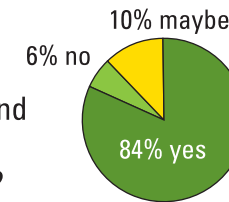
6. Has your group traveled by air?



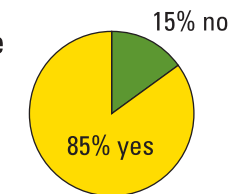
7. How many years have you been planning travel?



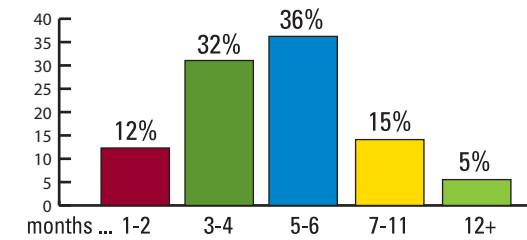
8. Are you planning to attend BiG Conference 2017 in Daytona Beach, Florida?



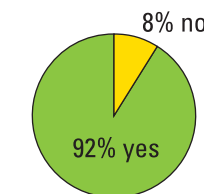
9. Did you book business at the 2016 BiG Conference in Columbus, Ohio?



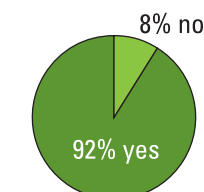
10. How far in advance do you plan your overnight trips?



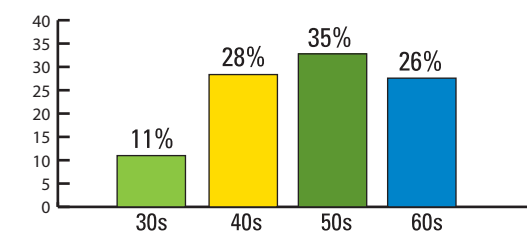
11. Have you planned a trip based on a destination you met with at BiG?



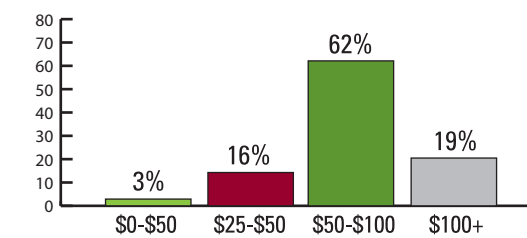
12. Are you finding new travelers in your community?



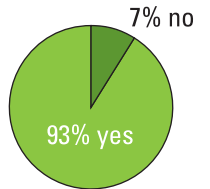
13. What is the average age of your new travelers?



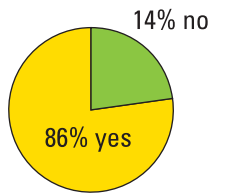
14. Not including the tour cost, what is the average spending per guest for a day trip?



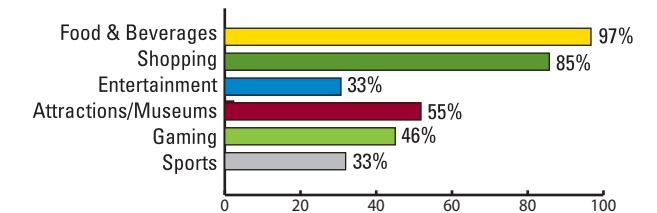
15. Have you used a travel vendor because you met them at BiG?



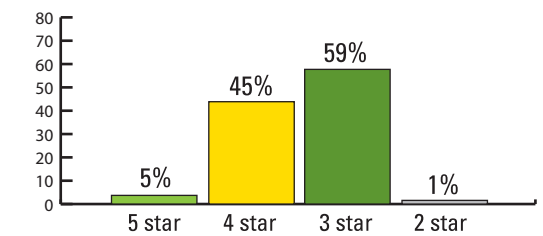
16. Have you used the services of a destination, travel bureau or CVB that you met with at BiG?



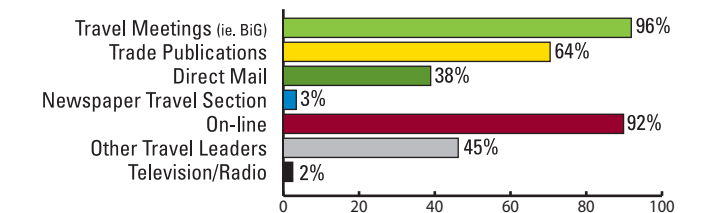
17. What categories incur additional spending for a trip?



18. Please select the most commonly used level of accommodations when traveling?



19. Where do you get ideas for new trips?



20. What trade publications do you read?

