



Bus Tours Magazine 2004 Reader Profile and Questionnaire

During the first quarter of 2004, a questionnaire was sent to readers of Bus Tours Magazine along with their renewal. Several questions of interest to the editors and advertisers were included. Here are the results.

Please indicate your primary business function:

- 21.9% - Tour Planning/Sales
- 06.0% - Travel Agency
- 05.5% - Other Travel Sales
- 10.4% - Company or Group Planning Own Tours
- 09.3% - Other Tour Planners
- 27.8% - Bus Operator (charters and tours)
- 19.1% - Industry Suppliers

How many people read your copy of Bus Tours Magazine?

- 22.2% - Only one reader
- 30.8% - Two readers
- 26.2% - Three readers
- 20.8% - Four or more readers

How many tours has your company or organization planned in the past year?

- 21.8% - Less than 10
- 50.5% - 10 to 100
- 27.7% - More than 100

Which sections of Bus Tours Magazine do you read regularly? (most popular first)

- 1. Timely Tour Tips
- 2. Bus Tours Planner's Guide
- 3. News
- 4. Short Articles
- 5. In-depth Articles
- 6. People Section

- 7. Washington, D.C. Column
- 8. Other Columns
- 9. Betting on Bus Tours
- 10. Advertiser's Index

Which of the following magazines do you read? (based on total number of check marks)

- 43.9% - Group Tours Magazine
- 39.6% - Destinations
- 16.5% - Courier

If you responded to advertisements in Bus Tours magazine, did you use that information for tour planning?

- 92.3% - Yes
- 07.7% - No

What additional types of information would you like to see in Bus Tours Magazine (based on total number of check marks)

- 31.0% - More on Student Group Travel
- 27.1% - More emphasis on smaller groups.
- 14.8% - International Tour Information.
- 14.3% - Combination aviation/bus tours.
- 12.8% - More interaction with other readers.

Do you have access to the internet and would you like to obtain bus tour information on the Web?

- 62.9% - Yes
- 37.1% - No

Which of the following attributes of Bus Tours Magazine are important to you?

- 66.4% - The ability of Bus Tours Magazine to include all attractions, restaurants and lodging in articles regardless of membership.
- 53.2% - The fact that Bus Tours Magazine is managed by former bus owners, tour planners and tour operators.
- 42.0% - The in-depth scouting type articles provided by Bus Tours Magazine.
- 33.6% - The fact that Bus Tours Magazine is independent and not owned by an association.

Leading Destinations (in order)

- 1. New York (city and state)
- 2. Washington, D.C.
- 3. Branson
- 4. Canada
- 5. Orlando
- 6. Las Vegas
- 7. Lancaster, PA
- 8. Mackinac Island
- 9. Niagara Falls
- 10. Alaska, Atlantic City, Boston, New England, Wisconsin

Suggestions for future issues

- Information on mid-size buses
- Include maps with articles
- Student travel group information and destinations
- Convention Destinations
- More international tour destinations
- Offerings from tour wholesalers
- Information on mystery tours to smaller cities
- More on unusual and "off the beaten track" destinations
- Information on restaurant and motel chains that want tours

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