

# MEETINGS ARE BETTER WITH A SOUTHERN ACCENT.™



## GRAND RE-OPENING NOVEMBER 2016

Little Rock's \$70 million renovation of the Robinson Center will provide unrivaled new meeting and special event options for groups looking for a convenient and dramatic location for their next event.

- Directly connected to the DoubleTree Little Rock, currently undergoing a multi-million dollar renovation
- 45,000 s.f. of combined conference center space

FOR ADVANCED BOOKING CONTACT  
JENNIFER JONES AT 501-370-3258  
OR JJONES@LITTLEROCK.COM

*Little Rock*



# TRAVEL INDUSTRY REPORT

SELECT TRAVELER 2016 TRAVEL INDUSTRY REPORT



[selecttravelerconf.com](http://selecttravelerconf.com)

Experience a new group market. Register today for 2017  
BROUGHT TO YOU BY THE GROUP TRAVEL FAMILY... [grouptravelfamily.com](http://grouptravelfamily.com)



We are pleased to present the Select Traveler Travel Industry Report, and would like to thank the Travel Clubs who participated to make this report possible at our 2016 Conference in Little Rock, Arkansas.

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 Select Traveler and Loyalty Programs.

This report marks the only independent compilation of statistical data gathered from Loyalty Program Directors and acts as a benchmark for the travel industry.

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

Select Traveler Conference is a membership driven organization serving Loyalty Program Directors and the Travel Industry. For more information, please contact our offices at 800-628-0993 or visit our website at [www.selecttravelerconf.com](http://www.selecttravelerconf.com).

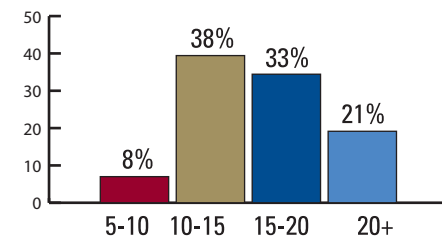
**Select Traveler Conference**  
**PH: 800-628-0993 | FX: 330-337-1118**



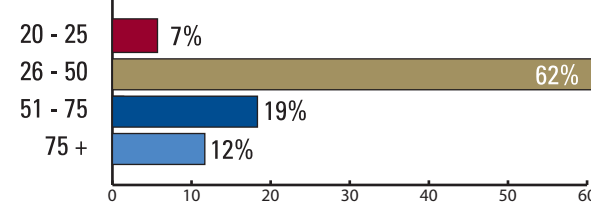
[selecttravelerconf.com](http://selecttravelerconf.com)

Experience a new group market. Register today for 2017.  
 BROUGHT TO YOU BY THE GROUP TRAVEL FAMILY... [grouptravelfamily.com](http://grouptravelfamily.com)

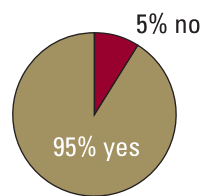
1. How many overnight trips does your Club operate per year?



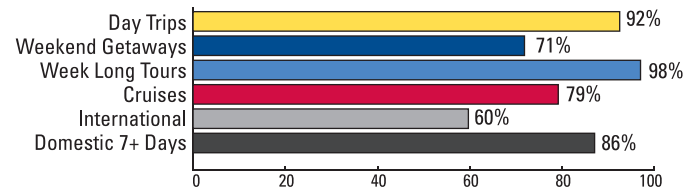
2. What is the average number of passengers per tour?



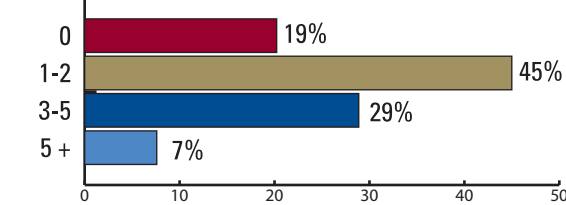
3. Do you utilize the internet in your tour planning?



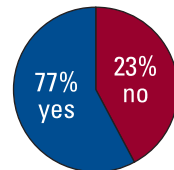
4. Which of the following travel types does your Club include?



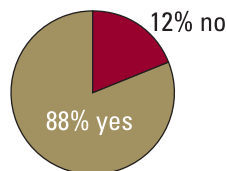
5. How many Club programs do you compete with in your market?



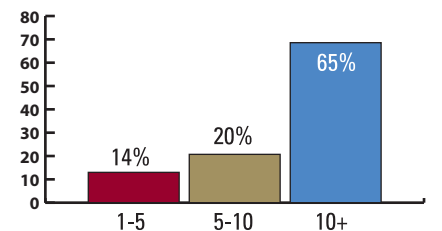
6. Does your Club offer education, workshops or seminars outside of travel?



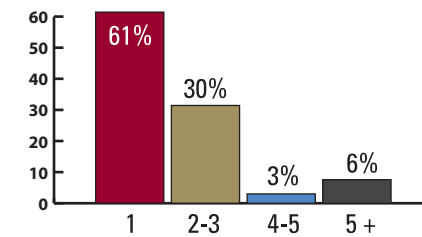
7. Are you using Loyalty Programs to attract new Boomer Travelers?



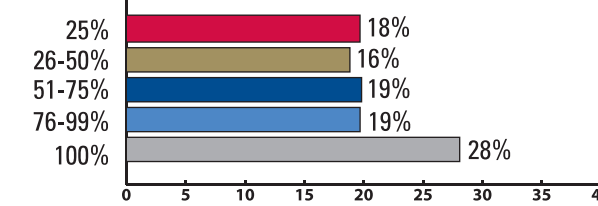
8. How many years has your organization operated a Loyalty Travel Club?



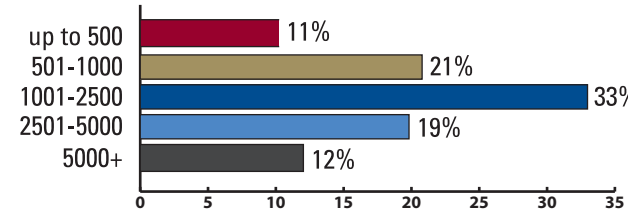
9. How many staff members are involved in your travel program?



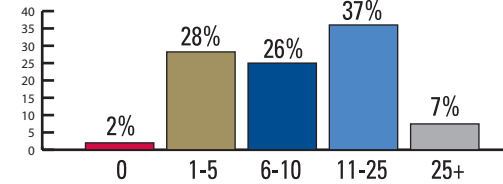
10. What percentage of time do you dedicate to your loyalty program?



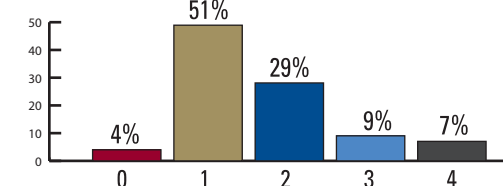
11. How many members in your loyalty program?



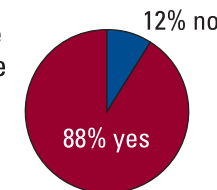
12. If you are a financial institution, how many branches does your institution operate?



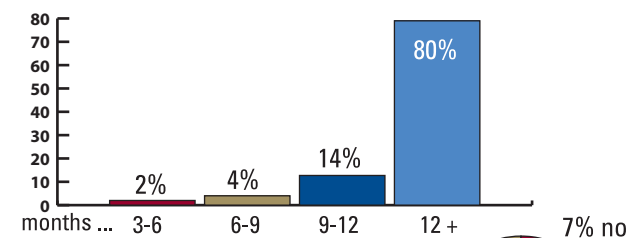
13. How many other travel organizations do your members belong to?



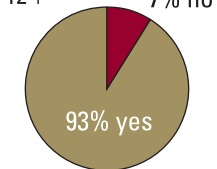
14. Did you book business at the 2016 Select Traveler Conference in Little Rock?



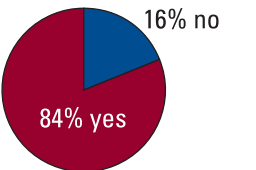
15. How far in advance do you plan your overnight trips?



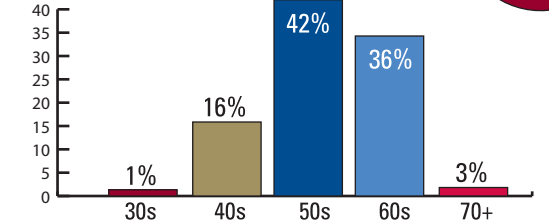
16. Have you planned a trip based on a destination you met at Select Traveler Conference?



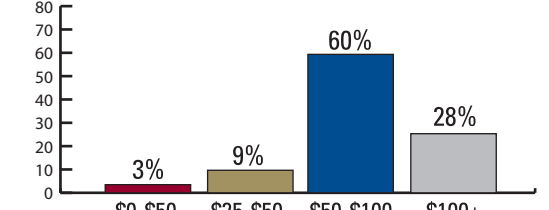
17. Are you finding new travelers in your community?



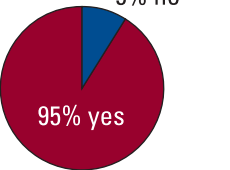
18. What is the average age of your new travelers?



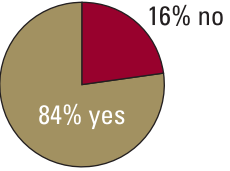
19. Not including the tour cost, what is the average spending per guest for a day trip?



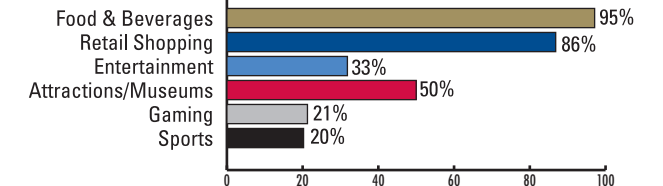
20. Have you used a travel vendor because you met them at Select Traveler Conference?



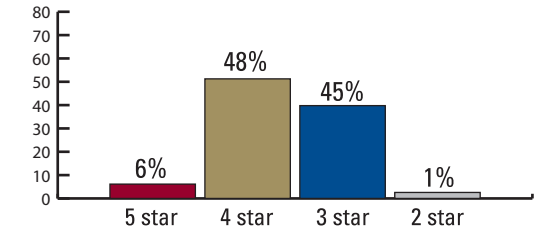
21. Have you used the services of a destination, travel bureau or CVB that you met with at the Select Traveler Conference?



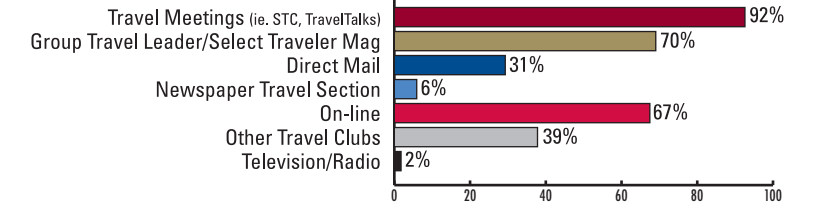
22. What categories incur additional spending for a trip?



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



24. Where do you get ideas for new trips?



25. Which trade publications do you read?

