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TRAVEL INDUSTRY REPORT

AATC 2017 TRAVEL INDUSTRY REPORT



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We are pleased to present this African American Travel Industry Report and thank the Group Travel Planners who participated to make this report possible at our 2017 Conference in Atlantic City, New Jersey.

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 African American Groups.

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

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

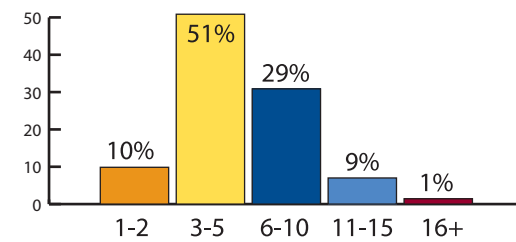
African American Travel Conference is a membership driven organization serving the travel planners and the travel industry. **For more information, please contact our offices at 800-628-0993 or visit our website at www.aatconline.com.**



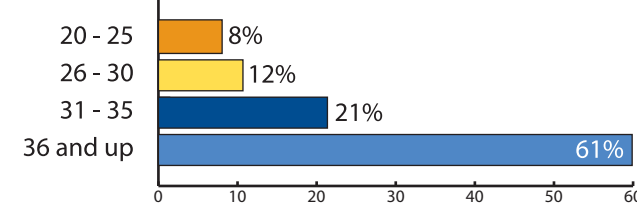
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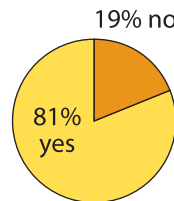
1. How many overnight trips do you operate per year?



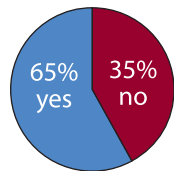
2. What is the average number of passengers per tour?



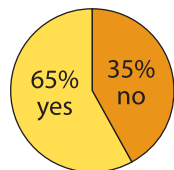
3. Do you utilize the internet?



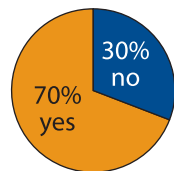
4. Do you plan travel for multiple organizations?



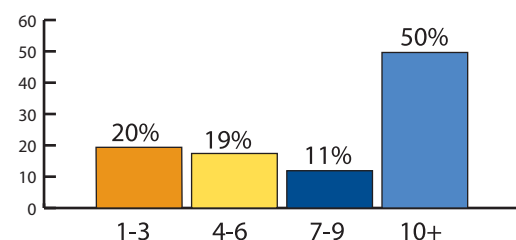
5. Has your group ever taken a cruise?



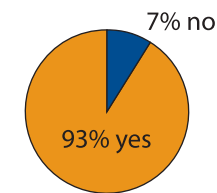
6. Has your group participated in an air tour?



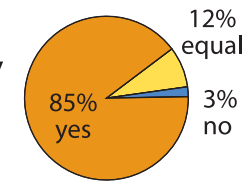
7. How many years have you been planning travel?



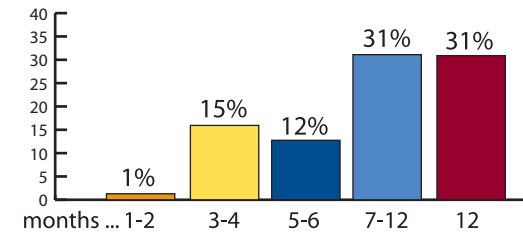
8. Will you book business with the travel industry vendors you met at AATC in Atlantic City, New Jersey?



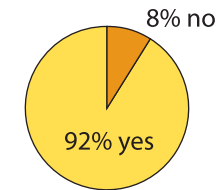
9. Are you more or less likely to run a tour to an AATC host city?



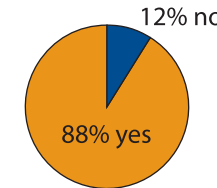
10. How far in advance do you plan your overnight trips?



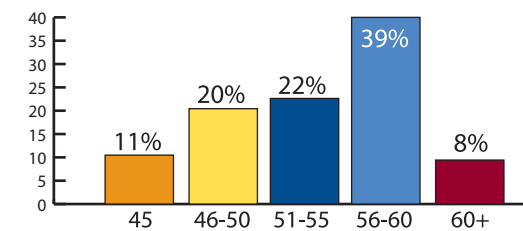
11. Have you planned a trip based on a destination you met at AATC?



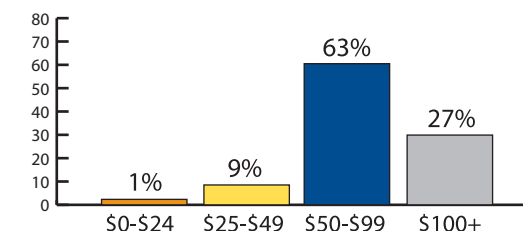
12. Are you finding new travelers in your community?



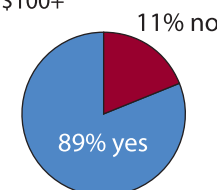
13. What is the average age of your new travelers?



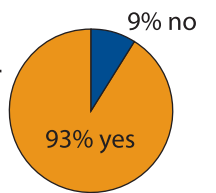
14. Not including the tour cost, what is the average spending per guest for a day trip?



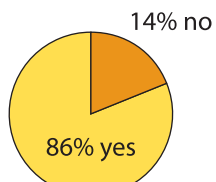
15. Does your group visit casinos or take gaming trips?



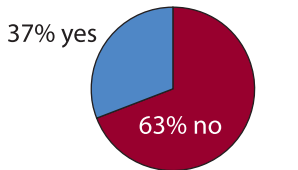
16. Have you used a travel vendor because you met them at AATC?



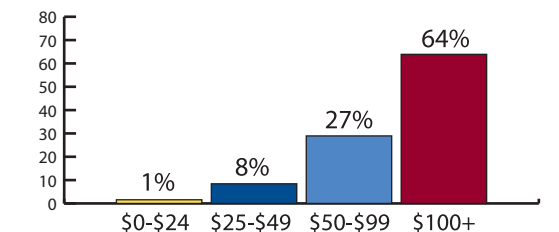
17. Have you used the services of a destination, travel bureau or CVB that you met with at AATC?



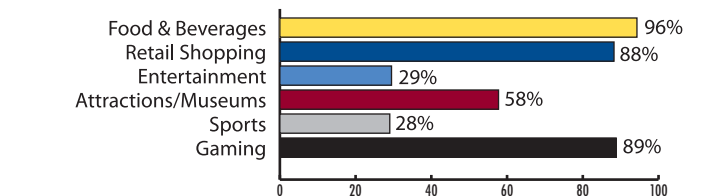
18. Do you plan international tours?



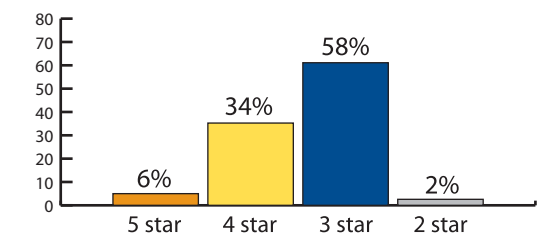
19. Not including the tour cost, what is the daily average spending per traveler for an overnight trip?



20. What categories incur additional spending for a trip?



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



22. Where do you get ideas for new trips?

