



# Bus Tours Magazine

## Reader Questionnaire and Survey

August, 2001

Periodically, the staff at *Bus Tours Magazine* ask our readers about their needs, about their business, and what they like about our magazine. In addition to providing direction for our editorial staff, this serves as a reality check to make sure that we are providing what our readers want and are keeping up with any changing needs.

The following figures and information comes from a recent simple survey and questionnaire provided to readers of *Bus Tours Magazine*. It was printed in the magazine and a matching electronic version was made available to readers on our Web site. More respondents elected to use the printed version than the electronic version but the responses from the two versions were not substantially different.

Here are the reader responses:

### 1. How many people read this copy of *Bus Tours Magazine*?

- 26.9% – Only one readers
- 19.2% – Two readers
- 23.1% – Three readers
- 30.8% – Four or more readers

### 2. What other tour magazines do readers of *Bus Tours Magazine* read?

- 53.8% read *Destinations*
- 34.6% read *Courier*
- 65.4% read *Group Tours Magazine*
- 7.7% read no other tour magazines.

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

- 20.8% – less than 10.
- 50.1% – 10 to 100
- 29.1% – more than 100

### 4. Have you responded to advertisements in *Bus Tours Magazine* in the past year?

- 61.5% have responded to advertisements in the past year.
- 34.6% planned and 19.2% ran a tour after contacting a *Bus Tours Magazine* advertiser.

### 5. Have you used the “Bus Tours Planner’s Guide” to look for contacts or ideas?

- 87.5% yes
- 12.5% no

### 6. Which sections of *Bus Tours Magazine* do you read regularly?

In order, the most popular sections are as follows:

1. Timely Tour Tips
2. Mailbox/Reader Recommendations
3. In-depth Area Articles
4. News
5. Short articles on individual attractions
6. Tour Escort Column
7. Bus Tour People
8. Washington Update
9. Danco/Small Business

### 7. What do you like about *Bus Tours Magazine*?

69.2% liked the ability of *Bus Tours Magazine* to include all attractions, restaurants and lodging in articles regardless of membership.

57.7% liked the fact that *Bus Tours Magazine* was independent and not owned by an association.

53.8% liked the fact that *Bus Tours Magazine* is managed by former bus owners, tour planners and tour operators.

46.2% liked the in-depth articles provided by *Bus Tours Magazine*.

### 8. What suggestions do you have for future issues?

While there were many responses, the staff identified the following as being popular or interesting:

- Article on working with convention and visitor bureaus.
- Publish information on forthcoming fam trips.
- Print more photos.
- Start a DMO column with ideas on obtaining more group business.
- Print more articles about successful group tour operators – hints, helpful ideas, etc.
- Give more exposure to the sunbelt states.
- Go back to providing Reader Service Cards.

### 9. What were your top destinations this past year?

The number one destination mentioned was Branson. Next in response were Washington, D.C. and Florida. Other popular locations mentioned include: Iowa, Michigan, Niagara Falls, Detroit, Las Vegas, Yellowstone and Yosemite National Parks, and Tunica, Mississippi. Several Canadian locations were listed and even Alaska was mentioned.