

# Package Travel and Touris

Lisa Simon  
*National Tour Association*

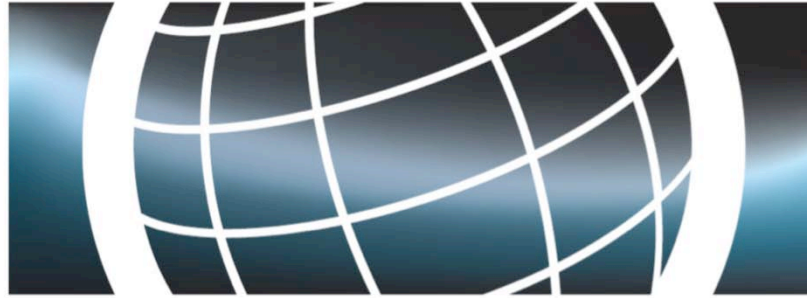
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# MARKETING OUTLOOK FORUM: A GLOBAL PERSPECTIVE



Presented by the Travel and Tourism Research Association

## Package Travel and Tours

Presented by: Lisa Simon, National Tour Association

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October 28-30, 2013 ~ The Drake Hotel ~ Chicago, Illinois, USA

# Packaged Travel and Tours

*Lisa Simon*  
*President, NTA*

Market Outlook Forum | October 30, 2013 | Chicago



# Who is NTA?



**Businesses serving travelers  
to, from and within North America**



**1,500 tour operators**

**600 destinations**

**1,500 tour suppliers**

## NTA tour operator member businesses serve all ages of travelers:

Ages 24 and younger: 23%



Ages 25-50: 27%



Ages 51-64: 20%



Ages 65 and older: 30%



- » **74%** of NTA tour operators package travel within North America
- » **36%** package travel into North America from abroad
- » **47%** package travel from North America to global destinations



# Packaged Travel Trends



**Family**



**Culinary**



**Student**



**Travel with a  
*Purpose***



**Sports**



**Faith-based**

**Adventure**





# Travel with a Purpose

Family



75%

# Travel with a Purpose

Culinary



70%



# Travel with a Purpose

Student



66%



# Travel with a Purpose

Adventure



60%

# Travel with a Purpose



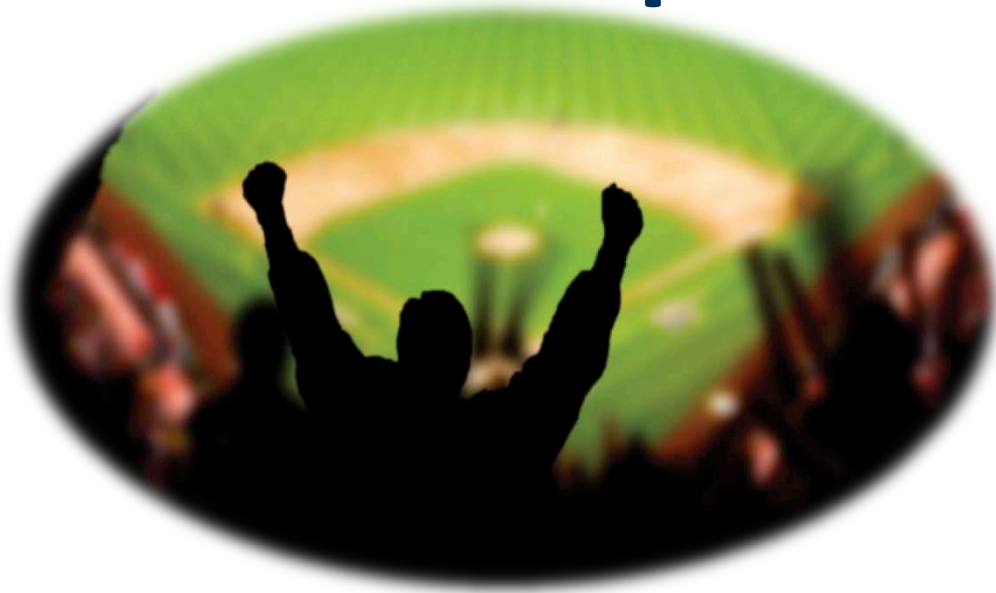
**Faith-based**

**55%**



# Travel with a Purpose

## Sports



54%

# International Markets





# International Markets



**NTA's *China Inbound Program* is the *only program* that can register tour operators as approved for working with the Chinese leisure inbound-to-U.S. market.**



# Industry Trends to Watch

# Trends & Issues

Demographic  
Shifts

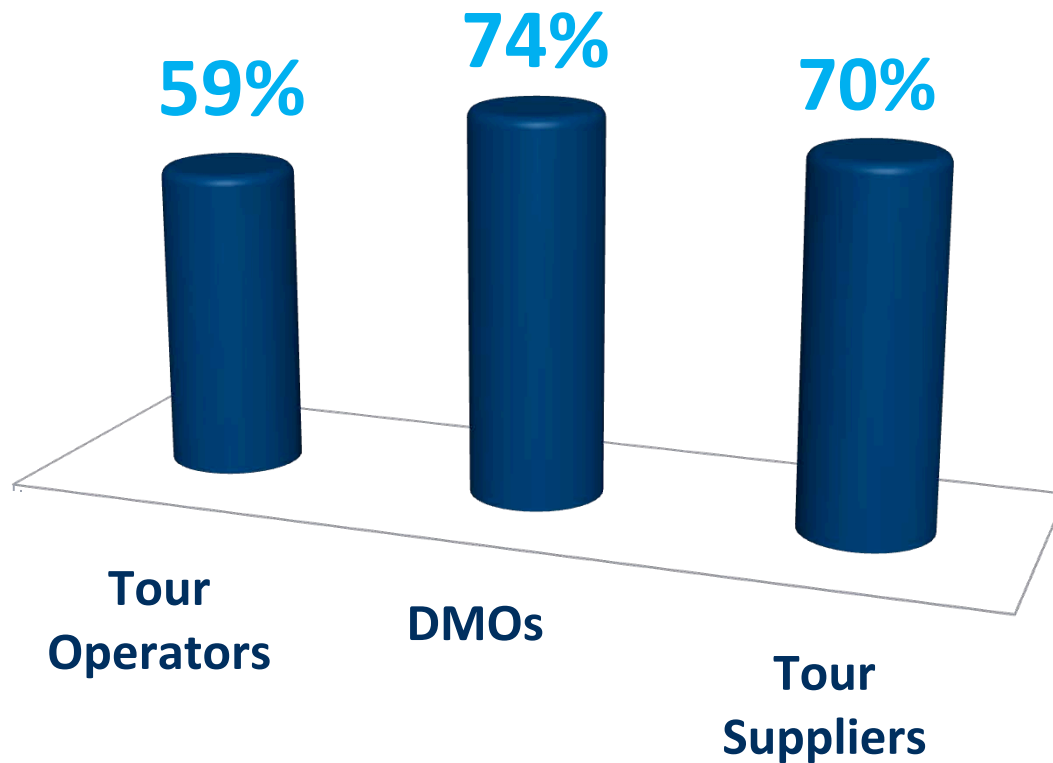
Evolving  
Consumer  
Demands

Real time  
change driven  
by social media

International  
inbound

# 2013 Projections

Favorable Outlook Compared to Last Year



**Wrap up**

Questions?  
Comments?

Lisa Simon

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