

# 2005 Travel Industry Publication Preference Survey



Readex Research eSurvey

On behalf of Recommend Magazine



**recommend**

# 2005 Travel Industry Publication Preference Survey

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# 2005 Travel Industry Publication Preference Survey

## Purpose

The findings cited in this report are based on a survey sponsored by Worth International Media Group on behalf of their publication, *Recommend*.

Through the use of a blind electronic survey, the purpose of this research project was to learn respondents' receipt, readership, use, opinions, and preferences with respect to eight publications serving the travel industry:

*Recommend*  
*Agent@Home*  
*Luxury Travel Advisor*  
*Modern Agent*  
*Travel Agent*  
*Travel Trade*  
*Travel Weekly*  
*TravelAge West*

In addition, respondents were asked questions regarding the nature of their jobs and organizations.



# 2005 Travel Industry Publication Preference Survey

## Method

The survey sample of 15,000 travel agents was selected in systematic fashion by Recommend Magazine and Readex Research.

Data was collected via an electronic survey from July 13 to July 27, 2005. The survey was closed for tabulation with 1,174 usable responses—an 8% response rate. As with any research, the results should be interpreted with the potential of non-response bias in mind. In general, the higher the response rate, the lower the probability of estimation errors due to non-response and thus, the more stable the results.

The margin of error for percentages based on 1,174 usable responses is + or - 2.8% at the 95% confidence level. That is, 95% of the time we can be confident that percentages in the actual population would not vary by more than this in either direction. The margin of error for percentages based on smaller sample sizes will be larger.

(Please refer to the Appendix for details of the survey method.)



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## Method (cont.)

The survey was designed jointly by *Recommend* and Readex Research. Material production, addressing, emailing, and tabulation were all coordinated by Readex.

### None of the survey correspondence identified the survey sponsor.

On July 13, 2005, Readex contacted all sample members via an email in the name of Readex's Senior Project Director. Included was a link to Readex's Web site, asking them to complete and submit the survey form found on the Web site. Additional emails were sent on July 18 and July 25 to those with deliverable email addresses who had not yet responded.

The survey was closed for tabulation on July 27, 2005, with 1,174 usable responses—an 8% response rate. As with any research, the results should be interpreted with the potential of non-response bias in mind.



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## About Readex Research

Readex Research is a nationally recognized independent research company located in Stillwater, Minnesota. Its roots are in survey research for the magazine publishing industry, but specialization in conducting high-quality survey research (by mail and/or the Internet) has brought clients from many other markets, including associations, corporate marketers and communicators, and government agencies. Since its founding in 1947, Readex has completed thousands of surveys for hundreds of different clients.

As a full-service survey research supplier, Readex offers professional services, and in-house processing of all phases of each project (traditional mailing, broadcast emailing, and data processing) to ensure complete control over project quality and schedule. Analytical capabilities include a range of multivariate statistics and modeling techniques in addition to the more traditional stub-and-banner tabulations.

This survey was conducted by Readex in accordance with accepted research standards and practices.



## 2005 Travel Industry Publication Preference Survey

# Summary of Findings

**Recommend Magazine is the right media for your message!**

**When travel agents were asked their preference in industry publications, Recommend was the #1 choice in all categories:**

- Publication with the Most In-Depth Coverage of Destination/Travel Product Information
- Publication Most Focused on Providing Destination/Travel Product Information
- Publication Offering the Most Helpful Information for Client Trips
- **Publication Most Helpful in Selling Travel**

**The right media is the publication travel agents find most helpful to them when they're selling travel:**

**Recommend: The right media!**



## 2005 Travel Industry Publication Preference Survey

### Importance of Editorial Coverage to Travel Agents in Selling Travel to Clients

**65% of travel agents  
Consider Destination &  
Travel Product Information  
“Very Important”**

36% of travel agents  
Consider Industry News  
“Very Important”



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### Publication with the Most In-Depth Coverage of Destination/Travel Product Information

<b>Recommend</b>	<b>35%</b>
Travel Agent	18%
Travel Weekly	19%
TravelAge West	5%
Agent@Home	5%
Travel Trade	4%
Luxury Travel Advisor	4%
Modern Agent	2%



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### Publication Most Focused on Providing Destination/Travel Product Information

<b>Recommend</b>	<b>41%</b>
Travel Agent	17%
Travel Weekly	15%
Agent@Home	5%
TravelAge West	5%
Luxury Travel Advisor	4%
Travel Trade	3%
Modern Agent	2%



## 2005 Travel Industry Publication Preference Survey

### Publication Offering the Most Helpful Information for Client Trips

<b>Recommend</b>	<b>42%</b>
Travel Agent	16%
Travel Weekly	10%
Luxury Travel Advisor	7%
Agent@Home	5%
TravelAge West	4%
Modern Agent	2%
Travel Trade	2%



## 2005 Travel Industry Publication Preference Survey

### Publication Most Helpful in Selling Travel

<b>Recommend</b>	<b>22%</b>
Travel Agent	19%
Travel Weekly	17%
Agent@Home	12%
TravelAge West	5%
Luxury Travel Advisor	4%
Modern Agent	3%
Travel Trade	3%

