

# 2005 Recommend Reader Profile



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Readex Research eSurvey  
On behalf of Recommend Magazine

# 2005 Recommend Reader Profile

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# 2005 Recommend Reader Profile

## 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, which are utilized to ascertain the Recommend Reader Profile found in this report.



# 2005 Recommend Reader Profile

## 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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## 2005 Recommend Reader Profile

### Method (cont.)

The survey was designed jointly by *Recommend* and Readex Research. Materials 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 Reader's Senior Project Director. Included was a link to Reader'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.



## 2005 Recommend Reader Profile

### 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 Recommend Reader Profile

# Summary of Findings

The survey results were cross-tabulated to isolate respondents who supplied specific responses to chosen questions.

The results found in this report are based on the responses of the 1,000 respondents of the total 1,147 total respondents of the survey, who indicated that they read Recommend magazine.

Valuable information about readership, type of agency, type of agent, titles, experience, and booking habits of Recommend readers is presented on the following pages.

Recommend is the most popular travel industry publication, providing the largest audience of agents consisting of a cross section of owners and managers, frontline agents and home based agents, who all serve as an informed and expert sales force who influence a wide variety of travel purchases.



## 2005 Recommend Reader Profile

### Number of Times Issue Picked Up/Looked Through

10 or More	2%
6-9	5%
4-5	17%
2-3	46%
1	28%

The average Recommend reader picks up and reads/looks through Recommend 2.8 times.



## 2005 Recommend Reader Profile

### Disposition of Issue – What Recommend readers do with their copy of Recommend after they are finished with them.

<b>Clip/Save Specific Articles of Interest</b>	<b>39%</b>
<b>Save Entire Issue for Future Reference</b>	<b>30%</b>
<b>Pass Issue Along to Others</b>	<b>16%</b>
<b>Place in a Public Area</b>	<b>10%</b>



## 2005 Recommend Reader Profile

### Job Function

<b>Full-Time Travel Agent Working at a Retail Agency</b>	<b>42%</b>
<b>Part-Time Travel Agent Working at a Retail Agency</b>	<b>5%</b>
<b>Full-Time Home Based Agent</b>	<b>28%</b>
<b>Part-Time Home Based Agent</b>	<b>16%</b>
<b>Other</b>	<b>7%</b>



## 2005 Recommend Reader Profile

### Nature of Organization

<b>Travel Agency</b>	<b>90%</b>
<b>Corporate Travel Agency</b>	<b>3%</b>
<b>Tour Operator</b>	<b>3%</b>
<b>Other</b>	<b>3%</b>
<b>No Answer</b>	<b>1%</b>



## 2005 Recommend Reader Profile

### Job Title

<b>Front-Line Travel Agent</b>	<b>45%</b>
<b>President/Owner/Partner</b>	<b>35%</b>
<b>Manager/Director</b>	<b>12%</b>
<b>Group Travel Specialist</b>	<b>4%</b>
<b>Other</b>	<b>3%</b>



## 2005 Recommend Reader Profile

### Number of Years in Job Title/Role

30 or more years	8%
20-29 years	19%
10-19 years	33%
5-9 years	22%
1-4 years	17%
Less than 1 year	3%

The average Recommend reader has spent 14.3 years in his/her job title/role.



## 2005 Recommend Reader Profile

### Destinations Booked – U.S.

<b>Florida</b>	<b>82%</b>
<b>Las Vegas</b>	<b>82%</b>
<b>Hawaii</b>	<b>79%</b>
<b>Western U.S.</b> (excluding Hawaii)	<b>66%</b>
<b>Southwestern U.S.</b> (excluding Las Vegas)	<b>58%</b>
<b>Northeastern U.S.</b>	<b>58%</b>
<b>Midwestern U.S.</b>	<b>47%</b>



## 2005 Recommend Reader Profile

### Destinations Booked - International

<b>Caribbean</b>	<b>91%</b>
<b>Mexico</b>	<b>87%</b>
<b>Europe</b>	<b>82%</b>
<b>Canada</b>	<b>69%</b>
<b>South/Central America</b>	<b>61%</b>
<b>Asia</b>	<b>52%</b>
<b>South Pacific</b>	<b>47%</b>
<b>Africa</b>	<b>36%</b>



## 2005 Recommend Reader Profile

### Types of Travel Booked

Leisure	99%
Business	74%



## 2005 Recommend Reader Profile

### Accommodations/Facilities Booked

<b>Hotels/Resorts</b>	<b>93%</b>
<b>All-Inclusive Resorts</b>	<b>87%</b>
<b>Attractions/Theme Parks</b>	<b>67%</b>
<b>Spas</b>	<b>52%</b>
<b>Condo/Vacation Rentals</b>	<b>50%</b>



## 2005 Recommend Reader Profile

### Transportation Booked

<b>Air</b>	<b>91%</b>
<b>Cruise</b>	<b>91%</b>
<b>Car</b>	<b>81%</b>
<b>Rail</b>	<b>61%</b>
<b>Tour/Tour Operator Travel</b>	<b>87%</b>



## 2005 Recommend Reader Profile

### Niche Markets Booked

Family Travel	85%
Honeymoons	74%
Group Travel	70%
Luxury Travel	62%
Spa Travel	52%
Weddings	50%
Adventure/Ecotourism	45%
Golf Vacations	39%
Ski Vacations	33%
Meetings/Incentives or Conferences	30%

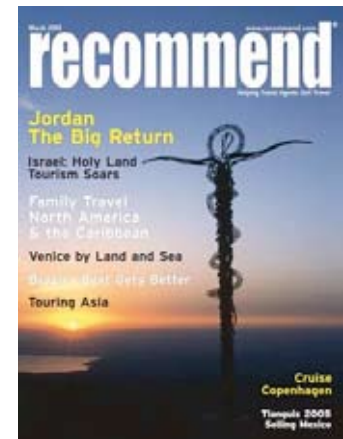


## 2005 Recommend Reader Profile

### Percentage of Workweek Spent Working with Clients

100%	11%
75%-99%	27%
50%-74%	26%
25%-49%	21%
1%-24%	12%
0%	2%

The average Recommend reader spends 61% of their workweek working directly with clients.



## 2005 Recommend Reader Profile

### Total Dollar Amount of Personal Travel Related Bookings in 2004

<b>\$1.5 Million or more</b>	<b>5%</b>
<b>\$1 Million - \$1.49 million</b>	<b>9%</b>
<b>\$500,000 - \$999,999</b>	<b>20%</b>
<b>\$250,000 - \$499,999</b>	<b>23%</b>
<b>Less than \$250,000</b>	<b>41%</b>

The average Recommend reader booked \$478,000 worth of travel in 2004.



## 2005 Recommend Reader Profile

### Average Percentage of 2004 Personal Bookings by Type

<b>Leisure Travel</b>	<b>76%</b>
<b>Tour/Tour Operator</b>	<b>38%</b>
<b>Business/ Corporate Travel</b>	<b>21%</b>
<b>Group/Meeting/ Incentive</b>	<b>17%</b>



## 2005 Recommend Reader Profile

### Industry Involvement

<b>Consortia or Agency Chain</b>	<b>87%</b>
<b>Attend Tradeshows, Conferences &amp; Events</b>	<b>70%</b>
<b>Completed Specialist Course</b>	<b>66%</b>



# 2005 Recommend Reader Profile

## Primary GDS

<b>Sabre</b>	<b>25%</b>
<b>Apollo</b>	<b>14%</b>
<b>Amadeus</b>	<b>14%</b>
<b>Worldspan</b>	<b>12%</b>
<b>Galileo</b>	<b>5%</b>
<b>Other</b>	<b>1%</b>
<b>Do not use GDS</b>	<b>28%</b>



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