

MEMBERSHIP SURVEY

September 2008



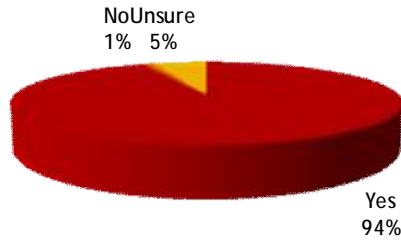
INSTITUTE OF TRAVEL MANAGEMENT

Survey Results

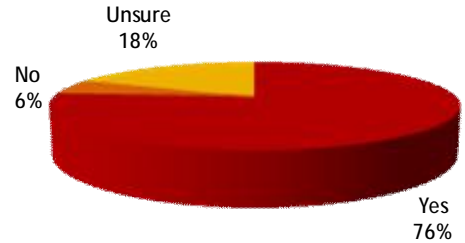


POWERED BY ARGATE

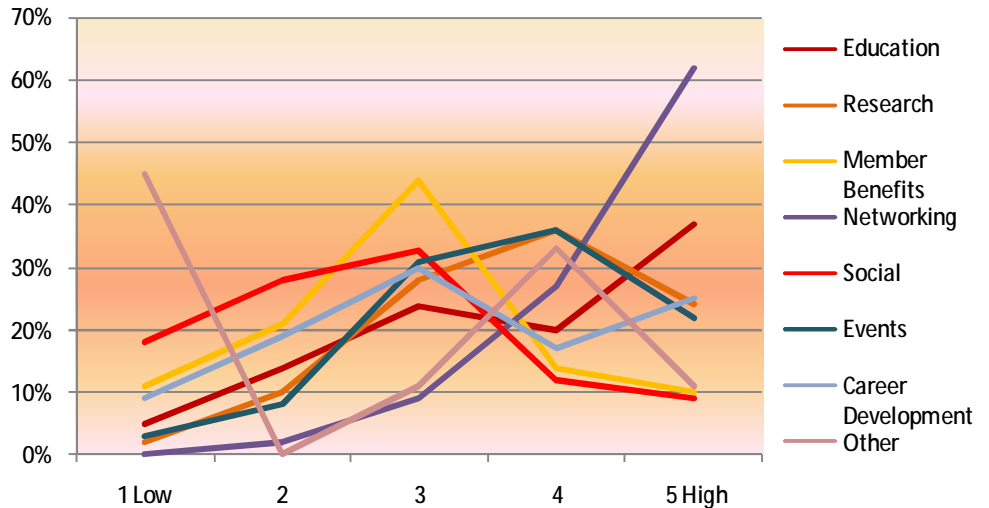
Do you think ITM is headed in the right direction?



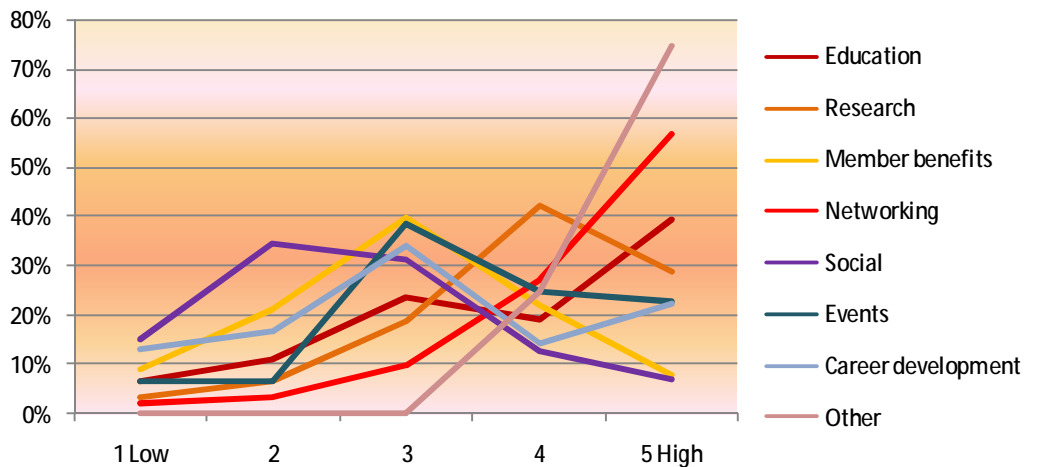
Do you believe that ITM is at the forefront of the industry?



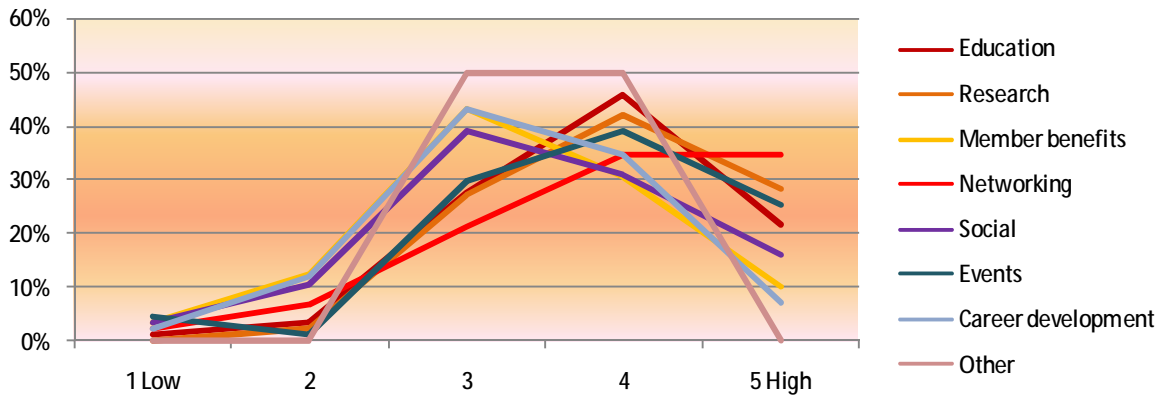
Why did you join ITM in the first place? (5 is the highest score, 1 the lowest).



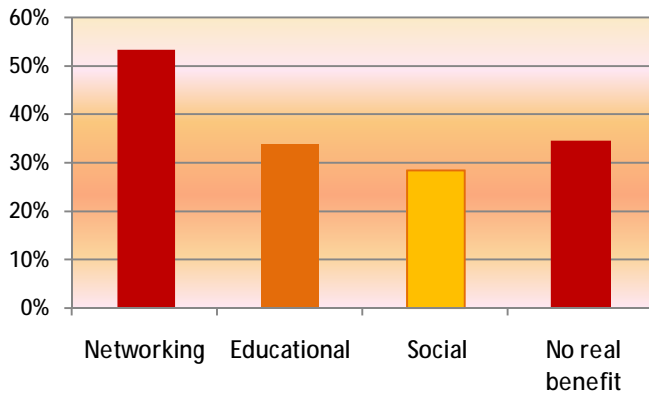
Rate each of the following in importance to you.



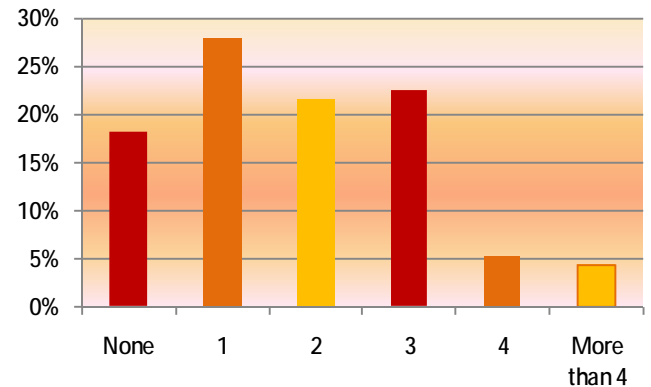
Rate each of the following as to how well the ITM delivers these services.



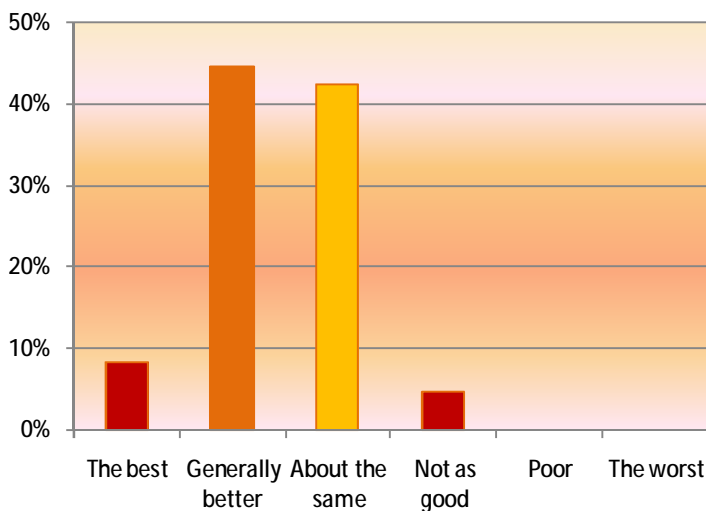
What benefits does being part of a region bring you?



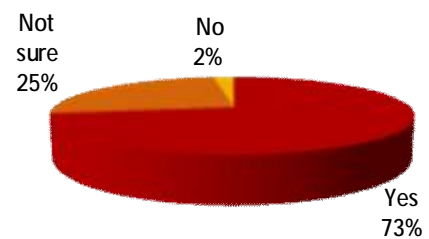
How many ITM events have you been to in the last year?



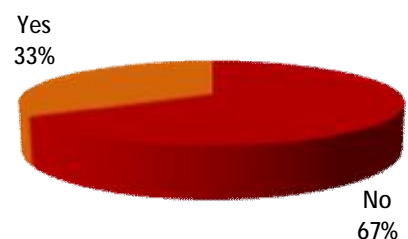
How do ITM events compare to other travel industry events as far as production, content and overall benefit?



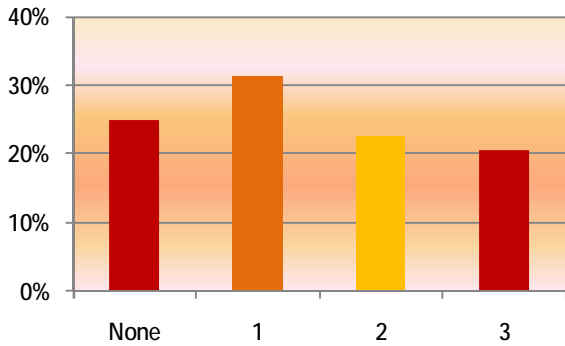
Do ITM's events constitute value for money?



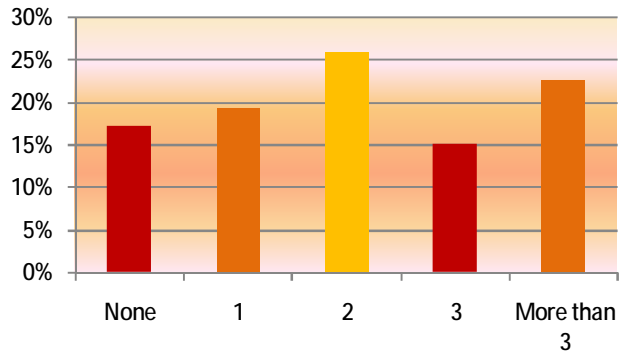
Are there any types of events ITM should be operating that we don't presently?



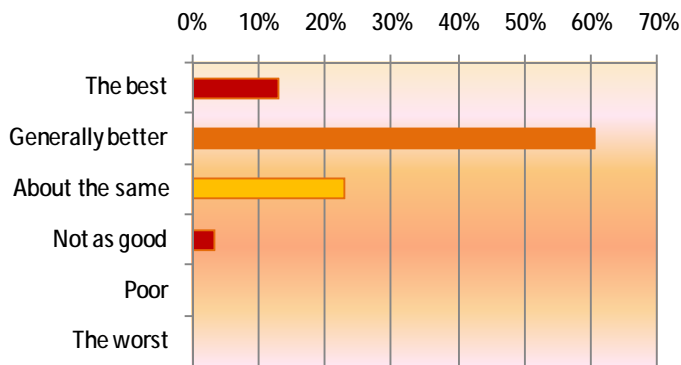
How many ITM conferences have you been to in the last 3 years?



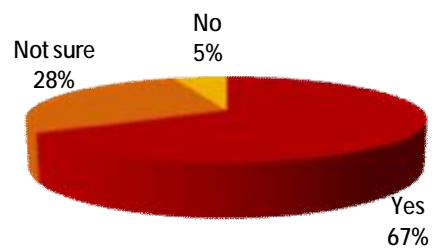
How many non-ITM conferences have you been to in the last 3 years?



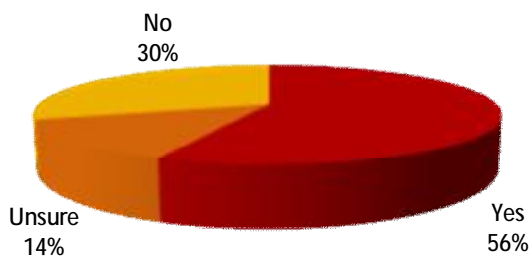
If you have attended the ITM Annual Conference how does it compare to other travel industry events on content and style?



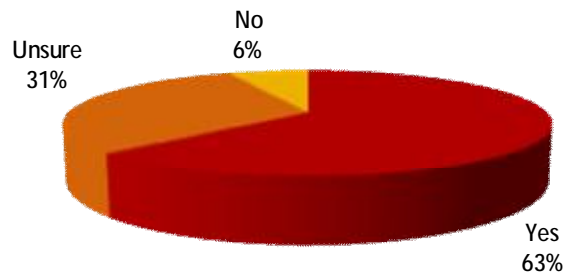
Does it constitute value for money?



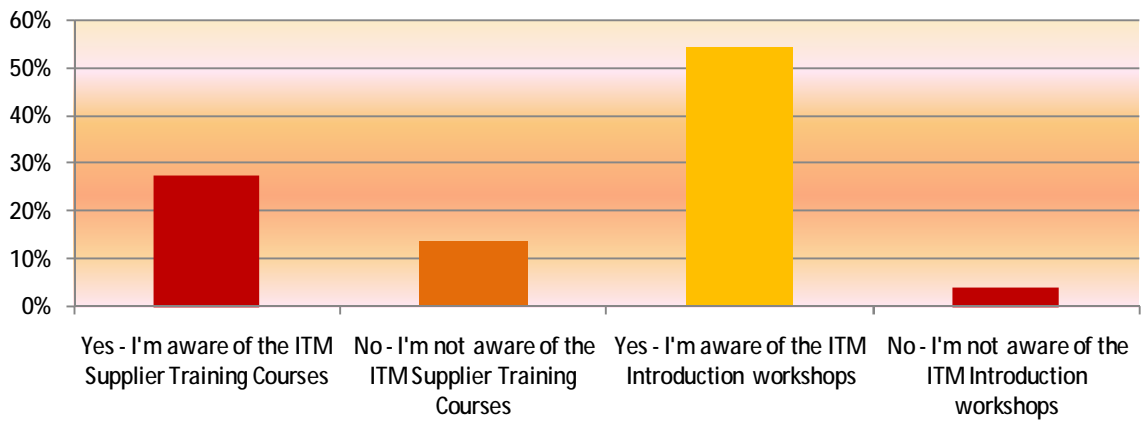
Are you aware of the ITM Professional Certificate?



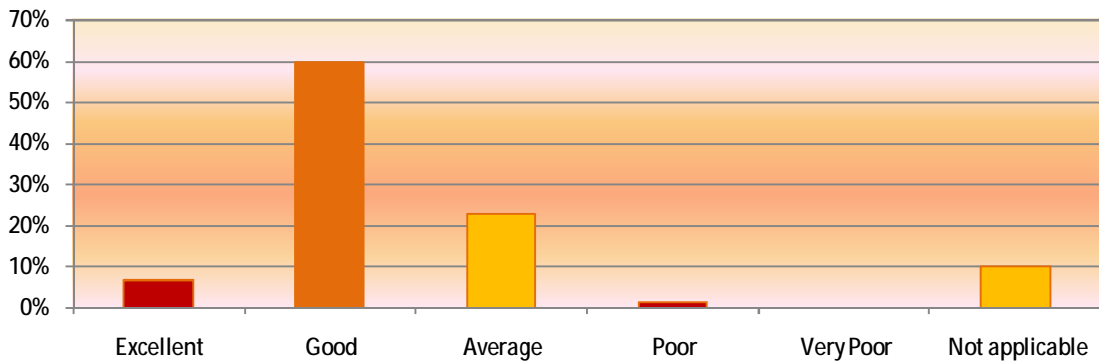
Would you like ITM to develop an industry standard qualification at different levels for buyers and suppliers?



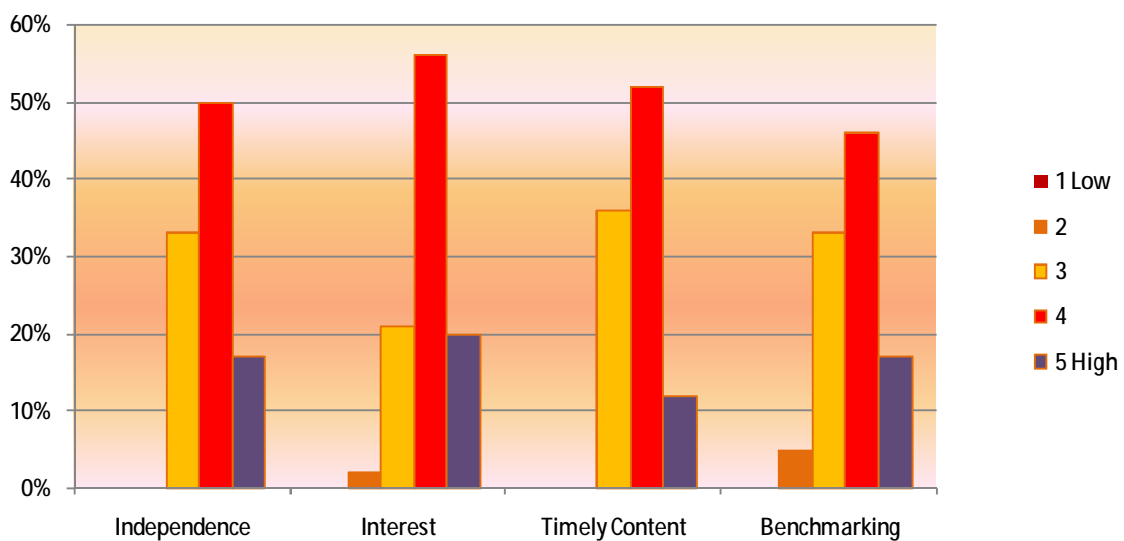
Are you aware of ITM Training? (Buyers and suppliers please choose appropriate response).



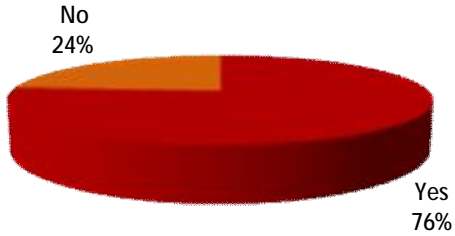
How do you rate ITM in terms of educational effort?



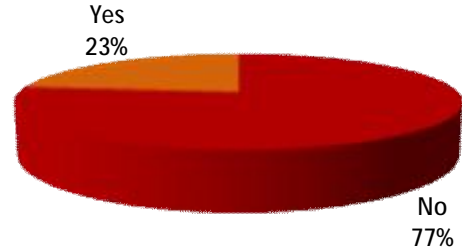
How would you rate ITM Research Reports on a scale of 1 to 5 in the following areas?



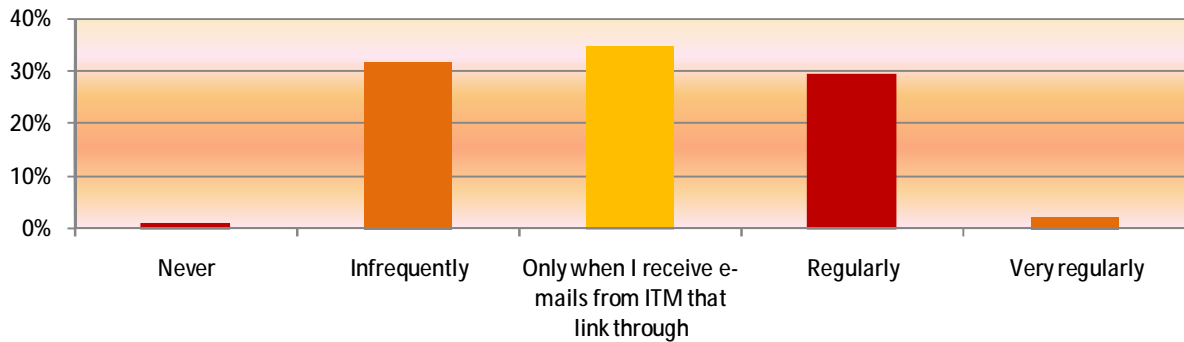
Have you referred to or used ITM research in the past 2 years?



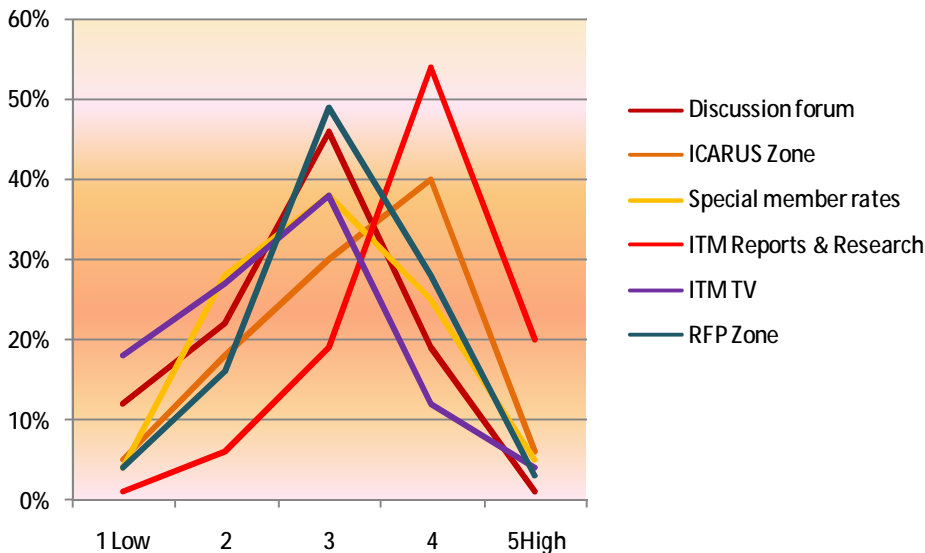
Are there any research areas you would like to see covered that have not been already?



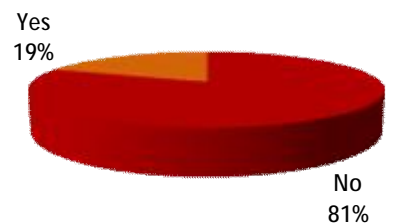
How often do you visit the new website?



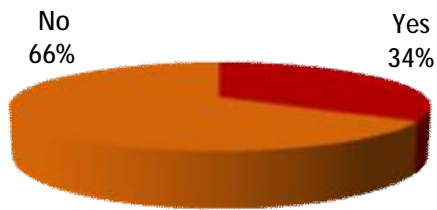
How would you rate the different areas of the site? (1 being not useful, 5 being very useful)



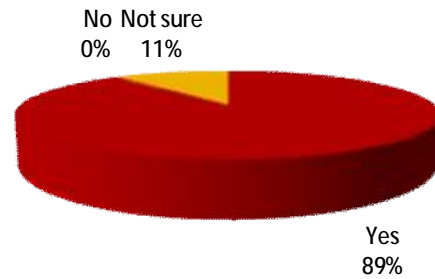
Are there any other things you would like to see offered through the website?



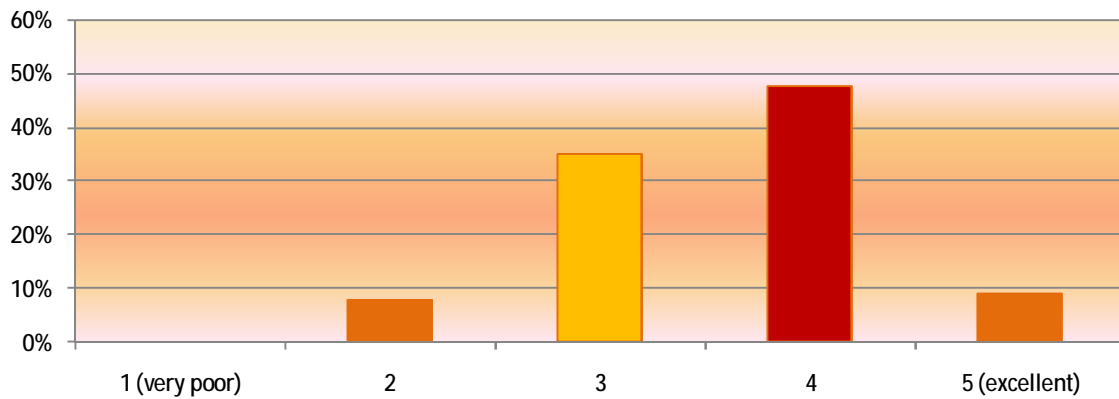
Have you every used an ITM Special Member Rate?



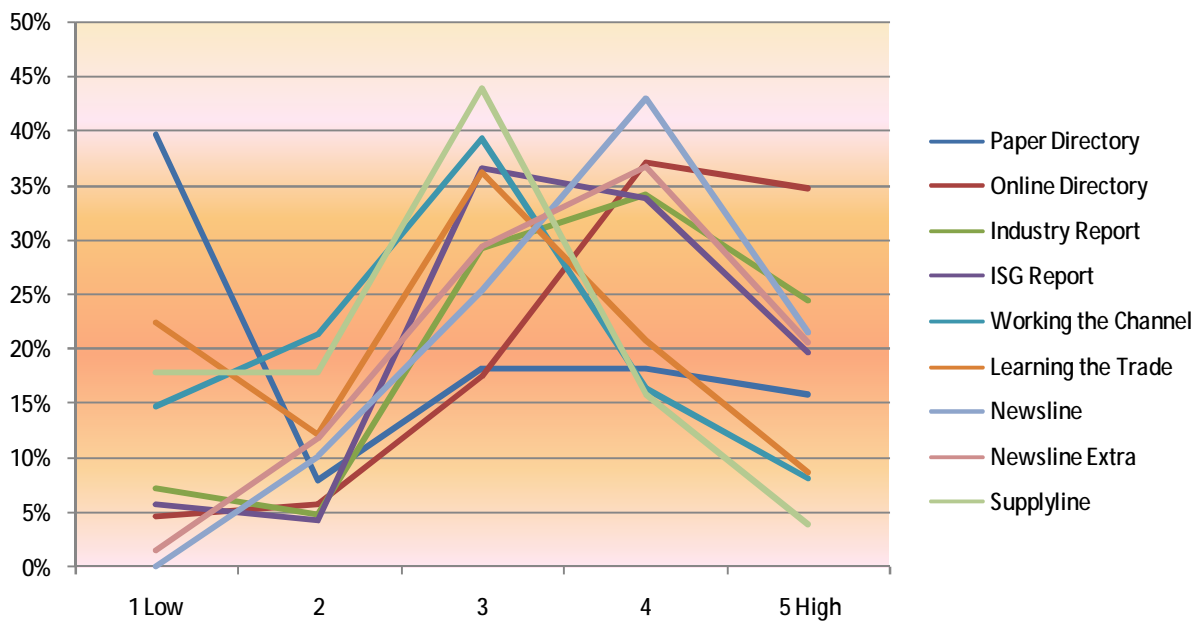
Would you recommend ITM to others?



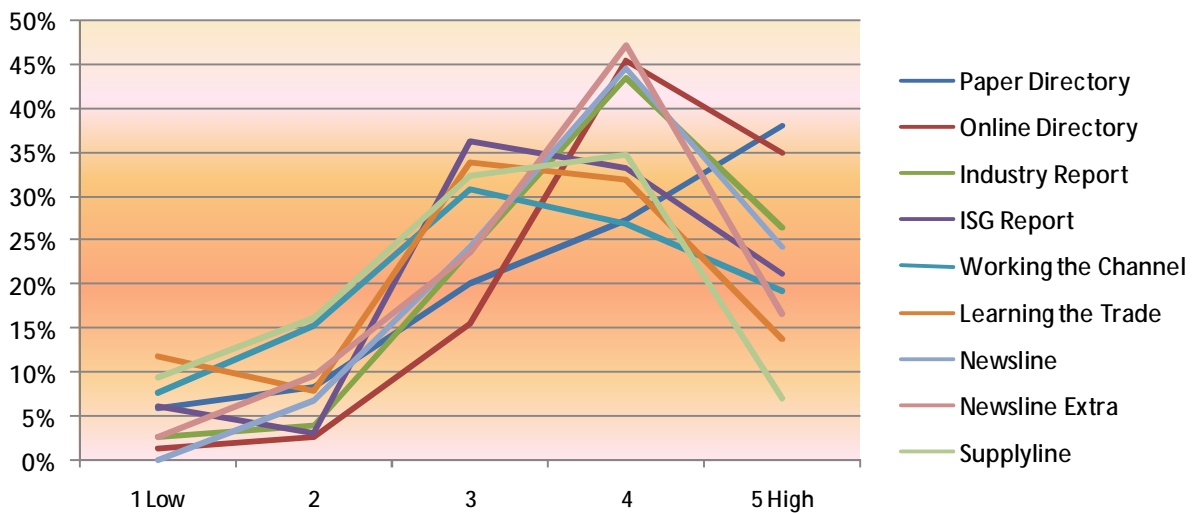
Please rate the value for money you get for your membership. 1 being very poor and 5 being excellent.



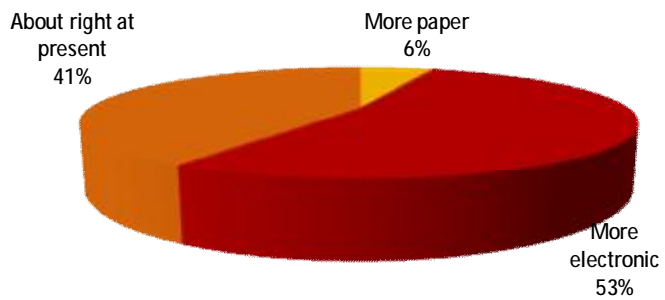
Rate each of the following services in importance to you.



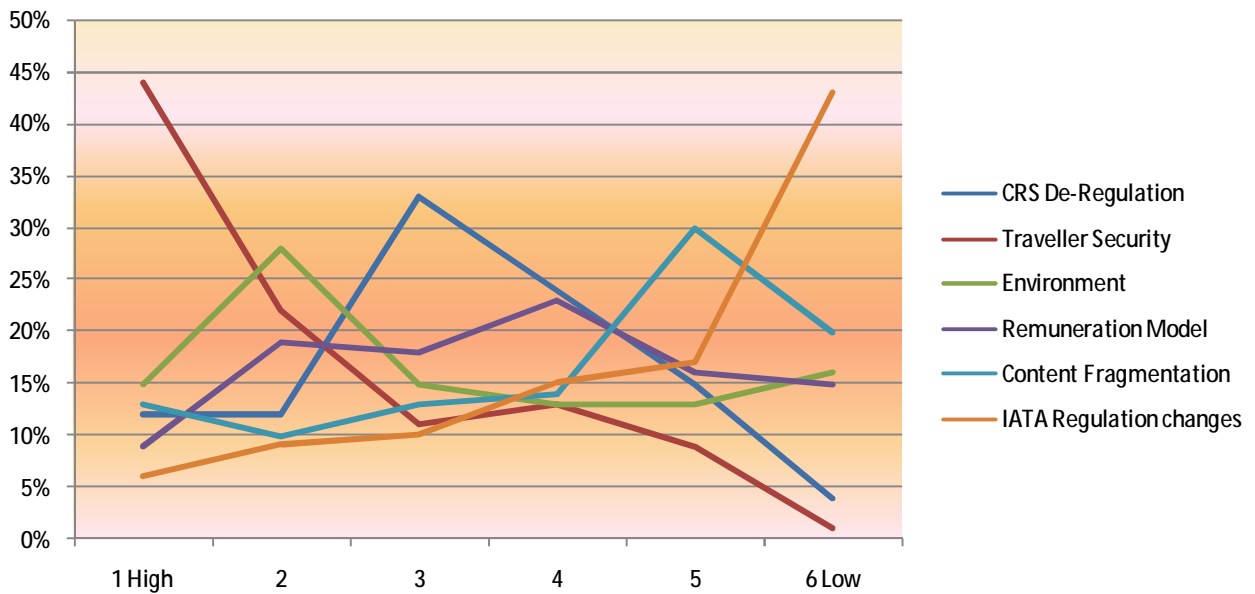
Please rate each of the following on how well ITM delivers these services.



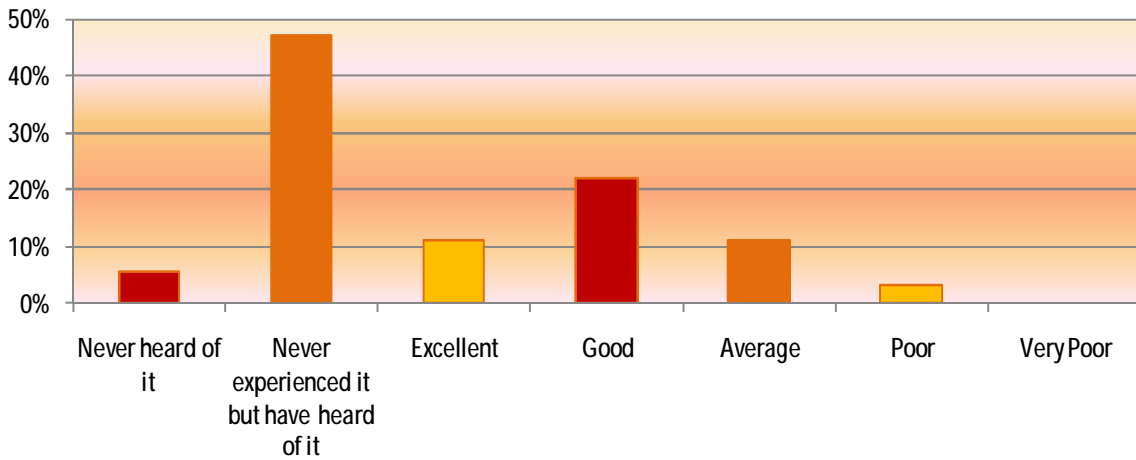
Would you like to see ITM move more towards paper or electronic publications?



Please rank the following issues in order of importance to you and your organisation so that ITM can focus its lobbying efforts.



How would you rate the ITM Recruitment service?



Please rate the following with regard to the ITM board and regional committees. 1 being the least true statement and 5 being the most true.

