

# The 2004 Tour Operators' Benchmarking Survey

## ABTA and PricewaterhouseCoopers

The 2004 Tour Operators' Benchmarking Survey builds on the success of the 2000 survey and the Travel Agent' Benchmarking surveys in 2000 and 2002. The survey provides empirical data relating to both the financial and operational performance of tour operators. PwC have also included a chapter on the top ten performers with an analysis of their success factors.

The survey includes the following areas:

- Executive Summary
- Introduction
- Performance Indicators
- Top 10 Performers
- Success Factors
- Brochures
- Staff
- Marketing
- Customer Care
- Selling
- Technology
- Risk Management
- Trade Associations
- The Future

The 2004 Tour Operators' Benchmarking Survey is available to purchase at £79 to ABTA members and £179 to non-members. If you wish to purchase a copy, please complete this form and send it, together with a cheque made payable to ABTA, to:

Vicki Wolf, Parliamentary and Research Executive, ABTA, 68-71 Newman Street, London, W1T 3AH

Name.....ABTA number.....

Company Name.....

Address.....

.....

I enclose a cheque for (tick as appropriate):

[ ] £79 ABTA member

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