



Media Release

For immediate release.

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Founded in 1929, the Ontario Motor Coach Association is a full-service trade association representing 80 bus operators, over 100 tour operators and over 700 affiliated sellers to the group tour industry including attractions, destinations, hotels, and retail outlets across North America. Operator members provide scheduled intercity, charter, tour, school bus, contract, shuttle, airport and transit services. The OMCA works with all levels of government to outline the industry's contributions and concerns regarding a seamless, sustainable public and private passenger transportation network.

November 24, 2008

Toronto:

OMCA Top Selling Destinations and Service Excellence Tour Operator Survey Results

At the recent OMCA Conference and Marketplace, OMCA Tour Operators were surveyed to find out their top selling destinations for 2008 and 2009. Tour Operators were also asked which suppliers provide excellent service.

Tour Operators surveyed responded that the five top selling Canadian provinces in 2008 were:

1) Ontario, 2) Quebec, 3) Prince Edward Island, 4) Nova Scotia, 5) Newfoundland and Labrador

Tour Operators surveyed responded that the ten top selling Canadian cities in 2008 were:

1) Quebec City, 2) Toronto, 3) Ottawa, 4) Montreal, 5) Niagara Falls, 6) Halifax, 7) Charlottetown, 8) St. John's, 9) Vancouver, 10), (tie) Calgary and St. Jacobs, ON

Tour Operators surveyed responded the five top best selling Canadian provinces for 2009 are projected to be:

1) Quebec, 2) Ontario, 3) Prince Edward Island, 4) Nova Scotia, 5) Newfoundland and Labrador

Tour Operators surveyed responded that the ten top selling Canadian cities for 2009 are projected to be:

1) Quebec City, 2) Ottawa, 3) Toronto, 4) Montreal, 5) Halifax, 6) St. John's, 7) Niagara Falls, 8) Charlottetown, 9/10) (tie) Vancouver and Calgary

Tour Operators surveyed responded that the ten top selling U.S. States in 2008 were:

1) New York, 2) Pennsylvania, 3) District of Columbia, 4) Massachusetts, 5) Tennessee, 6) New Jersey, 7) Michigan, 8) Florida, 9) Missouri, 10) Illinois

Tour Operators surveyed responded that the ten top selling U.S. cities in 2008 were:

1) New York City, 2) Boston, 3) Chicago, 4) Washington, DC, 5) Atlantic City, 6) Erie, PA, 7) Nashville, 8) Branson, 9) Hyannis / Cape Cod, 10) Lancaster

Tour Operators surveyed responded that the ten top selling U.S. States in 2009 are projected to be:

1) New York, 2) Pennsylvania, 3) Massachusetts, 4) New Jersey, 5) Tennessee, 6) Washington D.C., 7) Florida, 8) Michigan, 9) Missouri, 10) (tie) South Carolina / Ohio / Illinois

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Tour Operators surveyed responded that the ten top selling U.S. Cities in 2009 are projected to be:

1) New York City, 2) Boston, 3) Washington, DC, 4) Atlantic City, 5) Chicago, 6) Erie PA, 7) Hyannis / Cape Cod, 8) Lancaster, 9) Daytona Beach, 10) Branson

Tour Operators were also asked which suppliers provided the best service, the results are as follows:

- Best Service from a Destination Marketing Organization – (tie) Ottawa Tourism and Cape Cod Chamber of Commerce
- Best Service from a Hotel Chain – tie Best Western Hotels and Drury Inns
- Best Service from a Single Property hotel – (tie) – Loews Le Concorde, Country Inn of Lancaster and Soaring Eagle Resort Hotel
- Best Service from an Attraction – (tie) Niagara Parks Commission, Top of the Rock and Gaylord Opryland Attractions
- Best Service from a Restaurant – Cracker Barrel Old Country Store
- Best Service from a Receptive Operator – (tie) Sweet Magnolia Tours and Cape Cod Custom Tours

DanCap Productions provided two tickets for one lucky winner to any 2009 DanCap Production as an incentive to complete the Survey. The winner of the tickets was John Temple of Temple and Temple Tours.

The OMCA Conference is the oldest and largest conference and marketplace in Canada bringing suppliers from across Canada and the United States to meet with tour operators from Ontario, the western provinces, Quebec, Atlantic Canada and New York State. Conference information is available on OMCA's website: www.omca.com