

## Member and Unity Dinner Survey Results

We listen to our members and work diligently to incorporate ideas & suggestions into our programs and services. Recently, we asked our members to complete surveys on their membership and on Unity Dinner. Thank you to everyone who completed these surveys. Below are some of the results we thought you would find of interest.

### **Membership Survey:**

We were pleased to see that over the past year – between the 2009 and 2010 member surveys – our membership sees more value in their TTIA membership. More than 60 percent of respondents stated they are very or extremely satisfied with their TTIA membership, with an additional 35 percent satisfied. We'll continue to work on increasing value and satisfaction so that next year, we'll have an even larger percentage of members who are more than just satisfied with their membership.

**Advocacy, Networking and Educational Opportunities** are the three most valued activities TTIA provides to its members. We will continue to offer our members quality opportunities in all these areas.

The Economy is the number one challenge facing our members this year, with budget issues and new technology following close behind.

Comments we received ranged from requesting more roundtable networking discussion opportunities to working to contain costs associated with attending TTIA activities.

We will utilize all this information as we plan our upcoming events and activities, including Texas Travel Summit in San Antonio in September, the Travel & Tourism College this summer in San Marcos, and all the advocacy activities we continue to engage in during this very important legislative session.

### **Unity Dinner Survey:**

Texas Tourism Unity Dinner remains a valuable activity for our members, with 61 percent of respondents to this survey stating that Unity Dinner is very or extremely valuable, an increase over 2010.

The **Converge on the Capitol** also received high marks for how well it was organized by our friends at TH&LA. Everyone was pleased by the number of industry representatives who converged on our elected officials with our messages.

We will take all the comments we received into consideration as we plan for next year's Unity Dinner.

We thank everyone who took the time to respond to these two surveys. Your responses are very valuable and we reviewed them as a team and will review them again as we plan activities that will be of the most value to our members.