

THE RESULTS ARE IN!

We recently surveyed readers and subscribers for their feedback on the OMCA media. Here's what we found out:



Media Statistics

Nearly 80% of respondents agree or strongly agree that *The Road Explorer magazine* strengthens their personal connection to OMCA.

89% of respondents agree or strongly agree that the content of the *OMCA newsletter* is relevant to their job.

84% of respondents agree or strongly agree that the *OMCA newsletter* keeps them in touch with the association and industry-related issues.

Over half of respondents rate the content quality in *The Road Explorer magazine* as high or very high.

Over 57% of respondents find the OMCA website very important to them.

"I believe having access to the **Road Explorer** is one of the key benefits for perspective members."

"**The Road Explorer magazine** updates the motorcoach industry on the current trends and business opportunities available in the motorcoach travel industry."



Advertising Effectiveness

Nearly 78% of respondents perceive companies who advertise in OMCA media as more supportive of their profession and/or association than those who don't.

Over 79% of respondents say they are a part of the purchasing process at their organization.

Over half of respondents use *Group Tour Planner Canada* as a purchasing guide.



What Our Readers Are Saying

"OMCA provides valuable information for all members and suppliers of the industry. **The Road Explorer magazine** highlights some beautiful places at home and across the border that may prompt you to travel there."

"I find using the **Road Explorer magazine** a great tool to keep up to date with our friends to the north in Canada!"



NAYLOR
ASSOCIATION SOLUTIONS

*Results from 2024 OMCA Readership Survey conducted by Naylor Association Solutions.