

On The Road

The magazine for the inbound group tour industry in Europe, Britain and Ireland

Circulation and Distribution

On the Road was established 22 years ago and is the magazine for the inbound International groups industry to Europe. Target readership - Tour Operators and Managers and Event/Conference Organisers and River and Sea Cruise Companies. The European inbound group tour market is estimated at 12,000,000* tourists per annum. **OTR** is published eight times a year, monthly from April to November, and the **European Group Travel Trade Guide** is published and distributed in March – in time for the new season.

Copies of every issue are mailed to named executives in major inbound Operators worldwide, bringing groups into and around Europe and their contracting teams. These are the decision makers for tour itineraries and services.

EGTTG/OTR is also mailed to the Tour Operator members of the European Tour Operators Association (ETOA) to all Regional Offices of IATM (International Association of Tour Managers), to members of the Association of Independent Tour Operators (AITO), members of the United States Tour Operators Association, Japan, Australia, China and Hong Kong Tour Operator Association members (only those specifically bringing escorted groups into the UK and mainland Europe)

New in 2007 both **EGTTG/OTR** are distributed to named Conference/Incentive and Event Management Companies worldwide, who also need to know of services that welcome Groups professionally. We are also sending copies to the larger offices of the newly formed World Youth Student Educational Travel Confederation– (was ISTC & FYTO) which has 5,000 offices in 103 countries. New also are Sea and River Cruise Operators into Europe – all Shore Excursion Executives and Product Planners receive copies.

****NB In 2007, as well as the mailed copies, an additional 3,505 named industry decision makers namely in Asia, receive the publications electronically and now 23,911 senior lecturers and students studying tourism and hospitality management – the industries future**

Mailed to named Senior Executives	Circulation
Worldwide Group Tour/Coach Operators	2542
Sea and River Cruise Operators – (shore excursion execs)	149
European Tour Operators Association (Tour Operator members only)	133
Worldwide Conference/Incentive and Event Management Co's	383
World Youth Student Educational Travel Confederation	1007
Stockist Advertisers for Collection by Tour Managers	1900
Industry "VIP's"	151
International Association of Tour Managers (IATM regions worldwide)	585
Tourist Offices/Subscriptions	61
Total per issue	6,913 + 27,416**

The cost effective way of reaching the decision makers and influencers for group itineraries, optional visits and excursions for Tour, Cruise and Business tourism Groups

****Reaching Organisers of 12,000,000 visitors on Group Tours***

From... America, Australia, Brazil, Canada, Chile, China, Mainland Europe, India, Japan, Korea, New Zealand, Singapore, Taiwan, UK...and more

*Source: European Tour Operators Association

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