



WHAT DO YOU HEAR FROM YOUR CUSTOMERS ABOUT SOUVENIRS IN TERMS OF QUALITY, PRICE AND WHAT IS AVAILABLE?

“That they came from China and break.”
“Our customers are very pleased with what we carry although they would like some items to cost less — so would we.”
“Interest in (locally) made items; love the low price points.”
“We have requests for license plate holders, logo hat pins, and a few other items that have to be purchased in large quantities. Need affordable items with smaller requirements.”

WHAT PERCENTAGE OF YOUR TOTAL SALES COMES FROM SOUVENIRS?

10 to 20.....	25%
Less than 10.....	22%
31 to 50.....	20%
21 to 30.....	19%
More than half.....	14%



WHAT PERCENTAGE OF YOUR SOUVENIR SALES COMES FROM ITEMS CUSTOMIZED TO YOUR LOCATION?

Less than 10.....	31%
More than 75.....	24%
51 to 75.....	21%
11 to 25.....	13%
26 to 50.....	11%

DID YOUR SOUVENIR SALES INCREASE OR DECREASE FROM THE PREVIOUS YEAR?

Increase.....	49%
<i>How much?.....</i>	<i>7% (average)</i>
Decrease.....	5%
<i>How much?.....</i>	<i>13% (average)</i>
Stayed the same.....	46%

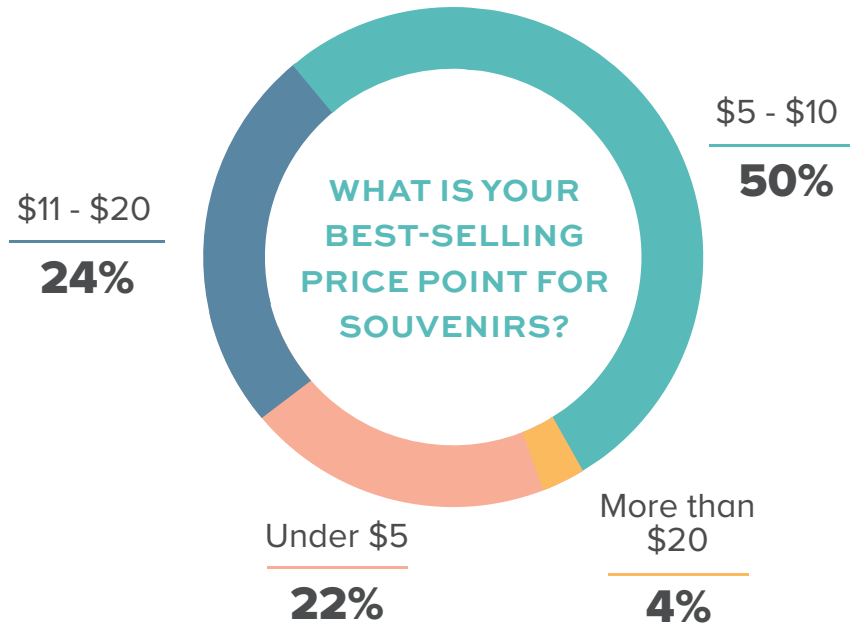
HOW MANY SOUVENIR MANUFACTURERS DO YOU BUY FROM?

5 or fewer.....	48%
6 to 10.....	29%
More than 10.....	23%



HOW SATISFIED ARE YOU WITH THE SELECTION AND QUALITY OF SOUVENIRS AVAILABLE?

Moderately satisfied.....	54%
Very satisfied.....	40%
Not satisfied.....	6%



WHAT IS THE BIGGEST CHANGE YOU'VE SEEN IN YOUR BUSINESS IN THE PAST 5 YEARS?

“Our customers are paying attention to eco-friendly and USA-made criteria.”
“Guests purchase higher-priced, quality items and they spend more on experiences rather than merchandise.”
“Not selling as many big-ticket items.”
“Demand for wood products has increased.”
“More custom and less name-dropping.”
“Amazon competition.”
“The tourism industry is rebounding and we are seeing more people traveling on vacations, including families after Labor Day. We see many older, retired folks.”
“Visitors are more selective. They tend to buy smaller items.”
“People willing to pay for quality.”
“People seeking American-made products.”
“Increased tourism.”



WHAT WOULD YOU LIKE TO SEE MORE OF FROM SOUVENIR MANUFACTURERS AND DISTRIBUTORS?

“Not necessarily one-of-kind, but more unique items.”
“Lower minimums for custom (souvenirs).”
“New designs. Smaller quantities for custom.”
“More zoo animal species designs available in toys, apparel and giftware.”
“More Native American choices.”
“Higher-quality, made-in-the-USA products.”
“Better quality. Less stuff made in China. More unique items.”
“Unique, handmade items.”