

Dear Show Cave Manager,

We need your help! The International Show Caves Association (ISCA) and National Cave Association USA (NCA) are conducting a survey to obtain important information about our show cave industry worldwide. This will be our third survey – the first was in 2020 and the second in 2022. The survey was initiated in 2020 to help demonstrate the positive economic impacts of show caves in response to efforts to close caves during COVID. The survey provided such valuable information for the show caves themselves, that it was determined we should continue the process every 2 years. With your participation, we can provide an update on the significance of show caves to the economy globally, and provide YOU with great information on how your show cave compares to others and what actions/offerings might help you improve your own business performance. – It's important for us to be able to answer questions such as how many people visit show caves in various countries and worldwide, how many people are employed in the industry, what activities are offered and how much revenue we are adding to economies. This information can and has been used to represent our industry when important government decisions and laws are being considered that could impact show cave businesses. AND, show caves have demonstrated that the information is valuable to them in their strategic planning efforts and performance assessment.

The results will be shared with the show cave industry and our affiliates. Results will also be used to promote the show cave industry in presentations, to the media, to vendors and public officials. We are NOT asking for your show cave's name, so the results are anonymous. The data will be stratified across several dimensions to make it more useful for you – attendance levels, staffing levels, location (USA vs International), etc.

Please complete the survey as soon as you can. It is short, simple, and painless. Results compiled prior to 2024 show cave conventions and conferences can be shared with the attendees. Again, your information is confidential because the survey is anonymous.

Importantly, although ISCA and National Caves Association USA (NCA) members are receiving this email, we would like to hear from ALL show cave businesses to give us more information about the industry as a whole. Please forward along to any show cave managers who would be interested and willing to complete this.

You will need attendance and revenue information from 2023 to complete the survey. Feel free to click the link and scroll through the questions to see the specific information you need to gather before taking the survey.

Here is the link to the 2024 Show Cave Business Survey: <https://online2.snapsurveys.com/iliije>

And here are links to the 2020 and 2022 Show Cave Business Survey results:

- 2020 results can be downloaded [here](#).
- 2022 results can be downloaded [here](#).

Thank you in advance for completing this survey so we can quantify the significance we all know show caves have and provide you with great data for your business planning and assessment.

Sincerely,

Friedrich Oedl

President

International Show Caves Association

And

Dennis Boyer

President

National Caves Association USA