

May Spending & Saving Tracker 2012 Summer Vacation Plans

A research report prepared for:







Research Method



- This research was completed online among a random sample of consumers aged 18+. A total of 1,500 interviews were completed.
- In addition to a general population sample, one sub-group,
 Affluents, was targeted and balanced by the general population.
 - n= 586 Affluents defined as having a minimum annual household income of \$100,000
- Interviewing was conducted by Echo Research between April 17
 20, 2012.
- Overall the results have a margin of error of +/- 2.5 (or 4.0 among Affluents) percentage points at the 95% level of confidence.

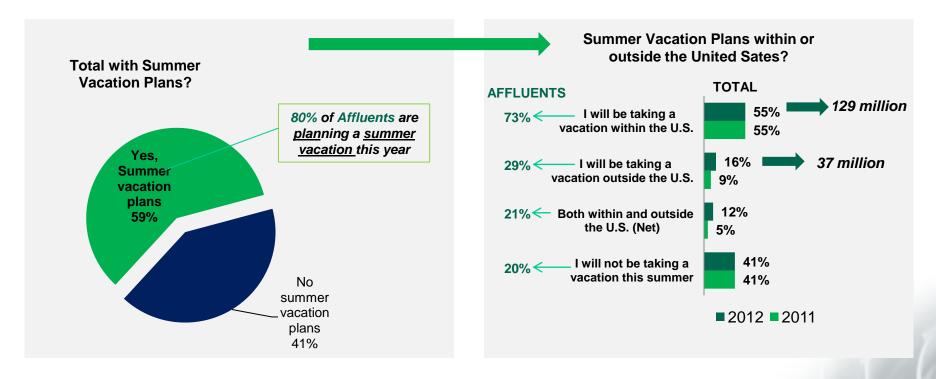


Most Consumers Have Summer Vacation Plans



One in six consumers (representing 37 million American adults) have summer vacation plans outside the US.

About six in ten (59%) consumers among the general population have summer vacation plans this year – 55% will travel within the U.S., 16% outside of the U.S. and 12% both within and outside of the U.S.



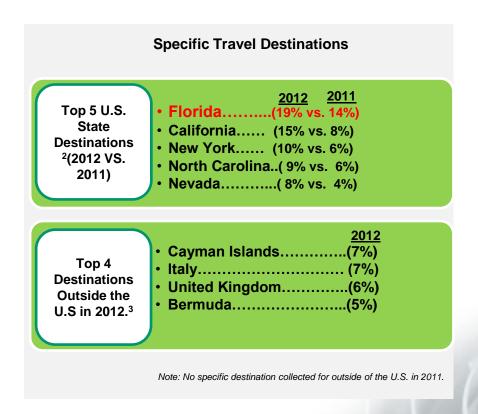


A Southern U.S. City / State is the Top Destination among Consumers with Summer Vacation Plans



More than four in ten (44%) consumers among the general population with summer vacation plans intend to travel to a southern U.S. city or town this year (up from 37% in 2011).





Q.V2 Which of these destination(s) will you visit on your vacation(s) this summer? Q.V3-3 Where specifically will you be going on your summer vacation?



¹ Among those with summer vacation plans

² Among those traveling to a U.S. City/ Town

³ Among those traveling outside of the U.S

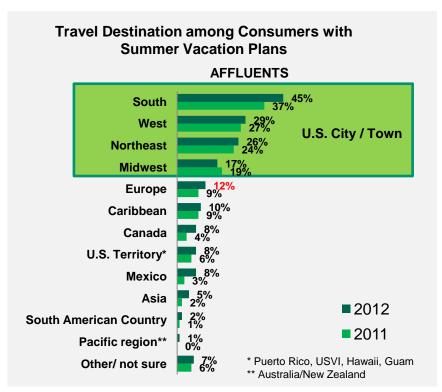
Note: No specific destination collected for outside of the U.S. in 2011.

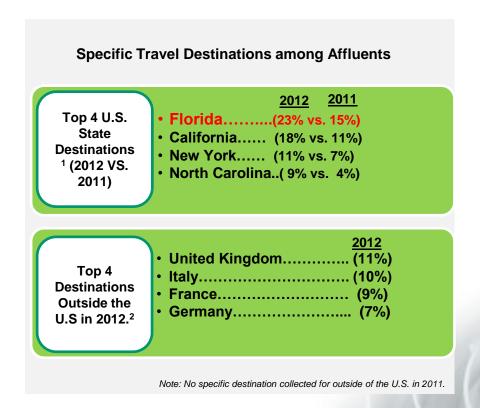
Many Affluents with Summer Vacation Within the U.S. will Travel Specifically to Florida



More than four in ten (45%) Affluent consumers with summer vacation plans intend to travel to a southern U.S. city or town this year (up from 37% in 2011).

More than one in five (23%) Affluents with travel plans within a U.S. city or town will travel to a location in Florida, followed California (18%).





Note: No specific destination collected for outside of the U.S. in 2011.

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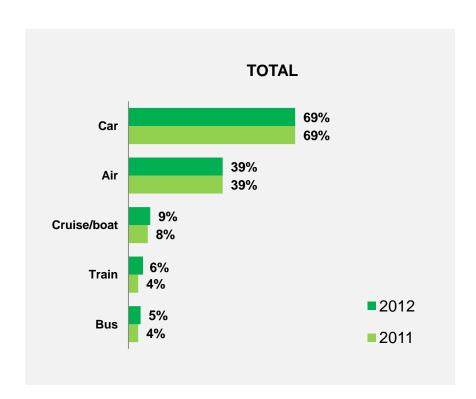
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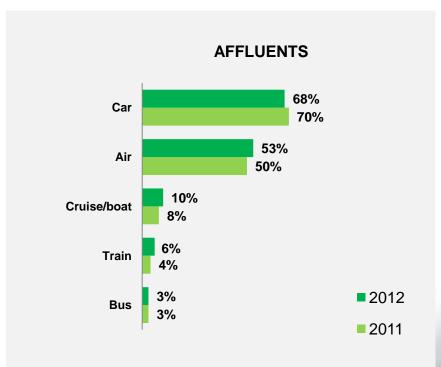
The Majority of Consumers Will Arrive at their Summer Vacation Destinations by Car



More than two thirds among the general population and Affluents (69% and 68%, respectively) with summer vacation plans will travel by <u>car</u>..

More Affluents than the general population with summer vacation plans will travel to their destination by air (53% vs. 39%).





Not shown: 3% (total) and 2% (Affluents) not applicable

Q.V4 How will you be traveling to your summer vacation destination's?

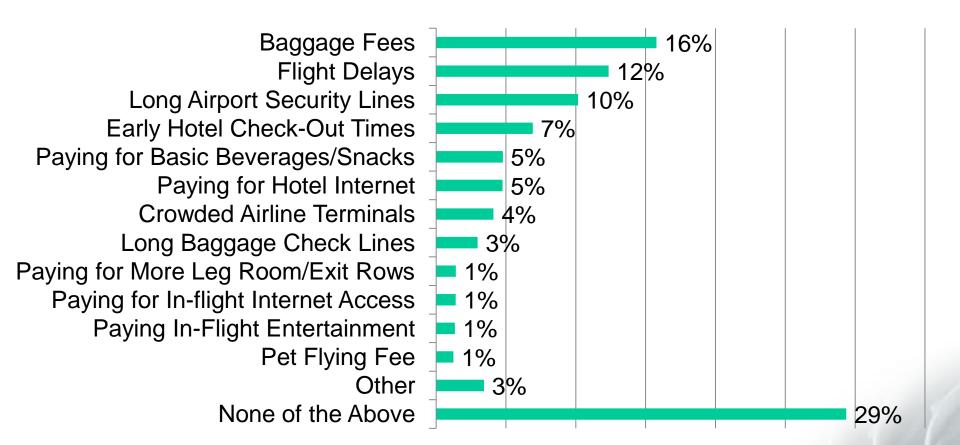
Base: Among those with summer vacation plans



Top Consumer Travel Frustrations for 2012



Baggage fees are considered the most frustrating or disruptive while traveling, followed by flight delays and long security lines.

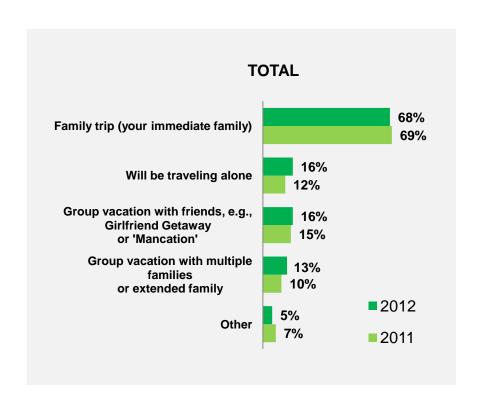


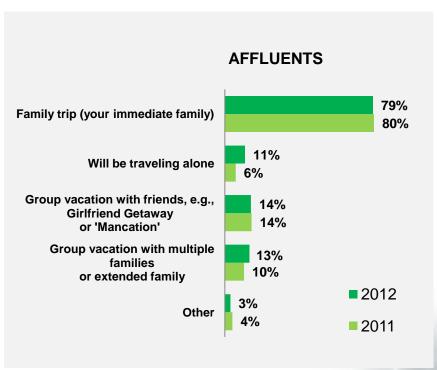


Most are Planning to Travel with their Family When Setting Out for their Summer Vacation



More than two thirds among the general population (68%) and Affluents (79%) with summer vacation plans will travel with their immediate family.





Q.V5 Who do you plan on traveling with for your summer vacation(s)? Base: Among those with summer vacation plans

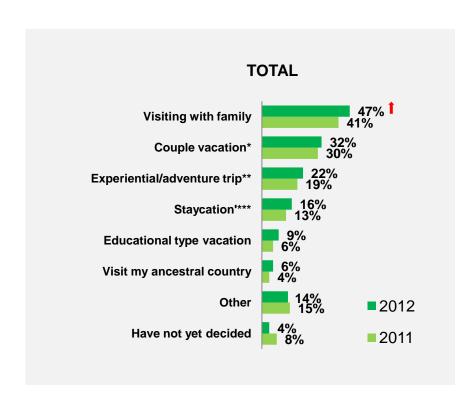


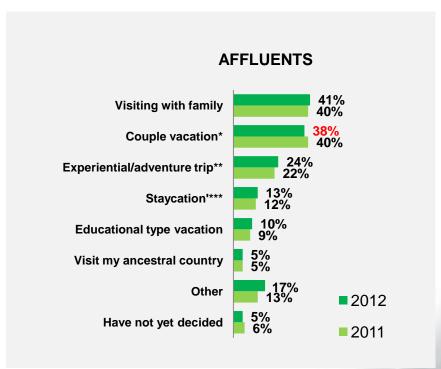
More Summer Vacationers Intend to Visit with Family Over a Couple Vacation

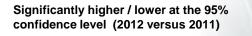


Forty-seven percent of summer travelers intend to visit family this year (vs. 41% in 2011), followed by roughly one third (32%) who will take a couple vacation.

Among summer vacationers, more Affluents than the general population will set out for a couple vacation this summer (38% vs. 32%).









^{*} a trip with my spouse/significant other (i.e., romantic getaway)

^{**} culinary retreat, hiking, spa days, etc.

^{***} i.e., activities in close proximity to your home

Q.V6 What type of vacation(s) are you planning this summer?
© ecRase: Among those with summer vacation plans

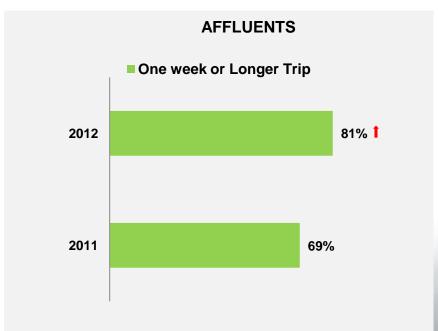
Most with Summer Vacation Intentions will Plan a One Week or Longer Trip This Year



About three in four summer vacationer's plan on taking a one week or longer trip this year (74% - up from 63% in 2011). More of their Affluent counterparts have these plans (81% - up from 69% in 2011).

An average of **2** – one-week or longer (week long) trips are planned, according to the general population and Affluents with summer vacation intentions.





Q.V7a/b How many WEEK-LONG TRIPS do you plan on taking, overall, this summer? Base: Among those with summer vacation plans



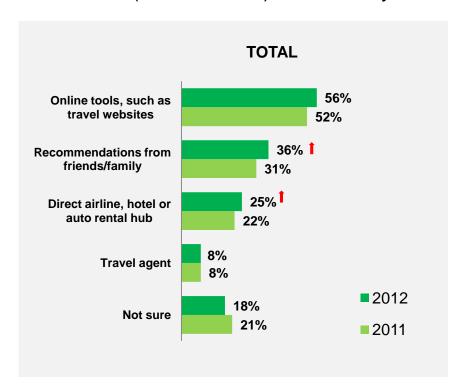
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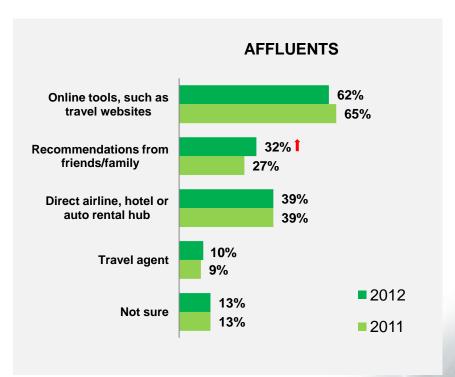
Most Summer Traveler's Utilize Online Travel Websites for Booking Their Vacations



More than one half (56% - up from 52% in 2011) of summer traveler's utilize online tools, such as travel websites to book their summer vacations, followed by recommendations from friends/family (36% - up from 31% in 2011).

More Affluents than the general population with summer vacation plans book their travel with online tools (62% vs. 56%), and directly from an airline/hotel/auto rental hub (39% vs. 25%).





Q.V10 Which of the following resources will you be using when booking your summer vacations? Base: Among those with summer vacation plans



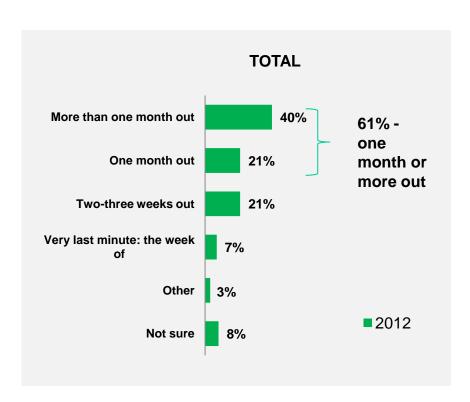
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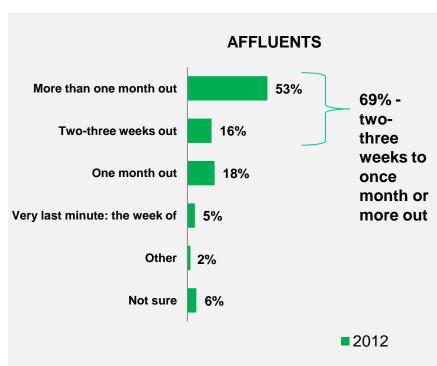
Most Summer Travel is Booked In Advance by One Month or More



More than six in ten among the general population (61%) and Affluents (69%) with summer vacation plans will plan their trips one month or more out.

Overall, more than one in five (21%) summer traveler's book their travel two-three weeks out and seven percent will book at the very last minute.





Q.V11-1 (2012 only) How far out do you typically book your summer travel? *Note: In 2011 the question asked specifically about weekend-getaways.*Base: Among those with summer vacation plans

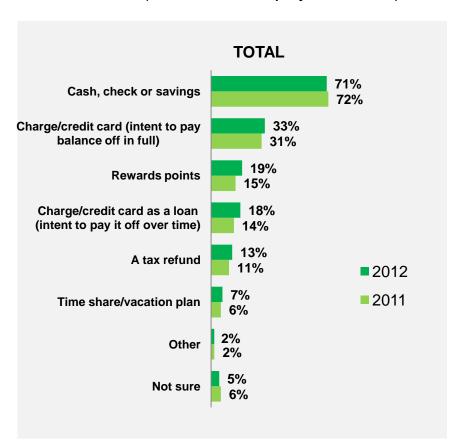


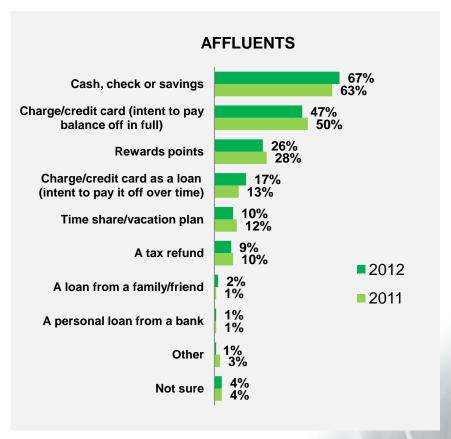
The Payment Method of Choice by Most Summer Vacationer's is Cash, Check or Savings



More than seven in ten (71%) summer vacationer's intend to use cash, check or savings to pay for their summer vacation expenses.

More Affluents than the general population with summer vacation plans will pay with their charge or credit card (with intent to pay off in full) – 47% and 33%, respectively.





Q.V15 Which of the following payment methods or finance options will you use to pay your summer vacation expenses? Base: Among those with summer vacation plans



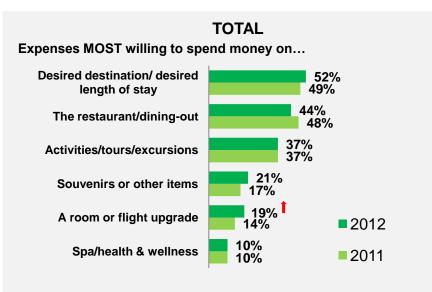
Most are Willing to Spend to Get their Desired Vacation; Average Vacation Spend is \$1,180 (Per Person), Overall

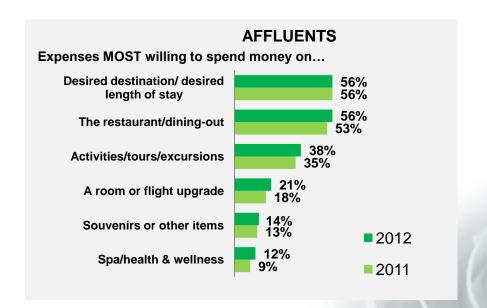


More than one half of summer vacationer's among the general population (52%) and Affluents (56%) are most willing to spend money on their desired vacation (i.e. destination or length of stay).

This year fewer summer vacationer's are most willing to spend money on dining-out (44% vs. 48% in 2011), an expense previously ranked equally most important as the desired vacation.

Among the general population of summer vacationer's the average vacation spend per person, overall, is \$1,180 (vs. \$1,153 in 2011). Among their Affluent counterparts the average is significantly higher at \$1,921 (vs. \$1,760 in 2011).





Q.V13 Thinking about your summer vacations - which of the following are you MOST willing to spend money on?

Q.V14 How much per person do you plan to spend on your summer vacation(s), overall,

Base: Among those with summer vacation plans © echo

Significantly higher / lower at the 95% confidence level (2012 versus 2011)

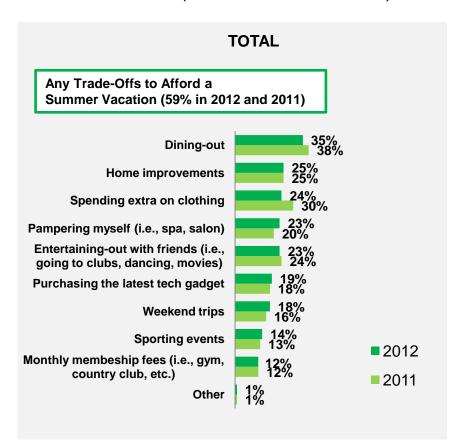


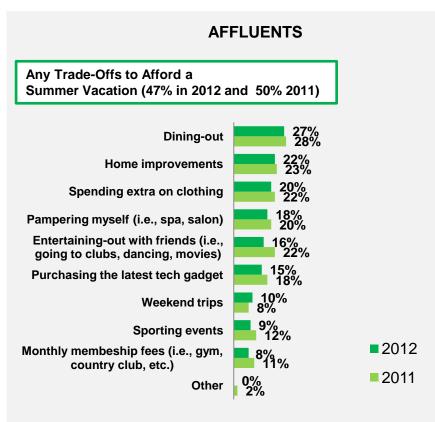
Many Consumers Have Traded-Off Dining Out in Order to Afford Taking a Summer Vacation



Most consumers with summer vacation plans will make trade-offs (59%) to afford a summer vacation this year.

More than one third of summer vacationer's have traded-off dining-out in order to afford a summer vacation (35% vs. 38% in 2011).





Q.V16 What trade-offs, if any, have you made in order to afford a summer vacation?

Base: Among those with summer vacation plans

