



October Consumer Spending and Saving

A research report prepared for:



October 13, 2011

Research Method



- **This research was completed online among a random sample of consumers aged 18+. A total of 2,017 interviews were completed.**
- **In addition to a general population sample, two sub-groups – Affluents, and Young Professionals were targeted and balanced by the general population.**
 - **n= 540: Affluents – defined as having a minimum annual household income of \$100,000**
 - **n= 534: Young Professionals – defined as less than 30 years of age, having a college degree, and a minimum annual household income of \$50,000**
- **Interviewing was conducted by Echo Research between September 28 – October 2, 2011.**
- **Overall the results have a margin of error of +/- 2.2 percentage points at the 95% level of confidence.**

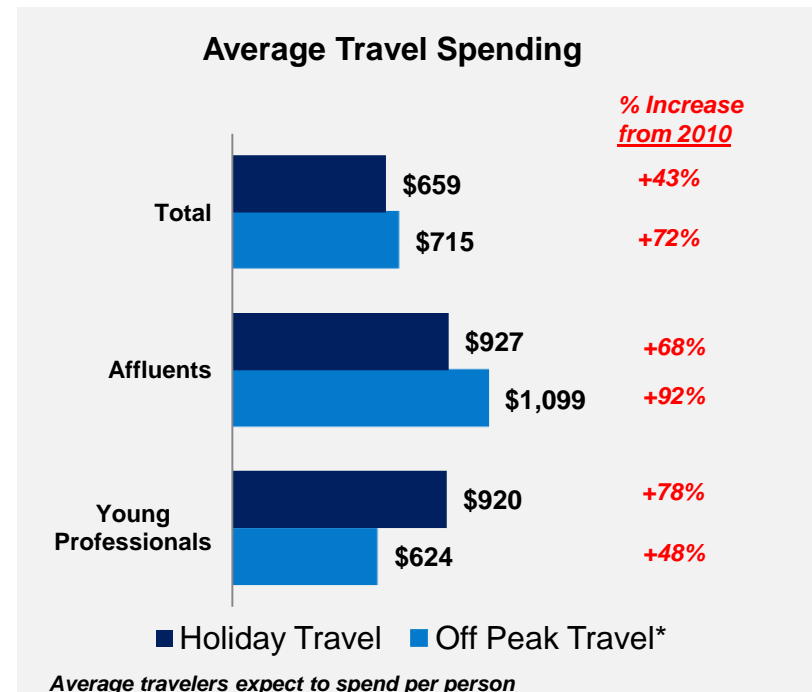
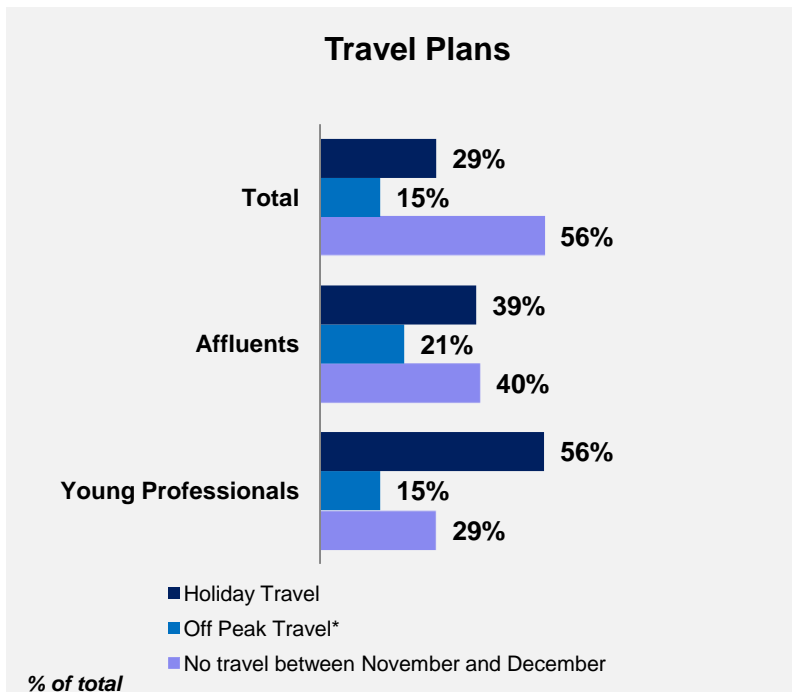
HOLIDAY TRAVEL

Holiday Travel Plans between November and December



About three in ten consumers among the general population will be traveling over the actual holidays (29% - on par with last holiday season).

A family of four who plan to travel will spend an average of about \$2,600 between now and the end of the year (or \$659 per person). Holiday travel spending has increased 43% from 2010.



* Travel between November and December, but not over a holiday

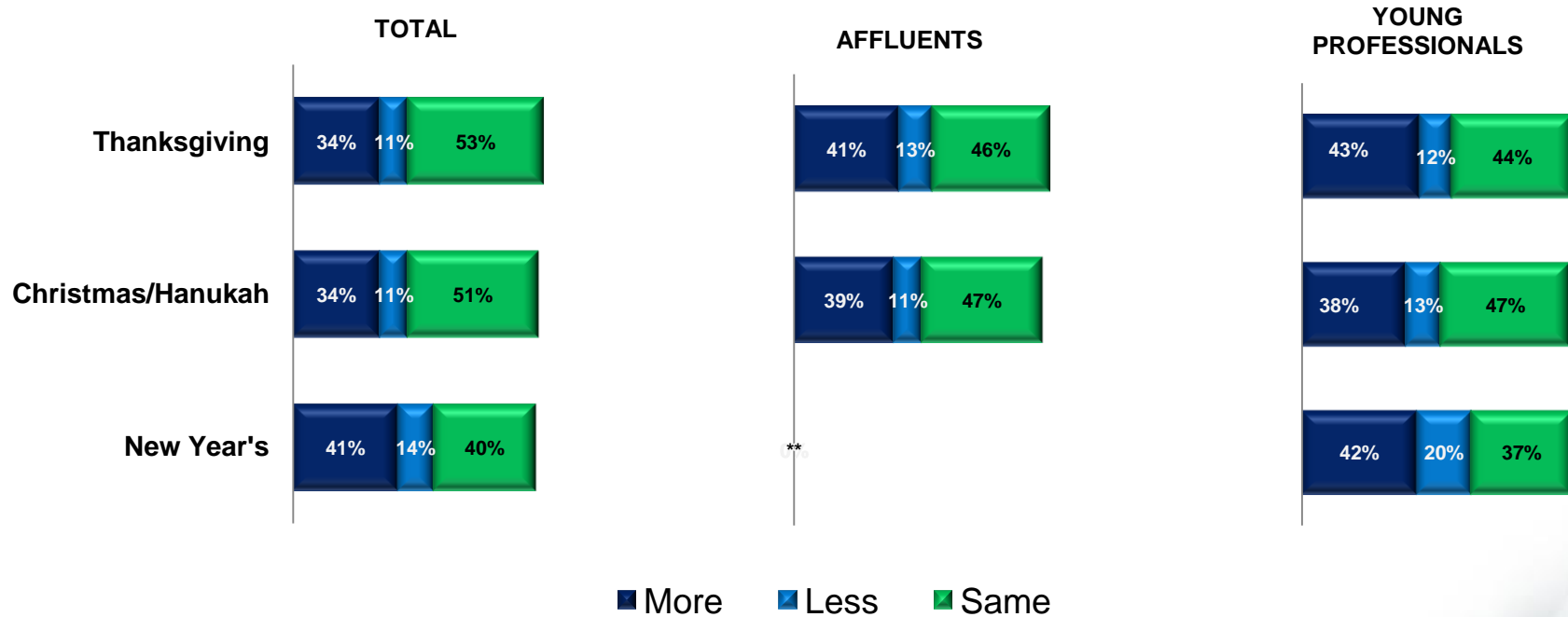
Q.9 This year, will you be traveling over the following? Base: total respondents
 Q.11a-c. How much do you plan to spend per person on your upcoming trip(s) this year?
 Base: total traveling for any holiday



Spending More, Less, or Same Compared to Last Year on Holiday Travel



In thinking about travel plans this holiday season, most expect to spend the same as last season – Thanksgiving and Christmas/ Hanukah (53% and 51%, respectively).



** Sample size too small to show New Year's results among Affluents

12. Thinking about your [INSERT HOLIDAY]?] travel plans for this holiday season compared to last year, do you expect to spend more, less or the same?

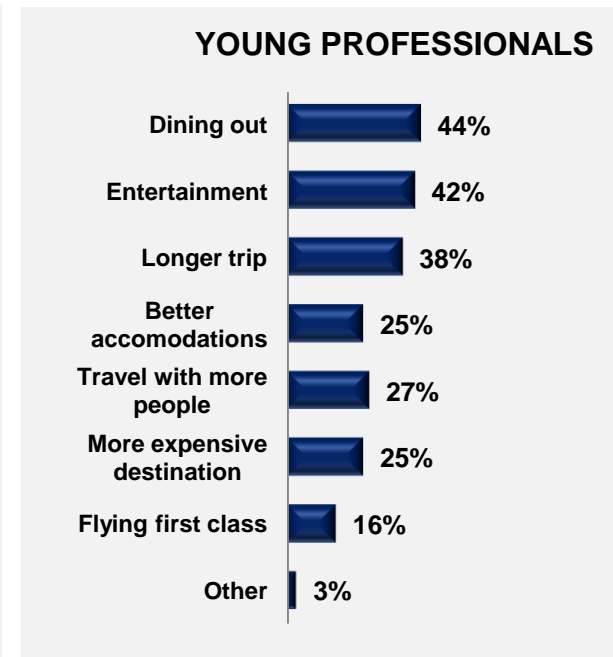
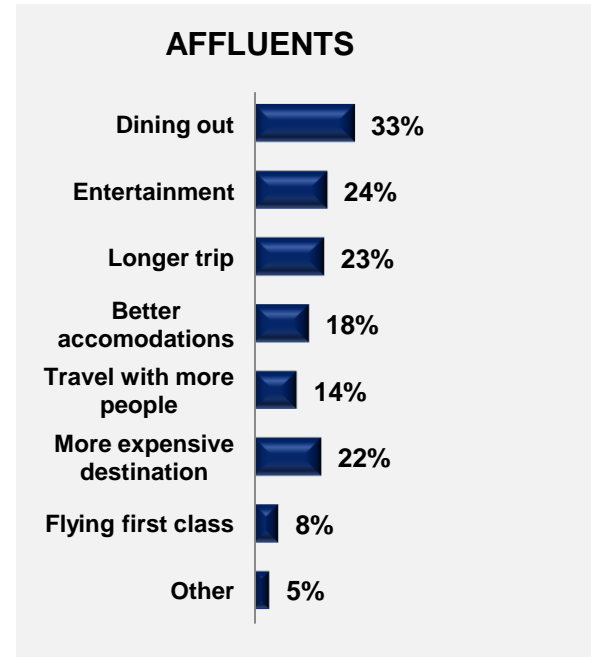
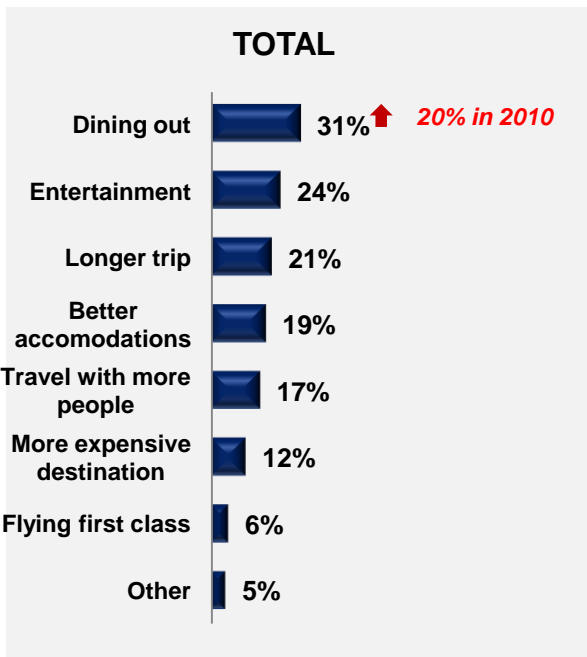


Areas where Holiday Travelers are Spending More Compared to Last year



Dining out is the leading area where travelers will be spending more versus last year.

- Three in ten holiday travelers will spend more on dining out (31%).
- In 2010 dining out was a priority by just one in five holiday travelers (20%).



Not shown: Not spending more (37% total/ 36% Affluents/ 21% YPs)
 14 Thinking about your upcoming travel plans over [INSERT HOLIDAY] – are you spending MORE in any of the following areas compared to last year?



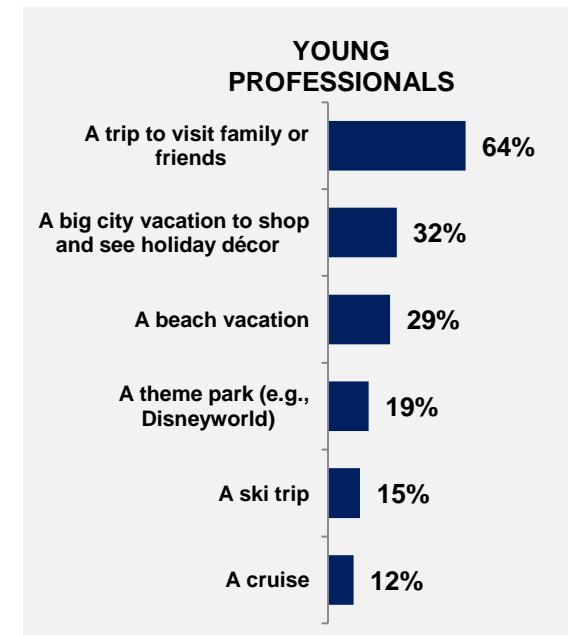
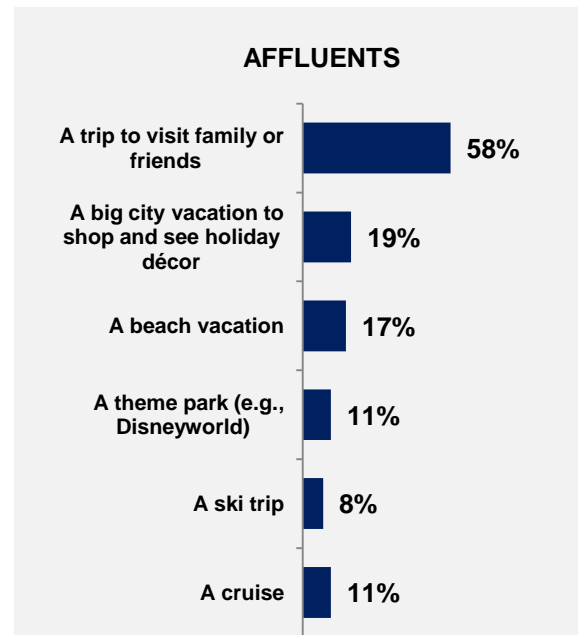
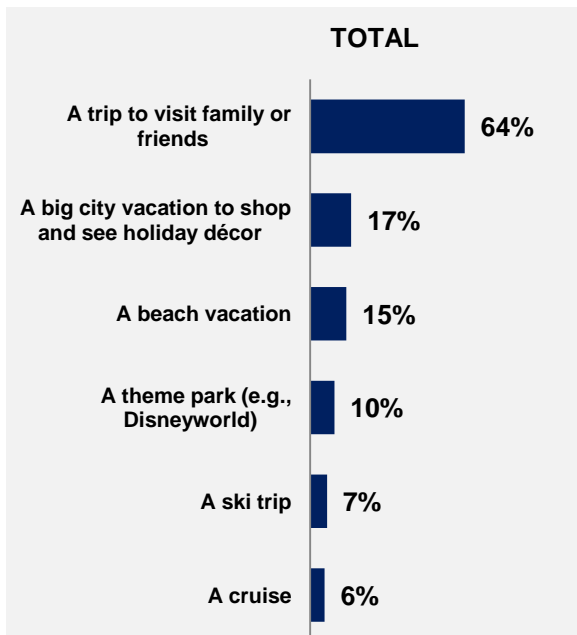
Type of Holiday Trips Planned this Season



A trip to visit family or friends is the leading type of holiday planned (64%).

About one third (32%) of Young Professionals also have plans to visit a big city to see holiday décor for their holiday season travels.

An average of two holiday trips are planned this year.



Q.10 This year, how many trips do you have planned between Thanksgiving and New Year's Eve?

Q.22 Are you planning on taking any of the following types of trips during your upcoming any holiday travel travels THIS YEAR?

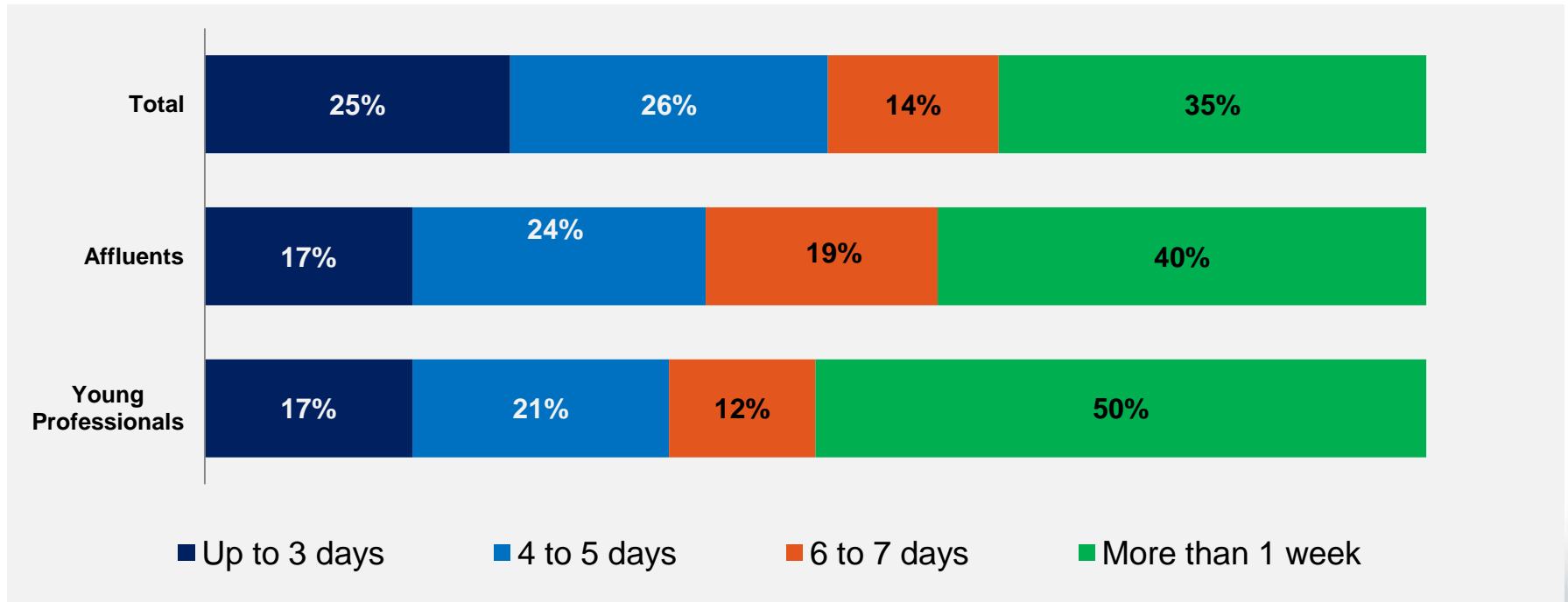


Holiday Travel Duration



More than one third of consumers will be away for more than one week for their holiday travels this year (35%).

Young Professionals will take more time off for holiday travels than their Affluent counterparts - one half will be away more than one week (vs. 40% Affluents).



Q.16 a-c How many days do you intend to travel over any holiday travel?

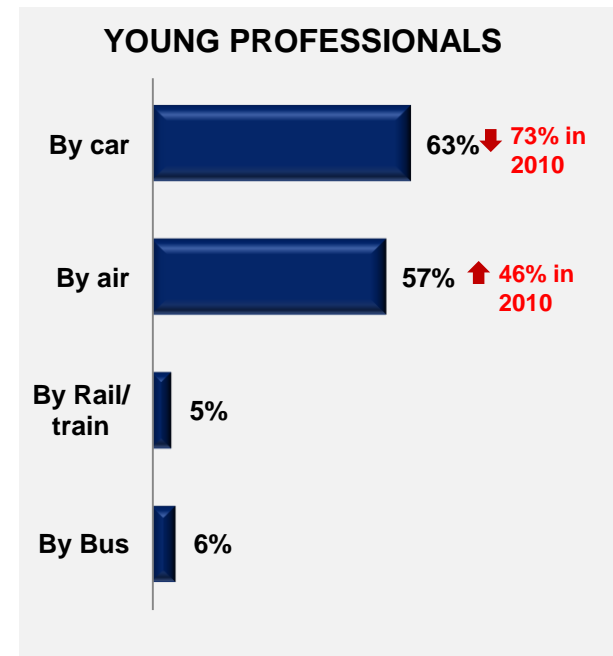
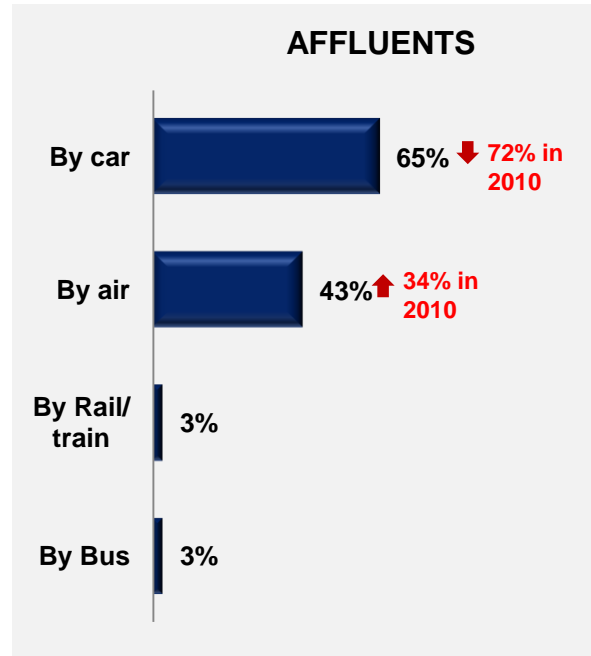
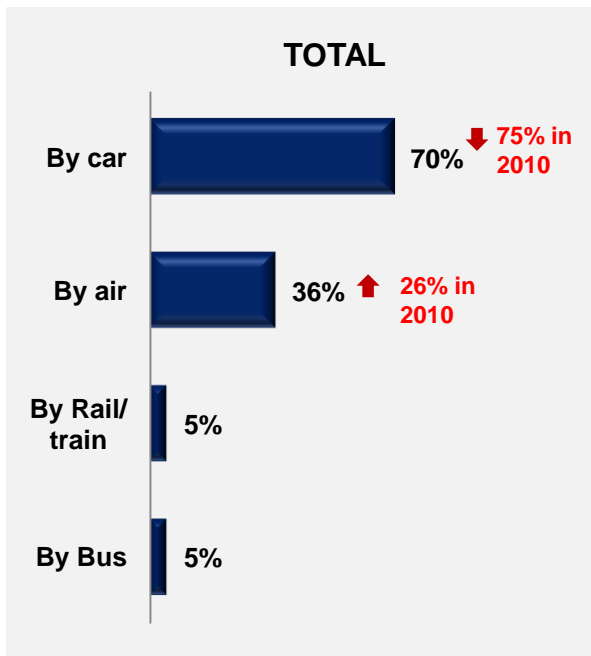


Holiday Travel Transportation



While most holiday travelers will reach their destination via car transportation (70%), air transport is now significantly up from last year.

More than one third of holiday season travelers will travel by airplane (36% - up from 26% last year).



Not shown: Not spending more (2% total/ 3% Affluents/ 1% YPs)
 19.How will you be traveling to your upcoming holiday destinations this year?

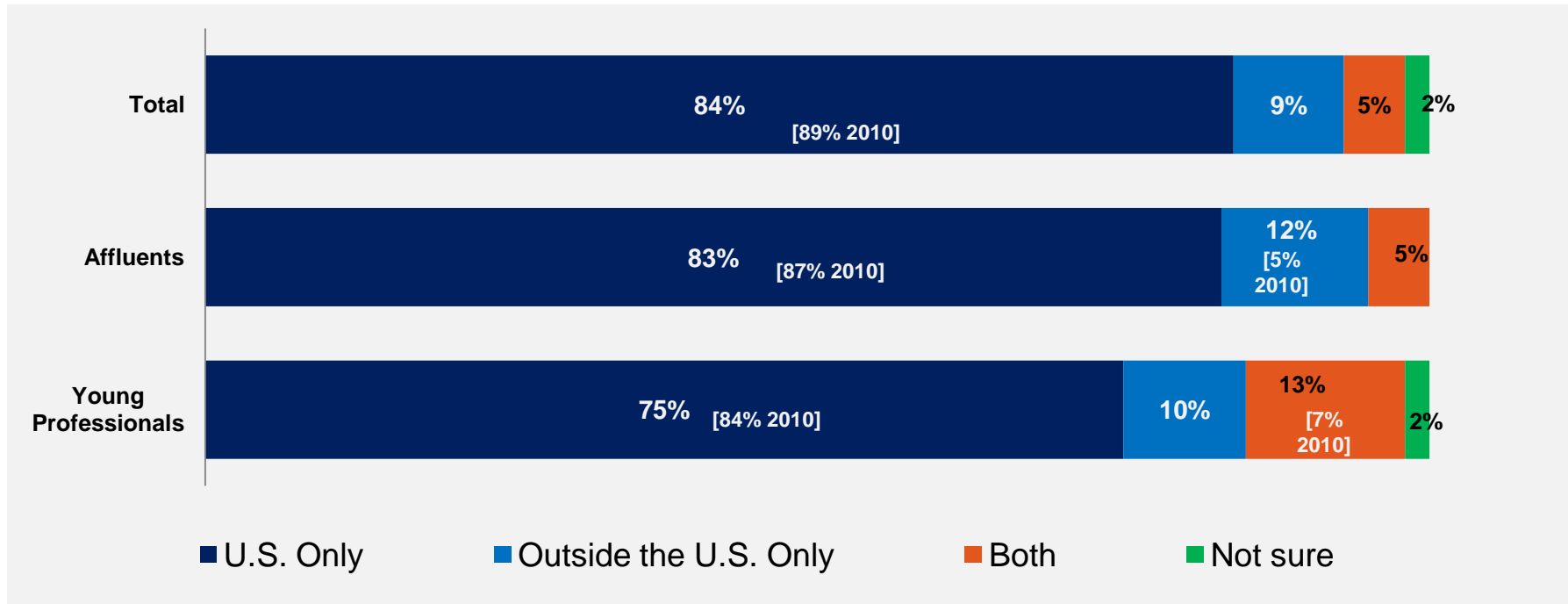


Holiday Travel Destination



Most holiday travel continues to be planned for within the United States (84% vs. 89% in 2010).

Holiday travel outside of the United States is expected to increase from last year among Affluents (12% vs. 5%) and Young Professionals (13% vs. 7%).



Q.20 Which of the following describes where you plan to travel for your upcoming [insert] trips? Base: total traveling for [insert]

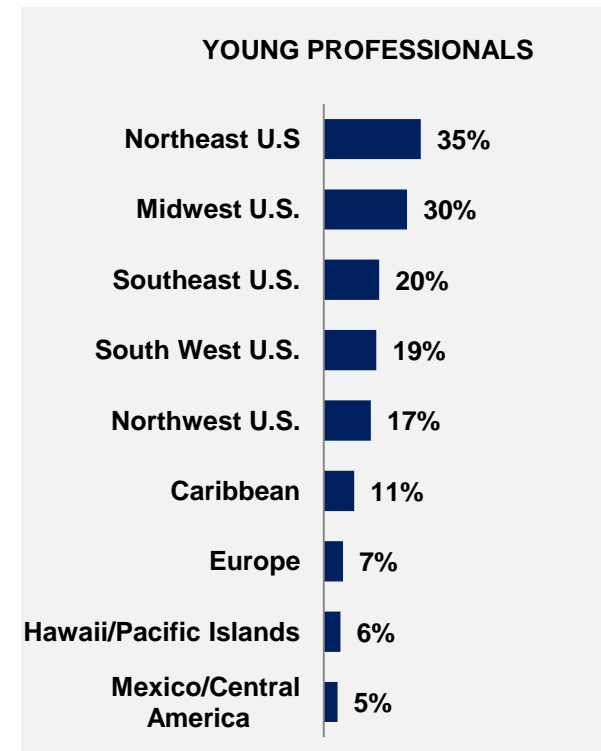
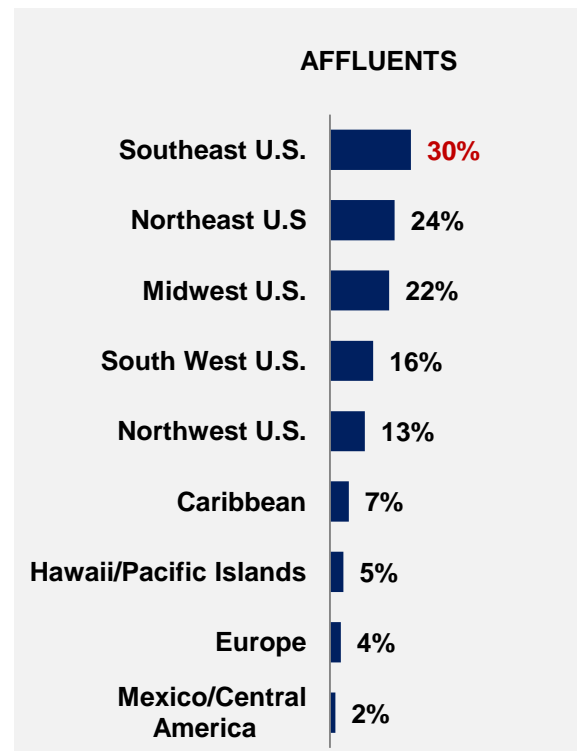
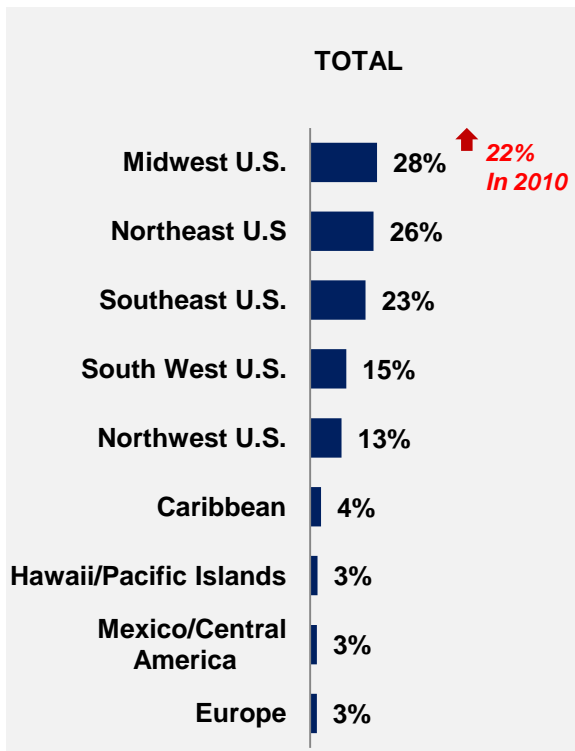


Region will Travel to over the Holiday's



The leading regions where holiday travelers are planning to visit include the Midwest U.S. (28% vs. 22% last year), Northeast U.S. (26%), and Southeast U.S. (23%).

Affluent travelers will visit the Southeast U.S. more than any other region (30%).



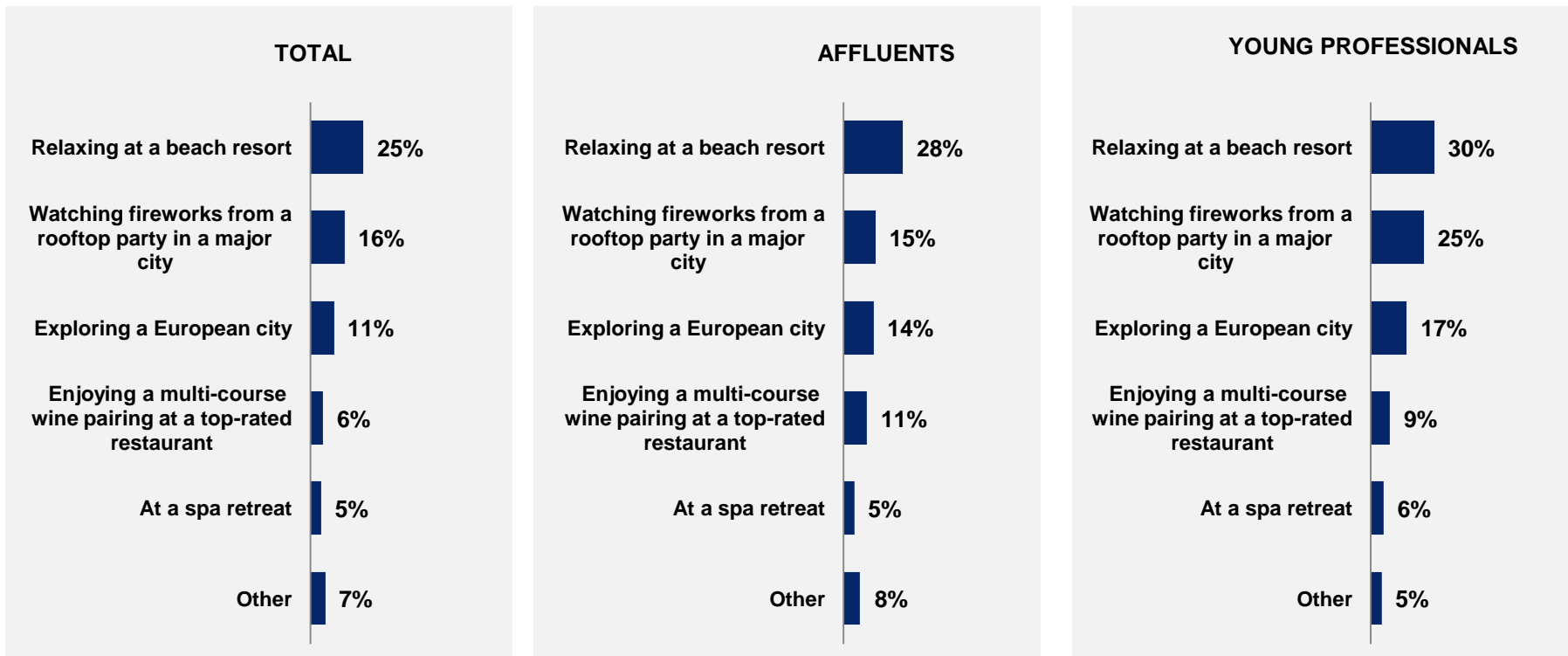
Not shown: regions 4% or fewer - Australia, South America, Africa, Asia, Other and not sure
 21. Which of the following regions are you planning to visit during your upcoming [INSERT HOLIDAY] travels?



Destination would Most Like to Ring in The New Year



Regardless of travel plans this year, one in four consumers among the general population would most like to ring in the new year at relaxing beach resort (25%).



Not shown: Not sure (30% total/ 18% Affluents/ 8% YPs)

Q.32a In what type of destination would you MOST like to ring in the New Year? BASE: Total respondents

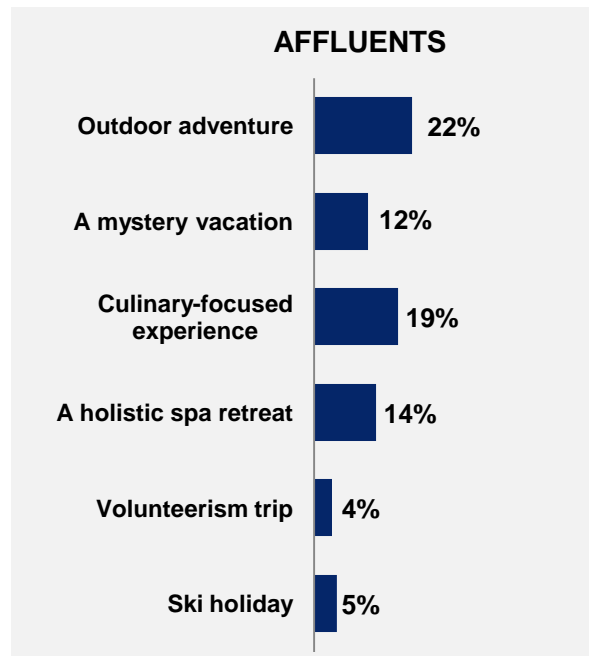
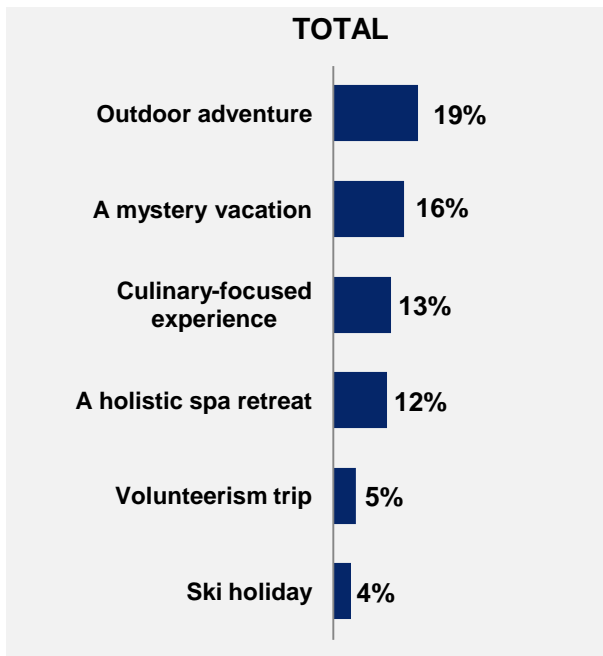


Travel Experience Most Interested in Trying



When thinking about travel experiences, about one in five (19%) consumers would be most interested in trying an outdoor adventure.

About one third (32%) of Young Professionals indicate interest in an outdoor adventure for a travel experience.



Not shown: None (30% total/ 24% Affluents/ 4% YPs)

Q.8 Which of the following travel experiences would you be most interested to try?

BASE: Total respondents



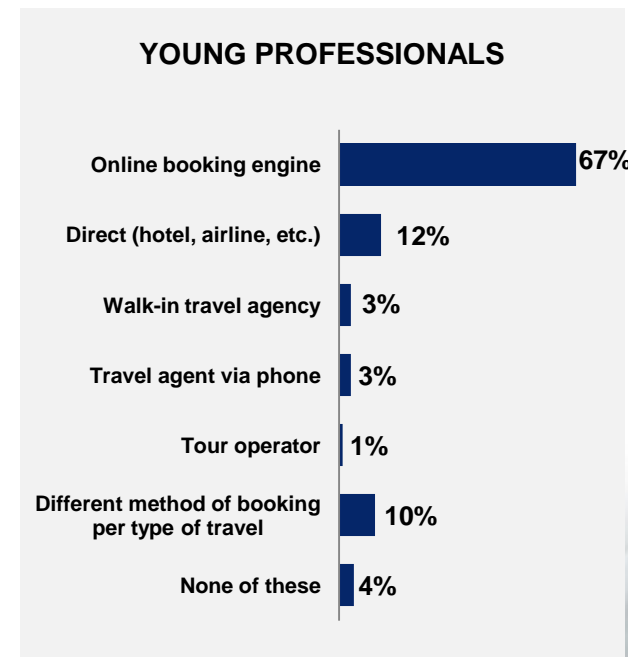
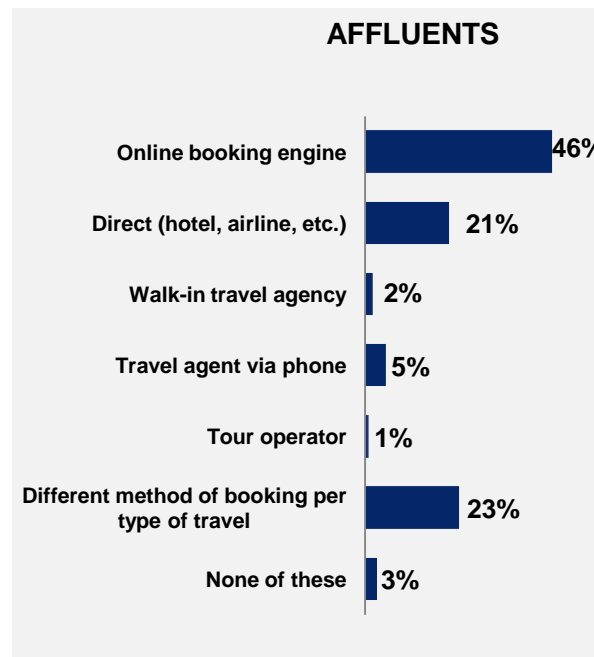
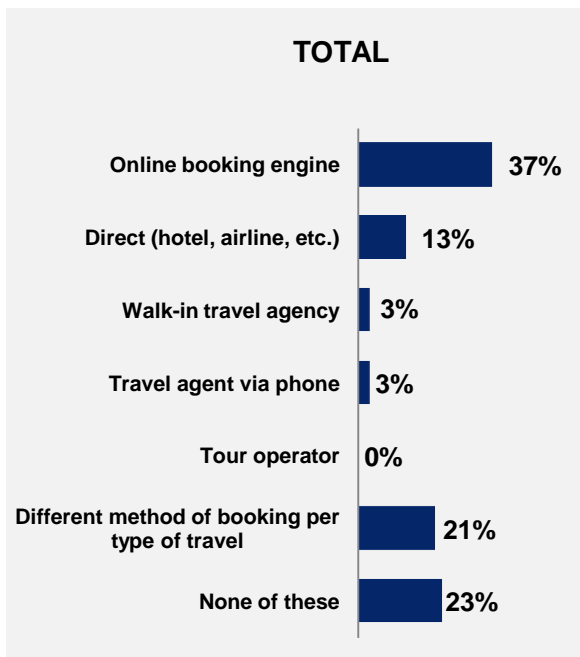
TRAVEL BOOKING PREFERENCES

Primary Method of Booking Travel



Online booking engines are the primary method used in booking travel (37%).

- More than two thirds (67%) of Young Professionals use an online engine to book their travel, in contrast to 46% of their Affluent counterparts. Many Affluents book their travel directly with the airline or hotel (21% vs. 13% overall).



Q.3 What is your primary method used to book travel? BASE: Total respondents

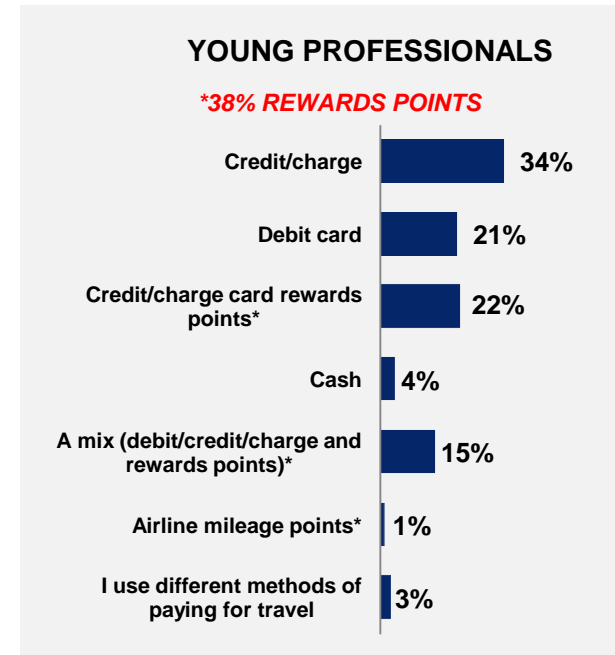
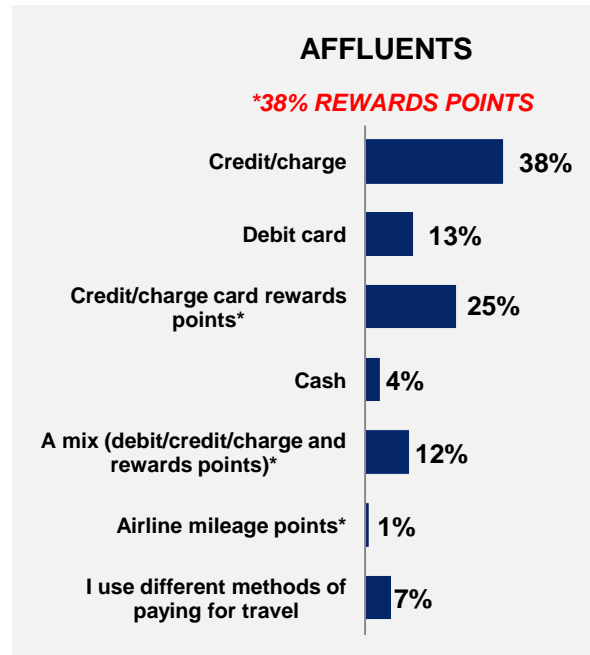
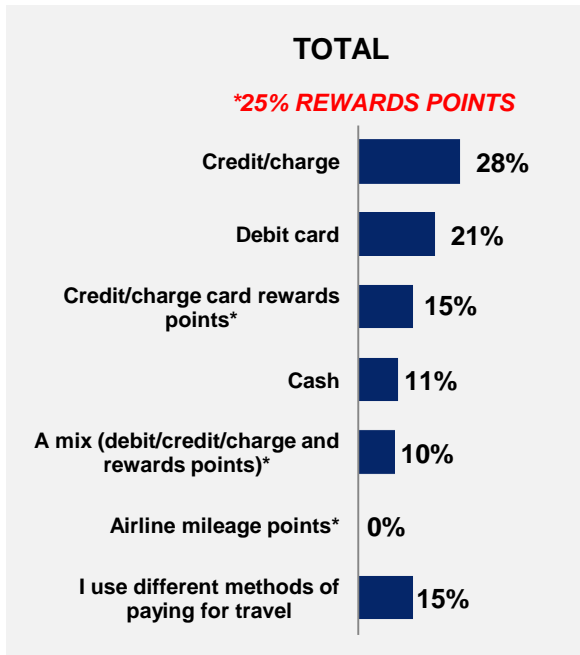


Primary Method of Paying for Travel



While credit / charge cards are the primary method of paying for travel (28%), many consumers will also use rewards points (25%).

- Nearly four in ten Affluents and Young Professionals will use rewards points to pay for travel (38% each).



Q.4 What is your primary method used to pay for travel? BASE: Total respondents

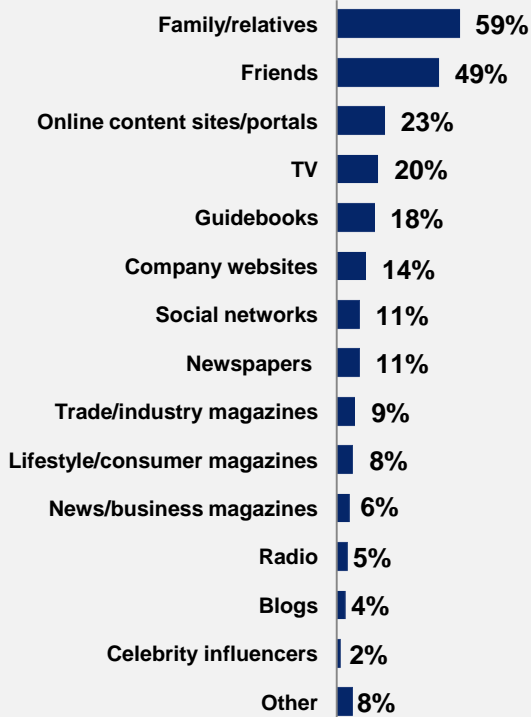


Source of Vacation Choices

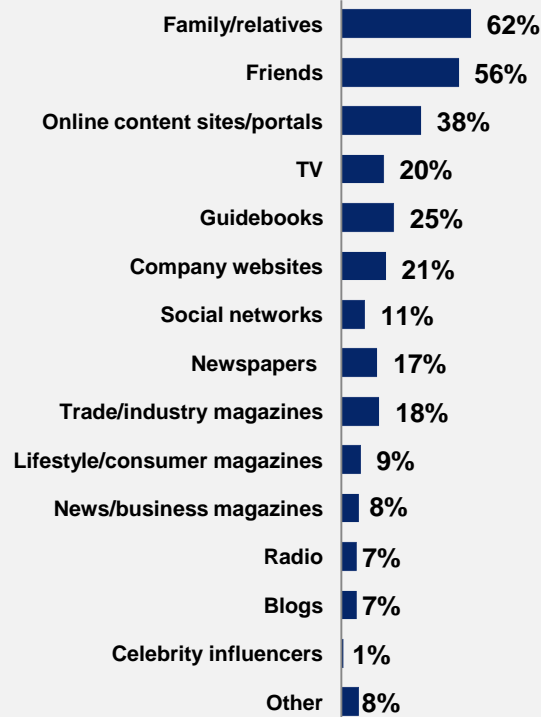


Family is the primary source for making vacation choices (59%), followed by friends (49%).

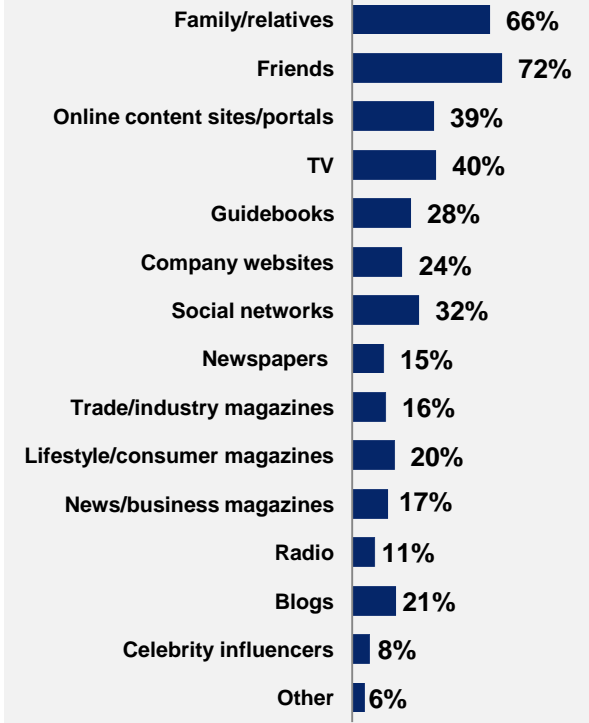
TOTAL



AFFLUENTS



YOUNG PROFESSIONALS



Not shown: None (18% total/ 8% Affluents/ 3% YPs)

Q.5 What sources contribute to your vacation choices? BASE: Total respondents



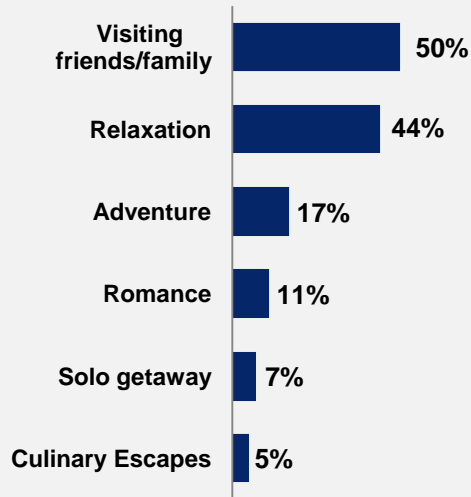
Primary Motivation to Book Travel for the Holidays



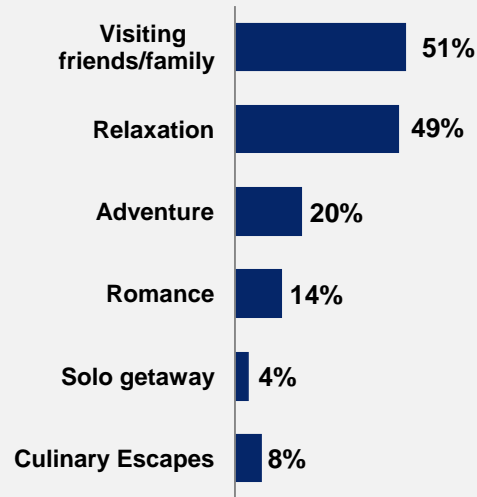
Friends and family are the primary motivation to book travel for the holidays (50%), and relaxation ranks second (44%) among the general population.

Young Professionals are slightly more motivated to book travel for the holidays to relax (57%) than visit friends / family (54%).

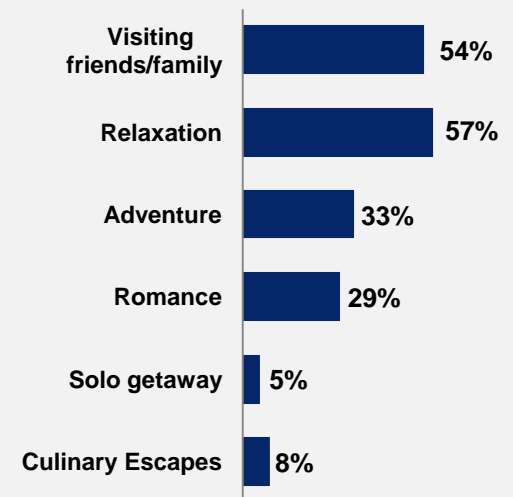
TOTAL



AFFLUENTS



YOUNG PROFESSIONALS



Not shown: Not sure (16% total/ 10% Affluents/ 3% YPs)

Q.27 What is your main motivation when booking travel for the holidays?

BASE: Total respondents

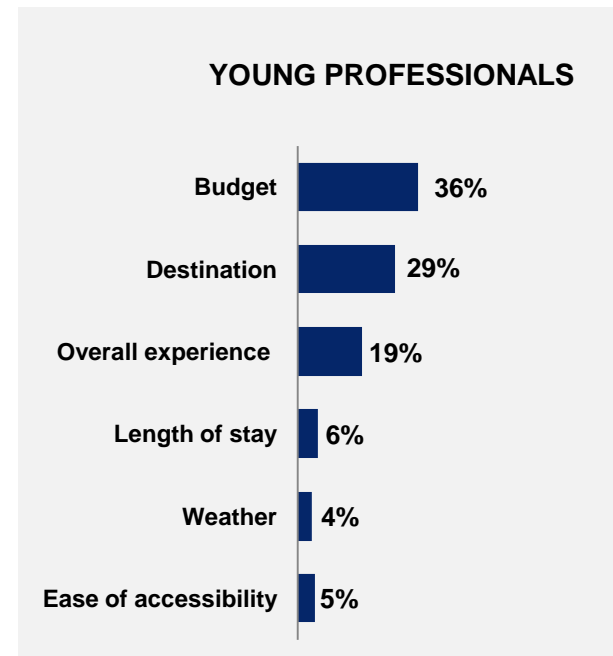
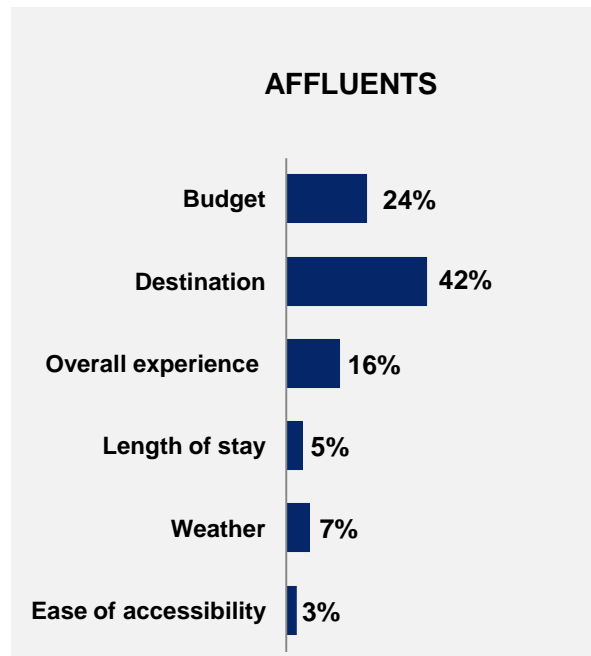
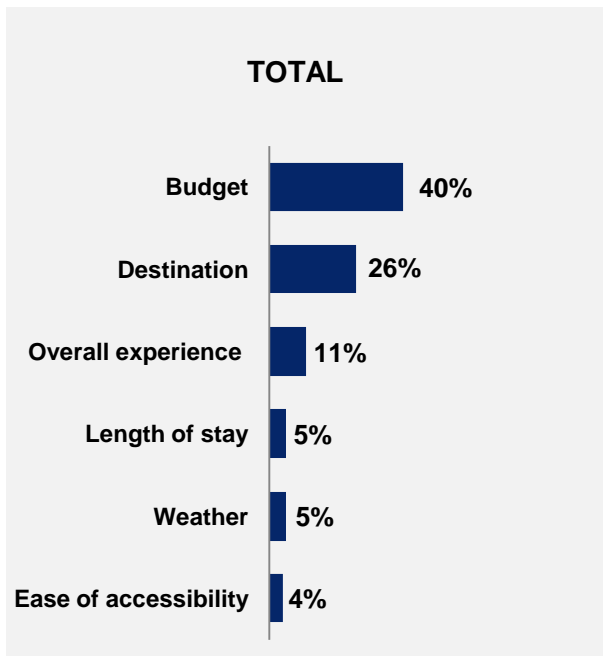


First Consideration in Booking Travel



Many consider budget first when booking travel (40%), while destination ranks second (26%).

More than four in ten Affluents first consider the destination (42%) and significantly fewer consider the budget first (24%).



Not shown: None(9% total/ 3% Affluents/ 1% YPs)

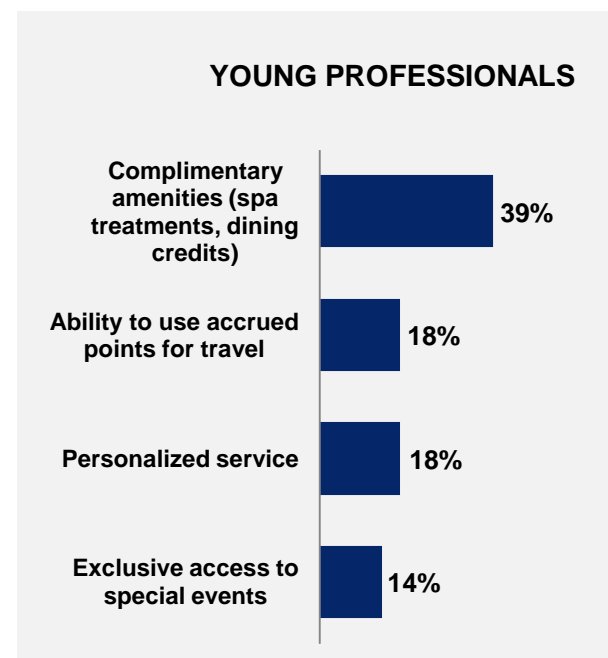
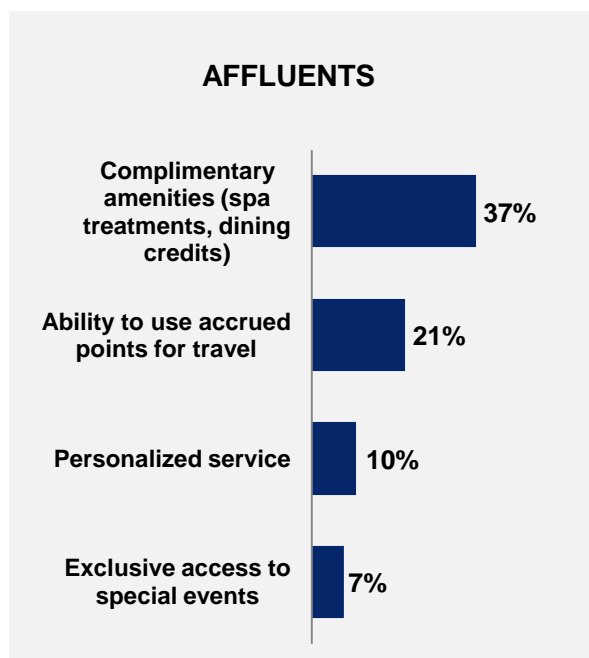
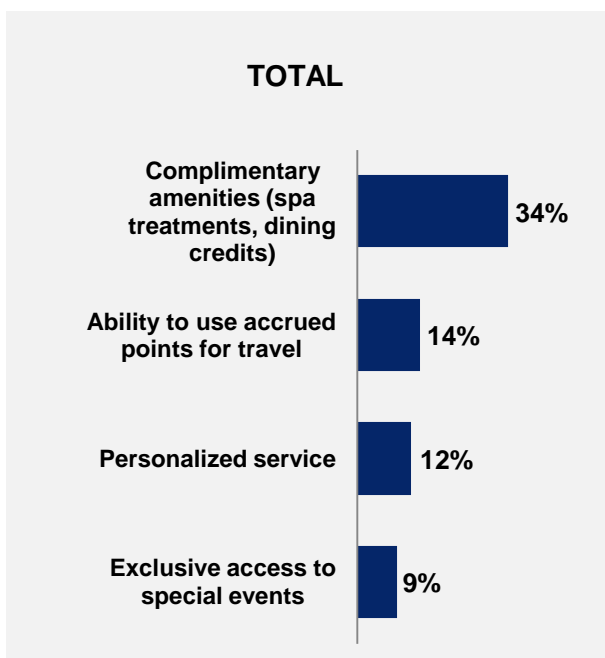
Q.7 What do you consider first, when booking your travel? BASE: Total respondents



Most Important Amenities in Booking Travels



Complimentary spa treatments and dining credits are the most important amenities in booking travels (34%).



Not shown: Not sure (31% total/ 25% Affluents/ 11% YPs)

Q.31 Which of the following is most important when booking for upcoming holiday vacations?

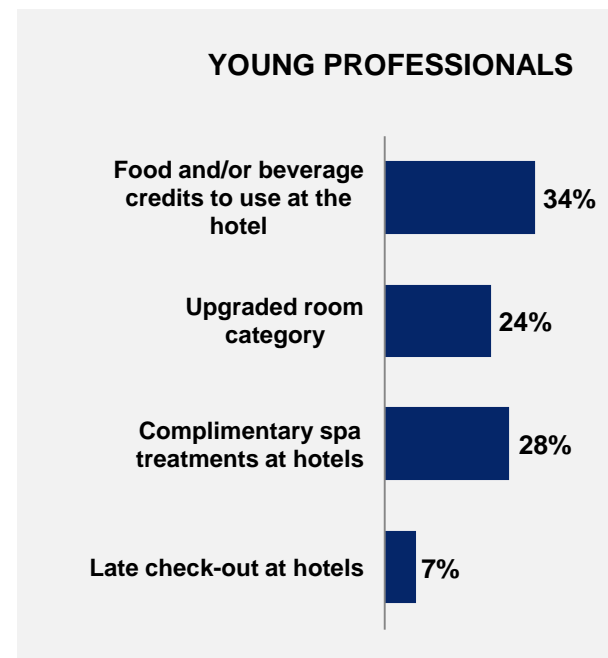
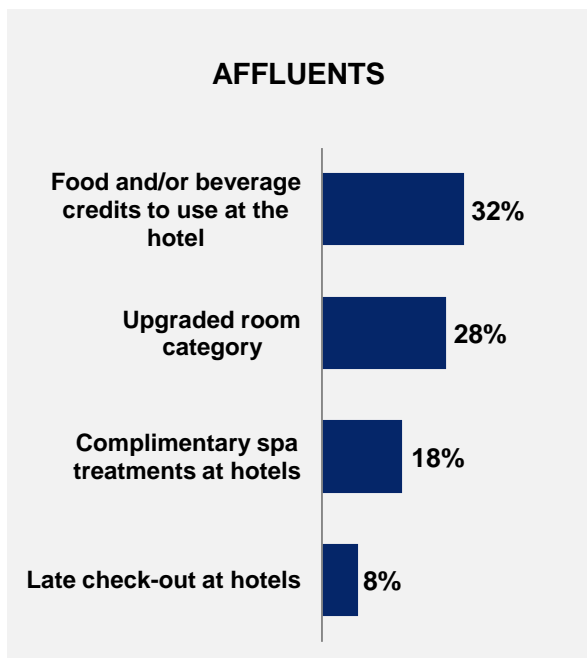
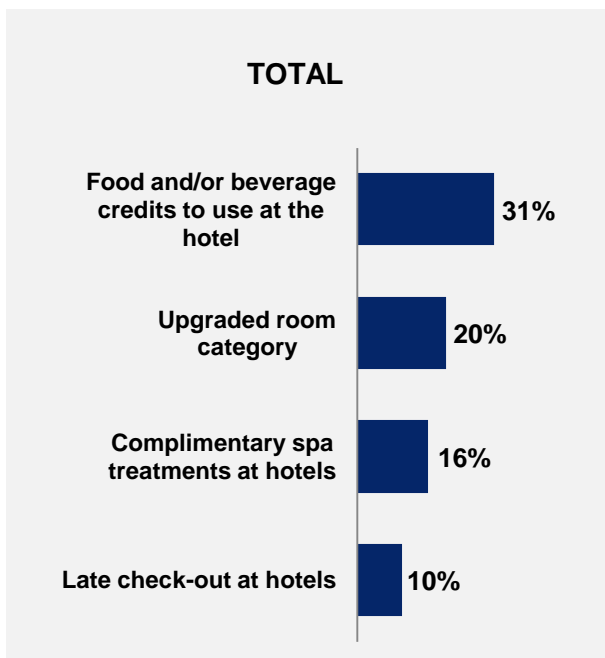
BASE: Total respondents



Most Appealing Hotel Benefit



Food and beverage credits at their hotel is most appealing to consumers (31%), while a room upgrade ranks second (20%).



Not shown: None (23% total/ 14% Affluents/ 7% YPs)

Q.30 Which of the following potential hotel benefits would be most appealing for upcoming holiday travel?

BASE: Total respondents

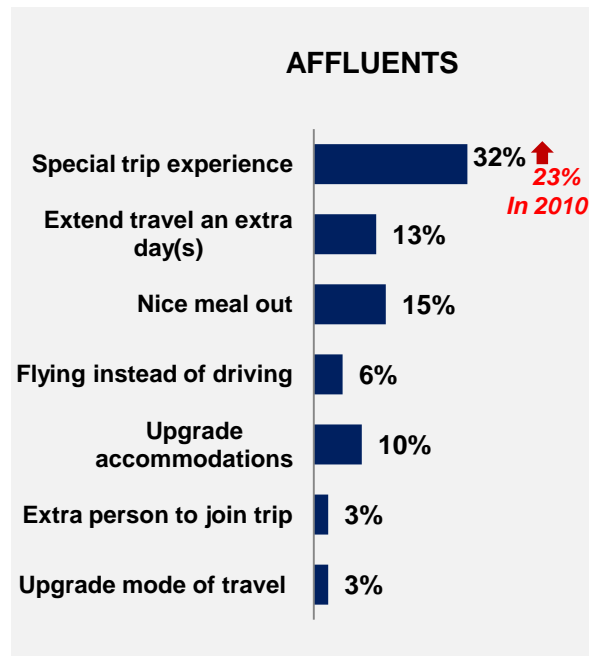
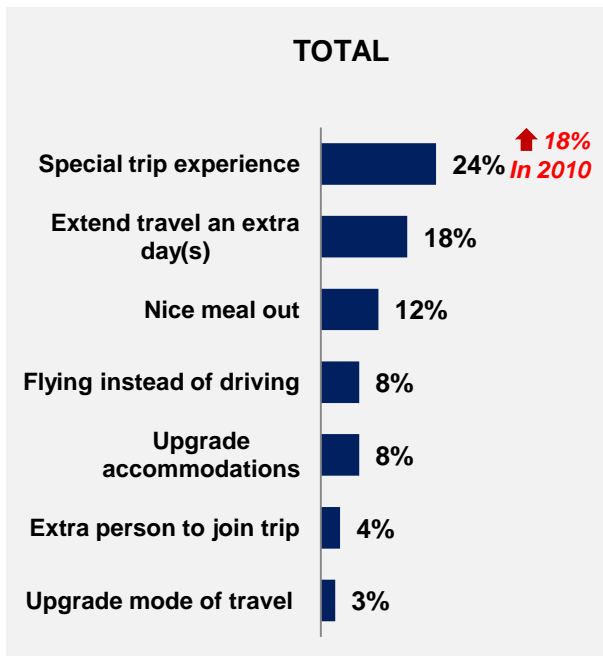


What Would You Do With An Extra \$500 To Spend On Travel This Holiday Season?



About one in four consumers among the general population would spend their extra \$500 on a special trip experience (24% - up from 18% last year).

- More Affluents would spend their extra \$500 on a special trip experience than indicated last year (32% vs. 23%).
- Significantly fewer Young Professionals would spend their found \$500 on an extended trip (16% vs. 24% last year).



Not shown: Not sure (23% total/ 18% Affluents/ 8% YPs)

23. If you had an extra \$500 to spend on travel this holiday season, what would you most likely spend it on? BASE: Total respondents

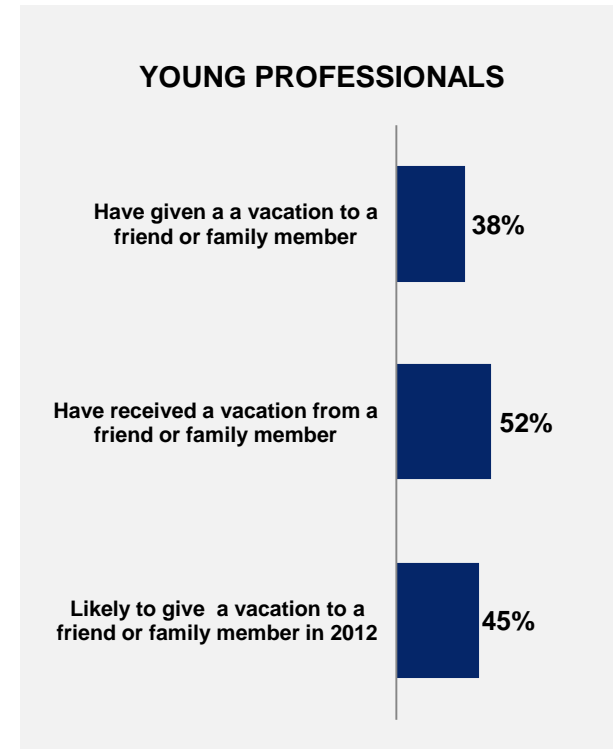
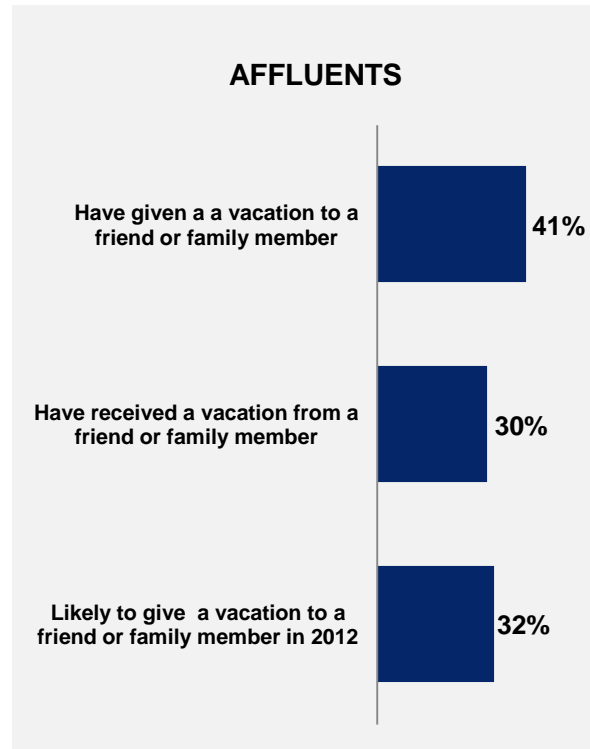
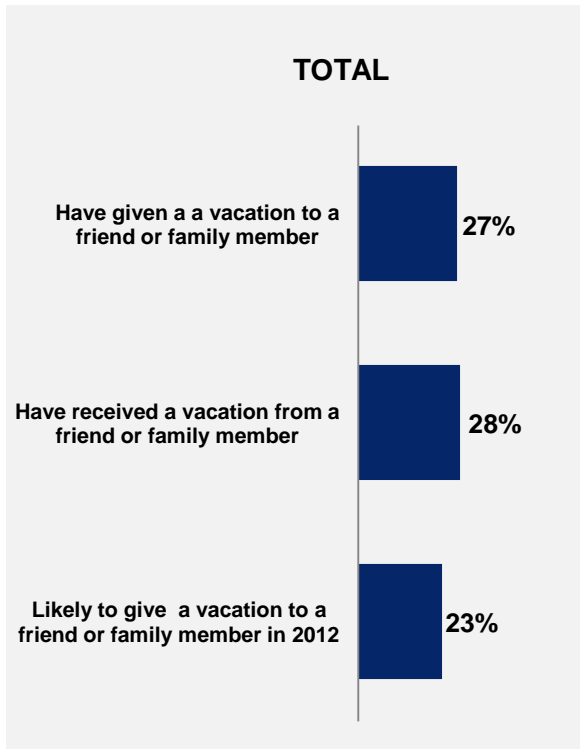


The Gift of Travel



More than one in four consumers among the general population have given and received a vacation to a friend or family member (27% and 28%, respectively); nearly as many (23%) are likely to give a vacation to someone in 2012.

- Most Young Professionals expect to give a vacation to someone in 2012 (52%), in contrast to fewer Young Professionals (30%).



Q.25 Have you ever received a vacation as a gift from a family member, significant other/spouse or friend?

Q.26 Have you ever given a vacation as a gift to a family member, significant other/spouse or friend?

Q.26a How likely are you to give a vacation as a gift to a family member, significant other/spouse or friend in 2012?



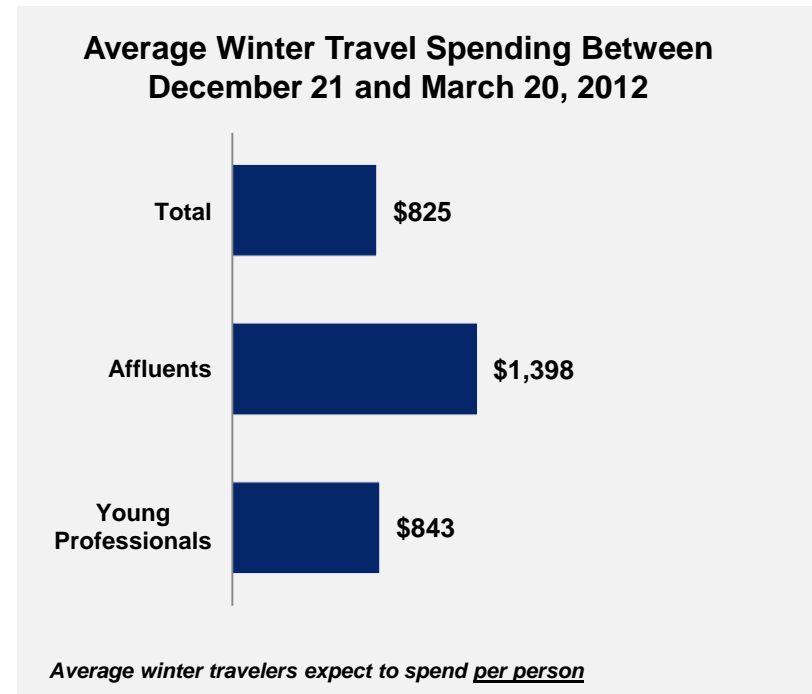
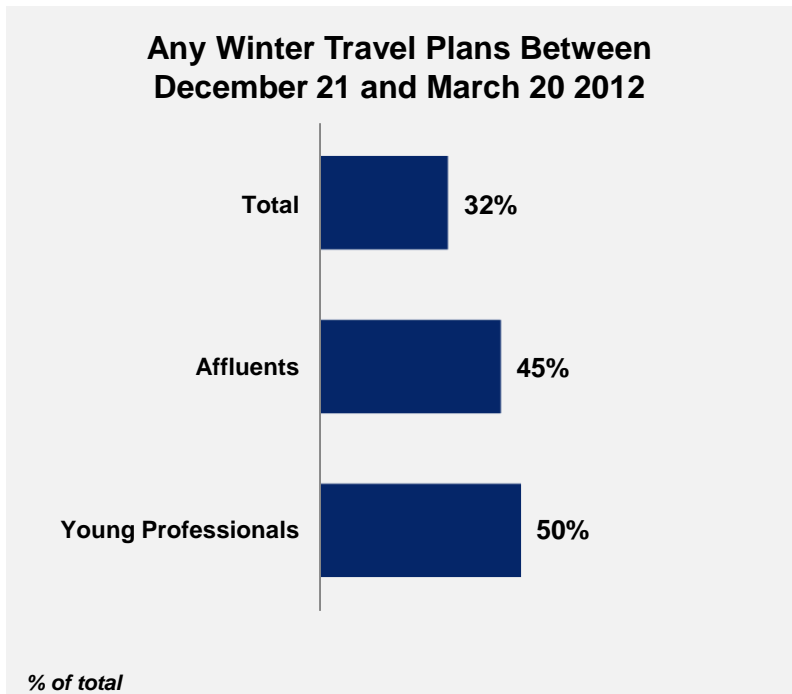
WINTER TRAVEL

Winter Travel Plans – December 21 through March 20, 2012



About one third (32%) of consumers among the general population have plans to travel this winter season – between December 21 and March 20 – and spend an average of \$825.

One half (50%) of Young Professionals have winter travel plans and plan to spend over \$800, on average, and Affluents intend to spend more (\$1,398 on average)



33. Thinking about the winter season – December 21 through March 20 – do you have any plans to travel during that time? Base: total respondents

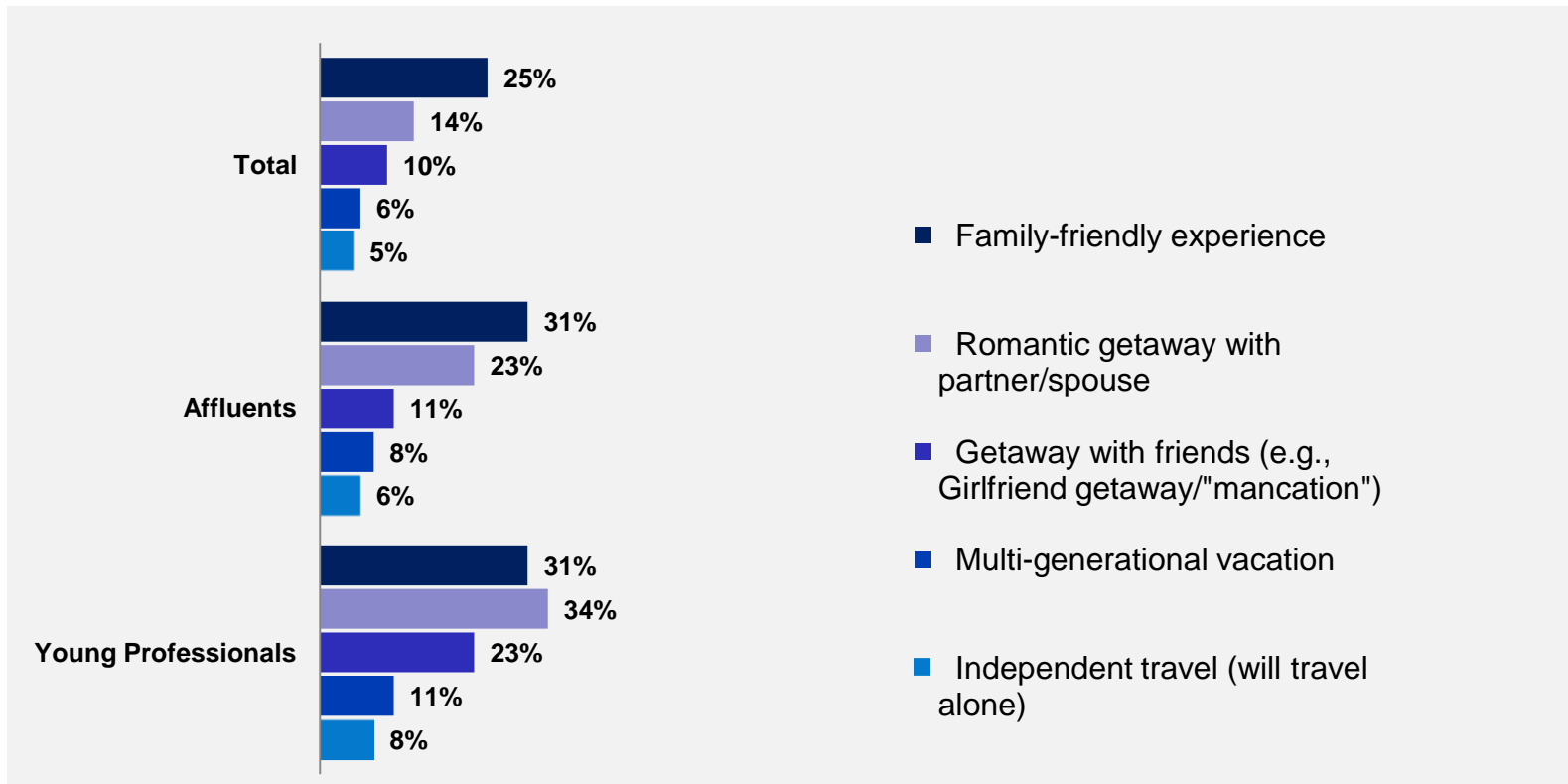
33a. Thinking about the winter season – December 21 through March 20 – do you have any plans to travel during that time? BASE: Respondents with winter travel plans

Type of Winter Experience



One in four (25%) consumers among the general population are looking for a family-friendly experience this winter.

Young Professionals are favoring a romantic getaway over the family-friendly experience (34% vs. 31%).



Not shown: Not decided yet (53% total / 37% Affluents/ 22% YPs)

Q.39 What type of trip do you intend on booking this winter?

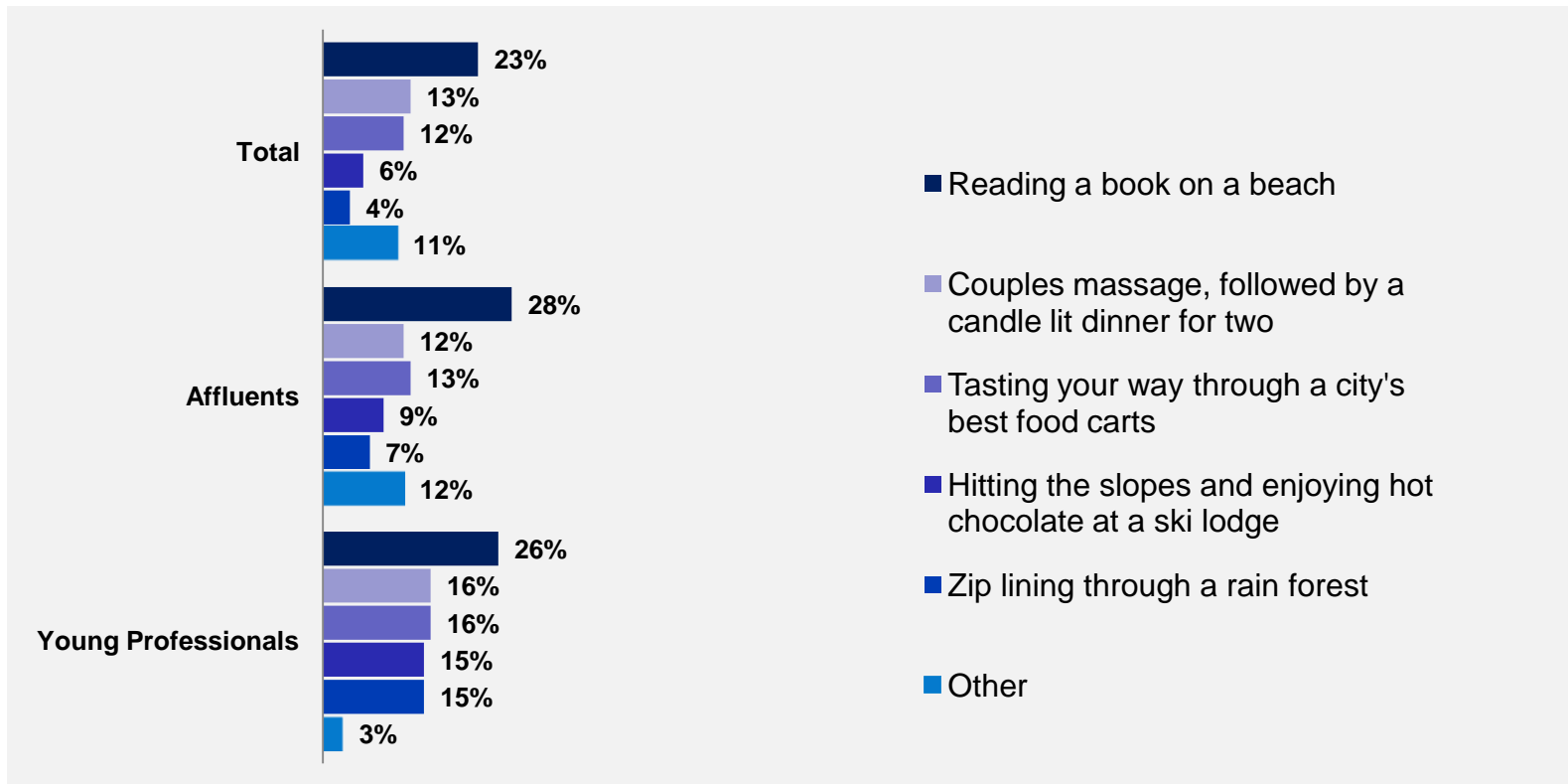
BASE: Total respondents



Idea of the Perfect Winter Vacation



Reading a book on the beach best illustrates the perfect winter vacation, according to 26% of consumers.



Not shown: None (31% total/ 19% Affluents/ 9% YPs)

Q.34 What experience best illustrates your idea of the perfect vacation this winter?

BASE: Total respondents

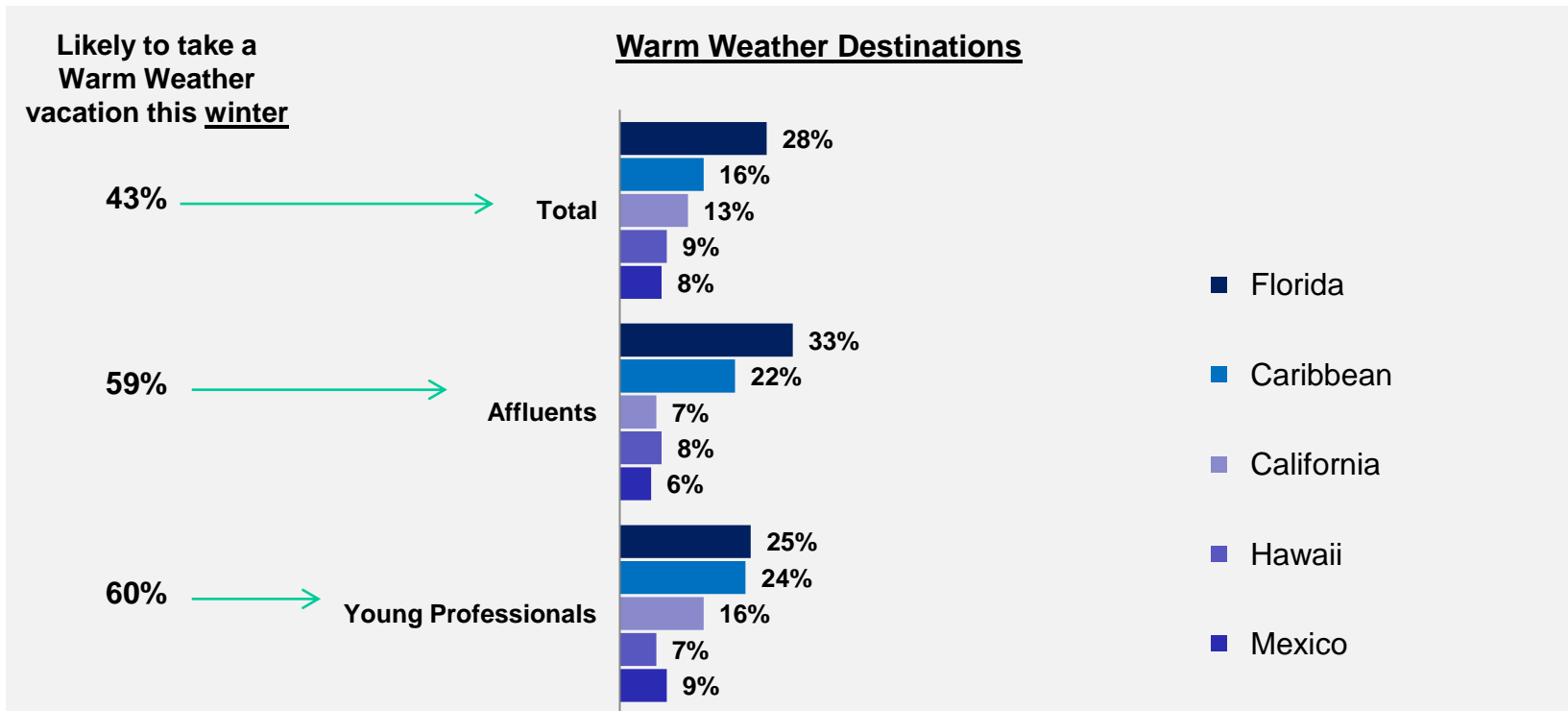


Likely Warm Destinations this Winter



More than four in ten (43%) consumers among the general population are likely (very or somewhat) to travel to a warm weather destination this winter, and Florida is the top warm destination considered (28%).

Six in ten (60%) Young Professionals are likely (very or somewhat) to travel to a warm weather destination this winter, and Florida (25%) and the Caribbean (24%) are the top warm weather destinations.



Top 5 destinations shown.

Q.37 For travel this winter, how likely are you to travel to a warm weather destination?

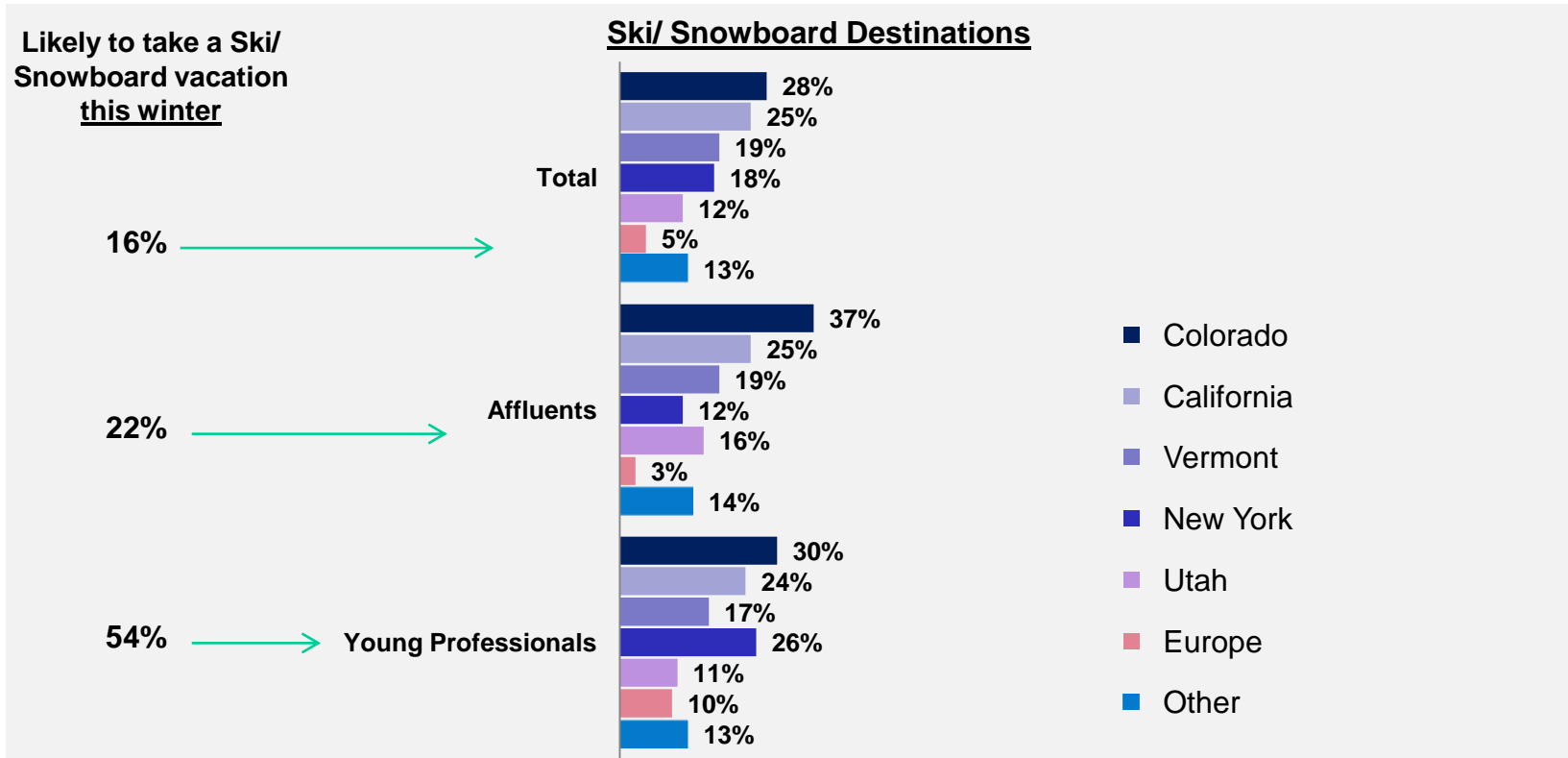
Q.38 For upcoming warm weather vacations, what destination are you most likely to travel to this winter? Base: total very/ somewhat likely to travel to warm destination this winter

Likely Ski/ Snowboard Destinations this Winter



Most Young Professionals are likely (very/somewhat) to plan a ski or snowboard vacation this winter (54%).

Colorado, New York, and California are the top destinations for Young Professionals who are likely (very or somewhat) to plan a ski or snowboard vacation this winter (30%, 26%, and 24%, respectively).



Q.35 For travel this winter, how likely are you to plan a ski/snowboard vacation?

Base: Total respondents

Q.36 For upcoming ski/snowboard vacations, what destination are you most likely to travel to this winter? BASE: Respondents likely to travel to a ski/snowboard weather destination