



# American Express Spending & Saving Tracker

*Fall Travel – Use ‘Em or Lose ‘Em*

Prepared by:

echo

An Ebiquity Company

GLOBAL RESEARCH PROTECTING BRANDS AND REPUTATION

# Research Method

The **American Express Spending & Saving Tracker** research was completed among a random sample of 2,002 adults.

***Highlighted in this report are the opinions of the employed consumer*** (adults employed full or part-time). A total of 1,094 consumers indicated they are employed.

Interviewing was conducted by **Echo Research** between July 17 and 20, 2012. These findings have a margin of error of  $\pm 3.0$  percentage points at the 95% level of confidence.



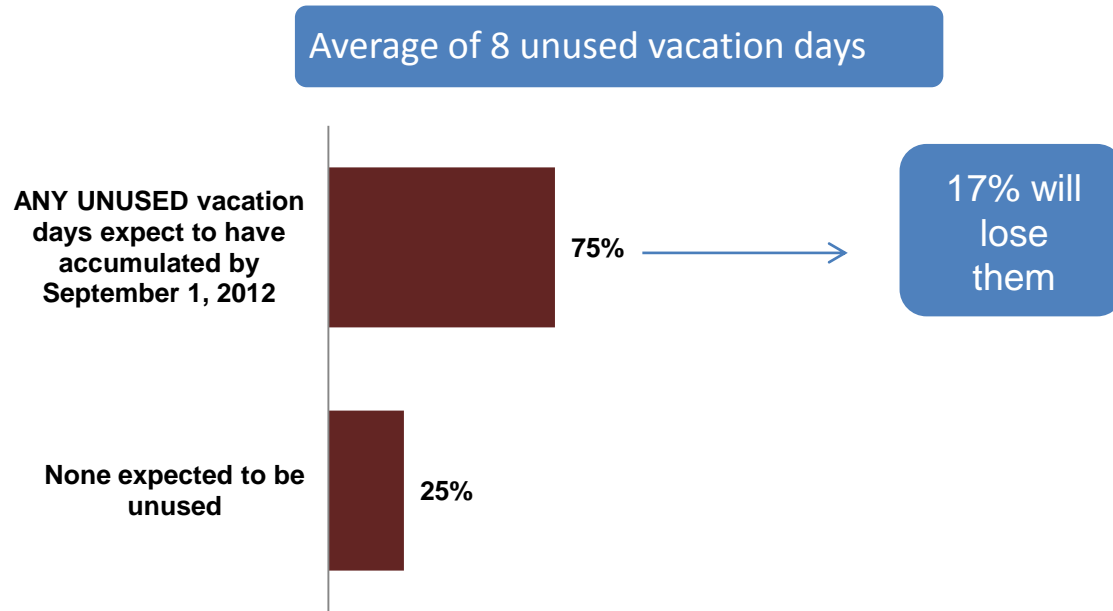
An **Ebiquity** Company



# One in Six Don't Expect to Use their Unused Vacation Days this Year

Three in four consumers have unused vacation days as of September 1<sup>st</sup> and among these consumers –17% don't expect to use them by end of 2012.

## Any Unused Vacation Days as of September?



Q.V2 How many unused vacation days do you expect to have accumulated by September 1, 2012? BASE: Total employed who get vacation days

Q.V3 Do you plan to use any of your vacation days over the fall months and into the end of the year? BASE: Total employed who expect to have unused vacation days as of September 1



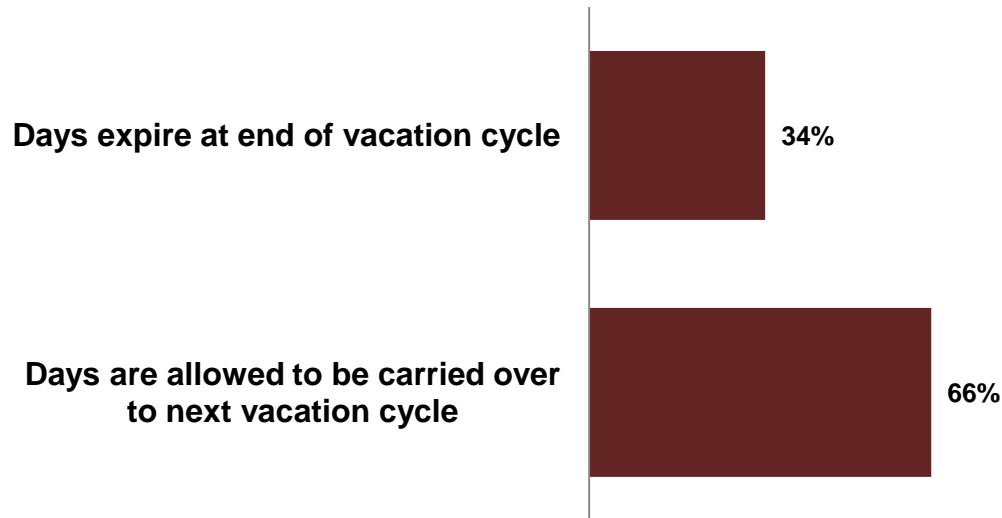
An Ebiqity Company



# Many Vacation Days Due to Expire at End of Employer Vacation Cycle

More than one third (34%) say their unused vacation days are subject to expire at end of vacation cycle.

### Vacation Days Subject to Expiration due to Company Policy?



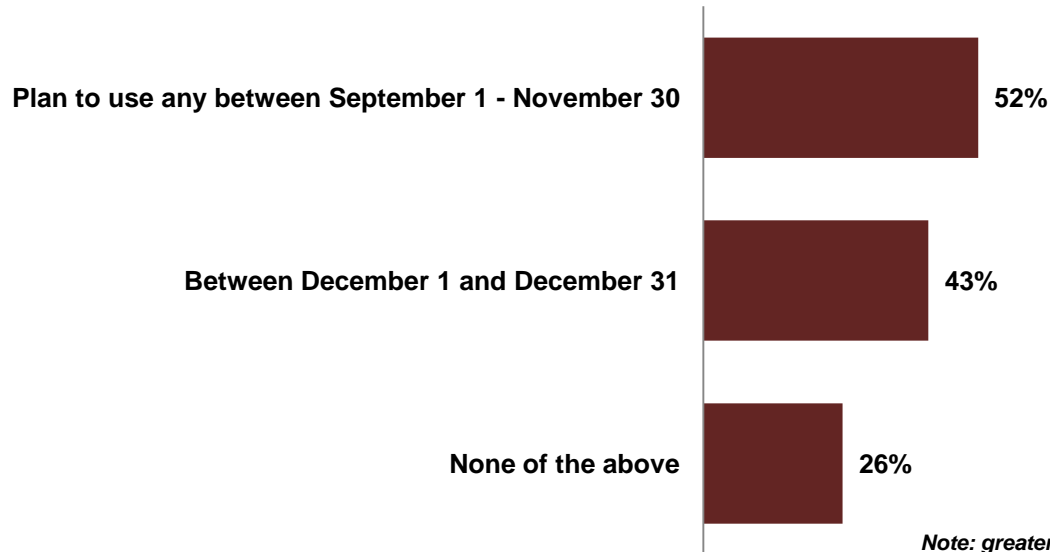
*Q.V5 Does your employer allow vacation days to carry over the company vacation cycle, or will unused days be forfeited at the end of your company's vacation cycle? BASE: Total employed who get vacation days and expect unused vacation days as of September 1*



# Most with Paid Vacation Days will Use them Between September and End of November

Of those who get vacation days, more than one half (52%) will take days off between September 1 and November 30, 2012.

## When will Unused Vacation Days be Used?



*Note: greater than 100% due to multiple responses given*

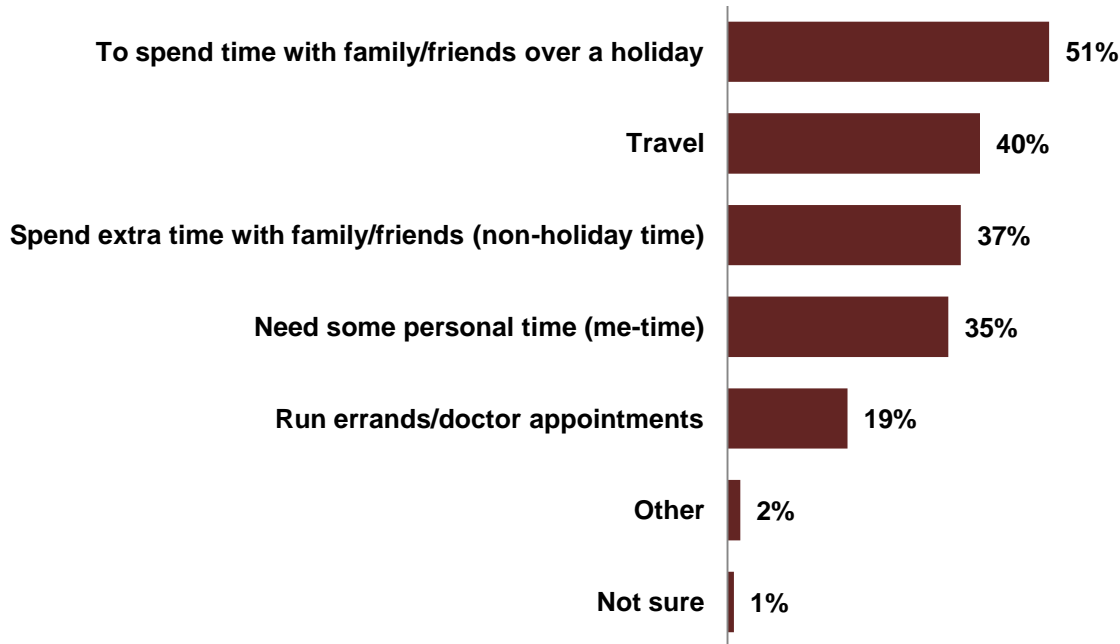
Q.V3 Do you plan to use any of your vacation days over the fall months and into the end of the year? BASE: Total employed who get vacation days



# Most Unused Vacation Days will Be Spent with Family/Friends

More than one half (51%) who still plan to use vacation days this year will use them to spend time with family/friends over a holiday, and 40% will use them on travel plans.

## What will you use your Unused vacation days for?



Q.V4 What do you plan to use your vacation days for?  
BASE: Total employed who get vacation days and plan to use them at the end of this year

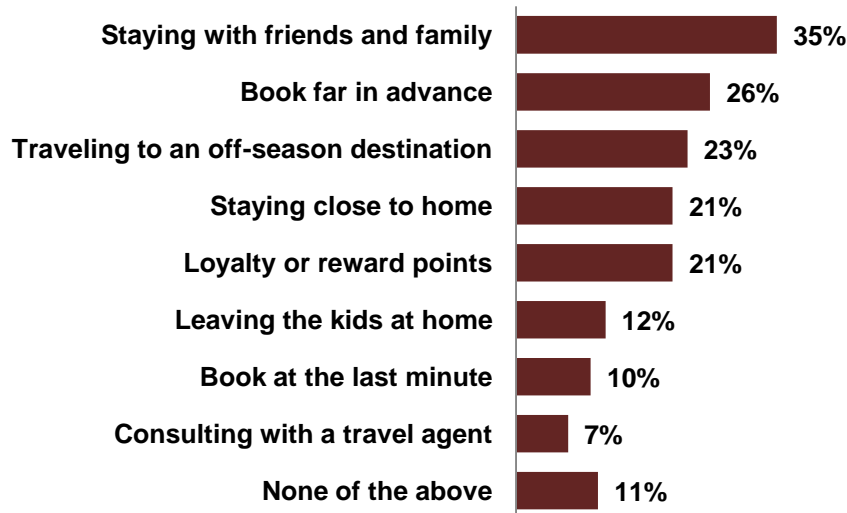


# Staying with Family & Friends is the Leading way to Cut Down on Fall Travel Costs

More than one third (35%) with fall travel plans cite staying with friends and family as a way to keep their costs down, followed by 26% who will book in advance.

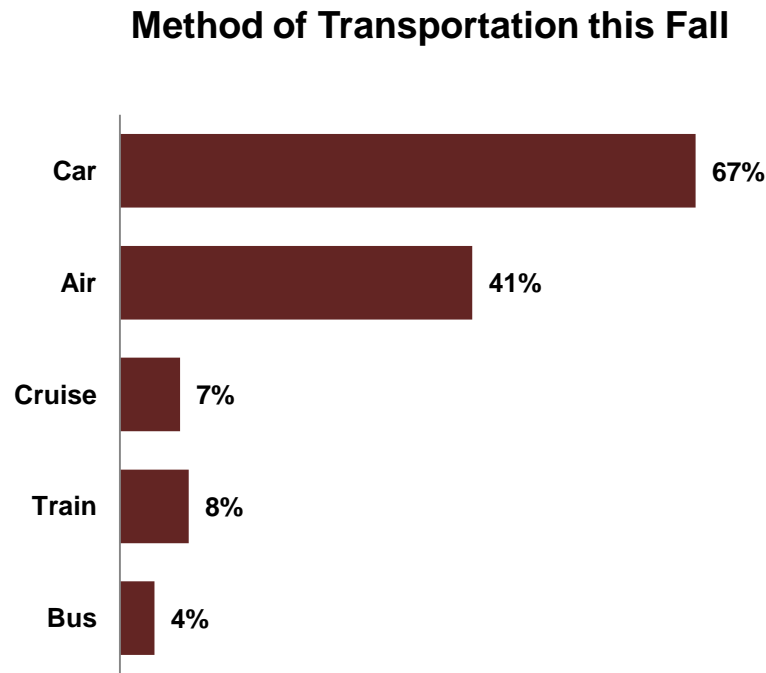
Notably, one in five (21%) will turn to loyalty points in an effort to cut down on fall travel costs.

## How are travelers this fall planning to keep costs down?



# Most Fall Travelers Opt to Travel by Car, While Significantly Fewer will Travel by Air

More than two thirds (67%) of fall travelers will get around by car, above all other methods of transportation.



Q.V9 Thinking about your fall vacation plans, between September and November- what method of transportation are you planning for? BASE: Total with travel plans over fall season

