



Consumer Survey 2009

Q1: What is the most important consideration in planning a vacation? Rank in order of importance.

Affordability (low price)	36%
Time with family (e.g. during summer or winter breaks)	20%
Destination	17%

By Age

Age	18-34	65+
Affordability	42%	29%

By Income

Income	<\$25K	\$25-34.9K	\$35-49.9K	\$50-99.9K	\$100K+
Affordability	44%	54%	40%	38%	21%

*Correlation between income and importance of affordability

Q2: Which of the following are you most likely to do this year?

Vacation, but stay closer to home	42%
Avoid expensive destinations	38%
Look for destinations that offer more value	29%
Eliminate a vacation away from home	26%
Plan a vacation within 90 days of departure	25%

By Age

Age	18-24
Avoid expensive destinations	26%

Q3A: If traveling abroad this year, where are you planning to go?

Europe	21%
Western hemisphere (the Americas, excluding the U.S.)	18%
Australia/New Zealand/South Pacific	9%
Not traveling abroad this year	46%

Q3B: Of those traveling abroad this year, where are you planning to go?

Europe	41%
Western hemisphere (the Americas, excluding the U.S.)	35%
Australia/New Zealand/South Pacific	18%

By Age

Age	18-34	45-54	55-65
Europe	26%	21%	20%

By Income

Income	\$100K
Europe	36%

Q4: True or False: Tours and vacation packages offer more value for the dollar.

True	60%
False	30%
Refused	10%

*The survey was fielded to a representative sample of 1,000 U.S. adults.