



Ipsos Travel Barometer, Baseline Study October 2009






Compared to the past 12 months, how much travel do you expect to engage in over the next 12 months for the following purposes? Please select a response for each row.

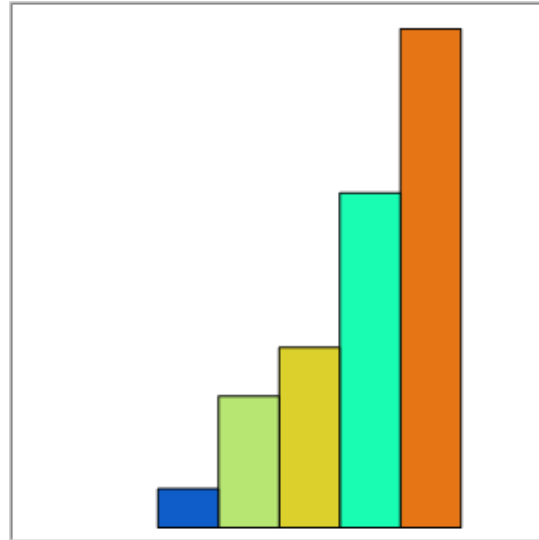
Question	I will travel more in the next 12 months	I will travel about the same amount	I will travel less in the next12 months
Trips primarily for leisure purposes (n=1249)	19%	66%	15%
Trips primarily for business purposes (past 12 months business travelers, n=300)	19%	59%	23%



Which of the following best describes your ability to take a leisure/vacation trip in the next 6 months based solely on your time availability? Please select only one.

Total number of responses: 1249






Answers	Percent	
Not At All Able to Travel	4%	
Not Very Able to Travel	13%	
Neutral	18%	
Somewhat Able to Travel	28%	
Very Able to Travel	38%	

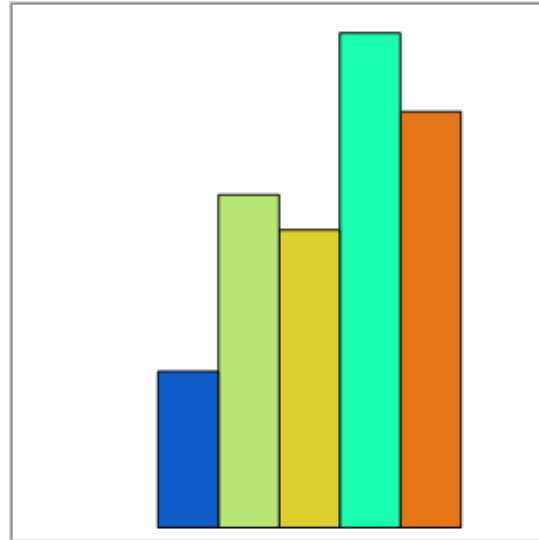




Which of the following best describes your ability to take a leisure/vacation trip in the next 6 months based solely on your personal finances? Please select only one.

Total number of responses: 1249






Answers	Percent	
Not At All Able to Travel	12%	
Not Very Able to Travel	21%	
Neutral	20%	
Somewhat Able to Travel	27%	
Very Able to Travel	20%	

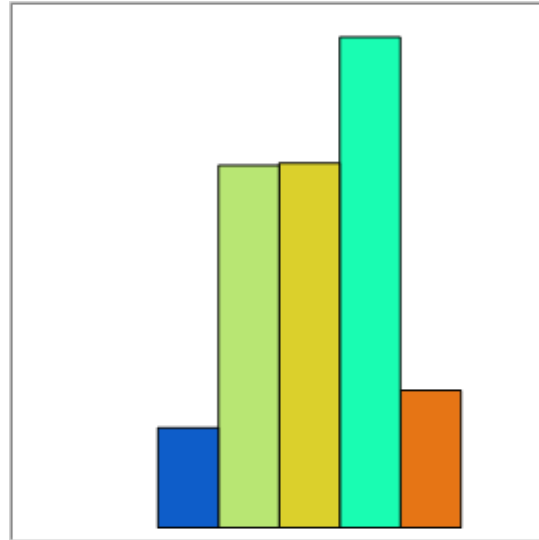




Which of the following best describes your perception of how affordable traveling for leisure/vacation is today? Please select only one.

Total number of responses: 1249

Answers	Percent	
Not At All Affordable	7%	
Not Very Affordable	25%	
Neutral	27%	
Somewhat Affordable	31%	
Very Affordable	10%	





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Please indicate how likely you are to take the following types of trips in the next 6 months. Please select one response for each type of trip.

Question	Not At All Likely	Not Very Likely	Neutral	Somewhat Likely	Very Likely
Visit family/ friends	15%	8%	15%	21%	42%
Weekend Getaway	19%	9%	19%	27%	26%
Beach / Sunny destination	42%	13%	16%	16%	14%
Family trip with the kids	51%	10%	11%	15%	14%
Major vacation Domestic/United States	41%	18%	15%	13%	13%
Theme Parks	51%	15%	15%	10%	10%
Gambling/ gaming	59%	10%	12%	10%	10%
Romance / Romantic getaway	46%	11%	18%	16%	10%
Business	68%	6%	7%	9%	10%
National Parks	46%	15%	19%	13%	8%
Cruise	61%	16%	11%	6%	6%
Major vacation International	67%	13%	9%	5%	6%
Other	63%	7%	18%	6%	6%
Business combined with Pleasure	70%	8%	9%	7%	6%
All inclusive resort	61%	14%	13%	8%	5%
Ski	79%	6%	6%	5%	4%
Golf / spa	76%	8%	8%	4%	4%



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When you think about this first trip you are likely to take in the next 6 months, which of the following travel products are you likely to purchase or have you purchased already for this trip? Please select one for each travel product. (All trips, all travel products)

Question	Likely to purchase	Have already purchased	Not likely to purchase
Any Travel Product	64%	20%	16%



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When you think about this first trip you are likely to take in the next 6 months, which of the following travel products are you likely to purchase or have you purchased already for this trip? Please select one for each travel product. (**HOTEL** product only)

Question	Likely to purchase	Have already purchased	Not likely to purchase
Visiting Friends or Relatives	29%	8%	63%
Weekend Getaways	66%	6%	29%