



# THE STATE OF THE AMERICAN TRAVELER™



## Leisure Travel Outlooks Backslides

High gasoline and airfare prices once again have Americans feeling less optimistic about their upcoming travels. Six months ago, traveler sentiment was improving, with 33 percent of

American leisure travelers expecting to increase the amount of travel they would be doing this year. In our most recent survey, however, this figure dropped to 27 percent. Underlying this decline appears to be increased prices at the pump. In January, only 39.2 percent of surveyed travelers said that high gas prices had kept them from traveling more than they would have otherwise preferred in the past 12 months. In our July survey, this figure had jumped to 53.6 percent.

### SNAPSHOT

Americans planning to increase leisure travel spending in the next 12 months



**Q** In the past twelve (12) months, how many trips have you taken of more than 100 miles (roundtrip) for purely leisure or personal reasons?

One.....	25.8%
Two.....	21.3%
Three.....	13.2%
Four.....	11.8%
Five.....	7.0%
Six.....	4.3%
Seven to Ten.....	9.0%
Eleven to Twenty.....	5.8%
Twenty One to Thirty.....	0.8%
More than 30.....	1.0%
<b>Average.....</b>	<b>4.7</b>

**Q** How many of these leisure trips were day trips (no overnight stay)?

Zero.....	31.1%
One.....	29.9%
Two.....	14.4%
Three or more.....	24.7%
<b>Average:.....</b>	<b>2.1</b>

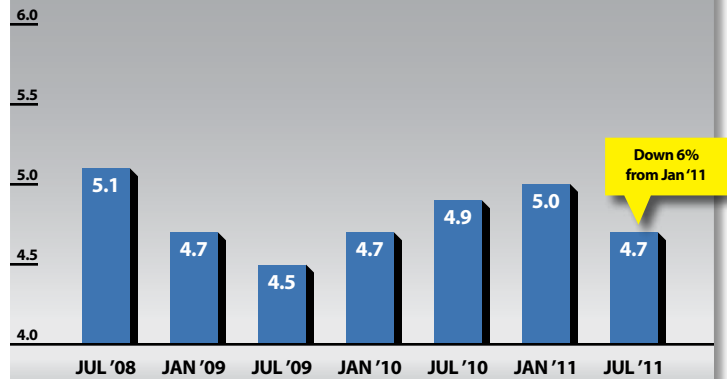
**Q** How many of these leisure trips were primarily by automobile?

Zero.....	7.8%
One.....	33.4%
Two.....	18.7%
Three.....	11.6%
Four.....	7.5%
Five or more.....	20.9%
<b>Average.....</b>	<b>3.1</b>

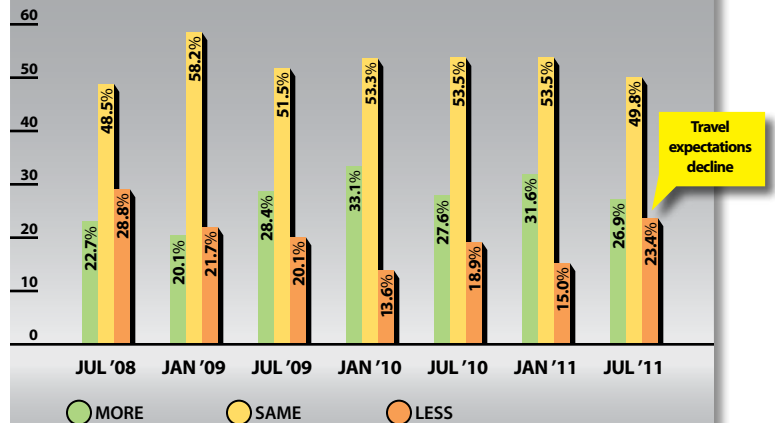
**Q** How many of these leisure trips included travel outside the United States?

Zero.....	82.8%
One.....	10.7%
Two.....	4.5%
Three or more.....	2.0%
<b>Average.....</b>	<b>0.3</b>

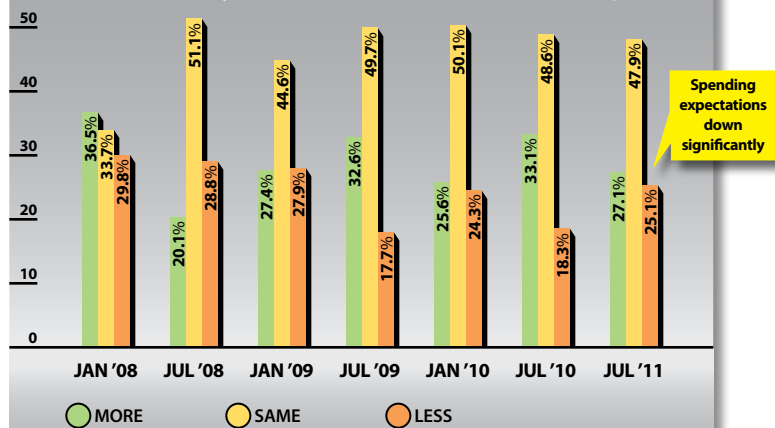
Average number of leisure trips taken (past 12 months)



In the next 12 months, do you expect to travel more or less for leisure than you did in the most recent 12 month period?



In the next 12 months, do you expect to spend more or less for leisure travel than you did in the most recent 12 month period?



# Facebook and Travel

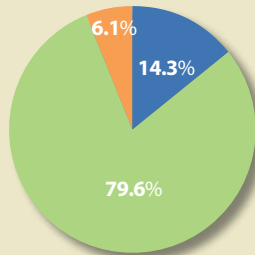
Fully 80 percent of leisure travelers report having used Facebook (for any reason) at some point in the past 12 months. Over 14 percent of these persons say Facebook content inspired their selection of a specific travel destination. The questions below were asked of travelers who have used Facebook in the past year.

**Q Which of the following types of organizations or businesses do you follow on Facebook?**

*(Select all that apply)*

Event or festival .....	21.3%
Attraction or Theme Park .....	20.9%
Hotel, Motel or Resort .....	18.2%
City or town's visitor bureau .....	15.8%
Park (local, state or national) .....	15.3%
Airline .....	12.4%
Museum .....	10.4%
State tourism office .....	8.3%

**Q In the PAST 12 MONTHS, have you visited any destinations (50-miles or more from your home) specifically inspired after getting inspiration to visit from content you saw posted somewhere on Facebook?**



■ Yes .....	14.3%
■ No .....	79.6%
■ I don't know .....	6.1%

**Q Which were responsible for this travel inspiration?\***

*(Select all that apply)*

■ Content posted by a friend or relative .....	81.9%
■ Content posted by an organization or business .....	31.0%

**SNAPSHOT**

Facebook users inspired to visit a destination by content posted on Facebook

**14%**

**Q Which describe the places you visited on any trips that were inspired by Facebook content?\***

*(Select all that apply)*

A city or town .....	60.3%
A specific event or festival .....	39.7%
National Park .....	26.7%
A country (outside the USA) .....	20.7%
A specific region (in any country) ..	20.7%
State or local park .....	17.2%

\*Asked only of inspired to travel by Facebook content

**Reasons for cutting back on leisure travel**



	Gasoline was too expensive	Personal financial reasons	Airfare was too expensive	Safety concerns
January 2008	54.2%	51.8%	31.8%	7.6%
July 2008	57.8%	49.5%	35.2%	4.0%
January 2009	56.9%	52.8%	33.3%	4.3%
July 2009	56.5%	66.4%	32.7%	6.5%
January 2010	41.6%	56.6%	31.8%	12.0%
July 2010	40.7%	55.9%	36.0%	8.4%
January 2011	39.3%	54.6%	34.9%	11.0%
July 2011	53.6%	48.9%	38.9%	8.9%

In the past 12 months, which (if any) of the following kept you from traveling more for leisure than you would have otherwise preferred?

**Q In the past 12 months, which (if any) of the following kept you from traveling more for leisure than you would have otherwise preferred?**

*(Select all that apply)*

Gasoline was too expensive .....	53.6%
Personal financial reasons .....	48.9%
Airfare was too expensive .....	38.9%
I was too busy at work .....	21.5%
I didn't have enough vacation time ..	17.6%
Safety concerns .....	8.9%
Child care responsibilities .....	8.8%
Health/illness .....	8.6%
I did not have a travel companion(s) ..	6.5%
Other personal responsibilities .....	5.6%
I travel frequently for business and preferred to stay home .....	2.3%
Lack of availability (at hotels, golf courses, spas, etc) .....	1.4%

**Q Which of the following are you likely to do given the overall economic climate (including gasoline prices, travel costs and your personal financial situation)?**

*(Select all that apply)*

Look for travel discounts or bargains .....	58.1%
Visit generally less expensive destinations .....	28.8%
Reduce the number of leisure trips I will take .....	25.8%
Reduce the number of total days I will spend on leisure trip(s) to save money .....	22.1%
Shorten the distance of my trip(s) or reduce side trips along the way to save money .....	21.3%
Take at least one "staycation" (a vacation spent at home) rather than traveling .....	18.8%
Select less expensive mode(s) of transportation .....	15.1%



# DESTINATION HOT LIST



## What are the five domestic destinations that you would most like to visit in the upcoming year?

Las Vegas .....	<b>34.3%</b>	Miami .....	<b>9.3%</b>
New York City .....	<b>29.8%</b>	Anaheim/Disneyland .....	<b>6.9%</b>
Orlando/Disney World .....	<b>20.9%</b>	Grand Canyon.....	<b>6.8%</b>
Washington DC .....	<b>13.1%</b>	Boston.....	<b>6.5%</b>
Chicago .....	<b>13.1%</b>	Seattle.....	<b>5.7%</b>
San Francisco.....	<b>12.3%</b>	New Orleans .....	<b>4.7%</b>
Los Angeles .....	<b>11.4%</b>	Yellowstone .....	<b>4.4%</b>
San Diego .....	<b>11.4%</b>	Atlanta .....	<b>4.4%</b>

## What are the five foreign destinations that you would most like to visit in the upcoming year?

United Kingdom .....	<b>16.3%</b>	Germany .....	<b>6.1%</b>
France .....	<b>15.1%</b>	Japan.....	<b>5.4%</b>
Italy.....	<b>14.8%</b>	Greece.....	<b>4.7%</b>
Mexico .....	<b>11.6%</b>	China - Hong Kong.....	<b>3.9%</b>
Canada .....	<b>11.2%</b>	Bahamas .....	<b>3.6%</b>
Australia.....	<b>9.5%</b>	Jamaica .....	<b>3.6%</b>
Spain .....	<b>7.9%</b>	New Zealand.....	<b>2.3%</b>
Ireland.....	<b>7.2%</b>	Holland.....	<b>2.2%</b>



## What We Do on Our Leisure Trips

Dine in restaurants .....	<b>70.6%</b>	Day hiking.....	<b>22.1%</b>	Bird watching .....	<b>9.7%</b>
Shopping .....	<b>64.1%</b>	Attend a family reunion .....	<b>21.9%</b>	Canoeing or kayaking .....	<b>8.5%</b>
Visit friends or relatives.....	<b>61.0%</b>	Fishing .....	<b>20.0%</b>	Astronomy or stargazing.....	<b>8.5%</b>
Go to a beach or lake .....	<b>53.6%</b>	Take a guided tour .....	<b>18.6%</b>	Horseback riding.....	<b>7.6%</b>
Sightseeing in cities .....	<b>46.4%</b>	Visit a National Forest .....	<b>16.9%</b>	ATV or off road vehicles .....	<b>6.0%</b>
Visit an historical place or attraction.....	<b>41.3%</b>	Nightclubbing .....	<b>16.6%</b>	Visit a Revolutionary War battlefield or historic monument/location .....	<b>6.0%</b>
Visit small towns/villages.....	<b>38.4%</b>	Visited a winery .....	<b>16.5%</b>	White water rafting .....	<b>5.7%</b>
Casinos/Gambling .....	<b>36.4%</b>	Foliage or fall scenery watching ..	<b>13.8%</b>	Hiking trip (1 or more nights on trail).....	<b>5.6%</b>
Visit a theme/amusement park ..	<b>33.8%</b>	Stay in an all-inclusive resort .....	<b>13.0%</b>	Mountain biking .....	<b>5.2%</b>
Sightseeing in rural areas .....	<b>33.6%</b>	Visit ethnic heritage sites.....	<b>13.0%</b>	Hunting .....	<b>5.0%</b>
Visit a state or local park .....	<b>33.2%</b>	Take a day cruise .....	<b>12.9%</b>	Rock climbing.....	<b>4.8%</b>
Visit National Parks .....	<b>27.3%</b>	Sailing or other water sports .....	<b>12.6%</b>	Tennis .....	<b>4.2%</b>
Art galleries or museum .....	<b>24.7%</b>	Golf.....	<b>11.0%</b>	Skiing or snowboarding.....	<b>4.2%</b>
Attend concert, play or musical ..	<b>24.2%</b>	Visit a Civil War battlefield or historic monument/location ..	<b>10.5%</b>	Ranch vacation .....	<b>2.6%</b>
Drive a designated scenic byway ..	<b>23.0%</b>	Spa or hot spring.....	<b>10.4%</b>	Mountaineering .....	<b>2.1%</b>
Attend a sporting event.....	<b>22.8%</b>	Visit environmental/ ecological sites.....	<b>9.8%</b>		
Camping .....	<b>22.2%</b>				

**Q** In the past 12 months, which of these activities did you participate in (at least once) while on leisure trips (of 50 miles or more one-way)?

(Select all that apply)

**Q** In the past 12 months, which of the following have you done while on leisure trips (of 50 miles or more one way)?

(Select all that apply)

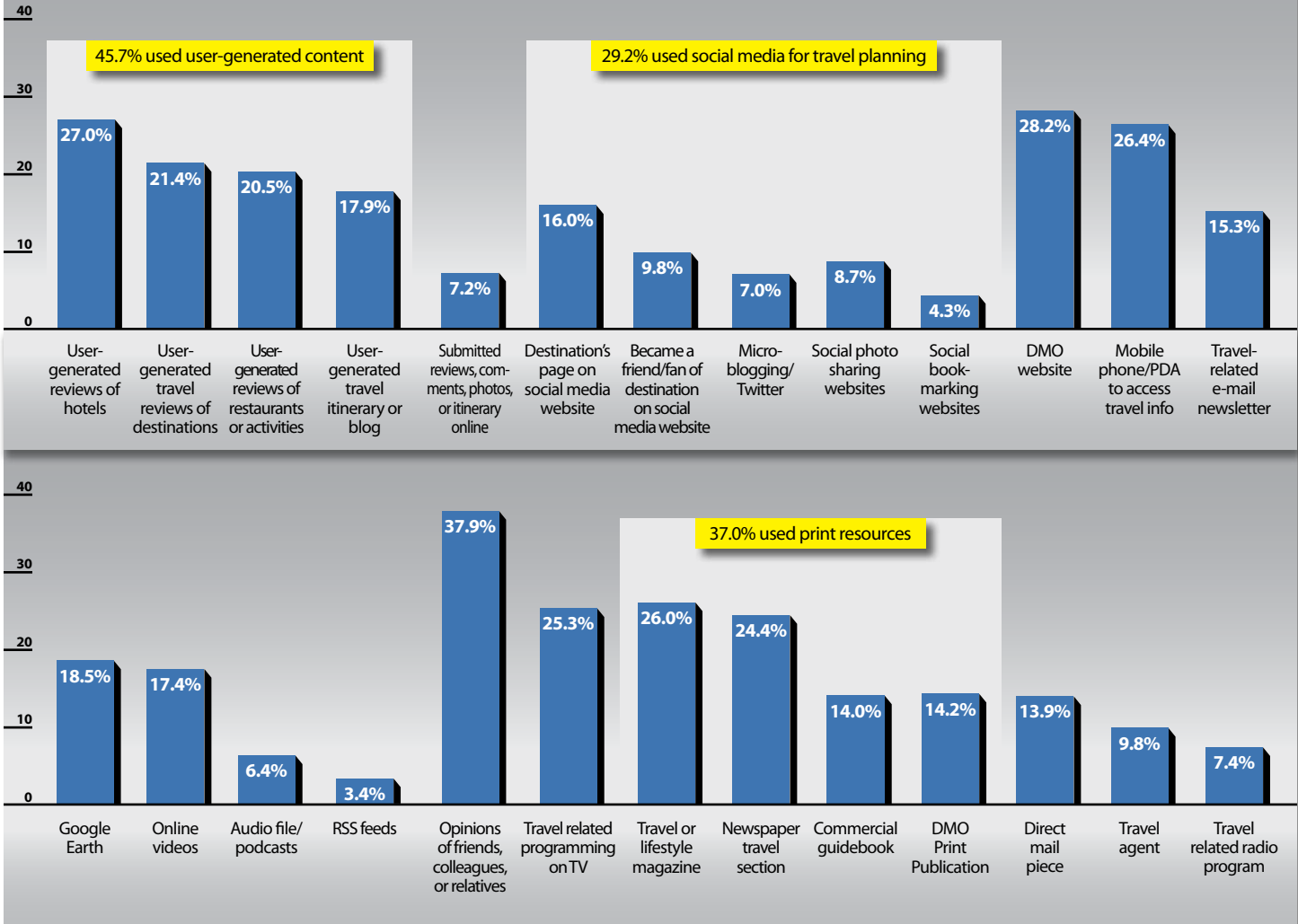


Spent more money more than you expected to .....	<b>53.5%</b>
Taken a laptop computer with me when I traveled for leisure .....	<b>35.1%</b>
Did something totally new and exciting .....	<b>27.8%</b>
Made a new friend(s) .....	<b>27.6%</b>
Used a mobile phone, PDA or handheld device to access online travel information.....	<b>26.4%</b>
Traveled specifically to get away from my work .....	<b>19.7%</b>
Ordered room service in a hotel.....	<b>17.5%</b>
Attended religious services .....	<b>17.3%</b>
Brought my pet(s) with me .....	<b>13.2%</b>
Done something risky or dangerous .....	<b>13.1%</b>
Brought your own meal on an airline .....	<b>10.4%</b>
Extended my vacation because I was having so much fun .....	<b>10.3%</b>
Took my work with me on vacation .....	<b>9.9%</b>
Traveled specifically to spend time away from someone .....	<b>9.4%</b>
Used an iPad or other tablet computer to access online travel information .....	<b>9.3%</b>
Purchased a travel package .....	<b>8.5%</b>
Used the mini bar in a hotel .....	<b>7.6%</b>
Took a class or educational seminar .....	<b>6.7%</b>
Went to an adult cabaret, theater or strip club .....	<b>5.9%</b>
Met a new romantic partner .....	<b>5.4%</b>
Traveled in an organized group tour .....	<b>5.0%</b>
Came home early because I was bored .....	<b>3.5%</b>
Traveled to meet (for the first time) someone I was introduced to online.....	<b>3.3%</b>

# TRAVEL & TECHNOLOGY

## Technologies, Resources and Services Used to Plan Leisure Travel

In the past 12 months, which of these Internet technologies or services have you used to help plan your leisure travel? (Select all that apply)



### Q When did you use your mobile device for travel information?\*

(Select all that apply)

\*Asked only of those using mobile phone/PDA to access travel information

**DURING a trip(s) 80.5%**

**BEFORE I left home for a trip(s) 65.8%**

### Q Which of the following did you specifically do using your mobile device?\*

(Select all that apply)

\*Asked only of those using mobile phone/PDA to access travel information

Find restaurant information	67.7%
Check weather	64.7%
Look at maps	56.0%
Used a GPS-related app for directions	47.0%
Find hotel information	45.1%
Find shopping information	42.5%
Find sightseeing or attractions information	36.1%
Check into a flight	25.6%
Research public transportation	13.9%
Get a mobile boarding pass	13.2%
Check into a hotel	12.8%
Used a destination-specific app for travel information	10.9%
Buys tickets (to an event, festival, museum, etc.)	9.4%
Check out of a hotel	6.4%

**Methodology** The State of the American Traveler Survey is conducted every six months by Destination Analysts, Inc, a San Francisco-based tourism industry research company. The survey is conducted online amongst a nationally representative sample of adult Americans. From June 27th through July 1st, 2011, surveys were collected from a group of respondents who were then screened by their leisure travel behavior. Only those respondents who had traveled at least once in the past 12 months for purely leisure or personal reasons were interviewed. This travel must have been of at least 50 miles one-way — the standard distance threshold used in the tourism industry to signify that a “trip” has been taken. In total, 1,009 leisure travelers completed the survey. With this sample size, the topline data presented here can be considered to have a reliability of +/- 3.1%.