



U.S. TRAVEL
ASSOCIATION

**DECEMBER 2011 HOLIDAY TRAVEL SURVEY
EXECUTIVE SUMMARY**

When it comes to holiday air travel, most passengers pack heavy and bring their gifts.

- A majority of passengers (70%) say they will check at least one bag during their holiday travels.
- A majority of all passengers (58%) will bring holiday gifts with them.
 - Over half (63%) will check their holiday gifts.
 - One third (33%) will carry their gifts onto the plane.
- Most passengers traveling without gifts chose to ship them to their final destination (65%).
- One third (33%) of travelers said they avoid flying with gifts because it is too much hassle.

When it comes to holiday air travel, most passengers are unformed of airline and security policies.

- Most passengers (56%) are unaware of the Transportation Security Administration's (TSA's) new pat down policy for children.
- More than one third (35%) of passengers don't know how much airlines will charge for their checked bag.

When it comes to holiday air travel, a striking number of passengers would rather not fly.

- Two out of every five passengers (39%) would rather take another form of transportation (e.g., auto, train, bus RV) than flying to reach their final destination.

Methodology:

The Holiday Travel Survey was a national online survey, conducted on behalf of the U.S. Travel Association by TNS, one of the world's largest custom market research specialists. Interviews were done from December 8 to December 12 with a total of 1,000 completes. The nationally representative sample of online U.S. households was balanced to the TNS online panel universe on geographic region, income, market size, household size, age and gender. The survey has a margin of error of +/-3% at 95% confidence level.

**DECEMBER 2011 U.S. TRAVEL ASSOCIATION HOLIDAY TRAVEL SURVEY
QUESTION DATA**

Do you intend to check a bag when you travel this holiday?

- a) Yes – 69.8%
- b) No – 23.2%
- c) Not sure – 7.0%

Do you know exactly how much the airline charges for a checked bag?

- a) Yes – 46.1%
- b) No – 34.6 %
- c) The airline does not charge for a checked bag – 19.3%

Do you intend to travel by plane with holiday gifts?

- a) Yes – 58.0%
- b) No – 42.0%

How do you plan on bringing the gifts on the plane?

- a) Check the gifts – 63.3%
- b) Put the gifts inside my carry-on bag – 32.7%
- c) Carry the gifts as separate items(s) from my carry-on bag onto the plane (not checked)
- d) Other – 4.0%

Why do you not intend to travel with holiday gifts?

- a) Gifts are already, or will be, shipped to my destination – 65.8%
- b) I am doing my holiday shopping in my destination – 17.1%
- c) Bringing extra items, like gifts, onto the plane is a lot of hassle – 32.8%
- d) Other – 7.2%

Are you aware that TSA will no longer pat down children under 12, unless in extreme cases?

- a) Yes – 43.7%
- b) No – 56.3%

If traveling by another mode of transportation (e.g. auto, train, bus, RV) was an option for you this coming holiday, would you rather not fly?

- a) Yes – 39.0%
- b) No – 61.0%