



The 2010 travelhorizons™ Research Program.

ALL THINGS TRAVEL – FROM HERE TO THE HORIZON.

THE 2010 U.S. TRAVEL ASSOCIATION/YPARTNERSHIP TRAVELHORIZONS™ SURVEY*

- ▶ How does the leisure and business travel picture look for the next six months and how does it compare with last year?
- ▶ How do leisure travel intentions vary by known lifestyles, demography, media habits and travel behavior and what do these indicators mean for your destination or attraction?
- ▶ What factors or current events are impacting leisure and business travel that could be addressed through marketing?

ABOUT TRAVELHORIZONS™

The first and only tracking survey of the impact of current events on leisure and business travel intentions

- ▶ Conducted quarterly since March 2007 – database of over 32,000 U.S. adults and travelers
- ▶ Internet poll of 2,300 U.S. adults and 1,500 active travelers who have been prescreened and qualified by recent travel behavior conducted by Synovate
- ▶ Survey instrument amended each wave to address current events
- ▶ Data interpreted with reference to lifestyles, demography, media habits and travel behavior
- ▶ An overview and synthesis to explore the effects of emerging economic, political, social and natural developments on the travel intentions of Americans
- ▶ The source for U.S. Travel's Traveler Sentiment Index™

LEISURE TRAVEL PROFILES, CONSUMER BEHAVIOR, ATTITUDES TOWARD ONLINE INFORMATION SOURCES

- ▶ Incidence of leisure/business trips by individual traveler, domestic and international travel, trip party composition, modes of transportation, lodging
- ▶ Utilization of various information sources when considering travel arrangements
- ▶ Ability to travel based on time constraints, personal financial obligations and other travel considerations
- ▶ Perception of different aspects of the travel industry (affordability, quality of service, travel safety, etc.)
- ▶ Interest in 30 leisure travel activities and attributes
- ▶ Attitude towards travel (influence of children, age or health concerns, job/work constraints, spending habits, etc.)
- ▶ Preference for leisure travel (repeat visits, rest and relaxation, international behavior, etc.)
- ▶ Use of the Internet or an online service to obtain information, make reservations
- ▶ Technology use: Expedia, Travelocity, Orbitz, Priceline, hotel Web site, etc.
- ▶ Amount of travel planning done on the Internet
- ▶ Readership of hard-copy newspapers, online newspapers, the Sunday travel section, magazine subscriptions
- ▶ Television cable channels regularly watched and types of radio stations listened to
- ▶ Age, generation, marital status, annual household income, gender, ethnicity



SPECIAL TOPICS

Special topics explore existing and developing affairs that are currently on the minds of travelers and have the potential to affect your business. Topics of interest included in recent surveys are:

- ▶ Gas prices
- ▶ Leisure travel incentives – What had the best chance of success
- ▶ Staycations – It doesn't mean staying at home
- ▶ Use of new technology to market travel
- ▶ “Green” travel

SPONSORSHIP OPPORTUNITIES FOR 2010

Sponsors receive the following benefits:

- ▶ Ability to ask proprietary questions to meet your specific research requirements, in all four quarterly surveys
- ▶ Results provided within two weeks of the end of the survey period – as real-time as you can get
- ▶ Sponsor prerelease of top-line results within two days of receipt of quarterly data
- ▶ Four standard banner reports and one custom banner based on criteria you define
- ▶ SPSS database for additional analysis
- ▶ Electronic and hard copy of the quarterly travelhorizons™ report
- ▶ Copies of all U.S. Travel/Ypartnership press releases
- ▶ Input into special topic questions

FIVE WAYS IN WHICH YOU CAN BENEFIT FROM THE INSIGHTS GLEANED THROUGH TRAVELHORIZONS™:

	LIST PRICE	MEMBER PRICE
1 THE PURCHASE OF SINGLE (QUARTERLY) REPORTS	\$4,000	\$3,200
2 AN ANNUAL SUBSCRIPTION (FOUR QUARTERLY REPORTS) WITHOUT THE PLACEMENT OF PROPRIETARY QUESTIONS IN THE SURVEY INSTRUMENT	\$13,200	\$10,500
3 AN ANNUAL SPONSORSHIP THAT INCLUDES FOUR QUARTERLY REPORTS, THE PLACEMENT OF PROPRIETARY QUESTIONS IN THE SURVEY INSTRUMENT, RAW DATA, FOUR STANDARDIZED AND ONE CUSTOM SET OF QUARTERLY AND ANNUAL TABULATIONS, AND INPUT INTO TOPICAL QUESTIONS	\$24,000	\$21,000
4 THE ADDITION OF A QUESTION(S) TO ONE OR MORE WAVES OF THE SURVEY ON A PER INQUIRY BASIS	\$3,750	\$3,000
5 CUSTOM RUNS OF THE DATA SET ON A VARIABLE(S) OF INTEREST	STARTING AT \$3,750	STARTING AT \$3,000

FOR MORE INFORMATION, PLEASE CONTACT:

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The 2010 travelhorizons™ Survey*

BY U.S. TRAVEL ASSOCIATION/YPARTNERSHIP

U.S. TRAVEL ASSOCIATION/YPARTNERSHIP TRAVELHORIZONS™

Please indicate payment price by circling the amounts under either "LIST PRICE" or "U.S. TRAVEL ASSOCIATION MEMBER PRICE."

	LIST PRICE	MEMBER PRICE	QUANTITY
SUBSCRIPTION Four quarterly reports and one annual summary report without proprietary questions.	\$13,200	\$10,500	
INDIVIDUAL QUARTERLY REPORTS	\$4,000	\$3,200	
INDIVIDUAL ANNUAL REPORTS	\$5,000	\$4,000	
PROPRIETARY QUESTIONS Closed-ended question in each survey flight that can be cross-referenced (top banner results) to known lifestyles, demography, media habits and travel behavior surveyed in the program.	\$3,750	\$3,000	
TOTAL ORDER PRICE			

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Authorized Signature _____ Date _____

* Topics subject to change prior to publication of report.