

2011 Travel Trends Study

Topline findings for the U.S. Travel Association

equation
RESEARCH

Overview

- Equation Research conducted an online survey to measure travel attitudes and behaviors among U.S. consumers
- Interviews conducted from May 12-17, 2011

Methodology

- Ten minute online quantitative survey
- Survey invites were sent to a nationally representative group of U.S. consumers age 18+
- Survey results may have a margin of error of plus or minus three percent at a 95 percent level of confidence

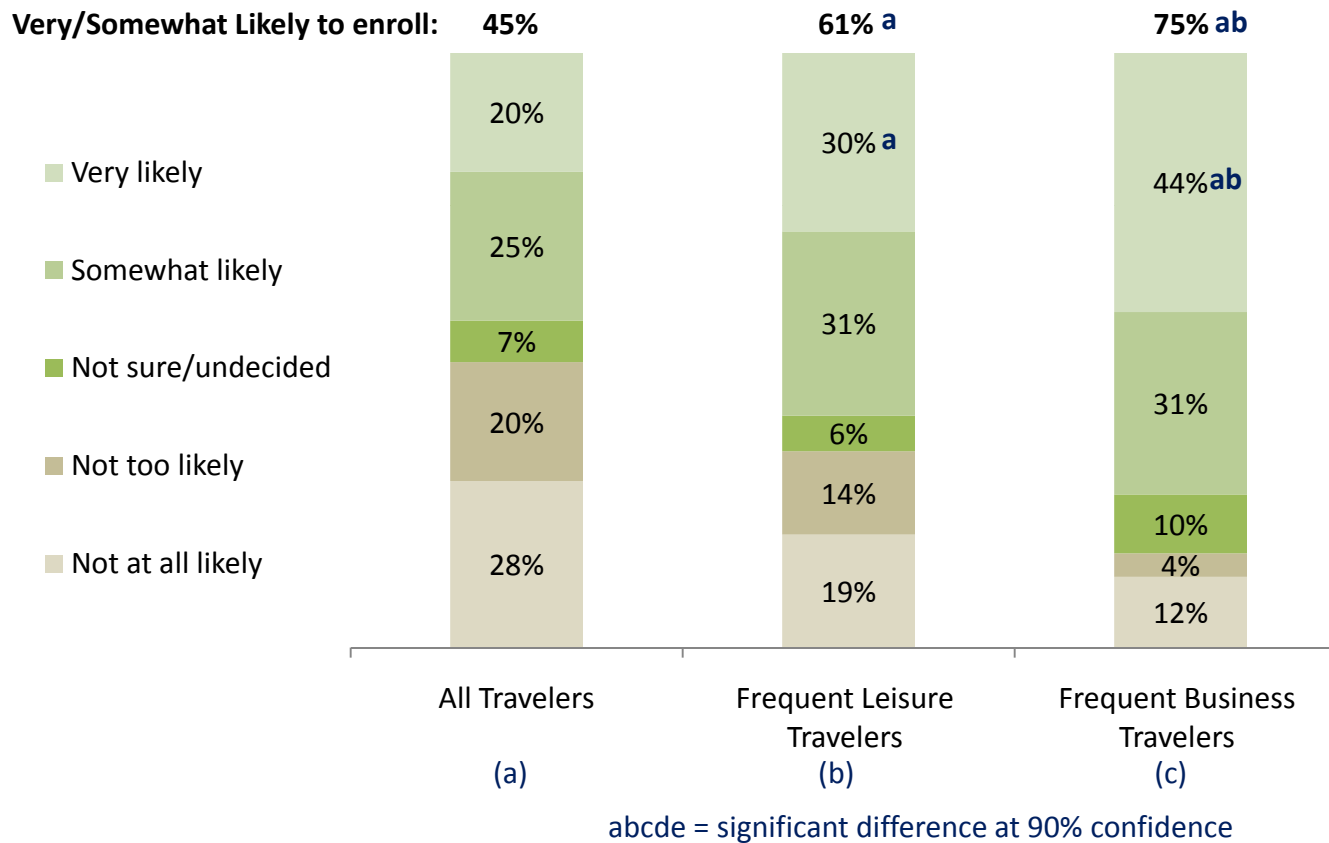
Sample

1007 total respondents

- Nationally representative sample of adults in the U.S.
- Respondents recruited via email from the [Authentic Response](#) panel
- Leisure travelers are defined as 1+ overnight leisure trip with hotel stay, business travelers as 1+ business trips with a hotel stay and frequent leisure/business travelers as 5+ leisure/business trips with hotel stay

Trusted Traveler Program

- While overall interest in the Trusted Traveler Program is lukewarm, frequent travelers (and especially frequent business travelers) are significantly more likely to be interested in the program.



Q. Air travelers encounter too much hassle at our nation's airports during screening. One recommendation is to implement a "Trusted Traveler Program" offers less screening at major U.S. airports for any U.S. citizen that pays an annual enrollment fee of between \$100-\$150 and undergoes a criminal history background check. How likely are you to enroll in the "Trusted Traveler Program"?