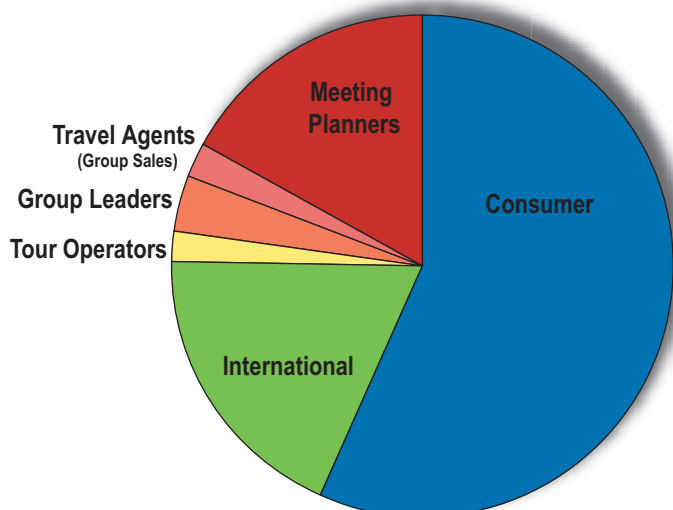


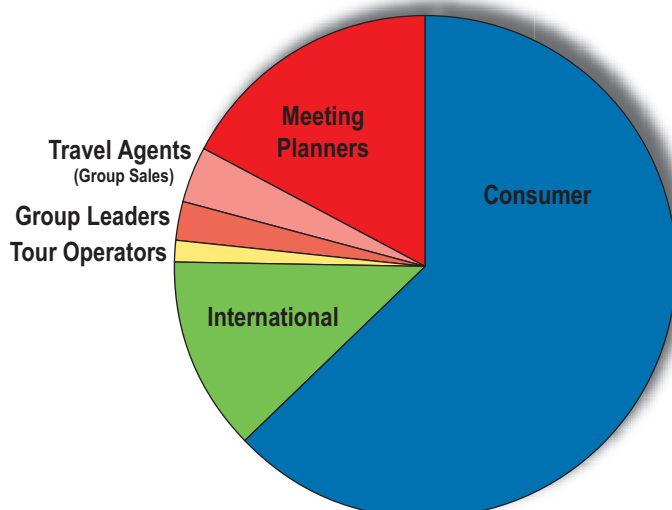
USA Travel Market

1994



\$417 Billion Travel Industry

2009



\$762 Billion Travel Industry

- › *U.S. Travel Association projects 3% decrease in domestic travel expenditures for 2009, to \$762.3 billion.*
- › *145,000,000± total U.S. adult travelers in past year*
- › *Business air travel declines to 1/3 of business person trips*
- › *Mature travelers stay overnight longer (4.8 nights) than other age groups*
- › *Popular activities and travel patterns among U.S. adult travelers:*
 - › *63% Shopping – #1 travel activity*
 - › *58% historical activities or events*
 - › *41% attending festivals or fairs*
 - › *30% take 5 or more weekend trips during past year*
 - › *23% bought a travel package within past 3 years*

Sources: USTA, February 2009. TIA TravelScope, 2007. ASTA, Group Leaders of America, Inc., National Tour Association, Meeting Planners International.