

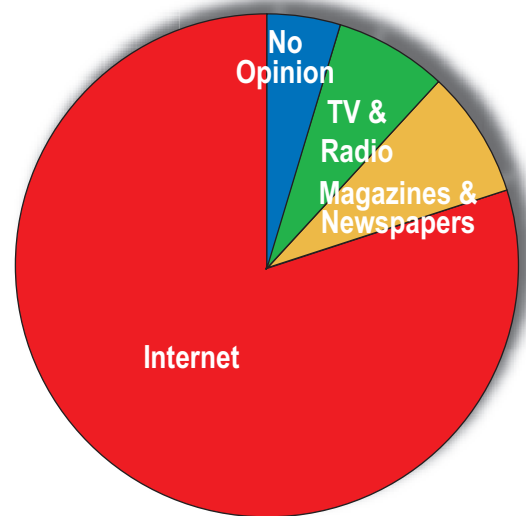
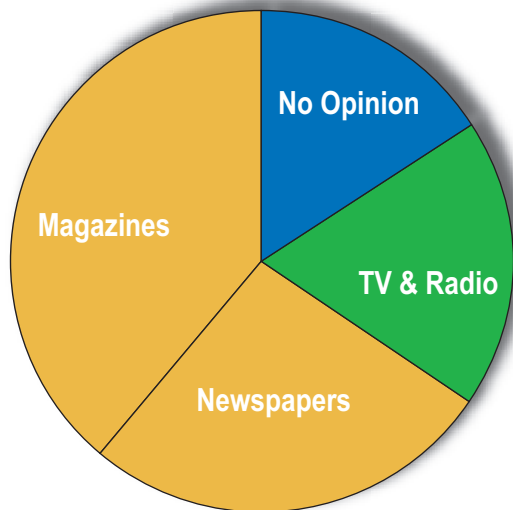
Over 80% of Travel is Planned Online

Where do YOU Advertise?

1994

Media used in Travel Planning

2009



Shifts in Travel Planning

- › 1994: 66% of all travel planned with newspapers & magazines
- › 2009: 80% of all travel planned online – 242,000,000 U.S. adult travelers
- › Today, 64,780,000 U.S. adult travelers make travel reservations online
- › 82% buy airline tickets online; 67% lodging; 40% rental cars
- › 60% use search engines for maps; 53% for lodging; 45% for things to do
- › Travel information sources include:
 - ›› 43% friends & relatives
 - ›› 39% travel agents
 - ›› 32% travel companies
 - ›› 21% city, state or county tourism offices

Sources: Burst Media Summer Travel Planning Study, June 2009, TIA Travel Trends, February 2006., Magazine Publishers Association - Media as a Source of Knowledge, 1995.