



P O R T R A I T   O F  
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A M E R I C A N  
T R A V E L E R S<sup>SM</sup>

INTRODUCING THE MOST COMPREHENSIVE AND INSIGHTFUL  
SURVEY OF THE TRAVEL HABITS, PREFERENCES AND INTENTIONS OF AMERICANS

Ypartnership/Harrison Group 2010 Portrait of American Travelers<sup>SM</sup>



This national survey of adults who are active travelers and reside in households with an annual income of more than \$50,000 provides an in-depth examination of the impact of the current economic environment, prevailing social values and emerging media habits on the travel behavior of Americans. Unlike most surveys in the travel category that simply chronicle the characteristics of previous travel behavior, the new *Portrait of American Travelers<sup>SM</sup>* reveals the underlying motivations that influence travel behavior with a particular emphasis on how consumers now plan, purchase and share information about their travel experiences.

THE SURVEY REVEALS ANSWERS TO  
STRATEGIC QUESTIONS SUCH AS:

- How are travelers inspired to take a particular trip?

- What is the current state of travel as America emerges from one of the most-challenging recessions in its history?
- What personal and environmental factors influence Americans' attitudes and behaviors toward leisure time and travel?
- What are Americans' leisure travel intentions for the year ahead?
- What are Americans doing differently with respect to travel this year?
- How do Americans' attitudes, preferences and intentions vary by lifestyle, social values, demography, media habits and travel behavior?
- What are the most effective ways in which to segment today's travel market and how?
- What distinguishes the travel behavior of affluent travelers today?

ABOUT THE PORTRAIT  
OF AMERICAN TRAVELERS

The *Ypartnership/Harrison Group 2010 Portrait of American Travelers* is a national survey of more than 2,500 U.S. adults whose annual household income exceeds \$50,000 and who have taken at least one overnight trip of 75 miles or more from home for either business or leisure purposes during the previous 12 months.

SURVEY SPECIFICATIONS ARE  
SUMMARIZED BELOW:

- Interviews were conducted during the first calendar quarter of 2010;



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## AMERICAN TRAVELERS<sup>SM</sup>

FOR MORE INFORMATION,  
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- The implications and conclusions may be projected to the population of all adult travelers in the United States with an annual household income of more than \$50,000;
  - We also collected an analyzable oversample of 800 “affluent” American leisure travelers (those with a minimum annual household income of \$125,000 (the top 10% of U.S. households).
- Data are interpreted with reference to prevailing lifestyles, demography, media habits and travel behavior;
- The report also contains a commentary on the effects of the economy, social networking, the environment and geopolitical events.

#### A PARTIAL LIST OF THE TOPICS EXAMINED IN THE SURVEY INCLUDES:

- Travel climate;
- Travel habits (type, frequency, duration, party composition, transportation, lodging, etc.);
- Travel service supplier brand preferences (air, lodging, car rental, cruise);
- Destination preferences for leisure travel (domestic and international);
- Travel intentions (motivations and factors);
- Attitudes toward travel (influence of children, concerns, spending habits);
- Interest and preferences for travel service supplier amenities and services;
- Travel planning and purchasing behavior (utilization of various online and offline information sources, including travel agents);
- Technology ownership, usage and influence;
- “Green” travel;
- Lifestyles and social values;
- Discount shopping and last-minute booking;
- Media habits (both offline and online);
- Demography;
- Proprietary Ypartnership/Harrison Group Traveler Market Segmentation;
- Travel decision funnel.

#### SPONSORSHIP AND SUBSCRIPTION OPPORTUNITIES

Three levels of access to the data and engagement are offered as profiled below:

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|-----------|--|
| \$2,950   | Electronic copy of the final report in PDF form.   |
| \$7,500*  | Electronic copy of the final report in PDF form and a personal presentation of the findings by a member of the Ypartnership/Harrison Group executive team.   |
| \$22,500* | Electronic copy of the final report in PDF form, one (1) custom subset analysis of the data set on any variable of interest, access to the <i>Portrait of American Travelers<sup>SM</sup></i> micro-site, a personal presentation of the findings by a member of the Ypartnership/Harrison Group executive team. |

Additional custom runs of the data are also available on any combination of variables in the survey to profile specific market segments of interest upon request.

\*PLUS TRAVEL AND LIVING EXPENSES. ALL PRICES ARE IN U.S. DOLLARS.