Leisure Travel Outlooks Backslides

High gasoline and airfare prices once again have Americans feeling less optimistic about their upcoming travels. Six months ago, traveler sentiment was improving, with 33 percent of American leisure travelers expecting to increase the amount of travel they would be doing this year. In our most recent survey, however, this figure dropped to 27 percent. Underlying this decline appears to be increased prices at the pump. In January, only 39.2 percent of surveyed travelers said that high gas prices had kept them from traveling more than they would have otherwise preferred in the past 12 months. In our July survey, this figure had jumped to 53.6 percent.

**SNAPSHlOT**

Americans planning to increase leisure travel spending in the next 12 months

27%
Facebook and Travel

Fully 80 percent of leisure travelers report having used Facebook (for any reason) at some point in the past 12 months. Over 14 percent of these persons say Facebook content inspired their selection of a specific travel destination. The questions below were asked of travelers who have used Facebook in the past year.

**Which of the following types of organizations or businesses do you follow on Facebook?**
(Select all that apply)

- Event or festival .................................. 21.3%
- Attraction or Theme Park .................. 20.9%
- Hotel, Motel or Resort .................. 18.2%
- City or town's visitor bureau ............. 15.8%
- Park (local, state or national) ........... 15.3%
- Airline ............................................ 12.4%
- Museum .......................................... 10.4%
- State tourism office ........................... 8.3%

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**In the PAST 12 MONTHS, have you visited any destinations (50-miles or more from your home) specifically after getting inspiration to visit from content you saw posted somewhere on Facebook?**

- Yes ..................................................... 14.3%
- No ..................................................... 79.6%
- I don't know ..................................... 6.1%

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**Which were responsible for this travel inspiration?**
(Select all that apply)

- Content posted by a friend or relative ........ 81.9%
- Content posted by an organization or business .... 31.0%

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**Which describe the places you visited on any trips that were inspired by Facebook content?**
(Select all that apply)

- A city or town .................................. 60.3%
- A specific event or festival ............. 39.7%
- National Park .................................. 26.7%
- A country (outside the USA) ........... 20.7%
- A specific region (in any country) .... 20.7%
- State or local park .......................... 17.2%

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*Asked only of inspired to travel by Facebook content

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Reasons for cutting back on leisure travel

<table>
<thead>
<tr>
<th></th>
<th>Gasoline was too expensive</th>
<th>Personal financial reasons</th>
<th>Airfare was too expensive</th>
<th>Safety concerns</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2008</td>
<td>54.2%</td>
<td>51.8%</td>
<td>31.8%</td>
<td>7.6%</td>
</tr>
<tr>
<td>July 2008</td>
<td>57.8%</td>
<td>49.5%</td>
<td>35.2%</td>
<td>4.0%</td>
</tr>
<tr>
<td>January 2009</td>
<td>56.9%</td>
<td>52.8%</td>
<td>33.3%</td>
<td>4.3%</td>
</tr>
<tr>
<td>July 2009</td>
<td>56.5%</td>
<td>66.4%</td>
<td>32.7%</td>
<td>6.5%</td>
</tr>
<tr>
<td>January 2010</td>
<td>41.6%</td>
<td>56.6%</td>
<td>31.8%</td>
<td>12.0%</td>
</tr>
<tr>
<td>July 2010</td>
<td>40.7%</td>
<td>55.9%</td>
<td>36.0%</td>
<td>8.4%</td>
</tr>
<tr>
<td>January 2011</td>
<td>39.3%</td>
<td>54.6%</td>
<td>34.9%</td>
<td>11.0%</td>
</tr>
<tr>
<td>July 2011</td>
<td>53.6%</td>
<td>48.9%</td>
<td>38.9%</td>
<td>8.9%</td>
</tr>
</tbody>
</table>

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**Which of the following are you likely to do given the overall economic climate (including gasoline prices, travel costs and your personal financial situation)?**
(Select all that apply)

- Look for travel discounts or bargains ........ 58.1%
- Visit generally less expensive destinations ........ 28.8%
- Reduce the number of leisure trips I will take .......... 25.8%
- Reduce the number of total days I will spend on leisure trip(s) to save money .... 22.1%
- Shorten the distance of my trip(s) or reduce side trips along the way to save money .......... 21.3%
- Take at least one “staycation” (a vacation spent at home) rather than traveling .......... 18.8%
- Select less expensive mode(s) of transportation .......... 15.1%

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SNAPSHOT

Facebook users inspired to visit a destination by content posted on Facebook

14%

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JULY 2011
### What the five domestic destinations that you would most like to visit in the upcoming year?

<table>
<thead>
<tr>
<th>Destination</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas</td>
<td>34.3%</td>
</tr>
<tr>
<td>New York City</td>
<td>29.8%</td>
</tr>
<tr>
<td>Orlando/Disney World</td>
<td>20.9%</td>
</tr>
<tr>
<td>Washington DC</td>
<td>13.1%</td>
</tr>
<tr>
<td>Chicago</td>
<td>13.1%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>12.3%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>11.4%</td>
</tr>
<tr>
<td>San Diego</td>
<td>11.4%</td>
</tr>
</tbody>
</table>

### What the five foreign destinations that you would most like to visit in the upcoming year?

<table>
<thead>
<tr>
<th>Destination</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>16.3%</td>
</tr>
<tr>
<td>France</td>
<td>15.1%</td>
</tr>
<tr>
<td>Italy</td>
<td>14.8%</td>
</tr>
<tr>
<td>Mexico</td>
<td>11.6%</td>
</tr>
<tr>
<td>Canada</td>
<td>11.2%</td>
</tr>
<tr>
<td>Australia</td>
<td>9.5%</td>
</tr>
<tr>
<td>Spain</td>
<td>7.9%</td>
</tr>
<tr>
<td>Ireland</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

### What We Do on Our Leisure Trips

- Dine in restaurants: 70.6%
- Shopping: 64.1%
- Visit friends or relatives: 61.0%
- Go to a beach or lake: 53.6%
- Sightseeing in cities: 46.4%
- Visit an historical place or attraction: 41.3%
- Visit small towns/villages: 38.4%
- Casinos/Gambling: 36.4%
- Visit a theme/amusement park: 33.8%
- Sightseeing in rural areas: 33.6%
- Visit a state or local park: 33.2%
- Visit National Parks: 27.3%
- Art galleries or museum: 24.7%
- Attend concert, play or musical: 24.2%
- Drive a designated scenic byway: 23.0%
- Attend a sporting event: 22.8%
- Camping: 22.2%
- Day hiking: 22.1%
- Attend a family reunion: 21.9%
- Fishing: 20.0%
- Take a guided tour: 18.6%
- Visit a National Forest: 16.9%
- Nightclubbing: 16.6%
- Visited a winery: 16.5%
- Foilage or fall scenery watching: 13.8%
- Stay in an all-inclusive resort: 13.0%
- Visit ethnic heritage sites: 13.0%
- Take a day cruise: 12.9%
- Sailing or other water sports: 12.6%
- Golf: 11.0%
- Visit a Civil War battlefield or historic monument/location: 10.5%
- Spa or hot spring: 10.4%
- Visit environmental/ecological sites: 9.8%
- Bird watching: 9.7%
- Canoeing or kayaking: 8.5%
- Astronomy or stargazing: 8.5%
- Horseback riding: 7.6%
- ATV or off road vehicles: 6.0%
- Visit a Revolutionary War battlefield or historic monument/location: 6.0%
- White water rafting: 5.7%
- Hiking trip (1 or more nights on trail): 5.6%
- Mountain biking: 5.2%
- Hunting: 5.0%
- Rock climbing: 4.8%
- Tennis: 4.2%
- Skiing or snowboarding: 4.2%
- Ranch vacation: 2.6%
- Mountaineering: 2.1%

### In the past 12 months, which of these activities did you participate in (at least once) while on leisure trips (of 50 miles or more one-way)?

- Spent more money more than you expected to: 53.5%
- Taken a laptop computer with me when I traveled for leisure: 35.1%
- Did something totally new and exciting: 27.8%
- Made a new friend(s): 27.6%
- Used a mobile phone, PDA or handheld device to access online travel information: 26.4%
- Traveled specifically to get away from my work: 19.7%
- Ordered room service in a hotel: 17.5%
- Attended religious services: 17.3%
- Brought my pet(s) with me: 13.2%
- Done something risky or dangerous: 13.1%
- Brought your own meal on an airline: 10.4%
- Extended my vacation because I was having so much fun: 10.3%
- Took my work with me on vacation: 9.9%
- Traveled specifically to spend time away from someone: 9.4%
- Used an iPad or other tablet computer to access online travel information: 9.3%
- Purchased a travel package: 8.5%
- Used the mini bar in a hotel: 7.6%
- Took a class or educational seminar: 6.7%
- Went to an adult cabaret, theater or strip club: 5.9%
- Met a new romantic partner: 5.4%
- Traveled in an organized group tour: 5.0%
- Came home early because I was bored: 3.5%
- Traveled to meet (for the first time) someone I was introduced to online: 3.3%
Methodology

The State of the American Traveler Survey is conducted every six months by Destination Analysts, Inc, a San Francisco-based tourism industry research company. The survey is conducted online amongst a nationally representative sample of adult Americans. From June 27th through July 1st, 2011, surveys were collected from a group of respondents who were then screened by their leisure travel behavior. Only those respondents who had traveled at least once in the past 12 months for purely leisure or personal reasons were interviewed. This travel must have been of at least 50 miles one-way — the standard distance threshold used in the tourism industry to signify that a “trip” has been taken. In total, 1,009 leisure travelers completed the survey. With this sample size, the topline data presented here can be considered to have a reliability of +/- 3.1%.