

# UPCOMING WEBINAR:

State of the American Traveler: **TRAVELER SEGMENTS** Edition

Travel Sentiment

Travel Segmentation of US Travelers

6 Travel Segments in-depth

*Spotlight:*

Best Practices in Targeting Travel Segments Online: Acquia

August 23<sup>rd</sup> 2017

Destination  Analysts

**miles**  
PARTNERSHIP

# TRAVEL SEGMENTS EDITION

# STATE OF AMERICAN TRAVELER

Miles & Destination Analysts. August 23<sup>rd</sup> 2017



# Greetings



Chris Adams

+1 303 842 3394

Chris.Adams@MilesPartnership.com  
Social: KiwiColorado



Dave Bratton

+1 415 307 3283

Dave@DestinationAnalysts.com  
Social: DA\_Research



# Guest Presenter

## Best Practices in Targeting Traveler Segments Online



Andrea Rosi,  
Senior Product Marketing  
Acquia

Web: [www.acquia.com](http://www.acquia.com) Social: @Acquia



# In Association with







## DMA West Education Summit & Vendor Showcase September 27-29, The LINQ Hotel in Las Vegas

You'll keep your skill set competitive and fresh at sessions taught by industry experts and talented peers.

### Featured Keynote Presenters

Aaron Wodin-Schwartz, Brand USA | Martin Stoll, Sparkloft Media | AnnDee Johnson, Longwoods  
Shannon Gray, Gray Research Solutions | Renee Moorefield, Wisdom Works Group, Inc.

- **Keynotes**
- **Workshops** (marketing/sales/operations)
- **Marketplace Roundtables**
- **Experience-the-Destination Activities**
  - Downtown Project
  - Facility Envy
- **Best Idea Program**

Register today at [www.dmawest.org](http://www.dmawest.org)




# SAVE THE DATE

OCTOBER 10-11, 2017  
IP CASINO • RESORT • SPA  
BILOXI, MISSISSIPPI

[SOUTHEASTTOURISM.ORG](http://SOUTHEASTTOURISM.ORG)



FALL FORUM

 SOUTHEAST TOURISM SOCIETY



# How to participate in today's webinar

Grab Tab (open or close the control panel)

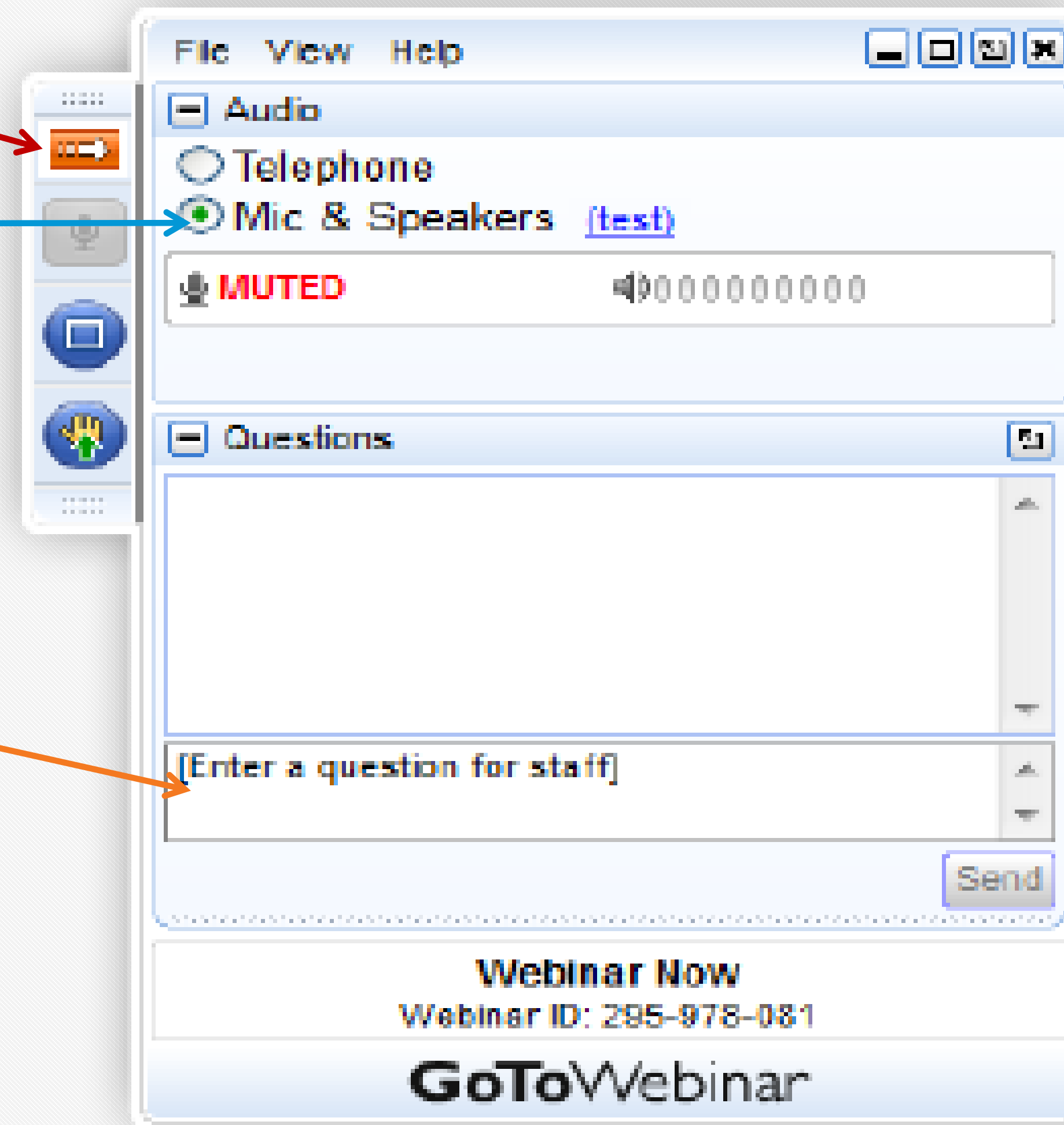
Choose your audio

Use Text Box to ask questions

In case of “Drop-Off”, use your Link to rejoin the webinar

A Question & Answer Session will be held at the end of today's session

Today's webinar is being recorded and will be made available for later viewing





# Agenda

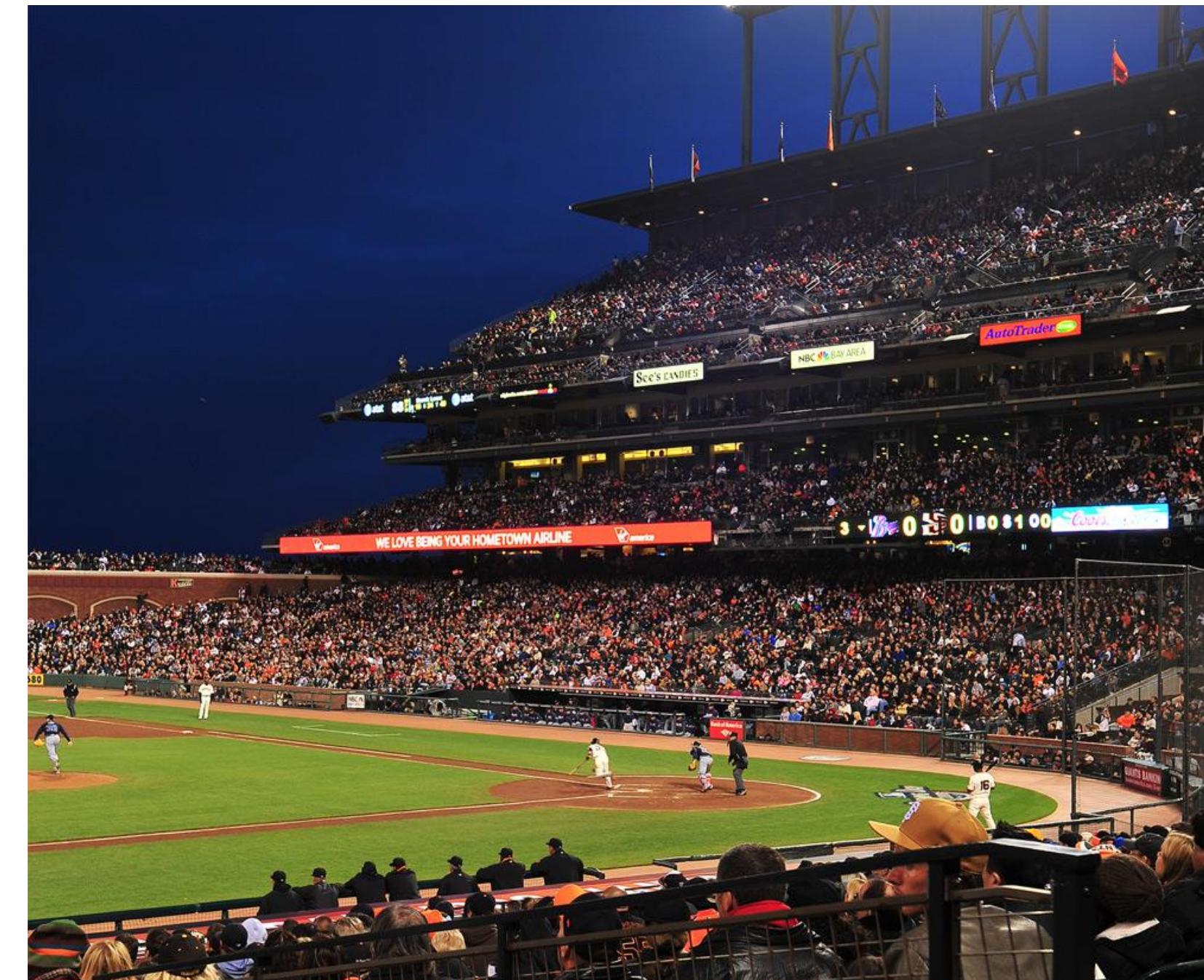
1. Research: Travel Outlook
2. Research: Travel Segments
3. Research: 6 x Travel Segments
4. Takeaways
5. **Guest Speaker:** Targeting Segments Online – Acquia

*Upcoming Webinars & 3 x New White Papers*



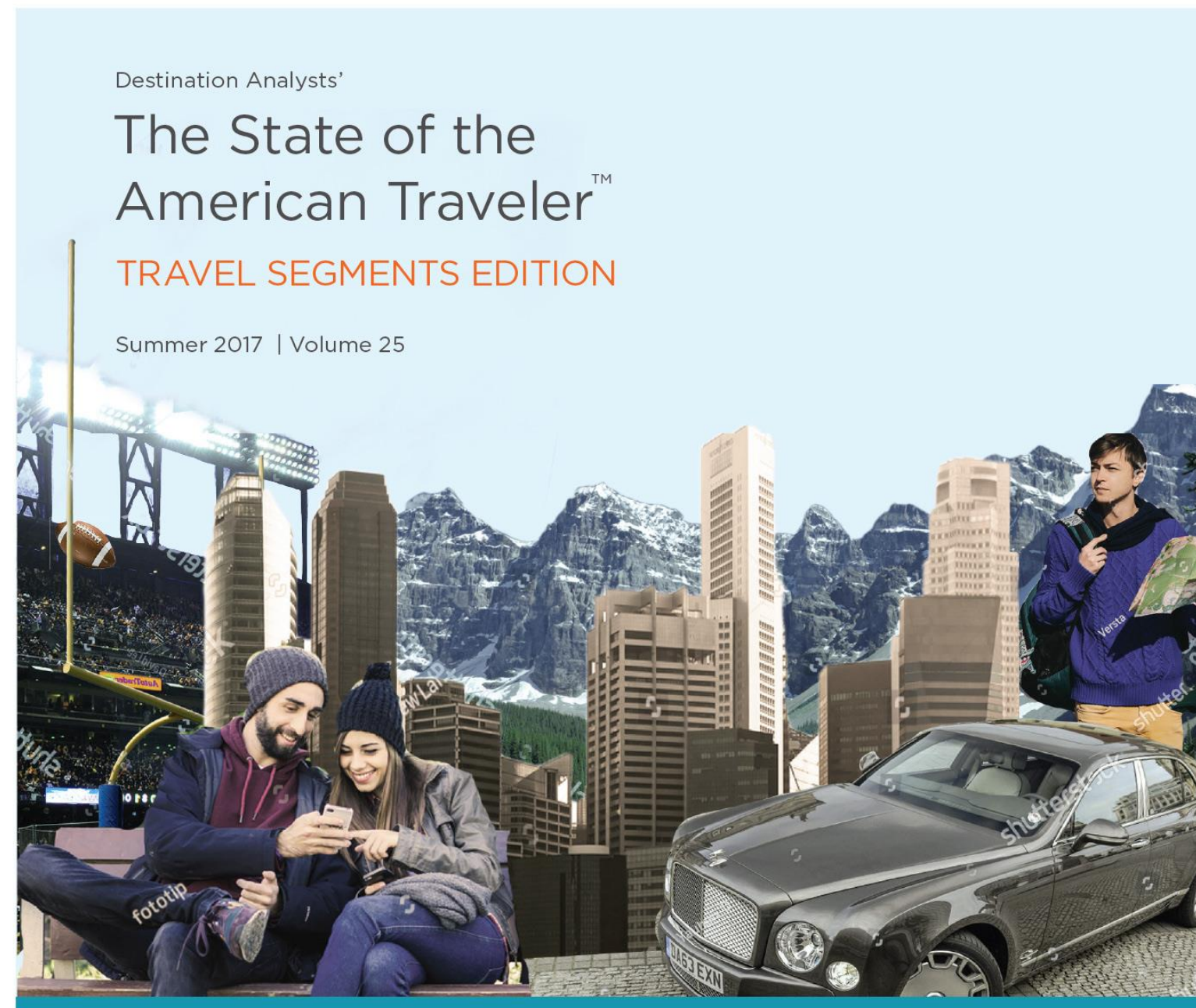
# THE STATE OF THE AMERICAN TRAVELER

## TRAVELER SEGMENTS EDITION





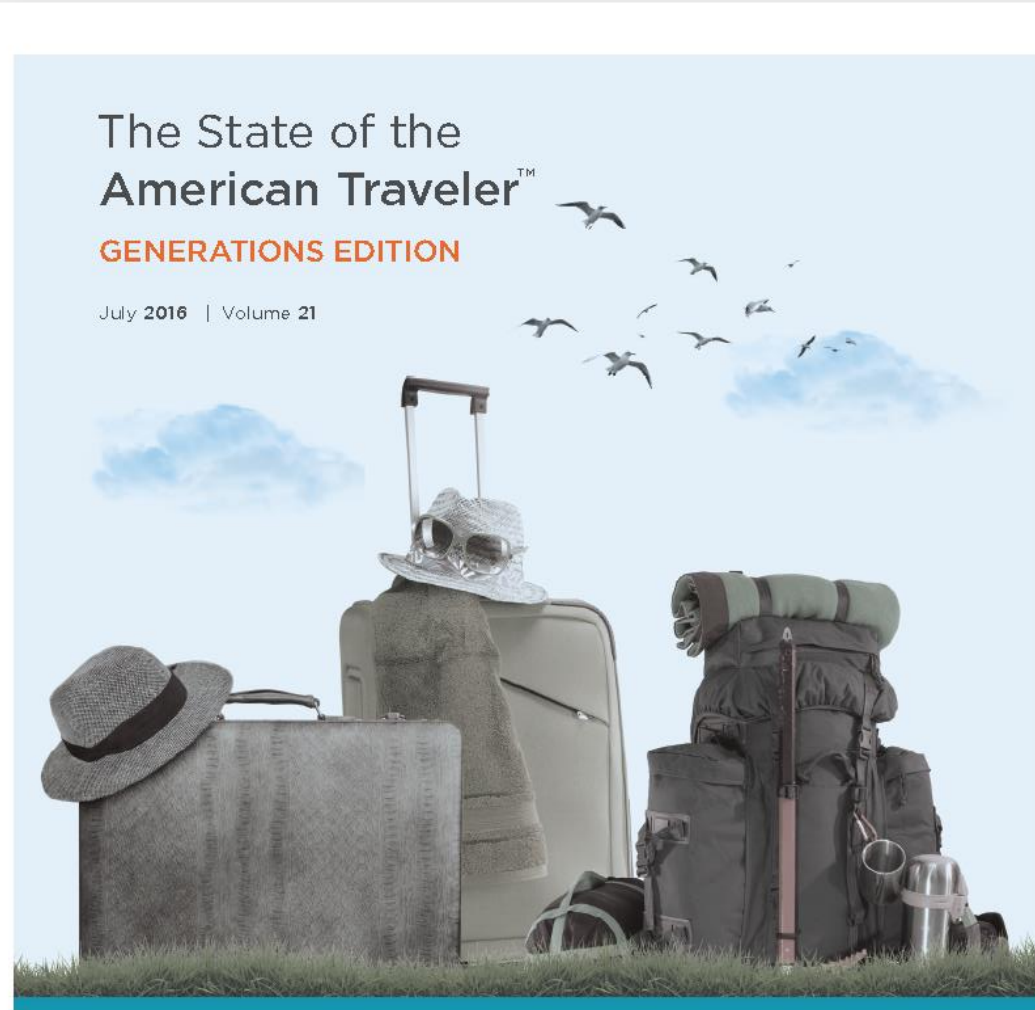
# The State of the American Traveler



Destination  Analysts

- Online survey conducted since 2006
- Survey invitation sent to a nationally representative sample of US adults
- Total sample of 2,000 American leisure travelers
- Examines traveler sentiment, motivations & behaviors
- Quarterly project



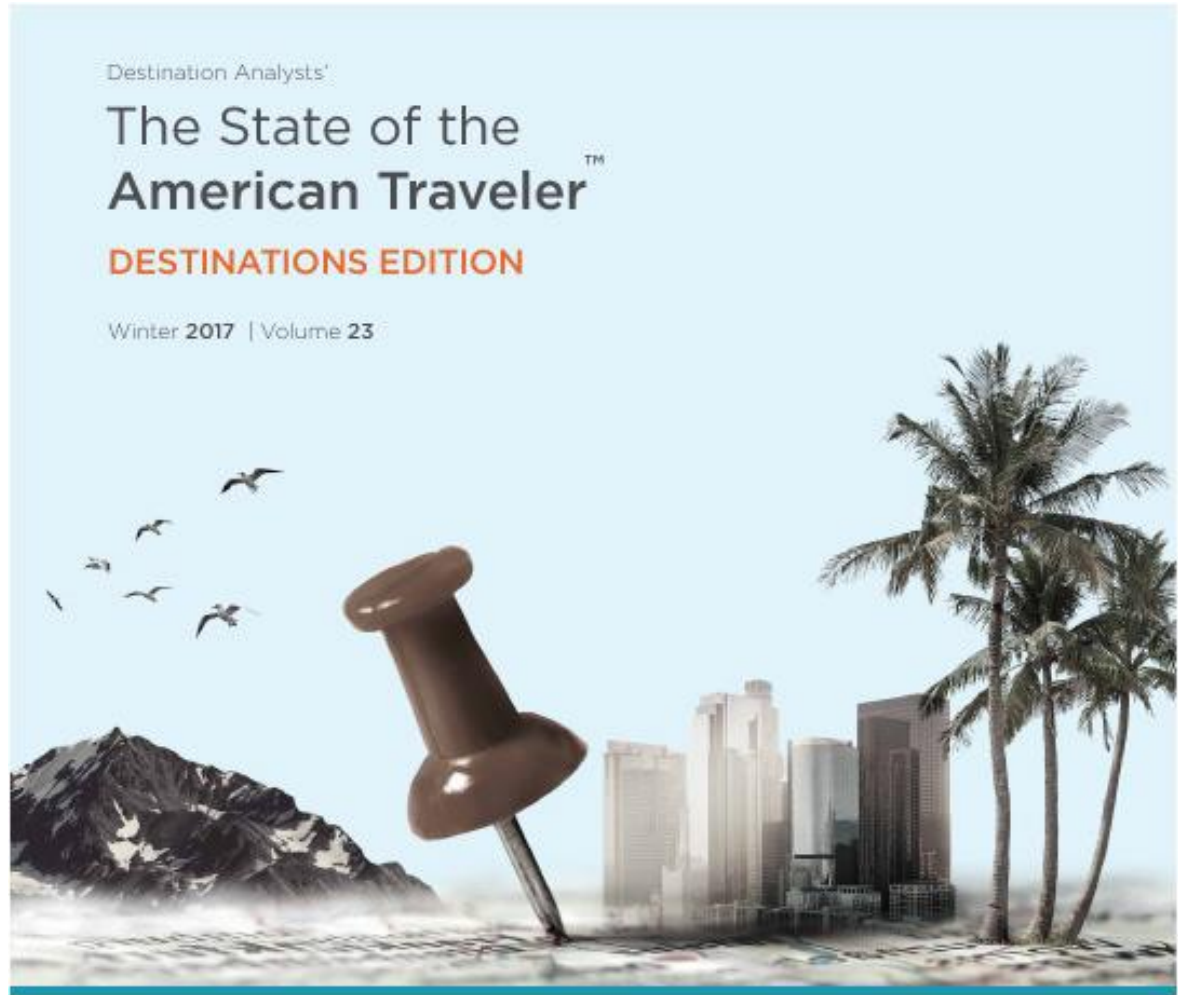


Destination  Analysts

### The Generations Edition

THIS SUMMER EDITION of The State of the American Traveler™ explores issues related to differences in how the generations travel. We begin with a look at how American travelers are feeling about the near-term future, and show how much of the existing optimism is driven by the high-spirited Millennial generation. The report also examines the psychographic make-up of the generations, as well as their use of technology in travel planning.

OUT OF THIS RESEARCH was also born our for Marketing to the Generations, which highlights which these insights can shape your strategies as travel marketing more effective. Please enjoy. As always, if you have questions or ideas for future topics, we welcome you to message us: [info@destinationanalysts.com](mailto:info@destinationanalysts.com) or @DA\_Research.



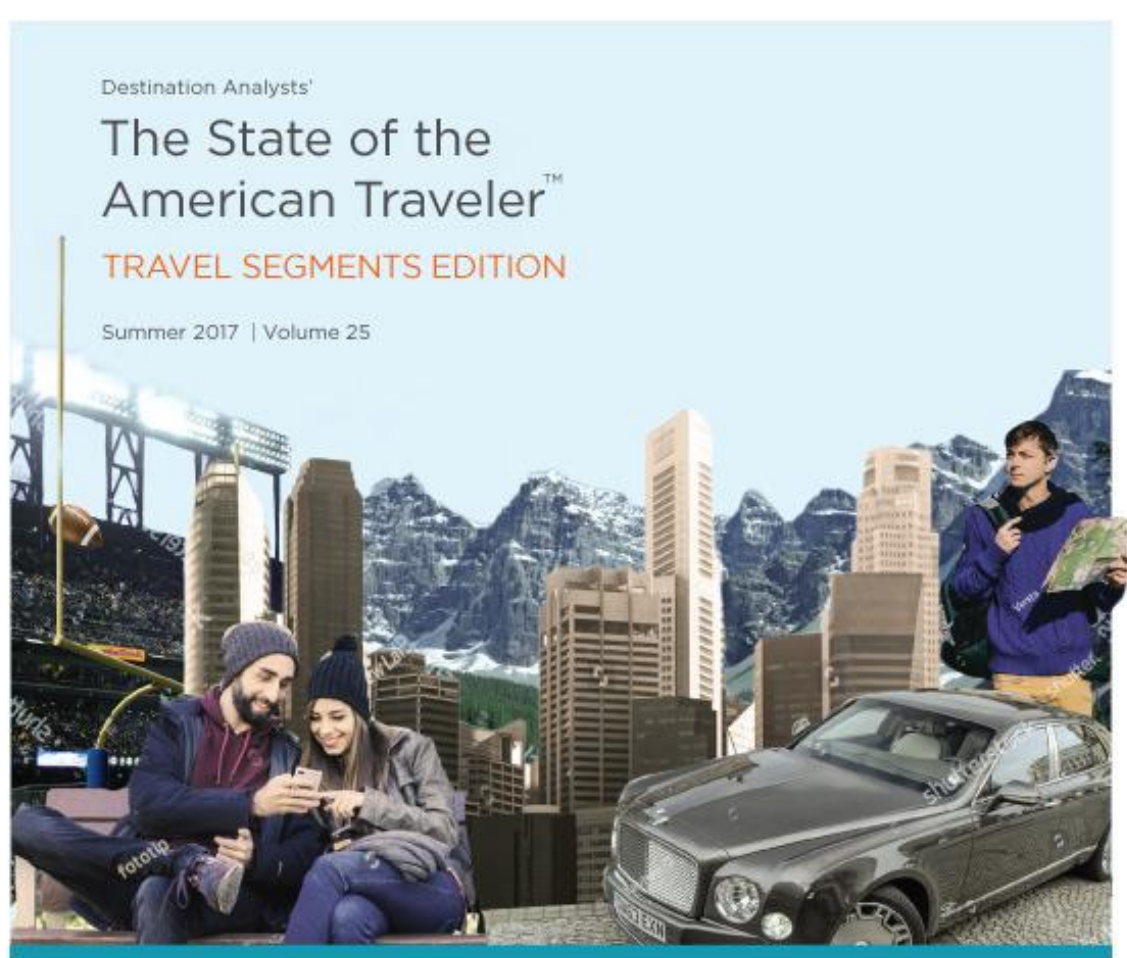
Destination  Analysts

### The Destinations Edition

THIS EDITION of The State of the American Traveler™ explores contemporary travelers' relationships with destinations. As always, we begin with a look at the current leisure travel landscape, which is marked by considerable current optimism for future travel and travel spending. Americans are not only expecting to consume more travel product, they are feeling less constrained by factors such as personal finances and travel costs. This edition, in addition to exploring travel content used to make destination decisions,

looks at the types of destinations that travelers explore in the near-term, and shows continued strong and urban escapes, with year for visiting nations. You have questions or ideas for future topics, we welcome you to message us: [info@destinationanalysts.com](mailto:info@destinationanalysts.com) or @DA\_Research.

 [info@destinationanalysts.com](mailto:info@destinationanalysts.com)



Destination  Analysts

### The Travel Segments Edition

THIS SPRING EDITION of The State of the American Traveler™ looks at travel segments. Destination marketers always seem to be on the hunt for the latest and greatest group of high-value travelers to lure to their destination. In this edition we look at six different high-profile segments, and present some descriptive data to illustrate of they act, think and plan their leisure travels. For each segment, we present mostly data points where the segments differ markedly from their counterparts.

Segments examined in this edition include: Destination Marketing Organization (DMO) Content Users, Affluent Travelers, Sporting Event Travelers, Millennials, Festival & Special Event Travelers, Special Event & Festival Travelers. We end with a fun look at how the genders differ. Please enjoy. As always, if you have questions or ideas for future survey topics, we welcome you to message us: [info@destinationanalysts.com](mailto:info@destinationanalysts.com) or @DA\_Research.

SPONSORED BY  


 [info@destinationanalysts.com](mailto:info@destinationanalysts.com)

 @DA\_Research



Destination  Analysts

### The Mobile Edition

THIS FALL EDITION of The State of the American Traveler™ explores travelers' use of mobile devices in planning and executing their trips. As always, we start with an examination of how American travelers are feeling about the near-term future, and the story continues to be very positive. Travelers are currently showing record levels of optimism for travel in the next year. In this issue we also introduce our Mobile Addiction Test, which shows that over the past two years, leisure travelers have

grown increasingly attached to these highly engaging devices. Despite this increasing dependence, travelers still heavily rely on (and actually prefer) more traditional laptop or desktop devices for their travel planning needs. Please enjoy this edition. As always, if you have questions or ideas for future survey topics, we welcome you to message us: [info@destinationanalysts.com](mailto:info@destinationanalysts.com) or @DA\_Research.

SPONSORED BY  




Destination  Analysts

### The Technology Edition

THIS SPRING EDITION of The State of the American Traveler™ looks at technology and how travelers use it to dream about, plan and execute their trips. As always, first we look at the current leisure travel landscape, which is marked by considerable optimism for future travel and travel spending. In fact, leisure travel optimism is at a record high, mirroring positive trends seen in more general consumer confidence

indices. The report then dives into word-of-mouth, and its relationship to the many other resources used in travel planning. From there, we examine technologies and how they are being used and adopted for travel. Please enjoy. As always, if you have questions or ideas for future survey topics, we welcome you to message us: [info@destinationanalysts.com](mailto:info@destinationanalysts.com) or @DA\_Research.

SPONSORED BY  


 [info@destinationanalysts.com](mailto:info@destinationanalysts.com)

 @DA\_Research

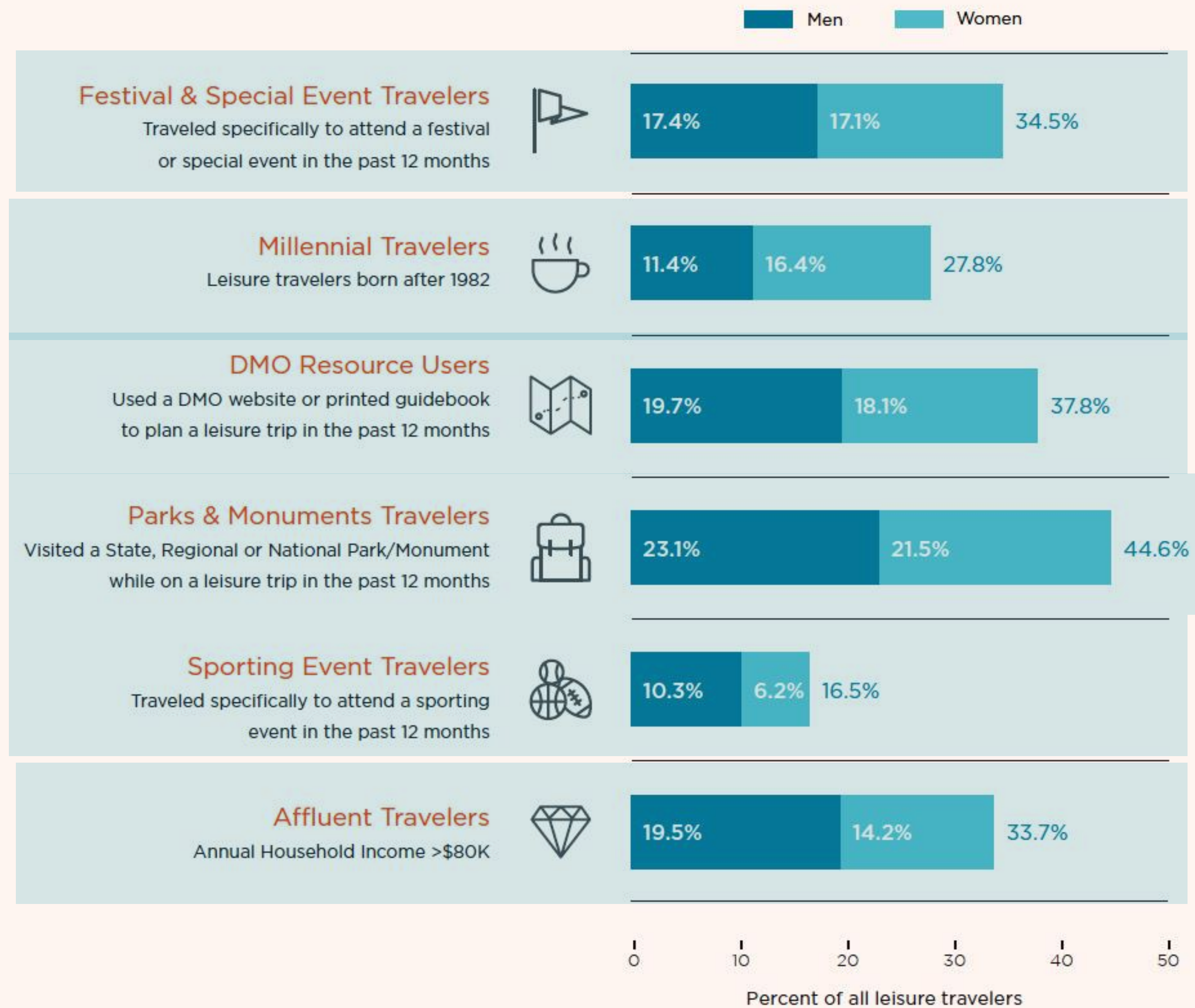


# Traveler Segments





## TRAVEL SEGMENTS: RELATIVE SIZE & GENDER MIX





The image features three vertical bars of equal height and width, positioned side-by-side. The leftmost bar is a vibrant blue, the middle bar is a bright orange, and the rightmost bar is a lime green. The orange bar is the largest and contains the text.

# AMERICAN TRAVELER SENTIMENT



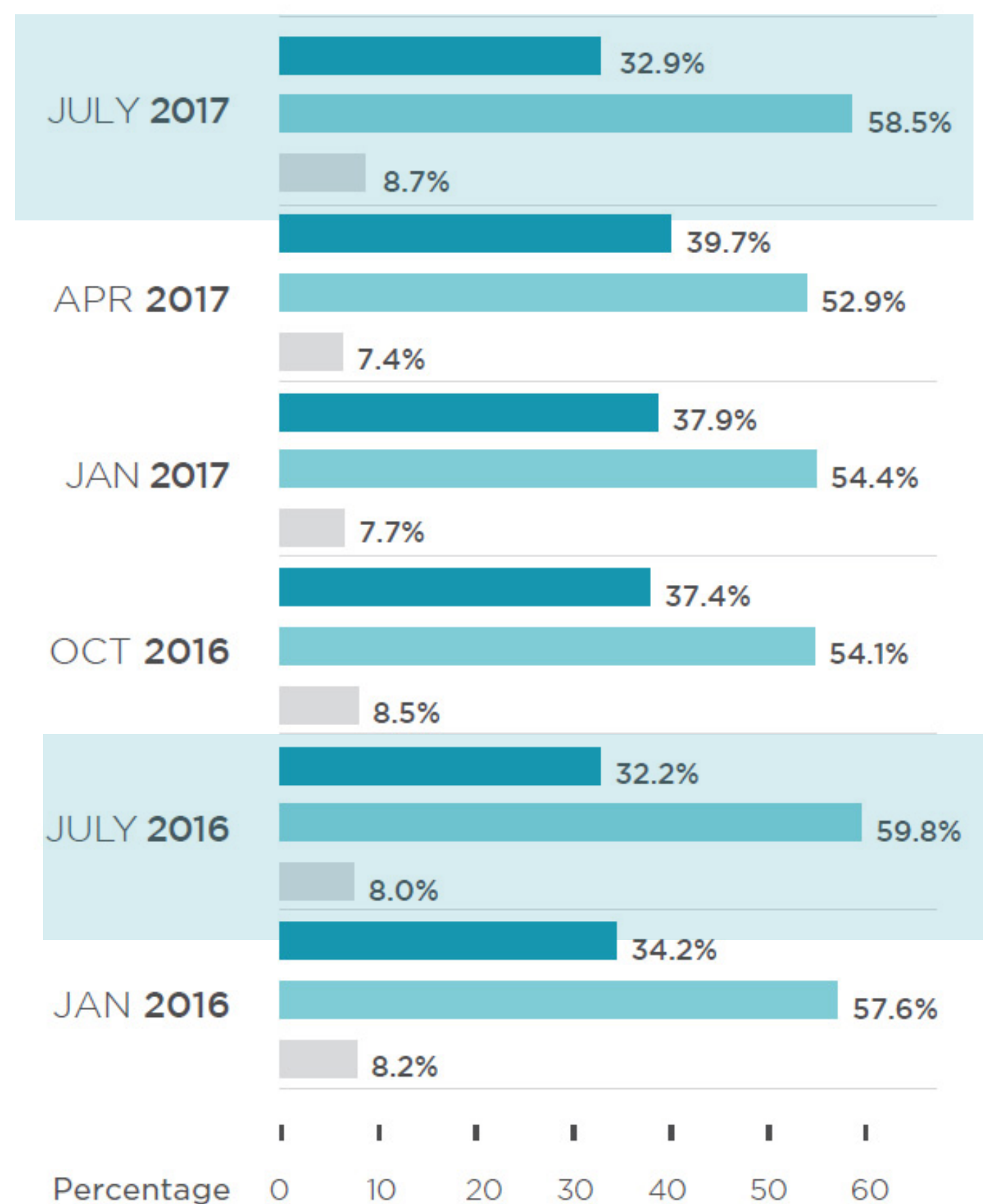


S T A B I L I T Y



THE KEY:  expect more  expect the same  expect less

### Travel Expectations (Trips)



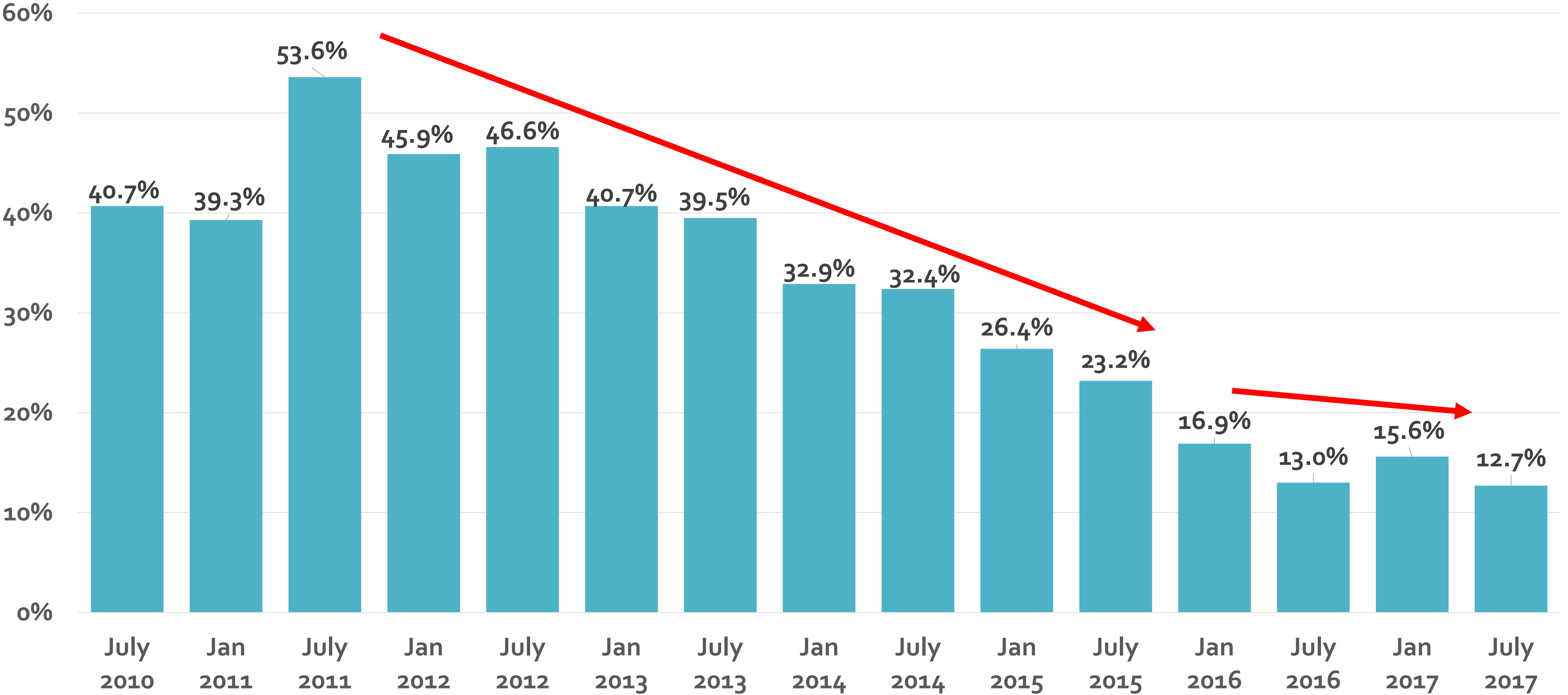
Q : In the next 12 months, do you expect to travel more or less for leisure than you did in the most recent 12 month period?

## Current Leisure Travel Optimism

## Trips & Spending (Next 12 Months)



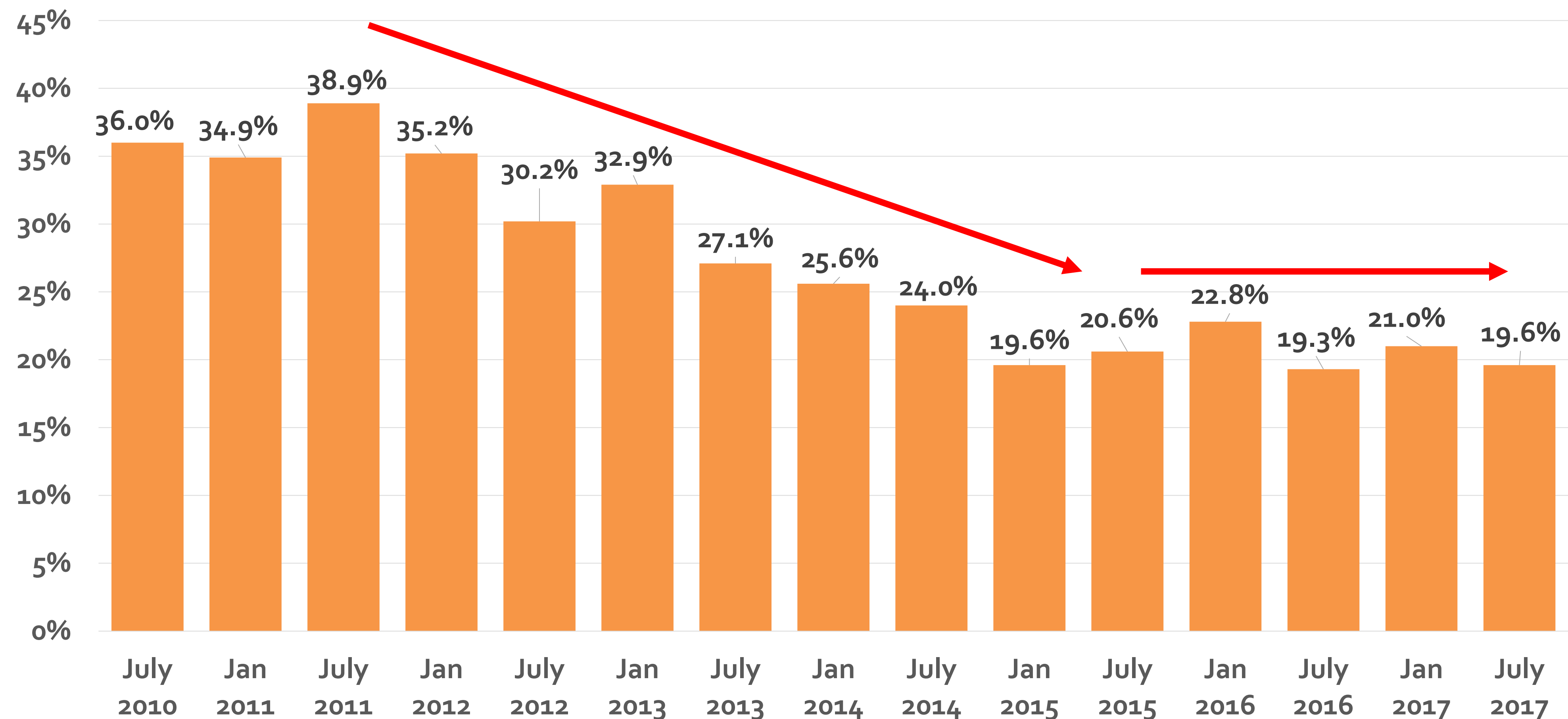
# Impediments to Travel: Gasoline Prices



*Percent of Leisure Travelers*



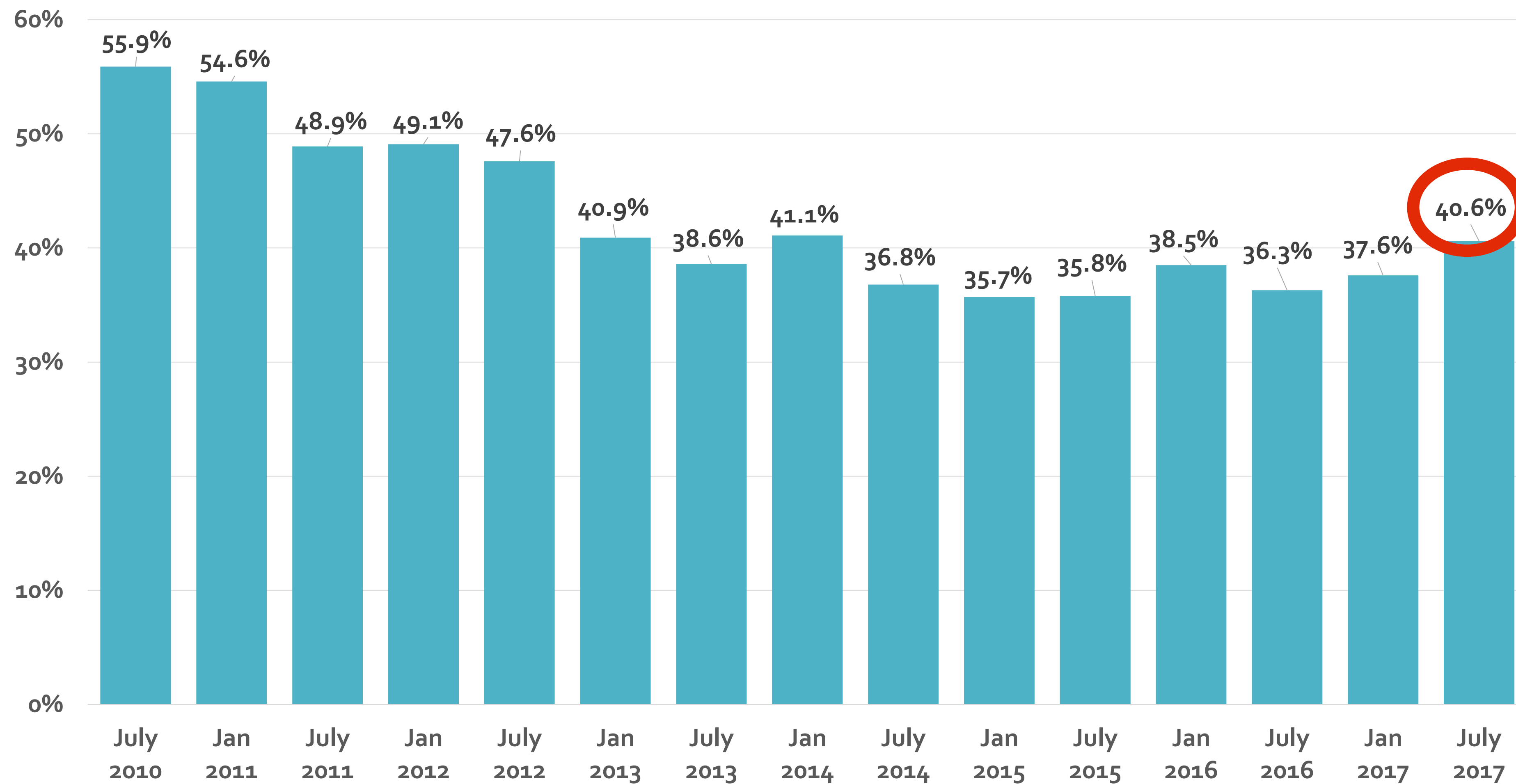
# Impediments to Travel: Airfare too Expensive



*Percent of Leisure Travelers*



# Impediments to Travel: Personal Finances



*Percent of Leisure Travelers*



The image features three vertical bars of equal height and width, positioned side-by-side. The leftmost bar is a solid light blue. The middle bar is a solid orange and contains the text 'TRAVEL SEGMENTS' in white, bold, sans-serif capital letters, centered both horizontally and vertically. The rightmost bar is a solid light green.

# **TRAVEL SEGMENTS**





# Goal for The Day





# TRAVELER SEGMENTS

## Festival & Special Event Travelers



34.5%  
OF LEISURE  
TRAVELERS

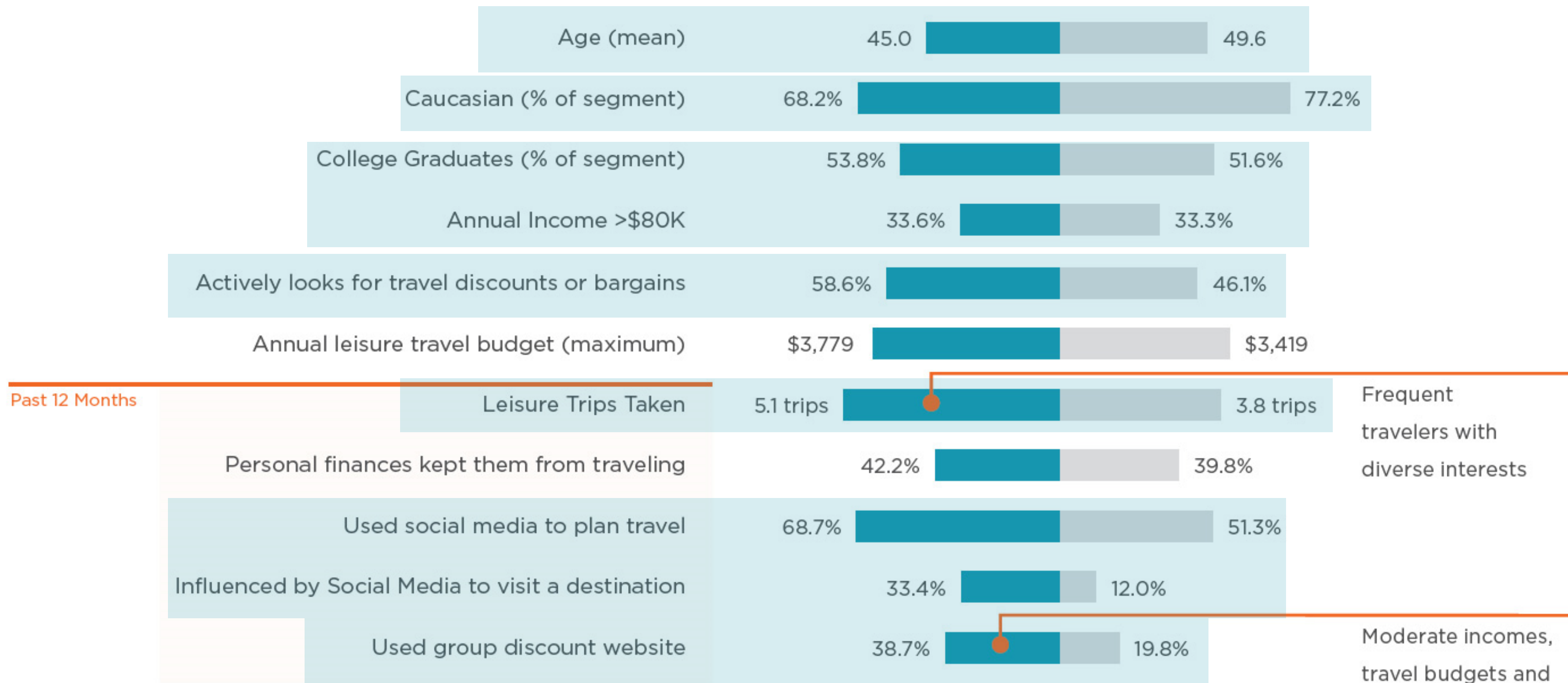
### Festival & Special Event Travelers

Traveled specifically to attend a festival or special event in the past year.

### Other Travelers

Did not travel to attend a festival or special event in the past year.

KEY: Event Travelers Other Travelers



## Takeaways

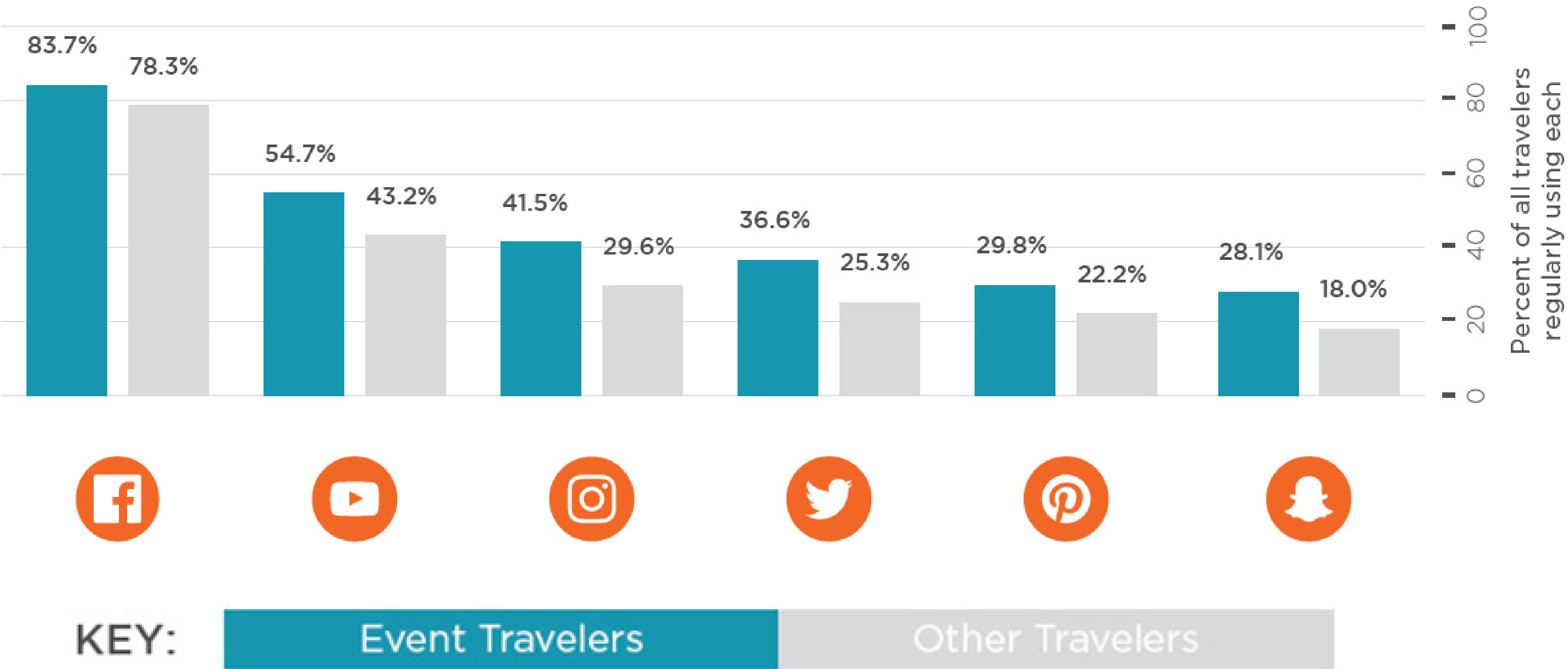
1. Younger
2. Ethnically diverse
3. Discount-oriented
4. Moderate travel budgets
5. Travel frequently
6. Social-media matters



# Heavy Social Media Users

## Impact & Influence

Not only do Festival & Special Event travelers more actively use social media to plan their travels, they are more likely to engage on a variety of social platforms.







# TRAVELER SEGMENTS

## Millennial Travelers



**27.8%**  
OF LEISURE TRAVELERS

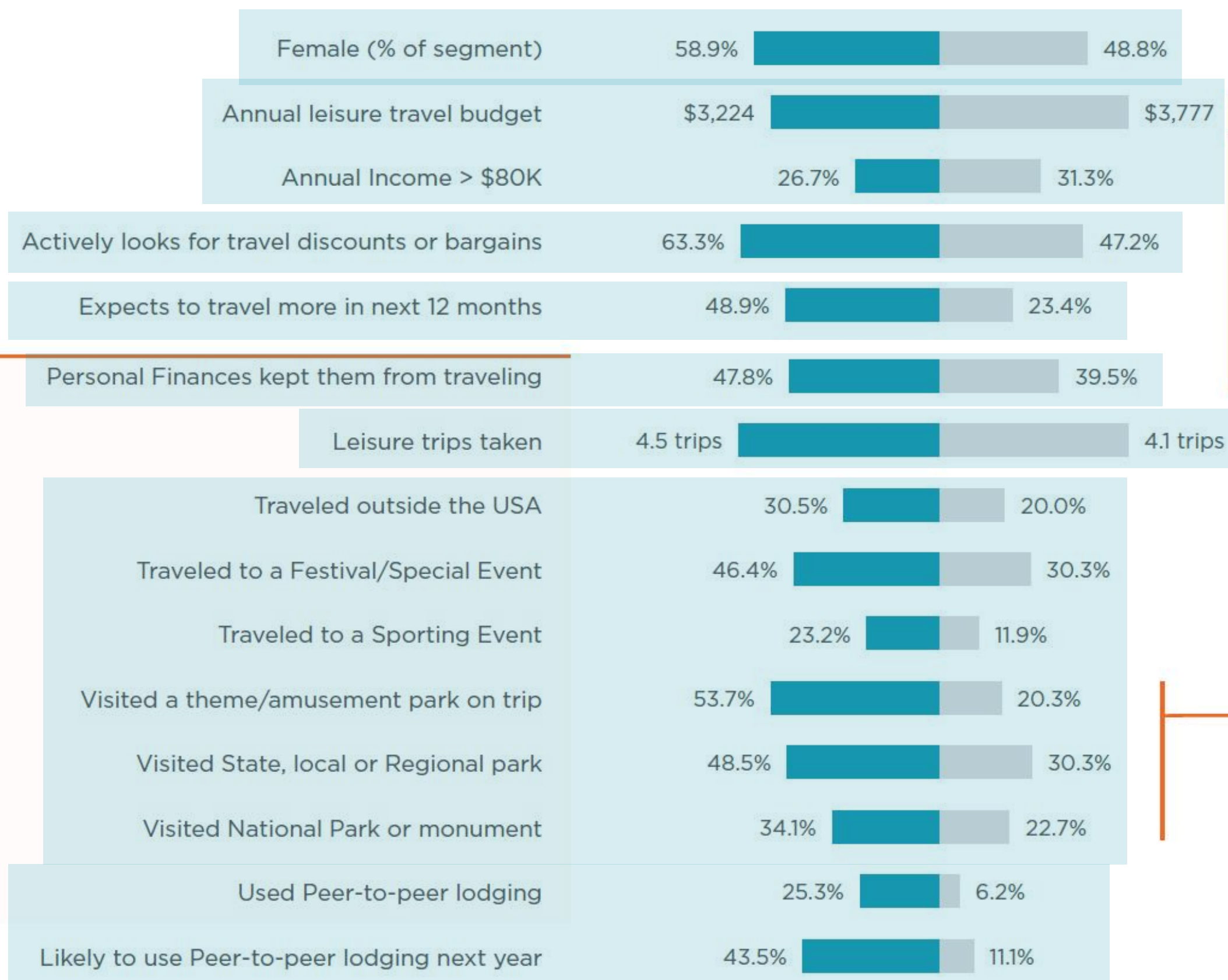
### Millennial Travelers

Adult travelers born after 1982, are at most 36 years old.

### Baby Boom Travelers

Travelers 53 and up, born between 1945 and 1963.

KEY: Millennial Travelers Baby Boom Travelers



Financial limitations and lower incomes inhibit this most enthusiastic of generations. Still, nearly half expect to travel more next year.

Defying stereotypes, Millennials actually visit parks more frequently than older travelers.

## Takeaways

1. Skew female
2. Financially “challenged”
3. Discount-oriented
4. Lower travel budgets
5. Travel optimists
6. Heavy travelers
7. Diverse travel interests
8. Park users
9. Dominate peer-to-peer services



## Dispelling the Myths

---

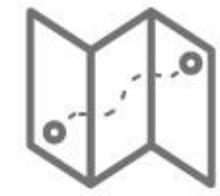
### FICTION

Tech-savvy Millennial travelers rely on newer travel planning resources, and aren't interested in "old-school" print or DMO resources.

### FACT

Millennials are uber-informed travelers who use all types of planning resources. In fact, they use both print and DMO websites more than their older counterparts.





## TRAVELER SEGMENTS

### DMO Resource Users



**37.8%**  
OF LEISURE  
TRAVELERS

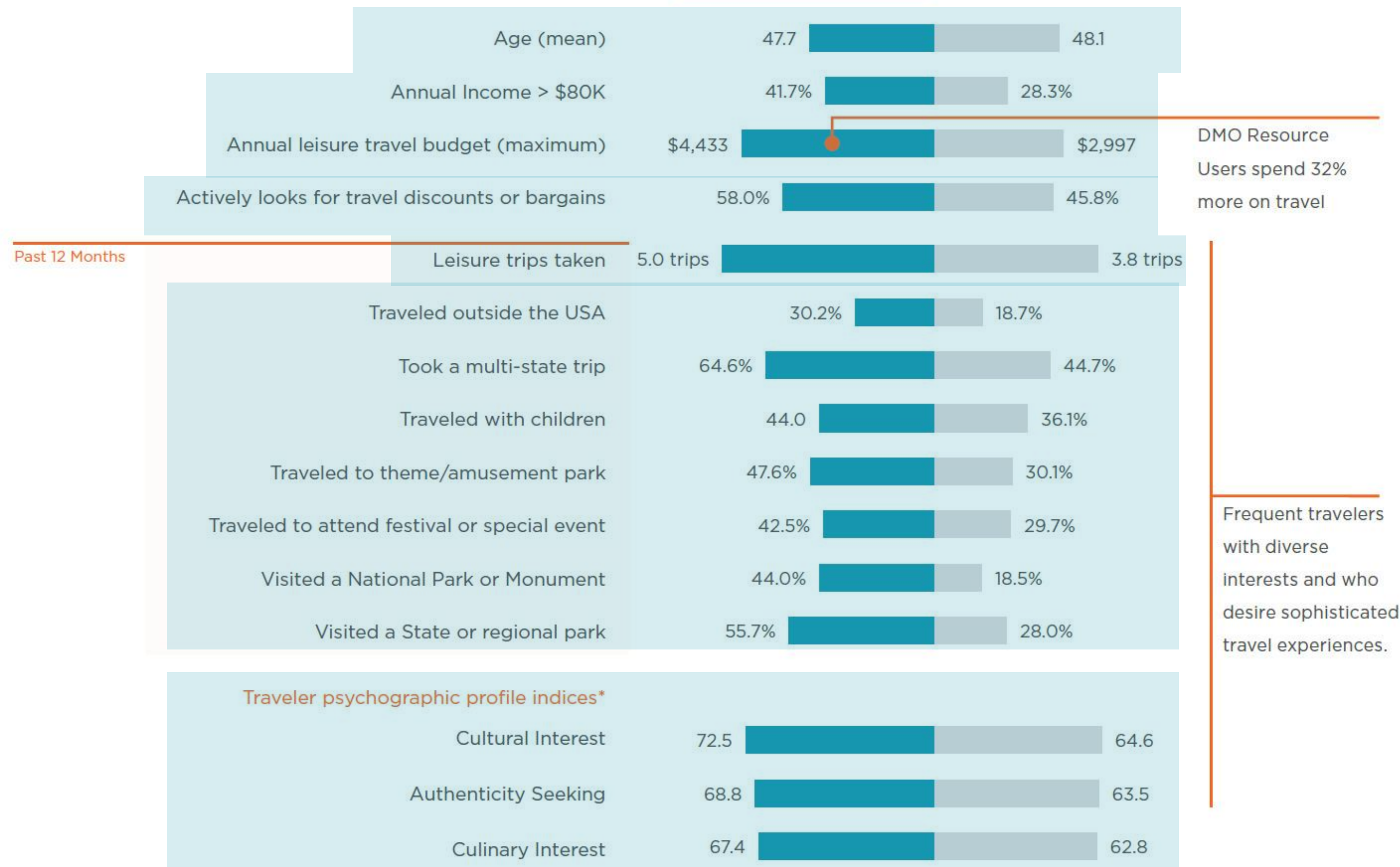
#### DMO Resource Users

Travelers who have used DMO websites or print resources to plan a trip in the past year.

#### Other Travelers

Those who did not use DMO websites or print resources to plan a trip in the past year.

KEY: DMO Content Users Other Travelers



## Takeaways

1. Typical age spectrum
2. Affluent, frequent travelers
3. Big travel budgets
4. Diverse travel interests (like Millennials)
5. Sophisticated travelers





## TRAVELER SEGMENTS

### Parks & Monuments Travelers



**44.6%**  
OF LEISURE  
TRAVELERS

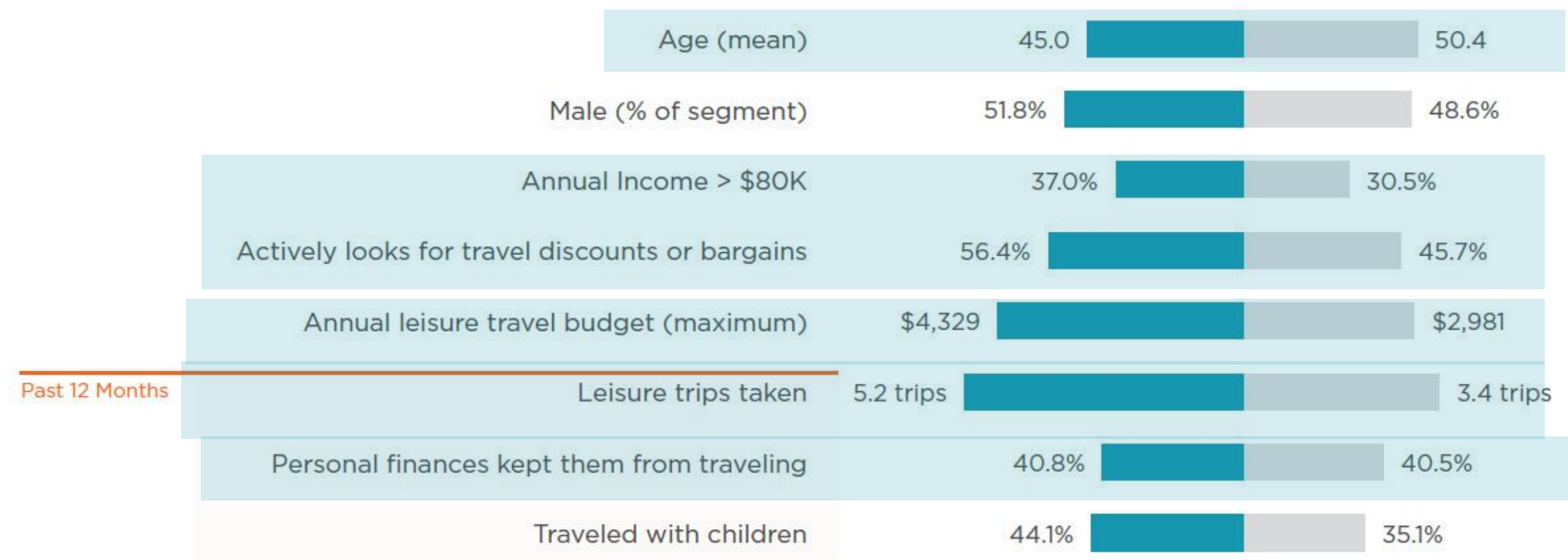
#### Parks & Monuments Travelers

Visited a state, regional or  
National Park (or Monument)  
in the past 12 months.

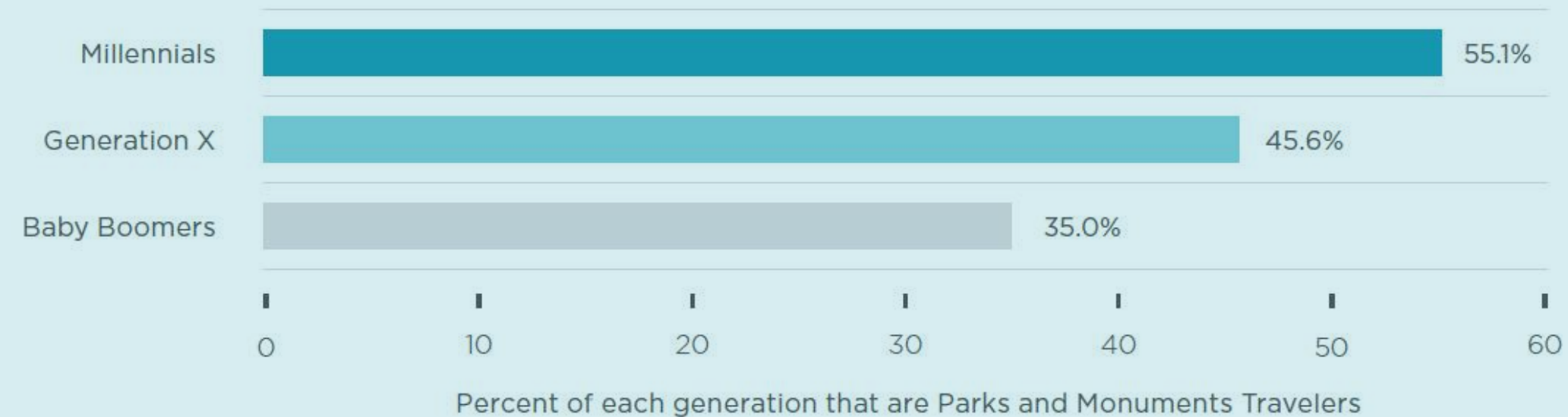
#### Other Travelers

Did not visit any such parks or  
monuments while on a leisure  
trip in the past 12 months.

KEY: Parks Travelers Other Travelers



#### Generations and the Use of Parks



## Takeaways

1. Younger profile
2. Yet high income
3. Prioritize travel in budget
4. Millennials defy stereotypes





# TRAVELER SEGMENTS

## Sporting Event Travelers



**16.5%**  
OF LEISURE  
TRAVELERS

### Sporting Event Travelers

Took at least one leisure trip in the past year specifically to attend a sporting event.

### Other Travelers

Did not take a leisure trip to attend a sporting event in the past year.

KEY: Sports Travelers Other Travelers

Metric	Sports Travelers	Other Travelers
Male (% of segment)	62.7%	47.6%
Age (mean)	43.3	48.9
Personal finances limited their travels	32.9%	42.1%
Annual leisure travel budget	\$4,629	\$3,324
Annual Household Income > \$80K	44.6%	31.1%
Leisure trips taken (Past 12 Months)	5.9 trips	3.9 trips
Traveled with children	49.9%	37.0%
Traveled to theme/amusement park	59.2%	32.3%
Traveled to attend festival or special event	64.4%	28.6%
Visited a National Park or Monument	45.8%	24.7%
Visited a destination based on social media	40.2%	15.3%
Used social media to plan travels	73.8%	54.1%

Activity-driven;  
fun is king.

Social media  
super users

## Takeaways

1. Male skew
2. Younger profile
3. Strong financials
4. Frequent travelers
5. Diverse interests
6. Social media super users

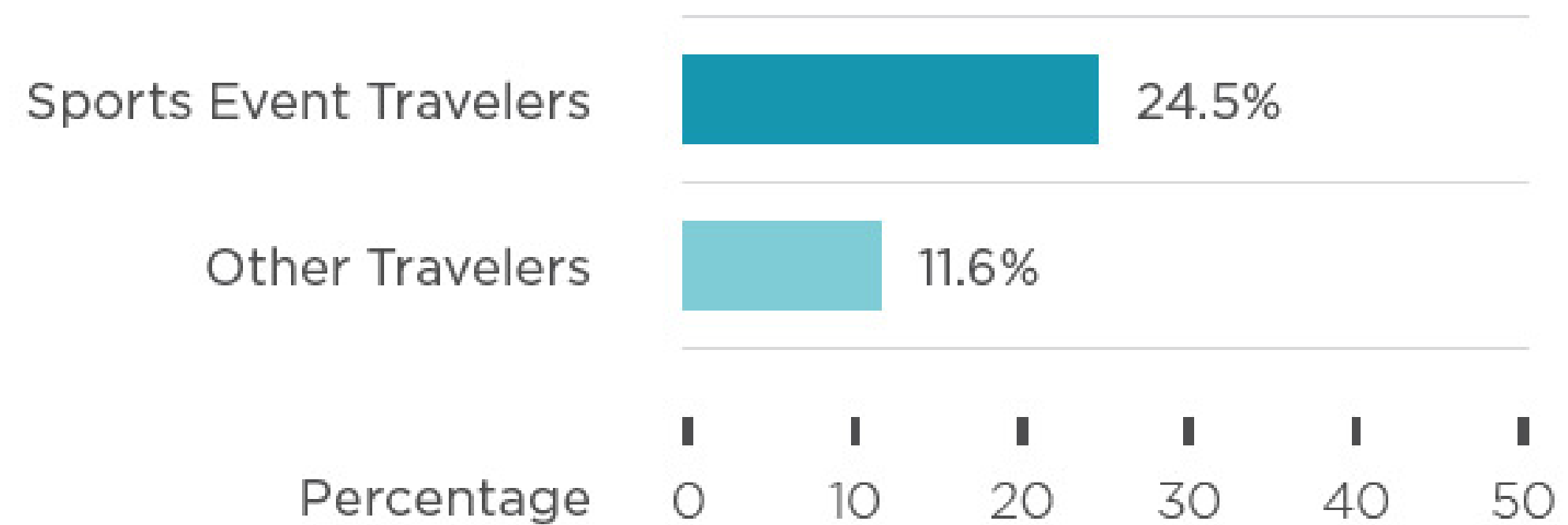


## Heavy Alternative Lodging Use

Like Millennials, this younger traveling group uses peer-to-peer lodging heavily.

### Used Peer-to-Peer Lodging

(AirBnB, VRBO, etc., used in past 12 months)



KEY:  Sports Travelers  Other Travelers





## TRAVELER SEGMENTS

### Affluent Travelers



**33.7%**  
OF LEISURE  
TRAVELERS

#### Affluent Travelers

Earn more than \$80K annually and account for about one third of the traveling public.

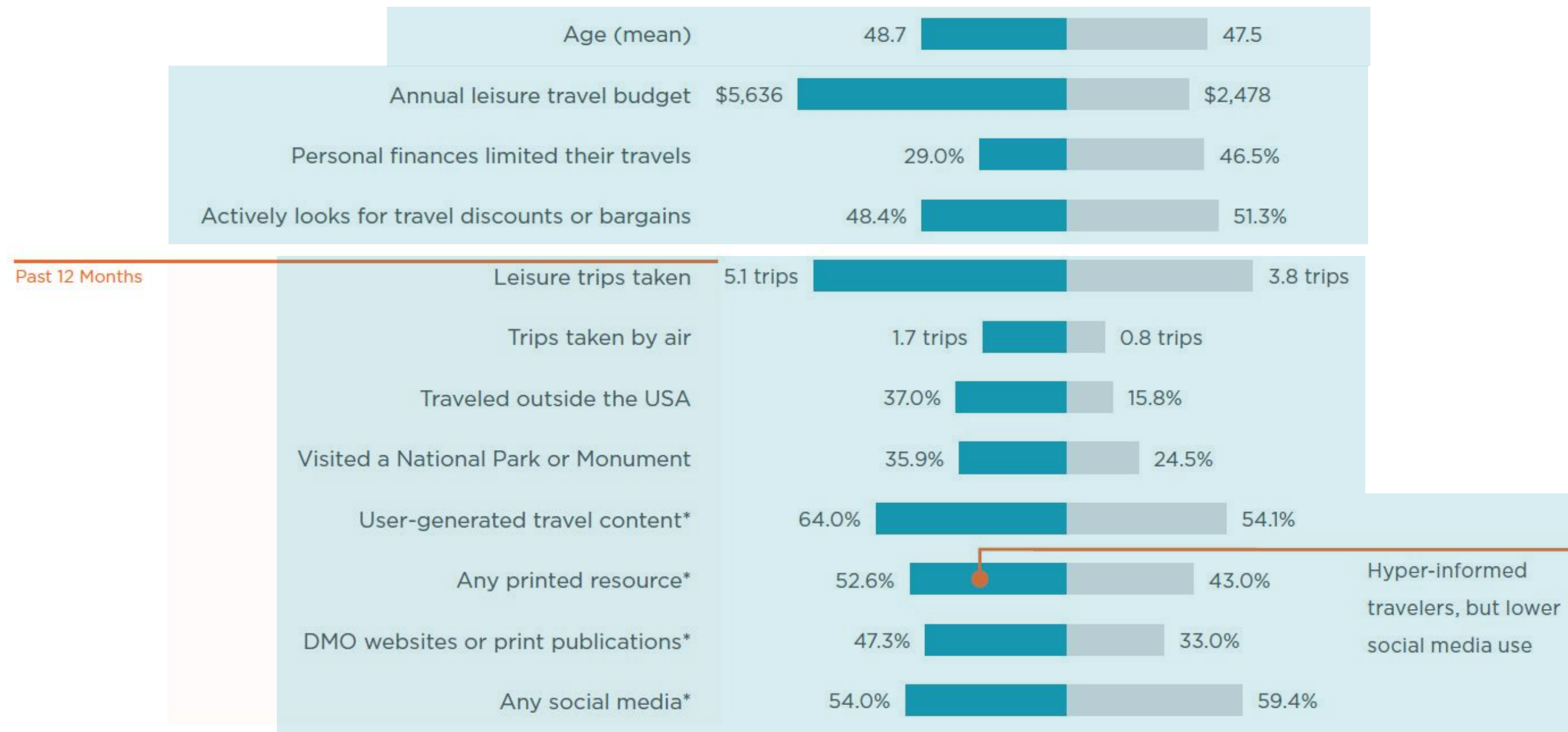
#### Other Travelers

Earn less than \$80K and represent the majority (66.3%) of American leisure travelers.

KEY:

Affluent Travelers

Other Travelers



\*Travel Planning Resources Used

## Takeaways

1. Age neutral
2. Strong financials
3. Frequent travelers
4. Hyper-informed travelers
5. Less social media use



## Dispelling the Myths

---

FICTION

High-powered affluent travelers require constant connectivity on their leisure trips.

FACT

On our psychographic indices, affluent travelers score lower in their need to be connected while traveling.

---



The image features three vertical bars of equal height and width, positioned side-by-side. The leftmost bar is a vibrant blue, the middle bar is a bright orange, and the rightmost bar is a lime green. The orange bar is the largest and contains the text.

# **SOCIAL MEDIA TRAVELERS (SOCIAL TRAVELERS)**



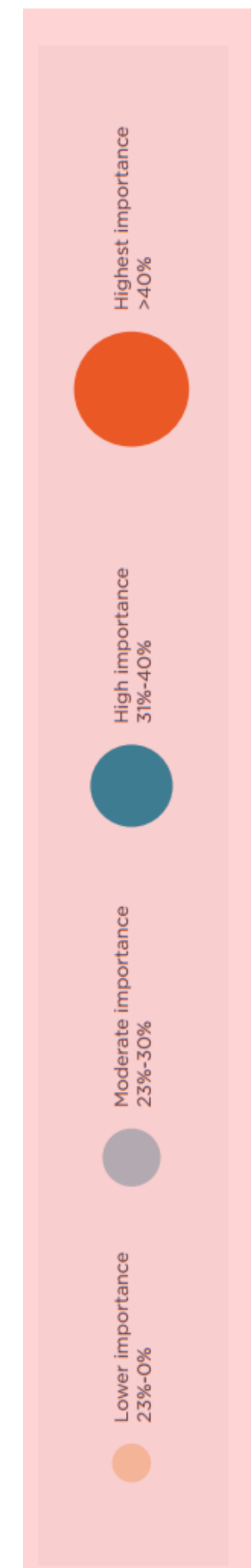
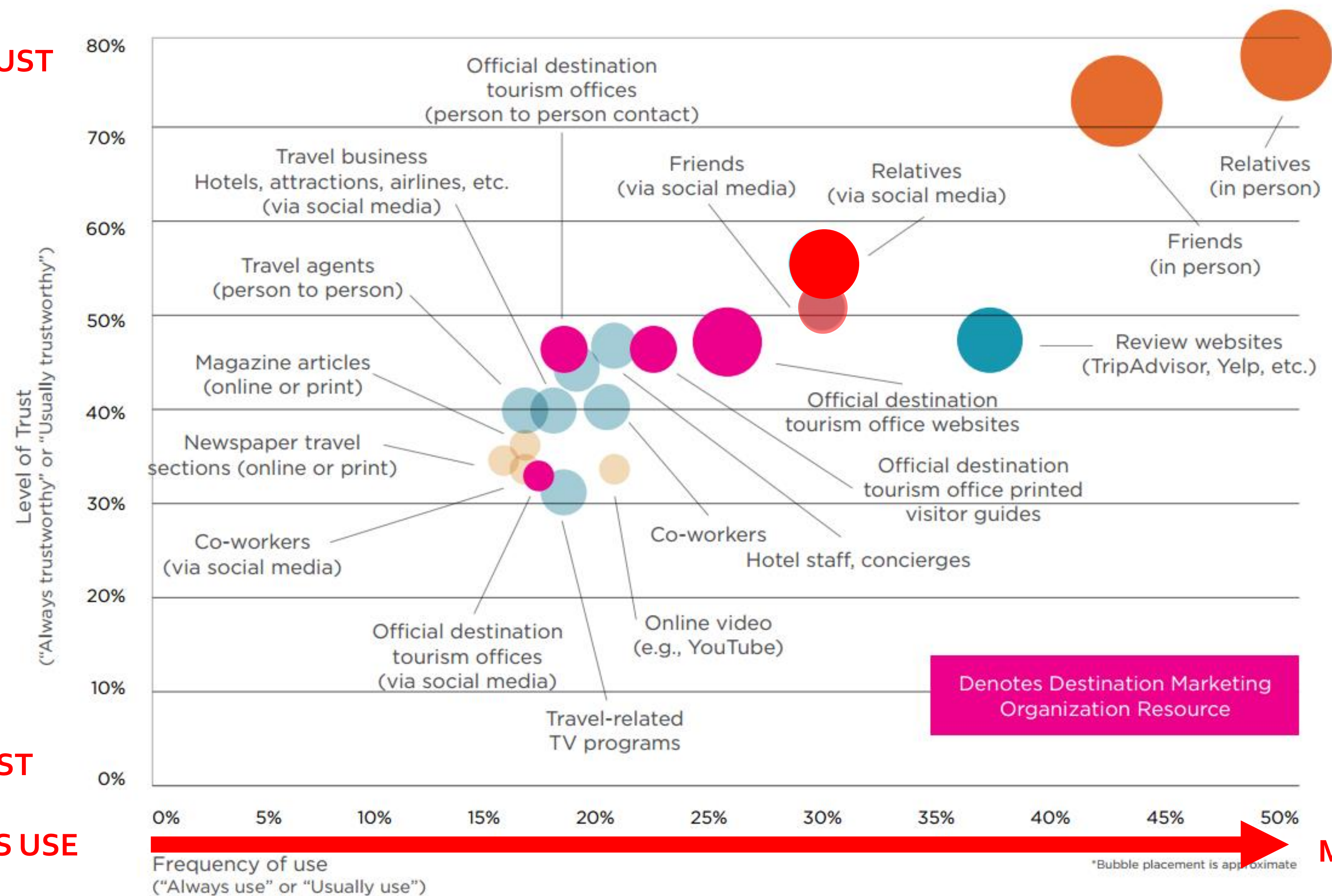
# Background: Travelers' Use of DMO Websites

MORE TRUST

↑

LESS TRUST

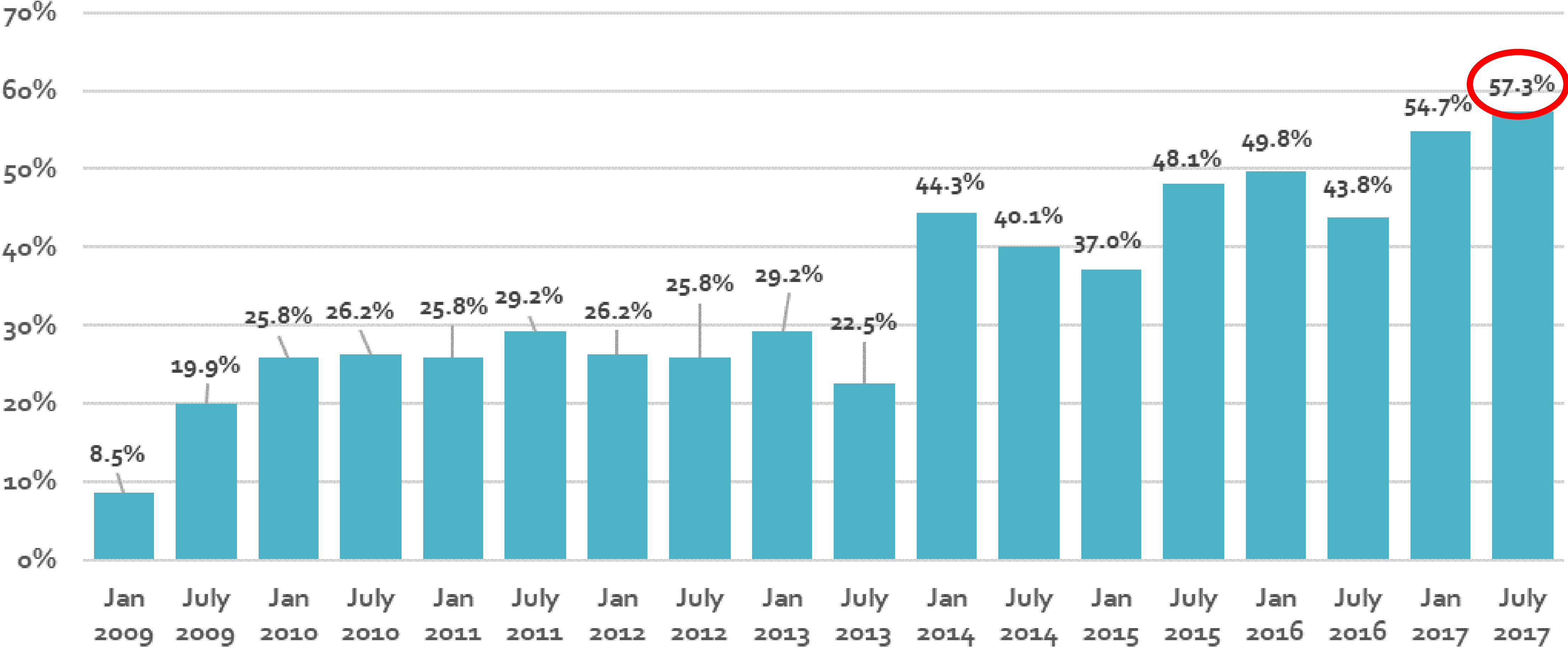
LESS USE



\*Source: Destination Analysts' [The State of the American Traveler™](#) --Technology Edition, April 2017. Base: 2,000 American leisure travelers.

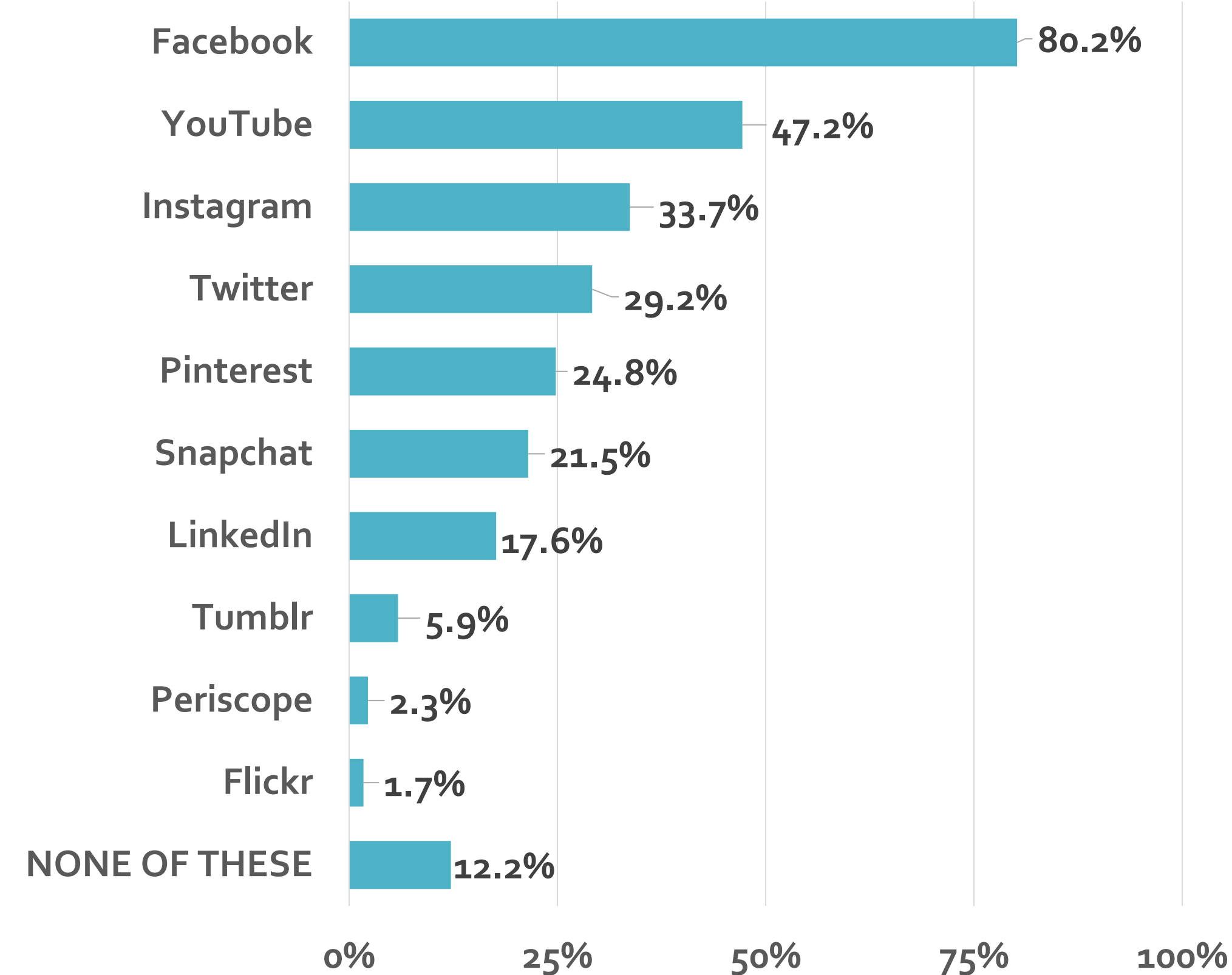


# Social Media Used in Travel Planning

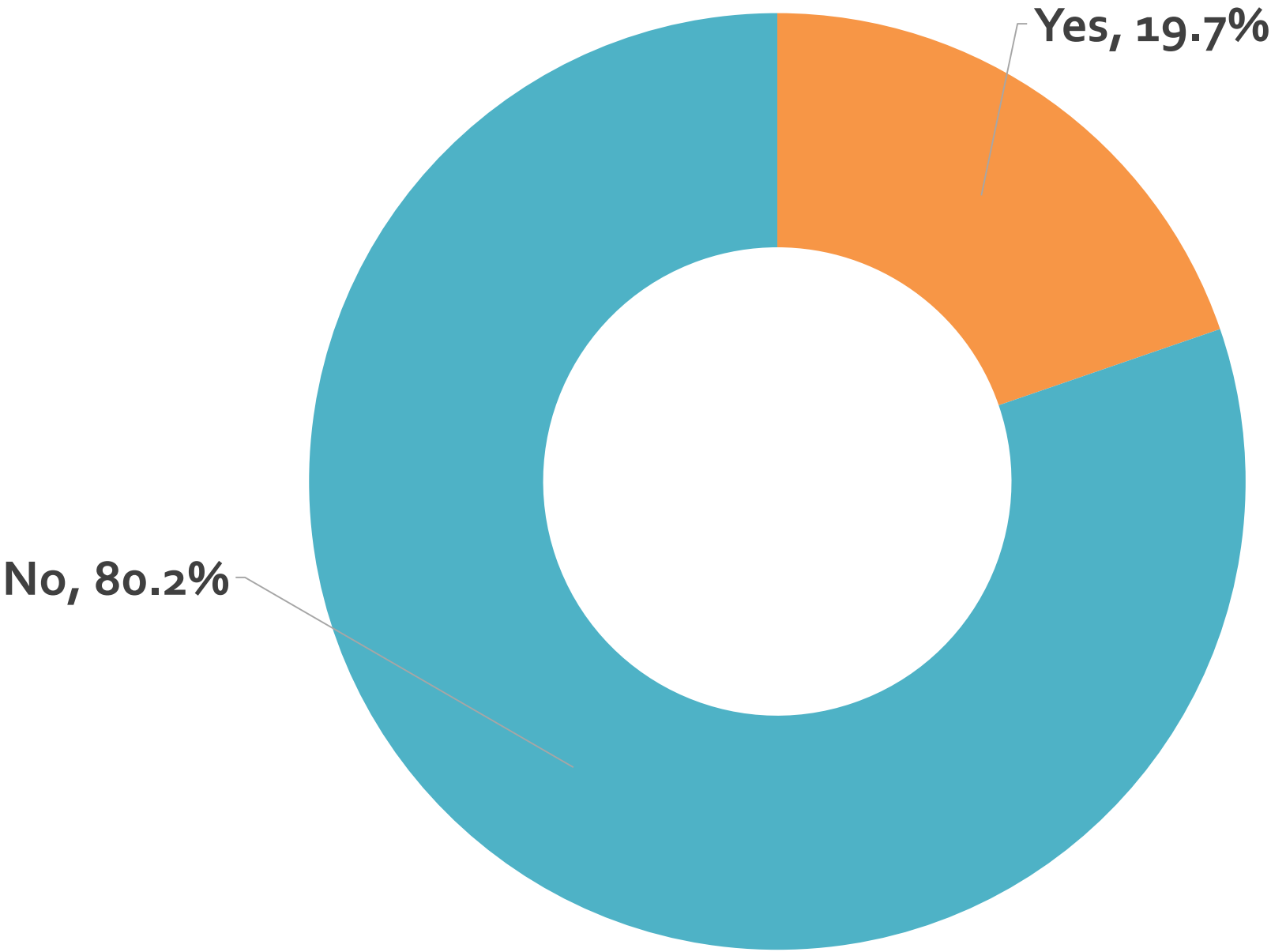




# Which of these social media services do you regularly use?

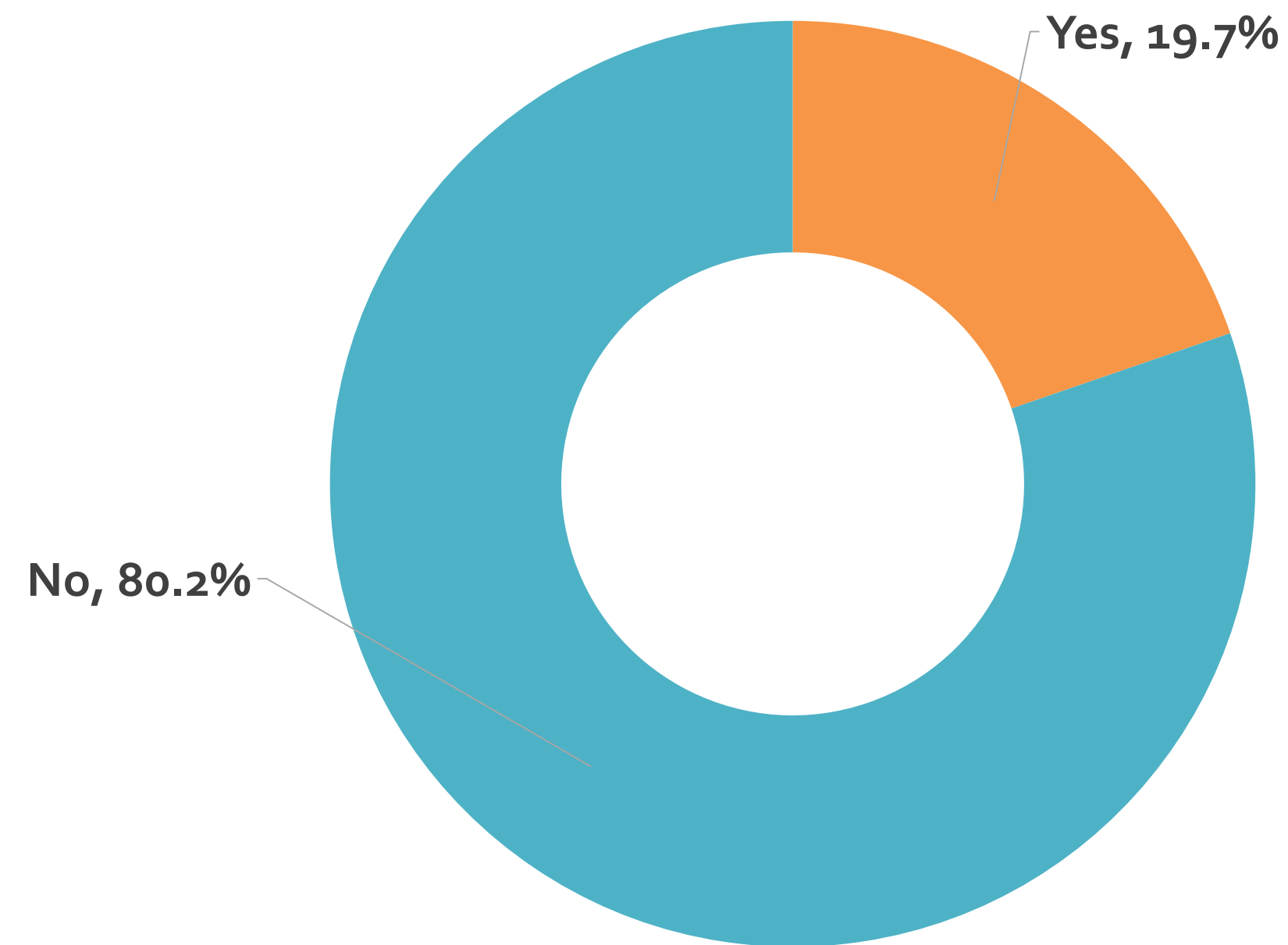


# Visited a destination as a result of content seen on any of these social media channels?





Visited a destination as a result of content seen on any of these social media channels?



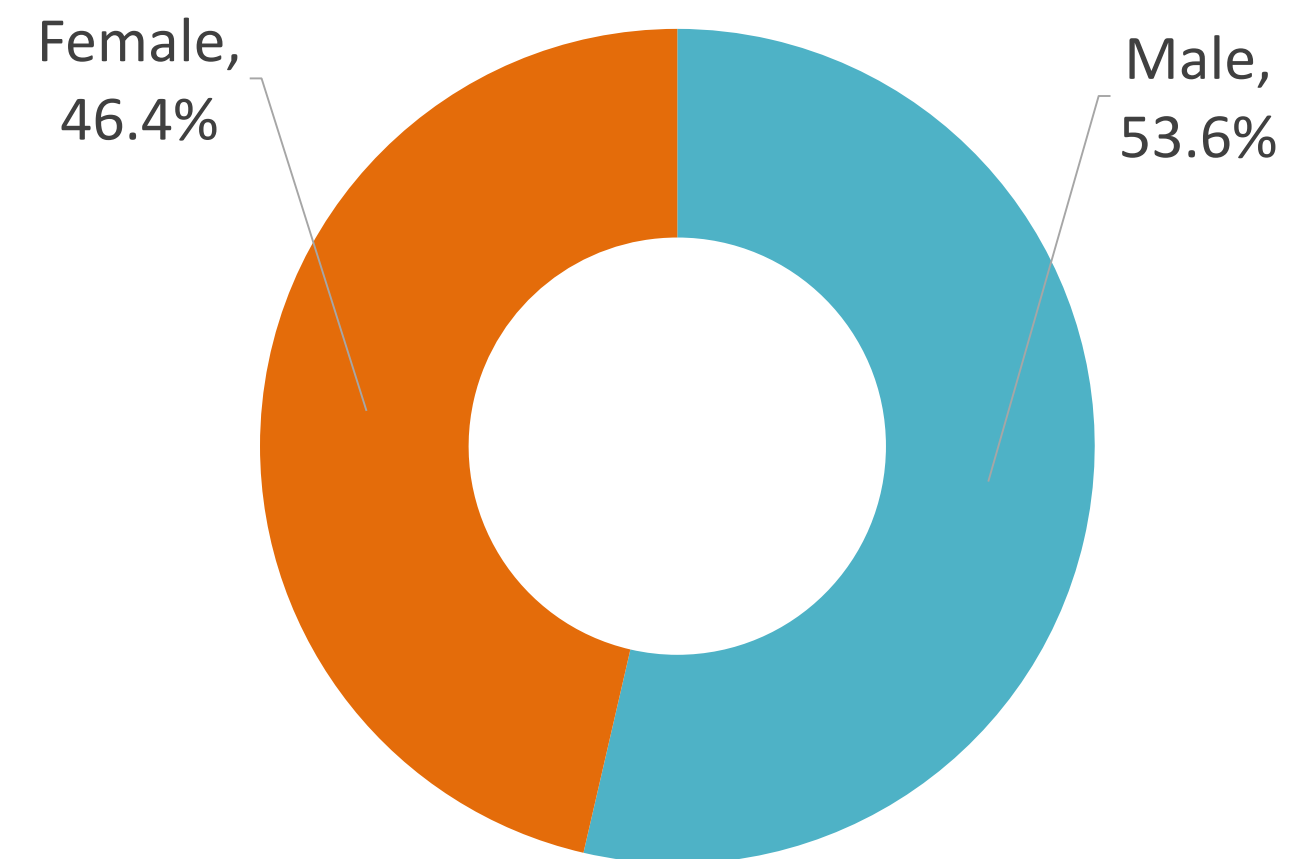
**Social  
Media  
Traveler**



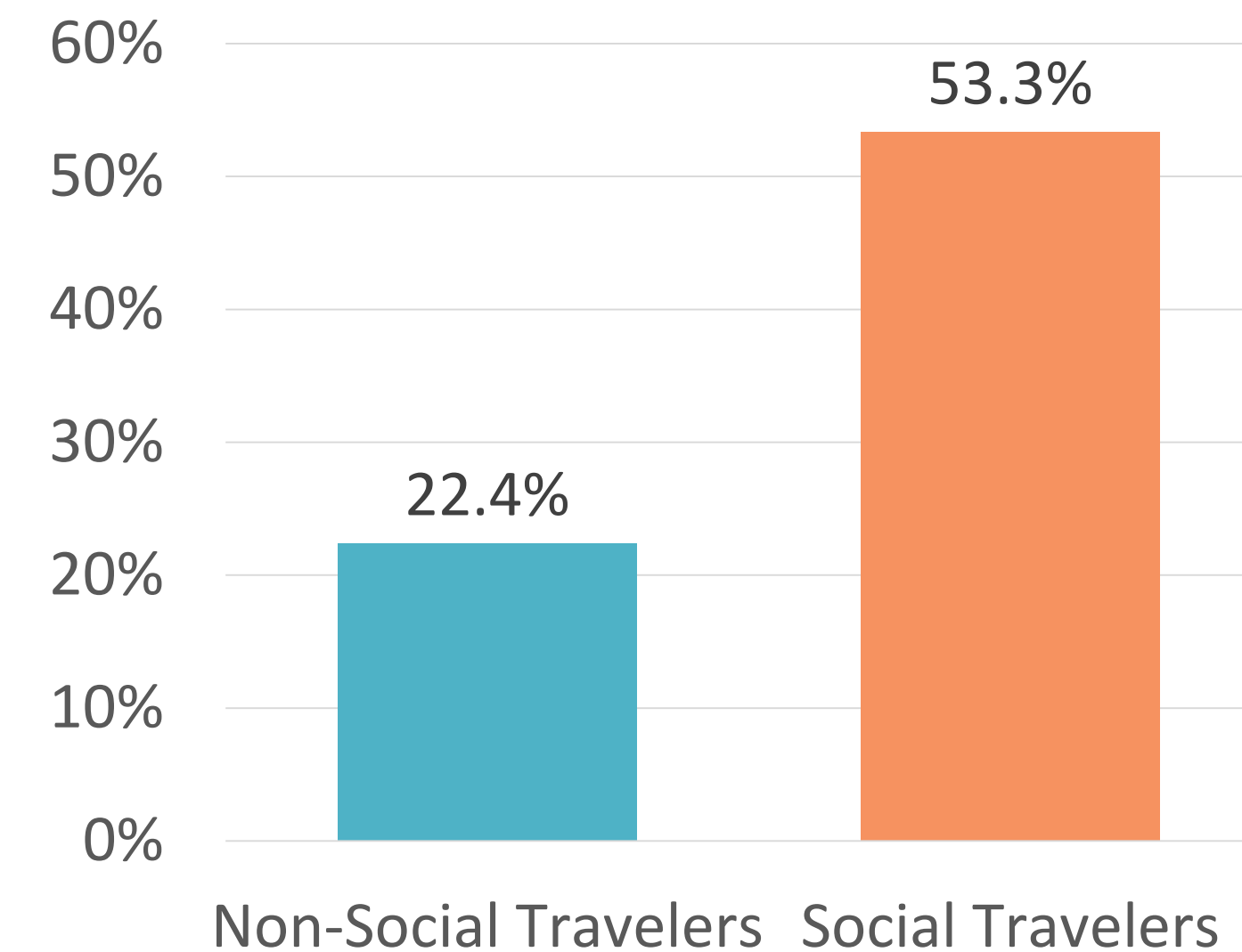
# Gender and Age:

*Skew Slightly Male and Heavily Millennial*

## Social Media Travelers



## % Millennial

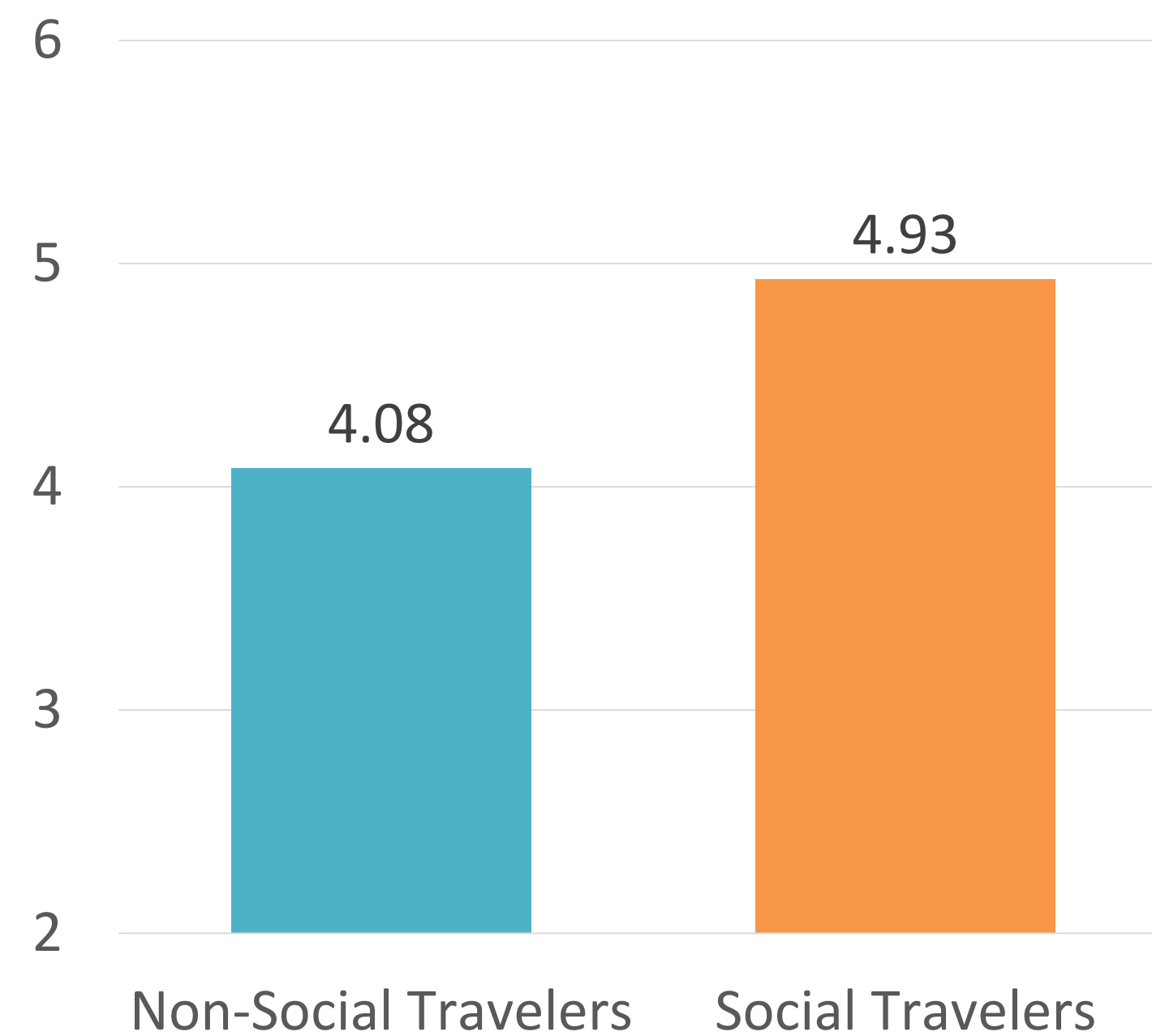




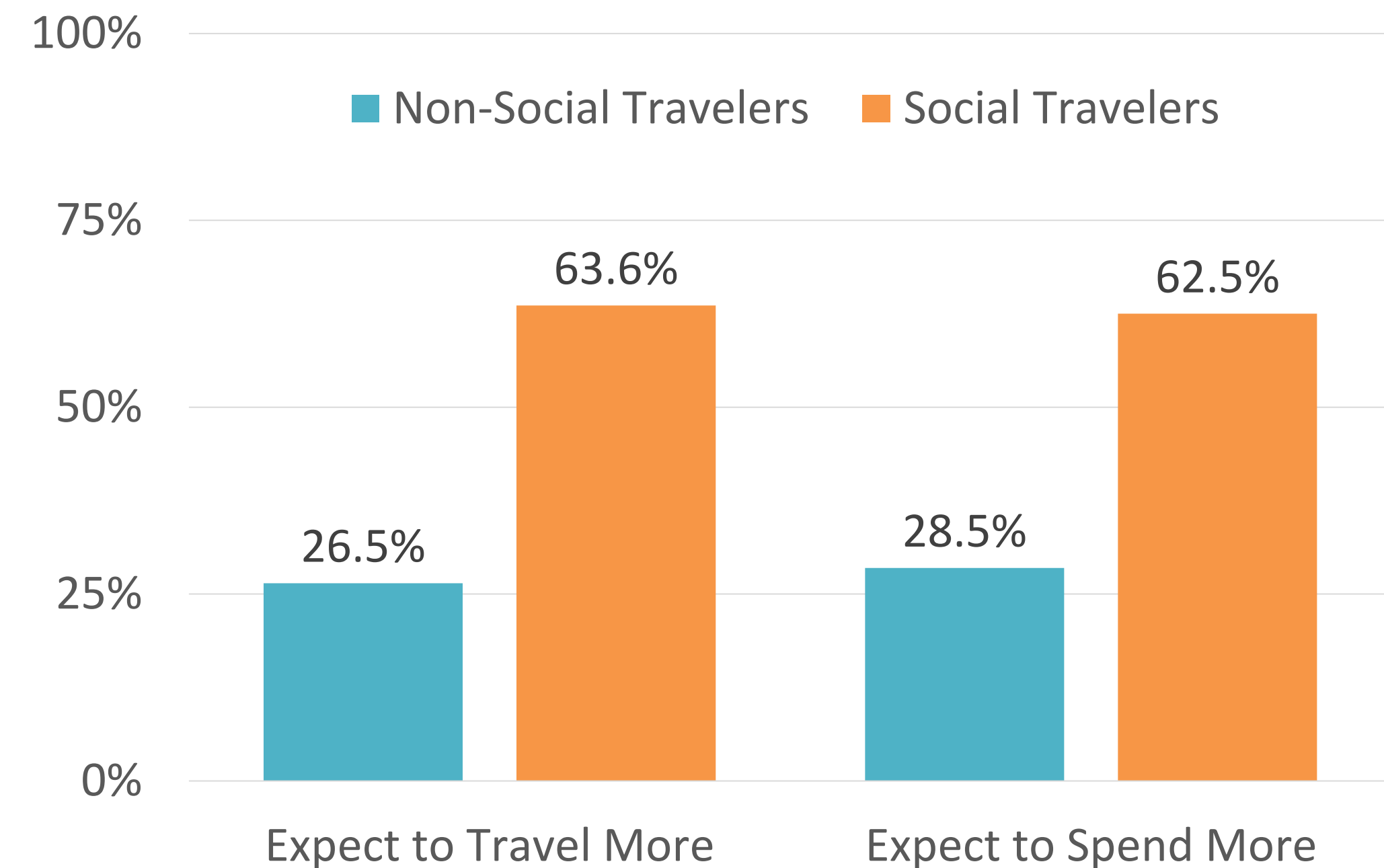
# Trips Taken and Travel Activities (Past 12 Months)

*Frequent Travelers with High Expectations*

## Leisure Trips Taken



## Travel Expectations (Next 12 Months)





# Used a Mobile Phone to Plan Leisure Travel

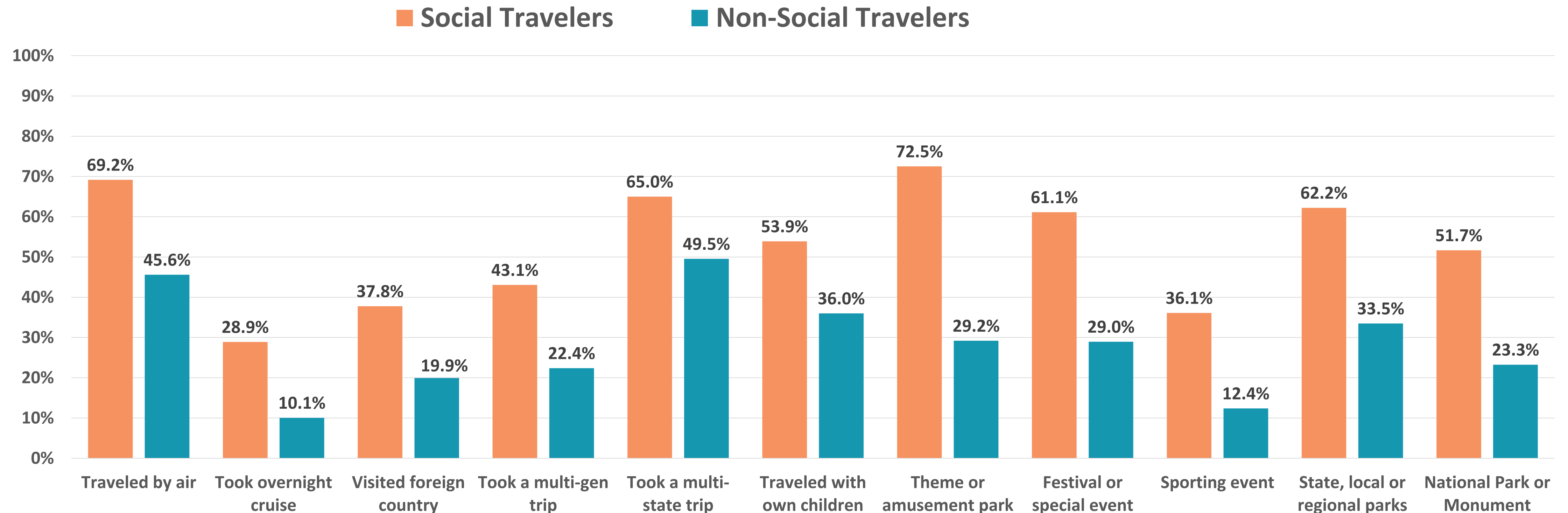
*(Past 12 months)*



*If they're selecting destinations via social media, they're planning their trips on a mobile device.*

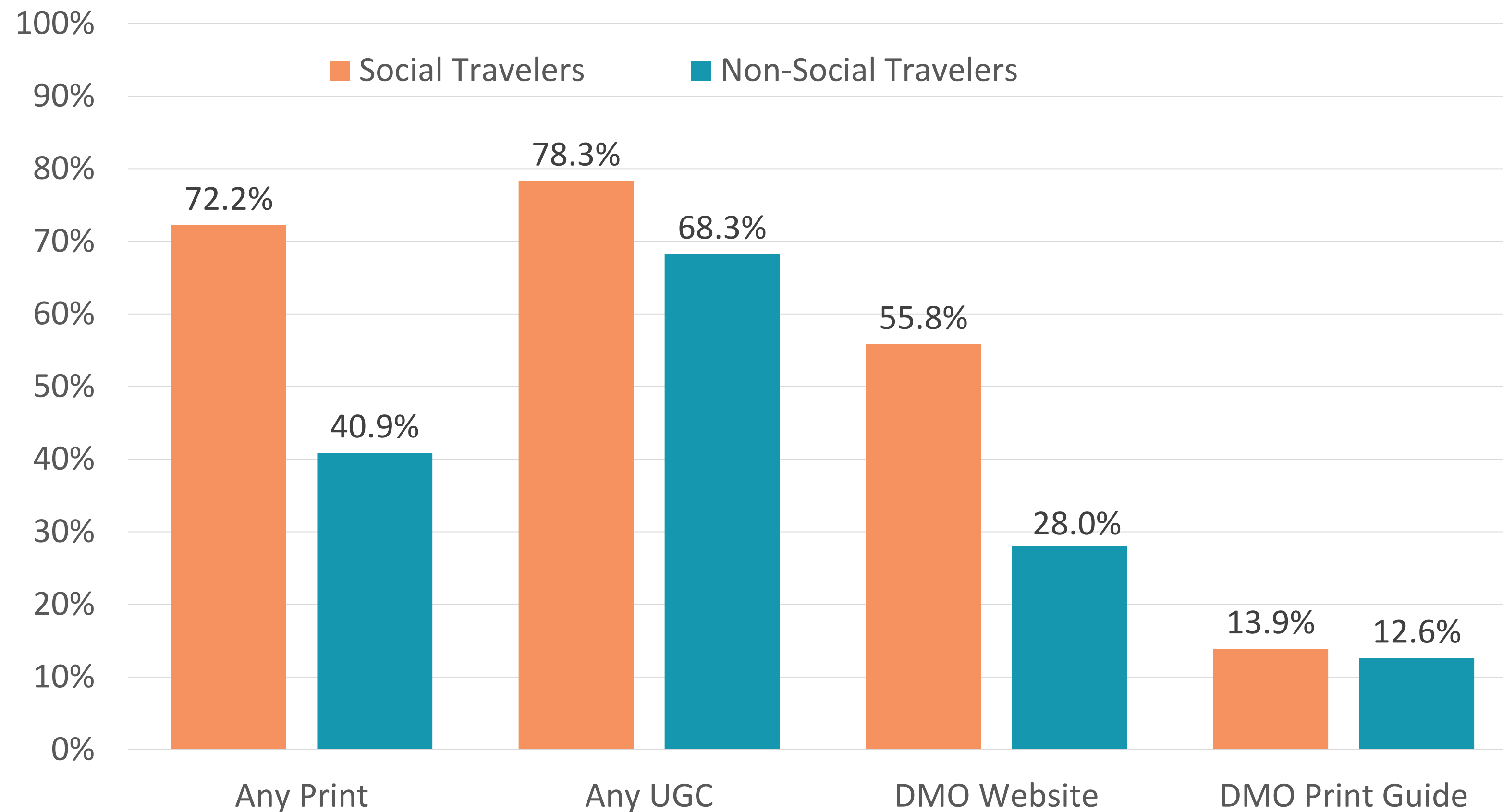


# Trips Taken and Travel Activities (Past 12 Months)





# Resources Used to Plan Leisure Travel (Past 12 Months)





# Thank you!

Come see Destination Analysts present  
insights from our **The State of the  
International Traveler** at ESTO next week.

We'll also be at Marketing Outlook Forum in  
Baltimore October 23-25





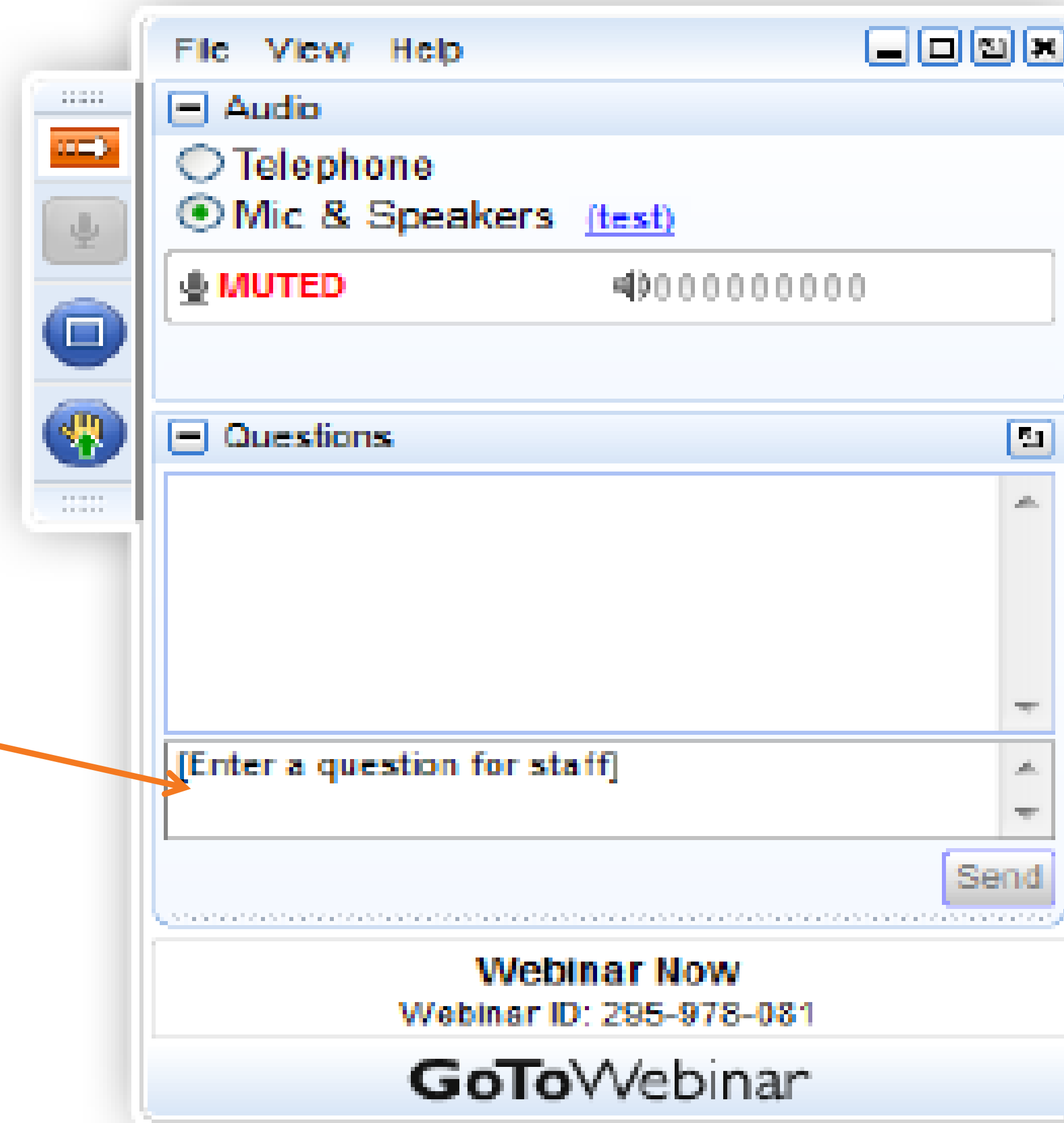
# **Takeaways: Segments of Opportunity**

---

- 1. Cross Marketing Opportunities** – eg: driving repeat visitation
- 2. Social Travelers** – esp: important in Events, Festivals, Sports
- 3. Connected in Remote Locations** – ‘High Tech – High Touch’
- 4. Alternative Accommodation** – Smart Growth Opportunities
- 5. Attractive Audience** – DMO Resources Users



# Questions in today's webinar



## Use Text Box to ask questions

In case of “Drop-Off”, use your Link to rejoin the webinar

A Question & Answer Session will be held at the end of today's session

Today's webinar is being recorded and will be made available for later viewing



A man and a woman are seen from behind, looking out over a city at sunset. The man is wearing a large backpack and a plaid shirt. The woman is pointing towards the horizon. The scene is bathed in the warm, golden light of the setting sun, with the city lights beginning to glow in the distance.

# Targeting Segments Online

Best Practices & Technology Options

Destination  Analysts

**miles**  
marketing destinations



[All](#)[Maps](#)[News](#)[Images](#)[Shopping](#)[More](#)[Settings](#)[Tools](#)

About 19,300,000 results (0.83 seconds)

[City of Kalamazoo](#)[www.kalamazoocity.org/](http://www.kalamazoocity.org/)

City of Kalamazoo services and information. ... Starting this October, City of Kalamazoo residents won't need to worry about sorting their ... Kalamazoo, MI 49007

[Kalamazoo, Michigan - Wikipedia](#)[https://en.wikipedia.org/wiki/Kalamazoo,\\_Michigan](https://en.wikipedia.org/wiki/Kalamazoo,_Michigan)

Kalamazoo /ˌkæləməˈzuː/ is a city in the southwest region of the U.S. state of Michigan. It is the county seat of Kalamazoo County. As of the 2010 census, ...

[History](#) · [Climate](#) · [Economy](#) · [Local media](#)[Discover Kalamazoo: Kalamazoo Michigan, Kalamazoo MI Hotels ...](#)[www.discoverkalamazoo.com/](http://www.discoverkalamazoo.com/)

10 Things to Do This Fall in Kalamazoo, Michigan ... Read More. So Hard To Leave. Kalamazoo offers so much more than a memorable name. We effortlessly ...

## Things to do in Kalamazoo



Air Zoo

Interactive aviation museum



Gilmore Car

Vintage car collection &amp; historic diner



Kalamazoo Valley

Science &amp; history exhibits for all ages



Leila Arboretum

Arboretum and botanical garden

[Kalamazoo travel guide](#)[Things to do in Kalamazoo, Michigan | Facebook](#)<https://www.facebook.com/places/Things-to-do-in-Kalamazoo-Michigan/107740462581860/>

## Kalamazoo

City in Michigan

Kalamazoo is a city in southern Michigan. The Kalamazoo Valley Museum offers science, technology and history exhibits, plus a planetarium. American and European art form the core collection of the Kalamazoo Institute of Arts. To the south, the Air Zoo museum features vintage aircraft, flight simulators and rides. The multi-use Kalamazoo River Valley Trail runs through the city, linking parks and nearby communities.

**Weather:** 83°F (28°C), Wind SW at 14 mph (23 km/h), 56% Humidity**ZIP Code:** 49001, 49003, 49004, 49005, 49006, 49007, 49008, 49009, 49019, 49048**Local time:** Thursday 6:06 PM

## Plan a trip

[Kalamazoo travel guide](#)[3-star hotel averaging \\$122](#)[3 h 9 min flight, from \\$346](#)

People also search for

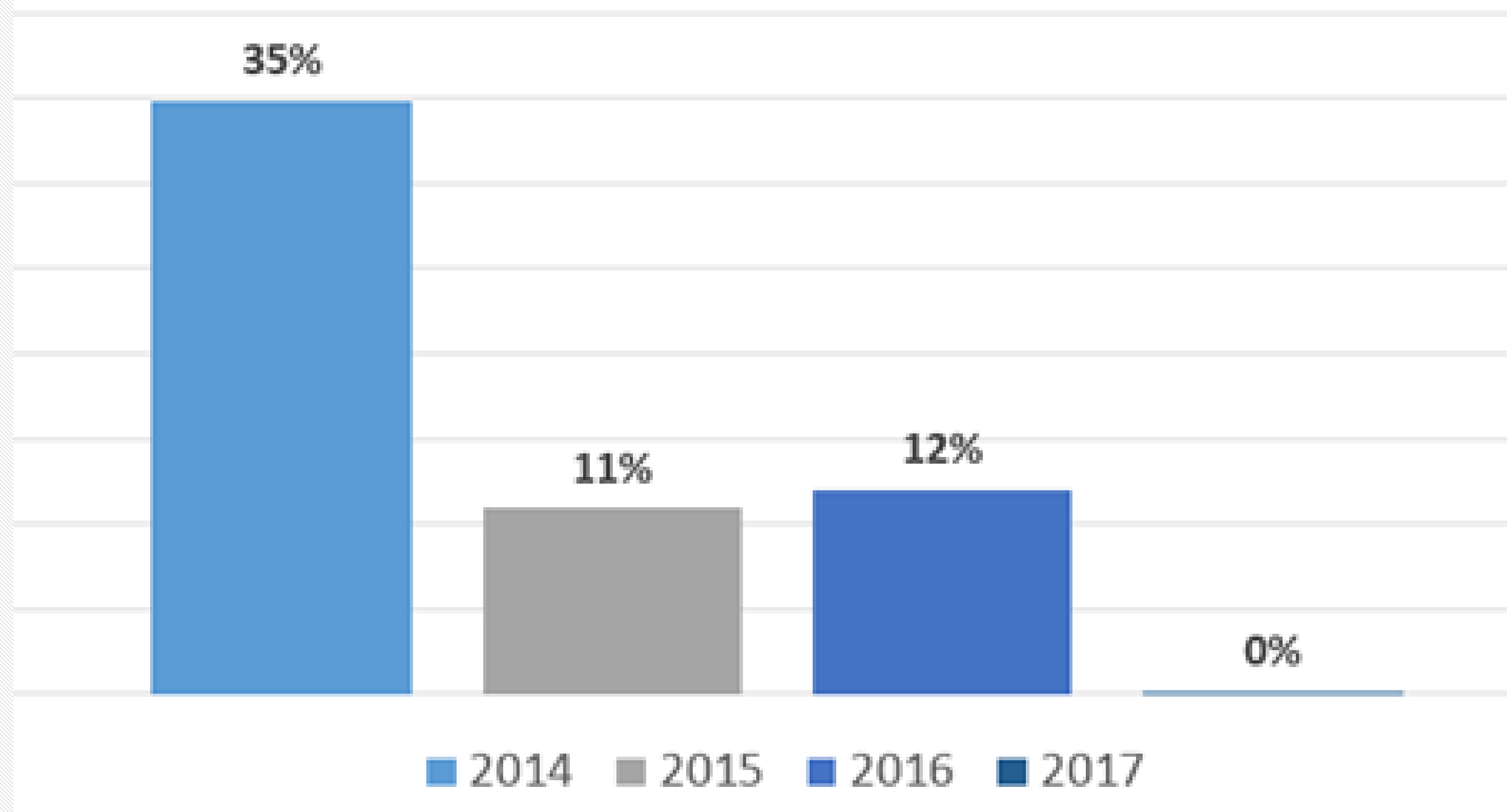
[View 15+ more](#)





## Organic Traffic Growth Has Slowed

**Median YOY Change In Organic Search Traffic to DMO Websites  
2014, 2015, 2016 & YTD 2017**





# New White Paper: Optimization of Travel

[www.MilesPartnership.com](http://www.MilesPartnership.com)





# New White Paper: VALUE OF PRINT

www.MilesPartnership.com

## the value of print

a summary of travel and tourism research

A summary of independent research on the reach, influence and impact of printed guides and printed advertising on US leisure travelers

Version 1.0 2017

### AT A GLANCE

#### Print use by US leisure travelers

Sources of research: See pages 2 and 4.

**53%**  
of US travelers report using a printed resource in planning their travel in the previous 12 months

**896 million**  
trips were taken in the last 12 months by this group of US travelers

**24%**  
of US travelers indicated they used an official destination visitor guide in the past 12 months to plan a trip

**400 million**  
leisure trips were taken by this group of US travelers in the past year – spending an estimated **\$161 billion**

**67%**  
of readers of official visitor guides indicate that they visited the destination after receiving the guide

**88%**  
of readers who were undecided indicated that the official visitor guide influenced their decision to visit

**79%**  
Official visitor guides are used by up of visitors to make specific planning and booking decisions on their trip. Visitors use the official visitor guides to make decisions on the following:

- › 79% activities and attractions to enjoy
- › 54% places to eat or enjoy
- › 21% places to stay

### PROFILE OF VISITOR GUIDE READERS

- › Slightly older
- › Skewed Female
- › Significantly more Affluent

**56%**  
are female

**53** years  
old (avg)

**\$93,000**  
household income

**73%**  
are married

## Myths About Print

Print usage is at record or near-record levels being used in trip planning is changing.

**54%**

of US leisure travelers use a printed publication in their trip planning

## Advertising

### Fact:

In the 10-year history of the State of the American Traveler, print usage has set new records over the last 12 months with over half of all US leisure travelers using it during 2016-17

### US Travelers

Print provides a trusted source of information and ideas to complement their

**54%**

Gen Y, Gen X and Baby Boomers use print publications in travel decisions at broadly similar levels

### Fact:

Gen Y travelers' usage of Official Visitor Guides is only slightly less than that of Gen X and Baby Boomers. In other areas of print usage, Gen Y travelers actually use print more in travel decisions (e.g., lifestyle magazines)

### Can Save Money

Print is a trusted media solution as the most trusted type of ex digital media market. Major travel brands main heavily committed to advertising in print h more tactical advertising, including digital.

**54%**

Print advertising in US magazines is expected to stay stable in the period to 2020 (4)

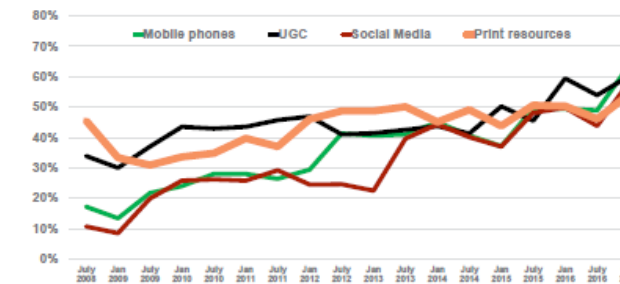
### Fact:

The average US leisure traveler uses a small number of print publications in trip planning but visits more than 120 websites before and during their travel. Print advertising is trusted by more consumers (82%) than any other type of advertising.

## Print is the most trusted advertising medium according to 82% of consumers

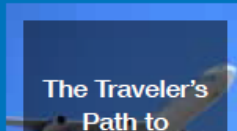
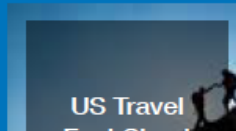
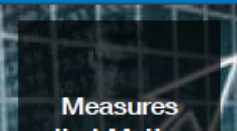
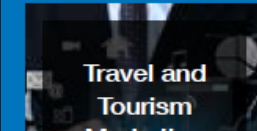
Sources: 2016-17. (2 Skift "Top-Spending Travel Brands for U.S. TV Advertising So Far This Year," 2016. (3 PWC Media & Entertainment, 2016-20. MarketingSherpa (Customer Satisfaction Research Study 2016)

US Travelers' Use of Print vs. Digital Media 2008 - 2016



## Resources

Detailed citations, references and copies of the independent research used in this summary are available at <http://budurl.com/MilesValueofPrint>



## 4 Tips for Measuring Print ADVERTISING

Print advertising is, by nature, more challenging to measure than digital advertising – in which every part of the user and online interactions can be tracked. Here are tips for measuring your print advertising. Remember, these methods are only as effective as your ability to track, report and review these results.



### 1 Trackable Phone Numbers

can be a simple, low-cost way to understand response – for businesses where phone calls are an important way travelers contact you. Options start at just a few dollars per dedicated line – which offers reporting on the number, duration and origin of callers responding to the ad.



### 2 Deals or Offers

A specific offer or deal such as "Ask for Our Family Fun Special" can also be a simple way to assess response – however recognize that only a proportion of travelers will remember to ask, and that recording such requests can be challenging in a busy office setting.



### 3 Vanity URLs or QR Code

The majority of visitor guide readers also go online for additional information. You can use a specific web address (e.g., [www.mywebsite.com/familyfun](http://www.mywebsite.com/familyfun)) or a QR code and use your online analytics to measure response.



### 4 Conduct Research

Finally, consider conducting

PARTNERSHIP



# New White Paper: Content that Inspires

www.MilesPartnership.com



**Be real.** User-generated content (think social media) also resonates with today's travelers, and it's a win-win for everyone. Travelers get to see real people experiencing a destination, and you get to curate authentic images for your site.

**Pro tip:** Instead of simply displaying images from social media on your site, create content around a theme, as **TravelWyoming.com** did below. You can even put it into print like **West Virginia** did!





# UPCOMING WEBINARS:

---

**State of the American Traveler - Mobile Edition**

**Wednesday, November 15<sup>th</sup> 2 pm ET**

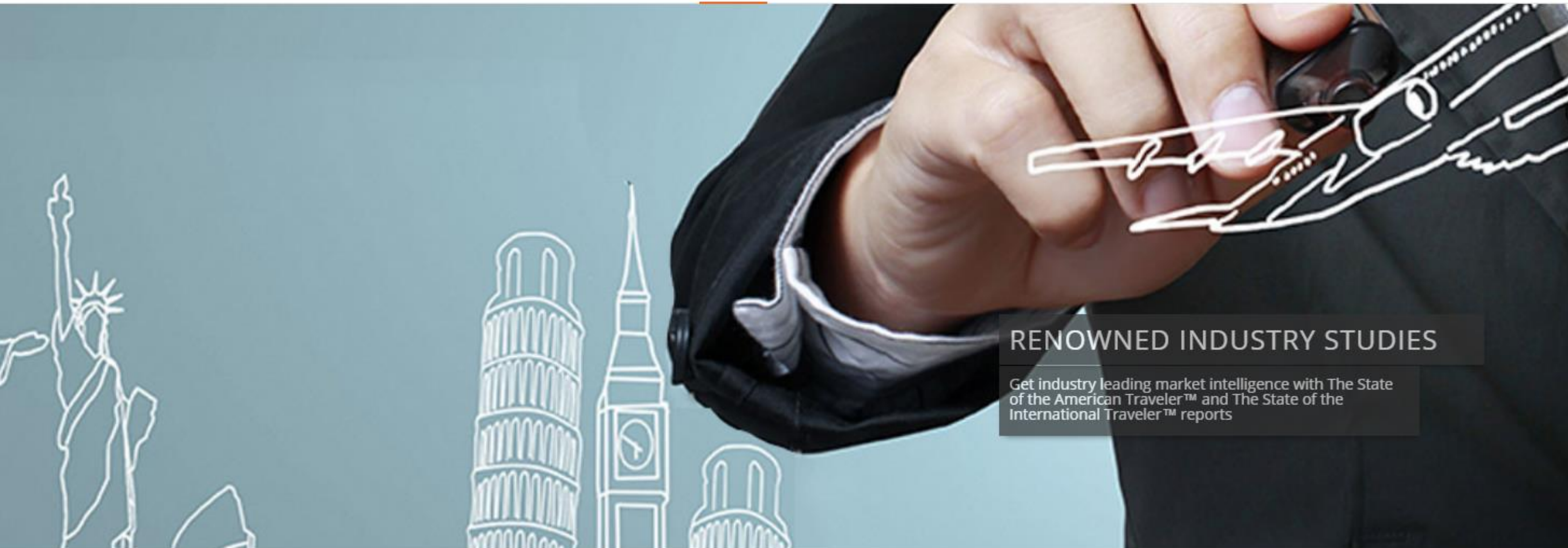
**Phocuswright Year in Review & Year Ahead**

**10 Key Trends for Tourism Marketers**

**Wednesday, December 13<sup>th</sup> 2 pm ET**

WEBINAR REGISTRATION LINK IN FOLLOW UP EMAIL





## RENOWNED INDUSTRY STUDIES

Get industry leading market intelligence with The State of the American Traveler™ and The State of the International Traveler™ reports



### INSIGHTS & UPDATES

Mexican International Visitors and Best Practices



### LATEST SPEAKING ENGAGEMENT

Keynote address on American travel trends at



### CLIENT SUCCESS STORIES

Explore our innovative and effective solutions



# Thank You!



Chris Adams

+1 303 842 3394

Chris.Adams@MilesPartnership.com  
Social: KiwiColorado



Dave Bratton

+1 415 307 3283

Dave@DestinationAnalysts.com  
Social: DA\_Research



# Thank You!

## State of the American Traveler – **TRAVELER SEGMENTS**

August 23<sup>rd</sup> 2017

Destination  Analysts

**miles**  
PARTNERSHIP