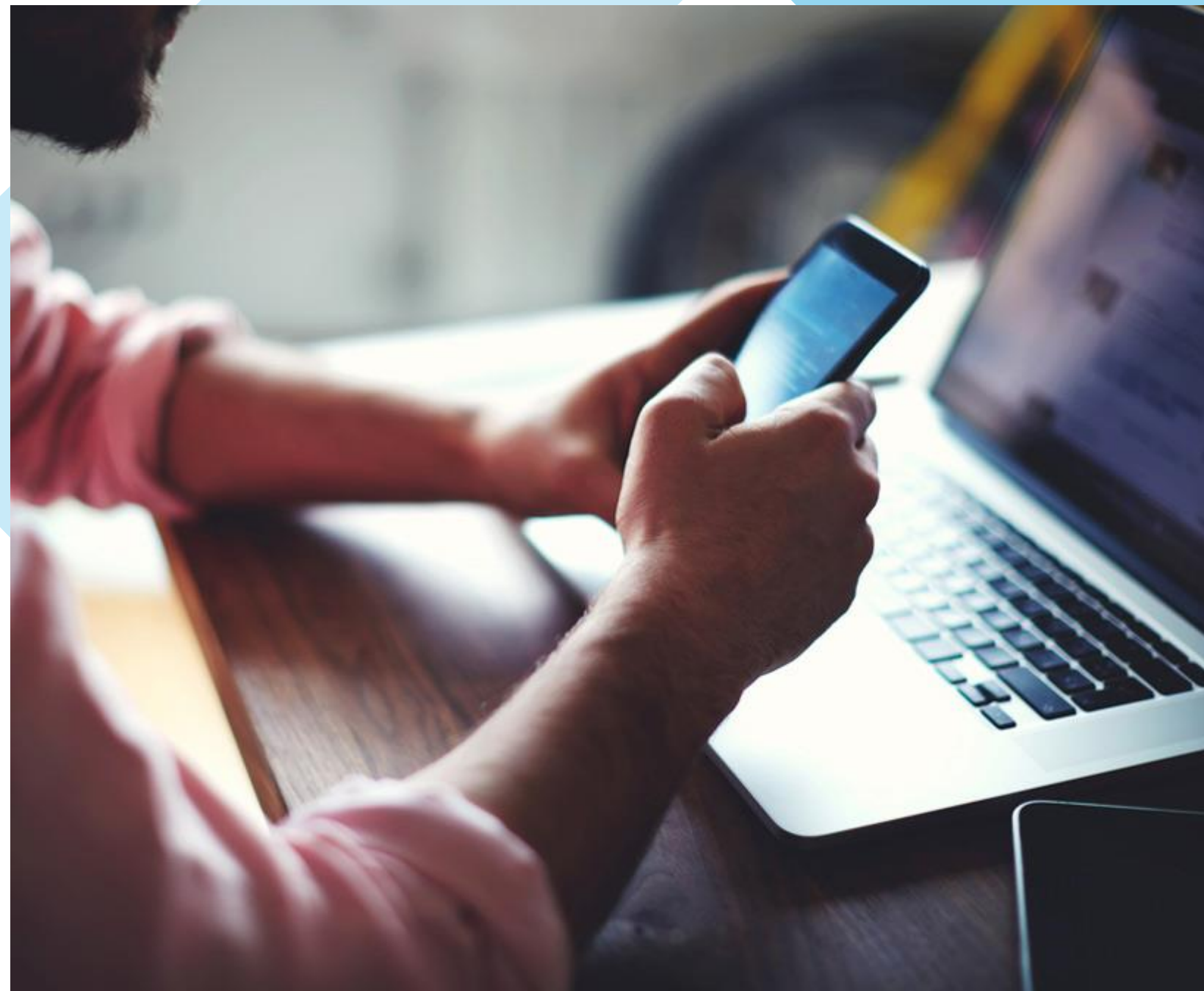


THE STATE OF THE AMERICAN TRAVELER

MOBILE EDITION



Current Economic Conditions



The State of the American Traveler



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 or @DA_Research.

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TRAVELING CALCULATOR

- 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

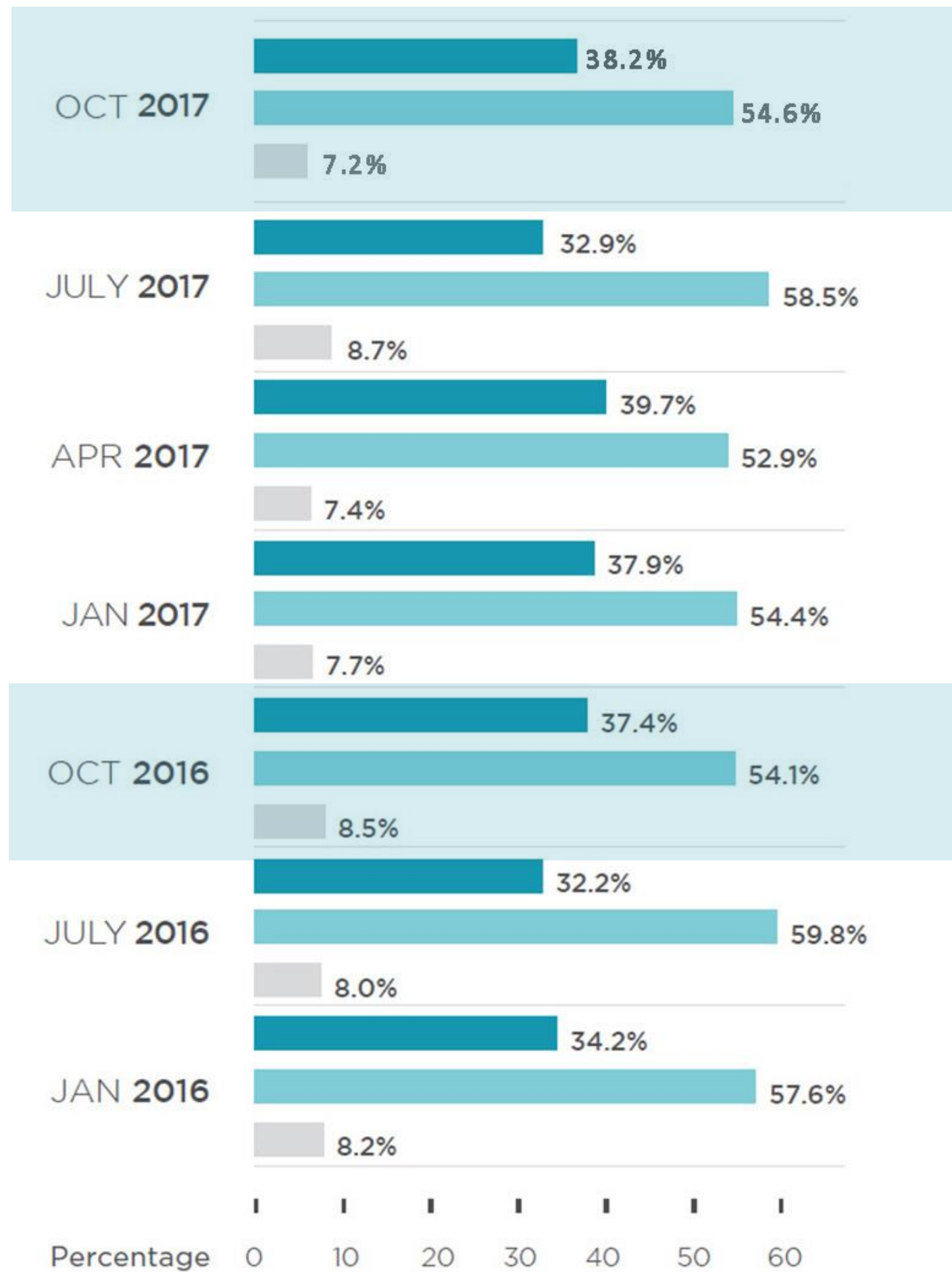


AMERICAN
TRAVELER SENTIMENT

OCTOBER 2017

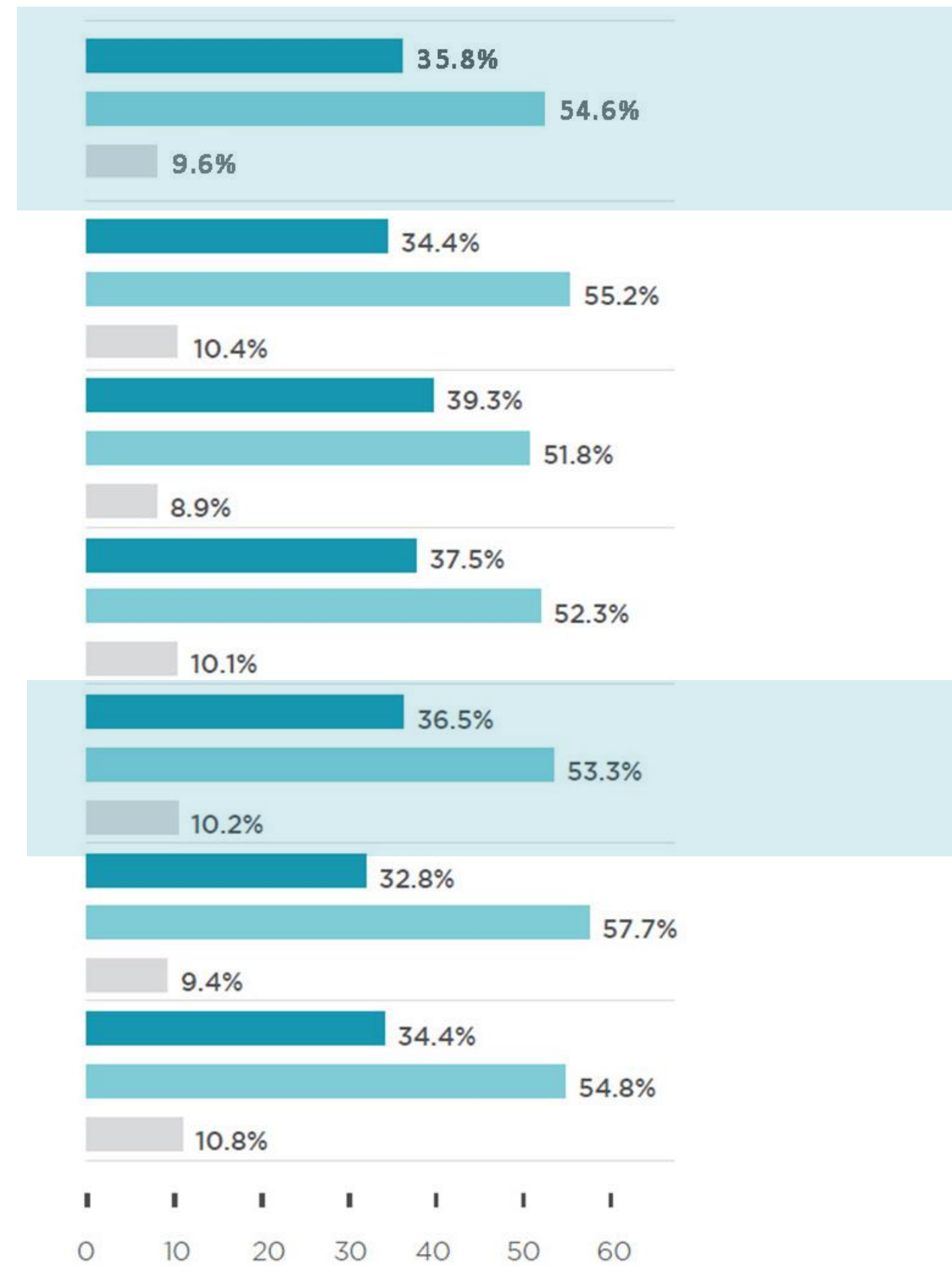
THE KEY: ■ expect more ■ expect the same ■ expect less

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?

Travel Expectations (Spending)

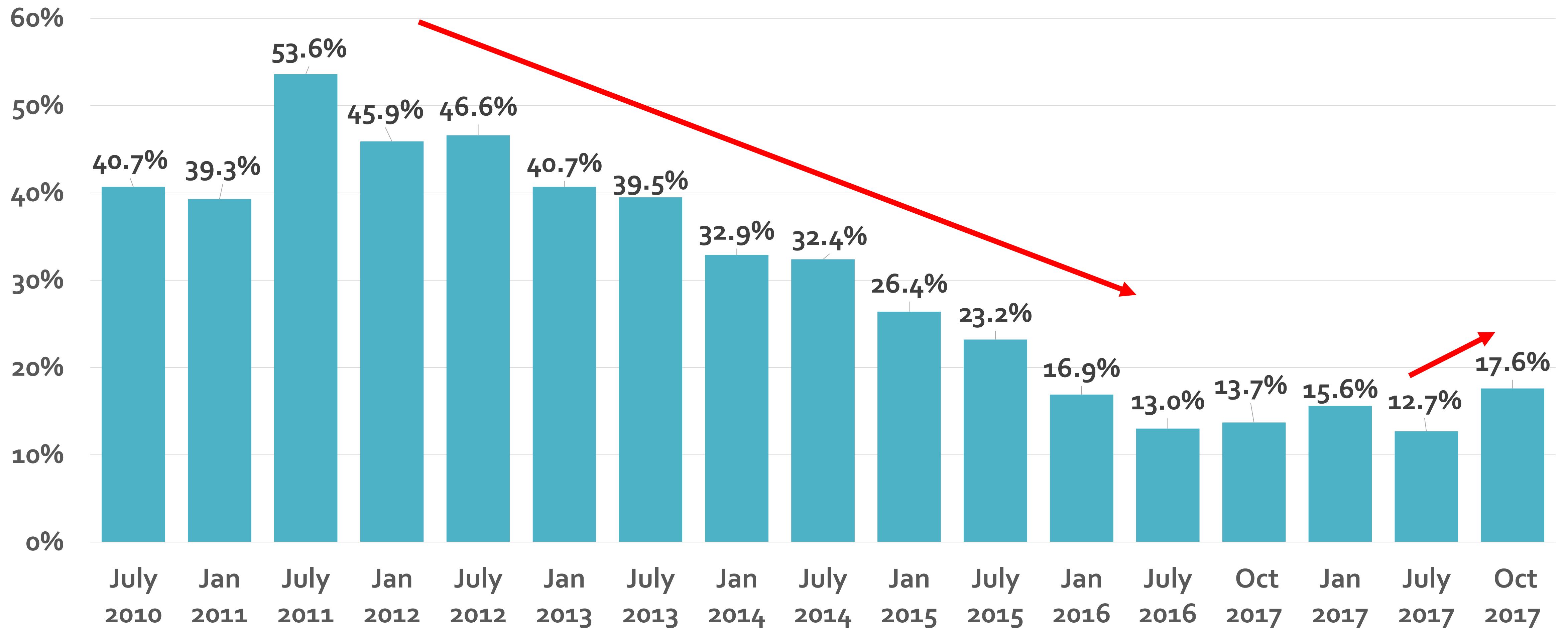


Q: In the next 12 months, do you expect to spend more or less for leisure travel than you did in the most recent 12 month period?

Current Leisure Travel Optimism

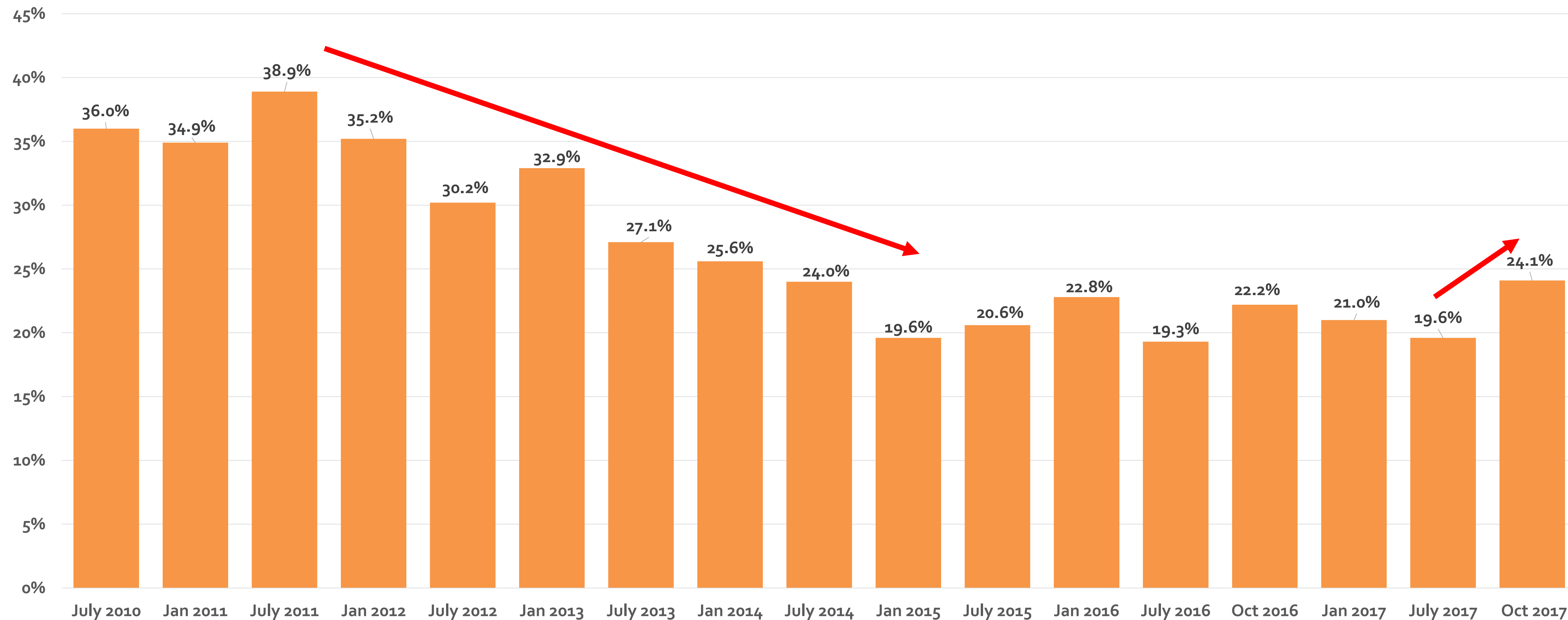
Trips & Spending (Next 12 Months)

Impediments to Travel: Gasoline Prices



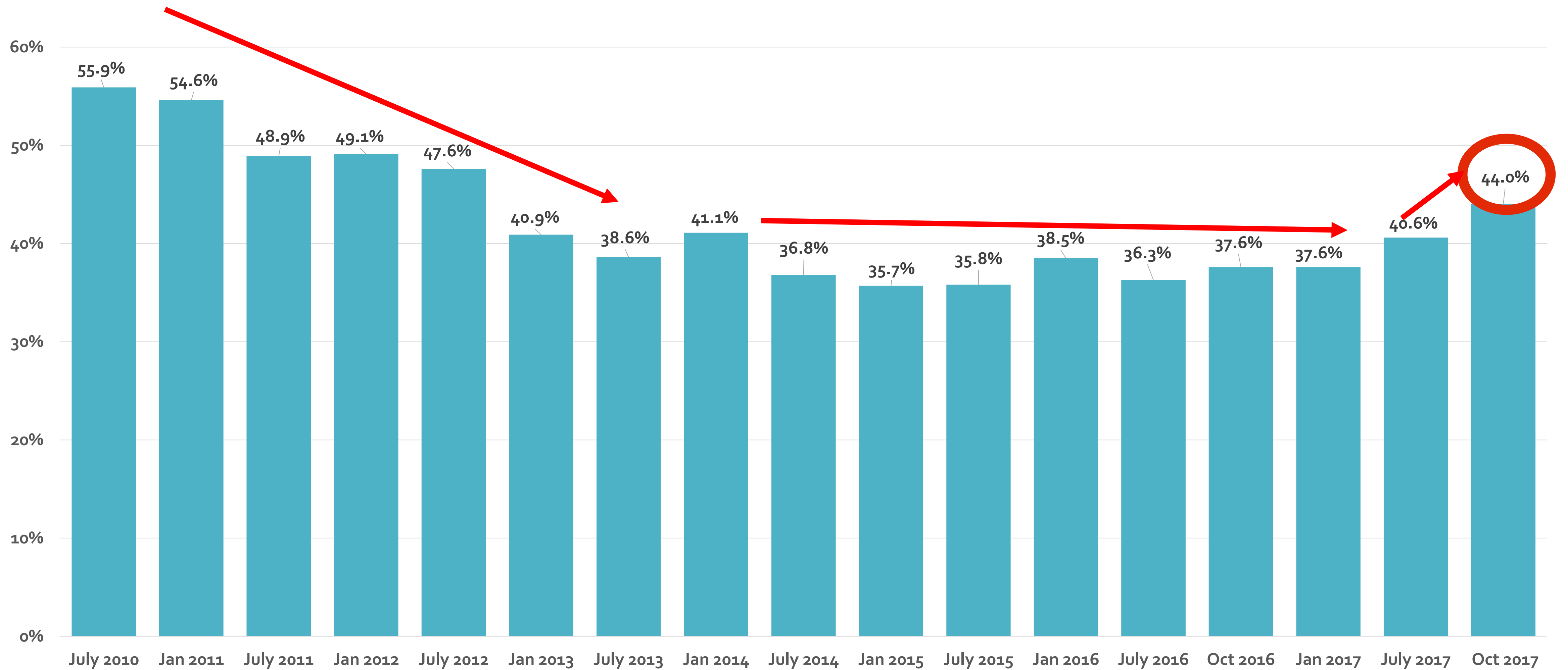
Percent of Leisure Travelers

Impediments to Travel: Airfare too Expensive



Percent of Leisure Travelers

Impediments to Travel: Personal Finances



Percent of Leisure Travelers



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DO YOUR RESEARCH