2009 Travel Press Release

Tough Times Ahead for the Travel Industry

January 2009
2009 Travel Considerations

Percent of Past Year Travelers who Plan To Travel Less in 2009

- USA: 43%
- Canada: 32%
- France: 32%
- Germany: 30%
- UK: 26%
- Australia: 19%
- Japan: 48%
- PRC: 48%

Percent of Airline FFP Members who Plan To Travel Less in 2009

- USA: 40%
- Canada: 32%
- France: 26%
- Germany: 25%
- UK: 36%
- Australia: 25%
- Japan: 18%
- PRC: 31%

Percent of Hotel FGP Members who Plan To Travel Less in 2009

- USA: 43%
- Canada: 36%
- France: 29%
- Germany: 33%
- UK: 39%
- Australia: 25%
- Japan: 13%
- PRC: 36%

Global Average
2009 Airline & Hotel Loyalty Program Use

Percent of Hotel FGP Members who Plan To Redeem in 2009

- USA: 35%
- Canada: 31%
- France: 42%
- Germany: 34%
- UK: 45%
- Australia: 41%
- Japan: 44%

Percent of Hotel FGP Members who Plan To Focus Program Use in 2009

- USA: 28%
- Canada: 18%
- France: 40%
- Germany: 22%
- UK: 27%
- Australia: 23%
- Japan: 29%
- PRC: 69%