MEET THE NEW AMERICAN TRAVELER

2013 PORTRAIT OF AMERICAN TRAVELERS

MMGY GLOBAL/HARRISON GROUP

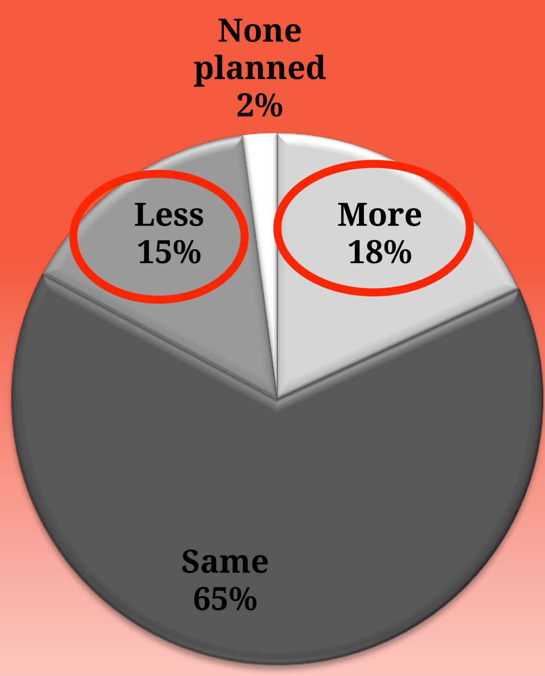
WHY THESE INSIGHTS MATTER

The most comprehensive analysis of the emerging travel habits, preferences and intentions of Americans.

- n = 2,511
- U.S. adults (>18 YOA)
- Annual HHI >$50K
  - (800 >$125K, 400 >$250K)
- 23rd year

AFFLUENTS LEADING THE WAY

Expected Leisure Trips Next Year Versus Last Year



Total Leisure Travelers

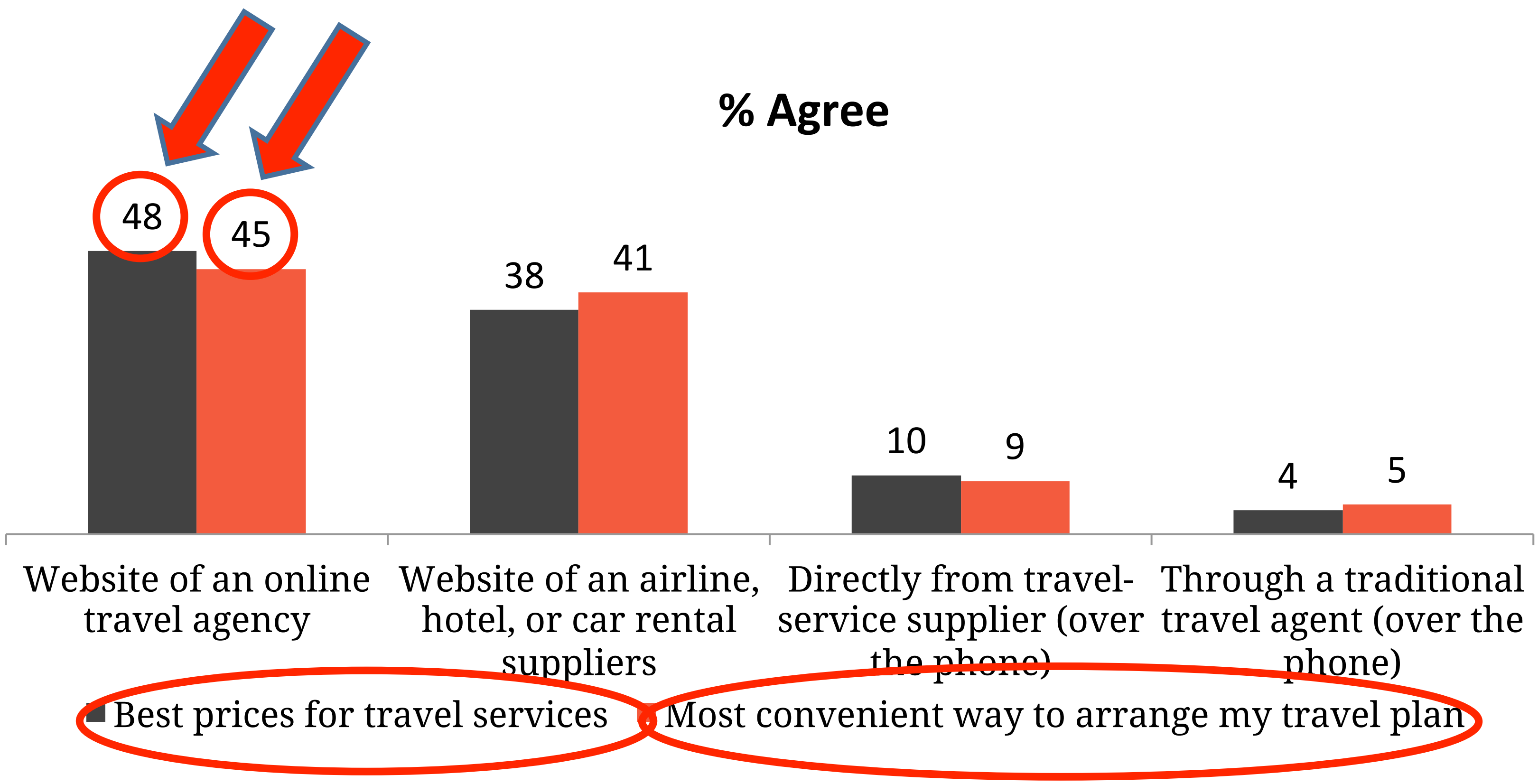
	$50K-$124K	$125K-$249K	>$250K
More Trips	17	**19**	**28**
The Same	64	67	60
Fewer Trips	17	13	10
No travel plans	2	1	2

LINGERING ANXIETY

58% Agree:
Although the recession is over, I still don't feel or act like it is.
(Down from 61% in July 2012.)

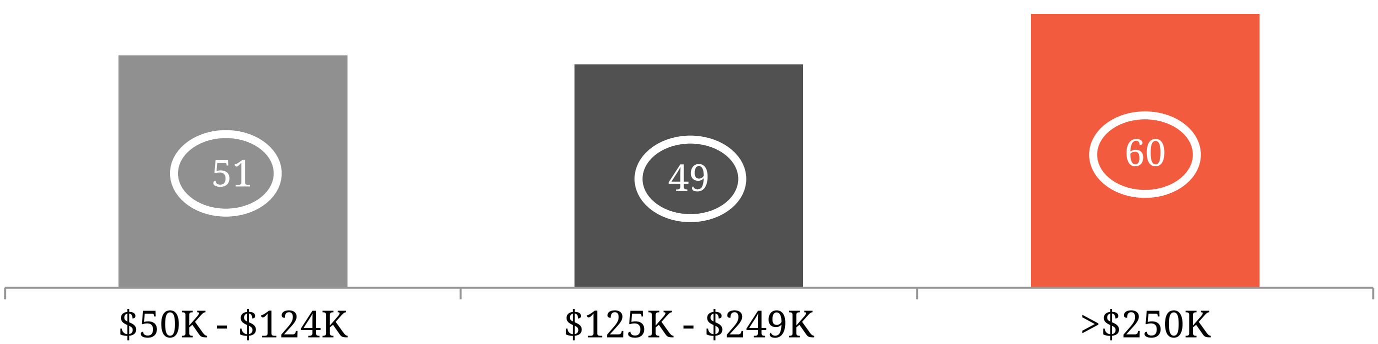
Top two box score on a scale of one to five where one equals "strongly disagree" and four equals "strongly agree."

OTAS:
BEST PRICES/MOST CONVENIENT



PRICING POWER IS BACK: BUT ONLY FOR "QUALITY"

% Agree:
I am willing to pay full price on the items I purchase, as long as I am guaranteed the quality and service I deserve.



FOR MORE INFORMATION ON ACCESS TO THE 2013 DATABASE

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