

# America Travels: Opinions on Emerging Issues in Travel October 2015

Prepared by Digital Research, Inc.

Here are the results of our recent travel survey in which you participated in late September or early October. We want to thank the 625 panel members who shared their thoughts on an assortment of travel questions. In the next few pages, we provide a brief summary of some of the more interesting findings, based on what you told us.

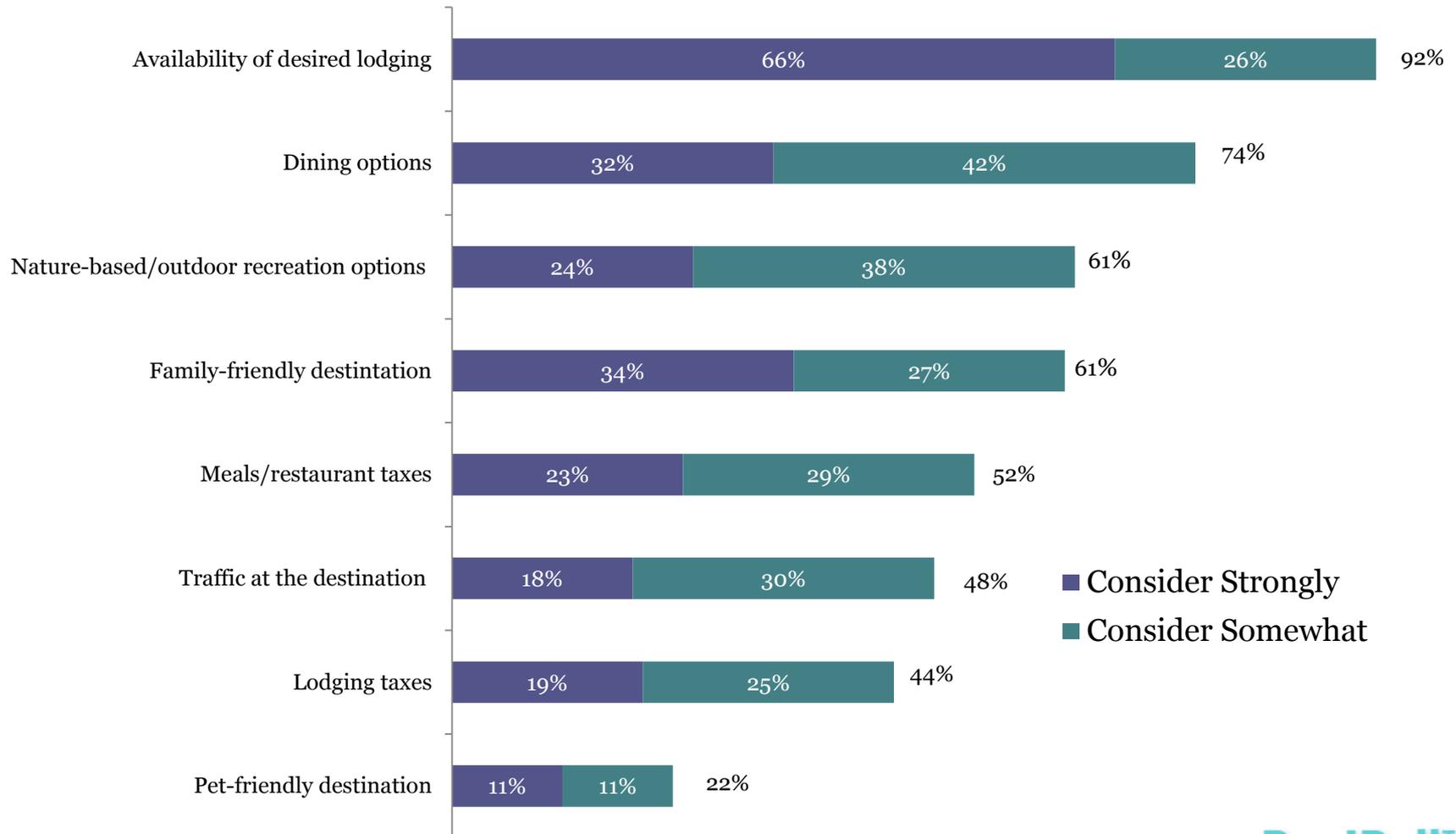
Please let us know if you have any comments on this report. We will be launching another Pop!Poll™ soon, so be on the lookout for an invitation.

If you enjoy the experience of taking these surveys and you have friends or family members who might be interested in participating, please have them check us out at [www.digitalresearchpanel.com](http://www.digitalresearchpanel.com).

# Considerations in Travel Decisions

- Availability of desired lodging and dining options top the list of travelers' most important considerations when making final destination selections.

**Percent Considering Either Strongly or Somewhat in Making Final Travel Decisions**  
(Total Sample: n=625)



## Preferred Qualities of Destinations

- Panelists did not express strong preferences regarding the qualities they seek in selecting destinations. There were a couple of notable exceptions: panelists are more drawn to destinations that *enforce the rules* and *have a reputation as a destination for families*.

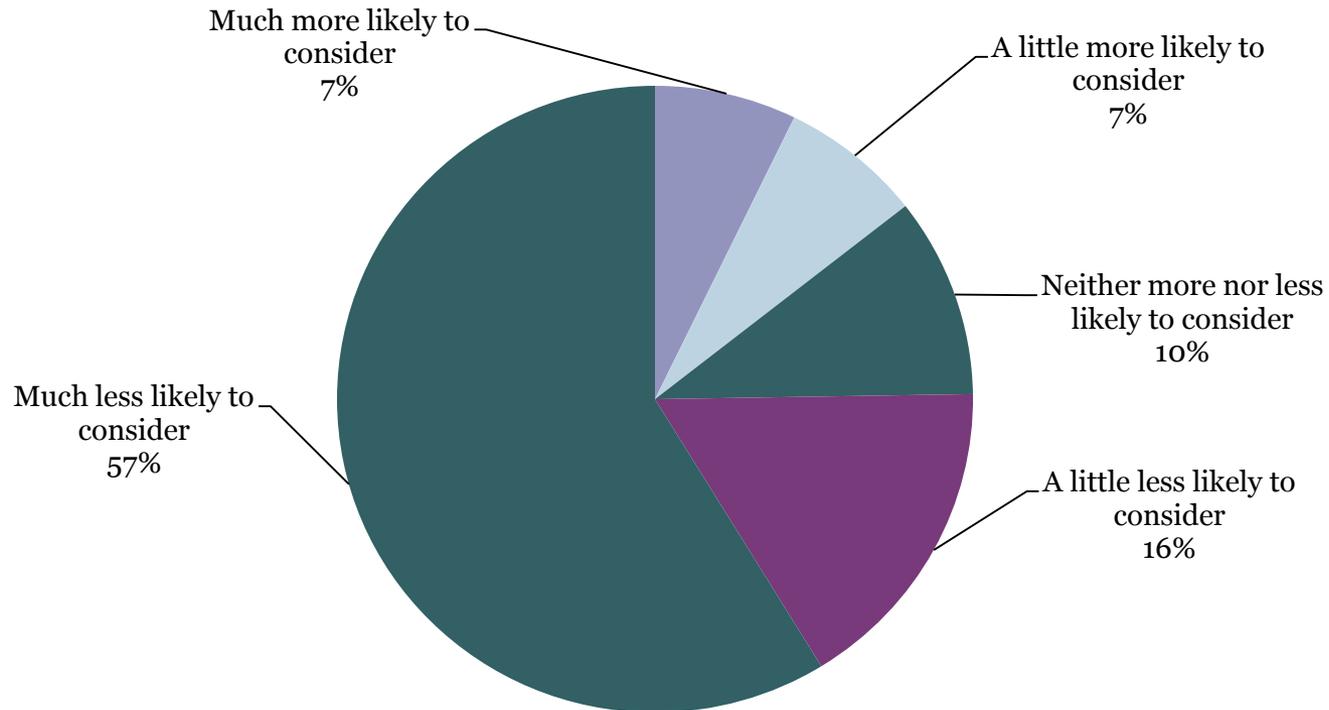
### Preference for Qualities of Destinations (Total Sample: n=625)

Choose destination that...		Choose destination that...
Is exciting and fun 34%	Even mix of both 40%	Is quiet and calm 27%
Enforces the rules 44%	Even mix of both 40%	Has an “anything goes” atmosphere 16%
Let’s you be with others like you 32%	Even mix of both 54%	Let’s you be with people who are different than you 13%
Attracts older travelers 31%	Even mix of both 52%	Attracts younger travelers 17%
Is a place I have been to before 16%	Even mix of both 49%	Is a place I have not been to before 35%
Is visited by families 41%	Even mix of both 42%	Is visited by people who are “unattached” 18%
Ensures that younger adult guests (18-24) have chaperones 26%	Even mix of both 39%	Does not require chaperones for younger adult guests 35%
Is a place with family memories or history 32%	Even mix of both 44%	Is a place I have no emotional connection to 24%
Has a reputation as a party destination 13%	Even mix of both 33%	Has a reputation as a destination for families 54%

# Spring Break Destinations

- More than half of panelists would be *much less likely to consider* a college spring break destination. Considering the additional 16% that are *a little less likely to consider* this type of destination, this means that nearly three-quarters of panelists would be less likely to visit such destinations.

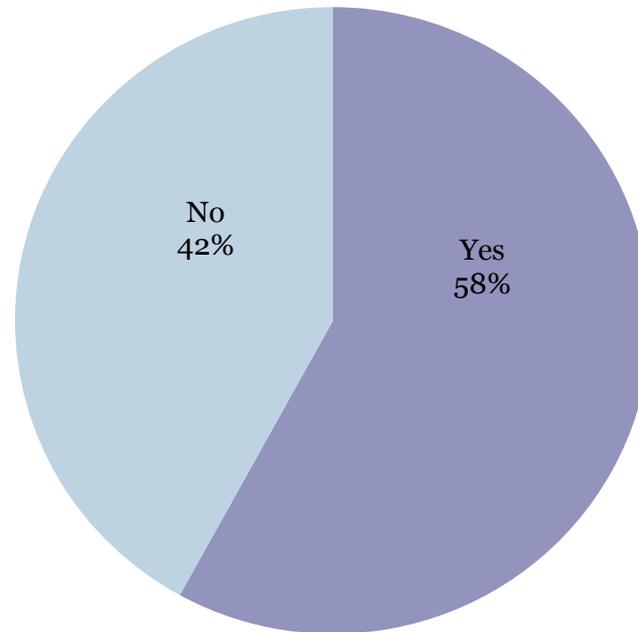
**Impact of College Spring Break Destination on Likelihood to Visit**  
(Total Sample: n=625)



## Impact of Billboards

- Highway billboards motivate about six in ten drivers to stop and visit a location or attraction.

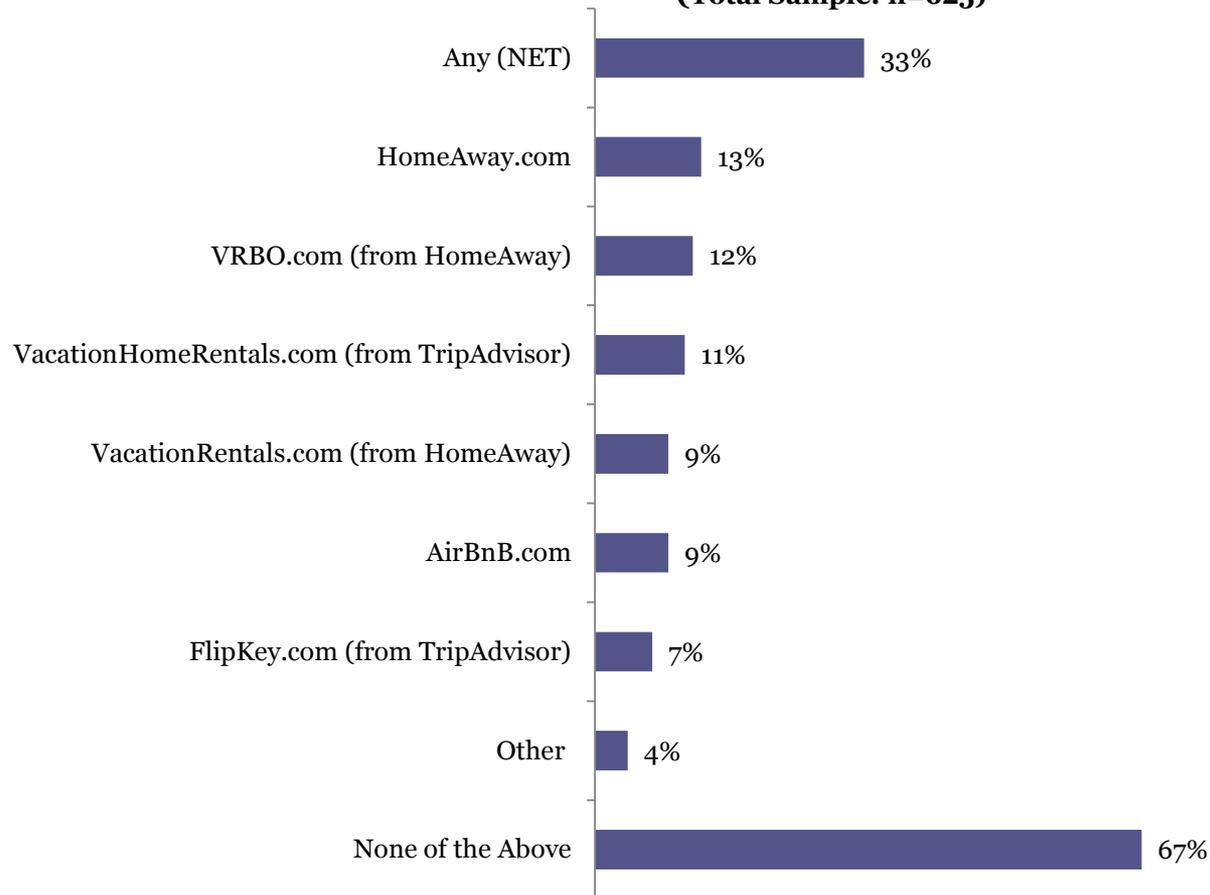
**Whether Billboards Influence Drivers to Visit a Location/Attraction**  
(Total Sample: n=625)



## Website Booking—Privately-Owned Lodging

- Only one-third of panelists have used a website to book privately-owned lodging rentals. HomeAway.com, VBRO.com and VacationHomeRentals.com are the three most used sites.

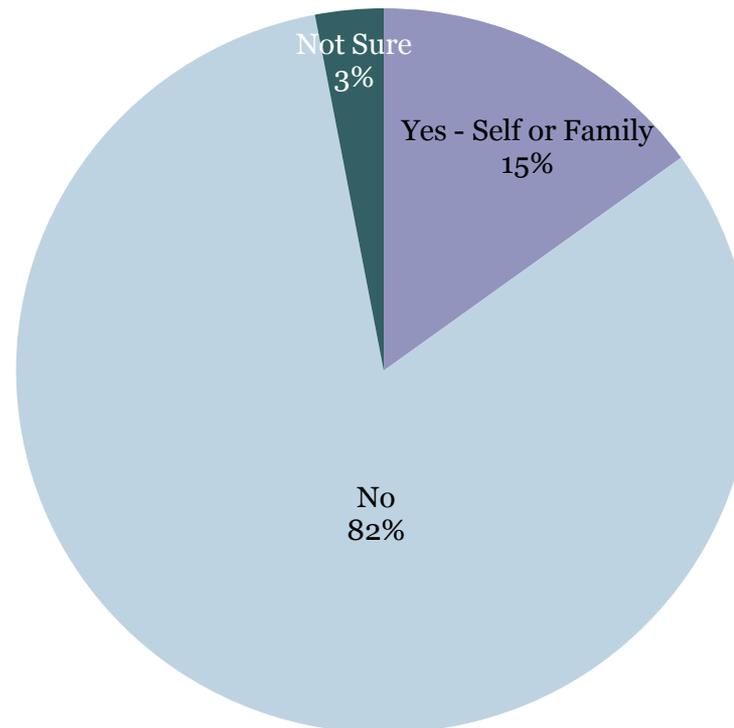
**Sites on Which Panelists Booked Privately-Owned Lodging Rentals**  
(Total Sample: n=625)



## Medical Tourism

- Nearly two in ten panelists report that they, or someone else in their household, has traveled more than 500 miles to obtain medical or wellness-related services.

**Travel for Medical Related Services**  
(Total Sample: n=625)



Among those who say “yes”:

- 10% have traveled to obtain medical services for themselves, while 7% have someone else in their household who has done so.
- 63% have traveled to other locations in the United States to obtain medical services, while 41% have travelled internationally to do so.