

Longwoods Travel USA®
The U.S. Personal Vehicle
Travel Market – 2007



Introduction



- Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.
- In 2007, our proprietary Longwoods **TRAVEL USA**® program was migrated from mail to online, using the MarketTools Inc. **ZoomPanel**™, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.
- It is currently the largest ongoing study ever conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.
- This report provides an overview of the U.S. Overnight Personal Vehicle Travel market in 2007, focusing on 3 trip types comprising America's Byways key target segments - *Touring, Outdoor and Special Event trips*.
- Beginning in 2008, the **TRAVEL USA**® program will be expanded to include significantly broader content coverage for day trips.

Methodology



- Each quarter, a random cross-section of 500,000 panel members is sent an e-mail invitation to participate in the survey, for a total annual outgo of two million. A reminder is e-mailed several days later to non-responders. In 2007, the completion rate for those accessing the **Travel USA**® questionnaire was 90%.
- For the 2007 travel year, this yielded :
 - 230,846 trips for analysis nationally:
 - 143,751 overnight trips
 - 87,095 day trips
- An analyzable base of 123,397 overnight trips involving personal land vehicles (cars, RV's, motorcycles) was obtained for this report.
- Data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

Trip Type Definitions



- ◉ A **Touring Trip** is a trip through areas of scenic beauty, cultural or general interest. Although you may have flown to a destination before beginning your trip, a touring trip is generally taken by land vehicle through the region.
- ◉ An **Outdoors Trip** is a trip whose main purpose is to experience the natural environment where you may engage in outdoor activities such as camping , hunting, fishing, hiking, rafting, viewing wildlife, or outdoor educational activities.
- ◉ A **Special Event Trip** is a trip taken primarily for the purpose of attending an event such as a fair, pageant, race, sports meet, or a family affair.

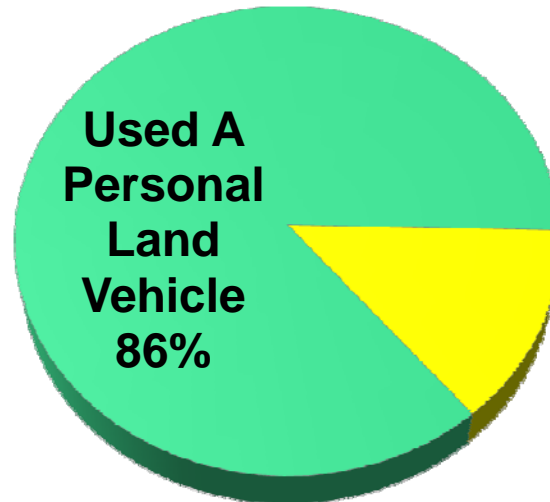
1. The Personal Vehicle Overnight Trip Market



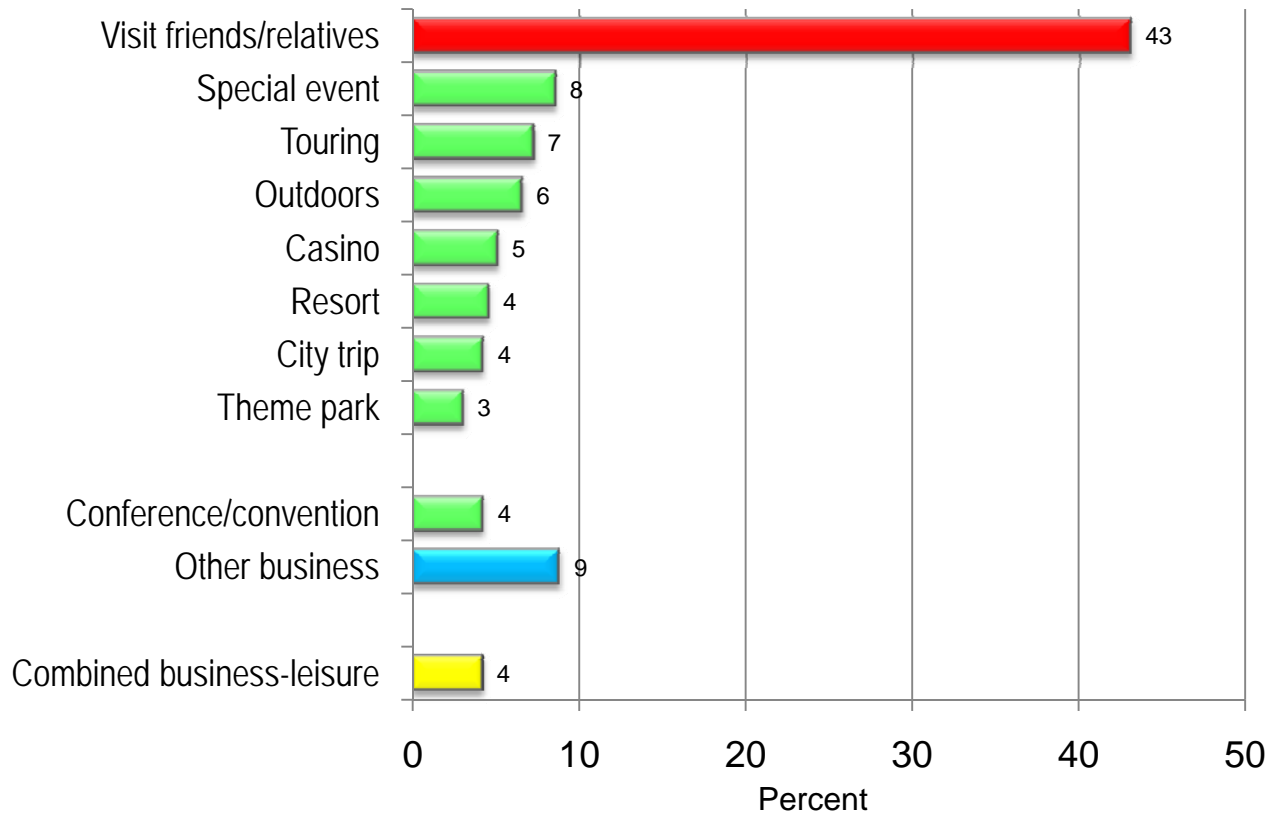
Size of the Personal Vehicle Travel Market



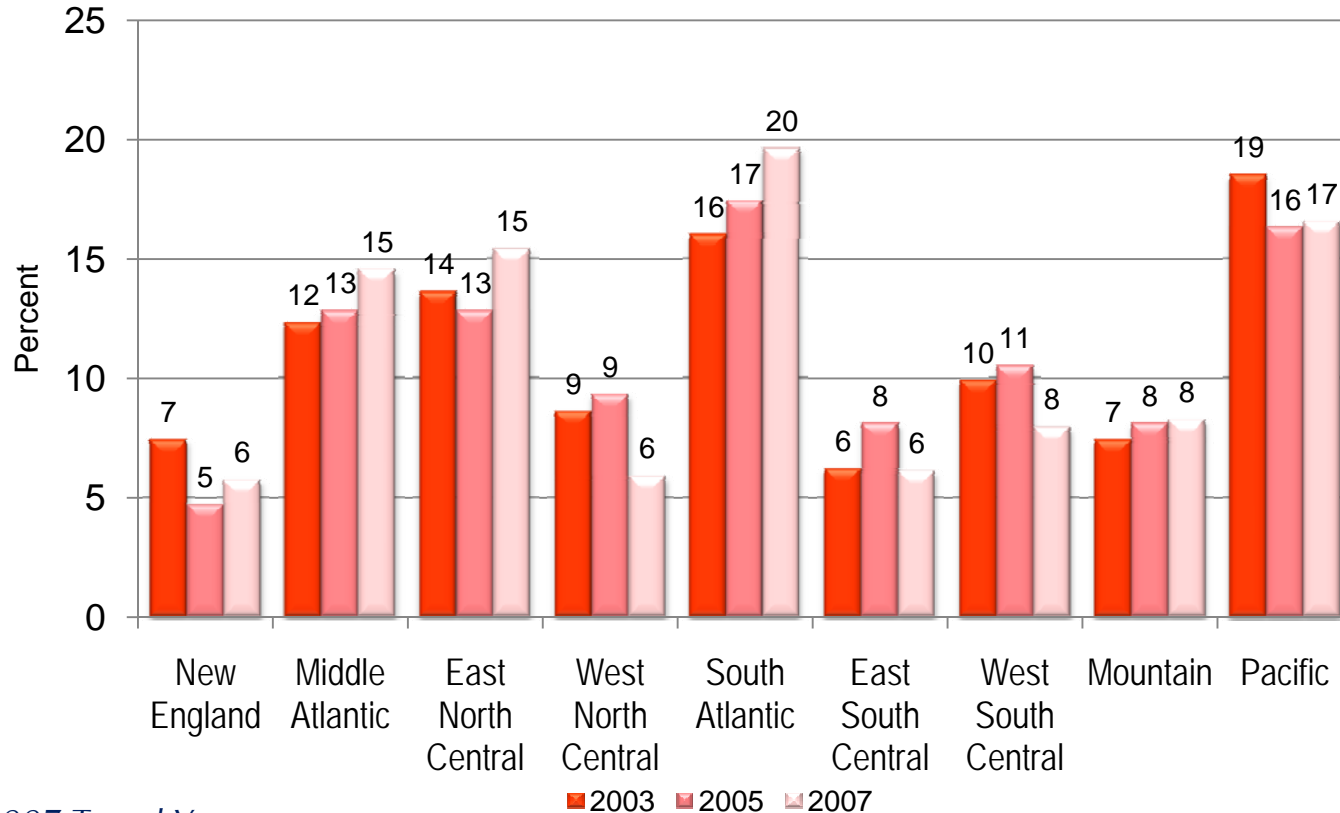
Total Overnight Trips



Personal Vehicle Trip Segments

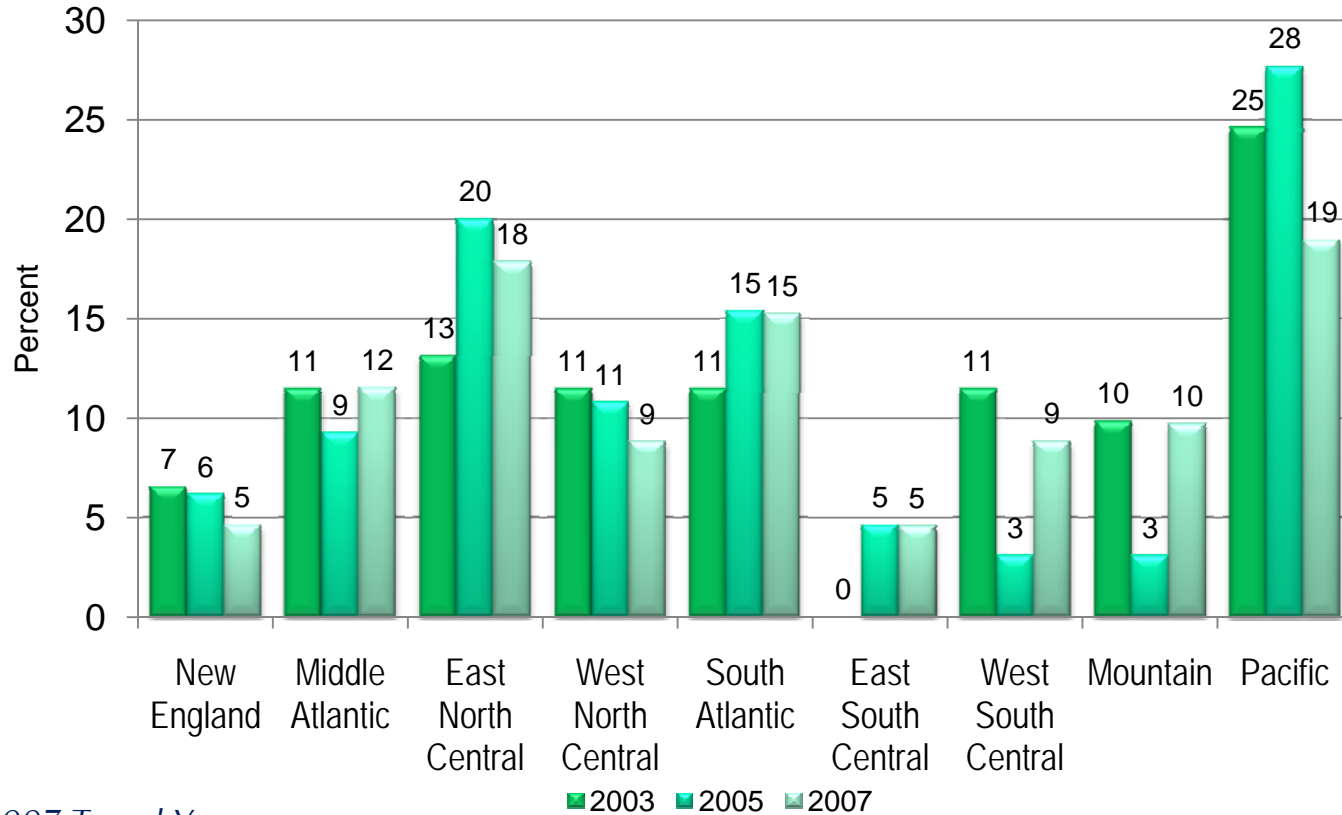


Personal Vehicle Trips By Region — Touring Trips

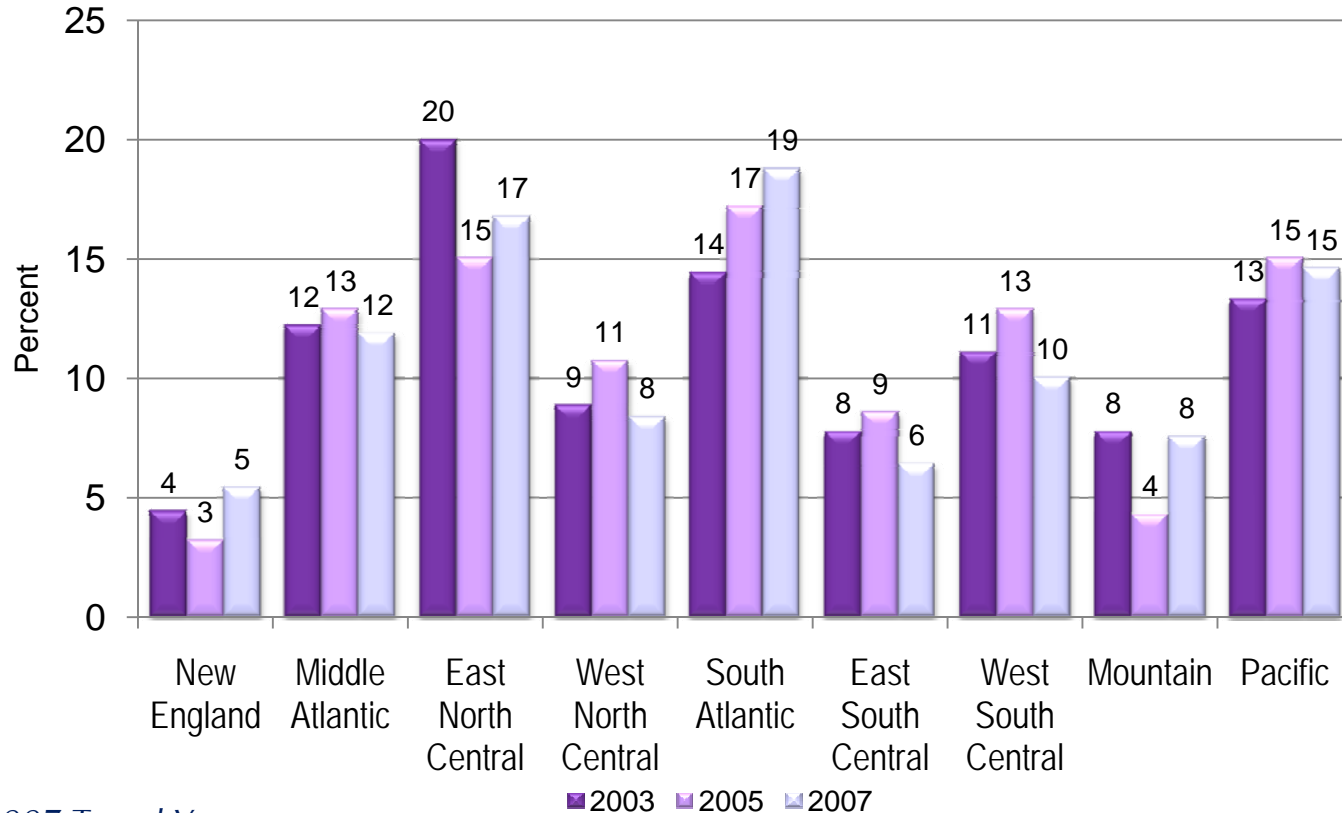


2007 Travel Year

Personal Vehicle Trips By Region – Outdoor Trips



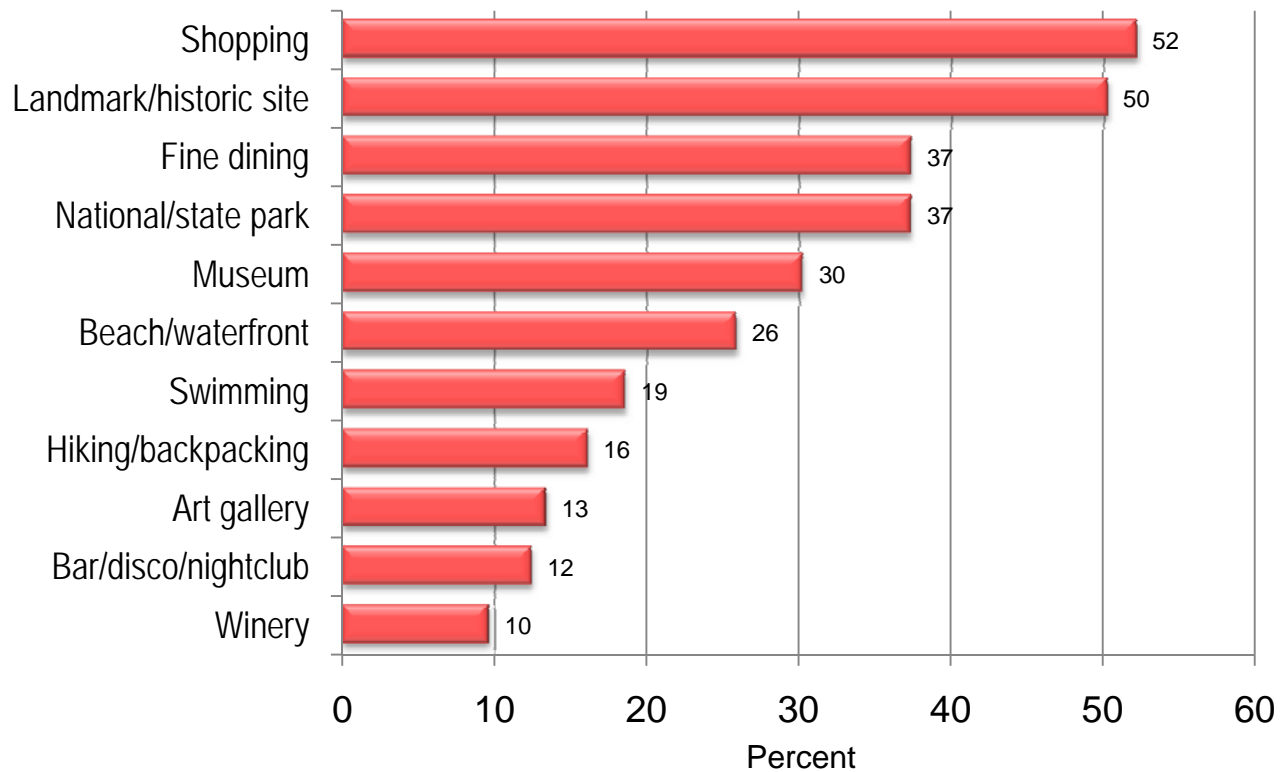
Personal Vehicle Trips By Region — Special Event Trips



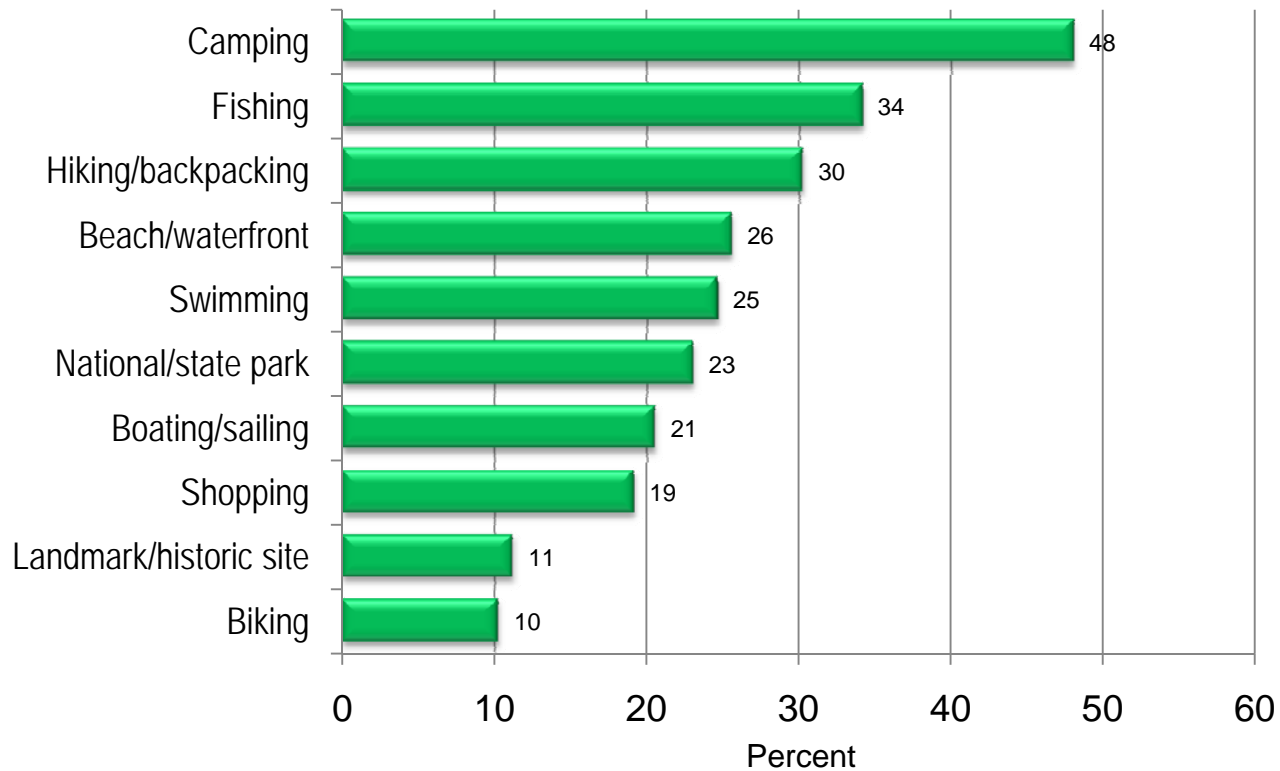
2. Personal Vehicle Trip Experiences



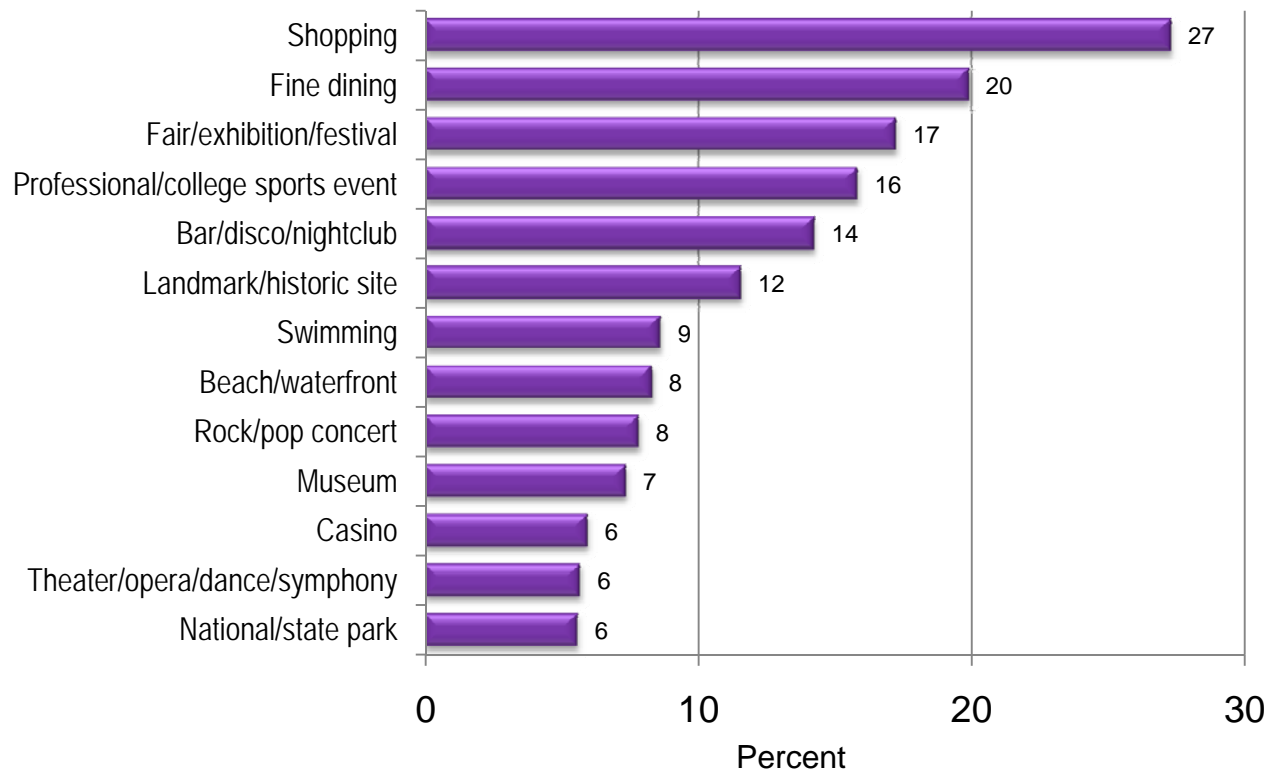
Top Experiences – Touring Trips



Top Experiences – Outdoor Trips



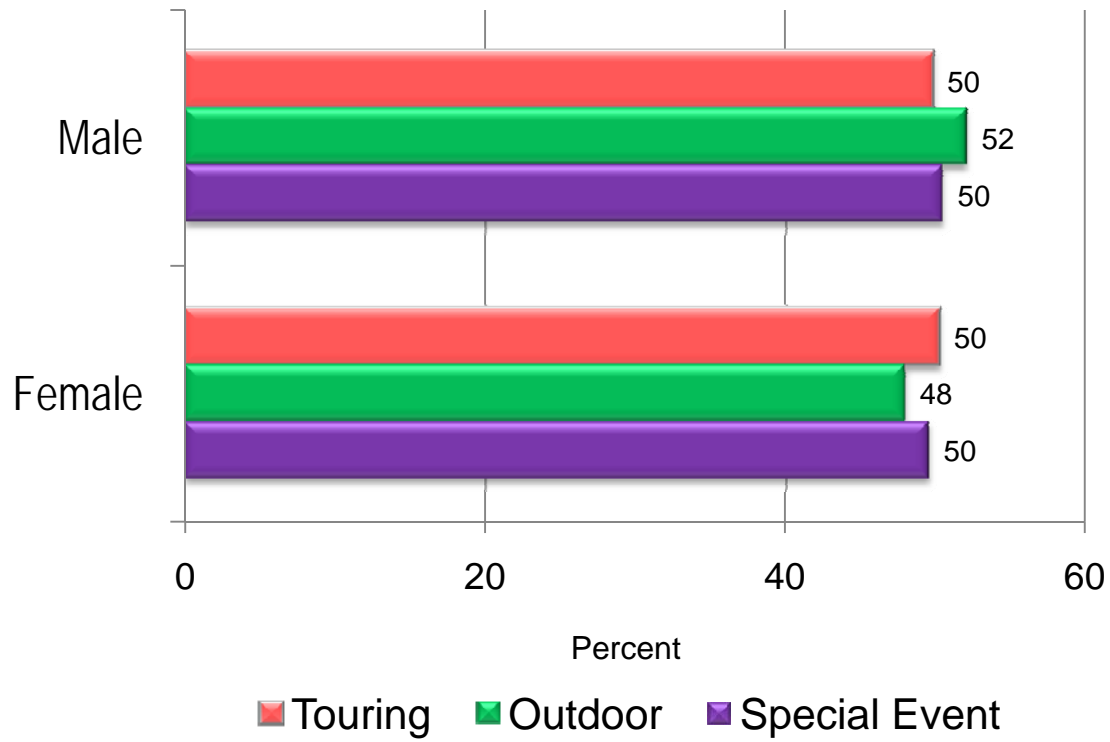
Top Experiences — Special Event Trips



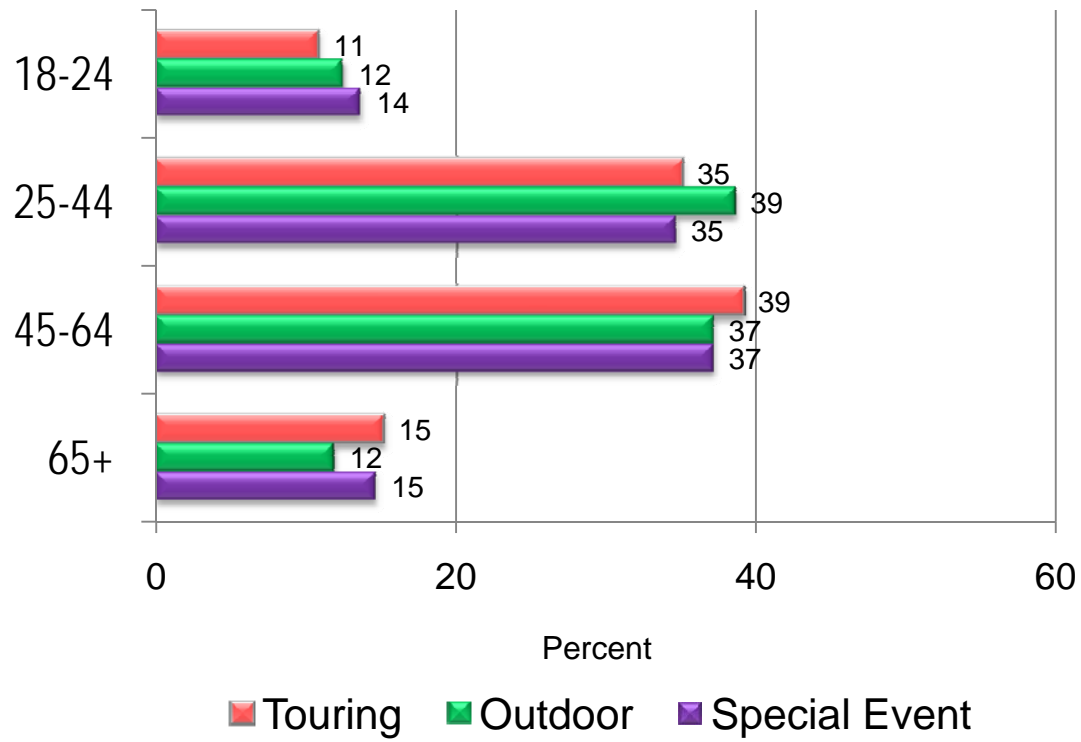
3. Profiles by Trip Type



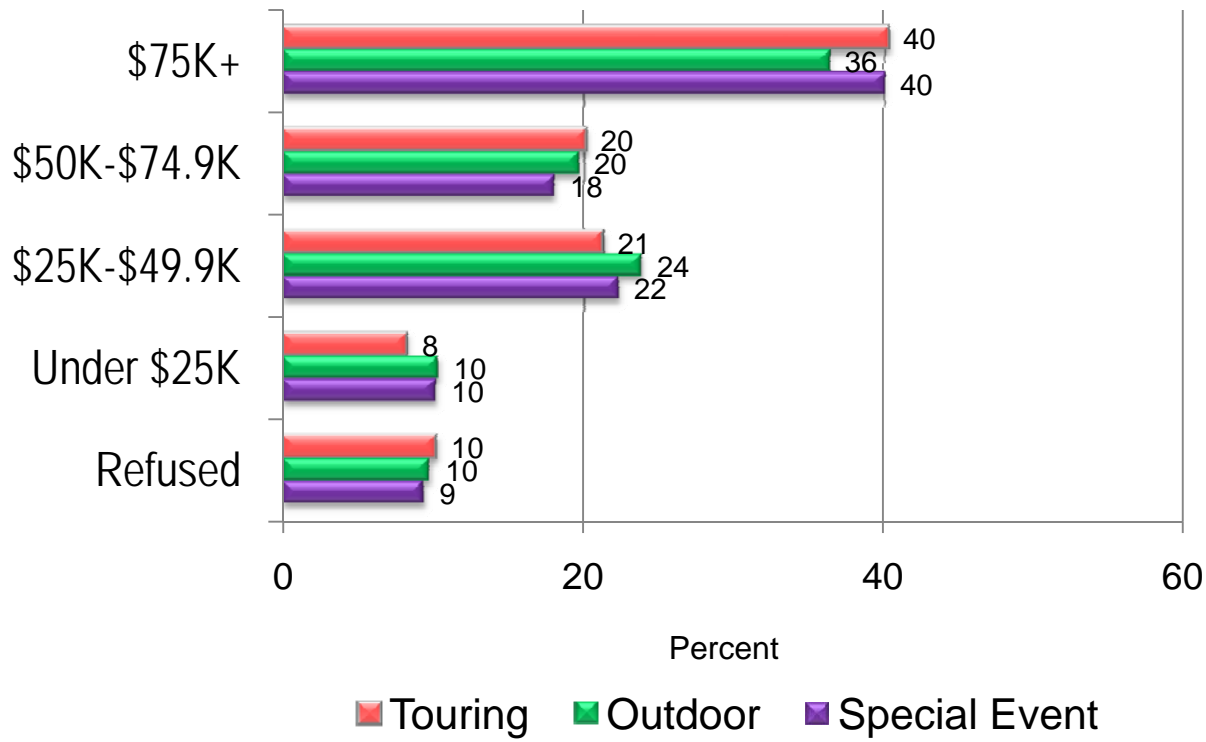
Gender



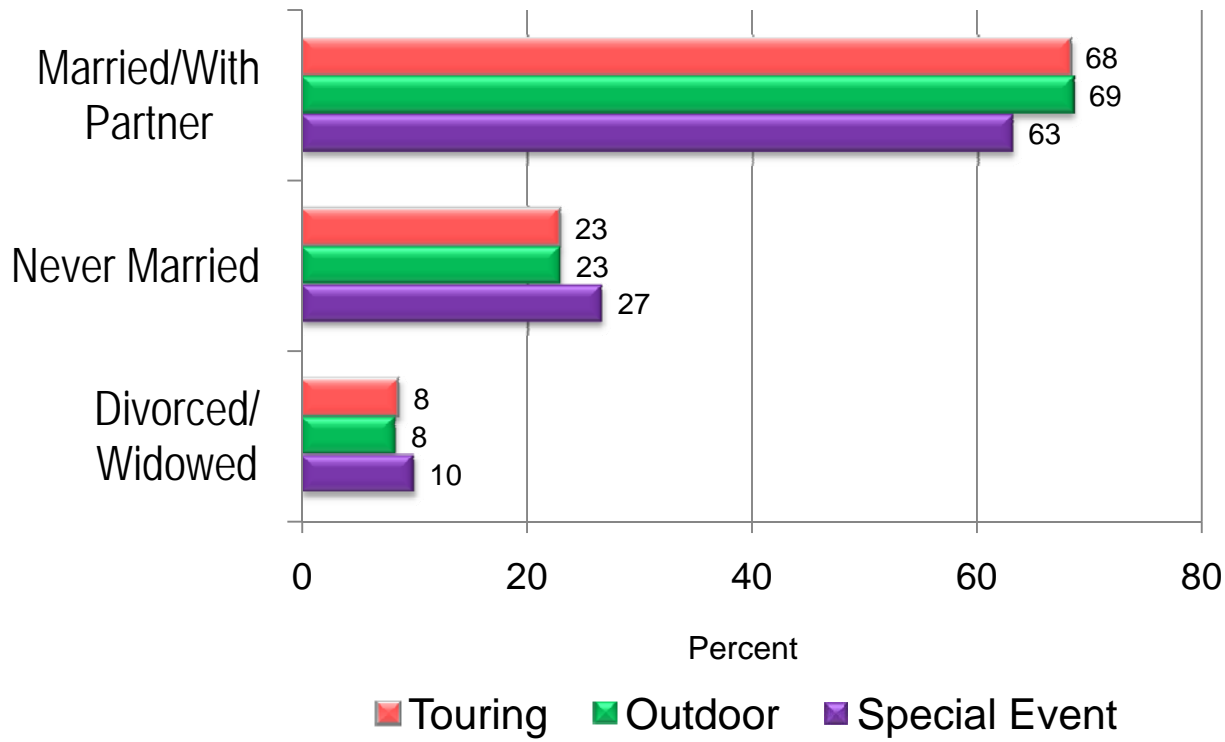
Age



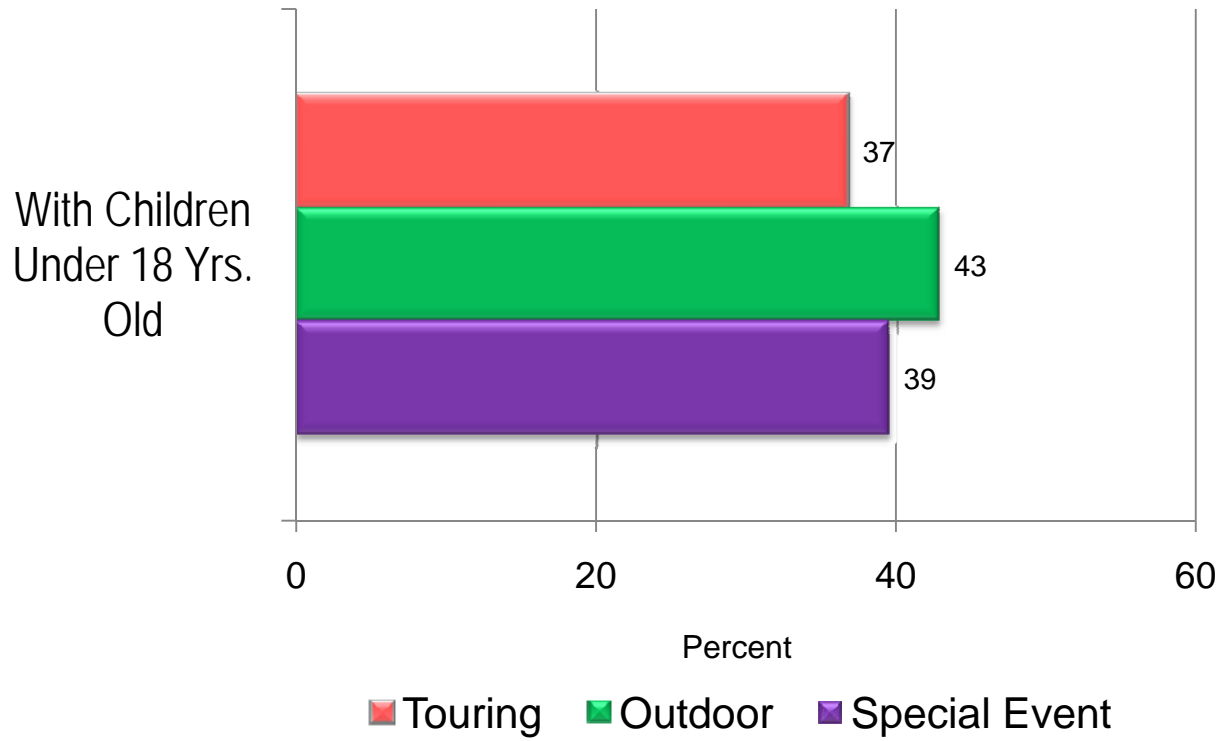
Household Income



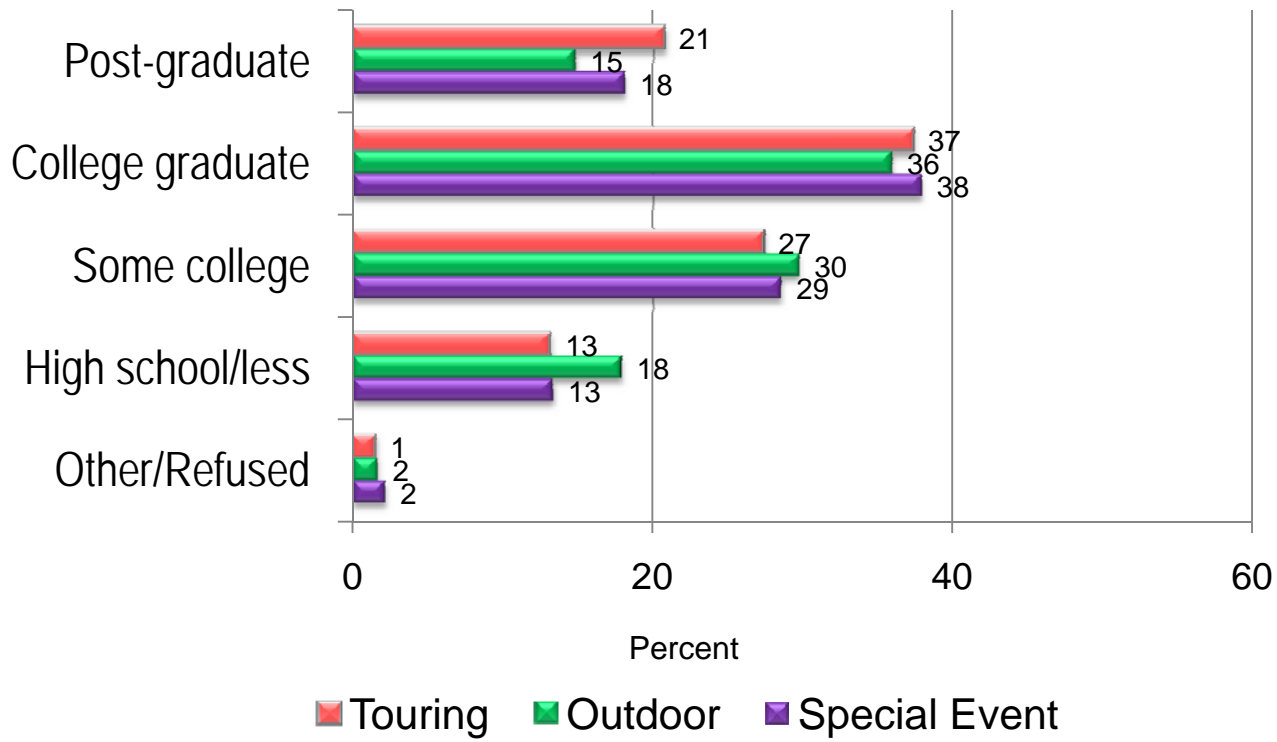
Marital Status



Children in Household



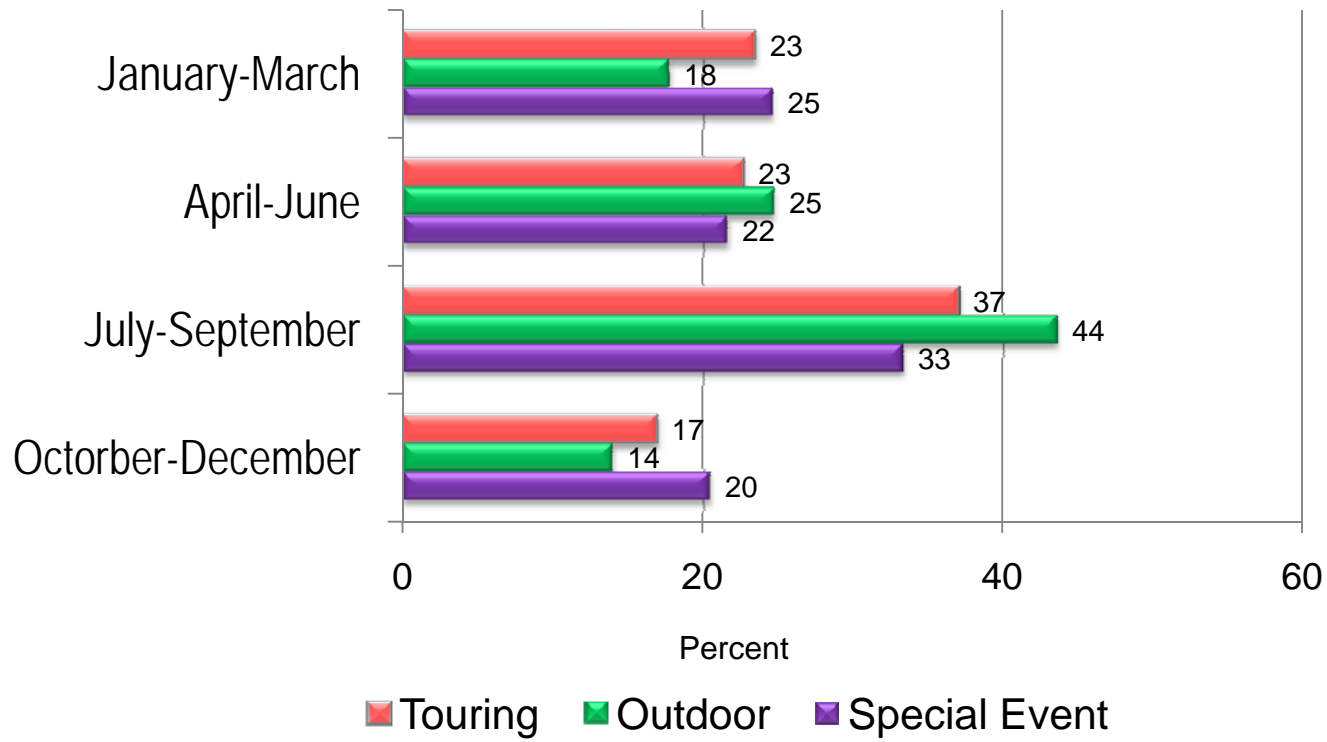
Education



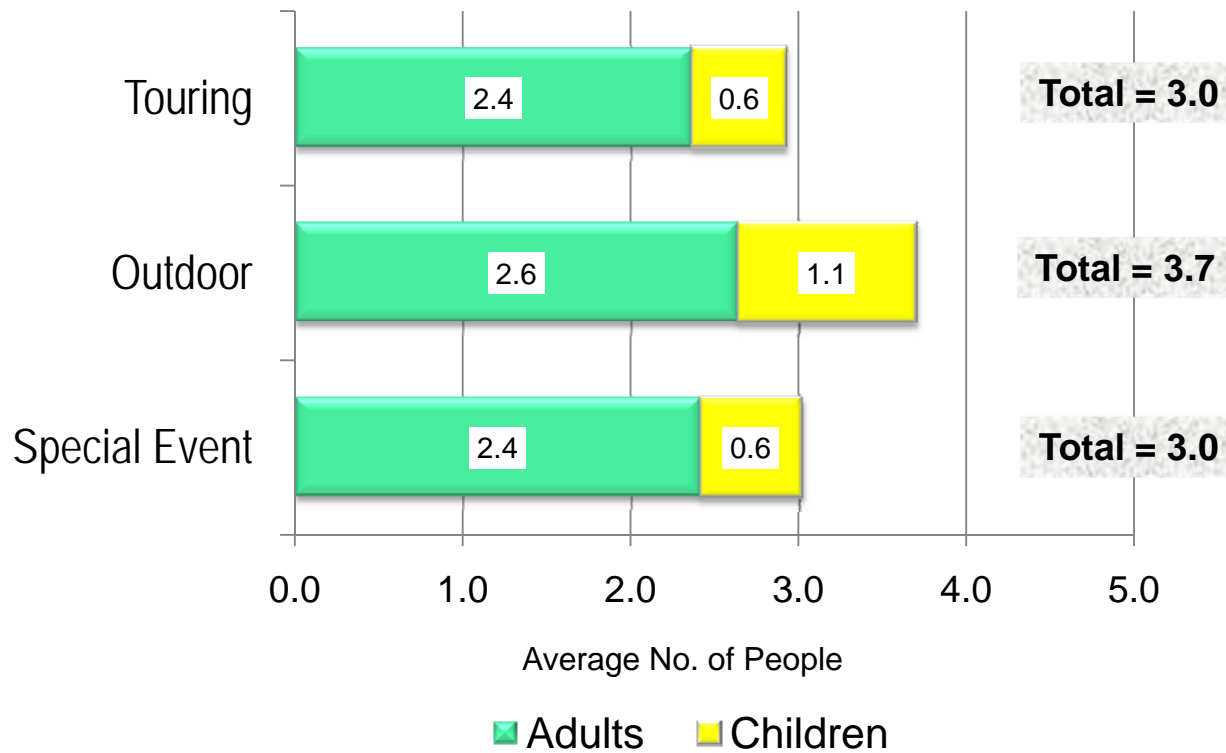
4. Trip Characteristics



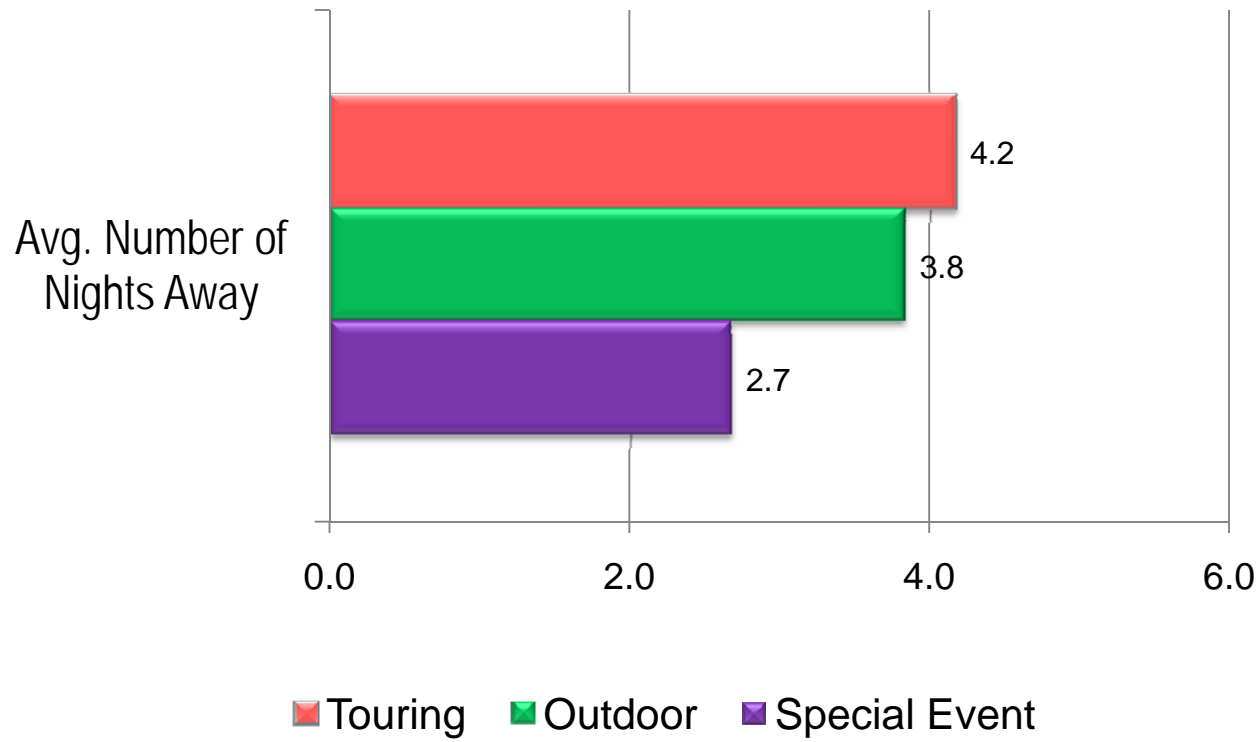
Seasonality



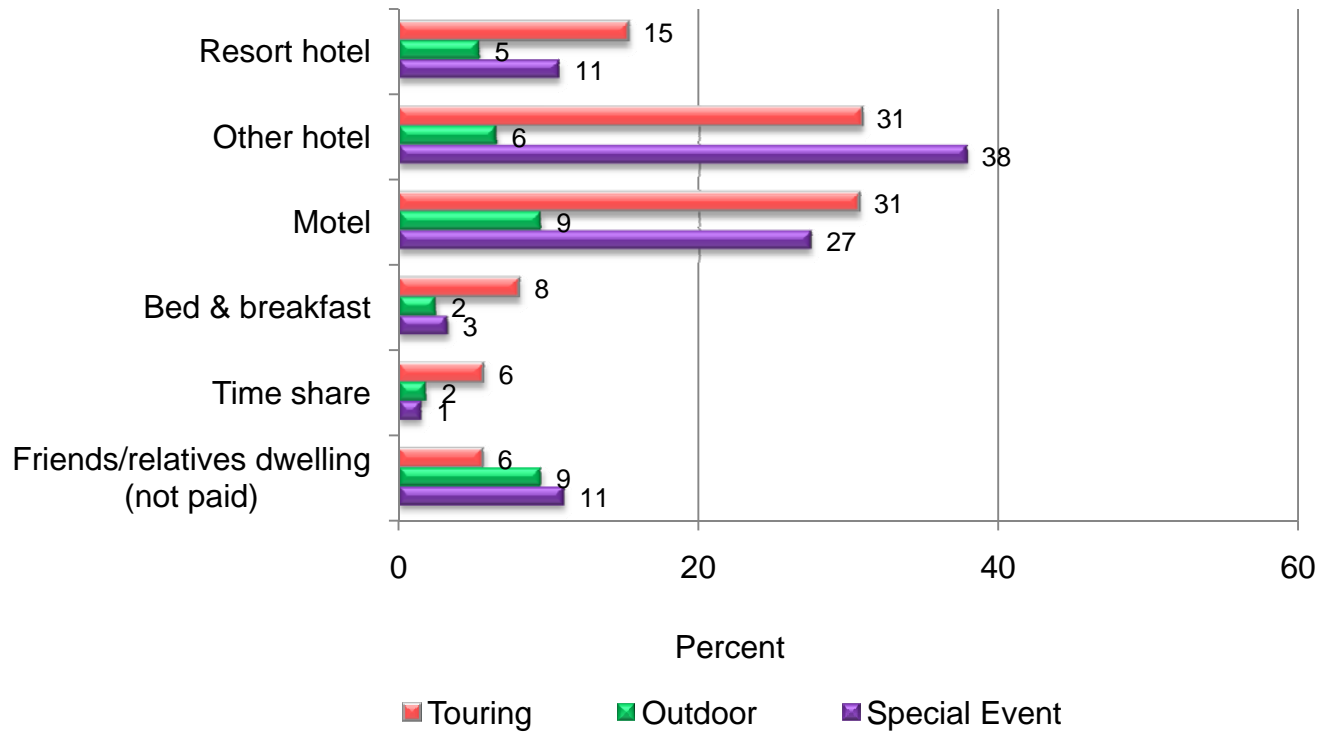
Size of Travel Party



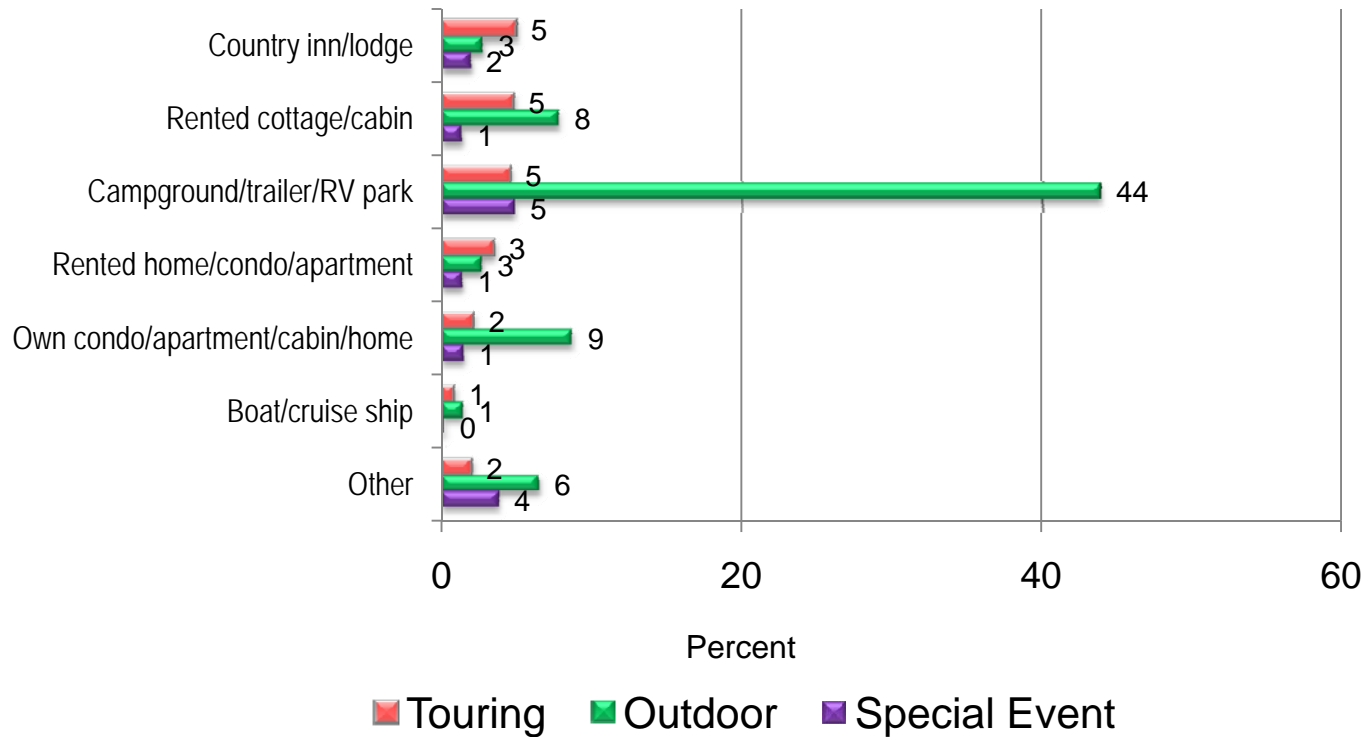
Total Nights Away



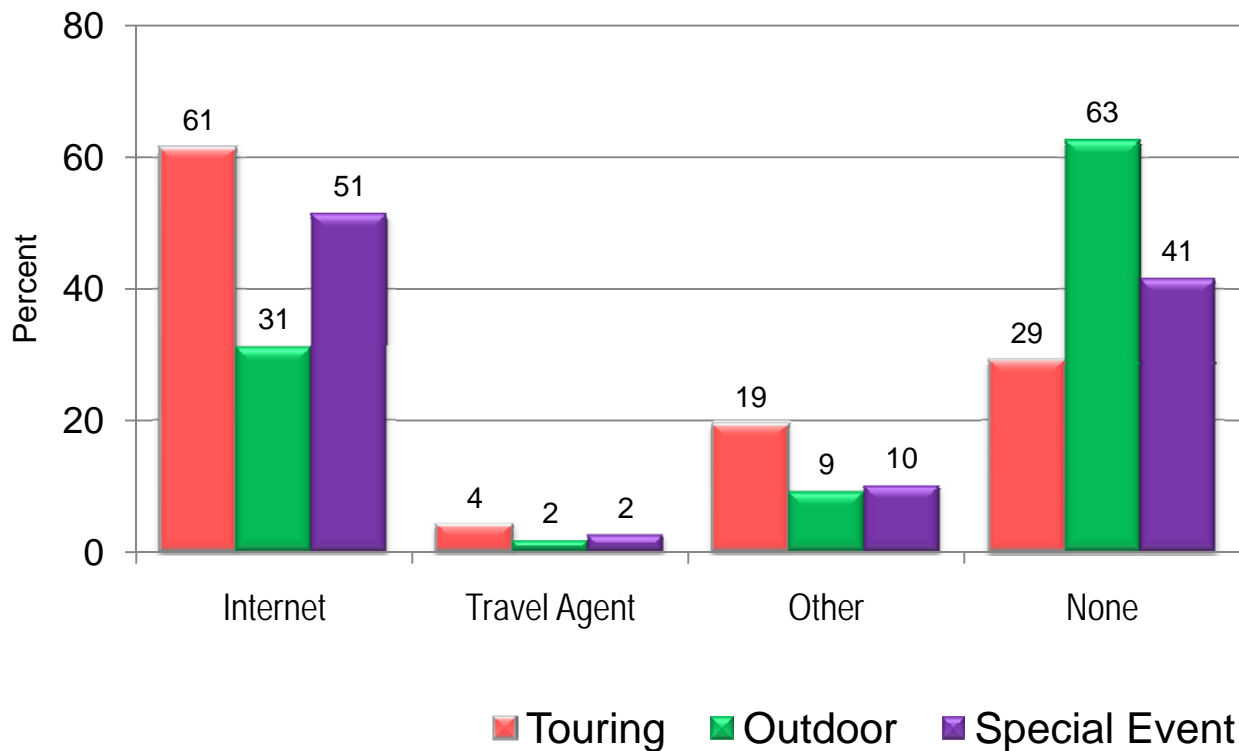
Accommodations



Accommodations (Cont'd)



Method of Trip Planning



Method of Trip Booking



Base: Travelers who booked trip in advance

