

CONSUMER CONNECT ON TRAVEL & TOURISM





INTERNATIONAL RESEARCH

3,500 global
respondents

50 questions

1 sector

CNN International Research *presents*
Consumer Connect: On Travel & Tourism,
*a look at how business and personal travel
have been affected by the slowing economy
and what drives consumers' decision
making habits.*

*This study, conducted in Summer 2010,
reveals travellers' expectations from both
business trips and personal holidays. Now
more than ever, consumers expect to get
more from their money, but that's not the
only thing they care about.*

“Tourism is going through a hard time at the moment I can only say the cheaper the better for the time being”

Male, 25-29, Ireland


“Would like to see more of a focus on the local cultures”

Female, 35-39, Canada

“Safety is a big concern for families”

Male, 25-29, USA



TRAVEL
CONTINUES
TO BROADEN THE
MIND,  **BUT**
CONSUMERS NOW WANT TO HAVE THEIR
SAY **ON WHAT,**
WHERE & HOW
THEY BROADEN IT.

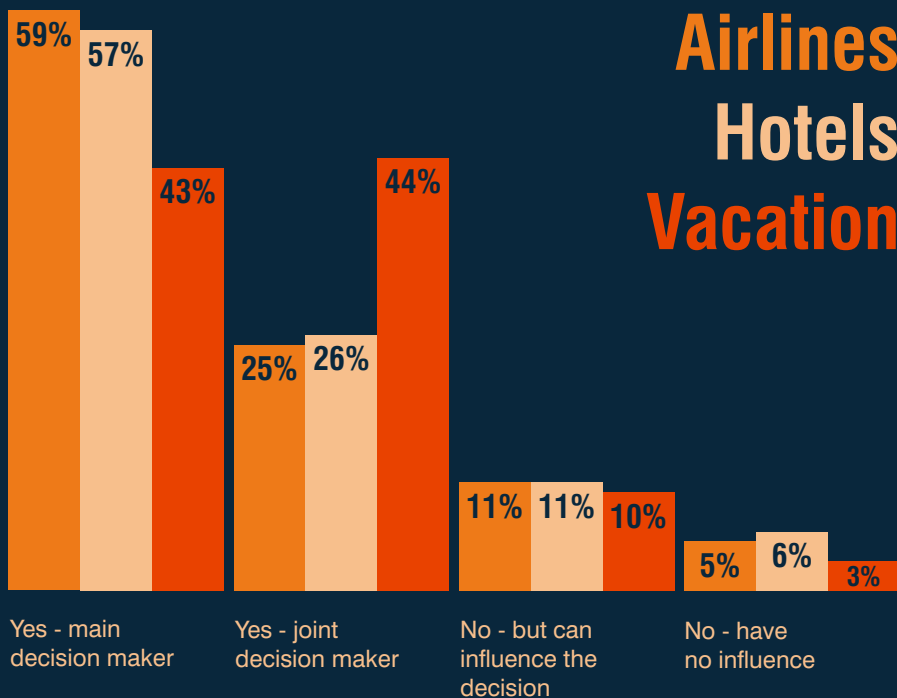
CNN consumers are still travelling, both for business and for pleasure. They are also empowered. Whether personal or business travel, they have a say in what they do, how they get there and where they stay.

Q: *Which statement is the closest match to your views on holidays?*



43% are the sole decision makers on where they will take their vacations. When it comes to business travel, **84%** are involved in deciding which airline they fly, and **83%** on their hotels.

Q: Are you the decision maker on vacation travel in your household and to what extent do you choose the airline and hotels when travelling on business?



Business (Airlines, Hotels) Sample size = 1,056 Vacation Sample size = 1,303

“Directly show entire price including taxes and surcharges”

Male, 25-29, Italy

“Business travellers needs should be considered, we are all about time, connections, service, comfort”

Female, 55-64, USA

*“Be more environmentally friendly....
Be more charitable too”*

Female, 25-29, UK



GETTING
FROM

A  B:

UNDERSTANDING WHAT
CUSTOMERS

WANT &



PROVIDING

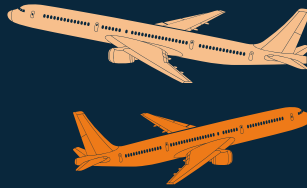
THE SERVICES

THEY REQUIRE

The business traveller is now becoming more discerning over their seat. A premium class seat is still coveted, with over twice as many people flying business class for long haul vs. short haul.

Given the economy, it's no surprise that **69%** are flying economy on short haul flights.

Q: On a business trip, what class of travel do you fly?



Long Haul
Short Haul

First 5%
8%


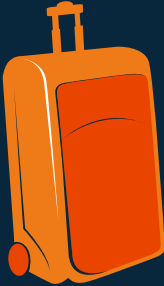
Economy 69%
48%

Business 11%
25%

12% **Premium**
Economy 14%

When choosing an airline, price is a notably more significant driver for personal flights: **84%** list it as a consideration vs. **49%** for business flights.

Q: Which of the following considerations are important to you when choosing an airline?

Vacation		Business	
			
84%	Price	49%	
58%	Quality of Service	60%	
52%	Flight Schedule	66%	
39%	Route	44%	
32%	Brand Reputation	35%	
19%	Air Mile Scheme	24%	
11%	Carbon Offset	14%	

Sample size = 1,270

“Honesty rather than hype”

Male, 50-54, Malaysia

“Value!”

Male, 55-64, UK

“Best advertisement is word of mouth”

Female, 25-29, Hong Kong



WHILE
PRICE

RULES VACATIONS, IT'S

LOCATI**ON**



LOCATI**ON**



LOCATION



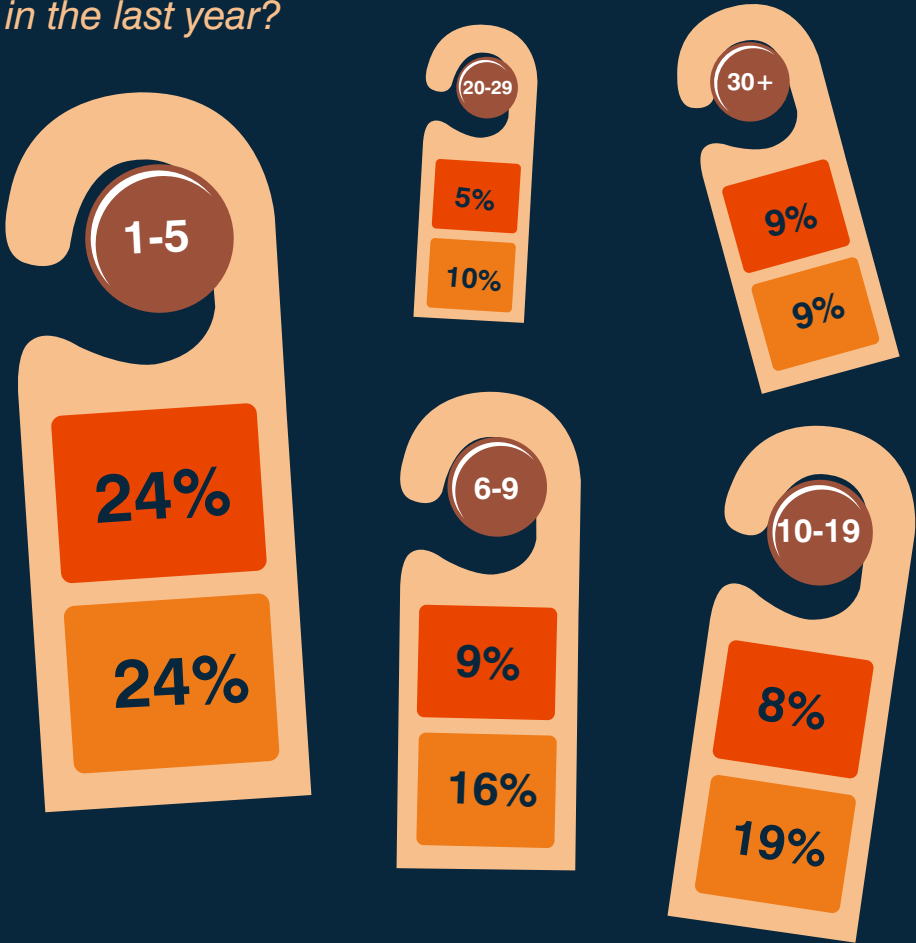
for business

38% of people are spending more than 10 nights in hotels on vacation while **14%** spend more than 20 nights in hotels on business.

Q: How many nights in a hotel have you stayed in the last year?

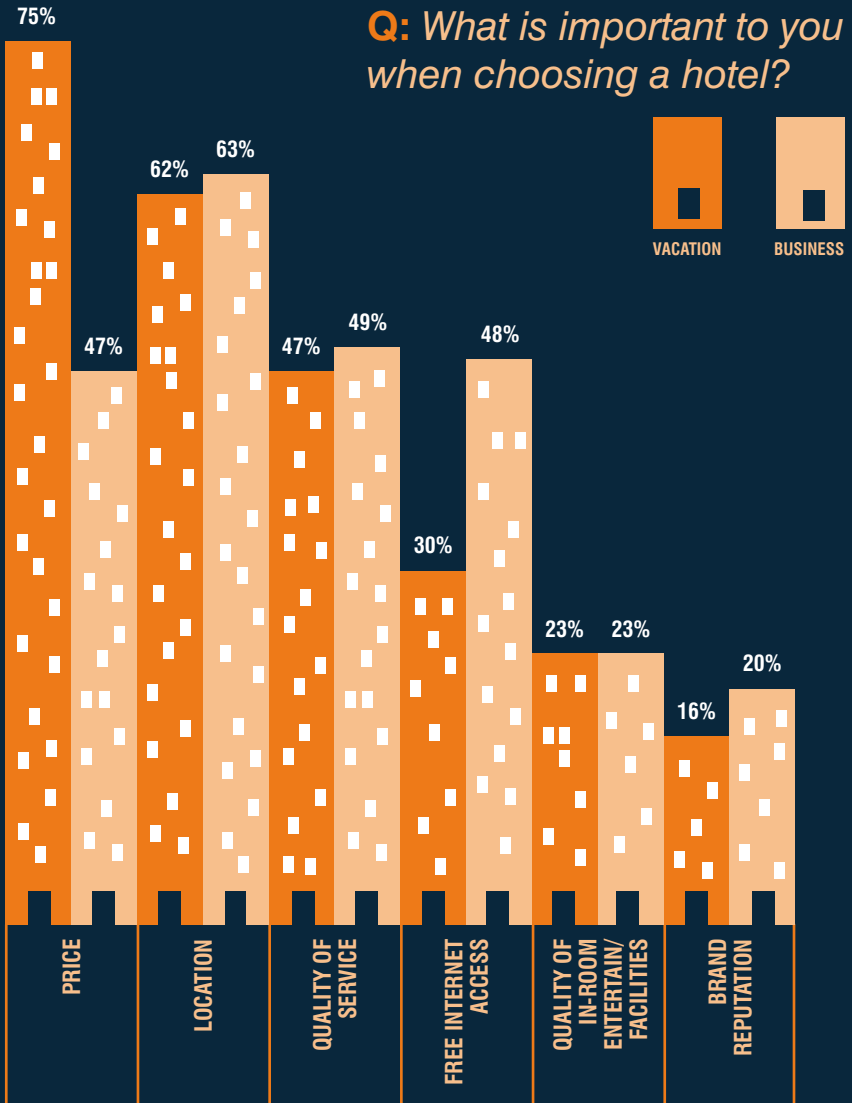
BUSINESS

LEISURE



Sample size = 1,270

Location and quality of service are consistently among the top drivers of choice for both leisure and business travellers



Sample size = 1,286

“Less fantasy imagery. More reality”

Male, 35-39, Puerto Rico

“Yes offer more environmentally safe vacations”

Female, 65+, USA

“Be honest”

Male, 30-34, Bahrain



ARE VACATION
SEEKERS

REALLY **ENJOYING**
THEIR STAY, & HOW

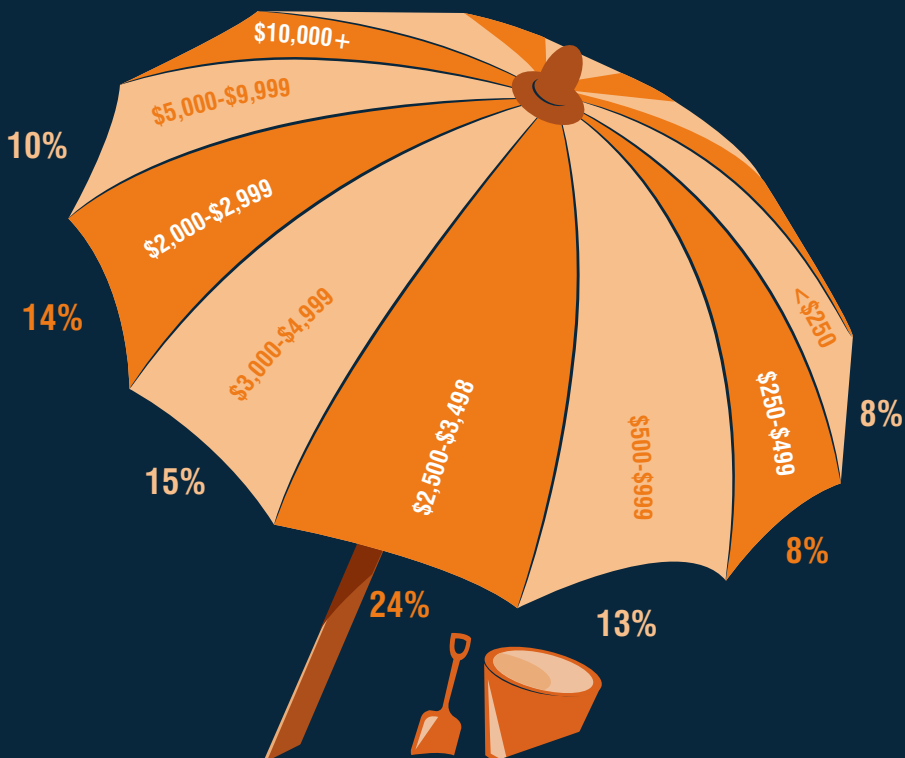
L  **N G**

ARE THEY (ACTUALLY)

TRAVELLING?

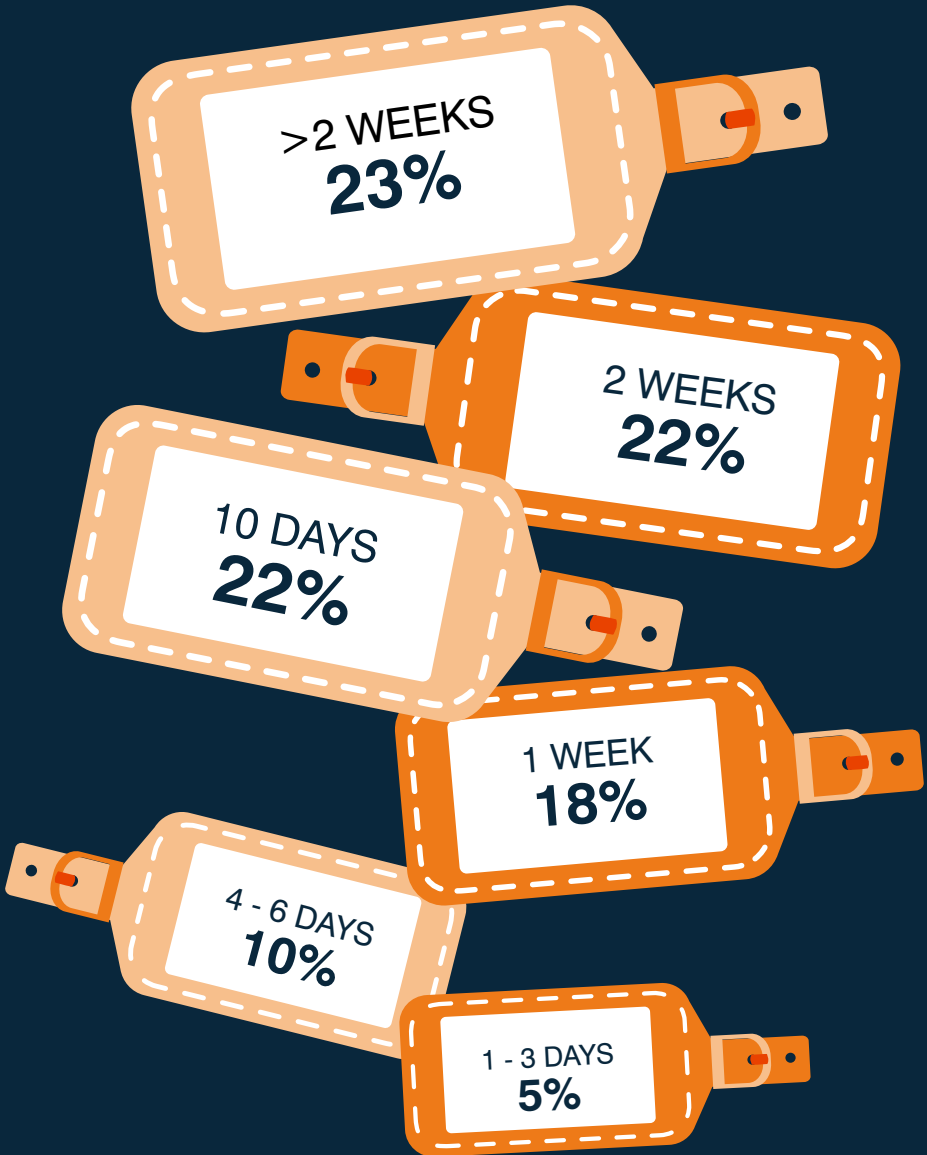
67% of CNN brand users prefer to take a vacation longer than 10 days; while they are continuing to take long vacations, they are currently spending **15%** less on their trip than last year. Nevertheless, nearly **50%** of the respondents still spent at least **\$2,000** on their last vacation, with an average of **\$3,219**.

Q: What did you spend on your last annual holiday?



Sample size = 1,330


Q: *What is your preferred vacation duration?*



Sample size = 1,330



INTERNATIONAL RESEARCH

DOES *TRAVEL*,
WHETHER
IT BE FOR
BUSINESS
OR *PLEASURE*
HAVE A
**BRIGHT**
FUTURE?

Travel & Tourism: The Year Ahead

Provided by Anita Mendiratta, TASK Consultant



The recent economic crisis has had an impact on travel habits and attitudes, forcing destinations, airlines, airports and attractions to rethink how they make effective, enduring connections with travellers.

As a new year beckons the caution will continue in the Tourism and Travel Industry. Customers will continue to do their homework and look for the best deal, not just to save money, but because now they are more willing to seek out their ideal destination using search engines, online travel sites, and their own initiative to get the trip they want. Travellers will make careful compromises to be able to save money and fulfil their travel dreams.




Consumer Connect: On Travel & Tourism

CNN brand users are increasingly taking more control of where and when they travel, whether that's for business or pleasure. They are interested in new places and authentic experiences. While price is a factor, quality, services and reputation are still essential to consumers.

*The survey sample for **Consumer Connect: On Travel & Tourism** was comprised of nearly 3,500 respondents from around the world (2,000 for International Editions: 2,616 for all English CNN websites and 847 for CNN Arabic)*

The questionnaire included more than 50 questions and covered varied areas, such as:

- *Branding Metrics*
 - *Brand awareness / familiarity*
 - *Advertising recall*
 - *Brand reputation / perceptions*
- *Consumer Insights*
 - *Travel habits*
 - *Booking preferences*
 - *Business / leisure activities*



Consumer Connect is an in-depth series of quantitative online consumer surveys offering unique insights into the CNN global audience. The research, which is conducted on all CNN websites (in English and Arabic), aims to equip our clients with essential findings in order to better understand perceptions, drivers and purchasing behaviours of CNN brand users towards specific industry sectors.

*For more information on this survey,
on the Consumer Connect series,
or on how CNN International
Research can help you connect
with your consumers, contact
cnnadsales@turner.com*



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