

BACKGROUND & METHODOLOGY

- **Conducted 1,247 surveys among Florida, Georgia and Tennessee residents**
 - Fielding took place January 18, 2013 – January 20, 2013
 - Utilized proprietary online research panel
 - Total is weighted by age and gender within state
- **Key Measures**
 - Number of 2013 Planned Vacations
 - 2013 Vacation Destinations
 - Payment Methods for 2013 Vacations
- **Key Findings:**
 - Four in five (83%) residents plan to take at least one vacation during 2013.
 - Of residents who plan to take vacations, the majority (60%) anticipate taking 2 to 3 trips this year.
 - Half plan to use *Credit Cards* (51%) or *Cash/Debit Card/Check* (50%) to pay for their 2013 vacations.
 - Florida is among the top anticipated domestic destinations, with 20% planning to visit Orlando and 13% visiting the Florida Keys.

DETAILED FINDINGS:

- 1. Do you personally plan to take at least one leisure trip of 50 miles or more away from home requiring overnight accommodations in the next 3 months?**

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	419	418	410	1,247
Yes	76%	75%	73%	75%
No	11%	15%	17%	13%
Not Sure	12%	10%	10%	11%

- 2. Do you plan to travel domestically within the United States, or do you plan to travel internationally?**

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	318	309	300	927
Domestic	70%	74%	80%	73%
International	9%	7%	4%	8%
Both domestic and international	20%	19%	16%	19%

- 3. Approximately how much do you expect to spend on leisure travel in the next 3 months?**

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	316	309	301	926
\$500 or less	19%	27%	31%	23%
\$501 - \$1,000	27%	29%	30%	28%
\$1,001 - \$1,500	17%	13%	12%	15%
\$1,501 - \$2,000	12%	11%	11%	11%
\$2,001 - \$3,000	9%	8%	9%	9%
\$3,001 - \$4,000	5%	4%	3%	5%
\$4,001 - \$5,000	5%	3%	1%	4%
\$5,001 - \$7,000	1%	3%	2%	2%
\$7,001 - \$10,000	2%	1%	1%	1%
More than \$10,000	2%	2%	1%	1%

- 4. Do you plan to take at least one vacation away from home of 4 days or more in 2013?**

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	419	418	410	1,247
Yes	83%	83%	84%	83%
No	7%	9%	7%	7%
Unsure	11%	8%	8%	10%

5. Approximately, how many vacations (4 or more days) do you plan to take in 2013?

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	337	341	339	1,017
1	19%	17%	22%	19%
2-3	60%	62%	59%	60%
4-5	12%	12%	11%	12%
More than 5	8%	7%	7%	8%
Unsure	2%	2%	2%	2%

6. How, if at all, do you plan to pay for your vacation(s) this year?

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	347	343	348	1,038
Charge it on a credit card	54%	54%	42%	51%
Pay cash/debit card/check	47%	52%	57%	50%
Save a little every month in a designated account	24%	26%	25%	25%
With a tax return or bonus	12%	15%	14%	13%
Pay on it monthly (layaway)	4%	3%	3%	3%
Unsure	4%	3%	2%	4%

7. What type of vacation(s) do you plan to take in 2013?

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	348	346	346	1,040
City Destination	47%	50%	48%	48%
Beach Trip	29%	51%	51%	39%
Cruise	29%	30%	19%	27%
International Travel Trip	27%	26%	19%	25%
Theme Park Trip	20%	21%	15%	19%
Mountain Trip	13%	19%	18%	16%
Tropical Vacation	16%	16%	12%	15%
Camping Trip	7%	9%	10%	8%
Tour	6%	8%	5%	6%
Visit Friends or Family	7%	5%	5%	6%
Ski Trip	6%	4%	2%	5%
Other	7%	5%	6%	6%
Unsure	5%	3%	4%	4%

8. Which, if any, of the following domestic destinations do you plan to visit during your vacation(s) in 2013? (*Top Destinations*)

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	346	346	347	1,039
Orlando, FL	21%	23%	11%	20%
Florida Keys, FL	19%	8%	3%	13%
New York/Long Island, NY	14%	11%	8%	12%
Atlanta, GA	9%	14%	16%	12%
Great Smoky Mountains, TN/NC	7%	14%	22%	12%
Las Vegas/Reno/Tahoe, NV	9%	13%	13%	11%
Savannah, GA	7%	19%	6%	10%
Tampa Bay/St. Petersburg, FL	9%	13%	4%	9%
Miami, FL	8%	8%	5%	7%
Los Angeles, CA	6%	8%	7%	7%
San Francisco, CA	7%	7%	7%	7%
Ft. Lauderdale, FL	6%	10%	4%	7%
New Orleans, LA	5%	6%	9%	6%
Panama City/Destin, FL	3%	9%	11%	6%
Charleston, SC	4%	9%	8%	6%
Nashville, TN	2%	6%	16%	6%
Chicago, IL	5%	6%	8%	6%

9. Which, if any, of the following destinations outside of the continental United States (including Alaska and Hawaii) do you plan to visit during your vacation(s) in 2013?

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	339	334	338	1,011
Western Europe (e.g., UK, Italy)	16%	14%	7%	14%
Other Caribbean	15%	13%	6%	13%
Bahamas	10%	12%	6%	10%
Puerto Rico/US Virgin Islands	9%	6%	2%	7%
Hawaii	6%	7%	4%	6%
Jamaica	6%	6%	2%	5%
Asia	4%	6%	3%	4%
Alaska	3%	5%	5%	4%
Eastern Europe	4%	3%	3%	4%
South America	4%	2%	2%	3%
Other	11%	14%	10%	12%
Unsure	7%	12%	8%	9%
None, do not plan to take any international vacations in 2013	34%	36%	53%	38%

Respondent Profile:

Gender

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	419	418	410	1,247
Male	48%	48%	48%	48%
Female	52%	52%	52%	52%

Age

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	419	418	410	1,247
18-34	27%	32%	30%	29%
35-44	16%	19%	17%	17%
45-54	18%	19%	19%	19%
55-64	16%	15%	17%	16%
65 or older	22%	15%	18%	19%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in the Southern Region of The Auto Club Group (Florida, Georgia, and Tennessee) from January 18 - 20, 2013. A total of 1,247 residents completed the survey with 1,042 planning to take a vacation in 2013. Overall survey responses are weighted by gender and age within state to ensure reliable and accurate representation of the adult population (18+) in Florida, Georgia and Tennessee.

	Base (N=)	Maximum Margin of Error
Florida	348	+/- 5.3 percentage points
Georgia	346	+/- 5.3 percentage points
Tennessee	348	+/- 5.3 percentage points
TOTAL	1,042	+/- 3.0 percentage points