

Background & Methodology

Conducted approximately 400 surveys per state

- Fielding took place April 12, 2016 – April 28, 2016
- Utilized a proprietary online research panel
- State totals are weighted by age and gender

Key Measures

- Summer Travel Plans
- Hotel Booking Preferences
- Impact of Terrorism on European Travel

1. Do you plan to take at least one summer vacation trip, 2 days or more away from home, this year during the months of May through September?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	410	410	410	405	411	411	410	406	411	410
Yes	85%	81%	84%	82%	79%	84%	83%	82%	82%	83%
No	10%	12%	9%	9%	11%	8%	10%	11%	9%	10%
Don't know	5%	7%	7%	9%	10%	8%	7%	7%	9%	7%

2. Do you plan to travel domestically within the United States, or do you plan to travel internationally this summer? [If Q1 = Yes]

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	346	338	342	329	328	344	338	333	336	342
Domestic	73%	74%	78%	87%	81%	87%	86%	91%	83%	85%
International	10%	9%	7%	5%	6%	3%	4%	2%	5%	5%
Both domestic and international	17%	17%	15%	8%	13%	10%	10%	7%	12%	10%

3. Approximately how much do you expect to spend on leisure travel this summer? Please include all transportation, food, accommodations, entertainment / attractions, souvenirs, etc. [If Q1 = Yes]

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	346	338	342	329	328	344	338	333	336	342
\$500 or less	9%	13%	9%	14%	19%	14%	16%	11%	11%	15%
\$501 - \$1,000	25%	22%	21%	26%	25%	25%	19%	26%	24%	22%
\$1,001 - \$1,500	17%	15%	15%	17%	15%	21%	15%	20%	16%	16%
\$1,501 - \$2,000	12%	15%	16%	15%	9%	15%	19%	17%	17%	14%
\$2,001 - \$3,000	13%	14%	15%	14%	14%	11%	13%	11%	13%	15%
\$3,001 - \$4,000	10%	4%	10%	4%	5%	6%	6%	5%	6%	5%
\$4,001 - \$5,000	5%	8%	5%	5%	5%	4%	5%	3%	4%	3%
\$5,001 - \$7,000	5%	3%	5%	3%	4%	2%	4%	2%	5%	4%
\$7,001 - \$10,000	2%	4%	2%	1%	2%	1%	2%	2%	2%	3%
More than \$10,000	2%	2%	2%	1%	2%	1%	1%	3%	2%	3%

4. Approximately how long will your summer vacation(s) last? (Select all that apply) [If Q1 = Yes]

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	346	338	342	329	328	344	338	333	336	342
2-3 days	18%	20%	19%	28%	27%	29%	23%	26%	20%	29%
4-5 days	32%	34%	30%	32%	30%	32%	36%	36%	35%	35%
6-7 days	23%	25%	29%	20%	22%	23%	27%	21%	30%	26%
8-9 days	8%	11%	10%	8%	9%	9%	10%	8%	12%	8%
10 days or more	25%	17%	21%	19%	24%	21%	15%	16%	14%	18%
Don't know	4%	2%	2%	2%	3%	0%	0%	2%	2%	1%

5. Which of the following types of vacation(s) do you plan to take this summer? (Select all that apply) [If Q1 = Yes]

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	346	338	342	329	328	344	338	333	336	342
Visit Friends or Family / Family Reunion	46%	38%	43%	40%	37%	44%	50%	49%	39%	43%
Beach / Lake Getaway	32%	45%	32%	24%	38%	30%	22%	26%	43%	34%
City Destination	27%	25%	35%	31%	26%	31%	32%	32%	31%	32%
Theme Park / Attractions	27%	22%	19%	19%	22%	14%	21%	19%	20%	20%
International Trip	17%	16%	12%	8%	10%	10%	6%	4%	9%	11%
Ocean Cruise	14%	11%	6%	2%	6%	3%	5%	4%	7%	4%
National / State Parks	12%	17%	15%	21%	23%	27%	21%	26%	18%	29%
Tropical Vacation	12%	10%	9%	2%	6%	4%	4%	3%	6%	4%
Mountain Trip	10%	12%	6%	6%	9%	9%	16%	11%	13%	9%
Camping Trip	9%	10%	13%	17%	24%	21%	17%	26%	11%	28%
Event Based Trip (sports, cultural, etc.)	9%	8%	15%	17%	16%	14%	14%	18%	11%	17%
All-inclusive Vacation (resort/multi-amenity hotels)	9%	10%	10%	3%	6%	5%	6%	6%	7%	5%
Tour	5%	4%	6%	5%	6%	6%	4%	3%	4%	6%
River Cruise	2%	2%	3%	1%	4%	1%	0%	2%	3%	3%
Other	4%	2%	5%	7%	3%	5%	3%	3%	4%	6%
Don't know	3%	1%	1%	3%	2%	2%	1%	3%	2%	2%

6. What type of non-cruise accommodations do you plan to use during your summer vacation(s)? (Select all that apply) [If Q1 = Yes]

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	346	338	342	329	328	344	338	333	336	342
Hotel/Motel	55%	62%	65%	67%	65%	66%	65%	66%	58%	66%
Will stay with friends/family	38%	29%	31%	37%	33%	34%	38%	39%	34%	35%
Resort	21%	19%	24%	12%	14%	20%	11%	16%	19%	17%
Timeshare/Condo/Apartment	12%	18%	13%	7%	8%	7%	10%	7%	18%	11%
Home-sharing / Peer-to-Peer rentals (e.g., Airbnb, HomeAway)	7%	11%	11%	8%	6%	8%	7%	5%	10%	9%
Bed and Breakfast	7%	9%	10%	4%	8%	4%	5%	1%	6%	9%
Do not need non-cruise accommodations for summer vacation	4%	2%	1%	2%	3%	3%	2%	2%	1%	2%
Other	6%	5%	6%	7%	11%	9%	8%	11%	6%	14%
Don't know	2%	2%	1%	2%	1%	2%	2%	3%	2%	1%

7. How do you plan to get to your summer vacation destination(s)? (Select all that apply) [If Q1 = Yes]

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	346	338	342	329	328	344	338	333	336	342
Drive in car	64%	71%	66%	80%	81%	76%	75%	81%	77%	80%
Fly	56%	47%	59%	34%	36%	40%	49%	33%	40%	42%
Train	5%	4%	4%	2%	3%	2%	2%	2%	2%	2%
Drive in RV	2%	2%	2%	2%	4%	1%	2%	4%	2%	2%
Other transportation	3%	1%	2%	4%	2%	2%	0%	2%	1%	3%
Don't know	2%	-	1%	0%	0%	-	0%	1%	1%	-

8. What factors are most influential when deciding where to book a hotel? (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	410	410	410	405	411	411	410	406	411	410
Price	68%	67%	73%	75%	68%	76%	76%	74%	70%	76%
Proximity to attractions / location	43%	49%	51%	47%	46%	52%	48%	48%	44%	52%
Hotel ratings/reviews	43%	52%	48%	43%	45%	44%	51%	37%	46%	49%
Hotel amenities	37%	38%	40%	38%	36%	42%	39%	36%	36%	40%
Free parking	32%	32%	34%	31%	32%	34%	27%	26%	30%	34%
Brand reputation	32%	32%	28%	25%	25%	20%	27%	21%	27%	27%
Loyalty programs	31%	32%	31%	30%	23%	25%	25%	31%	33%	25%
Discounts	29%	36%	29%	31%	32%	36%	34%	32%	34%	42%
Free Meals	24%	29%	31%	33%	27%	31%	39%	37%	27%	30%
Swimming pool/hot tub	21%	25%	32%	25%	27%	26%	33%	34%	25%	34%
Room Upgrades (e.g. better room views)	16%	19%	13%	10%	13%	10%	10%	8%	12%	11%
Onsite restaurant	11%	10%	10%	6%	10%	10%	8%	10%	8%	10%
Guaranteed Late Check Out	7%	9%	11%	6%	7%	5%	6%	6%	6%	5%
Children Stay Free	5%	10%	6%	7%	7%	7%	9%	9%	7%	7%
Other	4%	4%	4%	3%	3%	3%	2%	3%	3%	2%
None, have not booked a hotel	6%	6%	6%	7%	8%	6%	6%	6%	8%	6%

9. Are you less likely to travel this summer due to any of the following? (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	410	410	410	405	411	411	410	406	411	410
Personal finances	30%	34%	31%	31%	29%	31%	42%	35%	32%	31%
High airfare costs	21%	18%	22%	16%	14%	19%	23%	18%	16%	17%
Hotel/accommodation prices	14%	17%	14%	10%	13%	12%	15%	15%	13%	14%
Attraction prices	12%	9%	11%	5%	11%	9%	8%	11%	7%	11%
Terrorism	11%	13%	8%	7%	9%	7%	9%	7%	9%	5%
Zika Virus/Other outbreaks	5%	7%	7%	5%	7%	8%	7%	6%	6%	6%
Elections	1%	1%	1%	1%	2%	1%	1%	1%	1%	0%
None of the above	51%	46%	50%	55%	52%	53%	41%	47%	51%	50%

10. Are you more likely to take an extended road trip this year now that gas prices are lower than last year?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	392	391	385	395	388	393	402	397	393	398
Yes	41%	44%	43%	43%	48%	44%	51%	39%	45%	42%
No	18%	17%	17%	12%	11%	9%	10%	12%	13%	12%
No difference	41%	39%	40%	45%	41%	47%	39%	49%	42%	46%

Respondent Profile

Gender										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	410	410	410	405	411	411	410	406	411	410
Male	48%	48%	48%	49%	48%	49%	49%	51%	48%	49%
Female	52%	52%	52%	51%	52%	51%	51%	49%	52%	51%

Age										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	410	410	410	405	411	411	410	406	411	410
18-34	27%	32%	31%	30%	29%	30%	31%	35%	29%	29%
35-44	16%	18%	17%	15%	15%	16%	16%	15%	17%	16%
45-54	17%	18%	18%	17%	18%	18%	17%	16%	18%	18%
55-64	16%	16%	16%	17%	18%	17%	17%	16%	17%	17%
65 or older	24%	16%	18%	21%	20%	19%	19%	18%	19%	20%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from April 12, 2016 – April 28, 2016. Approximately 400 residents in each state completed the survey. State results have a margin of error of ± 4.9 percentage points. Responses are weighted by gender and age to ensure reliable and accurate representation of the adult population (18+).