# **VISION INSIGHTS**

Vision Insights U.S. Traveler Profiles October 2023

December 05, 2023





AUTHORITY

## Vision Insights Syndicated Survey

- DBEDT subscribes to Vision Insight's Brand Health and Profiles databases for the U.S., Japan, Canada, Australia, and Korea
- Consumers are surveyed each day
- DBEDT receives access to new data each week for selected traveler profile segments for the US., Japan, Canada, Australia, and Korea

## **Segment Definitions**

#### Avid Traveler \$100k+

- Gross household income is \$100k+
- Age is 25-54
- Either
  - Took an international vacation by air in the last 12 months
  - Likely/very likely to book an air trip in the next 12 months
  - Most recent leisure destination was Hawai'i or Alaska
  - Next leisure destination is Hawai'i or Alaska

#### Long-Distance Air Traveler under 55

- Took an international vacation by air in the last 12 months
- State of residence is not Hawai'i
- Under the age of 55

#### Avid Traveler \$150k+

- Gross household income is \$150k+
- 2+ persons per household
- Age is 25-54
- Either
  - Took an international vacation by air in the last 12 months
  - Likely/very likely to book an air trip in the next 12 months
  - Most recent leisure destination was Hawai'i or Alaska
  - Next leisure destination is Hawai'i or Alaska

#### Nationally Representative Sample (Nat Rep)

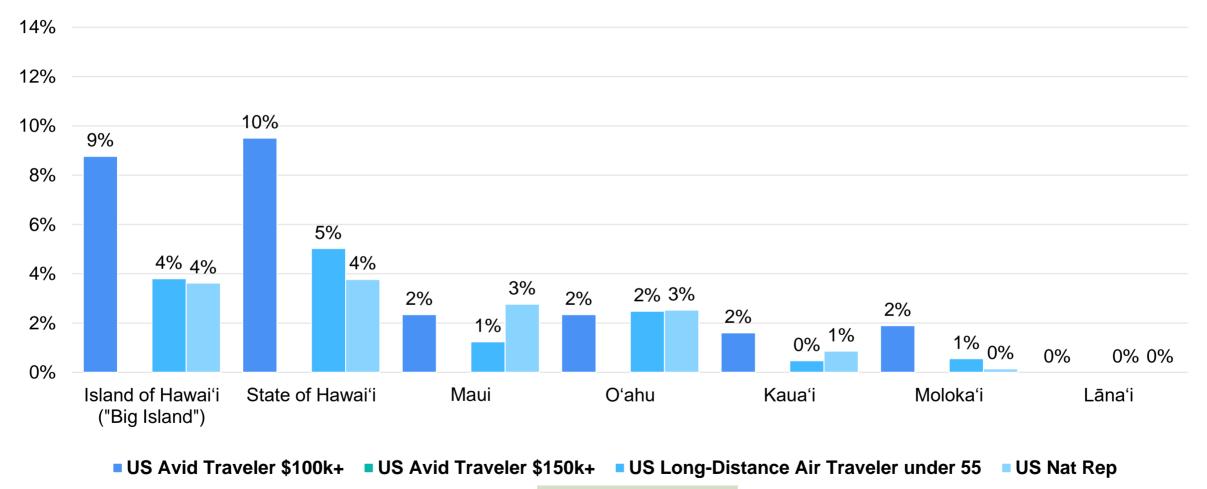
• Representative of U.S. adults in terms of age, gender, social class and education

## U.S. - Leisure Trip In Past 12 Months



Note: US Avid Traveler \$100k+, US Avid Traveler \$150k+, and US Long-Distance Traveler sample size is too small for select islands

## U.S. – Next Destination for Leisure Trip

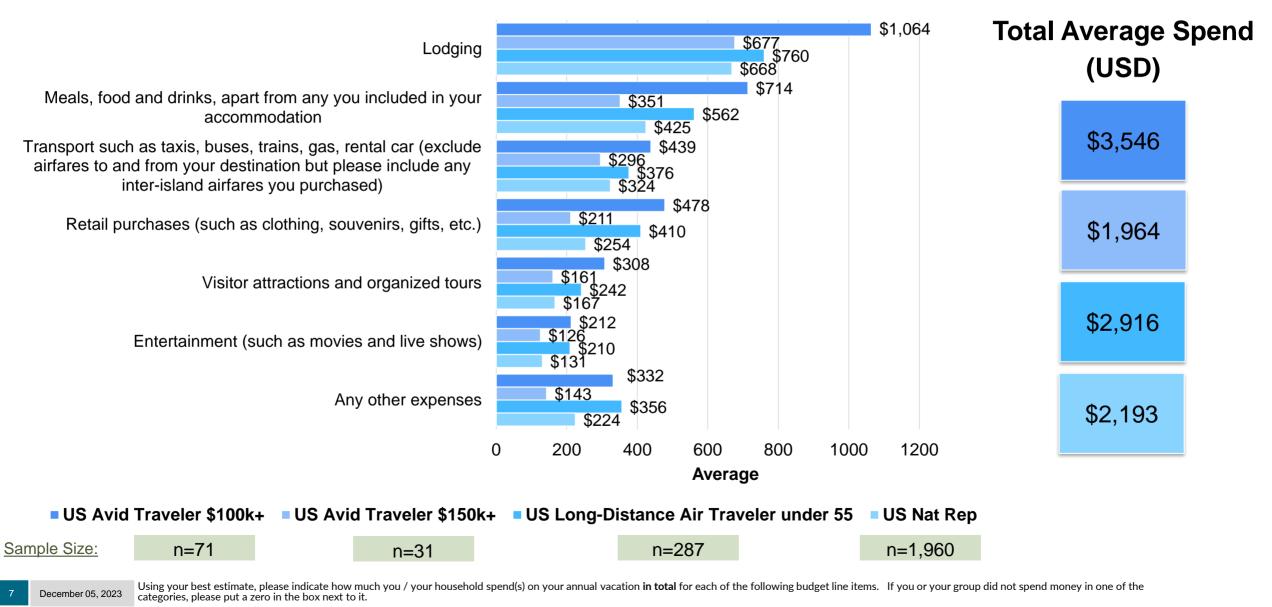


Sample Min. n=75

### Top 10 States of Residence by Segment

<b>US Avid Trav</b> <b>\$100K</b> 25-54	eler	<b>US Avid Traveler</b> <b>\$150K</b> 25-54, 2+ household		<b>US Long-Distar</b> <b>Traveler</b> Under 55		US Nat Rep	
	%		%		%		%
Texas	16.8%	Texas	8.6%	Texas	11.6%	Texas	8.6%
New York	10.1%	Florida	7.9%	New York	8.6%	Florida	7.9%
Florida	9.4%	New York	6.4%	California	8.4%	New York	6.4%
Washington	7.1%	California	6.3%	Florida	7.5%	California	6.3%
California	6.8%	Pennsylvania	4.3%	Pennsylvania	4.3%	Ohio	4.3%
Pennsylvania	3.9%	Illinois	3.1%	Illinois	3.2%	Pennsylvania	4.3%
Illinois	3.8%	Virginia	2.8%	Virginia	3.0%	North Carolina	3.3%
Georgia	3.0%	New Jersey	2.0%	Washington	1.8%	Illinois	3.1%
Virginia	2.8%	Washington	1.9%	Minnesota	1.5%	Virginia	2.8%
Minnesota	1.4%	Colorado	1.6%	Georgia	1.5%	Georgia	1.4%
Size: n=71		n=31		n=287		n=1,960	

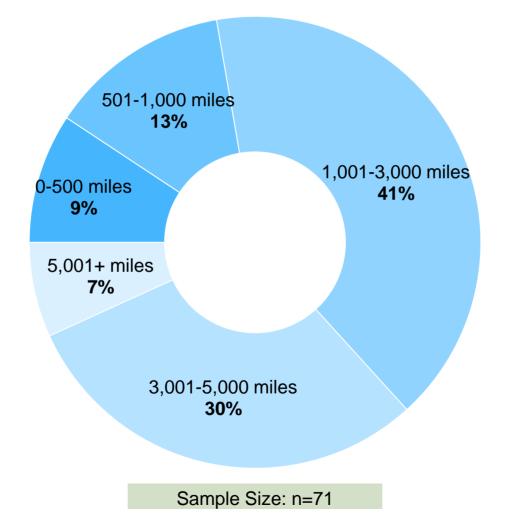
## U.S. - Total Annual Holiday Spend



### U.S. Avid Travelers \$100k+: Annual Vacation

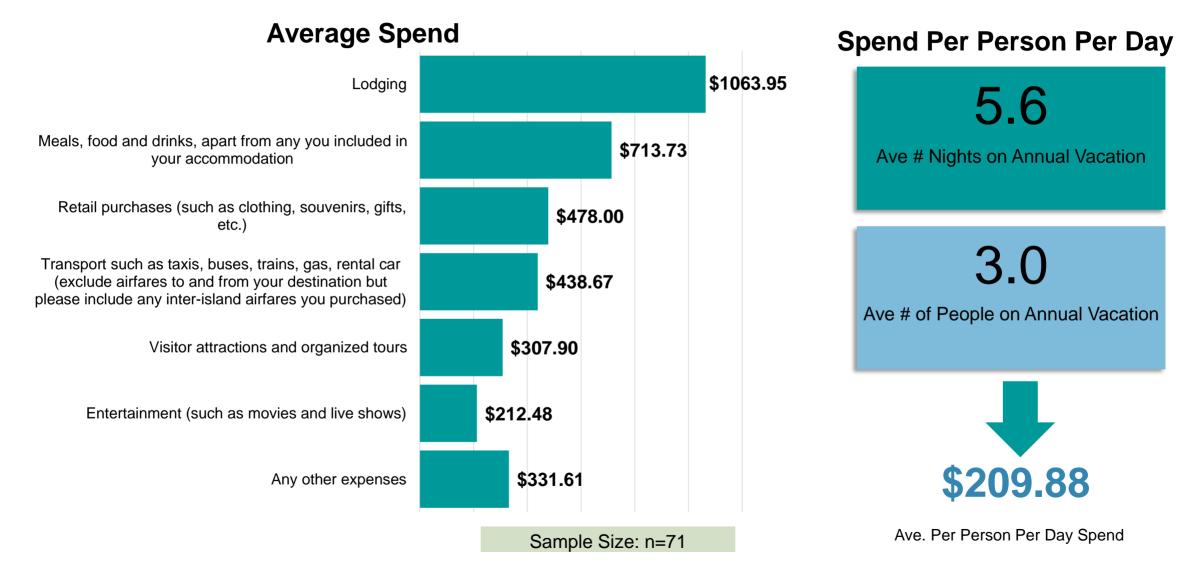
8

#### **Distance Travelled on Annual Vacation**



December 05, 2023 How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

## U.S. Avid Travelers \$100k+: Annual Vacation

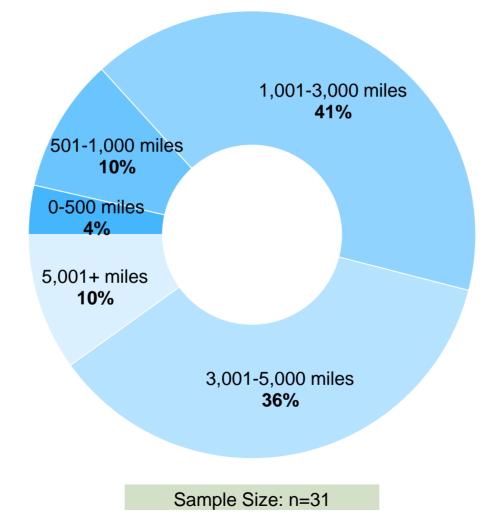


9 December 05, 2023 b

How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation in total for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

### U.S. Avid Travelers \$150k+: Annual Vacation

#### **Distance Travelled on Annual Vacation**



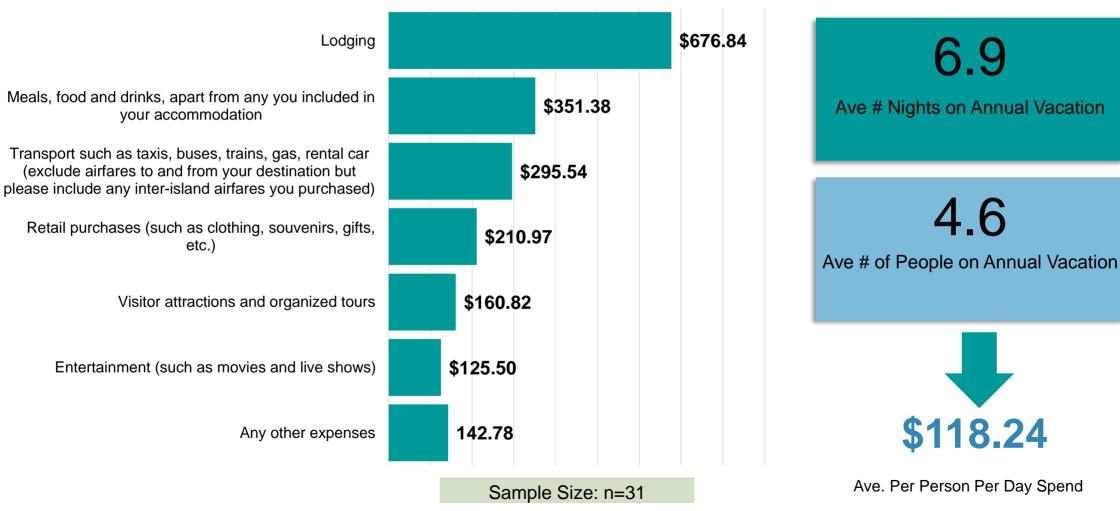
December 05, 2023 How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

### U.S. Avid Travelers \$150k+: Annual Vacation

#### **Average Spend**

December 05, 2023

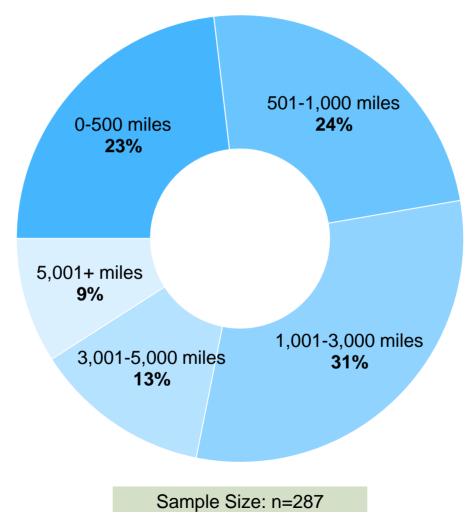
#### **Spend Per Person Per Day**



How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

## U.S. Long-Distance Travelers: Annual Vacation

#### **Distance Travelled on Annual Vacation**



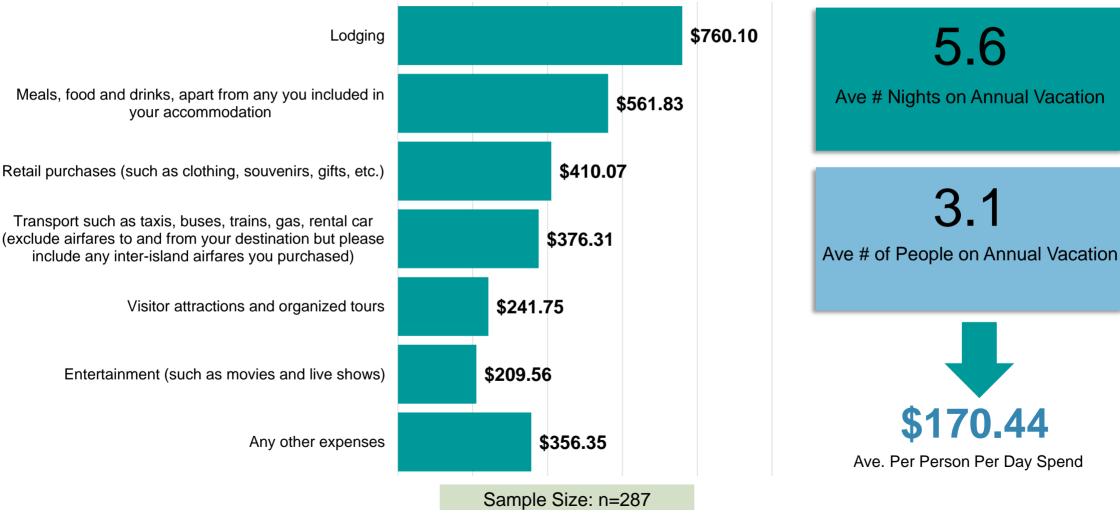
December 05, 2023 How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

## U.S. Long-Distance Travelers: Annual Vacation

#### **Average Spend**

December 05, 2023

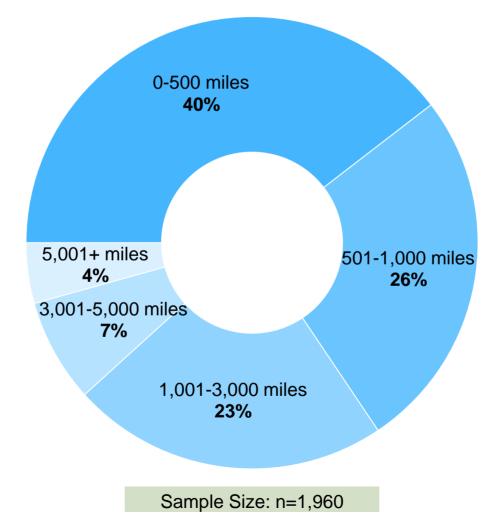
#### Spend Per Person Per Day



How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation in total for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

### U.S. Nat Rep: Annual Vacation

#### **Distance Travelled on Annual Vacation**



December 05, 2023 How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

## U.S. Nat Rep: Annual Vacation

#### **Average Spend**

December 05, 2023

#### **Spend Per Person Per Day**



How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

### **U.S. - Importance of Travel Factors**

		Very Impo	rtant 5	
	US: Avid Traveler \$100k+	US: Avid Traveler \$150k+	US: Long-Distance Air Traveler under 55	US Market
Value for money	51%	49%	58%	60%
Comfort and accessibility	41%	31%	55%	55%
Natural attractions/activities	53%	58%	55%	47%
Family friendly locations and activities	47%	44%	54%	46%
Opportunity to experience local restaurants/businesses	52%	35%	50%	42%
Cultural attractions	54%	44%	46%	39%
Entertainment and nightlife	34%	36%	39%	30%
Consideration of sustainable principles	31%	38%	34%	25%
Sample Size:	n=71	n=31	n=287	n=1,960

### U.S. Avid Travelers \$100k+: Importance of Travel Factors

	Value for money	Comfort and accessibility	Natural attractions/ activities	Family friendly locations and activities	Opportunity to experience local restaurants/ businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles
Very Important 5	51%	41%	53%	47%	52%	54%	34%	31%
■4	37%	39%	27%	30%	36%	35%	31%	22%
■3	9%	16%	18%	16%	9%	7%	28%	25%
2	3%	4%	2%	4%	3%	2%	4%	12%
Not very Important 1	0%	0%	0%	3%	0%	1%	3%	9%

Not very Important 1 2 3 4 Very Important 5

Sample Size: n=71

How important are the following factors in choosing your travel destination? Please rate the following list with 1 = not very important and 5 = Very important | Which activities would you participate in if you take a trip to Hawai'i? December 05, 2023 Select all that apply

### U.S. Avid Travelers \$150k+: Importance of Travel Factors

	Value for money	Comfort and accessibility	Natural attractions/ activities	Family friendly locations and activities	Opportunity to experience local restaurants/ businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles
Very Important 5	49%	31%	58%	44%	35%	44%	36%	38%
■ 4	34%	45%	25%	35%	53%	41%	47%	25%
<b>3</b>	14%	18%	13%	13%	8%	7%	15%	22%
2	4%	7%	4%	7%	3%	5%	1%	13%
Not very Important 1	0%	0%	0%	0%	0%	3%	1%	1%

Not very Important 1 2 Very Important 5

Sample Size: n=31

How important are the following factors in choosing your travel destination? Please rate the following list with 1 = not very important and 5 = Very important | Which activities would you participate in if you take a trip to Hawai'i? December 05, 2023 Select all that apply

### U.S. Long Distance Travelers: Importance of Travel Factors

	Value for money	Comfort and accessibility	Natural attractions/ activities	Family friendly locations and activities	Opportunity to experience local restaurants/ businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles
Very Important 5	58%	55%	55%	54%	50%	46%	39%	34%
■4	27%	27%	25%	23%	31%	30%	33%	26%
■3	11%	14%	14%	13%	13%	16%	21%	23%
2	3%	3%	3%	3%	3%	4%	5%	9%
Not very Important 1	2%	2%	3%	8%	3%	3%	3%	8%

Not very Important 1 2 Very Important 5

Sample Size: n=287

### U.S. Nat Rep: Importance of Travel Factors

20

	Value for money	Comfort and accessibility	Natural attractions/ activities	Family friendly locations and activities	Opportunity to experience local restaurants/ businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles
Very Important 5	60%	55%	47%	46%	42%	39%	30%	25%
■ 4	23%	29%	30%	22%	29%	28%	24%	22%
■3	12%	11%	16%	17%	18%	21%	25%	29%
2	2%	2%	3%	6%	5%	6%	10%	11%
Not very Important 1	3%	3%	4%	8%	5%	6%	11%	13%

Not very Important 1 2 Very Important 5

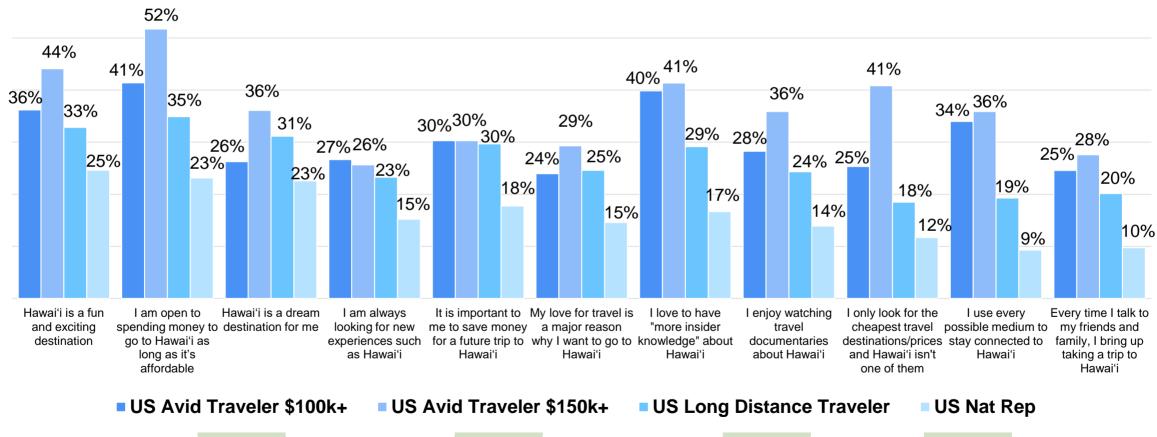
Sample Size: n=1,960

How important are the following factors in choosing your travel destination? Please rate the following list with 1 = not very important and 5 = Very important | Which activities would you participate in if you take a trip to Hawai'i? December 05, 2023 Select all that apply

## U.S. - Hawai'i as an Aspirational Destination

#### Agreement Regarding Hawai'i as a Travel Destination

(Strongly Agree)



Sample Size:

n=71

n=31

n=287



21 December 05, 2023

### U.S. Avid Travelers \$100k+: Hawai'i as an Aspirational Destination

#### **Agreement Regarding Hawai'i as an Aspirational Destination**

on	10%	•	51%	, 0		36%
ble	8%		46%			41%
ne	5%	13%		51%		26%
ai'i	5%	14%		52%		27%
ai'i	6%	17%		43%		30%
ai'i	7%	19%		49%		24%
ai'i		18%	40	1%		40%
ai'i	5%	20%		44%		28%
em	13%	, >	30%	30	)%	25%
ai'i	6% 11	%	24%	25%		34%
ai'i	7%	18%	22%	2	29%	25%

Hawai'i is a fun and exciting destinatio I am open to spending money to go to Hawai'i as long as it's affordabl Hawai'i is a dream destination for m I am always looking for new experiences such as Hawa It is important to me to save money for a future trip to Hawa My love for travel is a major reason why I want to go to Hawa I love to have "more insider knowledge" about Hawa I enjoy watching travel documentaries about Hawai I only look for the cheapest travel destinations/prices and Hawai'i isn't one of ther I use every possible medium to stay connected to Hawa Every time I talk to my friends and family, I bring up taking a trip to Hawa

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

Sample Size: n=71

### U.S. Avid Travelers \$150k+: Hawai'i as an Aspirational Destination

#### Agreement Regarding Hawai'i as an Aspirational Destination

	48%	, D	44%	
	45%		52%	
15%		45%	36%	
10%		61%	26	5%
14%		53%	30%	6
18%		49%	299	%
14%	۷	15%	41%	
27%		34%	36%	
9%	26%	24%	41%	
15%	14%	35%	36%	
18%	15%	36	% 28	%

Hawai'i is a fun and exciting destination I am open to spending money to go to Hawai'i as long as it's affordable Hawai'i is a dream destination for me I am always looking for new experiences such as Hawai'i It is important to me to save money for a future trip to Hawai'i My love for travel is a major reason why I want to go to Hawai'i I love to have "more insider knowledge" about Hawai'i I enjoy watching travel documentaries about Hawai'i I only look for the cheapest travel destinations/prices and Hawai'i isn't one of them I use every possible medium to stay connected to Hawai'i Every time I talk to my friends and family, I bring up taking a trip to Hawai'i

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

Sample Size: n=31

### U.S. Long Distance Traveler: Hawai'i as an Aspirational Destination

#### **Agreement Regarding Hawai'i as an Aspirational Destination**

n	18	%	46%		33%
е	17	%	44%		35%
е	6%	20%	389	%	31%
ʻi	5%	17%	51	%	23%
ʻi	<mark>6%</mark> 5%	19%	419	%	30%
ʻi	8%	20%	4	6%	25%
ʻi	7%	22%	38	8%	29%
ʻi	5% 8%	30%	ó	33%	24%
n	19	9%	33%	26%	% 18%
ʻi	9% 1	2%	35%	24%	% 19%
ʻi	14%	13%	26%	26%	20%

Hawai'i is a fun and exciting destination I am open to spending money to go to Hawai'i as long as it's affordable Hawai'i is a dream destination for me I am always looking for new experiences such as Hawai' It is important to me to save money for a future trip to Hawai' My love for travel is a major reason why I want to go to Hawai' I love to have "more insider knowledge" about Hawai' I enjoy watching travel documentaries about Hawai I only look for the cheapest travel destinations/prices and Hawai'i isn't one of them I use every possible medium to stay connected to Hawai' Every time I talk to my friends and family, I bring up taking a trip to Hawai'

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

Sample Size: n=287

### U.S. Nat Rep: Hawai'i as an Aspirational Destination

#### **Agreement Regarding Hawai'i as an Aspirational Destination**

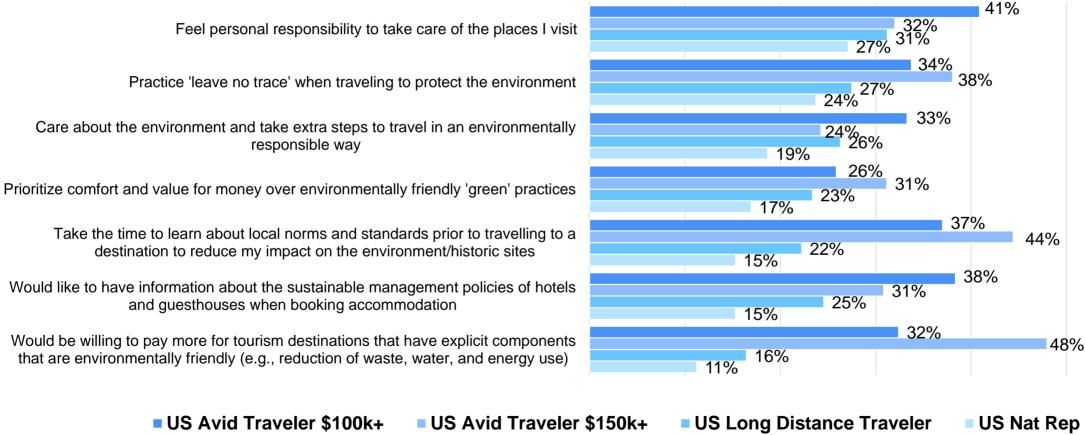
		28%			41%			2	5%	)
<mark>5%</mark> 5%	6	23%			43%			2	3%	6
7%	10%	27	7%		3	3%		2	23%	6
7%	8%	30	%			39%			1	5%
9%	12%	6	30%			32%			18	3%
8%	13%	%	34%	, D		30	)%		,	15%
6%	9%	3	2%			36%			1	7%
7%	11%		38%			3	0%			14%
8%	19	9%		39%			22	2%		12%
149	%	22%			40%			15%		9%
2	20%	2	3%		319	%		16%		10%

Hawai'i is a fun and exciting destination I am open to spending money to go to Hawai'i as long as it's affordable Hawai'i is a dream destination for me I am always looking for new experiences such as Hawai'i It is important to me to save money for a future trip to Hawai'i My love for travel is a major reason why I want to go to Hawai'i I love to have "more insider knowledge" about Hawai'i I enjoy watching travel documentaries about Hawai'i I only look for the cheapest travel destinations/prices and Hawai'i isn't one of them I use every possible medium to stay connected to Hawai'i Every time I talk to my friends and family, I bring up taking a trip to Hawai'i

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

Sample Size: n=1,960

### U.S. - Sustainability and Travel Responsibility Statements Agreement Regarding Sustainable Practices While Traveling (Strongly Agree)



N=31

Sample Size:

n=71

December 05, 2023 Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with the following statements about sustainability of culture and community.

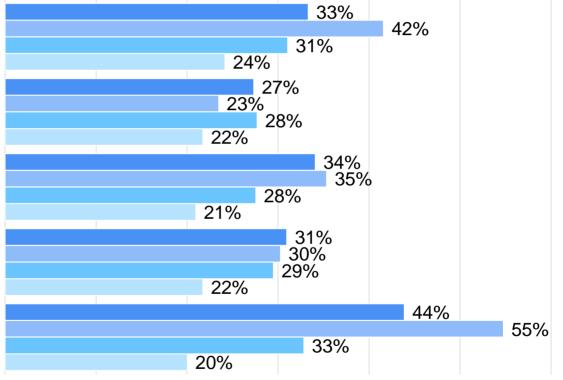
n=287

n=1,960

### U.S. - Sustainability and Travel Responsibility Statements Agreement Regarding Sustaining Local Culture While Traveling (Strongly Agree)

I prefer to shop at local markets and/or make purchases from local artisans & crafts people while traveling I would like to be offered locally sourced food and drink where possible Sustaining the local culture and community is as important as sustaining the environment to me I seek out meaningful experiences with the local population in the places I visit When I travel, I want to understand the destination and 'live like a local' through informed decisions

27



US Avid Traveler \$100k+		er \$100k+ 🛛 = U	S Avid Trave	US Lor	ng Distand	US Nat Rep			
Sample Size:	n=71		n=31			n=287		n=1,960	

December 05, 2023 Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with the following statements about sustainability of culture and community.

### U.S. Avid Travelers \$100k+: Sustainability and Travel Responsibility Statements

#### **Agreement Regarding Sustainable Practices While Traveling**

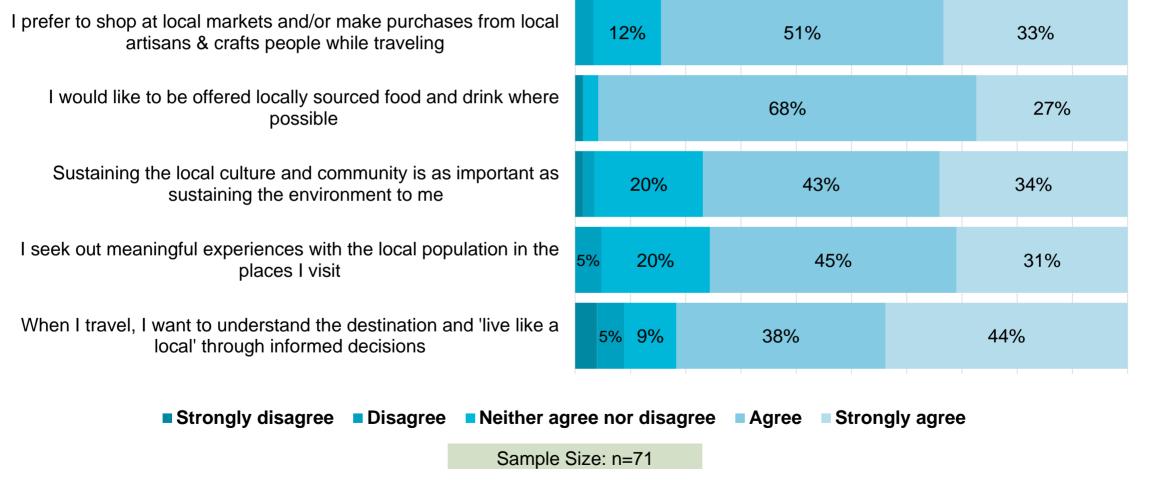
Feel personal responsibility to take care of the places I visit					51%		41%
Practice 'leave no trace' when traveling to protect the environment			15%		44%		34%
Care about the environment and take extra steps to travel in an environmentally responsible way	5%	%	21%	6	39%		33%
Prioritize comfort and value for money over environmentally friendly 'green' practices	8	3%	2	1%	43%		26%
Take the time to learn about local norms and standards prior to travelling to a destination to reduce my impact on the environment/historic sites	6%	%	12%		44%		37%
Would like to have information about the sustainable management policies of hotels and guesthouses when booking accommodation	8%	, <b>(</b>	9%	15%	30%		38%
Would be willing to pay more for tourism destinations that have explicit components that are environmentally friendly (e.g., reduction of waste, water, and energy use)	5%	10	%	20%	32%		32%
Strongly disagree	ee r	nor	disag	ree 🗖	Agree Strongly	agree	

Sample Size: n=71

Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with the following statements about sustainability of culture and community.

### U.S. Avid Travelers \$100k+: Sustainability and Travel Responsibility Statements

#### Agreement Regarding Sustaining Local Culture While Traveling



December 05, 2023 Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with the following statements about sustainability of culture and community.

### U.S. Avid Travelers \$150k+: Sustainability and Travel Responsibility Statements

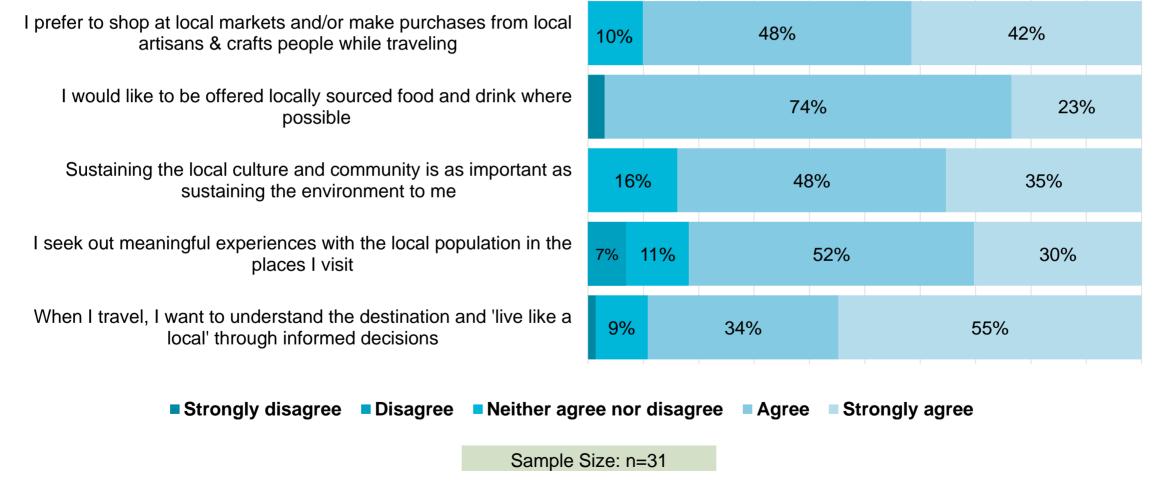
#### **Agreement Regarding Sustainable Practices While Traveling**

Feel personal responsibility to take care of the places I visit			32%				
Practice 'leave no trace' when traveling to protect the environment	8%	% 54%			38%		
Care about the environment and take extra steps to travel in an environmentally responsible way	5%	25% 46		%	24%		
Prioritize comfort and value for money over environmentally friendly 'green' practices	7%	<mark>% 8%</mark> 52%			31%		
Take the time to learn about local norms and standards prior to travelling to a destination to reduce my impact on the environment/historic sites	10%		45%		44%		
Would like to have information about the sustainable management policies of hotels and guesthouses when booking accommodation	12%	6% 9%	42%		31%		
Would be willing to pay more for tourism destinations that have explicit components that are environmentally friendly (e.g., reduction of waste, water, and energy use)	8%	8%	32%		48%		
Strongly disagree	ee nor	disagree	Agree Stror	ngly agree	)		
Sample Size: n=31							

December 05, 2023 Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with the following statements about sustainability of culture and community.

### U.S. Avid Travelers \$150k+: Sustainability and Travel Responsibility Statements

#### Agreement Regarding Sustaining Local Culture While Traveling



December 05, 2023 Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with the following statements about sustainability of culture and community.

### U.S. Avid Travelers Long Distance Traveler: Sustainability and Travel Responsibility Statements

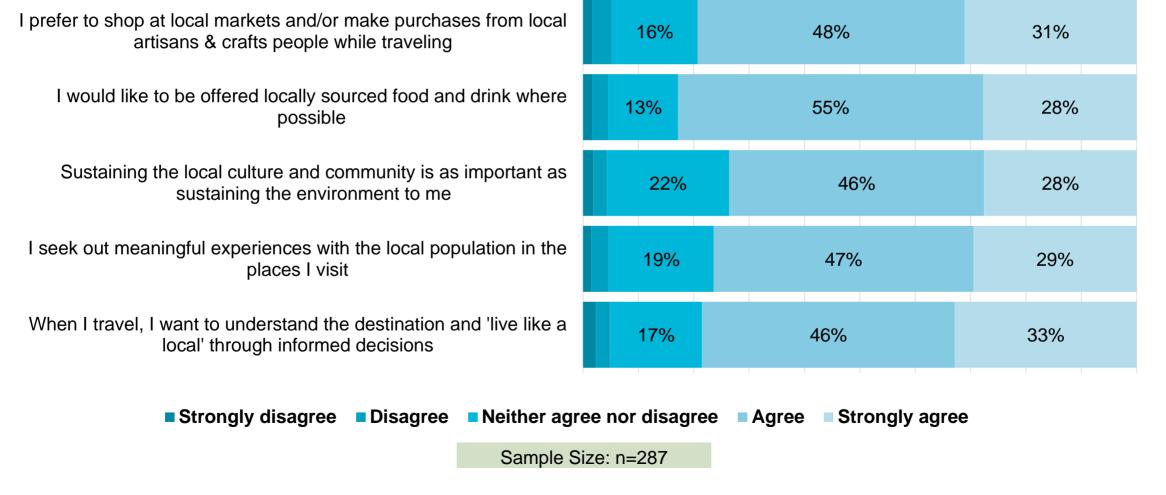
#### **Agreement Regarding Sustainable Practices While Traveling**

Feel personal responsibility to take care of the places I visit	6%	8%		52%		31%	
Practice 'leave no trace' when traveling to protect the environment	<mark>6%</mark> 5%	6	20%		42%	279	6
Care about the environment and take extra steps to travel in an environmentally responsible way	<mark>6%</mark> 5%	6	20%		42%	269	%
Prioritize comfort and value for money over environmentally friendly 'green' practices	6% 1	0%	22%		39%	23	3%
Take the time to learn about local norms and standards prior to travelling to a destination to reduce my impact on the environment/historic sites	<mark>6%</mark> 69	% 1	6%		51%	2	2%
Would like to have information about the sustainable management policies of hotels and guesthouses when booking accommodation	9%	9%	20%		37%	25	%
Would be willing to pay more for tourism destinations that have explicit components that are environmentally friendly (e.g., reduction of waste, water, and energy use)	6%	14%	2	28%	35'	%	16%
Strongly disagree	ee nor	disa	gree 🔳 A	gree S	trongly agre	e	

Sample Size: n=287

### U.S. Avid Travelers Long Distance Traveler: Sustainability and Travel Responsibility Statements

#### Agreement Regarding Sustaining Local Culture While Traveling



December 05, 2023 Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with the following statements about sustainability of culture and community.

### U.S. Avid Travelers Nat Rep: Sustainability and Travel Responsibility Statements

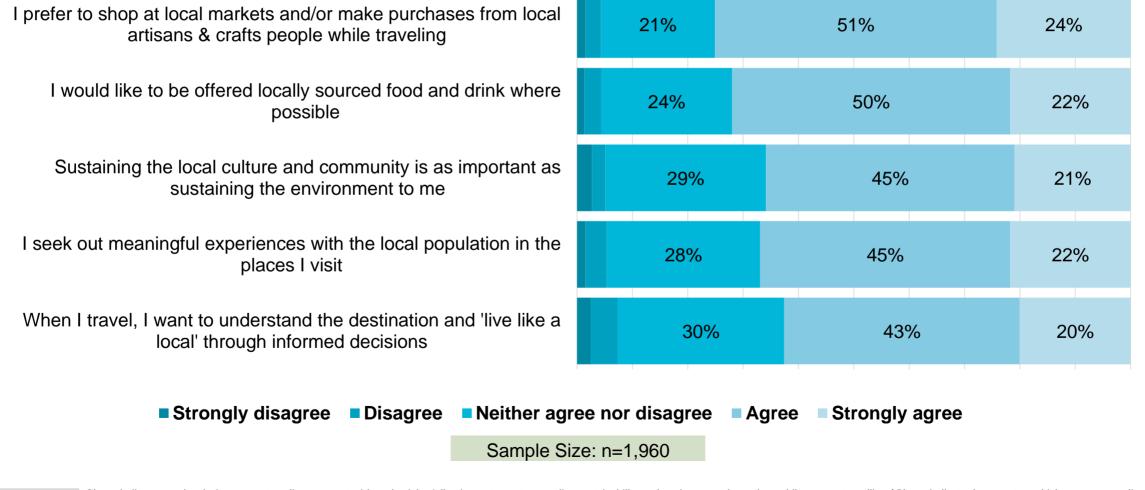
#### **Agreement Regarding Sustainable Practices While Traveling**

Feel personal responsibility to take care of the places I visit		1	5%		52	%		27	′%
Practice 'leave no trace' when traveling to protect the environment	5	5%	25	5%		43%		2	4%
Care about the environment and take extra steps to travel in an environmentally responsible way	5%	7%		29%		4	.0%		19%
Prioritize comfort and value for money over environmentally friendly 'green' practices		129	%	32%	6		35%		17%
Take the time to learn about local norms and standards prior to travelling to a destination to reduce my impact on the environment/historic sites	5%	9%	, 0	30%			40%		15%
Would like to have information about the sustainable management policies of hotels and guesthouses when booking accommodation	9%	%	12%	3	31%		33%		15%
Would be willing to pay more for tourism destinations that have explicit components that are environmentally friendly (e.g., reduction of waste, water, and energy use)	9%	%	17%		35%		29%	)	11%
Strongly disagree	ee r	nor c	lisagre	ee 🗖 Ag	jree 🔳 S	Strongly	agree		

Sample Size: n=1,960

### U.S. Avid Travelers Nat Rep: Sustainability and Travel Responsibility Statements

#### **Agreement Regarding Sustaining Local Culture While Traveling**

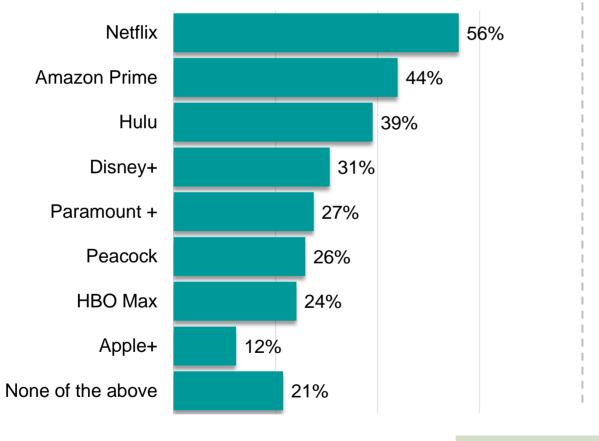


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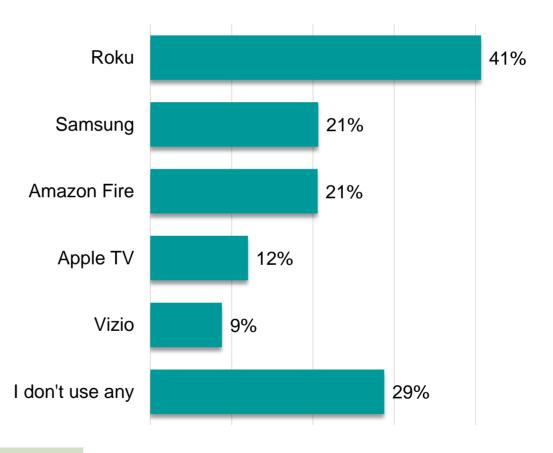
Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with the following statements about sustainability of culture and community.

### U.S. Media Consumption

#### **Streaming Platforms Used Weekly**



#### **Connected Device Used**



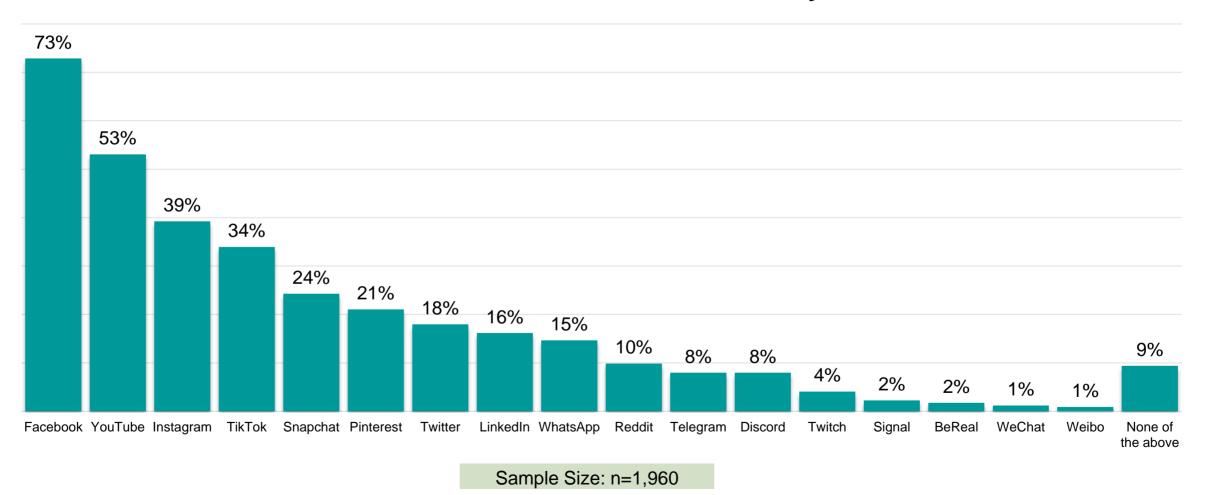
#### Sample Size: n=1,960

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply** 

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### U.S. Media Consumption

#### **Social Media Platforms Used Weekly**



Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply** 

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### U.S. Media Consumption

#### **Travel Destination Source of Awareness**

Friends/Family	47%
Online	37%
Social Media	37%
TV commercials	29%
YouTube	27%
TV Program/Documentary	22%
Email	15%
Radio	10%
Newspaper	9%
Out of home advertising (e.g. Poster Billboards, bus shelter advertisements, etc.)	7%
I don't recall	15%

# Actions Taken After Seeing an Ad for a Destination

I search for information about the destination online	45%
I talk to friends/family about the destination	33%
I go to the destination's website	31%
I look up the destination on social media	20%
I book travel to the destination almost immediately	7%
I don't do anything	21%
None of the above	8%

#### Sample Size: n=1,960

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply**