Ipsos Travel Barometer

A Consumer and Business Travel Sentiment Index

Use the *Ipsos Travel Barometer* to understand future travel intentions before most 'rear-view mirror' indicators do and provide unique insights into consumer behaviors in the travel sector. The *Ipsos Travel Barometer* offers continuous monthly tracking of travel issues that impact consumer willingness and ability to travel such as time availability, financial barriers, and perceptions on affordability of travel. These timely insights help you fine-tune merchandising and marketing messages for a variety of travel products and services.

Why use the Ipsos Travel Barometer?

It's Continuous…Data for the *Ipsos Travel Barometer* is collected each month from an online survey with US adults who have taken at least one trip in the past 12 months. The monthly results are summarized into a quarterly report with 1,000 completed surveys.

It's Flexible…Your custom questions may be added to the *Ipsos Travel Barometer* survey at any time with quick turn-around of results. A custom report may be prepared at an additional cost with your results profiled across the wealth of demographic and travel behaviors collected in the survey (by region, age, type of travel, time period, etc.).

It's Actionable…The *Ipsos Travel Barometer* survey regularly tracks many travel behaviors such as the number and types of trips planned and the timing of travel products and services purchased. These insights help you discover new travel offers for your consumer target segments.

It's Cost Effective…The *Ipsos Travel Barometer* report is value priced at $5,000 for the annual subscription. Alternatively, quarterly reports may be purchased separately.

Deliverables

Your annual subscription to the *Ipsos Travel Barometer* includes four quarterly reports with indices for individual questions as well as the overall travel index, plus a detailed written report with supporting charts for all data. The topics feeding into the travel index include:

- Level of travel expected in next 12 months compared to previous 12 months
- Interest in traveling in next six months
- Likelihood of traveling in next six months
- Perceived ability to travel based on time availability
- Perceived ability to travel based on personal finances
- Perceptions of the affordability of leisure travel

More travel behaviors covered in the *Ipsos Travel Barometer* include:

- Number of trips taken in past 12 months for leisure and business purposes
- Types of trips consumers are interested in taking and the timeframe
- Likelihood of taking specific types of trips in the next six months
- Travel products needed for next trip and status of purchase
- Activities consumers plan to engage in on their next trip

The Ipsos Travel Barometer Index

Each quarter, Ipsos will roll-up results of travel intentions, impact of availability, finances and affordability, along with travel intentions and timing across more than 15 trip types to come up with an overall index. Results of these measures will be weighted according to the economic importance of each travel category, and rolled up in order to provide an ongoing measure of the future health of this industry.

Hot Topics Section

Each quarter, the *Ipsos Travel Barometer* survey features one or two 'hot' topics based on current events in the travel industry, such as the impact of the H1N1 virus (swine flu), vacation trends, and more.

For more information about the *Ipsos Travel Barometer,* please contact:

Mary Kaye O'Brien
Vice President
Ipsos Marketing – Travel
marykaye.obrien@ipsos.com
425.586.5589

Dave Pierzchala
Vice President
Ipsos Marketing – Travel
dave.pierzchala@ipsos.com
778.373.5006

About Ipsos Marketing – Travel

Whether your focus is on business or leisure travelers, suppliers or intermediaries – Ipsos Marketing's travel and tourism practice understands the true dynamics of your market. Our dedicated travel and tourism experts provide customized design and analytic expertise for challenges such as market segmentation, new product development and brand health. Ipsos' research specialists also offer syndicated studies specific to your industry, and always deliver actionable insights that help you grow your business.

Our team of market research professionals has experience managing strategic and tactical research on behalf of dedicated clients, an international reputation and a passion for travel and tourism research.

Learn more at
www.ipsosmarketing.com/industryservices/travel.aspx

About Ipsos in North America

Ipsos is one of the fastest growing market research companies in the U.S., market leader in Canada, and among the most trusted research brands in North America. With more than 1,500 professionals and support staff in the U.S. and Canada, Ipsos offers a suite of survey-based services – guided by industry experts and bolstered by advanced analytics and methodologies – in advertising, customer loyalty, marketing, media and public affairs research, as well as forecasting, modeling, and consulting. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services.

Visit our website at
www.ipsosna.com