GoogleThe 2012 affluentGoogletraveler

Google/Ipsos OTX MediaCT U.S., July 2012

Methodology

- Google commissioned OTX, an independent marketing research company, to conduct a travel tracking study to better understand the role travel plays in the lives of U.S.
- Respondents completed a 21 minute attitude & usage survey into travel habits and attitudes. If qualified, respondents were routed to one of four deep dive sections: Airline, Cruise, Lodgings, and Car Rental
- Interviews were conducted from 4/24/12 to 5/17/12 yielding a total sample of 5,000 consumers who have traveled at least once for leisure reasons (or a minimum of 3 times for business purposes) in the past six months
- An augment of 1,500 affluent leisure travelers and 1,000 cruisers were also recruited

Google

Traveler types defined



Leisure traveler has taken at least one trip for leisure in the past 6 months

Business traveler has taken at least three trips for business in the past 6 months Affluent traveler has taken at least one trip for leisure in the past 6 months and has a household income of \$250K+

Key findings

- The **Internet continues to be the most prevalent tool** for Affluents when planning travel, as they decrease their use of traditional sources such as print, TV and radio. Most use **search engines as their go-to sources** of information.
- 2 Affluent Travelers continue to **increase their use of smartphones and tablets** to research travel. 1 in 2 Affluents has booked travel on mobile devices **due to its convenience.**



Affluents **consult different types of online videos** throughout the planning process, and in many cases videos **prompt their destination decision**.



Comparison shopping continues to be high in Affluent Travelers for flights, hotels, car rentals and cruises.

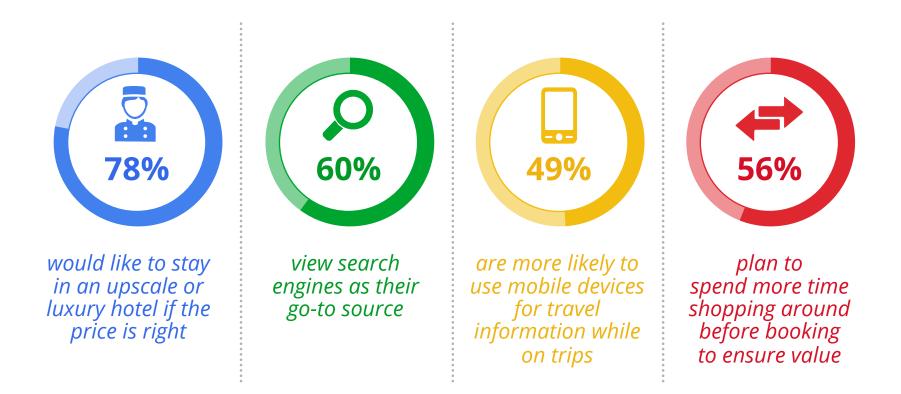


The most popular loyalty programs among Affluents are **air and hotel programs. 87% are somewhat or very loyal** to their programs.

Affluent traveler attitudes and online behavior

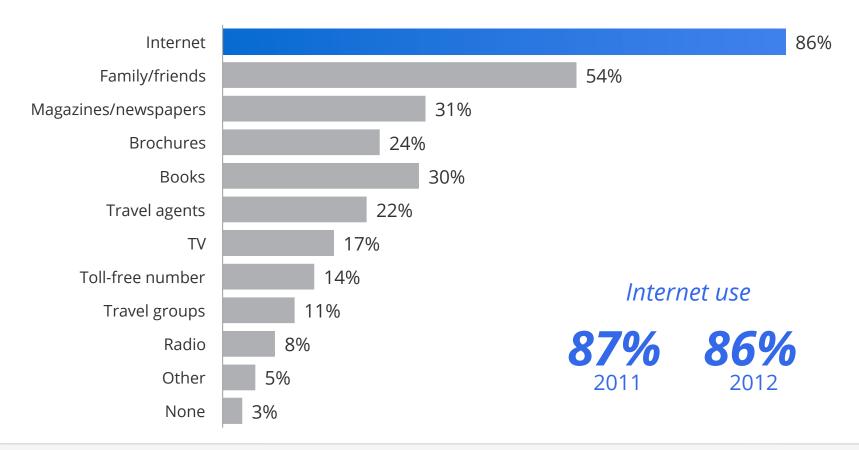
Affluent traveler mindset

Agreement with 'next year' vacation statements



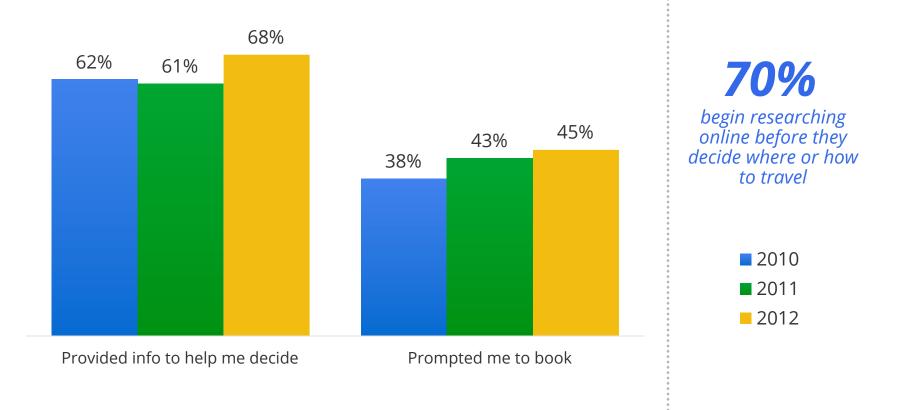
Affluent travelers shift from offline media, continue to use the internet the most

Sources used by affluent travelers to plan travel



Affluents leverage the internet more for decision making and booking vs. just research

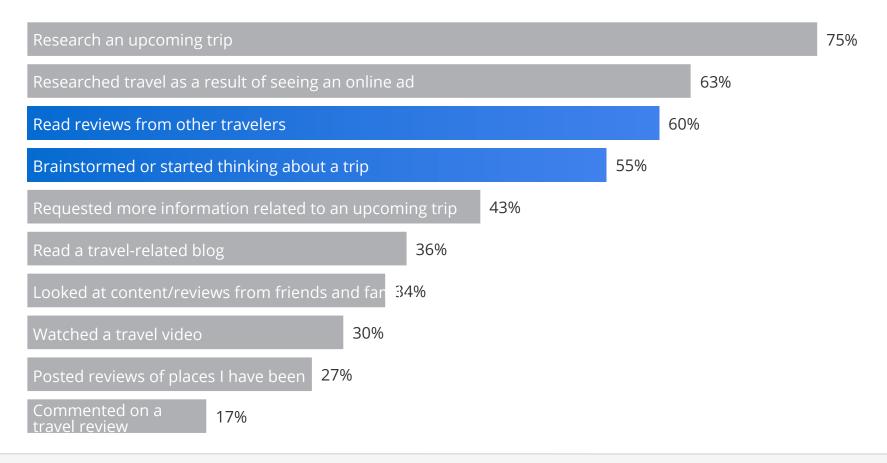
Effect of the internet on trip planning



Source: Google Travel Study, April-May 2012, Ipsos MediaCT. (Q8) Listed below are some of the sources that you typically use to plan personal or leisure/business trips. Please indicate the statements which you feel apply to each source of information. 2010 N=937; 2011 N=1600; 2012 N=1614 . Base: Used Internet/Word of Mouth/TV/Magazines/Newspapers/Radio as Sources to Plan Trips. Pull stat: (Q21) Here are some (more) statements that may or may not describe your attitudes and opinions related to travel. Please indicate how much you agree or disagree with each statement. N=1274

Affluent use of the internet for reviews and travel inspiration increasing compared to 2011

Top 10 online travel-related activities



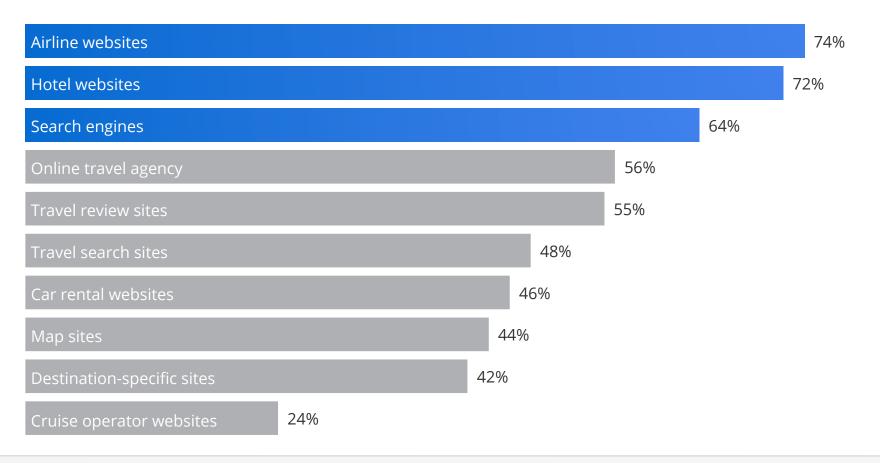
Source: Google Travel Study, April-May 2012, Ipsos MediaCT

(Q4) Which of the following have you done online in the past 6 months? (Select ALL that apply). N=1724

Base: Total Respondents, Green = Same level or significant increase from 2011 at the 95% confidence level.

Affluent travelers continue to prioritize brand sites and search engines for trip planning

Top 10 online sources used

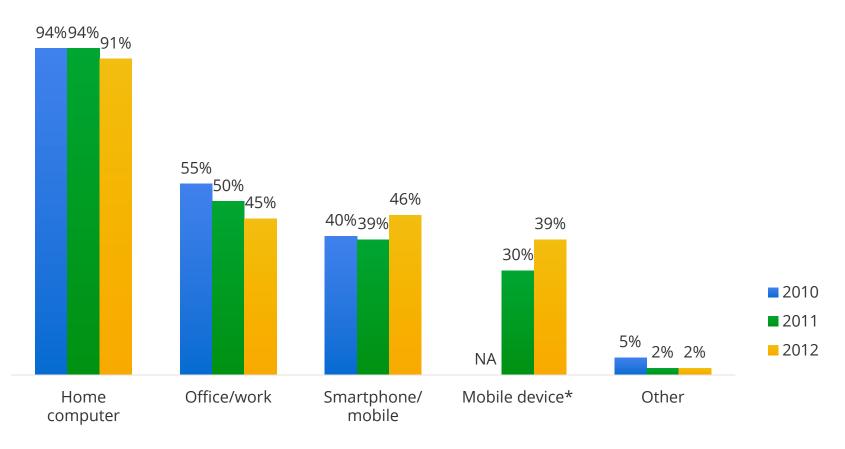


Source: Google Travel Study, April-May 2012, Ipsos MediaCT (Q10) Which of the following online sources do you typically use to plan personal or leisure/business trips? N = 1485 Base: Leisure Respondents who Used Search as Source to Plan Trip

Affluent mobile usage

Affluent use of mobile devices for travel increasing

Where travel-related information is accessed



Source: Google Travel Study, April-May 2012, Ipsos MediaCT

(Q9) From which of the following do you access the Internet for travel-related information when planning your personal/business trips? *Changed in 2012 from "mobile phone/device to Smartphone/tablet"

Base: Use Internet to Plan Trip 2010 N=827; 2011 N=1442; 2012 N=1485



76%

of affluent travelers use a smartphone, mobile device or tablet to access the internet

59% use a mobile device

use a mobile device to access travel information*

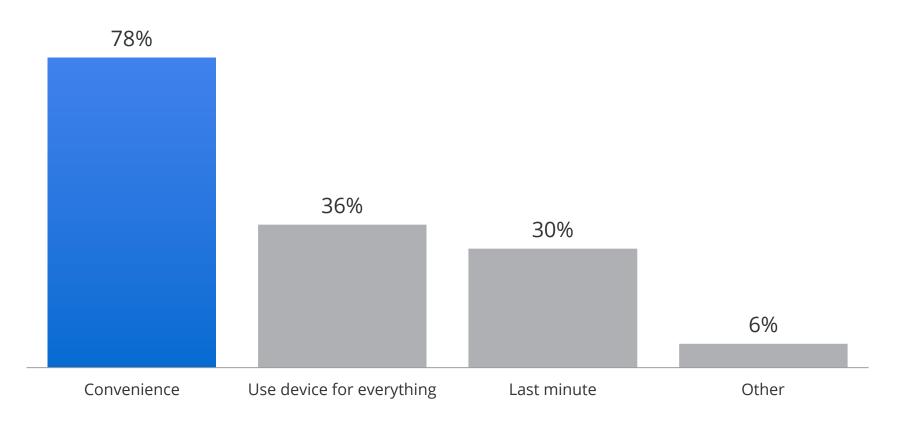
Source: Google Travel Study, April-May 2012, Ipsos MediaCT

MOBILE1. Which of the following devices do you use to access the internet? (Select all that apply)

9. From which of the following do you access the Internet for travel-related information when planning your "personal or leisure trips" OR "business trips"? (Select ALL that apply) N=1637. *42% smartphone, 39% tablet, N=1415

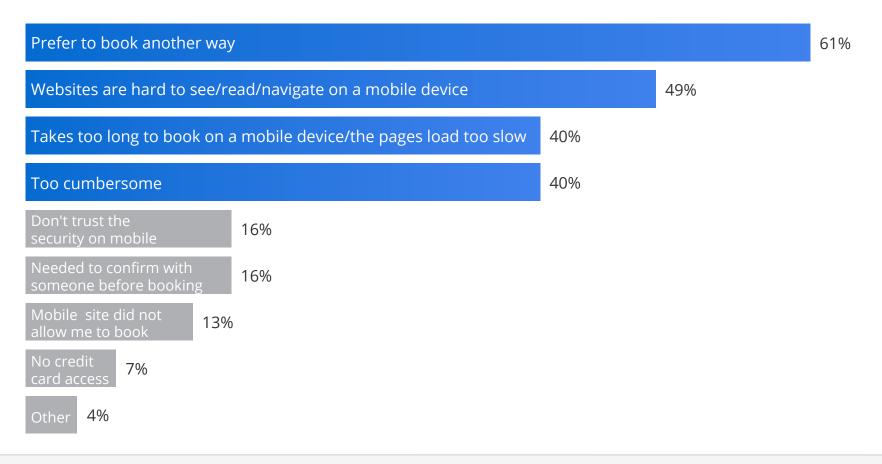
1 in 2 affluents has booked travel on mobile devices, largely due to convenience

Reasons for mobile travel bookings



Personal preferences and challenging navigation limit affluent bookings on mobile devices

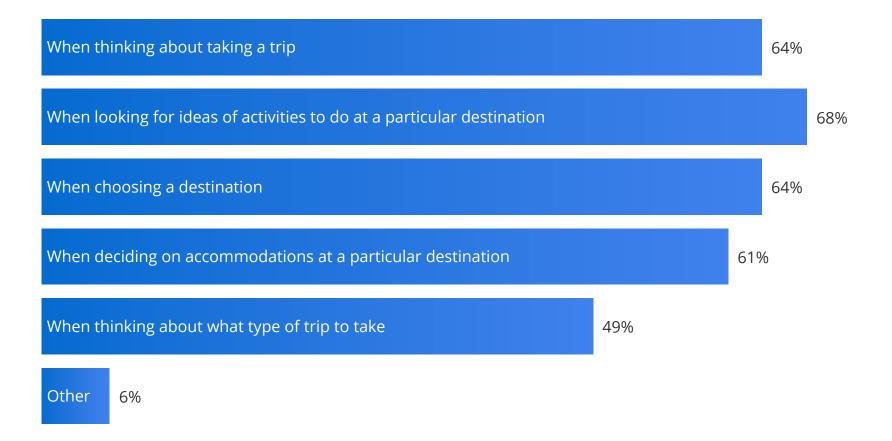
Reasons for not booking on a mobile device



Source: Google Travel Study, April-May 2012, Ipsos MediaCT (MOBILE4) Why have you not booked travel on a mobile device in the past year? Base: Mobile users who did not book using mobile N=502

Affluent video usage

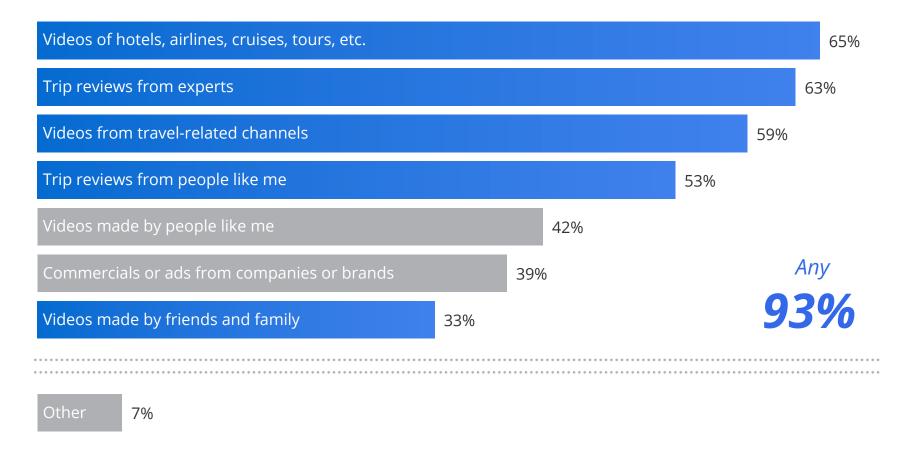
Affluent travelers view videos throughout the travel planning process



Source: Google Travel Study, April-May 2012, Ipsos MediaCT (Q5) At what points in your travel planning process do you view videos online? Base: Watched/uploaded/commented on travel videos online N=786

Affluent travelers value a variety of videos

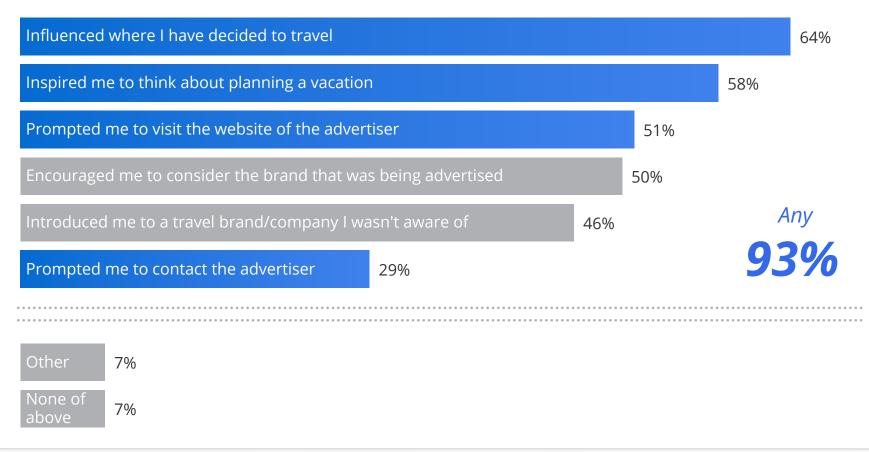
Travel-related video content watched



Source: Google Travel Study, April-May 2012, Ipsos MediaCT (Q6B) Specifically, what types of travel-related videos do you watch online? (Select ALL that apply) Base: Watched/uploaded/commented on a travel -related videos N=786

Online video prompts affluent travel decisions

How video has influenced affluents



Source: Google Travel Study, April-May 2012, Ipsos MediaCT (Q6c) Thinking about online videos, how would you say watching them has influenced the way you think about, plan, or book travel? Online videos have... Base: Watched/uploaded/commented on a travel -related videos, N=786



1in3

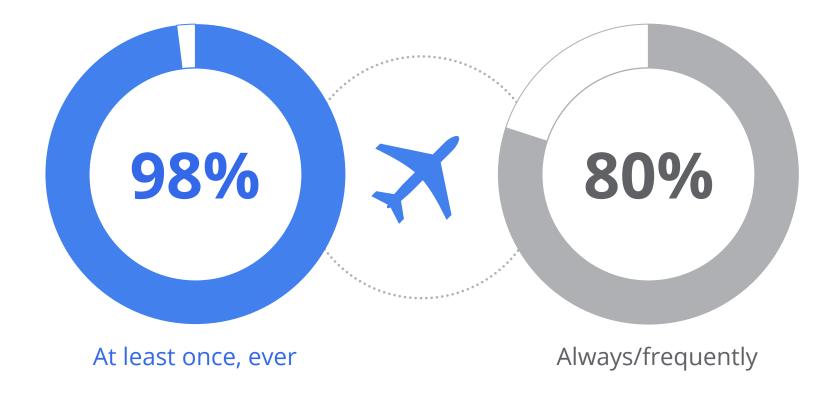
affluent travelers enjoys filming videos of their travels

Source: Google Travel Study, April-May 2012, Ipsos MediaCT (Q21) Here are some (more) statements that may or may not describe your attitudes and opinions related to travel. Please indicate how much you agree or disagree with each statement. N=1724

Affluents and flights, hotels, car rentals and cruises

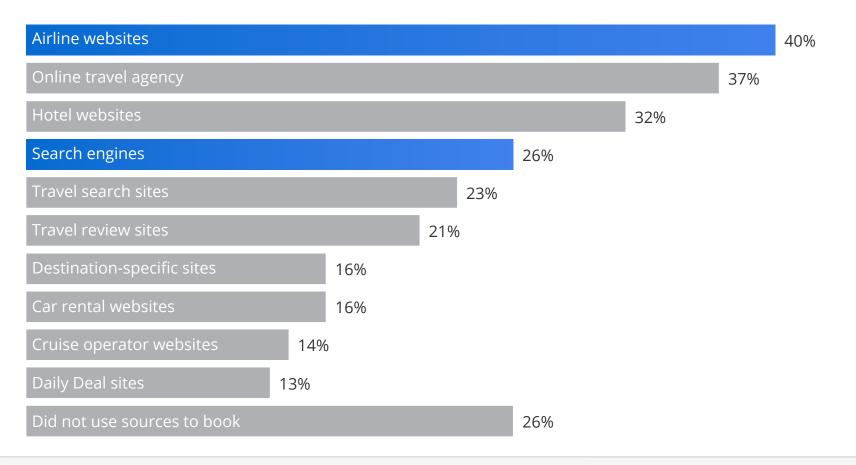
Affluent travelers frequently comparison shop for airline tickets

Frequency of online comparison shopping for airline tickets



Affluent travelers look to airline websites to research travel packages

Top 10 online sources affluent travelers use to research packages

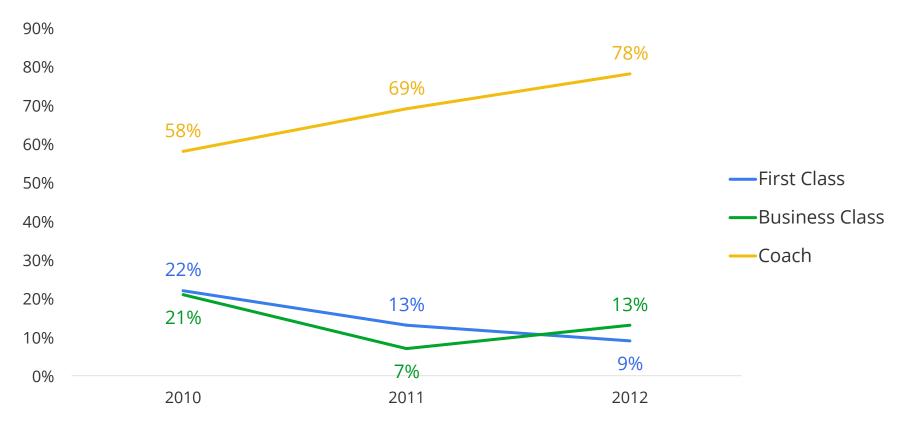


Source: Google Travel Study, April-May 2012, Ipsos MediaCT

(PACKAGE1) Please think specifically about travel packages (any combination of air, hotel, car or cruise). Do you ever use any of the following online sources to plan/look 23 for information on travel packages? Base: Typically use internet to plan travel N= 1485.

The number of affluent travelers typically flying coach has increased year over year

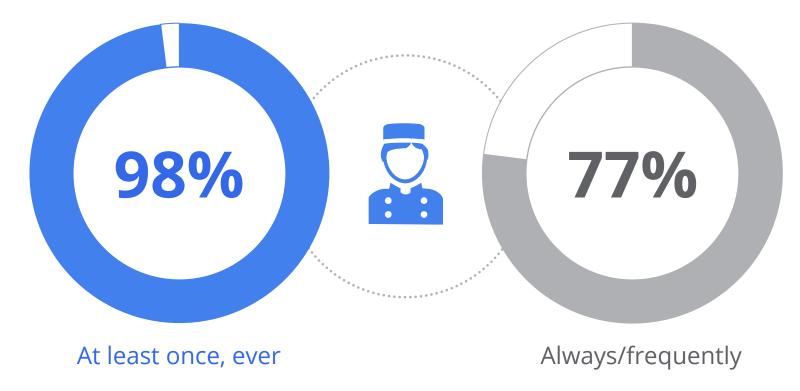
Type of seat typically purchased on a flight by affluent travelers



Source: Google Travel Study, April-May 2012, Ipsos MediaCT (QA6) When flying for leisure/business reasons, which type of seat do you typically purchase? Base: Airline Quota. 2010 n=459, 2011 n=823, 2012 n=401.

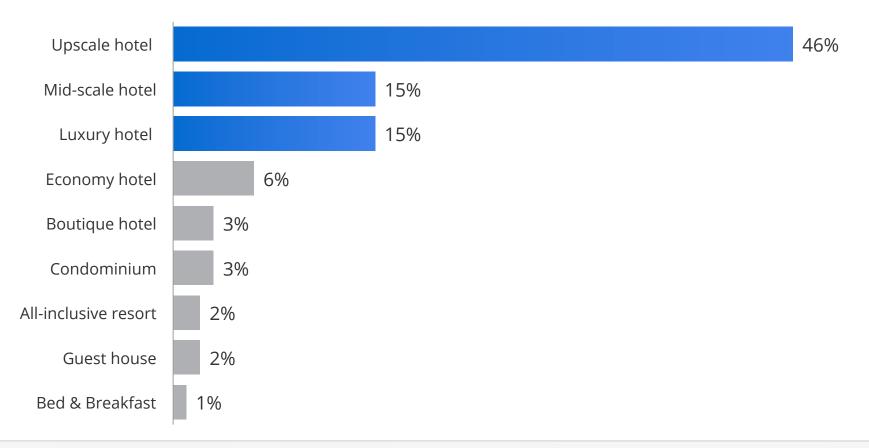
Affluent travelers frequently comparison shop for hotels

Frequency of online comparison shopping for lodging/ accommodations



Upscale hotels remain the most popular type of accommodation among affluent travelers

Types of lodging typically used

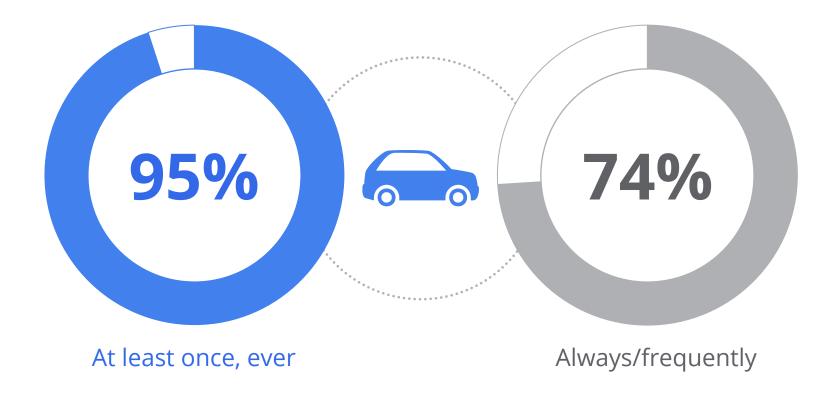


Source: Google Travel Study, April-May 2012, Ipsos MediaCT

(QH4) When traveling for personal/business reasons, in which of the following types of lodging establishments do you typically stay? N=391

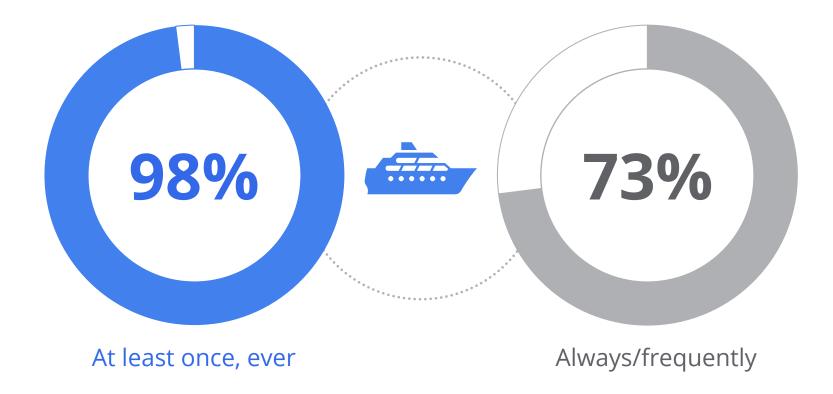
Affluent travelers frequently comparison shop for car rentals

Frequency of online comparison shopping for rental cars



Affluent travelers frequently comparison shop for cruises

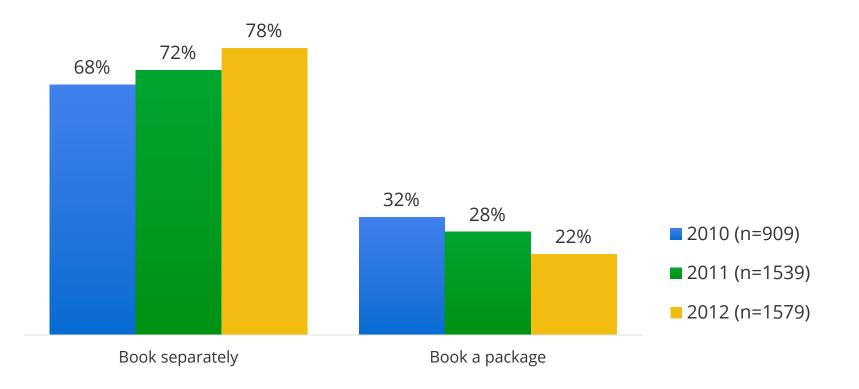
Frequency of online comparison shopping for cruise



Affluents and travel packages/deals

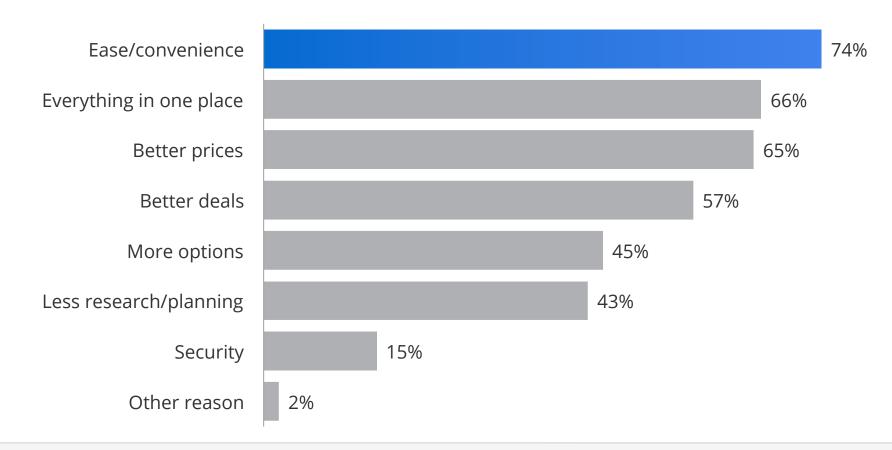
Affluent travelers opt to book trip components separately

Vacation booking method



OTAs are valued more for ease/convenience than for prices and deals

Reasons for using an OTA

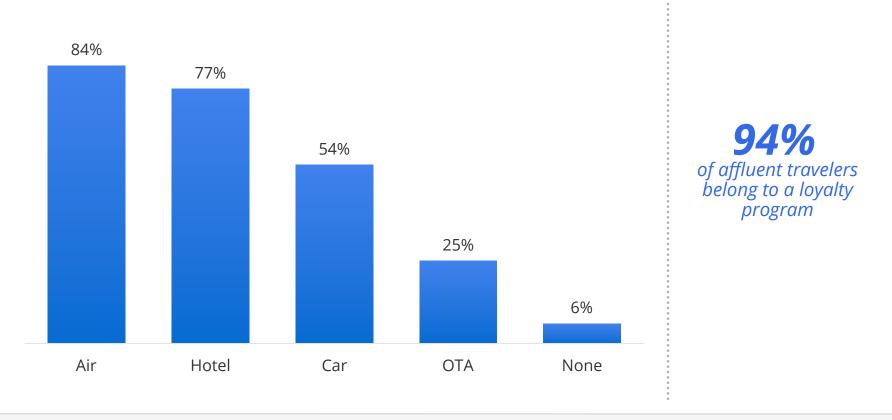


Source: Google Travel Study, April-May 2012, Ipsos MediaCT (Q10c) Why did you use an online travel agency website to book your travel? Base: Used online travel agency N=295

Affluent travelers and loyalty programs

Nearly all affluent travelers belong to a travel loyalty program

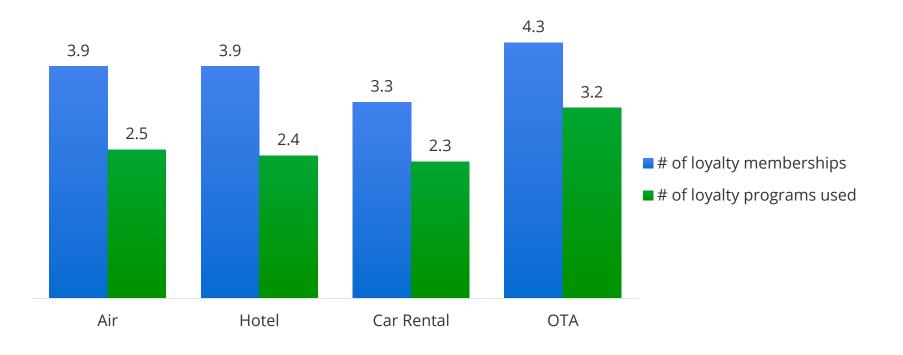
Percentage of affluent travelers who belong to travel loyalty programs :



Source: Google Travel Study, April-May 2012, Ipsos MediaCT (C1) Which, if any, of the following travel-related loyalty/rewards program do you belong to?

Affluent travelers enroll in and use many loyalty programs across all areas of travel

Average number of travel loyalty programs to which affluent travelers belong and use at least once per year



Source: Google Travel Study, April-May 2012, Ipsos MediaCT

(Loy1) How many travel-related loyalty/rewards programs of each type do you belong to and, of those, how many do you use regularly, at least once per year? Base: Belong to a rewards program: N = floating 245 – 1,453.

Affluent travelers are strongly motivated by free future benefits

Reasons for sign ups

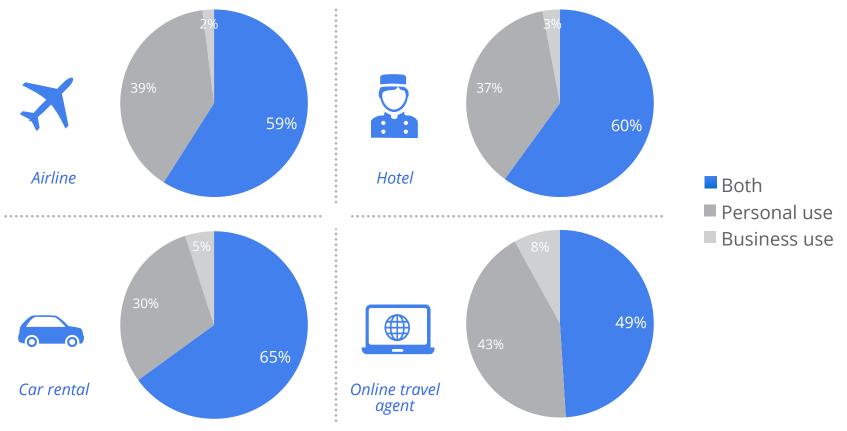
I sign up so I can earn free flights, hotel rooms, rental cars etc in the future 79% I took out a credit card that 37% is tied to a loyalty program 27% I researched & decided on 21% 18% purchase with a company 12% 3%

Source: Google Travel Study, April-May 2012, Ipsos MediaCT

(Loy3) In general, why do you sign up for travel- related loyalty/rewards programs? Please select all that apply. Base: Belong to a rewards program N=1614

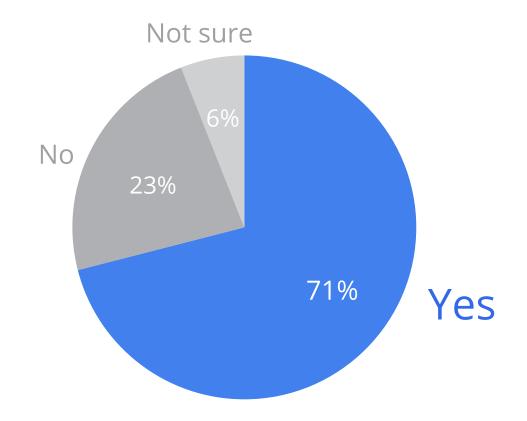
Affluents use loyalty memberships for both business and pleasure, maximizing their value

How affluent travelers use their loyalty programs



Affluent travelers download apps of loyalty programs that they belong to

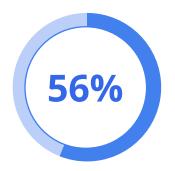
Downloaded loyalty program app



Source: Google Travel Study, April-May 2012, Ipsos MediaCT

Q: Have you downloaded an app from a company with which you are a loyalty member in the past year? (n=434, downloaded an app in the last year and belong to a rewards program) Base: Downloaded an app in the past year and belong to a rewards program N = 434

Most affluent travelers are loyal to programs that they belong to



Somewhat loyal

"I usually book with companies for which I have a loyalty/rewards membership but occasionally will book with another company if the price is better."



Very loyal

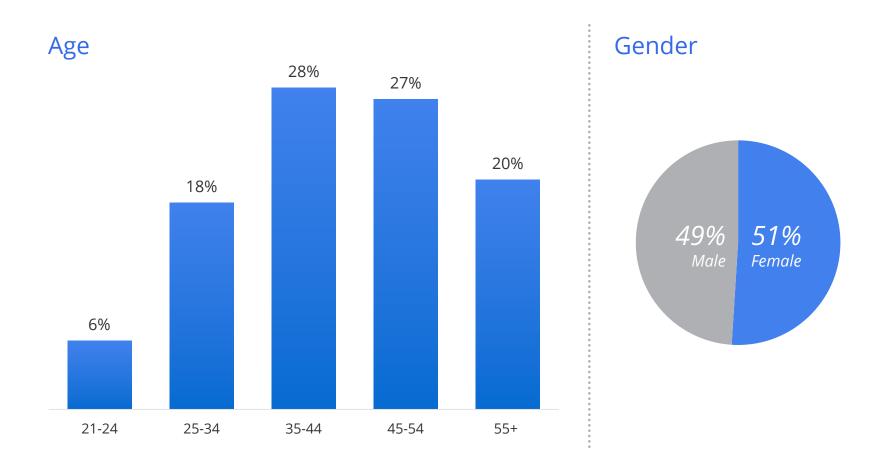
"I always book with companies for which I have a loyalty/ rewards membership with, regardless of cost."

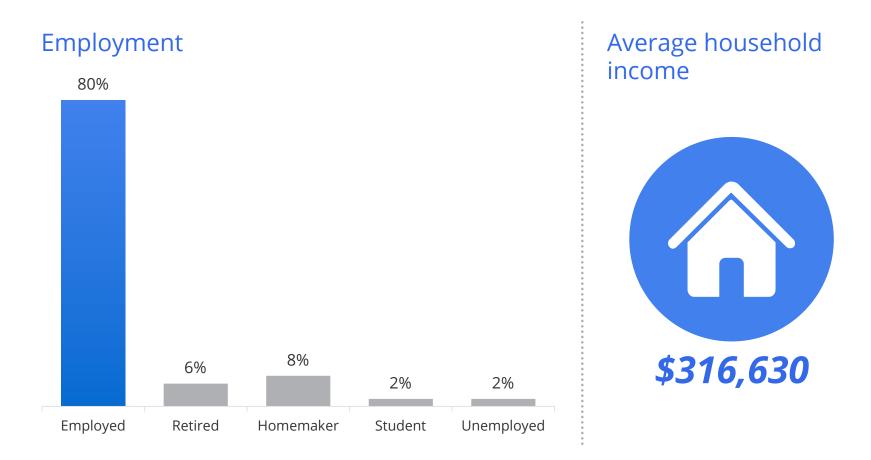


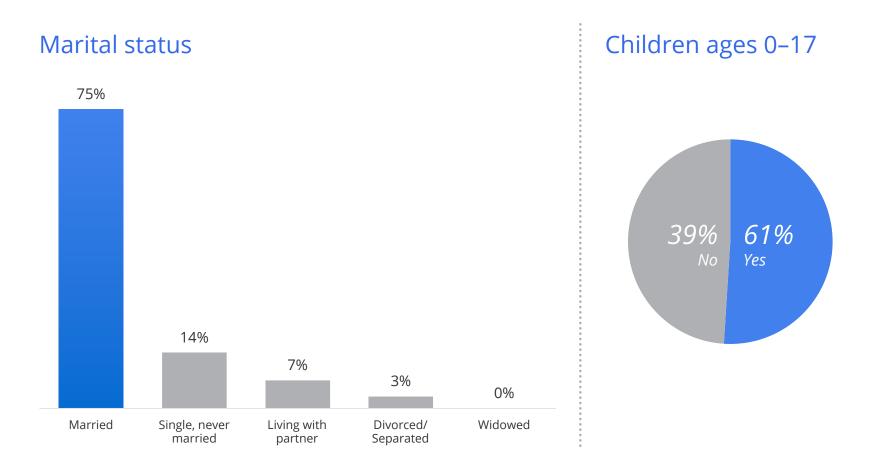
Not very loyal

"I will book with whichever company provides the best price for my travel regardless of what loyalty/ rewards memberships I may have."

Demographics







Google

