

## SUMMARY OF VIATOR / HARRIS INTERACTIVE SURVEY OF CONSUMERS

### Traveler Behavior Related to Travel Activities, Events and Tours

As summer travel season gears up, all leading indicators show more travelers are taking trips this year than in recent years. And, many more say they are booking their trip activities before they leave home. The implication: The increase in demand and advance bookings is limiting availability for some tours as both consumers and tour operators attest. Travelers are advised to book in advance to save time, money and headaches caused by disappointment.

#### Trip activities are essential for most travelers, topping "Most Memorable" part of last vacation

- Of those online adults who have traveled somewhere for vacation, 93% say they have participated in local activities at their vacation destination.
  - The most notable highlight of travelers' last vacation was destination activities (e.g. guided tours, shows and museums) (47%) followed by accommodations (30%), restaurants (29%) and shopping (18%). (Source: Nov. 2006 Harris/Viator poll)

#### More people researching and booking trip activities in advance than in recent years

- One-third (33%) of travelers say they are "more likely" to book trip activities in advance than they were three years ago.
  - Slightly more (39%) households with children say they are more likely than three years ago to purchase activities in advance compared to those without children (30%)
  - Most vacation travelers (84%) have researched activities in advance of their vacation while about 3 in 4 travelers (76%) report they have previously booked activities in advance.
- Travelers are doing more research online than through other channels in advance of travel
  - 81% say they have researched activities online vs. nearly 70% who have done so somehow other than online (e.g. by phone, through a travel agent, local visitor's bureau, through a hotel concierge)
- 2 in 3 are booking activities in advance either online (65%) and through other channels (63%)

#### Time, Money and Budgeting top reasons people are booking in advance.

Of those who ever research or book destination activities in advance of their vacation, the top five reasons cited for all respondents were:

- TIE To save time (54%) and To save money (54%)
- To budget accordingly (52%)
- To not miss out on interesting activities they may otherwise not find out about at the destination (48%)
- To know their itinerary before they go (46%)
- To avoid waiting in line (45%)

#### Gender influences motivation: Women want to stick to the budget while Men do so to save time

- Women rank – stick to budget (57%), save money/best deal (56%), save time (52%)
- Men rank – save time (57%), save money/best deal (53%), stick to the budget (48%)

#### House holds with children follow women's priorities

- HH w/children rank – stick to budget (58%) – save money/best deal (57%) and save time (55%)

### **But many travelers still gamble with availability**

Nearly two in five vacation travelers (39%) say they have tried to purchase tickets for a local activity but were forced to alter their plans or forgo the activity because it was sold out on the day/time they wanted to go

- About one in four (24%) reported this has happened multiple times
- Reinforcing a common stereotype, women are more frequent/better travel planners, with significantly more men (45%) reported being affected by a sell out than women (33%).

### **Once burned, traveler's lesson has affected planning behavior**

Of those respondents who report they've previously missed out on an activity while on a trip:

- 88 percent say they book activities in advance (*whether online or somehow other than online*) compared to over half of travelers who have never had to alter plans (61 percent).
- 42 percent are now more likely to book their trip activities in advance of travel than they were three years ago, more so than those who haven't experienced the same disappointment (25 percent).

<sup>1</sup> This survey was conducted online within the United States by Harris Interactive on behalf of Viator Inc. between May 17 and May 21, 2007 among 2,637 adults (aged 18 and over). Figures for region, age within gender, education, household income and race/ethnicity were weighted where necessary to bring them into line with their actual proportions in the population. The data were also weighted to be representative of the online population of U.S. adults on the basis of Internet usage (hours per week) and connection type. With a pure probability sample of 2,637, one could say with a ninety-five percent probability that the overall results would have a sampling error of +/- 3 percentage points. Sampling error for data based on sub-samples would be higher and would vary. However, that does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.