

D.K. Shifflet & Associates Ltd.

Contacts:

Carrie Campbell  
Jim Caldwell

7115 Leesburg Pike  
Falls Church, VA 22043  
Info@DKSA.com  
703.536.0581  
703.536.0933  
Fax 703.536.0580



**D.K. Shifflet  
& Associates Ltd.**

*Excellence in Travel Intelligence* ®

# CLIENT DIRECT RELEASE<sup>SM</sup>

**Hot** Information You Can Use Before It Goes To The General Press - Doug Shifflet

## DKS&A Uncovers Leisure Travel & Entertainment Opportunity

Falls Church, VA, May 14, 2003: Today we are releasing our latest travel research findings showing that

***Americans seek leisure travel combined with entertainment as an antidote to life's current stresses***

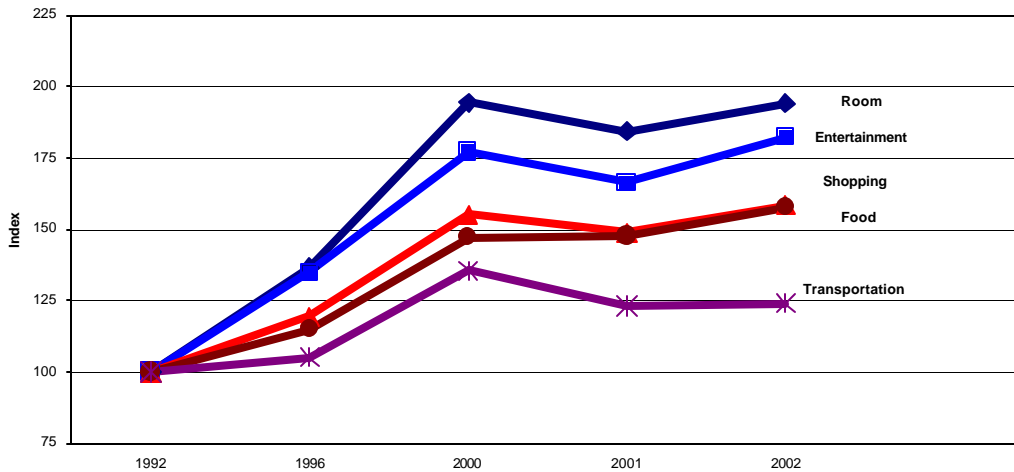
Leisure travel hit an all time high in 2002, surpassing the previous peak in 2000. While business travel has remained extremely weak, the strong leisure travel pattern has only been suppressed in the early months of '03 because of increased anxiety caused by the Iraq War, terrorism, SARS, corporate governance, and continuing economic concerns. However this short term leisure travel suppression only increases the demonstrated pent up demand shown last year. The combination of ongoing stresses creates the desire to *get away from it all both physically and mentally.*

Key to taking advantage of the leisure travel surge is understanding how such travel has changed. People are now more likely to research their trip earlier, but book later. Their goal is to minimize risks while increasing fun. Uncontrolled risks lead to 'generalized anxiety', which people seek to reduce by keeping control in their own hands. The **security risk** is reduced by keeping personal control in transportation (driving not flying), traveling to safer places, and visiting people they know well (closer to home, less urban and re-connecting with friends/family ). The **financial risk** is reduced by spending less on transportation and trading-down in hotel use - unless the 'deal' is so good they can trade-up while keeping the cost down.

Reducing risk, however, only reduces anxiety. It does not put joy in lives that need a lift. To add fun they keep traveling for leisure and have significantly increased spending on **entertainment**. In fact, entertainment spending is not just up in '02, for both business and leisure travel it has reached the highest level ever (since we began this monthly measurement more than 10 years ago). Among leisure travelers, '02 is up over '01 by 8%, and up 18% among the remaining business travelers. Not only is entertainment spending up, but **dining and shopping** spending, two related favorite American pastimes, has grown significantly among leisure travelers.

[more](#)

### USA Leisure Travel Expenses Index (1992 Index Base)



Source: D.K. Shifflet & Associates, Ltd.

Leisure travel expectations are up this summer and our data shows that of the few who plan to travel less, only 10% are doing so because of safety concerns – economic issues still dominate. Americans' desire for stress reduction combined with travel deals, the pleasure of friends plus entertainment will clearly put Americans back on the road.

Our analysis suggests that: Now is NOT the time to cut back on advertising – it IS the time to promote leisure travel business. Further, hotels, destinations, parks, rental car and other companies can leverage their leisure market revenue by focusing on value-added promotions tied to entertainment, rather than by discounting alone. Now is the time to actively woo the leisure traveler to gain both market share and guest loyalty.

# # #

D.K. Shifflet & Associates Ltd., with Washington DC offices in Falls Church, VA, is the leading provider of large scale, monthly consumer travel data through its ***DIRECTIONS<sup>®</sup> Travel Intelligence System<sup>SM</sup>***, which contacts a projectable sample of more than 120,000 US Households for each month of the year, every year, with more than 10 years of history.

For more information, please contact your D.K. Shifflet & Associates Ltd. account representative.