



# D.K. Shifflet & Associates Ltd.

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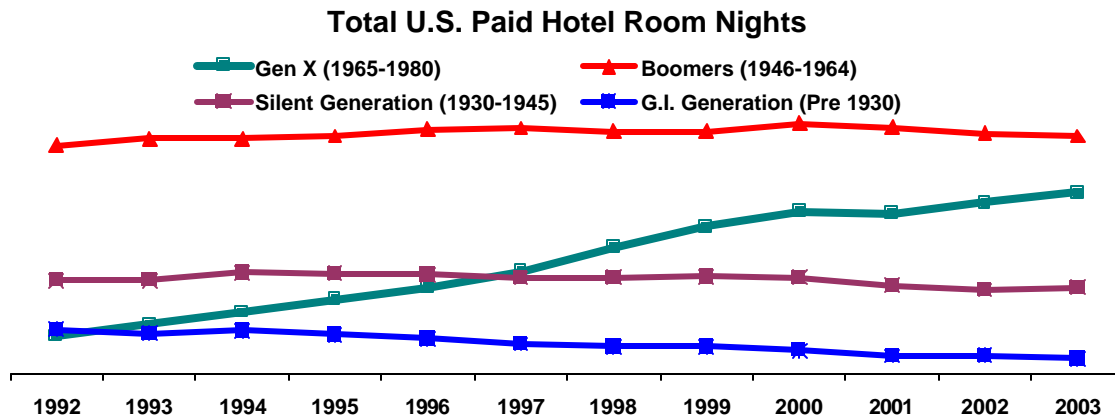
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### GEN X HEADS FOR HOTEL DOMINANCE

Falls Church, VA, 7 May 2004:

New data from D.K. Shifflet and Associates, Ltd. shows that the much-maligned Generation X has been accelerating their travel and is fast becoming the critical target market for the travel and lodging industry. While Gen X comprises only 29% of the U.S. population over the age of 18, this generation is responsible for two thirds (65.9%) of the leisure hotel room-nights increase since 2001 (49 million added room-nights).

“Maligned no more and a candidate to be the popular focus of travel product and services, Gen X is truly the up and coming generation”, said Doug Shifflet, President and CEO of DKS&A. “In fact”, he continued, “while all other generations pulled back on their total room nights since 2001, the growth from Gen X in paid accommodations, more than mitigated those declines, and pulled the industry into positive territory.”



“Further, Gen X was the only generation to increase business room-nights since 2001,” Shifflet noted. Gen X business room-night volume was up 3.8%, while the Boomer business room-nights dropped 10.9% (a Boomer decline of more than 27 million room nights).

Boomers are currently generating the most room nights, but their market dominance is declining as they contribute less to the business travel market and more of them retire. “It is now time for the travel industry to understand this new traveler generation since they will soon eclipse their elders in share of room nights,” Shifflet concluded. Long overshadowed by the Baby Boomers, it appears that Generation X is now becoming a driving force in the lodging industry.

D.K. Shifflet & Associates Ltd., a leading travel research firm located in Falls Church, VA, for over 20 years has provided the most complete consumer based travel data on U.S. citizens and their travel worldwide. DKS&A Directions® Travel Information System<sup>SM</sup> collects detailed travel data from over 60,000 households for each month of the year. The DKS&A satisfaction and value brand benchmarks for all hotel chains, airlines, rental cars, cruise lines and destination cities have become the industry standards.