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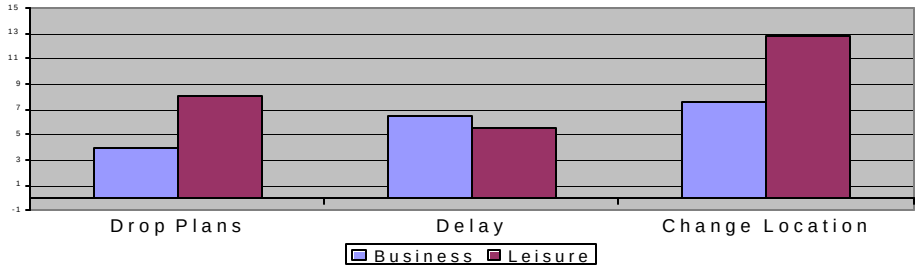
# Client DIRECTRELEASE℠

## Increased Terror Threat Level Changes Travelers' Plans

Falls Church, VA, 14 January 2004: Twenty five percent of travelers say they change their travel plans when the government increases threat levels, according to a study by D.K. Shifflet and Associates Ltd. (DKS&A), a Washington, DC, travel research firm.

"The negative impact is greater on Leisure Travel than on Business Travel with twice as many Leisure Travelers saying they drop their travel plans (8%), while Business Travelers are more likely to simply delay their travel," said Douglas Shifflet, President and CEO of DKS&A. "In fact, the most common change for both groups is to move to a perceived 'safe location'," he said. (see chart below)

**THREAT IMPACT ON TRAVEL**
**(Source D.K. Shifflet & Associates Ltd.)**




"While we are pleased that most travelers do not change their plans (71% of Leisure Travelers and 78% of Business Travelers say they do not change their plans), it must be noted that when more than 1 in 10 Leisure Travelers cancel their plans, the decline in revenue results in a significant loss for many companies and creates a tax revenue problem for the perceived 'less safe' destinations," Shifflet added.

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D.K. Shifflet & Associates Ltd., in Falls Church, VA, is the recognized leader in providing the most complete consumer based travel data on U.S. citizens and their travel worldwide. With almost 20 years of monthly U.S. population travel behavior and attitude measurement, 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. (www.dksa.com)

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