Travelport Americas Traveller Research – July/August 2017

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Objective

Understand the "end traveller" to secure a position of authority to support PR and thought leadership around the four themes with proprietary research

Methodology

Online survey conducted by Toluna Research across 19 countries restricted to individuals who have taken at least one return flight in the last year

Respondents

Overall sample of 11,000 respondents across 19 markets in the Americas, Europe, APAC and MEA.

The Americas

Respondents per country:

500

1,000

500

500

500

Storyboard

	ONCE UPON A TIME… (Personas)	HE/SHE ALWAYS… (Main tasks)	BUT ALWAYS HAD A PROBLEM… (Main issue)	HE/SHE TRIED TO SOLVE IT… (Competing solutions)
Current State	1. Digital Travelers 2. The ever-connected traveler FOMO (fear of missing out) (Leisure travelers and business travelers) 3. Mind the generation gap - There were two groups of travellers who acted very differently depending on when they were born	1. Looked at too many travel apps and different sources of information 2. Need to be connected through their digital devices 3. Young – were keen to travel and used their mobiles throughout the entire customer journey but needed help and advice. Where as the elder generation knew exactly what they wanted and were happy to use mobile but usually whilst on their trip, when it was the most convenient medium available	1. Get confused with too much information and overwhelmed with choice – is overloading peoples decision making process and taking too much time 2. Worrying about not having connectivity not knowing what's going on with colleagues, friends and family becomes a pain point – work and leisure blending (staying connected to work whilst on holiday and keep in touch with friends and family via social media when on leisure **and** work trips) 3. Young – even though there were multiple tools to use and they were always to hand there was too much information and they found this frustrating. Older – limited by their own sphere of influence	1. By connecting with there social contacts and using trip review sites that they don't necessarily trust the problem does not get any easier – Alternative facts is an issue. 2. They want to switch off and relax but they want to be connected/fear of missing out - they are conflicted 3. Young – by turning to social media and peer to peer reviews. Older – go ahead and book within comfort zone
	BUT HE/SHE WISHED THAT… (Potential solutions)	UNTIL ONE DAY… (Brand exposure)	UNLIKE HIS/HER SOLUTION… (Brand differentiator)	HIS/HER WISH CAME TRUE: TO… (Customer's aspiration)
Future State	1. They could find their perfect digital solution to simplifying their trip with little or no effort and be happy (Appy) 2. They could get rid of the conflict - do they turn the phone off or stay connected 1. Young – they could trust the sources of information available. Older – didn't need to limit their sphere	1. They discovered a travel professional that helped them through the maze of choices 2. The norm today is being connected and wifi and low cost roaming enables this however data still need to be mined by the user though many apps 3. Young – they learnt to stop letting the process overwhelm them and trust the experts, reviews became qualified as they knew the reviewer had travelled to the place. Older generation – used personalized/targeted content to help them discover a different relevant journey	1. Curated / personalized offers that interest them - right offers at the right time – upsell cross sell. As well as relevant travel information to enhance the travel experience and drive loyalty 2. They need time out to really switch off so maybe limiting phone time on leisure trips make sense – and they can relax safe in the knowledge that wifi and charge points are available throughout their journey so they can access as and when 3. Young - realized that more is not always better. In fact when they trust the advice given then they do not need to waste time researching every possible detail and becoming overwhelmed and frustrated with the process	1. A single source for the right content for them 2. Traveller needs to have the option to always be connected (with a working charged device) and given the choice to disconnect on their terms. 3. Young – a simplified process using the travel professional and personalized advice they trusted

Traveller profile - frequency of travel

Frequent Travellers: on average respondents have taken 4.4 return flights in the last 12 months

- 97% of the sample have travelled for leisure, on average 2.7 times
- 67% have travelled for business, on average 1.7 times
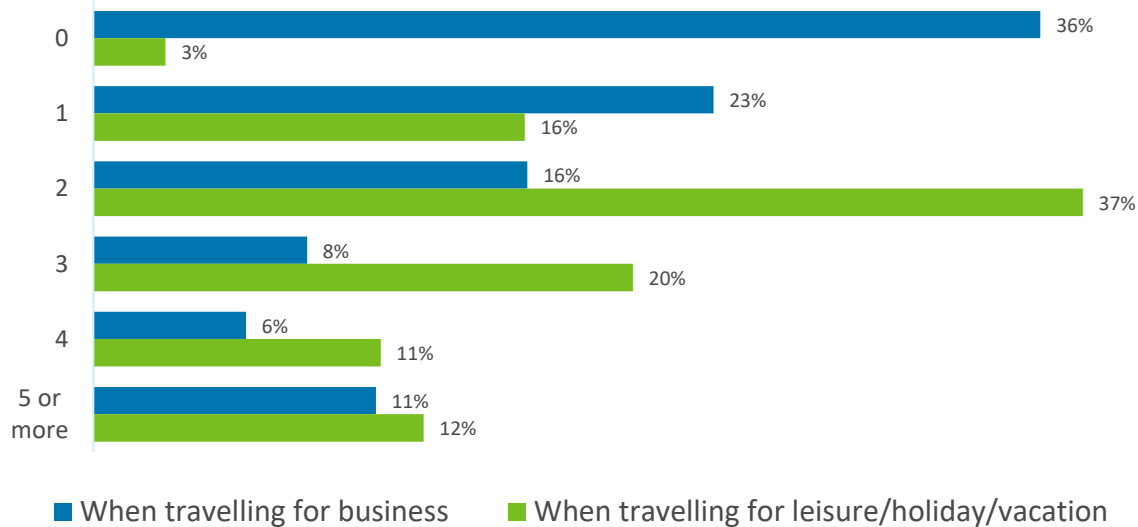
Average of 4.4 return flights in the last 12 months

■ When travelling for business   ■ When travelling for leisure/holiday/vacation

Americas Base: Weighted 2,500 - total 3,000

Travel Research

Travel research – key takeaways

- **Travellers generally use multitude of sources for travel research**
  - Includes both online and offline - significant proportion still turn to travel professionals
  - Actively look for inspiration and thus huge opportunity for suppliers to influence choice
  - Social media is a significant influence – both friends and travel suppliers
  - Travel research is considered fun and exciting (even for 24% of business travellers)
  - Peer-to-peer review sites (eg. Trip Advisor) are the greatest influence

- **Too much information can lead to many frustrations**
  - A lot of confusion, takes too long etc.
  - Mistrust around authenticity of traveller reviews

Q8 - Which of the following methods do you usually use to research trips when travelling for leisure and/or business?

- 80% looking for new and exciting destinations on travel sites
- 80% looking for new destinations based on their interests
- 74% use peer-to-peer reviews
- 42% use voice search – a significant result given how new is this tech

All Americas

Method	Nearly always	Sometimes
Travel booking sites that help you discover new and exciting destinations	32%	48%
Travel sites that help you discover new destinations based on your interests	34%	46%
Review sites	32%	42%
Flight/price comparison sites	34%	40%
Recommendations from travel professionals	25%	47%
Videos and photos posted by friends on Social media eg…	24%	46%
Videos and photos posted by travel brands on Social media eg…	24%	45%
Travel magazines/newspapers	16%	48%
Voice search eg Siri/Alexa/Google Assistant	13%	29%

■ Nearly always ■ Sometimes

Americas Base: Weighted 2,500 - total 3,000

Q8 - Which of the following methods do you usually use to research trips when travelling for leisure and/or business?

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- Review sites used by 79% of USA and 83% of Canada travellers, 90% of those from Brazil use travel sites helping discovering new destinations based on interests, while 81% of those from Colombia and Mexico use Travel booking sites that help discovering new destinations
- There is a significant difference in the ranking of 'Recommendations from travel professionals' between Colombia-Mexico-Brazil (high ranking) and USA-Canada (low ranking)

Country Comparison

Method	Colombia	Canada	Mexico	Brazil	USA
Review sites	62%	83%	70%	79%	79%
Flight/price comparison sites	66%	76%	69%	81%	75%
Travel booking sites that help you discover new and exciting destinations	81%	81%	81%	88%	71%
Travel sites that help you discover new destinations based on your interests	81%	77%	80%	90%	71%
Travel magazines/newspapers	62%	61%	64%	69%	61%
Videos and photos posted by friends on Social media eg…	77%	57%	74%	84%	60%
Recommendations from travel professionals	77%	64%	76%	81%	58%
Videos and photos posted by travel brands on Social media eg…	78%	57%	75%	82%	58%
Voice search eg Siri/Alexa/Google Assistant	39%	36%	46%	48%	41%

■ Colombia ■ Canada ■ Mexico ■ Brazil ■ USA

Americas Base: Weighted 2,500 - total 3,000

Q9 - Which do you think has the greatest influence, by Country

USA	Brazil	Mexico	Canada	Colombia
1. Review sites	Review sites	Recommendations from travel professionals	Review sites	Recommendations from travel professionals
2. Flight/price comparison sites	Recommendations from travel professionals	Review sites	Flight/price comparison sites	Videos and photos posted by friends on Social media
3. Travel booking sites that help you discover new and exciting destinations	Travel sites that help you discover new destinations based on your interests	Travel sites that help you discover new destinations based on your interests	Recommendations from travel professionals	Travel sites that help you discover new destinations based on your interests
4. Travel sites that help you discover new destinations based on your interests	Travel booking sites that help you discover new and exciting destinations	Travel booking sites that help you discover new and exciting destinations	Travel booking sites that help you discover new and exciting destinations	Travel booking sites that help you discover new and exciting destinations
5. Recommendations from travel professionals	Videos and photos posted by friends on Social media	Videos and photos posted by friends on Social media	Travel sites that help you discover new destinations based on your interests	Review sites
6. Travel magazines/ newspapers	Flight/price comparison sites	Flight/price comparison sites	Travel magazines/ newspapers	Videos and photos posted by travel brands on Social media
7. Videos and photos posted by friends on Social media	Videos and photos posted by travel brands on Social media	Videos and photos posted by travel brands on Social media	Videos and photos posted by friends on Social media	Flight/price comparison sites
8. Videos and photos posted by travel brands on Social media	Travel magazines/ newspapers	Travel magazines/ newspapers	Videos and photos posted by travel brands on Social media	Travel magazines/ newspapers
9. Voice search eg Siri, Alexa , Google Allo	Voice search eg Siri, Alexa , Google Allo	Voice search eg Siri, Alexa , Google Allo	Voice search eg Siri, Alexa , Google Allo	Voice search eg Siri, Alexa , Google Allo

Filter: Americas; total n = 3000

Q10 Which of the following best describes how you feel when researching a trip

- For leisure travellers research is much more fun and exciting (74%) and 71% are open to ideas and suggestions while 65% are actively looking for inspiration
- For business travellers research is much more functional and 62% are restricted by their companies travel policy, however, a significant proportion (39%) are still open to ideas
- Business travellers prefer to delegate the researching activity to professionals especially when compared to leisure travellers

Statement	When travelling for Business	When Travelling for Leisure
It's fun and exciting	24%	74%
I'm open to ideas and suggestions	39%	71%
I like to search for inspiration and experiences	24%	65%
I spend a lot of time trying to find the best price	35%	63%
I generally know exactly what I want	48%	55%
It is easier when you receive recommendations based on past travel history…	36%	53%
There is too much information and it can be confusing	32%	34%
I prefer to give my requirements to a travel professional to research	41%	30%
It can take too long and be frustrating	40%	27%
I am restricted by my companies travel policy	62%	0%

■ When travelling for Business   ■ When Travelling for Leisure

Americas Base n = 2,816 leisure travellers and 1,860 business travellers

Booking a trip

Booking a trip – key takeaways

- Over a third of respondents have booked travel on their cell
  - Travel suppliers need to ensure their booking process is seamless across all devices/channels and the customer experience is a good one, using past preferences to assist the process.

- As a backlash to digitalisation and the frustrations of booking a trip, some 40% feel that is it a pain point not being able to speak to a human – a potential for chat bots to fill this space (as long as they seem human and aid the pain)

- Writing online reviews: With the dependence on peer-to-peer reviews for travel decision making some 50% of business travellers and 47% of leisure travellers leave reviews
  - Only 5% of business travellers and 7% of leisure travellers agreed that they are unlikely to ever write an online review

Q12 How are your trips usually booked?

- Online dominates travel bookings for leisure with 81% using a computer and 34% their mobile/cell phone
- For corporate travel, the computer still dominates at 56% closely followed by a CBT at 52%
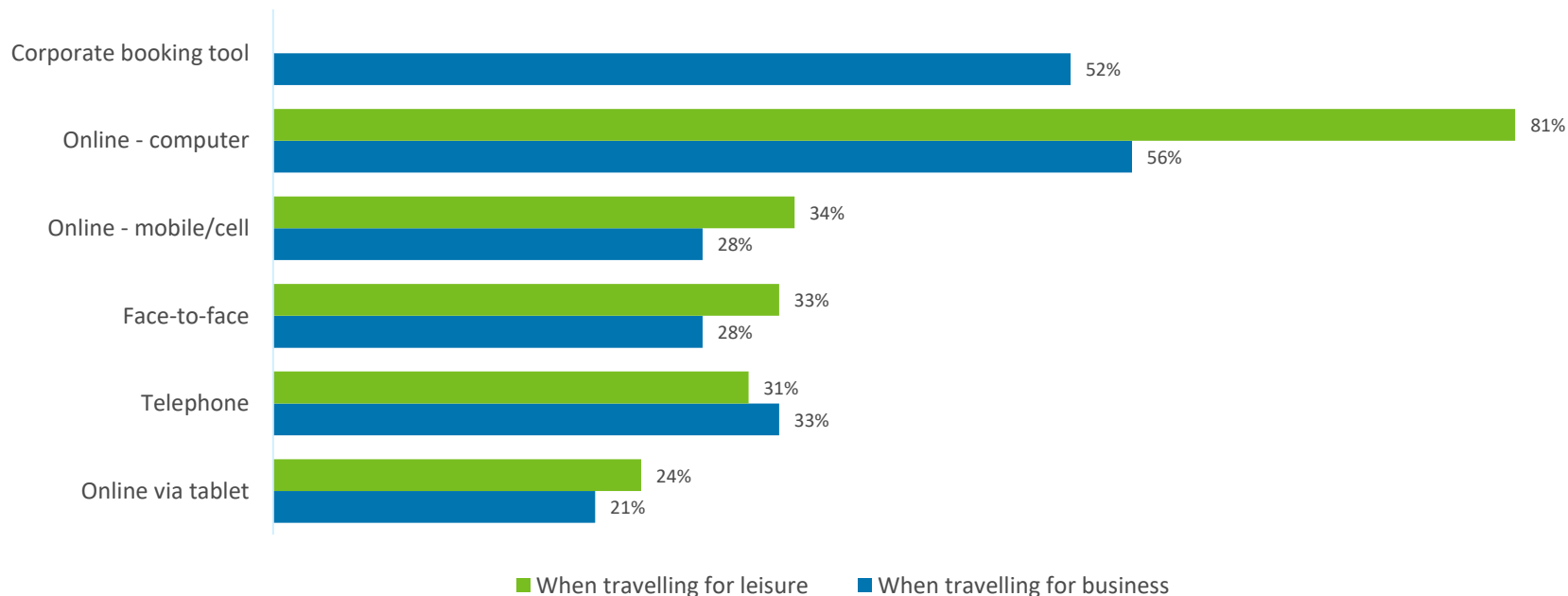
Filter: Americas; total n = 3000

Q12 How are your trips usually booked - by Country

- With the exception of Colombian business travellers, 'Online computer' is the most used booking medium in both leisure and business
- Colombia slightly behind for PC (76%) but ahead for mobile (46%)

When travelling for leisure

Online – computer	Colombia 76%, Canada 85%, Mexico 78%, Brazil 82%, USA 85%
Online – via mobile/cell	Colombia 46%, Canada 22%, Mexico 35%, Brazil 39%, USA 29%
Online via tablet	Colombia 32%, Canada 16%, Mexico 27%, Brazil 25%, USA 21%
Telephone	Colombia 40%, Canada 21%, Mexico 39%, Brazil 32%, USA 21%
Face -to -face	Colombia 52%, Canada 19%, Mexico 38%, Brazil 44%, USA 15%

■ Colombia ■ Canada ■ Mexico ■ Brazil ■ USA

When travelling for business

Online – computer	Colombia 50%, Canada 58%, Mexico 60%, Brazil 55%, USA 57%
Corporate booking tool	Colombia 67%, Canada 44%, Mexico 49%, Brazil 49%, USA 44%
Online – via mobile/cell	Colombia 32%, Canada 20%, Mexico 23%, Brazil 32%, USA 28%
Telephone	Colombia 40%, Canada 23%, Mexico 35%, Brazil 35%, USA 26%
Online via tablet	Colombia 23%, Canada 19%, Mexico 18%, Brazil 25%, USA 19%
Face -to -face	Colombia 38%, Canada 17%, Mexico 27%, Brazil 35%, USA 15%

■ Colombia ■ Canada ■ Mexico ■ Brazil ■ USA

Filter: Americas; total n = 3000

Q12 How are your trips usually booked - by age

- '18-24' are the only age group that uses corporate booking tools more than internet when travelling for business
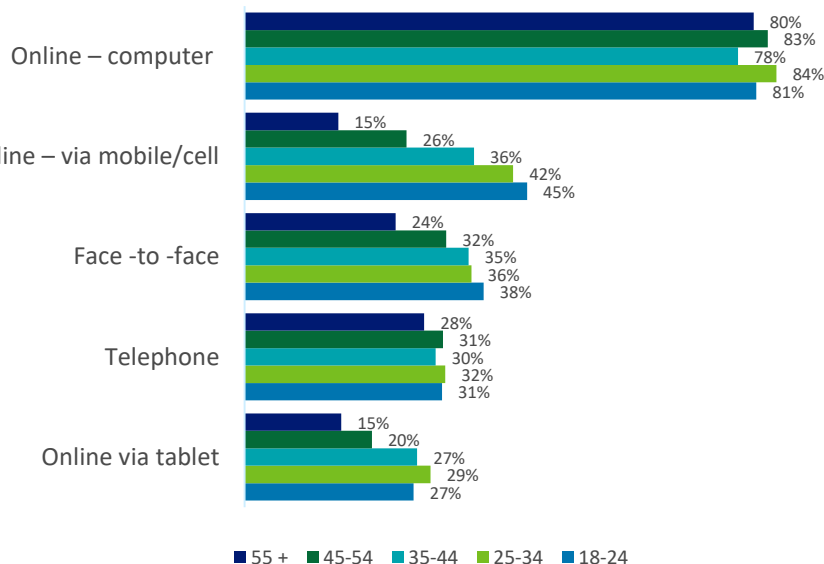
When travelling for leisure

When travelling for business
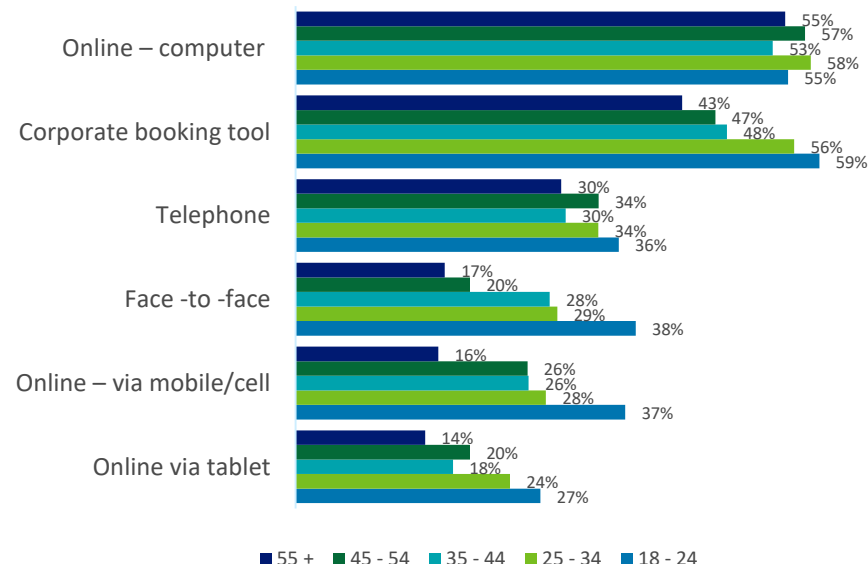
Legend (leisure): ■ 55 + ■ 45-54 ■ 35-44 ■ 25-34 ■ 18-24

Legend (business): ■ 55 + ■ 45 - 54 ■ 35 - 44 ■ 25 - 34 ■ 18 - 24

Filter: Americas; total n = 3000

Q13 Who do you usually book through?

- Unsurprisingly given the dominance of online bookings, OTAs dominate the booking channel at 58% of leisure trips, closely followed by 56% going direct with the supplier
- For leisure 40% have still used a tour operator, an independent travel agent (27%) or a specialist (26%)
- 53% of business travellers use a TMC, closely followed by direct bookings (48%) and OTAs (42%)

Channel	When travelling for business	When travelling for leisure
Online travel agent eg Expedia, Priceline	42%	58%
Direct with airline or hotel	48%	56%
Tour operator – package holiday		40%
High street or independent travel agent	30%	27%
Specialist tour operator – a la carte		26%
Travel Management Company/corporate travel agent	53%	

■ When travelling for business   ■ When travelling for leisure

Filter: Americas; total n = 3000

Q13 Who do you usually book through - by Country

- Canada and USA use more OTA (% up to 65%)
- High differences across countries. Only in 1 out of 5 cases Canada and USA respondents use "traditional" tools. Colombia and Brazil instead are high users of these (more than 1 out of 3 cases).

When travelling for leisure

Online travel agent eg Expedia, Priceline
- Colombia: 45%
- Canada: 65%
- Mexico: 53%
- Brazil: 63%
- USA: 65%

Direct with airline or hotel
- Colombia: 58%
- Canada: 54%
- Mexico: 58%
- Brazil: 51%
- USA: 58%

Tour operator – package holiday
- Colombia: 65%
- Canada: 24%
- Mexico: 43%
- Brazil: 51%
- USA: 20%

Specialist tour operator – a la carte
- Colombia: 42%
- Canada: 14%
- Mexico: 25%
- Brazil: 34%
- USA: 17%

High street or independent travel agent
- Colombia: 38%
- Canada: 20%
- Mexico: 29%
- Brazil: 35%
- USA: 15%

When travelling for business

Corporate travel agent
- Colombia: 68%
- Canada: 42%
- Mexico: 53%
- Brazil: 53%
- USA: 42%

Direct with airline or hotel
- Colombia: 52%
- Canada: 40%
- Mexico: 54%
- Brazil: 49%
- USA: 42%

Online travel agent eg Expedia, Priceline
- Colombia: 44%
- Canada: 39%
- Mexico: 42%
- Brazil: 44%
- USA: 41%

High street or independent travel agent
- Colombia: 30%
- Canada: 27%
- Mexico: 25%
- Brazil: 36%
- USA: 28%

Legend: ■ Colombia ■ Canada ■ Mexico ■ Brazil ■ USA

Filter: Americas; total n = 3000

Q13 Who do you usually book through - by age

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When travelling for leisure

Online travel agent eg Expedia, Priceline
- 45%
- 57%
- 60%
- 64%
- 61%

Direct with airline or hotel
- 60%
- 54%
- 54%
- 56%
- 56%

Tour operator – package holiday
- 27%
- 41%
- 40%
- 48%
- 42%

Specialist tour operator – a la carte
- 14%
- 21%
- 28%
- 33%
- 31%

High street or independent travel agent
- 22%
- 26%
- 27%
- 29%
- 31%

■ 55 + ■ 45-54 ■ 35-44 ■ 25-34 ■ 18-24

When travelling for business

Corporate travel agent
- 41%
- 54%
- 46%
- 58%
- 60%

Direct with airline or hotel
- 49%
- 44%
- 49%
- 46%
- 54%

Online travel agent eg Expedia, Priceline
- 32%
- 37%
- 42%
- 45%
- 49%

High street or independent travel agent
- 22%
- 26%
- 30%
- 29%
- 37%

■ 55 + ■ 45-54 ■ 35-44 ■ 25-34 ■ 18-24

Filter: Americas; total n = 3000

Q14 What are the greatest pain points when booking a trip?

- Complicated rules/T&Cs are the greatest pain points for leisure and business travel alike at 50% agreement with a further 40% agreement towards not knowing what is included in the price also being a pain point
- Time spent finding the best price is also a pain point at 47%
- As a backlash to digitalisation and the pain points of booking a trip, some 40% feel that is it a pain point not being able to speak to a human – a potential for bots to fill this space (as long as they seem human and aid the pain)

Pain Point	Business	Leisure
Complicated rules/terms and conditions around cancellations/changes	50%	48%
Time spent trying to find the best price	47%	47%
Booking everything separately eg flights, accommodation, ground transport	47%	45%
Not knowing whether online reviews are genuine	46%	44%
Not knowing which companies I can trust	44%	43%
Not being able to understand what is included eg bags, meals etc	40%	37%
Not being able to speak with a human	40%	38%
Organizing the people I am travelling with	37%	34%
Staying within corporate travel policy	37%	
Not being able to access my booking on all of my devices	36%	32%
Companies I use regularly not remembering my preferences	34%	30%
Single supplements	28%	25%

Filter: Americas; total n = 3000

Q14. What are the greatest pain points when booking a trip?

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- Time spent finding the best price is a pain point for 56% of USA respondents, 39% of Mexico
- As a backlash to digitalisation and the pain points of booking a trip, some 40% feel that is it a pain point not being able to speak to a human – a potential for bots to fill this space (as long as they seem human and aid the pain) - % goes up to 46% for USA

Pain point	Colombia	Canada	Mexico	Brazil	USA
Time spent trying to find the best price	47%	49%	39%	44%	55%
Complicated rules/terms and conditions around cancellations/changes	50%	45%	47%	46%	50%
Booking everything separately eg flights, accommodation, ground transport	45%	43%	46%	44%	47%
Not being able to speak with a human	37%	36%	39%	34%	46%
Staying within corporate travel policy	34%	37%	39%	34%	45%
Not knowing which companies I can trust	47%	38%	44%	40%	43%
Not being able to understand what is included eg bags, meals etc	39%	38%	37%	33%	41%
Not knowing whether online reviews are genuine	46%	42%	46%	44%	41%
Organizing the people I am travelling with	36%	31%	34%	35%	35%
Not being able to access my booking on all of my devices	36%	29%	33%	27%	32%
Companies I use regularly not remembering my preferences	35%	25%	30%	27%	29%
Single supplements	23%	26%	22%	28%	24%

Filter: Americas; total n = 3000

Legend: Colombia, Canada, Mexico, Brazil, USA

Q14. What are the greatest pain points when booking a trip- top 2 boxes – by age

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'Time spent searching for best price' is the biggest concern to younger generations, while older ones (45-54 and 55+) are more concerned with complicated terms and conditions and not being able to talk to a human

Pain point	55+	45-54 years	35-44 years	25-34 years	18-24 years
Time spent trying to find the best price	36%	46%	50%	50%	50%
Complicated rules/terms and conditions around cancellations/changes	43%	47%	52%	49%	47%
Not knowing whether online reviews are genuine	39%	42%	45%	46%	46%
Not knowing which companies I can trust	35%	40%	46%	45%	44%
Booking everything separately eg flights, accommodation, ground transport	37%	47%	49%	48%	44%
Not being able to understand what is included eg bags, meals etc	27%	37%	40%	41%	39%
Organizing the people I am travelling with	19%	32%	38%	41%	37%
Staying within corporate travel policy	26%	37%	40%	41%	37%
Not being able to speak with a human	40%	41%	41%	37%	35%
Not being able to access my booking on all of my devices	20%	31%	37%	36%	32%
Companies I use regularly not remembering my preferences	22%	28%	35%	32%	30%
Single supplements	19%	22%	31%	27%	23%

Filter: Americas; total n = 3000

Q15 - Have you ever written an online review for a restaurant or hotel /accommodation? by Country

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- With the dependence on peer-to-peer reviews for travel decision making some 50% of business travellers and 47% of leisure travellers leave reviews
- only 5% of business travellers and 7% of leisure travellers agreed that they are unlikely to ever write an online review. % goes up to 15% for USA and Canada
- Brazil is the more active: 1 out of 3 regularly leave peer-to-peer reviews
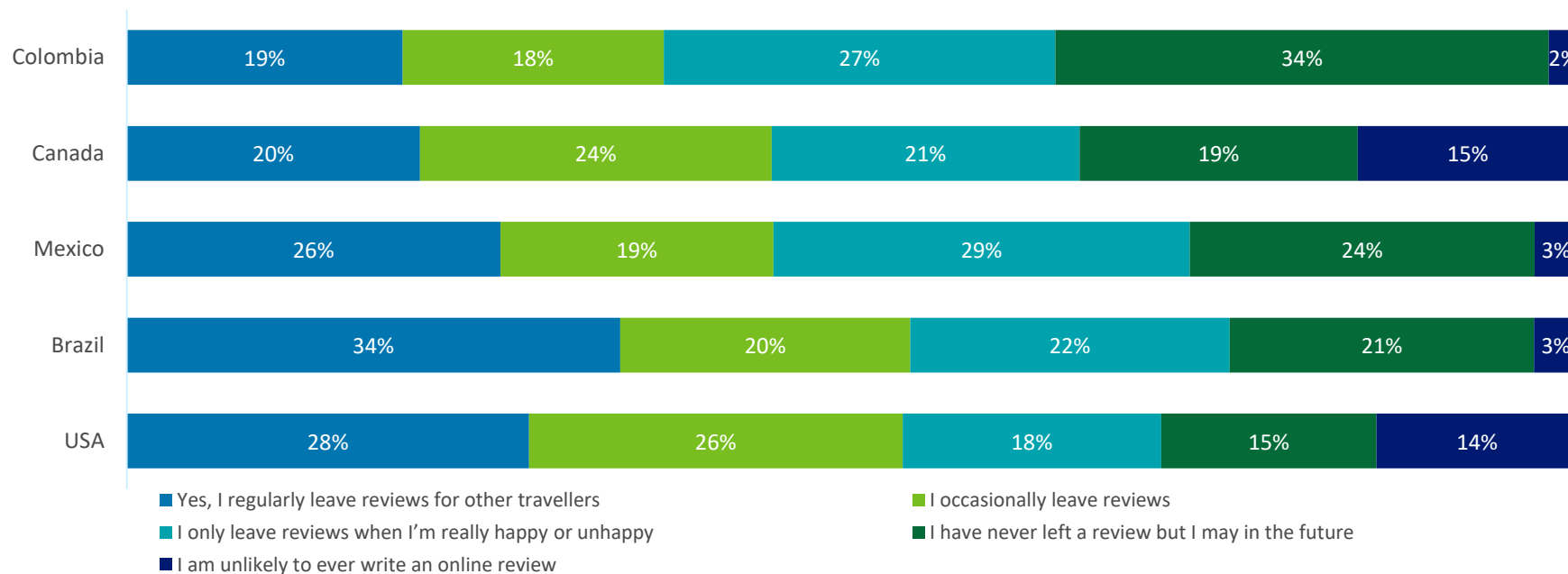
Country	Yes, I regularly leave reviews	I occasionally leave reviews	I only leave reviews when happy/unhappy	I have never left but may	I am unlikely
Colombia	19%	18%	27%	34%	2%
Canada	20%	24%	21%	19%	15%
Mexico	26%	19%	29%	24%	3%
Brazil	34%	20%	22%	21%	3%
USA	28%	26%	18%	15%	14%

- Yes, I regularly leave reviews for other travellers
- I occasionally leave reviews
- I only leave reviews when I'm really happy or unhappy
- I have never left a review but I may in the future
- I am unlikely to ever write an online review

Filter: Americas; base n = 3000

Q16 - Still thinking about travel planning, describe your next dream trip?

Q19 Have you been on any of the following types of holiday in the last year? By country
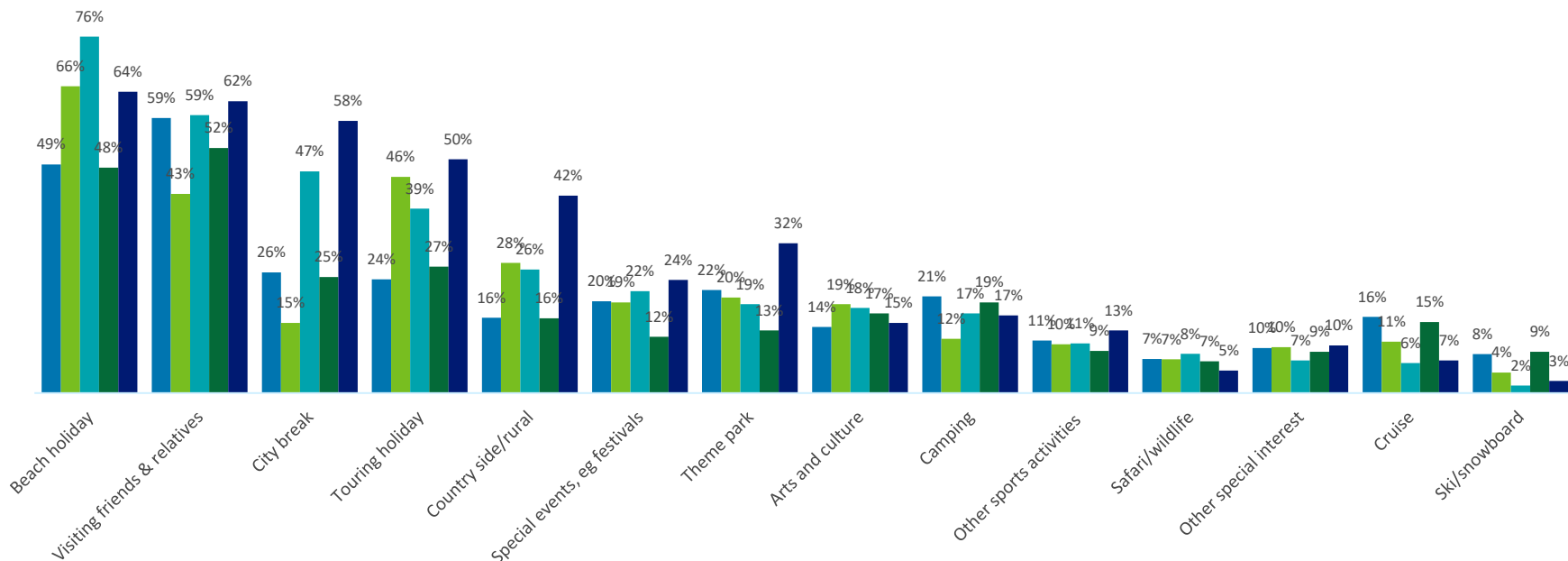
Filter: Americas; base n = 3000

Legend: USA ■ Brazil ■ Mexico ■ Canada ■ Colombia

Travelport Market Intelligence

Q19 Have you been on any of the following types of holiday in the last year? By age

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Legend: ■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55 +
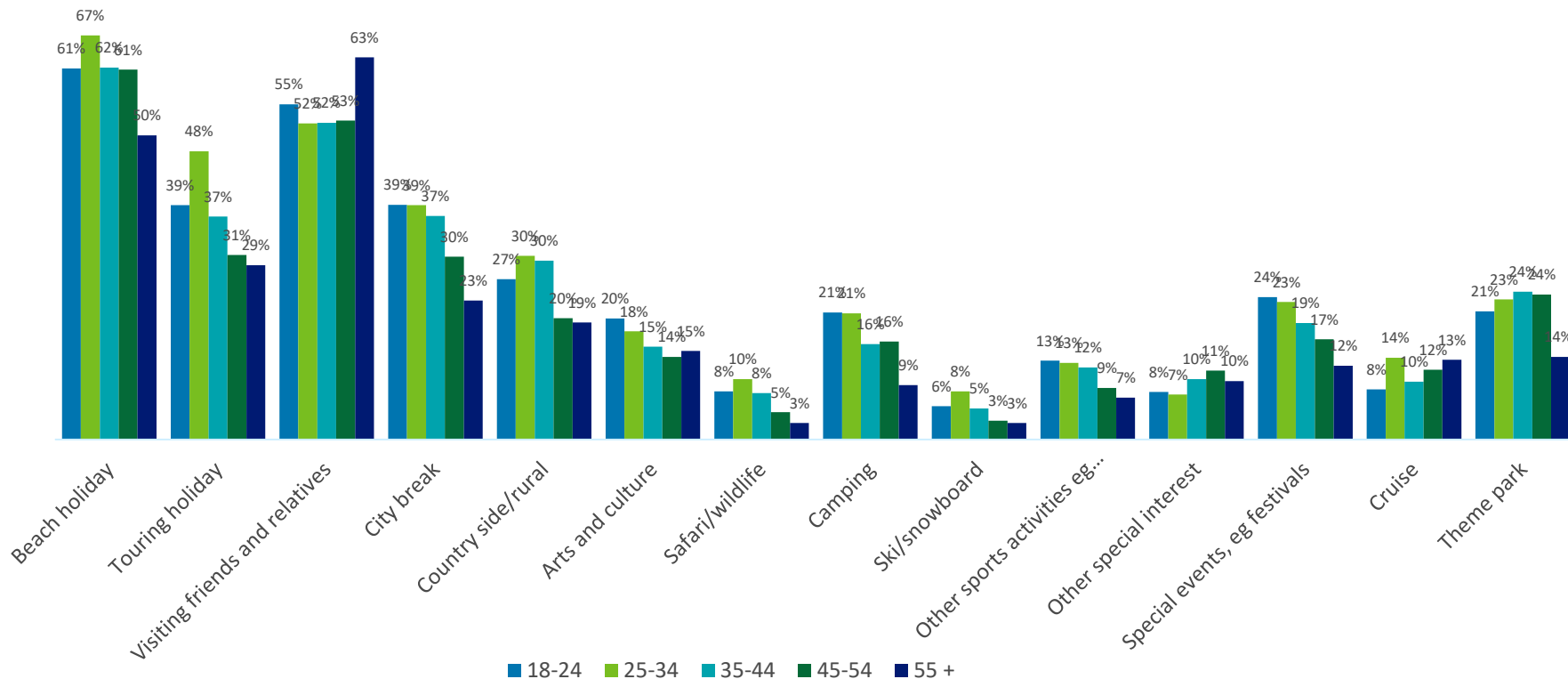
Filter: Americas; base n = 3000

In destination

In destination– key takeaways

Who is paying influences travel choices

- A similar story occurs with hotel bookings; 4-star properties are the top choice of business and leisure travellers but 5-star comes second amongst business travellers while for leisure staying with friends and relatives comes second

Hotel choice drivers

- Free wi-fi comes close behind total cost and location in terms of being a driver for choosing a hotel, at 79%

- Again online reviews play a major influencing role at 64%

- Technology and digital experience while not the top choices do gain a significant response, especially from business travellers with 51% wanting concierge on their smartphone and 52% agreeing that a good digital experience (online check-in/key on your smartphone) is important
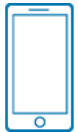
Q20 What type of accommodation have you stayed in, during the last year

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Accommodation type	When travelling for business	When travelling for leisure
4-star hotel	42%	44%
With friends and family	12%	41%
2-3 star hotel	32%	33%
Bed and breakfast	14%	24%
5-star or above	34%	24%
Second home/holiday home	7%	17%
Private rental eg Air Bnb	9%	16%
Boutique hotel	10%	14%
Self -catering accommodation	10%	11%

■ When travelling for business   ■ When travelling for leisure
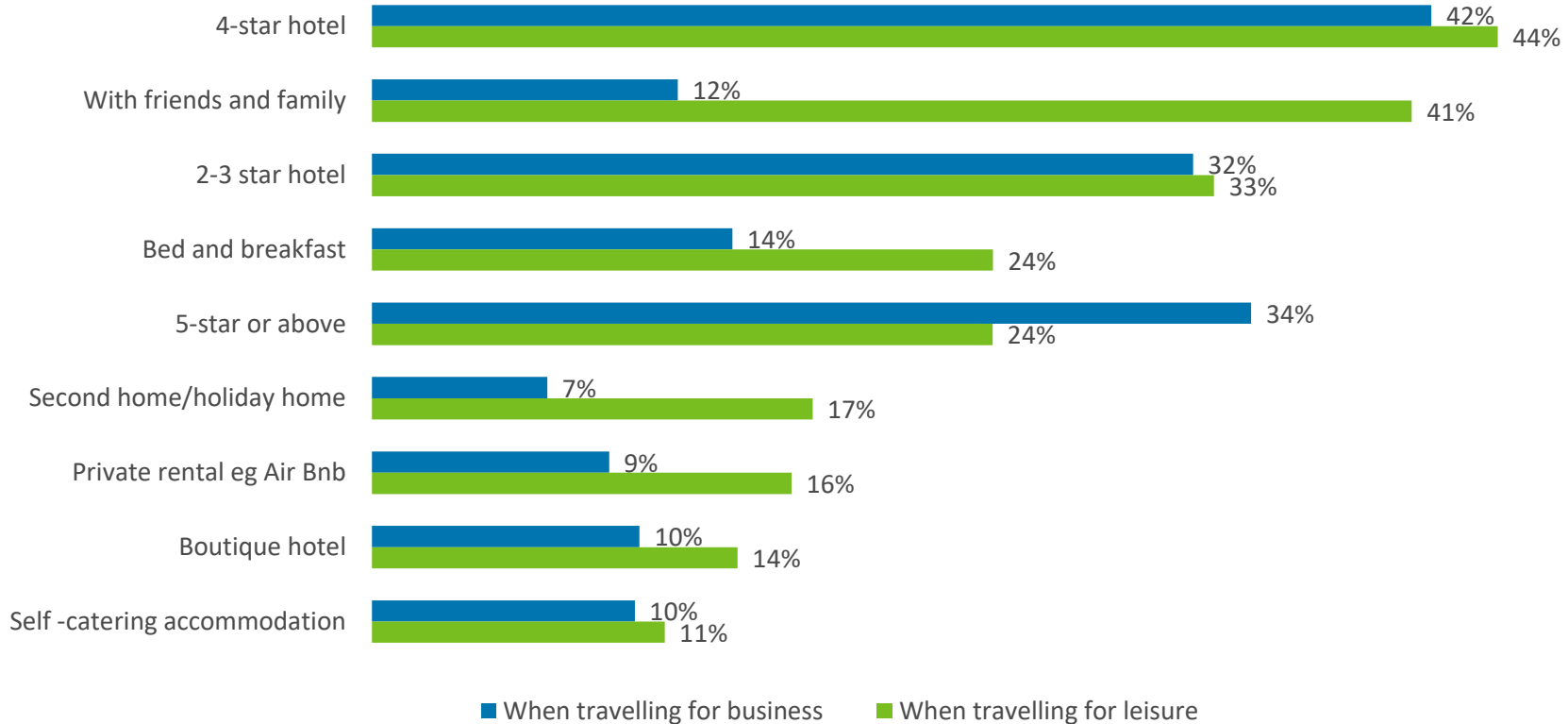
Filter: Americas; base n = 3000

Q20 What type of accommodation have you stayed in, during the last year - by Country

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For business

4-star hotel
- 34%
- 49%
- 51%
- 31%
- 47%

5-star or above
- 28%
- 33%
- 40%
- 29%
- 46%

2-3 star hotel
- 37%
- 28%
- 23%
- 38%
- 33%

Bed and breakfast
- 15%
- 8%
- 7%
- 24%
- 14%

With friends and family
- 16%
- 10%
- 9%
- 12%
- 12%

Self -catering accommodation
- 12%
- 8%
- 7%
- 12%
- 11%

Boutique hotel
- 14%
- 11%
- 8%
- 9%
- 11%

Private rental eg Air Bnb
- 11%
- 7%
- 6%
- 12%
- 8%

Second home/holiday home
- 8%
- 9%
- 4%
- 9%
- 6%

■ Colombia ■ Canada ■ Mexico ■ Brazil ■ USA

For leisure

4-star hotel
- 34%
- 50%
- 47%
- 32%
- 57%

With friends and family
- 55%
- 35%
- 37%
- 38%
- 38%

2-3 star hotel
- 35%
- 35%
- 29%
- 27%
- 38%

5-star or above
- 16%
- 26%
- 35%
- 19%
- 26%

Bed and breakfast
- 30%
- 16%
- 14%
- 43%
- 19%

Private rental eg Air Bnb
- 20%
- 19%
- 11%
- 16%
- 17%

Second home/holiday home
- 29%
- 10%
- 16%
- 18%
- 13%

Boutique hotel
- 19%
- 13%
- 15%
- 11%
- 13%

Self -catering accommodation
- 19%
- 8%
- 8%
- 15%
- 7%

■ Colombia ■ Canada ■ Mexico ■ Brazil ■ USA

Filter: Americas; base n = 3000

Travelport Market Intelligence

Q21. How important are the following when choosing your hotel? by country

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Category	Colombia	Canada	Mexico	Brazil	USA
Location eg close to points of interest/office/meeting	85%	73%	89%	85%	83%
Total cost of the stay (including breakfast, wifi, parking etc)	84%	81%	87%	86%	84%
Free Wi -Fi	71%	76%	82%	82%	79%
Good online reviews eg on TripAdvisor	54%	59%	62%	70%	63%
Hotel amenities –e.g. pool, fitness centre, business centre etc	68%	54%	72%	62%	64%
Known brand / existing loyalty programme member	40%	46%	50%	56%	55%
Concierge on your smartphone eg restaurant bookings, maps, local amenities	43%	32%	46%	54%	38%
In -room technology eg smart TV, digital music player	57%	37%	61%	61%	49%
Digital experience eg online check -in/room key on your smart phone	47%	30%	46%	55%	38%

■ Colombia ■ Canada ■ Mexico ■ Brazil ■ USA

Filter: Americas; base n = 3000

Booking ancillaries

Ancillaries – key takeaways

- **A large proportion of travellers do not pre-book their ground transportation**
  - Some 31% of business travellers and 45% of leisure travellers just turn up and see what their options are for ground transportation once they arrive. This increases to 53% amongst 18-24 year olds
- **Other ancillaries:** There are many other elements of a trip not booked at the time of booking the original flight
  - Tickets for local attractions are generally left to purchase in destination (27% for both leisure and business) as is car rental (17% for leisure and 19% for business travel)
  - This poses an opportunity for suppliers to cross-sell/up-sell by providing the relevant information to travellers at appropriate times and make it easy for the traveller to purchase with the click of a button

Q24 And when do you tend to organize this ground transportation - by Country

When travelling for leisure

I book a car when I book my flight
- Colombia: 24%
- Canada: 37%
- Mexico: 29%
- Brazil: 31%
- USA: 47%

I tend to book in advance but usually after I've booked a flight
- Colombia: 28%
- Canada: 34%
- Mexico: 24%
- Brazil: 35%
- USA: 35%

I tend to research before I go so that I know what my options are
- Colombia: 47%
- Canada: 30%
- Mexico: 36%
- Brazil: 47%
- USA: 31%

I just turn up and see what my options are
- Colombia: 71%
- Canada: 33%
- Mexico: 57%
- Brazil: 41%
- USA: 24%

My airline provides a car
- Colombia: 16%
- Canada: 15%
- Mexico: 12%
- Brazil: 21%
- USA: 17%

When travelling for business
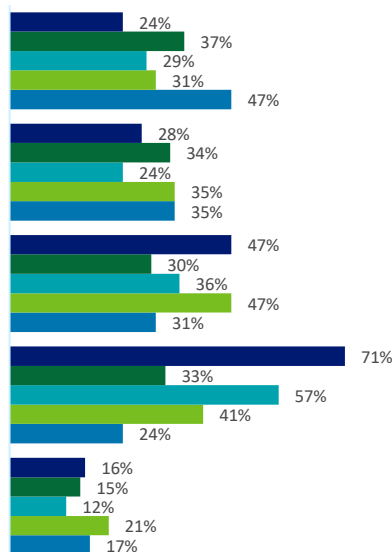
My company organizes it for me
- Colombia: 66%
- Canada: 50%
- Mexico: 60%
- Brazil: 57%
- USA: 52%
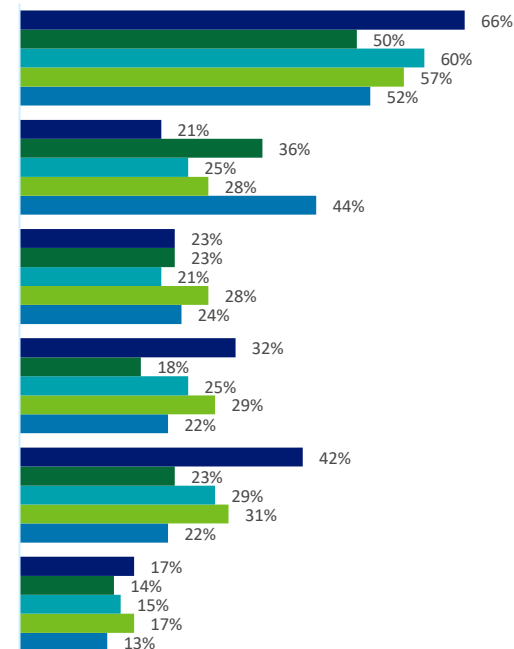
I book a car when I book my flight
- Colombia: 21%
- Canada: 36%
- Mexico: 25%
- Brazil: 28%
- USA: 44%

I tend to book in advance but usually after I've booked a flight
- Colombia: 23%
- Canada: 23%
- Mexico: 21%
- Brazil: 28%
- USA: 24%

I tend to research before I go so that I know what my options are
- Colombia: 32%
- Canada: 18%
- Mexico: 25%
- Brazil: 29%
- USA: 22%

I just turn up and see what my options are
- Colombia: 42%
- Canada: 23%
- Mexico: 29%
- Brazil: 31%
- USA: 22%

My airline provides a car
- Colombia: 17%
- Canada: 14%
- Mexico: 15%
- Brazil: 17%
- USA: 13%

Legend: Colombia, Canada, Mexico, Brazil, USA

Filter: Americas; base n = 3000

Travelport Market Intelligence

Q24 And when do you tend to organize this ground transportation - by age

- The younger the traveler is the more likely s/he is to just turn up to the airport and see what the options are

When travelling for leisure

I just turn up and see what my options are
- 55 +: 34%
- 45-54 years: 41%
- 35-44 years: 45%
- 25-34 years: 49%
- 18-24 years: 53%

I tend to research before I go so that I know what my options are
- 55 +: 33%
- 45-54 years: 36%
- 35-44 years: 40%
- 25-34 years: 41%
- 18-24 years: 38%

I tend to book in advance but usually after I've booked a flight
- 55 +: 32%
- 45-54 years: 30%
- 35-44 years: 31%
- 25-34 years: 34%
- 18-24 years: 29%

I book a car when I book my flight
- 55 +: 32%
- 45-54 years: 35%
- 35-44 years: 34%
- 25-34 years: 34%
- 18-24 years: 32%

My airline provides a car
- 55 +: 7%
- 45-54 years: 11%
- 35-44 years: 20%
- 25-34 years: 21%
- 18-24 years: 19%

When travelling for business

I book a car when I book my flight
- 55 +: 29%
- 45-54 years: 30%
- 35-44 years: 29%
- 25-34 years: 31%
- 18-24 years: 29%

I just turn up and see what my options are
- 55 +: 25%
- 45-54 years: 26%
- 35-44 years: 34%
- 25-34 years: 28%
- 18-24 years: 37%

I tend to research before I go so that I know what my options are
- 55 +: 23%
- 45-54 years: 22%
- 35-44 years: 30%
- 25-34 years: 25%
- 18-24 years: 29%

I tend to book in advance but usually after I've booked a flight
- 55 +: 19%
- 45-54 years: 22%
- 35-44 years: 25%
- 25-34 years: 25%
- 18-24 years: 25%

My airline provides a car
- 55 +: 6%
- 45-54 years: 9%
- 35-44 years: 16%
- 25-34 years: 18%
- 18-24 years: 22%

Legend: ■ 55 + ■ 45-54 years ■ 35-44 years ■ 25-34 years ■ 18-24 years

Filter: Americas; base n = 3000

Q25 Now thinking about travelling for business, state your level of agreement with the following:

- As the lines between business and leisure become more blurred business travellers make the most of their trips, trying to see as much as he local areas as possible (72%), actively finding good restaurants/bars (70%), visiting attractions (63%) and well over half will try and add on a few days for leisure (53%)

I like to see as much as the local area as possible	72%
I'll actively find good restaurants/bars	70%
I often try and see local attractions when on business	63%
I try and keep business and leisure completely separate	62%
I often try and add on a few days for leisure	53%
I appreciate the time on my own away from family	47%

Filter: Americas; base n = 3000

Netted response Important (4) and Very Important (5)

Q25 Now thinking about travelling for business, state your level of agreement with the following:

I'll actively find good restaurants/bars
- Colombia: 68%
- Canada: 64%
- Mexico: 76%
- Brazil: 68%
- USA: 76%

I like to see as much as the local area as possible
- Colombia: 68%
- Canada: 61%
- Mexico: 80%
- Brazil: 76%
- USA: 70%

I often try and see local attractions when on business
- Colombia: 52%
- Canada: 57%
- Mexico: 66%
- Brazil: 73%
- USA: 67%

I try and keep business and leisure completely separate
- Colombia: 62%
- Canada: 57%
- Mexico: 71%
- Brazil: 60%
- USA: 60%

I appreciate the time on my own away from family
- Colombia: 31%
- Canada: 53%
- Mexico: 47%
- Brazil: 49%
- USA: 59%

I often try and add on a few days for leisure
- Colombia: 43%
- Canada: 53%
- Mexico: 52%
- Brazil: 64%
- USA: 56%

Legend: ■ Colombia ■ Canada ■ Mexico ■ Brazil ■ USA

Netted response Important (4) and Very Important (5)

Filter: Americas; base n = 3000

Q26 - When are you most likely to be purchase

Travelport
Redefining travel commerce

- Tickets for extra activities are the only field in which the purchases of 'at time of the booking' are lower than 'prior to departure'

	At time of booking flight	Prior to departure	During online check-in	On day of travel	In destination	Unlikely to purchase
Tickets for local attractions/events	21%	23%	7%	8%	27%	14%
Fast track security	19%	17%	11%	11%	7%	35%
Priority boarding	22%	15%	11%	11%	6%	34%
Airport lounge access	19%	16%	11%	15%	6%	32%
Flight extras eg seats, onboard meals, bags	35%	19%	12%	11%	7%	16%
Car rental	30%	20%	5%	5%	17%	22%
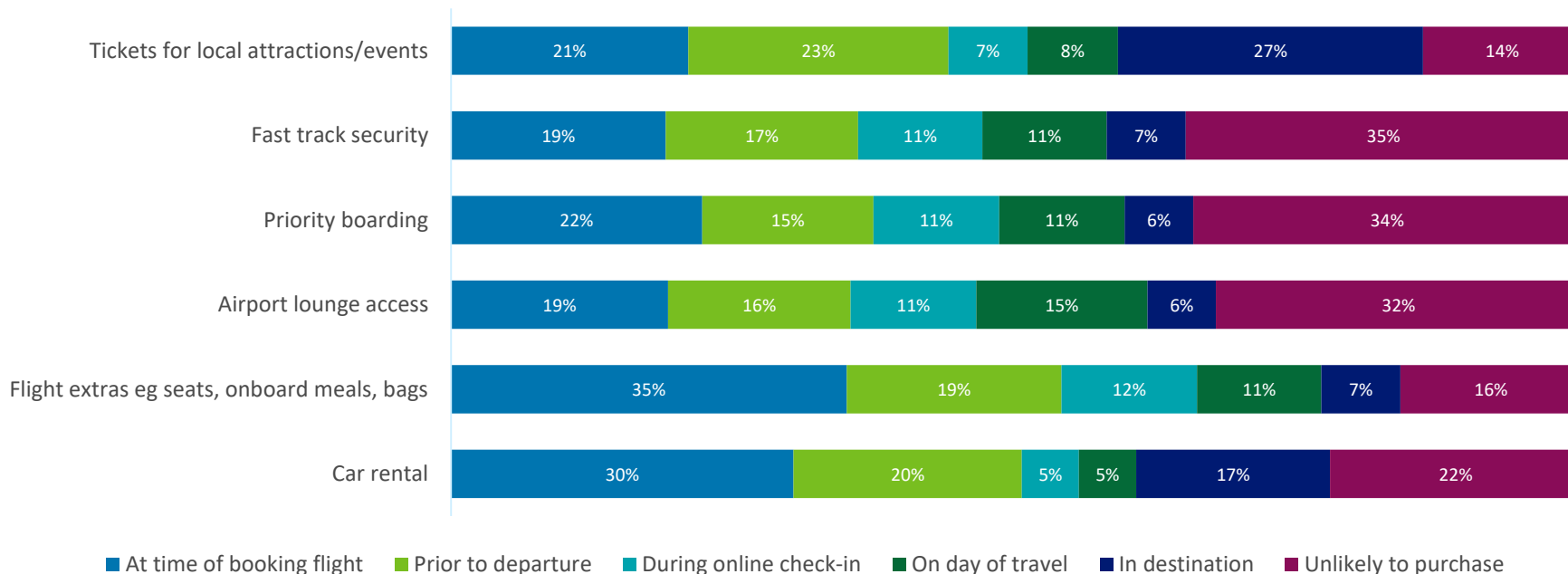
Filter: Americas; base n = 3000

Digital experiences

Digital experiences – key takeaways

- Having time to relax is the most important aspect of a trip (84%), followed by the finding good places to eat and drink and experiencing new things (8 out of 10). **Being able to stay in touch** comes afterwards (77%)
  - A slight dichotomy with 45% agreeing they want to escape the digital world and switch off all devices while 42% agree that its important to share travel experiences on social media
  - Again knowing about attractions and activities (74%) is also important to travellers and pose an opportunity to suppliers

- **Appy travellers**: On average respondents use 16 categories of apps when travelling
  - Maps are the most used at 89% with 45% saying they can't live without, followed by instant messaging and banking and payment apps

- **Digital experiences:** High level of agreement towards digital enhancing the travel experience (digital boarding passes making travelling so much easier at 72%) but this can also cause levels of stress with 61% agreeing that they would be lost without their smartphone and 62% worrying about technology failing/running out of battery (62%)
  - Unsurprisingly given the importance of staying in touch, 67% avoid hotels that charge for wifi

- **Strong reliance on smartphones:** 44% reply on their smartphone the most when they are in destination, closely followed by during a trip (41%) and while researching at trip (39%)
  - Some 21% agreed that they relied on their smartphone at all stages of the trip

Q27 How important are the following when you are travelling?

- Having time to relax is the most important aspect of a trip (84%), followed by the finding good places to eat and drink (80%)
- A slight dichotomy with 45% agreeing they want to escape the digital world and switch off all devices while 42% agree that its important to share travel experiences on social media

Category	Percentage
Having time to relax	84%
Finding out about good places to eat and drink	80%
Experiencing new things	79%
Being able to stay in touch eg internet access, mobile signal	77%
Knowing about attractions and activities	74%
Having somewhere quiet to work	61%
Escaping the digital world and switching off all devices	45%
Sharing your travel experiences on social media	42%
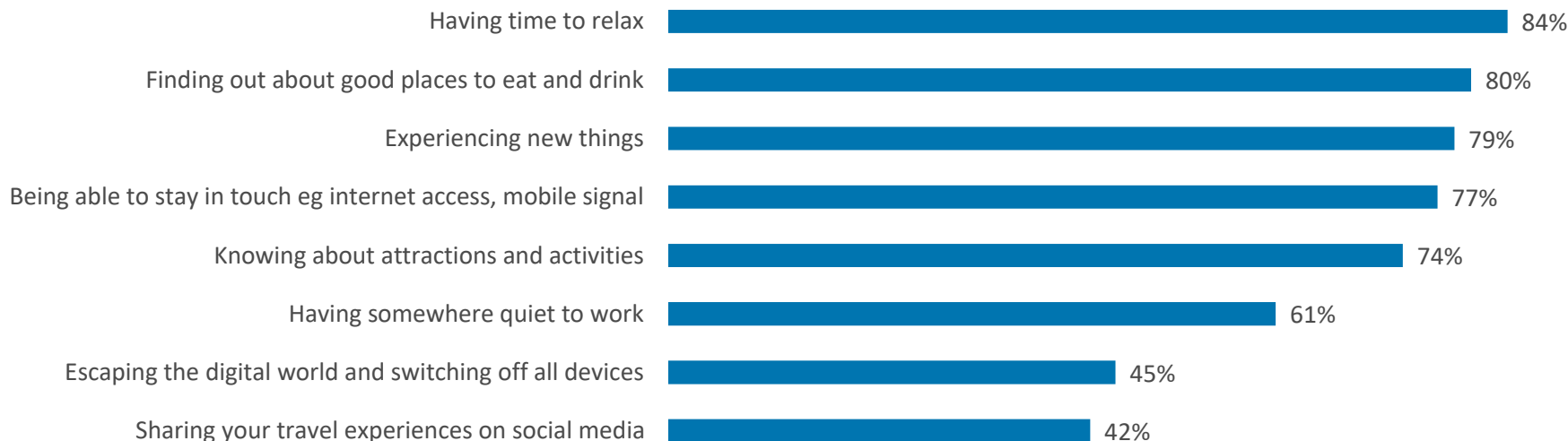
Filter: Americas; base n = 3000

Q27 How important are the following when you are travelling? by country Top 2 boxes

- Having time to relax is the most important across the countries, finding out about good places to eat and drink comes after, except for Canada, where experiencing new things is the second priority for 79% of respondents
- Travellers in Brazil are the most likely to agree that its important to share digital experiences on social media at 56%

Having time to relax
- 86%
- 79%
- 87%
- 87%
- 82%

Finding out about good places to eat and drink
- 82%
- 71%
- 86%
- 84%
- 80%

Experiencing new things
- 80%
- 74%
- 82%
- 81%
- 77%

Being able to stay in touch eg internet access, mobile signal
- 80%
- 68%
- 80%
- 81%
- 77%

Knowing about attractions and activities
- 72%
- 70%
- 76%
- 78%
- 72%

Having somewhere quiet to work
- 73%
- 40%
- 72%
- 72%
- 47%

Escaping the digital world and switching off all devices
- 46%
- 41%
- 52%
- 41%
- 44%

Sharing your travel experiences on social media
- 41%
- 32%
- 43%
- 56%
- 39%

Filter: Americas; base n = 3000

■ Colombia ■ Canada ■ Mexico ■ Brazil ■ USA

Q27 How important are the following when you are travelling? by age Top 2 boxes

Finding out about good places to eat and drink
- 78%
- 85%
- 80%
- 84%
- 76%

Having time to relax
- 83%
- 88%
- 84%
- 85%
- 82%

Being able to stay in touch eg internet access, mobile signal
- 71%
- 82%
- 79%
- 79%
- 75%

Experiencing new things
- 70%
- 80%
- 80%
- 82%
- 81%

Knowing about attractions and activities
- 67%
- 72%
- 76%
- 77%
- 74%

Having somewhere quiet to work
- 43%
- 65%
- 69%
- 66%
- 60%

Sharing your travel experiences on social media
- 19%
- 38%
- 45%
- 52%
- 50%

Escaping the digital world and switching off all devices
- 34%
- 47%
- 45%
- 51%
- 45%

Legend: ■ 55 + ■ 45-54 years ■ 35-44 years ■ 25-34 years ■ 18-24 years

Filter: Americas; base n = 3000

Q28 - Which of the following applications (apps) do you use on your mobile or tablet for booking, researching and when on a trip?

Application	Can't live without	Nice to have	Don't have
Maps	46%	43%	11%
Instant messaging eg WhatsApp, Facetime	46%	36%	19%
Social media eg Facebook, Instagram, Twitter	43%	40%	17%
Banking/payments	38%	43%	19%
Video eg YouTube	36%	45%	19%
Ground transportation/taxi eg Uber, Addison Lee	34%	44%	21%
Media, entertainment eg Netflix, itunes	31%	44%	25%
Translation tools	27%	47%	25%
Cloud document storage eg Dropbox, iCloud	26%	44%	30%
Weather apps/sites	26%	51%	23%
Airline eg Virgin, British Airways	24%	51%	25%
Currency convertors	23%	47%	30%
Travel discounts/deals eg Groupon, Secret Escapes	20%	49%	31%
Traveller reviews eg Trip Advisor	18%	49%	32%
Destination Guides eg Trip Advisor, Lonely Planet	18%	50%	32%
Hotel companies eg Hilton, Marriott	18%	45%	37%
Expense management tools	17%	47%	36%
Hotel consolidators eg Booking.com	16%	46%	38%
Online travel agents eg Expedia, Priceline	15%	51%	34%
Airport apps	15%	45%	39%
Travel management company app	15%	48%	37%
Flight/price comparison sites eg Skyscanner, Kayak	13%	49%	39%
Rail/train	10%	42%	48%
Itinerary management tools eg TripIt, Worldmate, TripCase	10%	40%	50%
Other please specify	46%	23%	31%

■ Can't live without ■ Nice to have ■ Don't have

Filter: Americas; base n = 3000

Q28 – Top apps, by country

US
- Weather apps (83%) — 2
- Maps (85%) — 1 — 14.6
- Banking (74%) — 3

Canada
- Weather apps (78%) — 2
- Maps (82%) — 1 — 14.1
- Social Media (71%) — 3

Mexico
- Maps (94%) — 2
- Instant Messing (93%) — 1 — 17.2
- Social Media (89%) — 3

Brazil
- Social Media (91%) — 2
- Instant Messaging (93%) — 1 — 17.7
- Maps (93%) — 3

Colombia
- Social Media (91%) — 2
- Instant Messaging (92%) — 1 — 17.0
- Maps (91%) — 3

Weather apps are much more popular in North America than in the South

South American countries have a significantly higher app usage, both in the number of apps they use and how much they depend on them

Q28 – Top apps by age

18 -24
- Instant Messaging (89%) — 2
- Social Media (92%) — 1 — 16.9
- Maps (91%) — 3

25 - 34
- Social Media (90%) — 2
- Instant Messaging (88%) — 1 — 17.5
- Maps (91%) — 3

35 - 44
- Maps (91%) — 2
- Instant Messaging (86%) — 1 — 17.3
- Social Media (88%) — 3

45 - 54
- Banking (83%) — 2
- Maps (90%) — 1 — 15.9
- Instant Messaging (77%) — 3

55 +
- Instant Messaging (61%) — 2
- Maps (80%) — 1 — 12.4
- Airline (66%) — 3
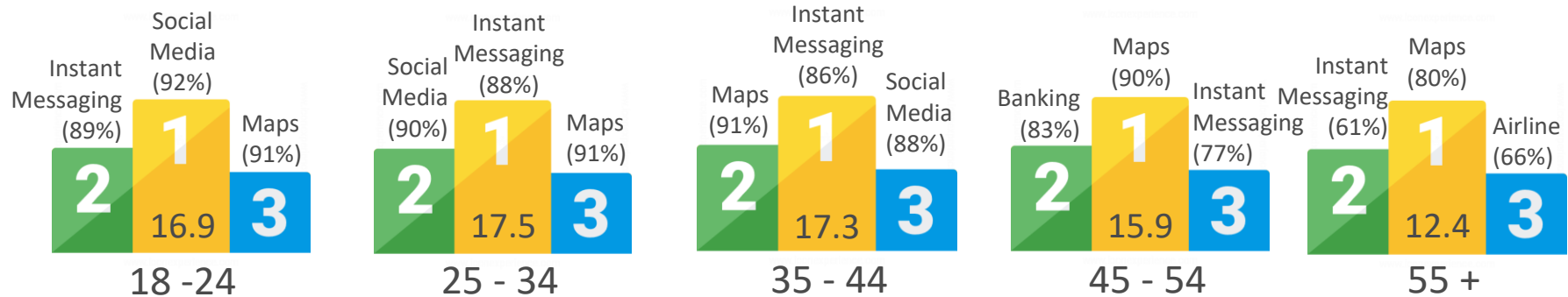
Social media and entertainment feature highly with younger travellers, with much higher responses towards 'can't live without'

Average app usage is also higher among younger age groups, which leads to more mobile-friendly generations

- With the only exception of '55+', all other groups considerate Banking/Payment apps an 'essential' (Extremely low 'don't have')
  - '18-24' and '25-34' use Cloud document storage while travelling more than any other age group (Don't have: 13/14% VS 31/47%)
  - The younger age groups use map apps more than older travelers (Don't have: 15% to 55%)

Q29 Thinking about travelling and digital experiences, state your level of agreement with the following

- High level of agreement towards digital enhancing the travel experience (digital boarding passes making travelling so much easier (72%) but this can also cause levels of stress with 62% worrying about technology failing/running out of battery and agreeing that they would be lost without their smartphone (61%)
- Unsurprisingly given the importance of staying in touch 67% avoid hotels that charge for wifi

Digital boarding passes and e-tickets make travelling so much easier	72%
I avoid hotels that still charge for wifi	67%
I worry about my technology failing/running out of battery	62%
I'd be lost without my smartphone when I travel	61%
I tend to research and book all my travel arrangements on my smart phone	50%
I tend to back up all my travel documents to the 'cloud'	49%
It's important to be able to use a laptop on an airplane	47%
I prefer a digital room key that lets you unlock your room from your…	40%
I prefer to check-in to a hotel via an app than via reception	40%
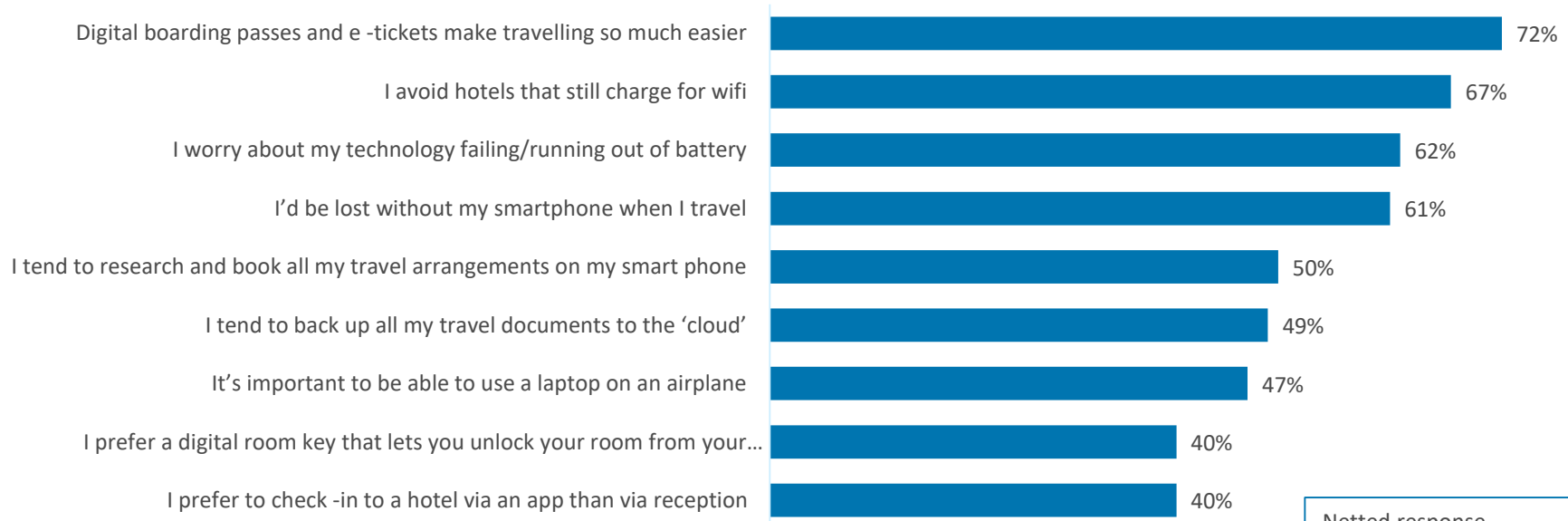
Netted response Important (4) and Very Important (5)

Filter: Americas; base n = 3000

Q29 Thinking about travelling and digital experiences, state your level of agreement with the following: Top 2 boxes by Country

Digital boarding passes and e-tickets make travelling so much easier
- Colombia: 75%
- Canada: 59%
- Mexico: 79%
- Brazil: 76%
- USA: 73%

I'd be lost without my smartphone when I travel
- Colombia: 55%
- Canada: 51%
- Mexico: 61%
- Brazil: 69%
- USA: 67%

I avoid hotels that still charge for wifi
- Colombia: 67%
- Canada: 62%
- Mexico: 67%
- Brazil: 74%
- USA: 65%

I worry about my technology failing/running out of battery
- Colombia: 64%
- Canada: 49%
- Mexico: 68%
- Brazil: 73%
- USA: 58%

It's important to be able to use a laptop on an airplane
- Colombia: 45%
- Canada: 40%
- Mexico: 53%
- Brazil: 56%
- USA: 44%

I tend to research and book all my travel arrangements on my smart phone
- Colombia: 58%
- Canada: 35%
- Mexico: 56%
- Brazil: 58%
- USA: 44%

I tend to back up all my travel documents to the 'cloud'
- Colombia: 57%
- Canada: 32%
- Mexico: 61%
- Brazil: 57%
- USA: 38%

I prefer to check-in to a hotel via an app than via reception
- Colombia: 40%
- Canada: 29%
- Mexico: 46%
- Brazil: 51%
- USA: 36%

I prefer a digital room key that lets you unlock your room from your smartphone
- Colombia: 47%
- Canada: 30%
- Mexico: 46%
- Brazil: 46%
- USA: 34%

Legend: ■ Colombia ■ Canada ■ Mexico ■ Brazil ■ USA

Filter: Americas; base n = 3000

Q29 Thinking about travelling and digital experiences, state your level of agreement with the following: Top 2 box by age

Travelport
Redefining travel commerce

- '55+' are the only ones, compared to the average, that do not fully value the digital experience

Digital boarding passes and e-tickets make travelling so much easier
- 66%
- 78%
- 75%
- 76%
- 67%

I avoid hotels that still charge for wifi
- 60%
- 72%
- 70%
- 68%
- 66%

I worry about my technology failing/running out of battery
- 49%
- 64%
- 68%
- 66%
- 63%

I'd be lost without my smartphone when I travel
- 46%
- 60%
- 66%
- 64%
- 63%

I tend to research and book all my travel arrangements on my smart phone
- 27%
- 45%
- 56%
- 57%
- 60%

I tend to back up all my travel documents to the 'cloud'
- 32%
- 48%
- 58%
- 55%
- 50%

It's important to be able to use a laptop on an airplane
- 35%
- 47%
- 53%
- 51%
- 49%

I prefer to check-in to a hotel via an app than via reception
- 22%
- 36%
- 47%
- 49%
- 44%

I prefer a digital room key that lets you unlock your room from your…
- 27%
- 39%
- 47%
- 46%
- 41%

■ 55 + ■ 45-54 years ■ 35-44 years ■ 25-34 years ■ 18-24 years

Filter: Americas; base n = 3000

Q30 - When are you most likely to rely on your smartphone when travelling, by country

Chart showing smartphone reliance by country (Colombia, Canada, Mexico, Brazil, USA):

In destination: Colombia 38%, Canada 42%, Mexico 46%, Brazil 45%, USA 46%

During the journey: Colombia 29%, Canada 43%, Mexico 41%, Brazil 41%, USA 50%

On the return journey: Colombia 19%, Canada 27%, Mexico 25%, Brazil 24%, USA 36%

While researching a trip: Colombia 47%, Canada 29%, Mexico 48%, Brazil 36%, USA 34%

While booking a trip: Colombia 31%, Canada 21%, Mexico 29%, Brazil 21%, USA 27%

Pre-travel organization/itinerary management: Colombia 26%, Canada 17%, Mexico 24%, Brazil 26%, USA 23%

Post trip follow-up eg social media sharing, expenses etc: Colombia 23%, Canada 15%, Mexico 21%, Brazil 26%, USA 20%

All the above: Colombia 27%, Canada 16%, Mexico 17%, Brazil 25%, USA 19%

None of the above: Colombia 3%, Canada 14%, Mexico 4%, Brazil 2%, USA 8%

Legend: ■ Colombia ■ Canada ■ Mexico ■ Brazil ■ USA

Filter: Americas; base n = 3000

Personal data

Q31 - Would you exchange your personal data for any of the following: by country

Better service from travel companies based on your profile preferences and trip history
- USA 19%
- Brazil 26%
- Mexico 29%
- Canada 17%
- Colombia 28%

Localised personal travel experiences eg sharing location information to receive relevant offers and information about the locations that you travel
- USA 18%
- Brazil 23%
- Mexico 20%
- Canada 15%
- Colombia 18%

Faster booking process by using your traveler profile to pre-populate your information
- USA 19%
- Brazil 25%
- Mexico 24%
- Canada 15%
- Colombia 26%

A more personalized digital travel experience eg relevant offers, travel updates
- USA 20%
- Brazil 24%
- Mexico 20%
- Canada 18%
- Colombia 20%

A smoother airport experience eg sharing location information to improve your journey through the airport and avoid queues
- USA 26%
- Brazil 21%
- Mexico 20%
- Canada 22%
- Colombia 17%

All of the above
- USA 15%
- Brazil 19%
- Mexico 10%
- Canada 15%
- Colombia 17%

None of the above
- USA 35%
- Brazil 26%
- Mexico 36%
- Canada 38%
- Colombia 30%

Legend: ■ USA ■ Brazil ■ Mexico ■ Canada ■ Colombia

Filter: Americas; base n = 3000

Q32 - How much do you trust any of the following with your personal data - Top 2 boxes by Country

Technology company eg Google, Apple, Samsung
- USA: 54%
- Brazil: 52%
- Mexico: 67%
- Canada: 47%
- Colombia: 55%

Your favoured hotel chain
- USA: 49%
- Brazil: 46%
- Mexico: 57%
- Canada: 42%
- Colombia: 49%

Your favoured airline
- USA: 48%
- Brazil: 50%
- Mexico: 55%
- Canada: 44%
- Colombia: 63%

Your travel management company
- USA: 51%
- Brazil: 51%
- Mexico: 53%
- Canada: 44%
- Colombia: 52%

Social media brands eg Facebook, Twitter, LinkedIn
- USA: 37%
- Brazil: 42%
- Mexico: 48%
- Canada: 30%
- Colombia: 37%

Your favoured airport
- USA: 38%
- Brazil: 41%
- Mexico: 45%
- Canada: 39%
- Colombia: 52%

Legend: ■ USA ■ Brazil ■ Mexico ■ Canada ■ Colombia

Netted response Trust (4) and Completely trust (5)
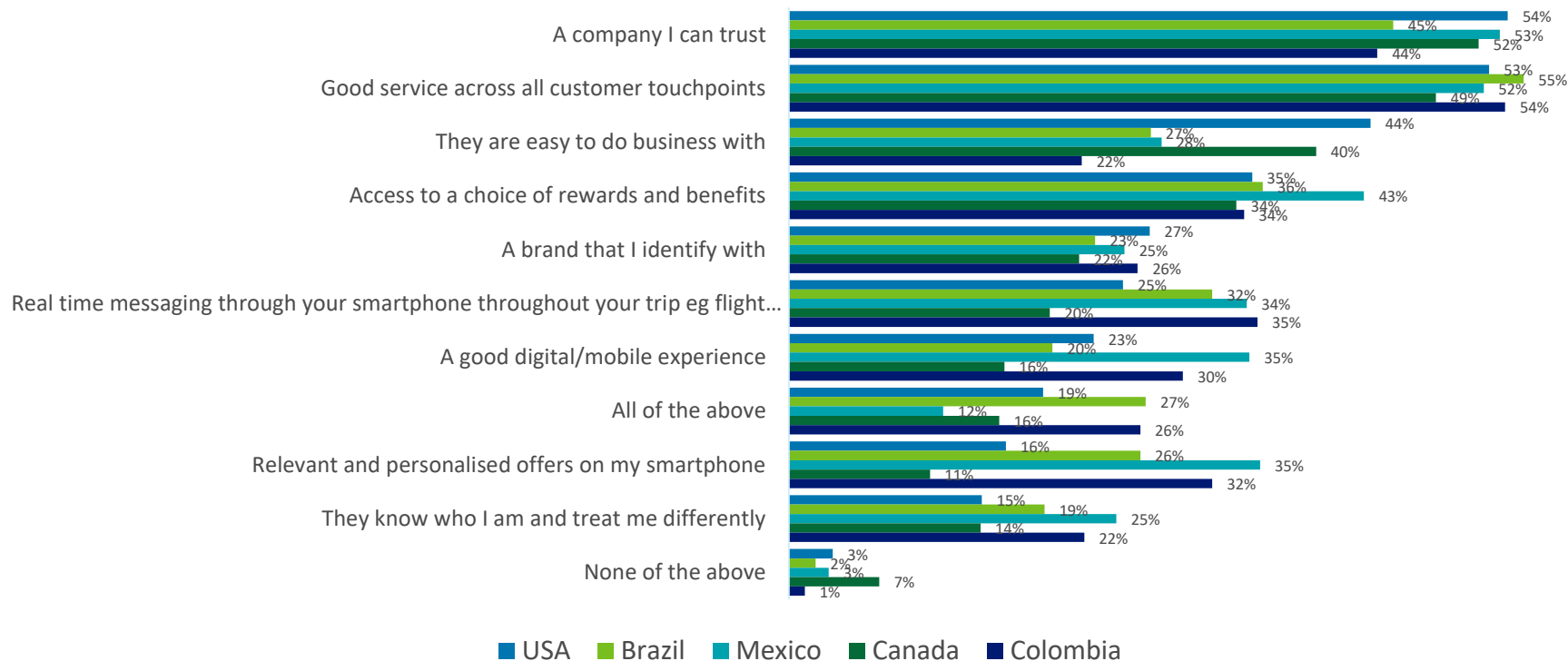
Filter: Americas; base n = 3000

Loyalty

Q33 - Now thinking about travel companies or products/services that you feel particularly loyal to, which of the following is most likely increase your loyalty?
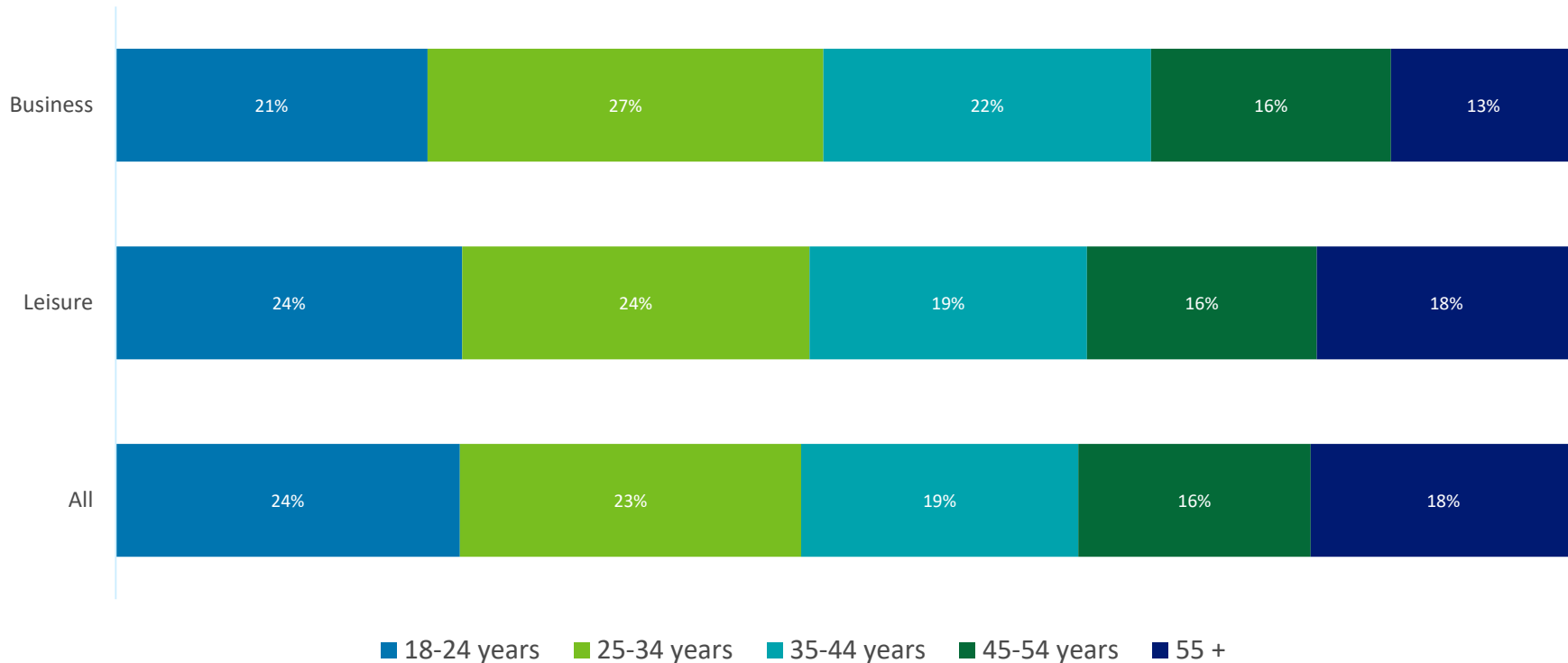
Category	Percentage
Good service across all customer touchpoints	52%
A company I can trust	50%
Access to a choice of rewards and benefits	36%
They are easy to do business with	32%
Real time messaging through your smartphone throughout your trip eg flight…	29%
A brand that I identify with	25%
A good digital/mobile experience	25%
Relevant and personalised offers on my smartphone	24%
All of the above	20%
They know who I am and treat me differently	19%
None of the above	3%

Filter: Americas; base n = 3000

Q33 - Which of the following is most likely increase your loyalty by Country

A company I can trust
- USA: 54%
- Brazil: 45%
- Mexico: 53%
- Canada: 52%
- Colombia: 44%

Good service across all customer touchpoints
- USA: 53%
- Brazil: 55%
- Mexico: 52%
- Canada: 49%
- Colombia: 54%

They are easy to do business with
- USA: 44%
- Brazil: 27%
- Mexico: 28%
- Canada: 40%
- Colombia: 22%

Access to a choice of rewards and benefits
- USA: 35%
- Brazil: 36%
- Mexico: 43%
- Canada: 34%
- Colombia: 34%

A brand that I identify with
- USA: 27%
- Brazil: 23%
- Mexico: 25%
- Canada: 22%
- Colombia: 26%

Real time messaging through your smartphone throughout your trip eg flight...
- USA: 25%
- Brazil: 32%
- Mexico: 34%
- Canada: 20%
- Colombia: 35%

A good digital/mobile experience
- USA: 23%
- Brazil: 20%
- Mexico: 35%
- Canada: 16%
- Colombia: 30%

All of the above
- USA: 19%
- Brazil: 27%
- Mexico: 12%
- Canada: 16%
- Colombia: 26%

Relevant and personalised offers on my smartphone
- USA: 16%
- Brazil: 26%
- Mexico: 35%
- Canada: 11%
- Colombia: 32%

They know who I am and treat me differently
- USA: 15%
- Brazil: 19%
- Mexico: 25%
- Canada: 14%
- Colombia: 22%

None of the above
- USA: 3%
- Brazil: 2%
- Mexico: 3%
- Canada: 7%
- Colombia: 1%

Legend: USA | Brazil | Mexico | Canada | Colombia

Filter: Americas; base n = 3000

Demographics

Q2 - Please select your age group: by business versus leisure

	18-24 years	25-34 years	35-44 years	45-54 years	55 +
Business	21%	27%	22%	16%	13%
Leisure	24%	24%	19%	16%	18%
All	24%	23%	19%	16%	18%

Filter: Americas; base n = 3000

Q3 - Please select your gender: By business versus leisure

Business: Female 49%, Male 51%
Leisure: Female 56%, Male 43%
All: Female 55%, Male 44%

Legend: ■ Female ■ Male
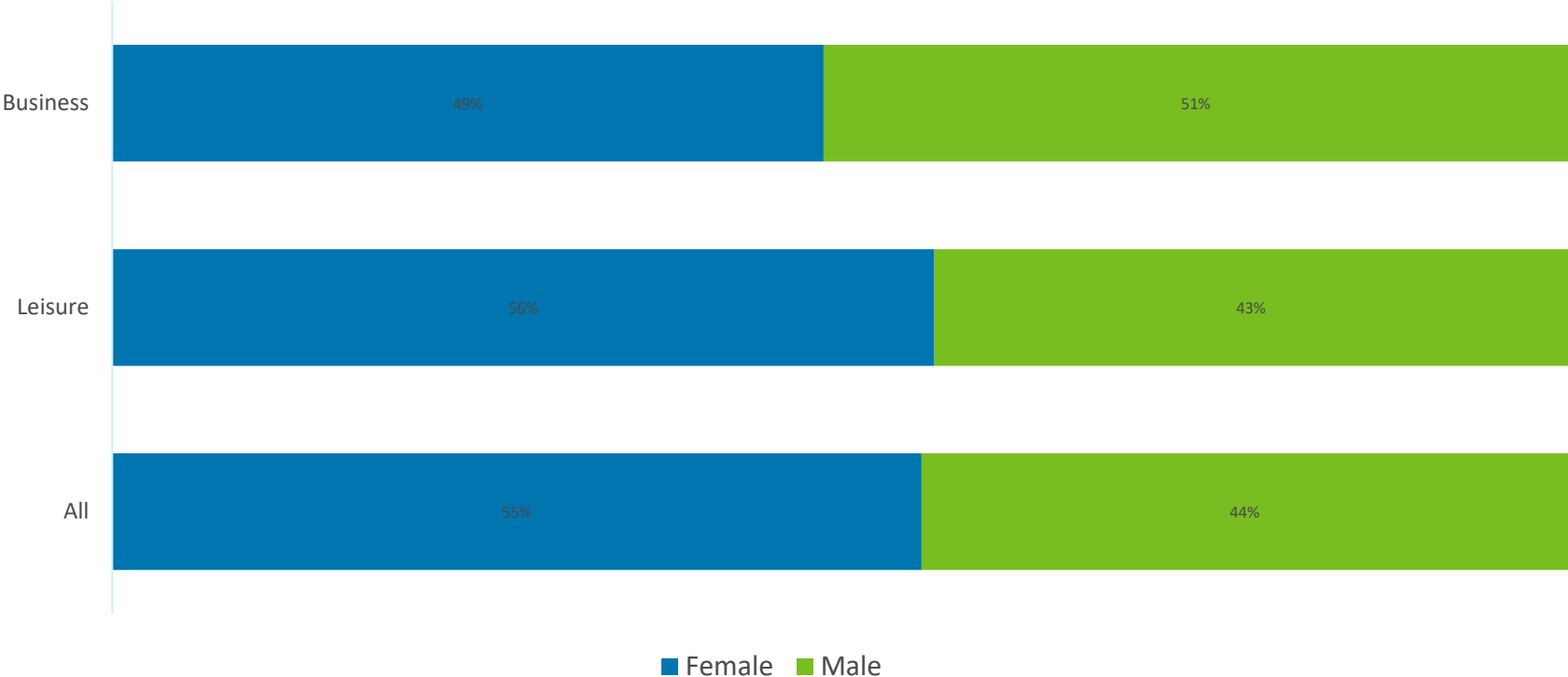
Americas Base: Weighted 2,500 - total 3,000

Q4 - What best describes your current marital status: By business versus leisure
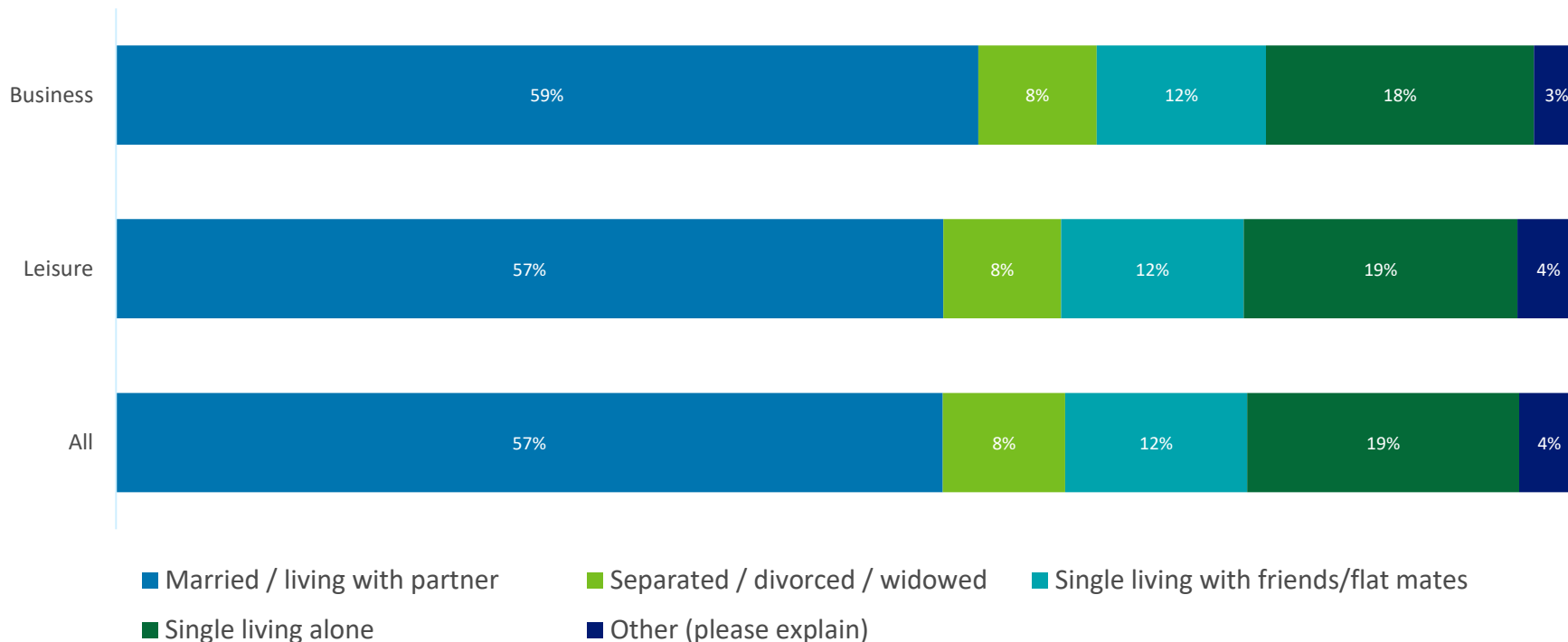
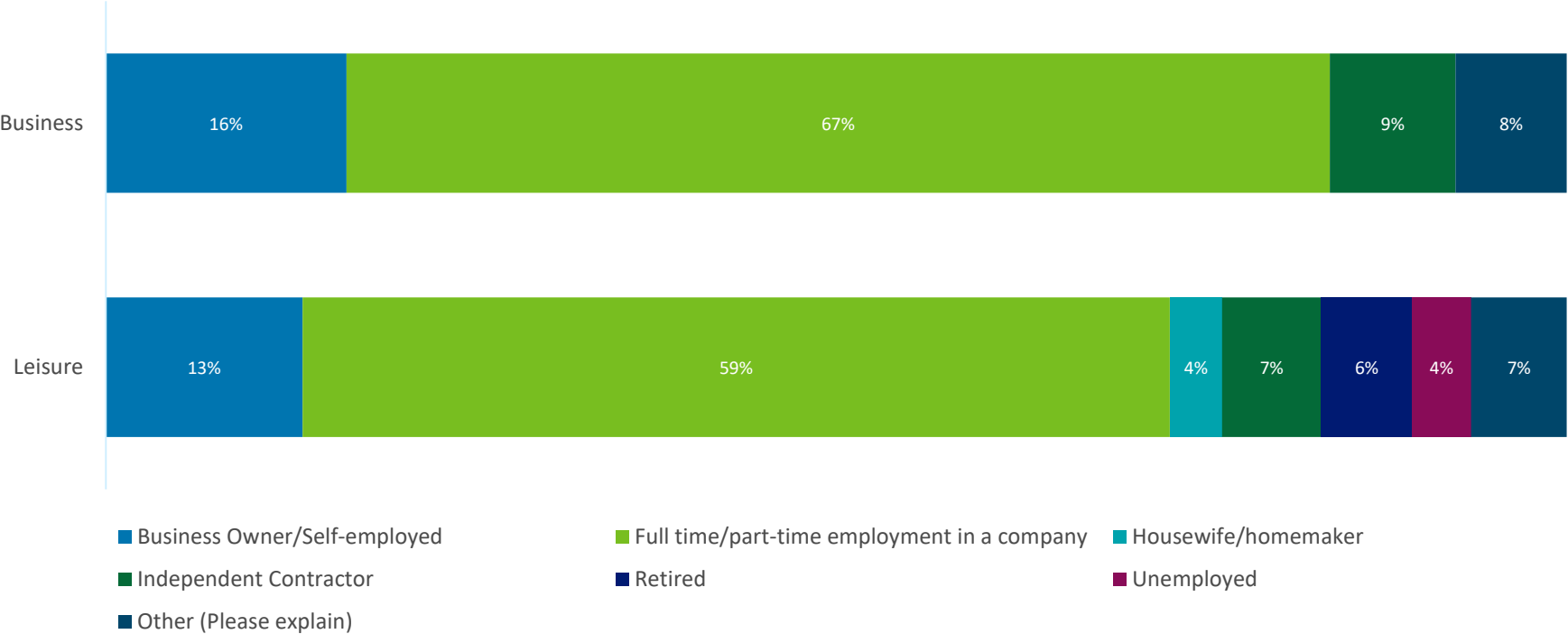Americas Base: Weighted 2,500 - total 3,000

Q5 - Do you have any children/dependents under 18 living at home? By business & leisure

Travelport
Redefining travel commerce

	Children living at home	No children living at home
Business	77%	23%
Leisure	64%	36%

■ Children living at home   ■ No children living at home
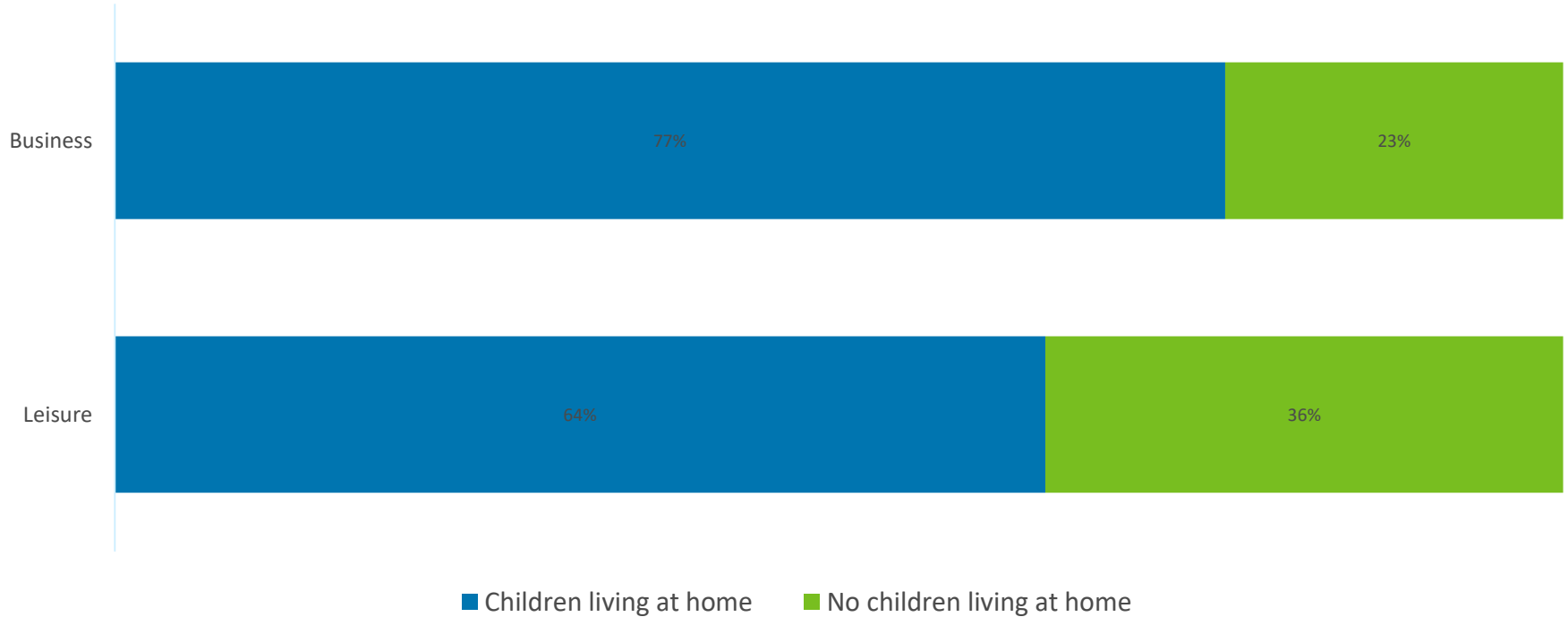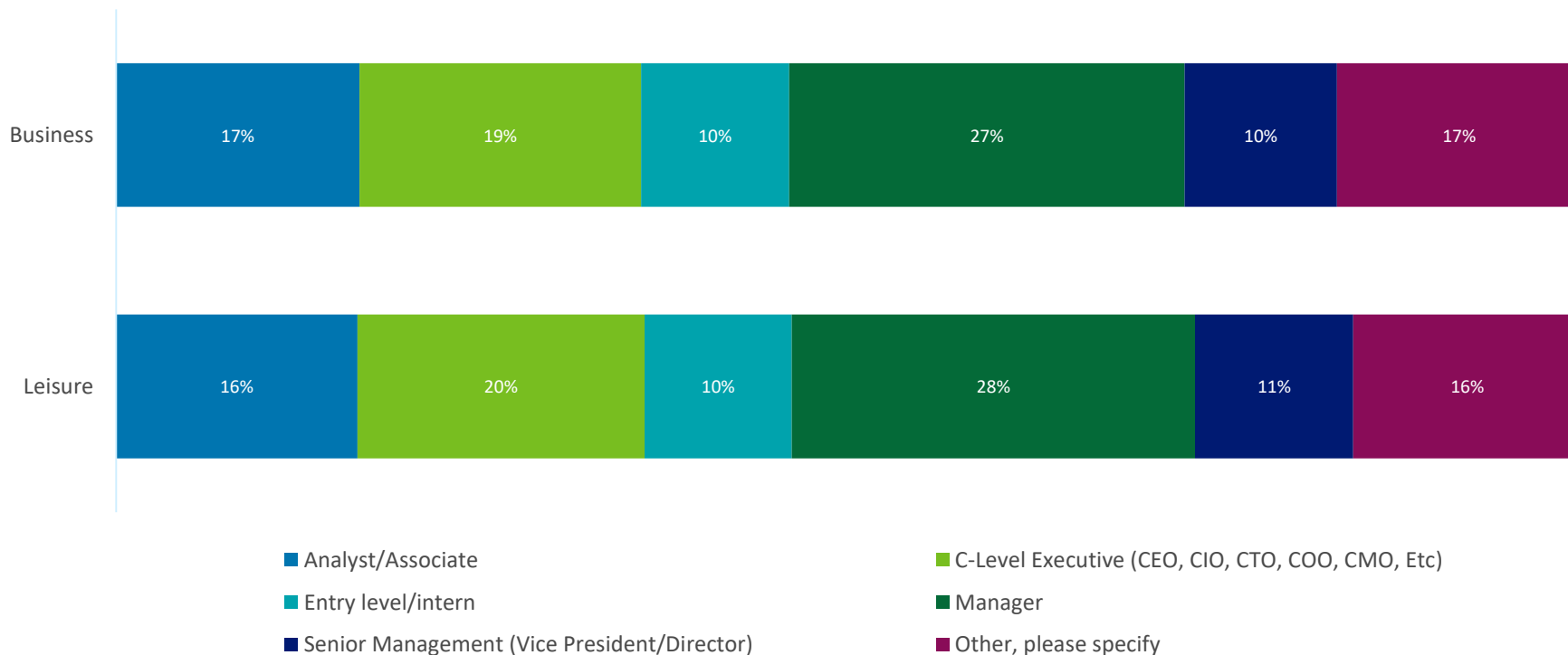
Americas Base: Weighted 2,500 - total 3,000

Q6 - What best describes your current employment status by business & leisure

Americas Base: Weighted 2,500 - total 3,000

Q7 - What best describes your current position in your company: by business & leisure

	Analyst/Associate	C-Level Executive	Entry level/intern	Manager	Senior Management	Other
Business	17%	19%	10%	27%	10%	17%
Leisure	16%	20%	10%	28%	11%	16%

■ Analyst/Associate
■ C-Level Executive (CEO, CIO, CTO, COO, CMO, Etc)
■ Entry level/intern
■ Manager
■ Senior Management (Vice President/Director)
■ Other, please specify

Americas Base: Weighted 2,500 - total 3,000