

Travelers Desires for Discounts

- Travelers continue to monitor travel spending.
- Choosing among 13 types of discounts, the **\$50 gas card** joins **price discounts for advance purchases** (the leader in 2009) as the top incentives to travel.
- Travelers claim that small discounts (under 10%) will have almost no effect, most noting that it **would take 20%+ to entice them to visit a destination.**

ATTRACTING VISITORS

- Successful efforts to boost travel vary:
 - ✓ Offers with the broadest appeal include *price discounts for advance purchases* (36%) and *\$50 gas card* (36%)
 - ✓ Other substantial travel deals fall next in line: *an extra free night* (30%), *2 for 1 companion deals* (25%), *\$50 dining card* (25%), *free upgrades* (25%), *package deals* (24%), and *accepting last minute cancellations* (24%)

SIZE OF THE DISCOUNT MATTERS

- Small discounts will likely be ineffective – especially those under 10%
- Two-thirds (68%) need a discount of more than 20% to stimulate travel to a destination

VARIATIONS BY INCOME AND AGE

- Discounts that interest the most affluent travelers include advance purchase discounts (37%), \$50 gas card (34%), an extra free night (32%), free upgrades (31%), and loyalty points (31%); the upgrades and loyalty points have greater appeal for the affluent than other income groups
- More younger travelers pay attention to most discounts/promotions than older travelers. In fact, younger travelers express greater interest than others in savings via almost every promotion type

Source: TNS, May 2011