

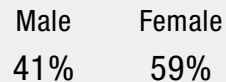


READER DEMOGRAPHICS

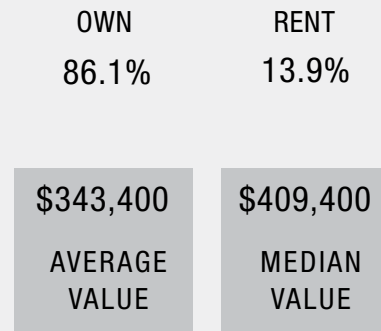
Marital Status



Gender



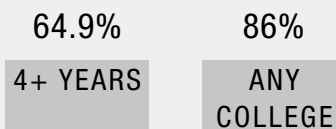
Main Residence



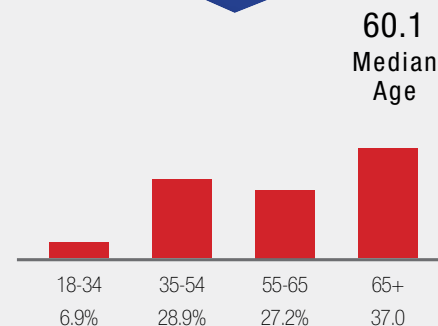
Household Income



Education





Age




MEMBER TRAVEL HABITS

How long before traveling
do you book
a trip?

 33.3% More than 6 Months

 41.3% 3-6 Months

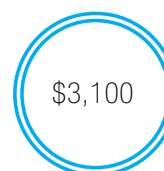
 25.1% Less than 3 Months

Members who took vacations
75%
Last 12 month

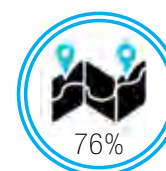
Personal 95%

Business 21%

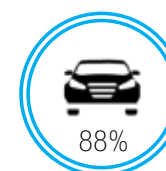
Business/Personal 13%



**Average
amount
spent on
trip**



**Weekend
trips**



**Traveled
by car**