

ADVANCE TRAVEL & TOURISM southeast

A part of Alabama Media Group

Alabama Traveler Profiles & Trends

"We travel not to escape life, but for life not to escape us."
- ANONYMOUS

trip planning

ALABAMA TRAVELERS ARE PLANNING LONG TRIPS.

48% 5 or more days

45% Long weekend

4% Overnight

3% Day trip



How many days do you plan to take off this summer?

5-10 days 35%

10 + days 29%

2-5 days 18%

Not sure 15%

None 3%



Most Alabama travelers plan to take at least the same number or more trips in 2016 compared to 2015.

46% plan their vacations in 3 months or less



1-3 months

Less than 30 days

4-6 months

6 months +

How much do you typically budget for your vacations?

\$501-\$2500

67%

What was your motivation for choosing the destination of your most recent trip?



31% UNPLUG & RELAX



24% FAMILY-FRIENDLY



15% VISITING FAMILY



14% ADVENTURE/WANDERLUST



9% CULTURE OR FOOD

top destinations



#1

75% Gulf Coast Beaches or Florida Panhandle

#2

69% A City in the U.S. (Atlanta, Nashville, NYC)



#3

63% State/National Park



#4 58% REGIONAL LAKES

#5 56% SMOKY MOUNTAINS

#6 34% REGIONAL CASINOS

"Sporting Events"

"Historic Locations"

"Camping"

where are we going?

Alabama travelers enjoy a variety of destinations across our region



Most popular Gulf Coast beaches.

GULF COAST beaches

68%

26%

Panama City

23%

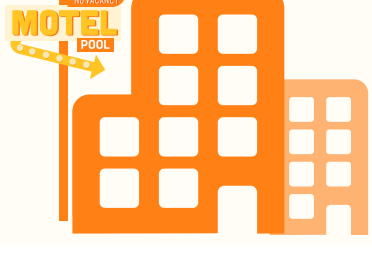
30A Santa Rosa

22%

Pensacola

Top 5 types of accommodations

Alabama travelers plan to book for vacations in the next 12 months:



38%

Hotel or Motel

38%

Rental Home or Condo

6%

Cabin or Camping

5%

Vacation Home

5%

Cruise Ship

"We will stay with friend's and family."

"Timeshare Resort."

"more likely to do a day trip and come home at night"

plan. choose. share.

Top 5 resources used when searching for destination ideas and planning:



Friends/Family Recommendations

Online Reviews

Travel Articles / Blog

Social Media

Online Travel Deals



"Word of Mouth - it's the best"

"Our Bucket List"

"Travel Agents"

"Online Research"

"Expedia"

"Places I've visited before"

"Trip Advisor"

"Destinations Website"

Alabama Travelers look for these activities and incentives when booking a trip

56% DISCOUNTS OR SPECIAL OFFERS

36% FAMILY-FRIENDLY ATTRACTIONS

25% OUTDOOR ACTIVITIES

24% CONCERT OR MUSIC FESTIVAL

20% WOULD NOT CHANGE

19% FOOD/WINE FESTIVAL

SHARING THEIR EXPERIENCES

They like to share their trip experiences with friends and family

Sometimes = 58%

Always = 36%

Never = 6%

How they share their trip experience

In person = 68%

Social media = 67%

Online review = 15%



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destination marketers

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Source: Online survey conducted by Alabama Media Group May, 2016. Based on responses from 2,789 qualified participants. Contact us at advertise@al.com to learn more about how to reach this audience.