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Press Release

TRAVELOCITY RELEASES 2011 'TRAVELER CONFIDENCE REPORT'



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Survey Shows Travel and Spending Intentions Strong for 2011 Vacations

SOUTHLAKE, Texas – February 8, 2011 – Travelocity's annual "Traveler Confidence Report" reveals a vast majority (89 percent) will spend as much or more on travel in 2011 as they did in 2010. The survey of more than 1,400 Americans also found 95 percent of respondents will travel as much or more in the coming year. In addition, the number of respondents who said they will spend \$2,000 or more on travel in 2011 has risen to 26 percent, up from 20 percent in 2010.

"Judging from the number of respondents who say they intend to both travel and spend more in the coming year, the travel industry could see continued growth in 2011," said Hugh Jones, President & Chief Executive Officer, Travelocity Global.

Though travelers are planning to spend more, they're also planning to spend more carefully. Sixty percent of respondents claimed to have a predetermined travel budget for 2011, up from 44 percent in 2010.

Hotels:

Seventy-seven percent of survey respondents plan to spend as much or more on [hotels](#) in 2011 as 2010. Of those who will increase their hotel spending, the majority (71 percent) will do so by taking more trips with hotel stays. Others will stay longer or stay at a hotel with a higher star rating. On the other

hand, respondents are less likely in 2011 to book a hotel near home for a getaway. "It seems travelers may be tiring of 'staycations' and 'nearcations,'" said Jones.

Airlines:

Despite rising airfare, 75 percent will spend the same or more on [flights](#) in the coming year. Those who plan to increase flight spending will do so primarily by taking more trips while others will take trips further away, fly instead of drive and travel with more people. Conversely, of those who will reduce their spending on airfare, the largest group report they will drive instead of fly.

Money Saving Tactics:

Seventy-one percent are at least somewhat likely to book a [vacation package](#) (flight + hotel) as a way to save, while one-third are at least somewhat likely to book an opaque hotel as a savings tactic. "Given the increase in pre determined travel budgets among respondents, it's no surprise money saving tactics are crucial to getting more vacation for less money," said Jones.

About Travelocity Global

Travelocity® is committed to being the traveler's champion -- before, during and after the trip – and provides the most comprehensive and proactive guarantee in the industry (<http://www.travelocity.com/guarantee>). This customer-driven focus, backed by 24/7 live phone support, competitive prices and powerful shopping technology has made Travelocity one of the largest travel companies in the world. Travelocity also owns and operates: Travelocity Business® for corporate travel; [igougo.com](#), a leading online travel community; [lastminute.com](#), a leader in European online travel; and [ZUJI](#), a leader in Asia-Pacific online travel. Travelocity is owned by Sabre Holdings Corporation, a world leader in travel marketing and distribution.

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