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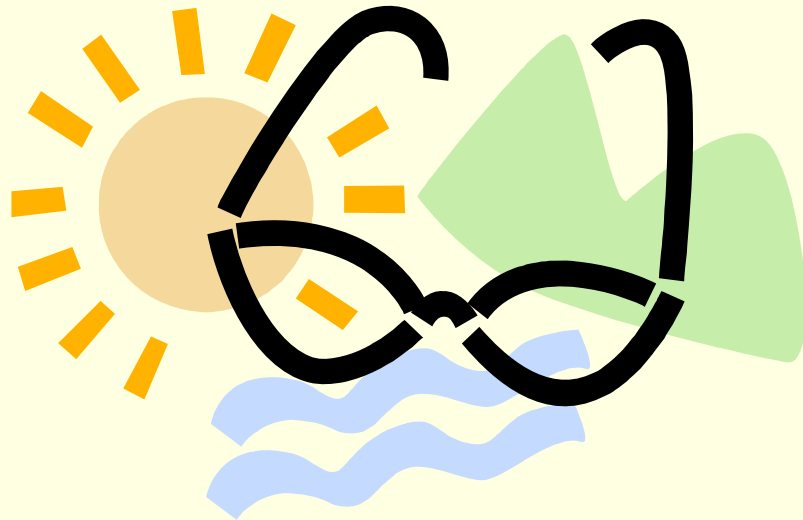
# The Good News, the Facts, & The AAA Member

Bill Latta  
Sr. Vice President  
AAA Auto Club South

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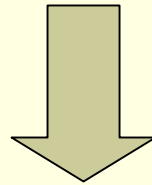
# Good News

“Vacations are Still a Right of Passage”

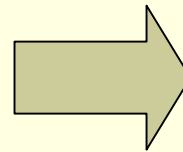


# Good News

Consumers are “Trading Down – Not Out”



Macaroni and Cheese at home for a  
Starbucks out!”





## The Facts

The definition of “vacation” has changed!

- Day-cations – zoo, museums, a day at the park, movies.....
- Stay-cations – 1-2 overnight stays
- Vacations – longer than 5 days



# The Facts

Price is king!



- ADR down.....
- Luxury hotels at mid/budget hotel rates.
- Mid/budget dropped rates and added perks.



## The Facts

“Value is King too...

however a bit unclear”

Need to determine what is the best “value.”

- Food expenses
- Hotels parking
- Gift cards
- And **FREE** anything are the top contenders.

# The Facts



People are time starved & want to simplify their lives!

- Let someone else plan my trip.
- Within a reasonable distance from home.

And make it worth my time off.



# AAA Member Facts



- 90% spent 3 or more nights in a hotel. (business, pleasure or personal reason) with the average being 8.2 nights.
- 63% have stayed at a hotel for pleasure.
- 74% took at least one weekend trip.
- Number of weekend trips 3.4

# AAA Member Facts

## Top 5 States Plan to Visit

- **Florida**
- Georgia
- South Carolina/North Carolina (tied)
- Tennessee



# AAA Member Facts

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## Top 5 Cities Plan to Visit

- Orlando
- **Tampa Bay/Clearwater/St. Pete**
- Florida Keys
- Atlanta
- Savannah



Next 12 months

# AAA Member Facts

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## Top 5 Types of Trips

- Family vacations
- Cruise
- Beach
- Theme Park package
- Vacation with grandchildren



# AAA Member Facts

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## Top 5 Interests when on Vacation

- Shopping
- Historic Sightseeing
- Beach
- Celebrate special occasion
- Theme parks, recreation, attractions



# AAA Member Facts



Packages need to “translate”  
to value.

- Good Price
- Hassle Free
- Good Value
  - Discount on F&B
  - Free parking
  - Entertain/event ticket