



Contact:

Amy Krouse
Rand McNally
847-329-6798
akrouse@randmcnally.com

Rand McNally's Travel Experts Report Consumers Are Increasing Spending on Travel

Despite economic softness, consumers don't want to miss another vacation this winter!

SKOKIE, Ill. – February 9, 2011 – Although concerned about the economy, consumers are steadily increasing spending on vacations, according to the fourth quarter 2010 Tripology Trend Report from Rand McNally.

The report, which is updated and released each quarter, shows consumers' destination preference, budget, type and length of trip and travel agent usage trends collected by Rand McNally's on-line travel specialists, better known as Tripologists.

Traveler's budgets have increased 25% from Q4 2009 to Q4 2010, with an all time high of \$5,768 spent per trip. Although conscious of economic realities, consumers still prioritize spending on life-event trips such as Honeymoons and Anniversaries, and time with family.

Consumers are continuing to plan 120 days prior to trip, and 75% are planning for trips of eight days or less. Long weekend trips represent 30% of all online bookings.

Top 10 city destinations requested continues to be led by Las Vegas, Orlando, Cancun, and Miami – consistent for the past four quarters. Los Angeles makes its debut in the top 10 this quarter.

From a regional perspective, Western Europe and Africa continue to trend positively, as they have in the prior quarter.

"Consumers are still traveling, and increasingly are interested in having a travel expert assist them. With Tripology, our company is able to offer unique on-line and off-line advice," said John T. Peters, VP/GM Digital Strategy & Travel for Rand McNally.

Travelers may reach Tripologists to plan their trip with the click of a button at www.randmcnally.com or directly at www.tripology.com.

For a copy of the Quarterly Trend Report, please e-mail press@tripology.com.

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