



DRIVE TRAVEL TRENDS PRESENTED TO TTRA CENSTATES ANNUAL CONFERENCE

Terry Ausenbaugh
H&A Media Group
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Cedar Rapids, Iowa

H&A MEDIA GROUP

- A publishing company that sells ads, writes, edits, designs pages, buys paper, prints, and takes care of delivery of the publications through the US Postal Service, and more.



Car & Travel
Circ: 940,000



Home & Away
Circ: 1,230,862



Journeys
Circ: 667,183



H&A MEDIA GROUP

- For 32 years, we've provided efficient, results-driven magazines that communicate with AAA Members



Car & Travel
Circ: 940,000



Home & Away
Circ: 1,230,862



Journeys
Circ: 667,183



H&A MEDIA GROUP

- Ownership Group
 - AAA South Dakota/Oklahoma
 - AAA Ohio Auto Club
 - AAA Minneapolis
 - Automobile Club of New York
 - AAA Hoosier Motor Club
 - The Allied Group
 - AAA Miami Valley
- Total: 7



Car & Travel
Circ: 940,000



Home & Away
Circ: 1,230,862



Journeys
Circ: 667,183



H&A MEDIA GROUP

- Other AAA Publications we sell for:



TOP TEN CIRCULATION COMPARISON

AAA Publications	25,487,085
AARP The Magazine	22,395,670
AARP Bulletin	22,236,761
Costco Connection	8,489,821
Better Homes & Gardens	7,648,900
Game Informer	5,954,884
Reader's Digest	5,653,440
National Geographic	4,446,603
Good Housekeeping	4,336,711
Woman's Day	3,863,710
Family Circle	3,816,958

MULTIPLE SOURCES OF RESEARCH

- H&A Media Group has several sources of research in its marketing tool kit
 - D.K. Shifflet & Associates, Ltd. DIRECTIONS Performance Monitor
 - DKSA works with AAA to assess
 - Competitive positioning
 - Visitation to destinations
 - Economic impact of travel and tourism



MULTIPLE SOURCES OF RESEARCH

- H&A Media Group has several sources of research in its marketing tool kit
 - D.K. Shifflet & Associates, Ltd. DIRECTIONS Performance Monitor
 - The DIRECTIONS Performance Monitor provides:
 - Overnight Trips
 - Room Nights
 - Paid Accommodations
 - Age
 - Room Rate Paid
 - Household Income
 - Travel party size
 - Daily per person expenditures
 - Top Ten Feeder States



AAA MEMBERS IN TTRA STATES (2009)

STATE	% OF ALL ROOM NIGHTS BY AAA MEMBERS	OVERNIGHT TRIPS MADE BY AAA MEMBERS
ILLINOIS	30%	10.9 million
INDIANA	41%	6.79 million
IOWA	24%	2.85 million
KANSAS	25%	1.55 million
KENTUCKY	32%	4.64 million
MICHIGAN	36%	11.12 million
MINNESOTA	28%	6.67 million
MISSOURI	24%	7.94 million
NEBRASKA	28%	2.54 million
N & S DAKOTA	25%	1.99 million
OHIO	39%	14.06 million
OKLAHOMA	23%	3.03 million
WISCONSIN	22%	6.25 million

CENSTATES TOP THREE AAA FEEDER STATES

CenStates	Feeder States
ILLINOIS	IL/CA/WI
INDIANA	IN/OH/IL
IOWA	IL/IA/MN
KANSAS	KS/MO/CA
KENTUCKY	KY/NJ/IL
MICHIGAN	MI/OH/IL
MINNESOTA	MN/WI/MI
MISSOURI	MO/TX/AR
NEBRASKA	NE/TX/CO
N & S DAKOTA	SD/MN/ND
OHIO	OH/NY/MI
OKLAHOMA	TX/OK/CA
WISCONSIN	WI/IL/MN

**AVERAGE AGE OF AAA MEMBER
STAYING IN PAID
ACCOMMODATIONS/V.S. NON-MEMBER**

CenStates	Average Age
ILLINOIS	50/45
INDIANA	50/44
IOWA	47/44
KANSAS	49/43
KENTUCKY	51/45
MICHIGAN	47/43
MINNESOTA	48/43
MISSOURI	52/45
NEBRASKA	45/43
N & S DAKOTA	52/45
OHIO	47/41
OKLAHOMA	50/46
WISCONSIN	50/42



**AVERAGE SPENT BY AAA MEMBER
STAYING IN PAID
ACCOMMODATIONS/V.S. NON-MEMBER**

CenStates	Paid Accommodations
ILLINOIS	\$129/\$111
INDIANA	\$82/\$85
IOWA	\$67/\$72
KANSAS	\$75/\$82
KENTUCKY	\$85/\$81
MICHIGAN	\$85/\$91
MINNESOTA	\$94/\$91
MISSOURI	\$99/\$89
NEBRASKA	\$80/\$71
N & S DAKOTA	\$86/\$80
OHIO	\$90/\$95
OKLAHOMA	\$79/\$90
WISCONSIN	\$87/\$90



AAA IOWA CASE STUDY

D.K. Shifflet	
Overnight trips	2.85 million
Room nights	24% of all room nights
Paid accommodations	61%
Age	47
Room rate paid	\$67.00
Household Income	\$90,429
Travel Party Size	2.3
Daily per person expenditure	\$102.00
Feeder States	IN, IA, MN, NJ, WI, NE, OH, PA, MO, CA

MULTIPLE SOURCES OF RESEARCH

- H&A Media Group has several sources of research in its marketing tool kit
 - MRI Doublebase
 - Based on GfK MRI's *Survey of the American Consumer*
 - This is the industry standard for magazine audience ratings in the U.S. and is used in the majority of media and marketing plans in the country.
 - MRI sends out 12,500 surveys every six months
 - Accessing this information through the MRI MEMRI system allows us to compare AAA publications with non-AAA publications



MULTIPLE SOURCES OF RESEARCH

- 26.95% of Americans are members of an Auto Club

- AAA 78.27%
- AARP 7.39%
- All State 4.79%
- BP 0.69%
- Car dealer/
Manufacturer/
Dealer Warranty 5.76%



AUTO CLUBS 20-0

Do you belong to any auto club? 1

Yes

If Yes, which one? 2

AAA 3

AARP 4

Allstate 5

BP/Amoco Motor Club 6

Car Dealer 7

Other




MULTIPLE SOURCES OF RESEARCH


- H&A Media Group has several sources of research in its marketing tool kit
 - MRI Custom Subscriber Study (for AAA publications)
 - Study to provide a profile of primary readers
 - Readership
 - Use of AAA Products and Services
 - Behavior
 - Most recent study was just completed
 - 27 AAA publications participated



MULTIPLE SOURCES OF RESEARCH

- H&A Media Group has several sources of research in its marketing tool kit
 - MRI Custom Subscriber Study (for AAA publications)
 - Methodology
 - In May, a follow-up mailing was made to those who had not responded with another \$1 incentive
 - Questionnaires were accepted for processing until mid-June
 - The findings were tabulated and delivered to clubs in late July/early August
 - Response rates varied by club, but averaged 37.4%
 - The table of estimated confidence intervals is 95% plus or minus 3%
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MULTIPLE SOURCES OF RESEARCH

- H&A Media Group has several sources of research in its marketing tool kit
 - MRI Custom Subscriber Study (for AAA publications)
 - Methodology
 - Each publication provided membership records in alphabetical order and then by zip code
 - A total of 32,302 records were chosen from 1,727,876 names using a random “nth” selection procedure
 - In early April 2011, selected records for each club received an eight page questionnaire, a hand stamped return envelope, a cover letter from the publisher encouraging cooperation, and a new \$1 dollar bill as an incentive
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MULTIPLE SOURCES OF RESEARCH

- H&A Media Group has several sources of research in its marketing tool kit
 - MRI Custom Subscriber Study (for AAA publications)
 - Some of the questions asked:
 - How long before traveling do you typically book your trip?
 - With whom have you taken a vacation trip in the last 12 months?
 - Have you traveled more than 100 miles specifically for the purpose of shopping in the last 12 months?
 - Which means of travel did you use on your trips within the continental United States in the last 12 months



AAA IOWA CASE STUDY

MRI Custom Subscriber Study	
How long before traveling do you typically book your trip?	83.0% (six months or less)
With whom have you taken a vacation trip in the last 12 months?	82.3% (children, partner, spouse)
Have you traveled more than 100 miles specifically for the purpose of shopping in the last 12 months?	13.9% (yes)
Which means of travel did you use on your trips within the continental United States in the last 12 months	68.4% (personal vehicle)



MULTIPLE SOURCES OF RESEARCH

- H&A Media Group has several sources of research in its marketing tool kit
 - MRI Custom Subscriber Study (for AAA publications)
 - Some of the questions asked:
 - How many weekends trips (2-4 days) for vacation/personal reasons did you take in the last 12 months?
 - Have you visited a theme park or an attractions in the last 12 months?
 - Which one of the following best describes your present employment status?
 - Which of the following states do you plan to visit in the next 12 months?



AAA IOWA CASE STUDY

MRI Custom Subscriber Study	
How many weekends trips (2-4 days) for vacation/personal reasons did you take in the last 12 months?	3.7 (average)
Have you visited a theme park or an attractions in the last 12 months?	34.4% (yes)
Which one of the following best describes your present employment status?	59.6% (employed)
Which of the following states do you plan to visit in the next 12 months?	35.6% (of Iowa AAA households plan to visit Iowa)



HOW THE RESEARCH IS USED

- Using these research sources gives us the ability to produce a clearer picture of AAA Drive Travel Trends



AAA READERS IN TTRA STATES (READ 3-4 OUT OF 4 ISSUES)


STATE	READERSHIP	MEAN TIME READING
ILLINOIS	67.1%	23.6
INDIANA	78.0%	28.2
IOWA	70.1%	24.2
KANSAS	71.6%	24.1
KENTUCKY	71.8%	24.2
MICHIGAN	70.6%	23.2
MINNESOTA	70.1%	24.3
MISSOURI	73.0%	24.2
NEBRASKA	72.3%	25.4
N & S DAKOTA	72.3%	25.4
OHIO	78.0%	28.2
OKLAHOMA	66.3%	25.5
WISCONSIN	72.3%	25.4



ADDITIONAL THIRD-PARTY RESEARCH

INFORMAL READER ADVISORY SURVEY

When I take my primary vacation this year, I plan to:	
Drive more than 150 miles away	47.4%
Fly	29.9%
Don't Plan a vacation	7.5%
Take a Cruise	6.4%
Drive less than 150 miles away	5.6%
Stay at Home	2.1%
Take a Train	0.8%



INFORMAL READER ADVISORY SURVEY

If I take a weekend vacation this year, I plan to:	
Drive more than 150 miles away	42.8%
Drive less than 150 miles away	38.4%
Don't Plan a weekend vacation	9.2%
Fly	4.6%
Stay at Home	3.7%
Take a Cruise	0.5%
Take a Train	0.5%

AMERICAN TRAVELERS PREFER FLEXIBILITY OF THE OPEN ROAD

- Itinerary control is the primary reason why almost three-quarters (74 percent) opt to drive their own vehicle to their destination, compared to the 17 percent who choose air travel.
- Americans are asserting more control over their travel plans by opting to drive themselves.
- The control factor is particularly important to travelers over 50. Eighty-one percent of those 50-plus say they like that they can determine their own schedules and stop where they like, while 71 percent say they like that they can “bring more stuff” when they drive to their destination.
- Nearly four in 10 Americans (38 percent) plan trips within a week of departure and 49 percent plan within two weeks or less.

(source: Mandala Research/Solutionz)

MORE TOURISTS TAKE DAY TRIPS TO OHIO THAN STAY OVERNIGHT

- Most of our overnight leisure travel – about 85 percent of it – comes from within about 350 miles of our border, so those are our primary feeder markets.
- About 80 percent of our visitation is day-trip travel.

(source: Amir Eylon, director of the Ohio Division of Tourism)



THE TRAVEL SERVICE DECISION FUNNEL

- Consumers today are autonomous – both by choice and necessity. They have become more insular with a closely-knit sphere of influence, and this is affecting how they both arrive at and make purchase decisions.
- Family and friends are essentially tied with traditional media as the places they find ideas and inspiration for making travel plans.
- Family and friends “win” as a trusted source for insights and advice.
- Then the Internet dominates as consumers move closer to making an actual purchase decision.



SOURCES OF INFORMATION USED



The key sources of information for each phase in the travel decision-making “funnel” include:

SOURCES OF INFORMATION USED

Sources of Information Used For Travel Service Purchase Decisions
(Top 5 per Category)

Ideas and Inspiration	Insights and Advice	Pricing	Comparing	Purchasing
<i>Relationships & Media</i>	<i>Trusted Sources</i>	<i>Diligent Info Gathering from Multiple Sources</i>	<i>Impartial Aggregation</i>	<i>Best Deal</i>
Family/friends (53%)	Family/friends (54%)	Online Travel Agency (1) (56%)	Online Travel Agency (1) (51%)	Online Travel Agency (1) (41%)
Magazines (49%)	Travel guide books (44%)	Travel service suppliers' own websites (2) (51%)	Internet search websites (3) (38%)	Travel service suppliers' own websites (2) (38%)
Television (48%)	Internet search websites (3) (38%)	Internet search websites (3) (37%)	Travel service suppliers' own websites (2) (35%)	Traditional travel agents (2,8%)
Travel guide books (46%)	Travel experts (38%)	Multi-brand website (4) (35%)	Multi-brand website (4) (32%)	Multi-brand website (4) (18%)
Travel brochures/ direct email (43%)	Destinations' websites (37%)	Destinations' websites (34%)	Destinations' websites (25%)	Destinations' websites (17%)

Full response for items noted:

- (1) Online Travel Agency such as Expedia.com, Travelocity, com, etc.;
- (2) Travel service suppliers' own websites (i.e., airlines, hotels, etc.);
- (3) Internet search websites such as Google, Bing.com, etc.;
- (4) Multi-brand website (i.e., Amazon, Bluefly, Hotels.com)


May 26th, 2011 by Peter Yesawich




THANK YOU

TERRY AUSENBAUGH, EVP AND
GM,
H&A MEDIA GROUP
OMAHA, NE


THE TRAVEL SERVICE DECISION FUNNEL

- **Ideas and inspiration:** The American traveler casts a wide net when seeking ideas and inspiration for travel-related decisions, looking to family, friends, television, and a variety of printed media including magazines, guide books and brochures.
 - **Advice and insight:** The range of sources narrows. The personal recommendations of family and friends still top the list, and the Internet grows in influence. The impact of brochures and television drops, revealing their role primarily as awareness-building, not advice-providing.
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READER SERVICE REQUESTS FOR MORE ADVERTISER INFORMATION

- In 2010, the nine publications who are H&A Media Group clients had 186,638 individual requests for more advertiser information
 - Those individual requests (cards/online) asked for information for 988,506 advertisers
 - The average was 5.3 advertisers per request
 - The nine publications represent a circulation of 9.6 million of the 25.5 million AAA households in the AAA Publishing Network
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THE TRAVEL SERVICE DECISION FUNNEL

- **Pricing and comparing:** The Internet moves to the forefront, as travelers explore a variety of online resources. Online travel agencies such as Expedia or Travelocity are utilized by more than half of travelers for gathering pricing information (56 percent) and impartial comparisons (51 percent). Travel service suppliers' websites (such as airline or hotel pages) are also sources for pricing (51 percent), but less so for comparisons (35 percent). Roughly one-third turn to online search engines (37 percent) or multi-brand online platforms like Amazon and Hotels.com (35 percent) and destination websites (34 percent) for pricing. However, only one out of four travelers uses destination websites for comparison shopping.
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THE TRAVEL SERVICE DECISION FUNNEL

- **Purchasing:** When it comes to purchasing the best deal, the funnel narrows to two main options – booking through an online travel agency (41 percent) or directly via a travel supplier's own web site (38 percent). Less than one in four travelers uses traditional travel agents (23 percent) when booking, followed distantly by multi-brand websites (18 percent) and destination websites (17 percent).



TIME SPENT WITH AAA PUBLICATIONS

- Read (3-4 out of 4 issues) 69.6%
- Average number of minutes read 24.7
- Preferred method of receiving the publication
 - Mail/hardcopy 82.8%
 - E-mail 19.3%
 - E-book 3.1%
 - Tablet 1.7%
 - App 4.9%



ACTIONS TAKEN AS RESULT OF READING THE PUBLICATION

- Took any action 74.2%
- Visited/contact AAA office 31.8%
- Used/received AAA discounts 27.2%
- Visited AAA.com 20.6%
- Used AAA TourBook 19.1%
- Traveled to a Destination
advertised or written about 13.6%
- Planned or modified
existing plans for a trip 11.8%
- Called a toll-free number 9.7%

