

What Travel Trends Might Tell Us About the Future

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September 11, 2001

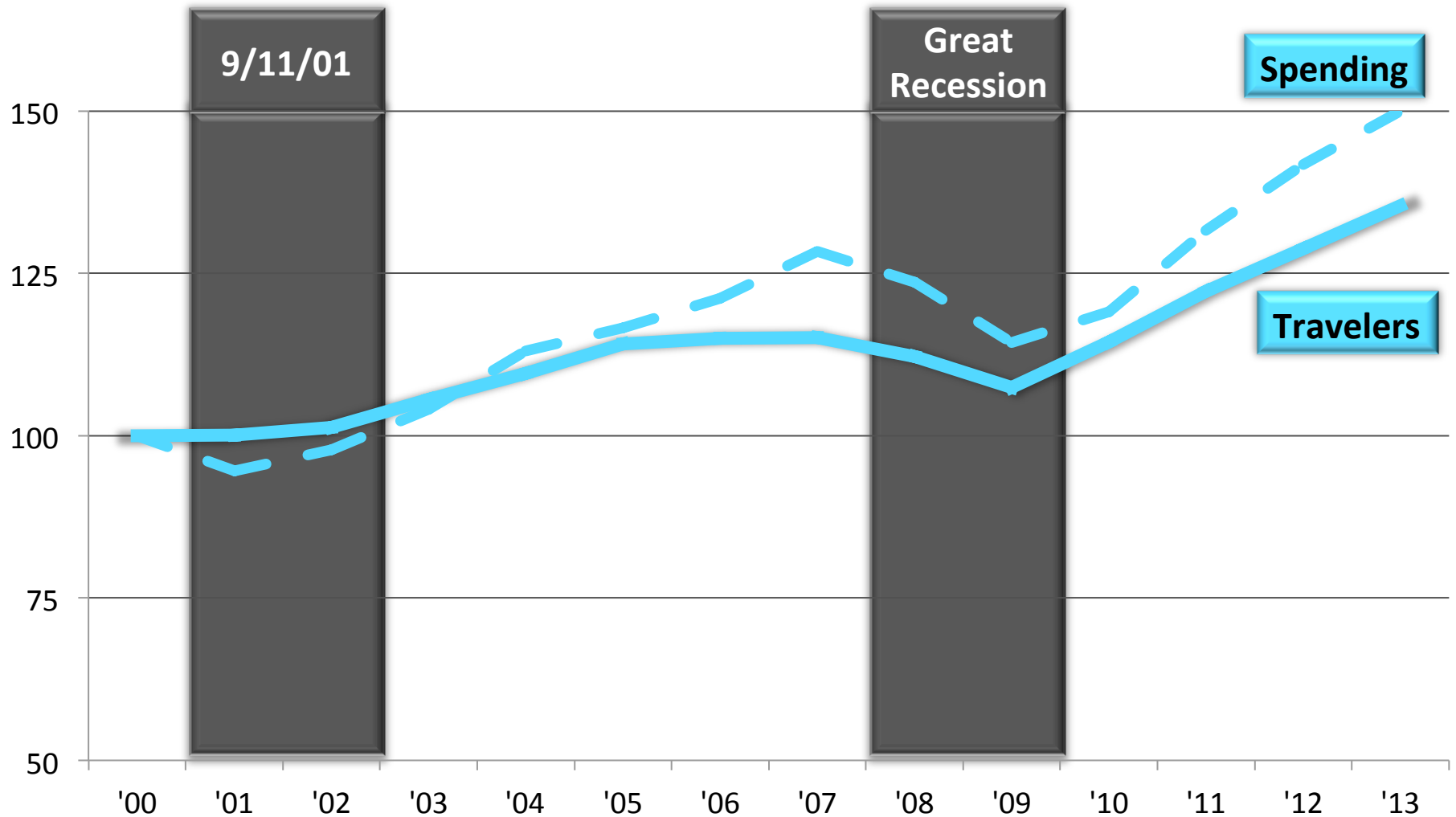


Great Recession



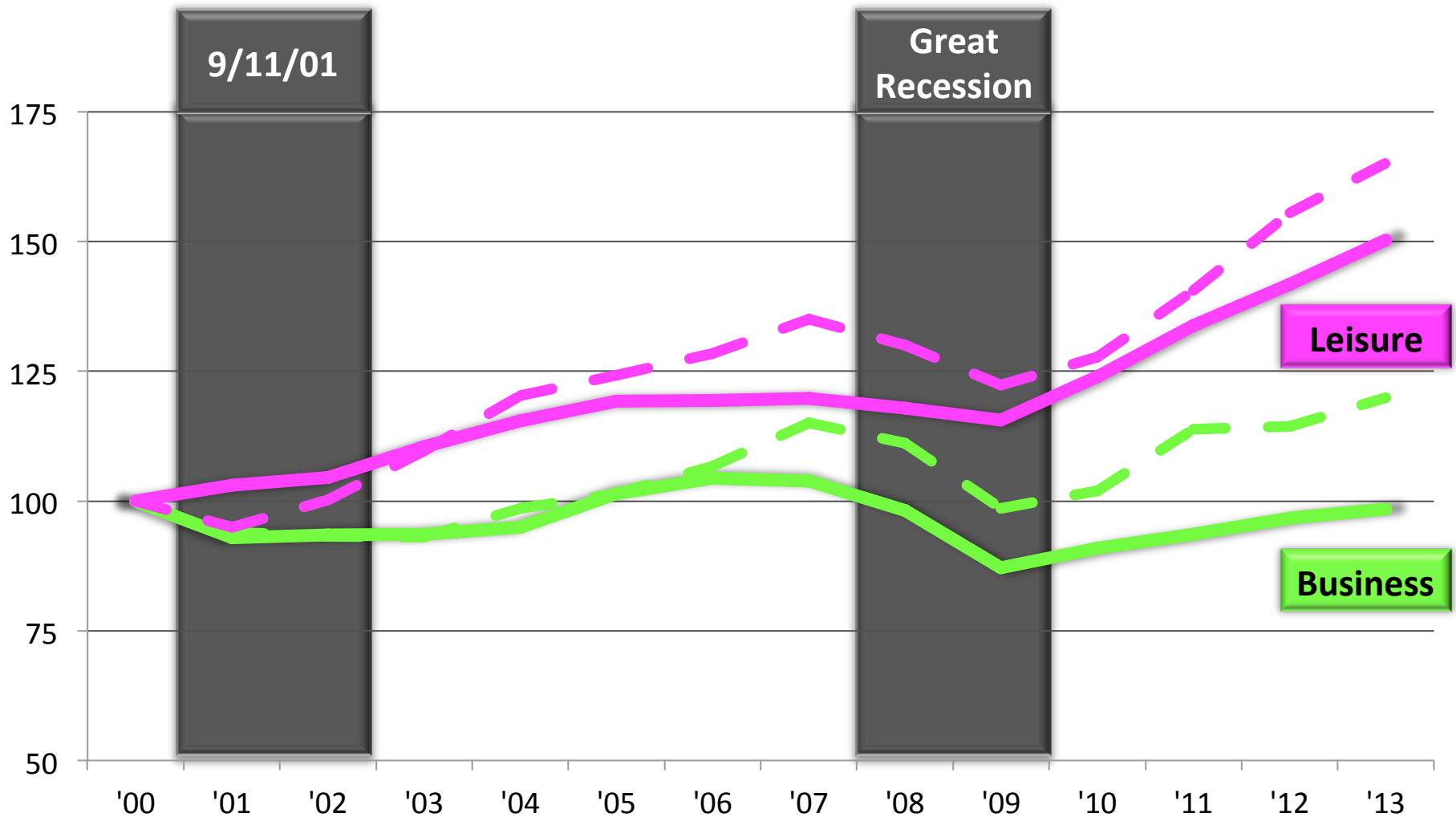
Traveler Index

(Person-Stays/Direct Spending indexed to 2000)



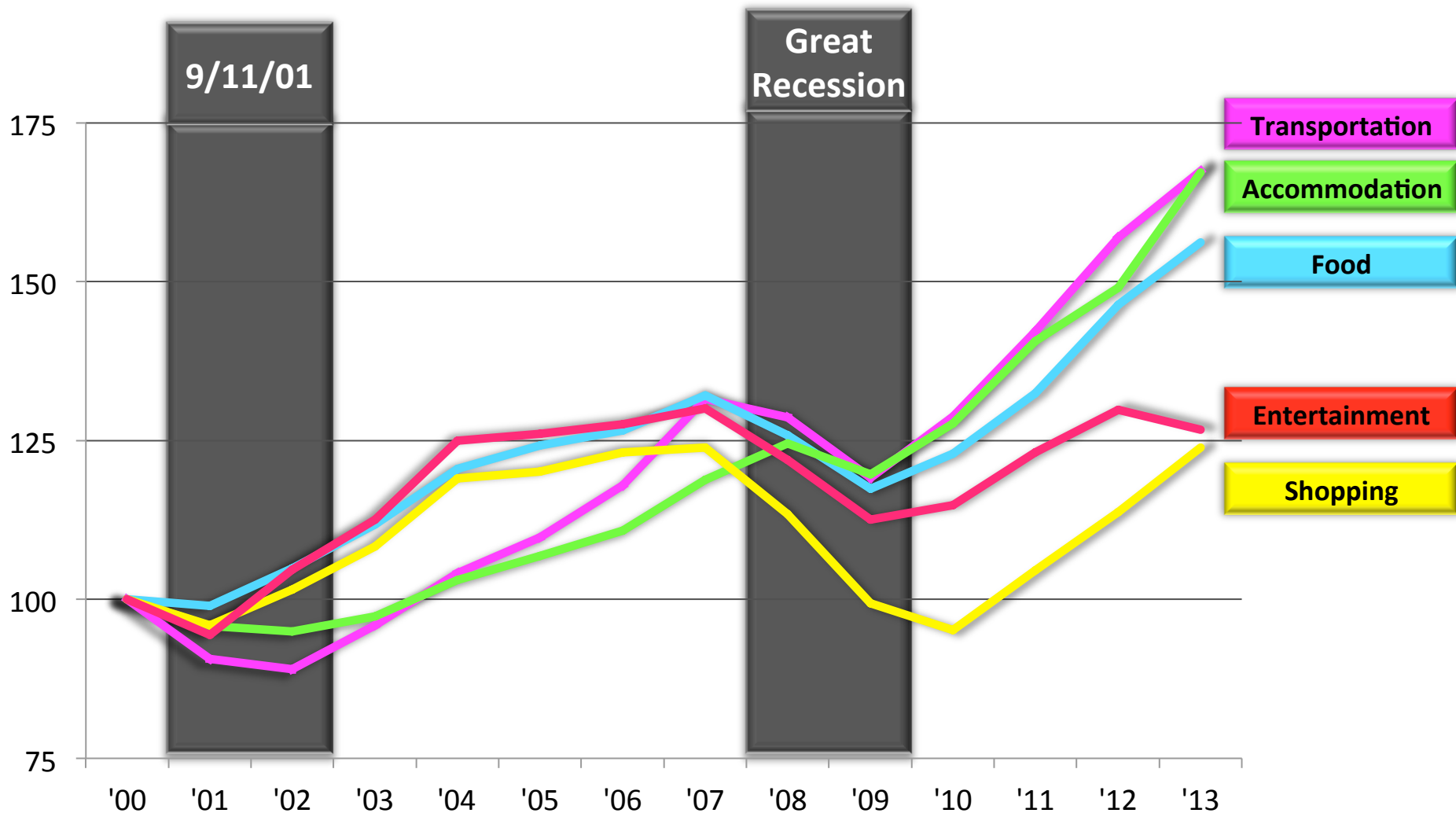
Traveler Index

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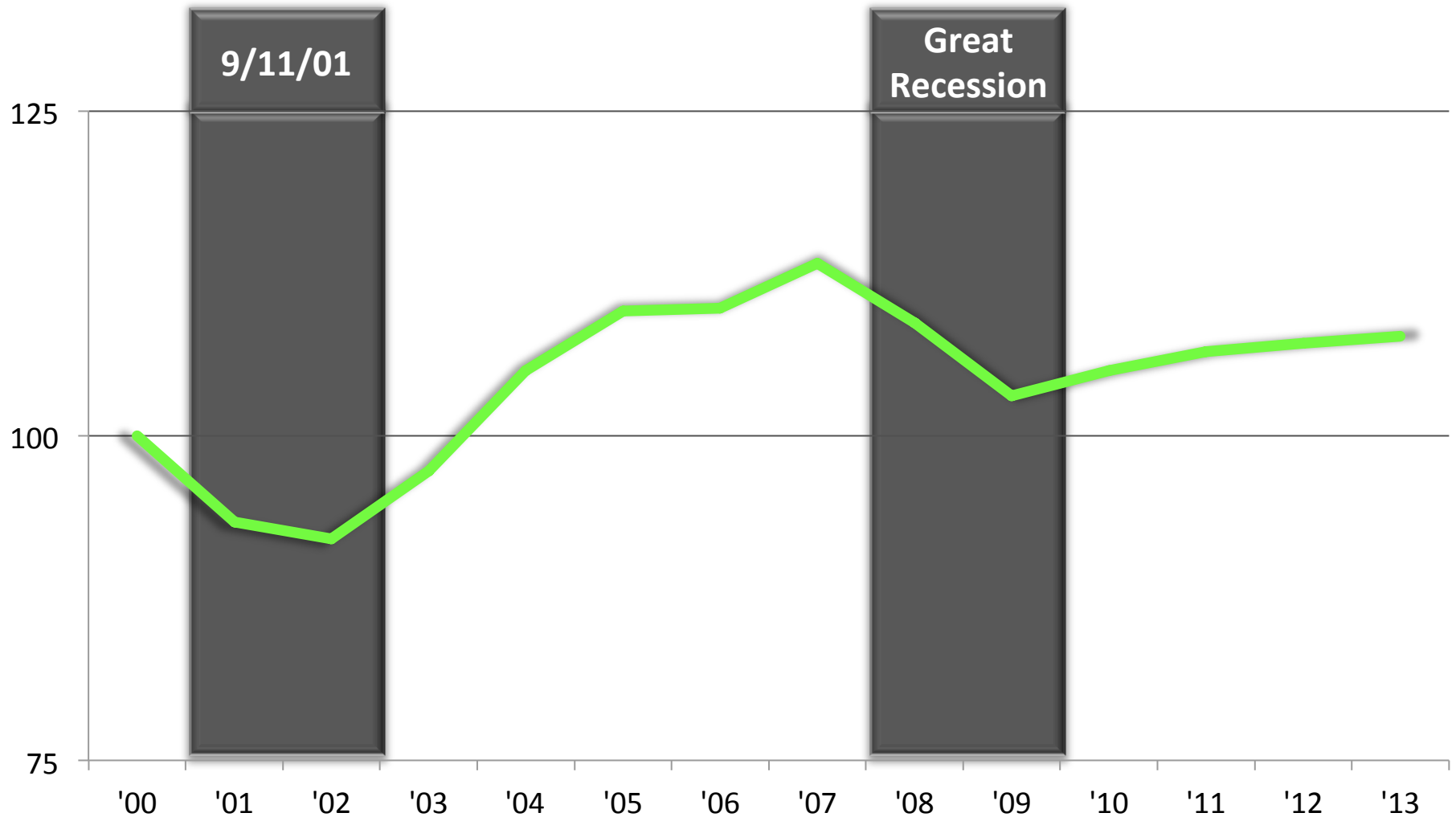
Spending Categories - Total

(Direct Spending indexed to 2000)



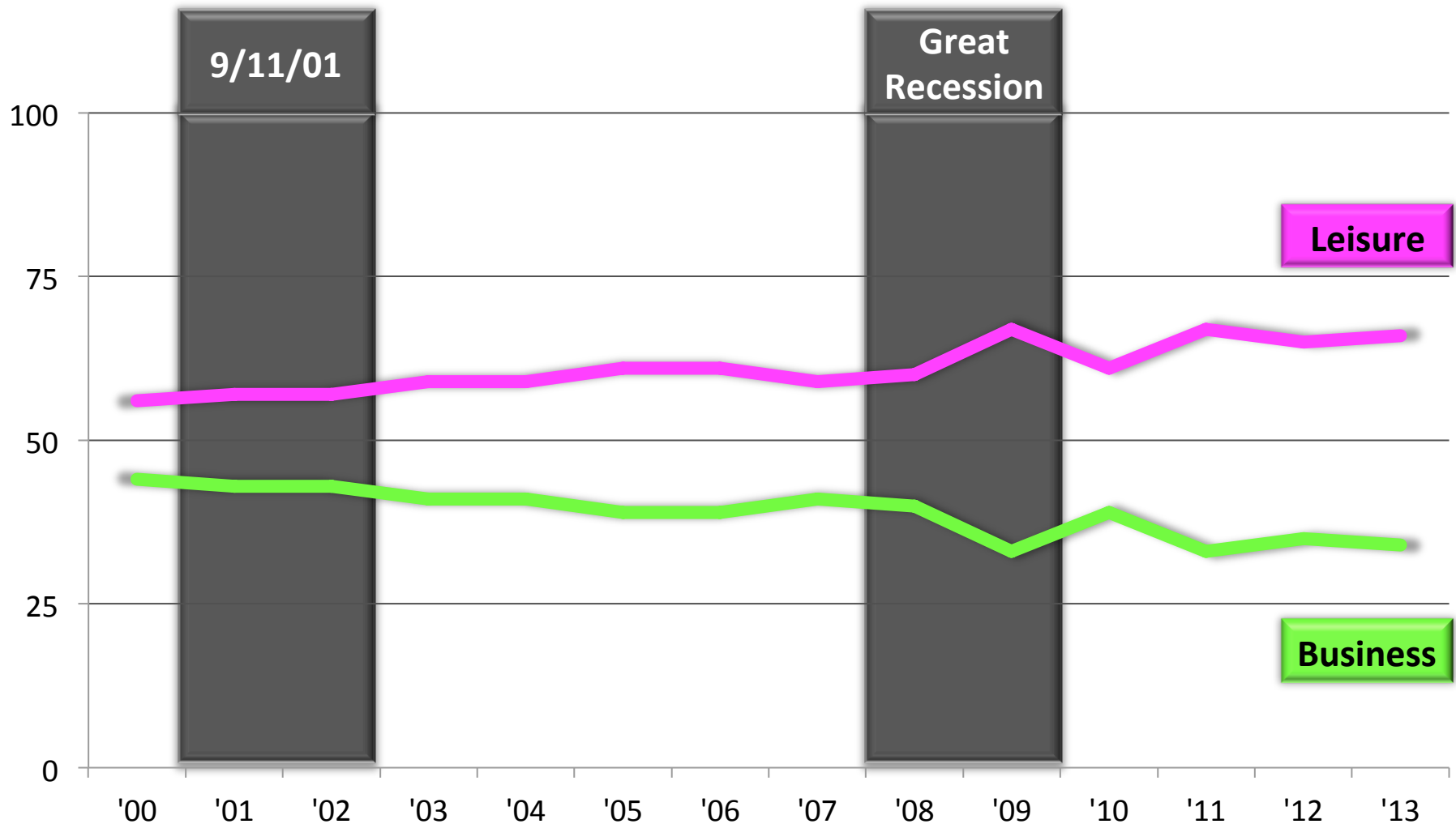
Transportation - Domestic Enplanements

(indexed to 2000)



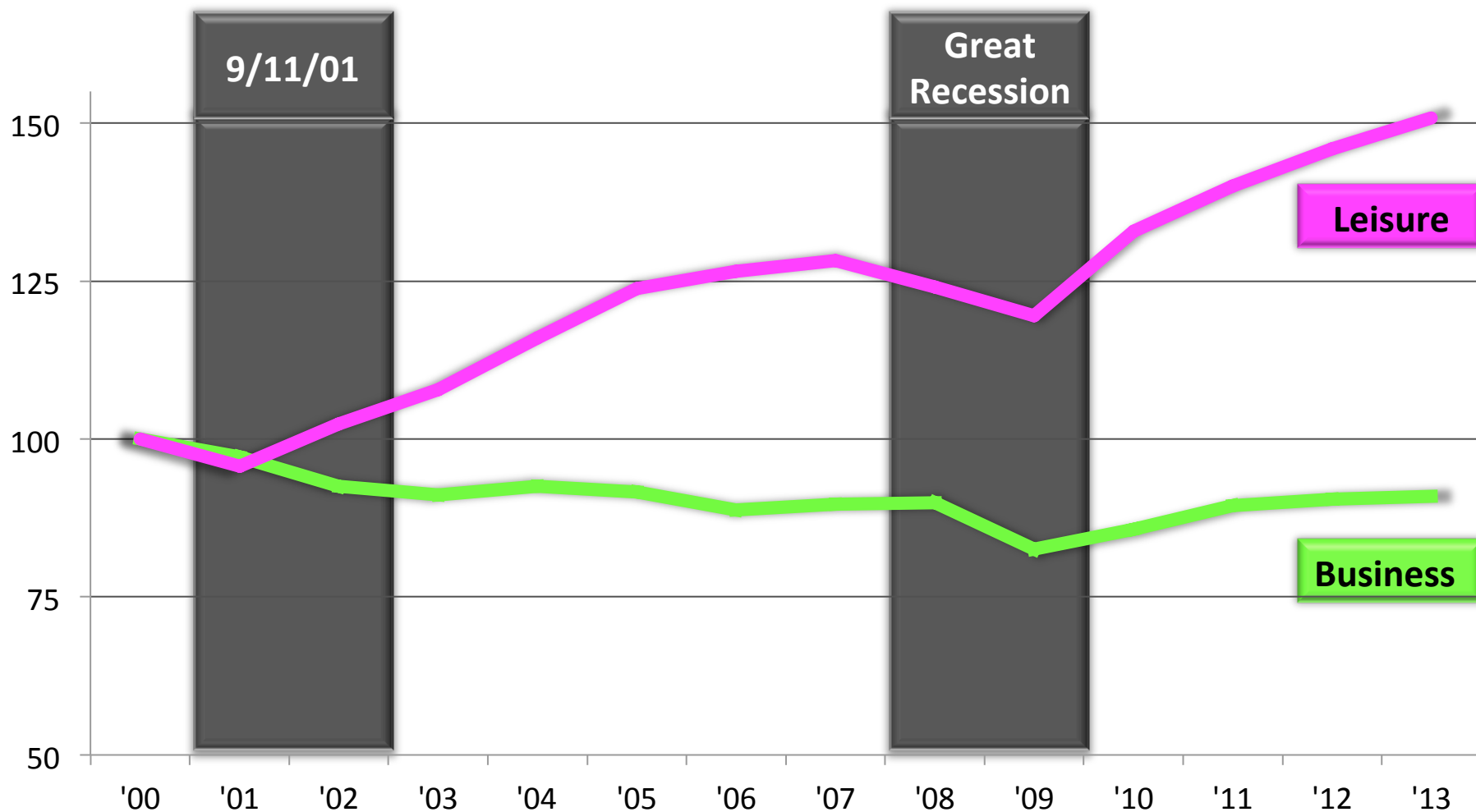
Transportation - Share of Air

(% Person-Stays)



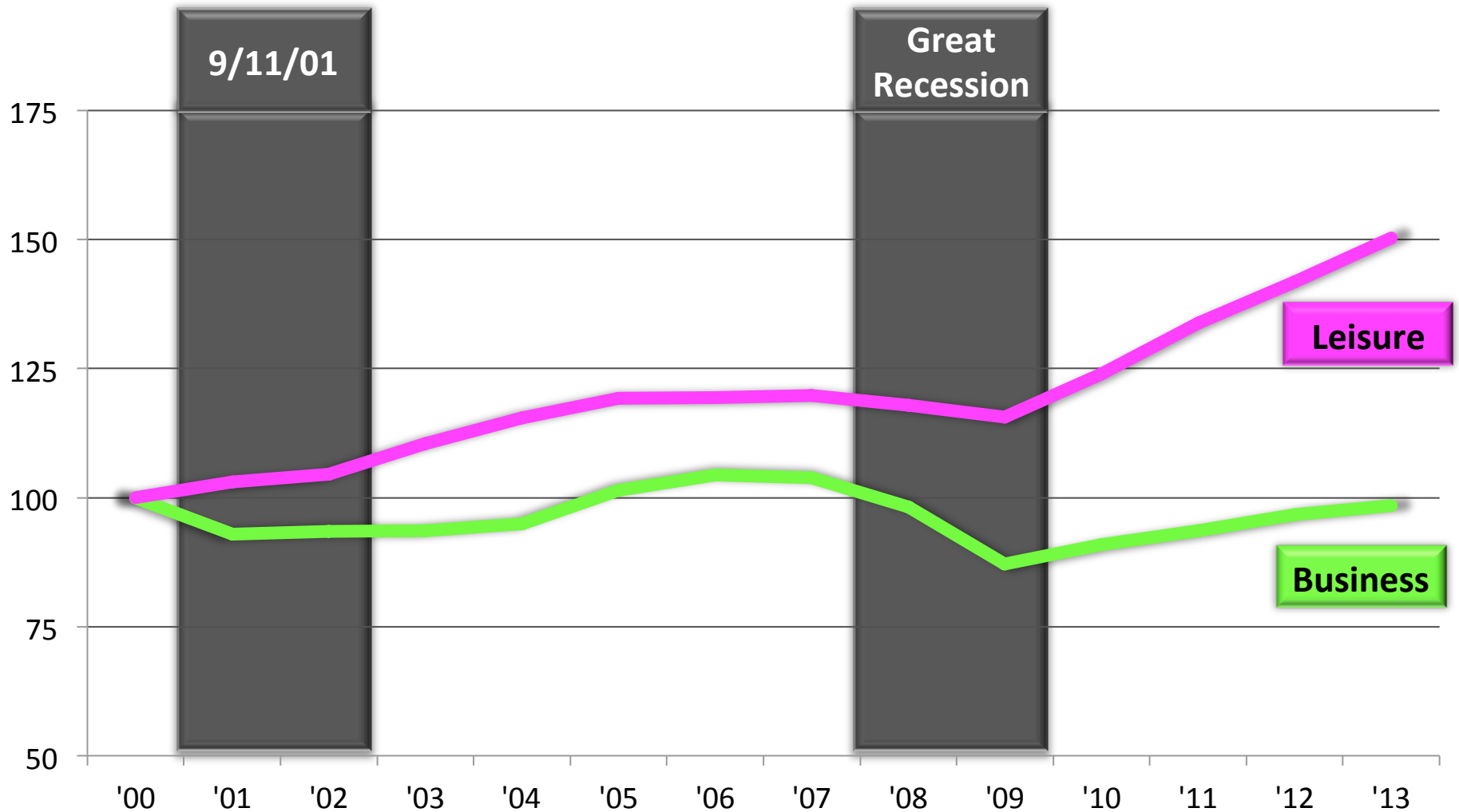
Accommodation - Hotel Room Nights

(indexed to 2000)



Traveler Index

(Person-Stays indexed to 2000)



The Role of Technology – Before 2001



The Role of Technology – After 2001



Recap

- Although fewer people travel, they travel similarly after a major event
- Leisure travel declines or slows, rebounds and returns to growth after an event
- Business travel declines and is very slow to recover – growth is slow
- Business travel will make up declining shares of U.S. travel, but not necessarily due to major events....

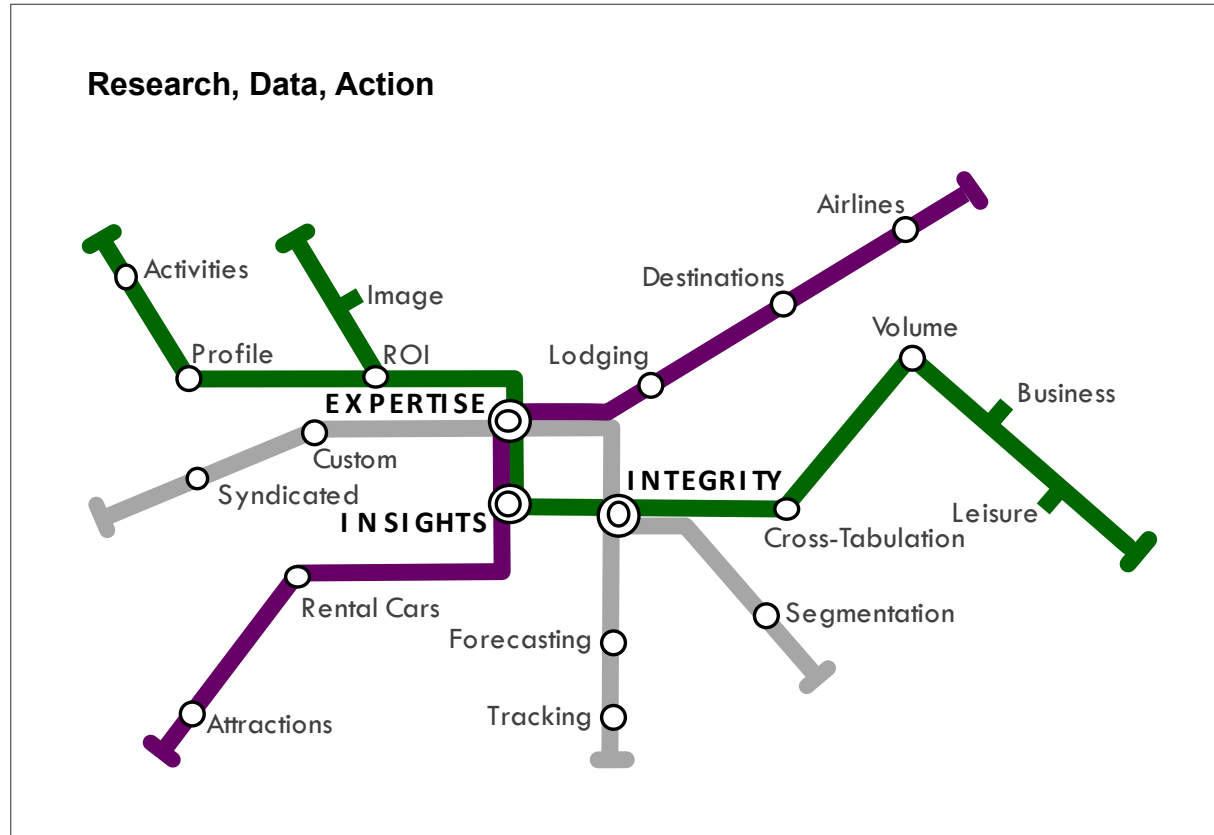
Business Travel	2000	2013
Travelers	29%	21%
Spending	33%	27%
Hotel Room Nights	56%	43%
Air Travel	44%	34%

- Use of technology after major events may have contributed to slow business growth, but probably just speeded up the inevitable – integrated business tools, not emergency solutions
- Business travel may become primarily for sharing and exchanging ideas

Food for Thought

- Have major events impacted travel in your area?
- How has your organization dealt with major events?
- How do you assess the financial loss during or after a major event?
- Have you or your legislators worked with other jurisdictions to minimize the impact or speed up the recovery process?
- Has your organization received reduced funding due to fewer visitors after a major event?
- Have you experienced loss of or slow growth in business travel?

Thank You



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