

2001 NTA Packaged Travel in North America Study

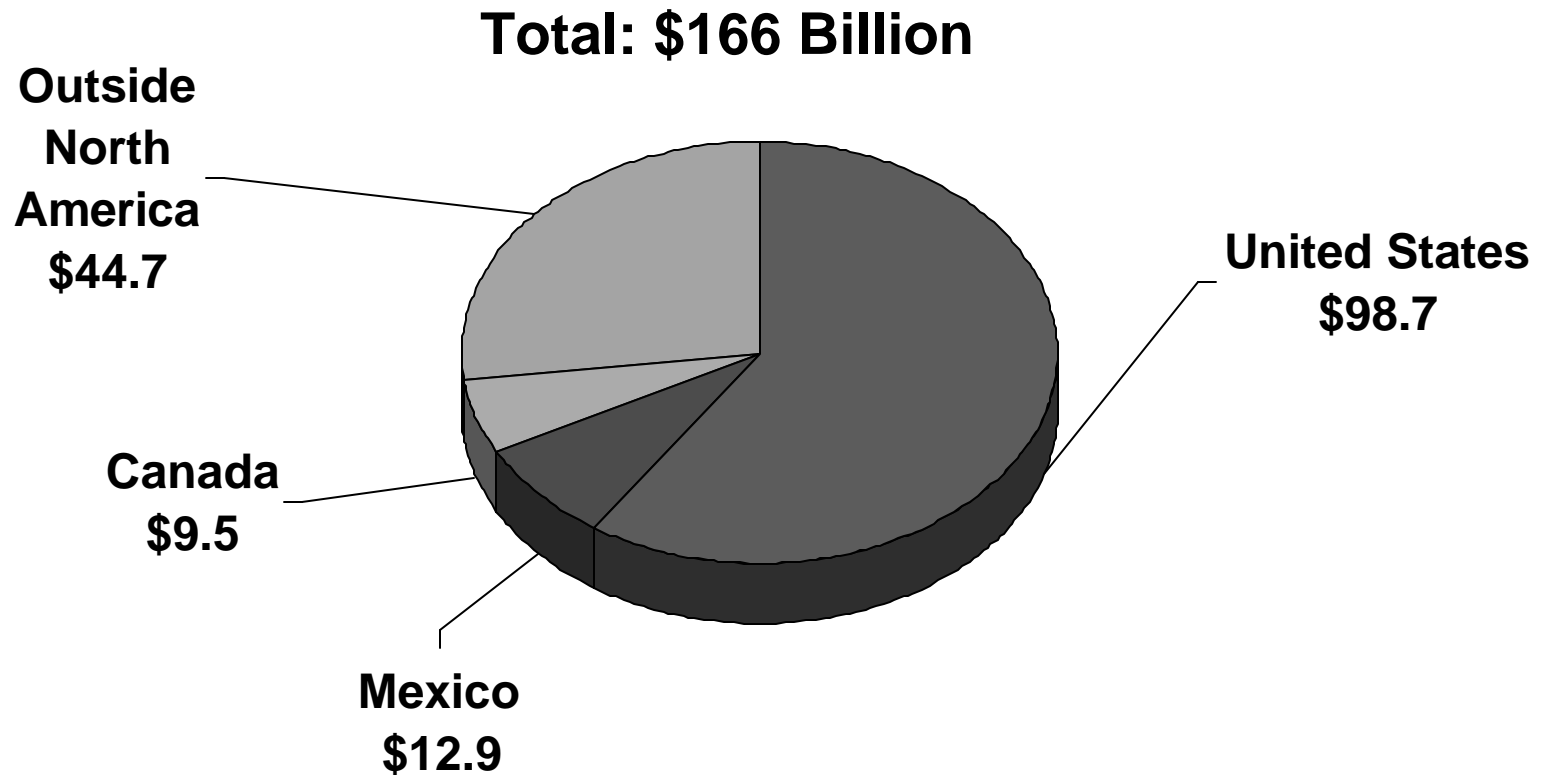


Key Findings from the NTA 2001 Packaged Travel in North America Study

- Packaged travel is big business.
- Economic impact of leisure packaged travel increased during 2001.
- Packaged travel attained extremely high consumer satisfaction levels in 2001.

Direct Impact of the Packaged Travel Industry Worldwide

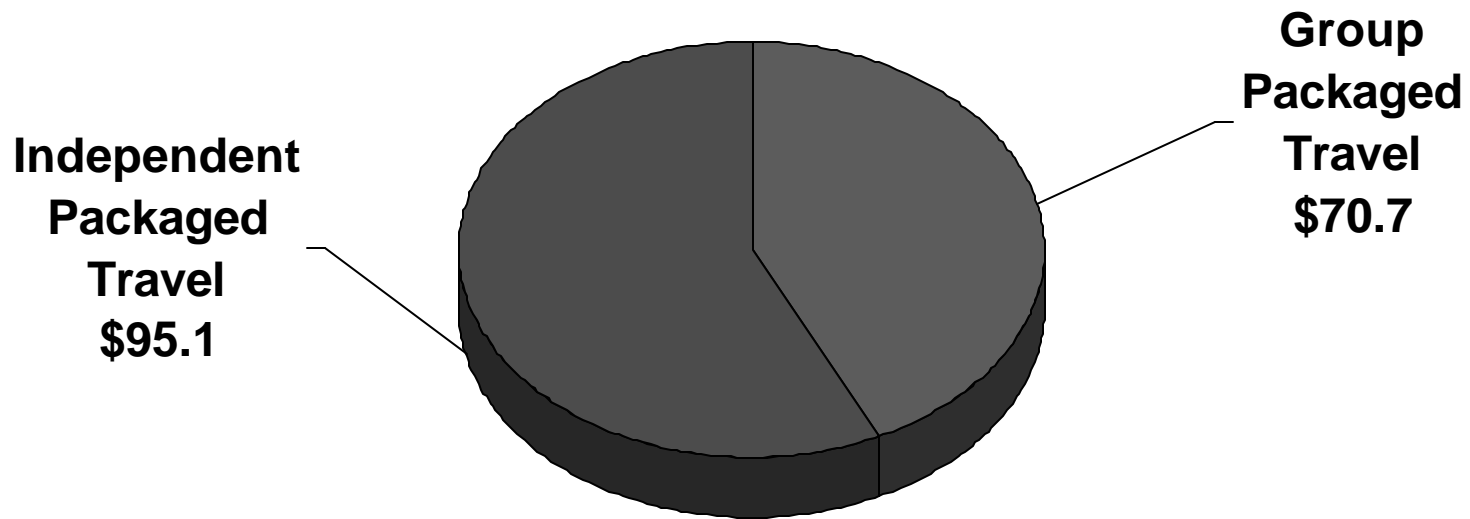
(Expenditures Made by U.S. and Canadian Packaged Travelers by Destination)



(Billions of U.S. Dollars)

2001 Expenditures Independent vs. Group Packaged Travel (Worldwide)

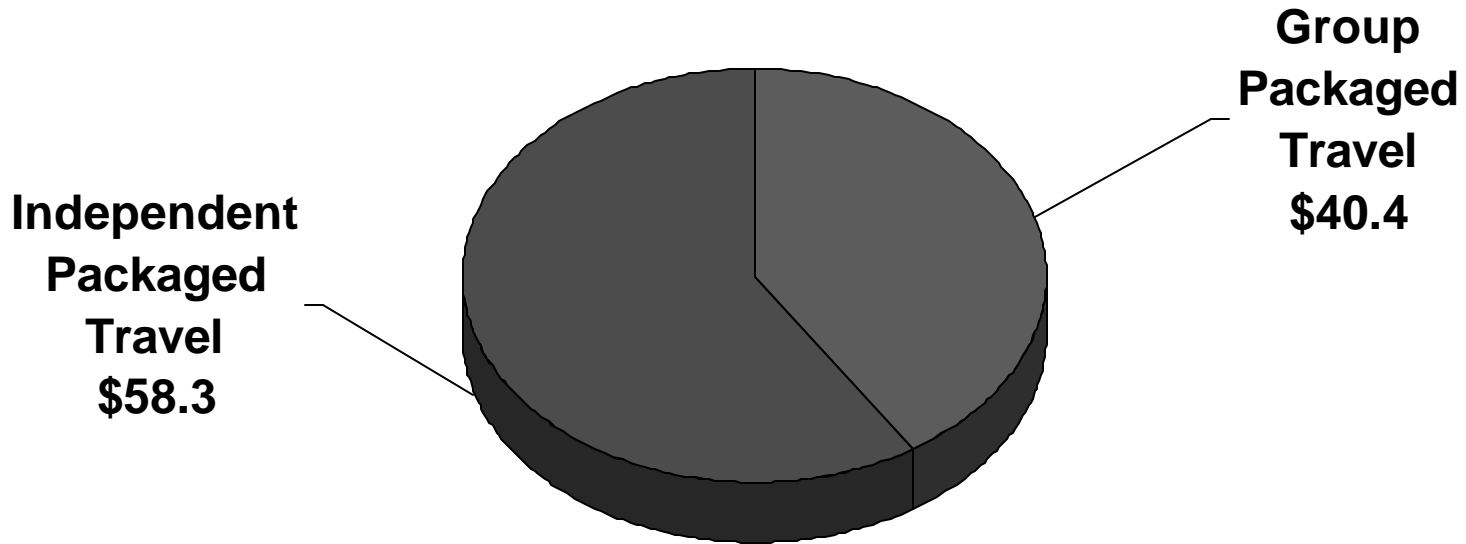
Total: \$166 Billion



(Billions of U.S. Dollars)

2001 Expenditures Independent vs. Group Packaged Travel (United States)

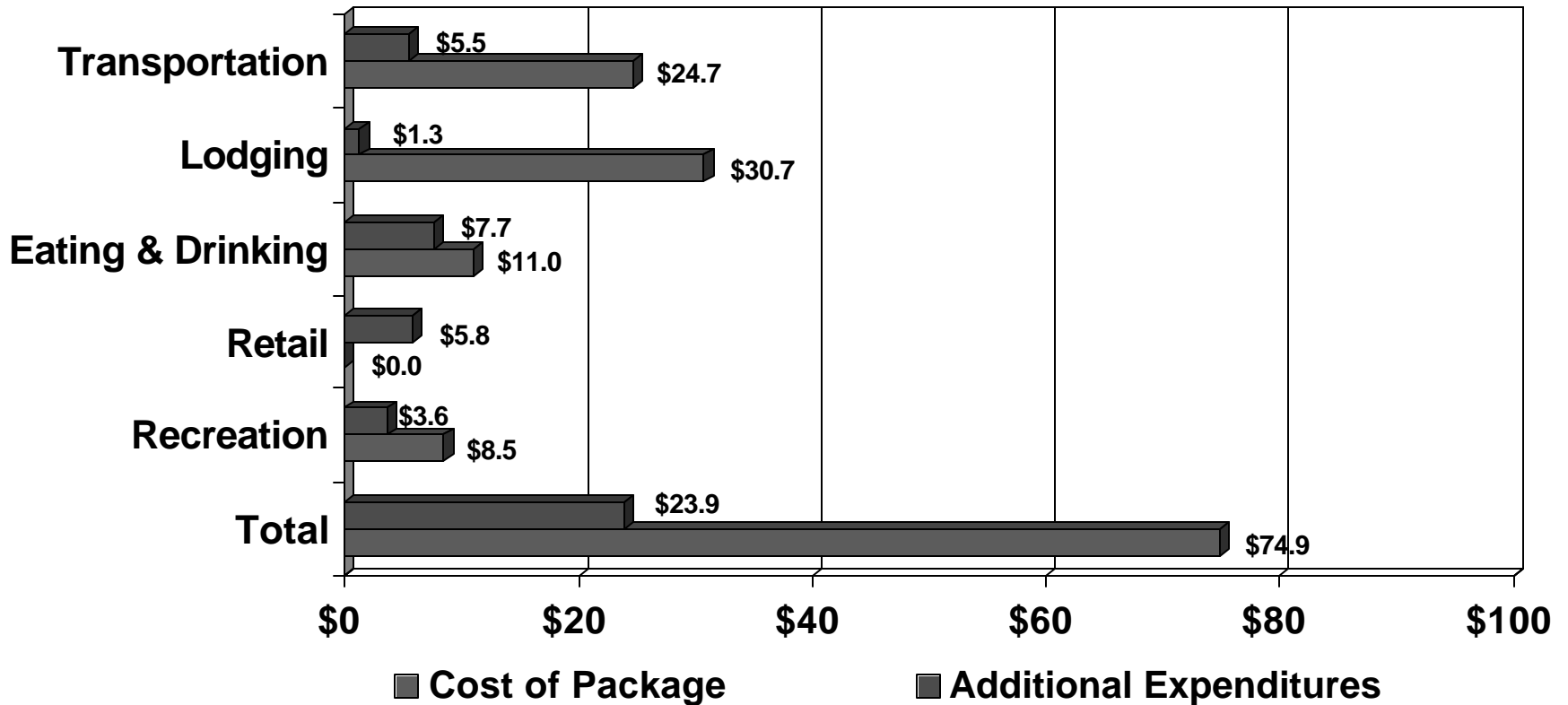
Total: \$98.7 Billion



(Billions of U.S. Dollars)

2001 Expenditures for Packaged Travel Destinations in the U.S.

Cost of Package and Additional Expenditures

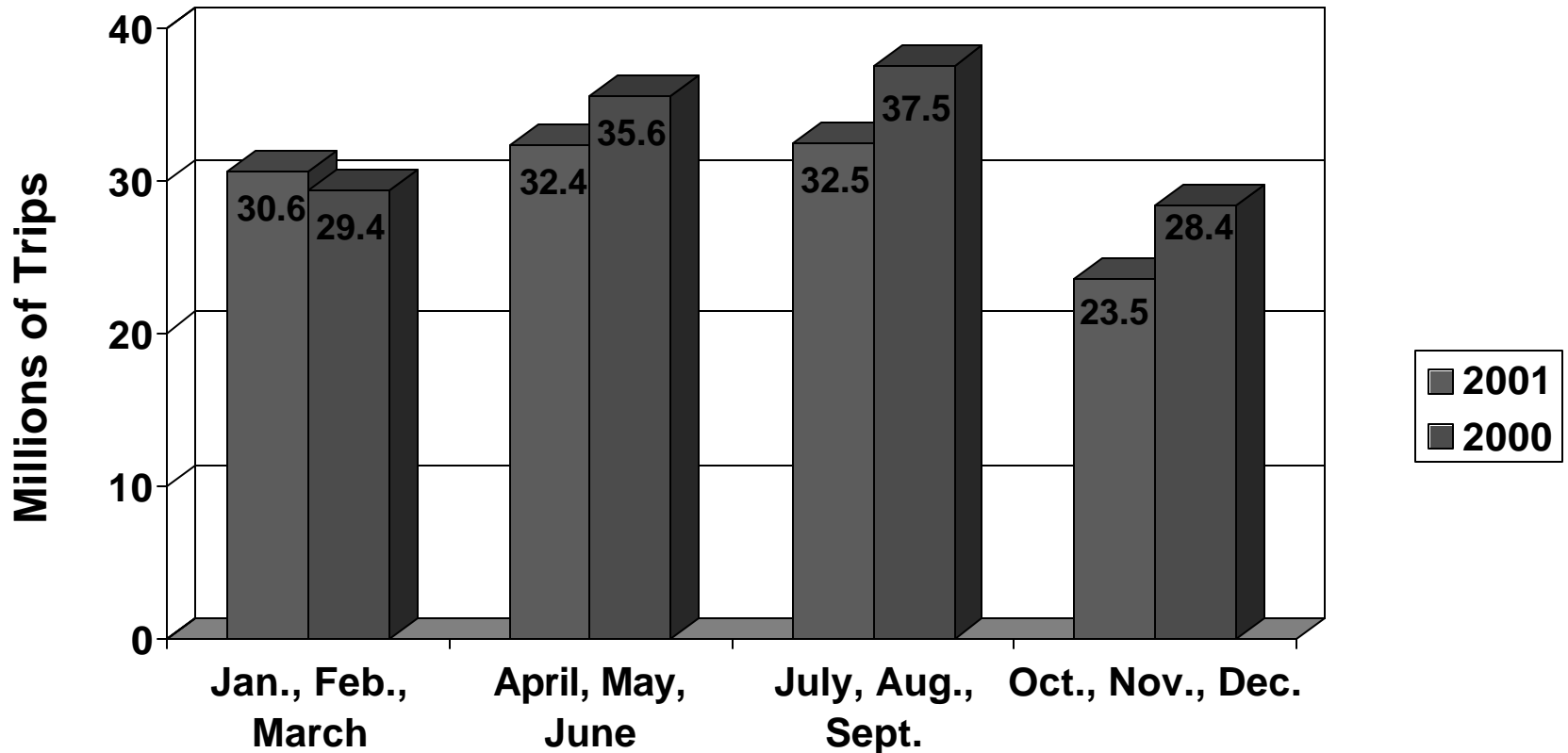


(Billions of U.S. Dollars)

U.S. Overnight Packaged Travel Trips by Quarter 2000 vs. 2001

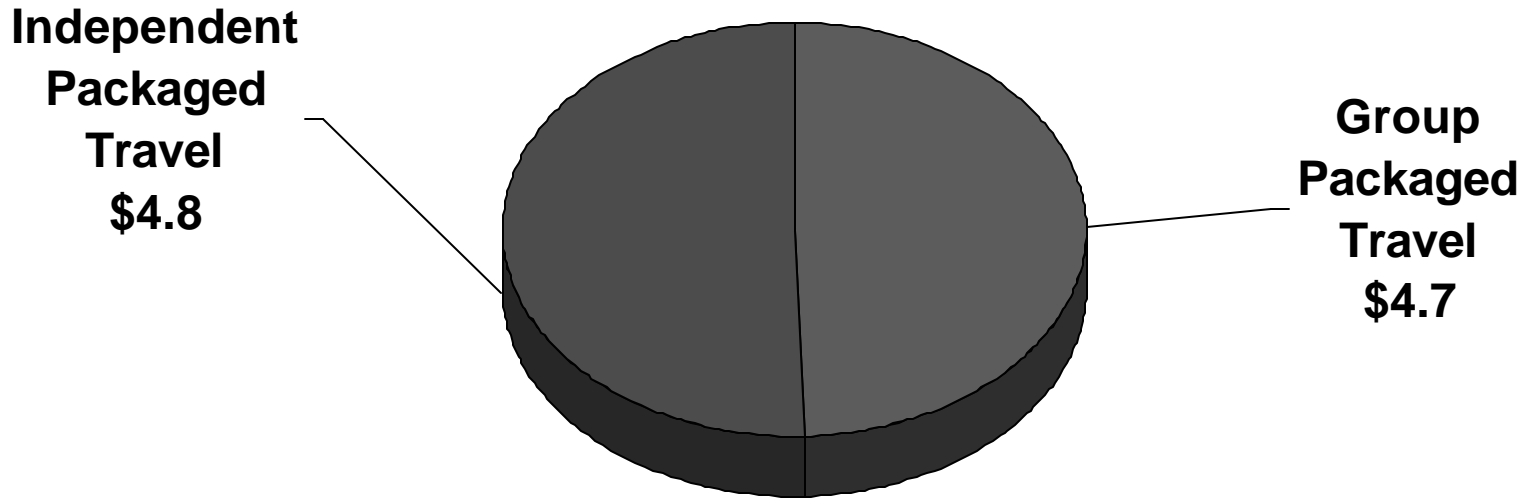
Total 2000 Packaged Travel Trips – 131 million

Total 2001 Packaged Travel Trips – 119 million



2001 Expenditures Independent vs. Group Packaged Travel (Canada)

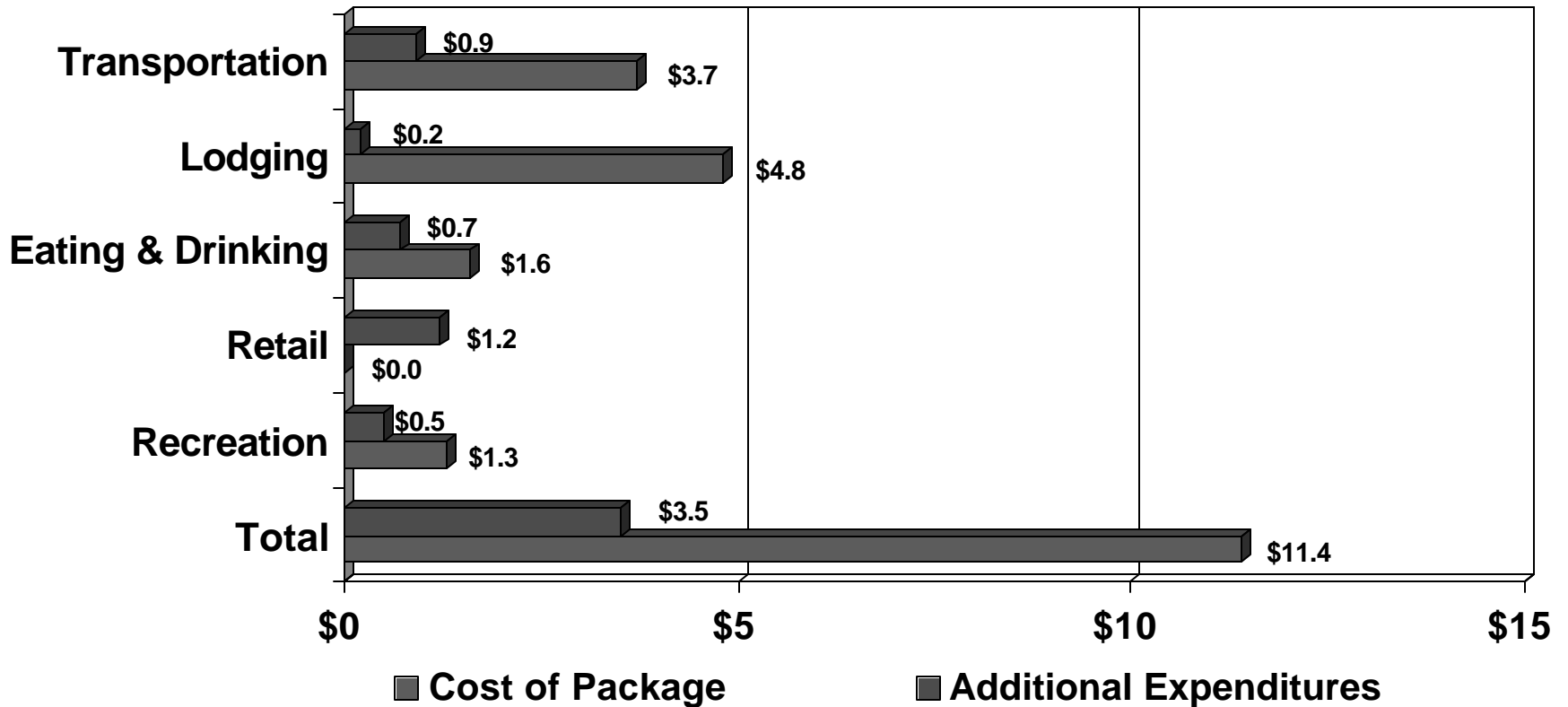
Total: \$9.5 Billion



(Billions of U.S. Dollars)

2001 Expenditures for Packaged Travel Destinations in Canada

Cost of Package and Additional Expenditures

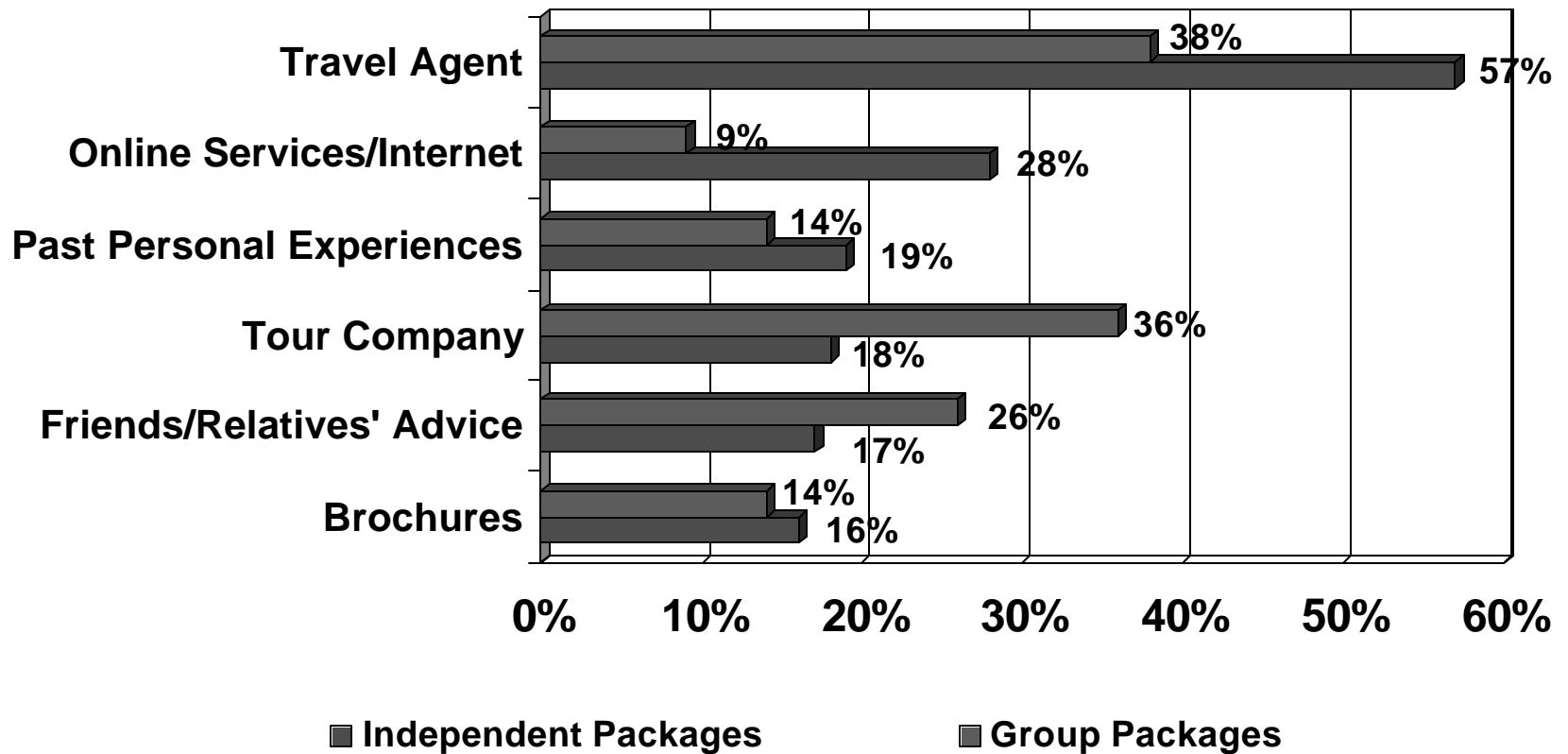


(Billions of Canadian Dollars)

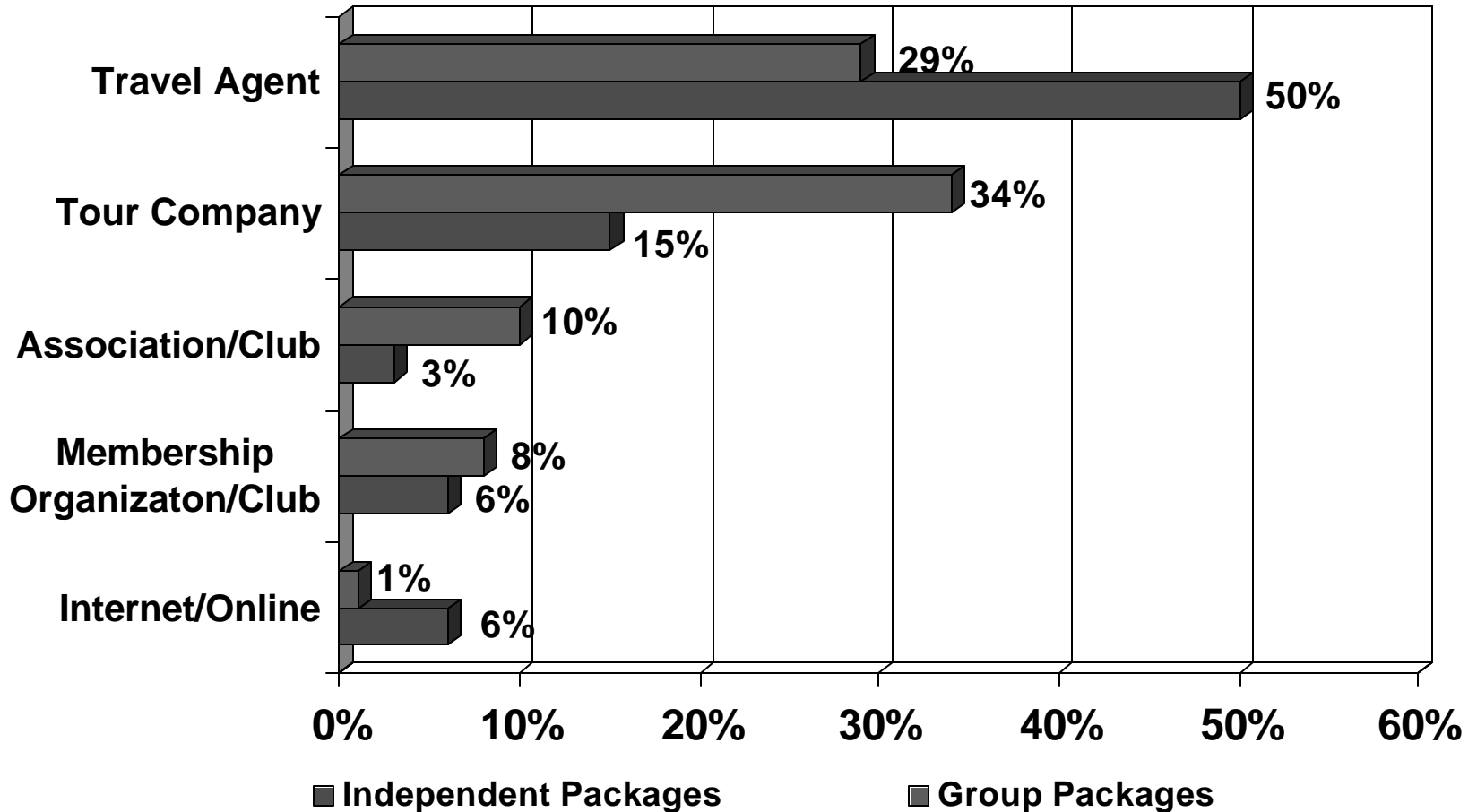
Per Person Daily Expenditures

- The average daily expenditures per person by U.S. and Canadian travelers to the United States and Canada is \$183 for the group packaged traveler and \$235 for the independent traveler.

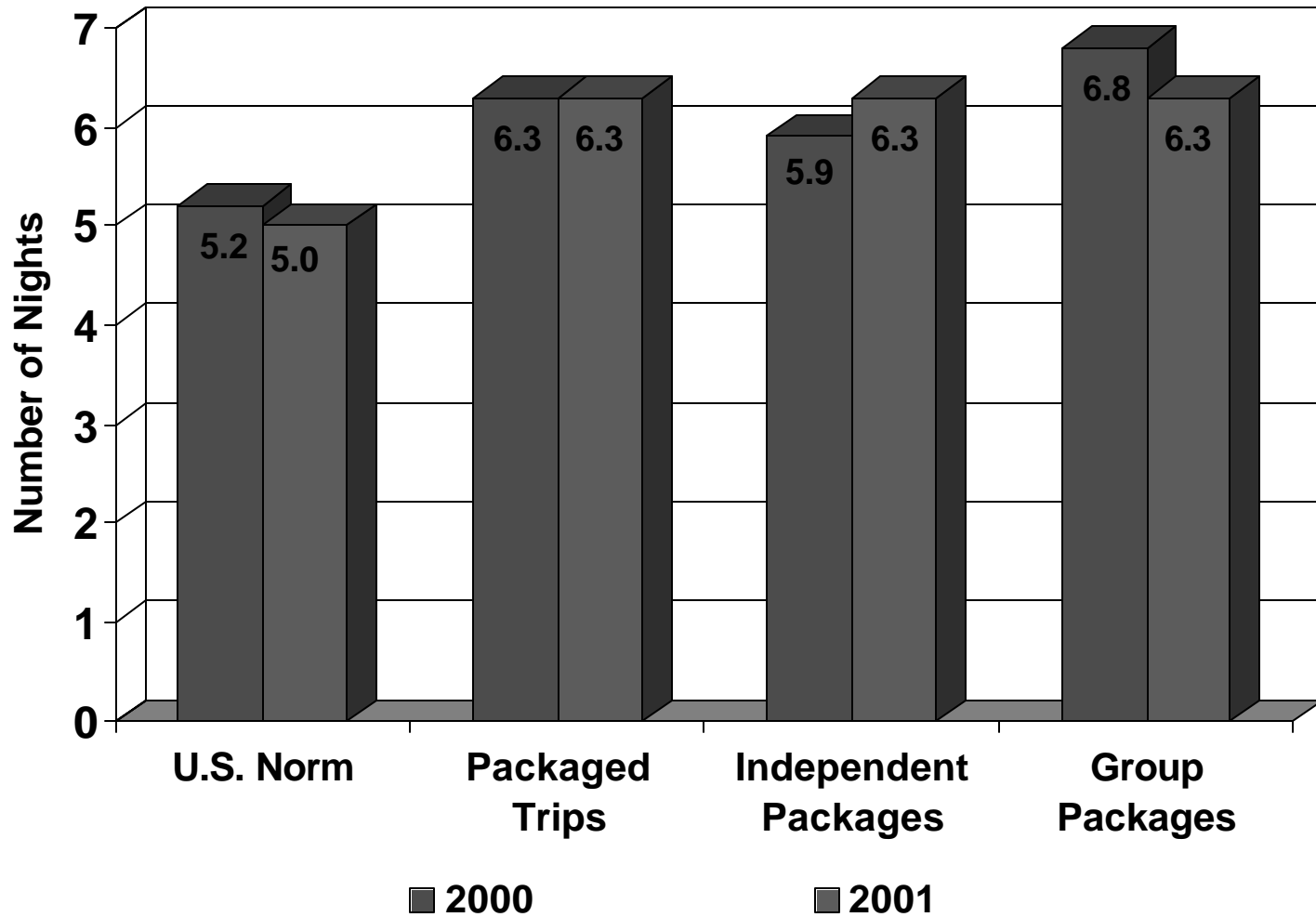
Packaged Trip Planning Sources



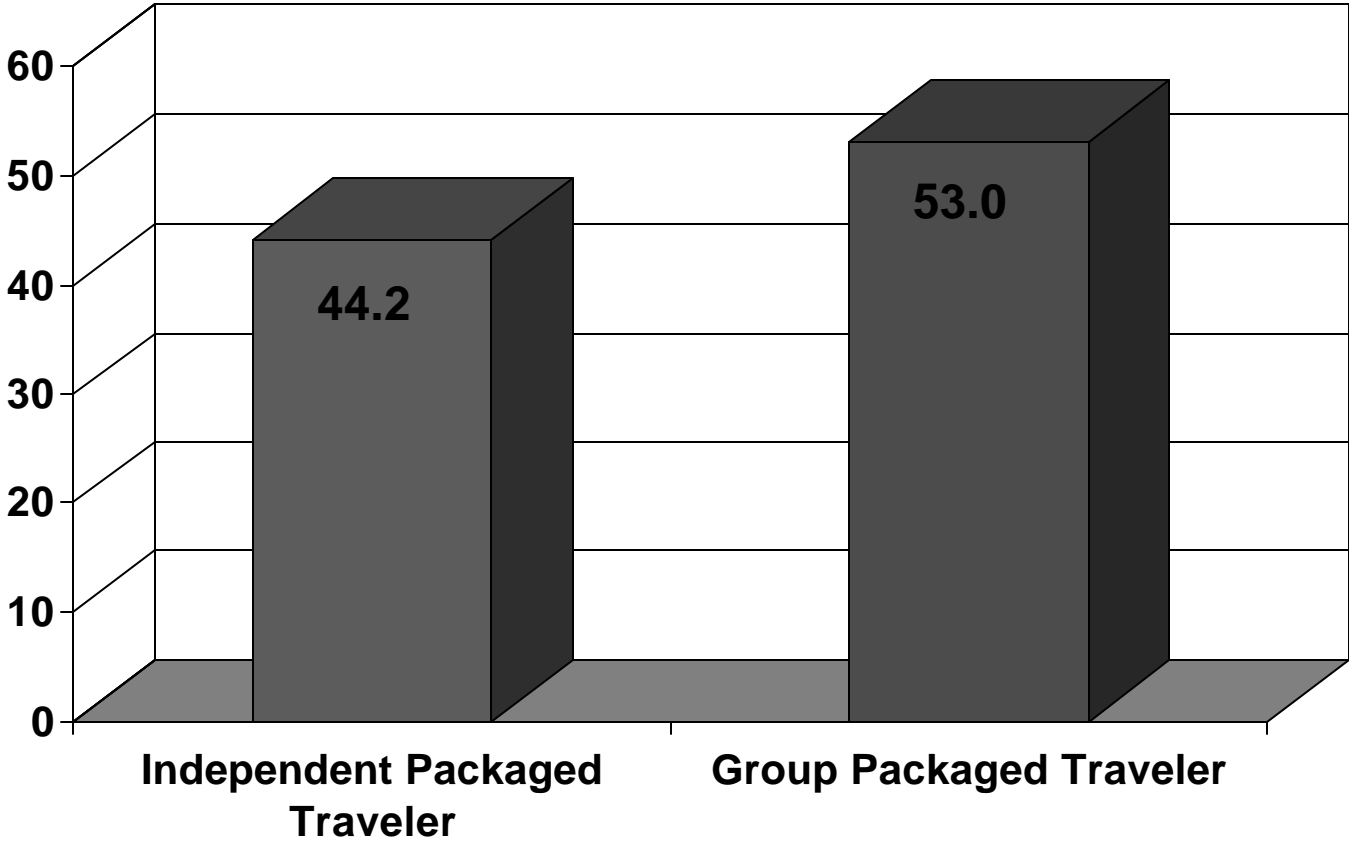
Packaged Trip Booking Contact



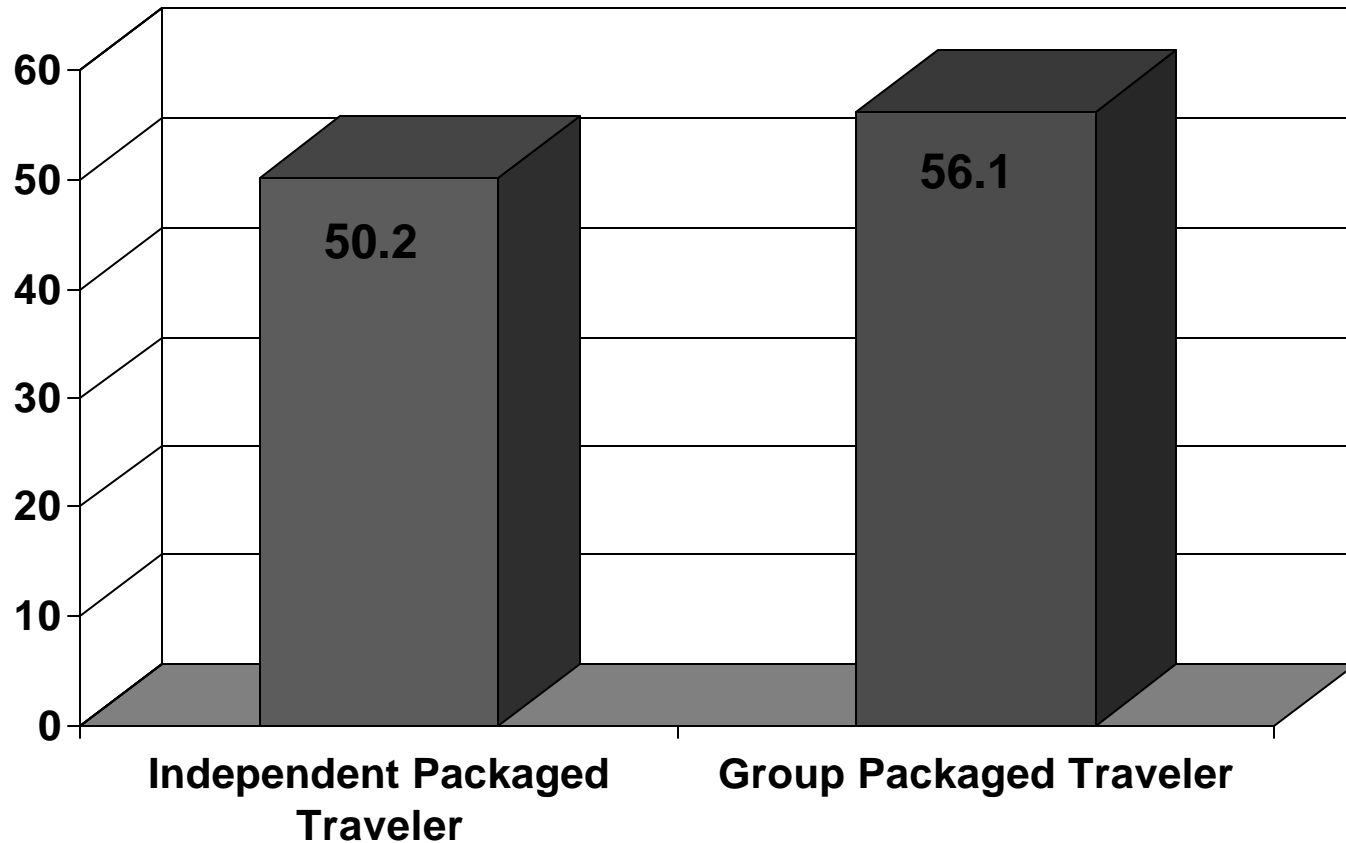
Packaged Trip Length



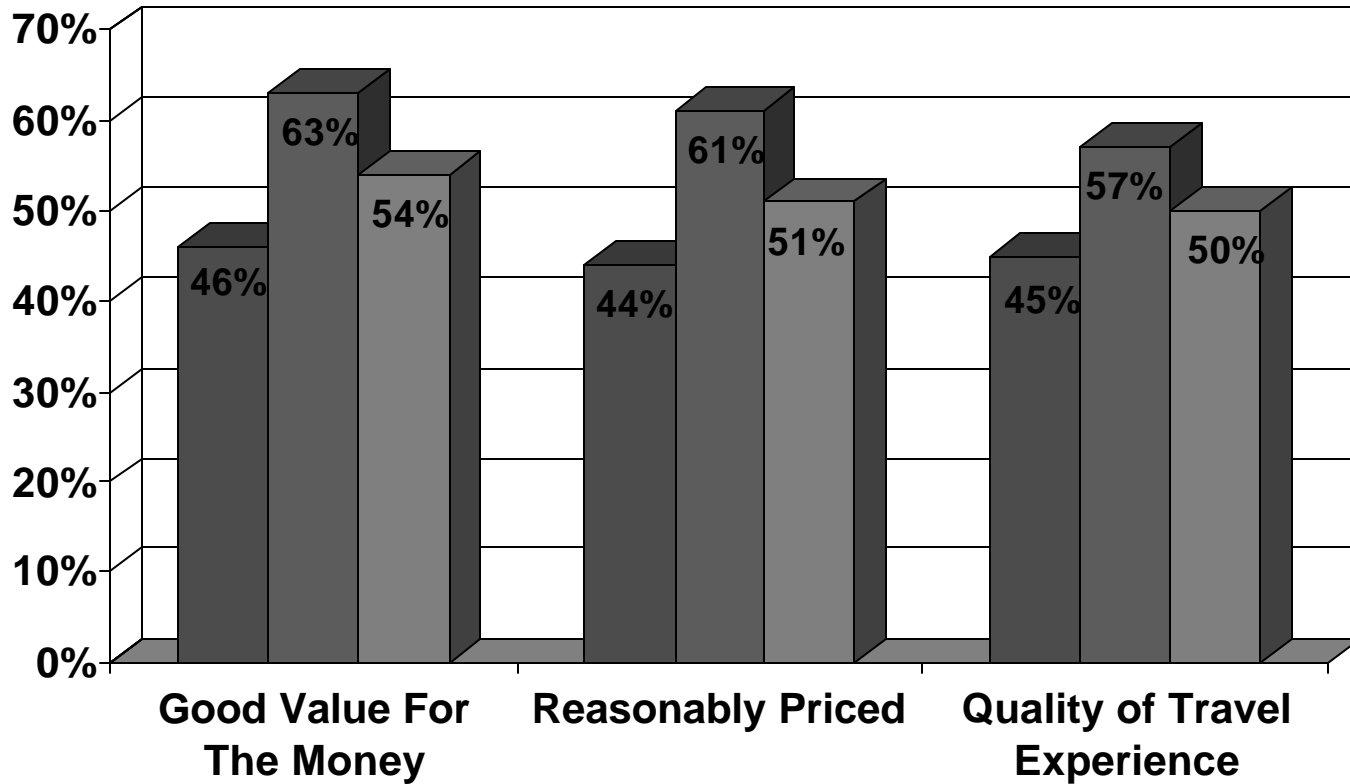
Average Age of the U.S. Packaged Traveler



Average Age of the Canadian Packaged Traveler



High Satisfaction of Packaged Trips



■ Independent Packaged Traveler ■ Group Packaged Traveler ■ Overall

Note: Satisfied equals a rating of "9" or "10" on a 10-point scale where "10" was "Agree Completely" and "1" was "Do Not Agree."