

**WHERE ARE YOU GOING ON YOUR NEXT VACATION??
THE ANSWER MAY LIE ON YOUR DINNER PLATE**

New Survey by DiMassimo Brand Advertising Uncovers a New Way to Look at Our Vacation Habits

New York, NY– According to a new survey by DiMassimo Brand Advertising, the amount of calories people normally eat can play a big role in the types of vacations they take. In general, the survey found that people who have higher calorie diets tend to look for destinations that they will be more comfortable and familiar with, while people with lower calorie diets are less worried about price and more concerned about gourmet cuisine, romance and relaxing.

The “Caloric Traveler Survey” informally queried 1,259 people across the country to determine how a traveler’s caloric intake affects their vacationing decisions. The respondents were given a choice of two menus offering different caloric values (one high and one low) and then asked a series of questions pertaining to their vacationing habits. The survey discovered **63 percent of people with high calorie diets said that they were loyal to a specific airline, while only 25 percent of people with low calorie diets said they were loyal to an airline.**

“As advertisers, we need to understand why people make purchasing decisions, and sometimes the answers are hidden in the most unexpected places,” explains Mark DiMassimo, President and Executive Creative Director of DiMassimo Brand Advertising in New York. “We have found that the amount of calories people intake can be a driving force behind the types of vacations they enjoy.”

For example, **people with high calorie diets were more likely to choose a hotel by the activities they offer, whereas people with low calorie diets were more likely to choose a hotel known for its gourmet cuisine.** Other interesting findings include:

- **Of those people with high calorie diets, their top choice of air travel was Midwest, followed by Continental and TWA, whose menus reflect higher calories per meal than most other airlines.**
- **Married people with high calorie diets were four times more likely to travel with their children compared to married people with low calorie diets.**
- **People with high calorie diets are more likely to choose a cruise based on the activities they offer, while people with low calorie diets are more likely to choose a cruise based on the off-boat excursions.**

DiMassimo Brand Advertising is a full-service, fully-integrated communications agency with an extraordinary heritage and commitment to helping people sell things. DiMassimo's passion is developing ideas that move the top line and dramatically build and re-build businesses and brands. Clients include The Plaza Hotel, Crunch Fitness, PricewaterhouseCoopers and Gateway Computers.

NOTE: For this survey, a low calorie diet was considered between 1,500 – 2,000 calories a day for women and 2,000 – 2,500 calories a day for men. A high calorie diet was considered over 2,000 calories a day for women and over 2,500 calories a day for men.

- A complete list of results follow -

Did You Know That...

According to DiMassimo Brand Advertising's "Caloric Traveler Survey"...

The Mile High Calorie Club

Of those people with high calorie diets, their top choice of air travel was Midwest (avg. calorie count for dinner – 1,643), followed by Continental (1,304) and TWA (1,019).

I'm Loyal To Cheeseburgers And Continental

63% of people with high calorie diets said that they were loyal to a specific airline, while only 25% of people with low calorie diets said they were loyal to an airline.

The Active Vacationer vs. The Gourmet Vacationer

People with high calorie diets were more likely to choose a hotel by the activities they offer, whereas people with low calorie diets were more likely to choose a hotel known for its gourmet cuisine.

Pack Up The Kids And The Twinkies

Married people with high calorie diets were four times more likely to travel with their children compared to married people with low calorie diets.

There's No Better Travel Companion Than Myself

People with low calorie diets, in general, were five times more likely to travel alone compared to people with high calorie diets.

Gluttonous Behavior

People with high calorie diets went on vacations that were 50% longer than people with low calorie diets.

Non-Stop Vacations

52% of people who have high calorie diets said they prefer to go on vacations that involve only one destination, while 64% of people with low calorie diets said they more often go on vacations to more than one destination.

My Caloric Intake Isn't The Only Thing I Watch

People with low calorie diets, on average, spent 25% more on vacations compared to people with high calorie diets.

Italy vs. France

People with high calorie diets were more likely to travel to Italy, while people with low calorie diets were more likely to travel to France.

Calories Included

People with high calorie diets were more likely to go on all-inclusive vacations or tours compared to people with low calorie diets.

Cruise Control

People with high calorie diets were three times more likely to take vacations by car compared to people with low calorie diets.

It's Nice To Be Around A Lot of Familiar Faces

73% of people with high calorie diets said they were more likely to choose destinations popular with other American tourists.

The Comforts of Home

31% of people with high calorie diets said they prefer to vacation closer to their homes compared to only 11% of people with low calorie diets who choose vacations nearer to their homes.

I Only Feel Comfortable When I Make All The Arrangements

People with high calorie diets were three times as likely as people with low calorie diets to book their own travel arrangements through the Internet.

The High Caloric Adventurer

People with low calorie diets were more likely to choose a vacation based on romance, while people with high calorie diets chose their vacations based on adventure.

You've Gotta Burn Off Those Calories Somewhere

People with high calorie diets are more likely to choose a cruise based on the activities they offer, while people with low calorie diets are more likely to choose a cruise based on the off-ship excursions.

Top Five Destinations People With High Calorie Diets Prefer To Travel To:

1. Grand Canyon
2. Disneyworld
3. Las Vegas
4. Florida
5. Italy

Top Five Destinations People With Low Calorie Diets Prefer To Travel To:

1. Caribbean
2. California
3. France
4. A Cruise
5. Spa Vacation

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