

For Immediate Release

Contact: Kathy Bell
Tiffany Hofmann
Jericho Communications
212/645-6900

WHAT WILL MAKE AMERICANS TRAVEL AGAIN?
PATRIOTISM, ARMED GUARDS OR LOVE
With The Holiday Travel Season Right Around The Corner Survey
Finds Reasons Americans Will Travel Again

Under normal circumstances, the travel industry would be gearing up for its busiest and most profitable time of the year, but with fear and worry on the minds of every American since September 11th, the travel industry is facing its worst quarter in history. With that in mind, DiMassimo Brand Advertising surveyed Americans to find out exactly what may make them feel comfortable about traveling again.

The survey found that when flashed various images of icons and people, it was family, a full stomach and Rudy that made us feel most comfortable ... **the top five images that would entice people to travel on a plane were: photos of a family vacationing at Disney World, a buffet table, Mayor Giuliani, a beach with a margarita and lastly, a photo of their mother.** The survey also found the smile that a trip could put on our children's faces has quite a strong impact... **34% of respondents surveyed said that taking their kids on vacation was most likely to get them to fly.** Also, when asked if they would travel instead of their boss as a favor, **9% of respondents said "yes"**.

DiMassimo Brand Advertising surveyed 560 Americans in the New York, Chicago, Los Angeles, Washington, DC and Seattle areas to uncover what motivations encourage Americans to travel again. The survey utilized two techniques to gauge people's comfort level: first by showing respondents images of American icons, family members and vacation destinations to see how it affects them and also by querying respondents with a series of questions detailing situations where people might be more or less apt to travel.

The survey also discovered that those who lived through other atrocities in our history are more numb to the fears of traveling... **people over the age of 40 were three times less likely to cancel a trip following a military offensive compared to people under the age of 40.** Also, **people under 40 were twice as likely to say that the presence of armed guards on planes would encourage them to travel compared to people over the age of 40.**

"Since September 11th, all advertising has to be extremely cognizant of how they approach their target audience – this statement couldn't be more vital than those within the travel industry," explained Mark DiMassimo, president and creative director of DiMassimo Brand Advertising. "We wanted to see what type of images, icons and situations would make people more comfortable with the whole traveling experience, therefore providing us with a better understanding of how to approach them within the advertising arena."

Other interesting findings include the affect family has on traveling in general: **23% of people surveyed said that the desire to be with relatives would encourage them to travel again – beating out presence of armed guards (19%), added perks (15%) and cheaper fares (11%).**

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Mark DiMassimo is available for interview.

DID YOU KNOW THAT...

According to a survey by DiMassimo Brand Advertising...

In general, people felt the safest flying to New York and the least safe flying to Europe and Washington, DC.

- ◆ Men are twice as likely to fear flying to New York than women.
- ◆ The number one destination to which women felt least safe flying was Israel.
- ◆ In general, the desire to be with relatives beat out any other form of encouragement to entice people to travel – even the presence of armed guards on planes. The least likely element to encourage people to travel was cheaper fares.
- ◆ People under the age of 40 were more likely to say that presence of armed guards on planes would encourage them to travel than people over 40 years-old.
- ◆ However, people over the age of 40 were more likely to cite cheaper fares and added perks as an incentive to travel compared to people under 40.
- ◆ In general, the number reason why people would fly was to take their kids on vacation, followed by personal enjoyment or relaxation and for a friend.
- ◆ Men were more likely than women to say that they would fly to take their kids on vacation.
- ◆ Women were three times more likely than men to say that they would fly instead of their boss if (s)he requested it.
- ◆ In general, 71% of respondents said that they are not likely to fly to visit for the holidays.
- ◆ Respondents who have children were three times more likely than those without to say they would fly for the holidays.
- ◆ Respondents whose parents live over 1,000 miles from them were twice as likely to say they would fly to visit for their holidays.
- ◆ 61% of respondents surveyed said that long lines due to increased safety measures would not deter them from traveling.
- ◆ Respondents under the age of 40 say were more likely than those people over the age of 40 to say that long lines due to increased safety measures would deter them from traveling.
- ◆ A whopping 85% of respondents surveyed said that they were either more or equally likely to cancel a trip following a military offensive – with 50% of them being more likely to cancel plans.

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- ◆ People over the age of 40 were three times less likely to cancel a trip compared to people under the age of 40 following a military offensive.
- ◆ Of those respondents surveyed 54% of them said they were equally likely to cancel a trip following an FBI announcement regarding a terrorist warning, while only 28% said they were more likely to cancel the trip following a warning.
- ◆ People over the age of 40 were almost twice as likely to not cancel a trip after the FBI announces a new terrorist warning compared to people over the age of 40.
- ◆ Men were nearly twice as likely as women to say that a picture of their mother would entice them to travel despite fears or hesitations.
- ◆ Men were also twice as likely to say that a picture of a family at Disney World would entice them to travel compared to women – while women were ten times as likely to say that a picture of a business meeting would encourage them to travel compared to men.

Top Five Images That Would Encourage People To Fly

1. Family at Disney World
2. A buffet table
3. Mayor Giuliani
4. A beach with a margarita
5. Mother

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