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TAKEOFFS & LANDINGS

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Traveling Light

HOW YOU COUNT calories may affect how you count frequent-flier miles.

That's the finding of a survey by DiMassimo Brand Advertising, a Manhattan ad agency that specializes in travel companies. **The agency surveyed more than 1,250 Americans and found that those with certain diets tend to fly certain airlines.**

Mark DiMassimo, the agency's president, says participants were first asked which menu they preferred: a high-calorie menu (with a dinner of steak and pasta) or a low-calorie menu (with grilled swordfish). Thus divided, participants responded to several questions about their travel habits.

The result: **About 63% of big eaters were loyal to a particular airline, with the most popular being Midwest Express, Continental and TWA.** Those three tend to have meals with high calorie counts, says Mr. DiMassimo. Conversely, only 25% of the low-calorie group had airline loyalties at all. The high-calorie eaters are "seeking comfort and are probably a little more loyal," says Mr. DiMassimo.

Diets also may determine destinations, when it comes to vacations. According to the study, eaters of high-calorie meals said they favor trips to the Grand Canyon, Disney World and Las Vegas. Their low-calorie counterparts prefer the Caribbean, California and France.