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## **Traveler Confidence Report Shows Significant Increase in Intent to Travel in 2010**

*Nearly Half of Respondents to Travelocity Poll Report Plan to Increase Travel This Year*

**Southlake, Texas – February 10, 2010** – Travelocity's (<http://travelocity.com>) most recent poll shows a dramatic increase in travel intentions, indicating **traveler confidence** is on the rise. Travelocity's second Traveler Confidence Report finds that nearly half of respondents plan to increase their travel in 2010 as compared to 2009. The Traveler Confidence Report gauges travelers' plans and attitudes now as compared to six months prior and one year prior. The following findings are based on the intentions of more than 2,000 North Americans surveyed by Travelocity.

### **Traveler Confidence Report Highlights:**

- **Travel Intentions Up:** Significantly more respondents (49 percent) plan to increase their travel in the year ahead, compared to 21 percent six months ago and just 10 percent in 2009. Another 44 percent plan to travel “about the same” as compared to last year. The number of travelers planning to decrease travel is down significantly to 7 percent, from 34 percent one year ago and 24 percent six months ago.
- **Decreased Hotel Rates Have Positive Impact:** When asked how lower prices would impact travel plans, 33 percent said they would stay in a higher star-rated [hotel](#); 30 percent said they would take a trip they had not expected to take; and 18 percent said they would extend their stay.
- **Travel Budgets on the Rise:** The majority of respondents (56 percent) did not have a predetermined travel budget for 2010. Of those with a predetermined travel budget, 34 percent plan to increase that budget.

- **Travelers Committed to Saving Money:** An overwhelming 76 percent of respondents are at least somewhat likely to [book a vacation package](#) as a way to save money.

“Great deals, especially on hotels, have given travelers confidence to hit the road and take to the skies in 2010,” said Genevieve Shaw Brown, Travelocity’s senior editor. “It’s particularly encouraging to see that travelers are finally recognizing packages are the easiest way to save big bucks.”

## **About Travelocity Global**

Travelocity® is committed to being the traveler's champion -- before, during and after the trip – and provides the most comprehensive and proactive guarantee in the industry ( [www.travelocity.com/guarantee](http://www.travelocity.com/guarantee) ). This customer-driven focus, backed by 24/7 live phone support, competitive prices and powerful shopping technology has made Travelocity one of the largest travel companies in the world with annual gross bookings of more than U.S. \$10 billion. Travelocity also owns and operates: Travelocity Business® for corporate travel; igougo.com, a leading online travel community; lastminute.com, a leader in European online travel; and ZUJI, a leader in Asia-Pacific online travel. Travelocity is owned by Sabre Holdings Corporation, a world leader in travel marketing and distribution.