

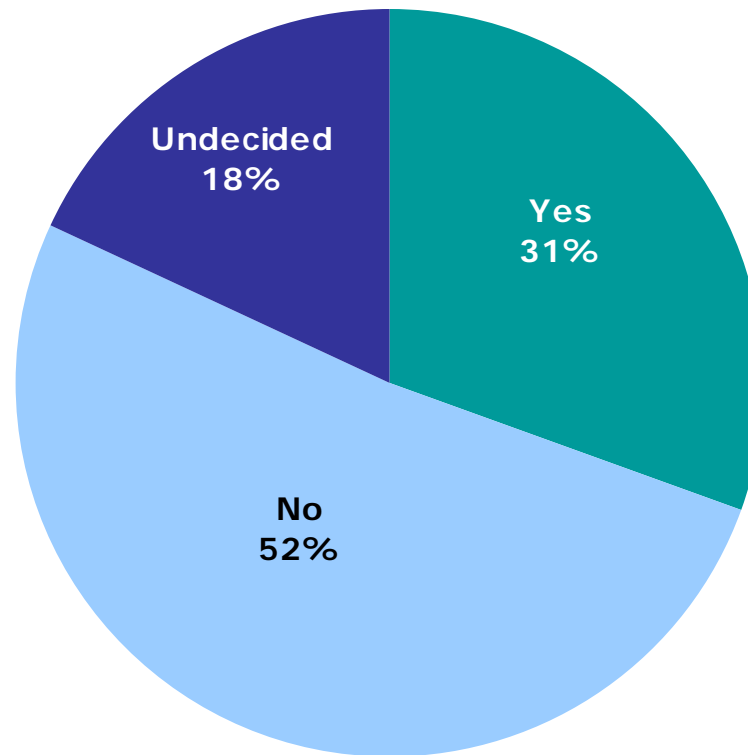
2009 Holiday Travel Poll

Southern California Report - October 2009

About One-Third of Southern Californians Will Travel this Holiday Season

- Another 1 in 5 have not yet decided if they will take a trip this holiday season.

Plan to take at least one leisure trip?



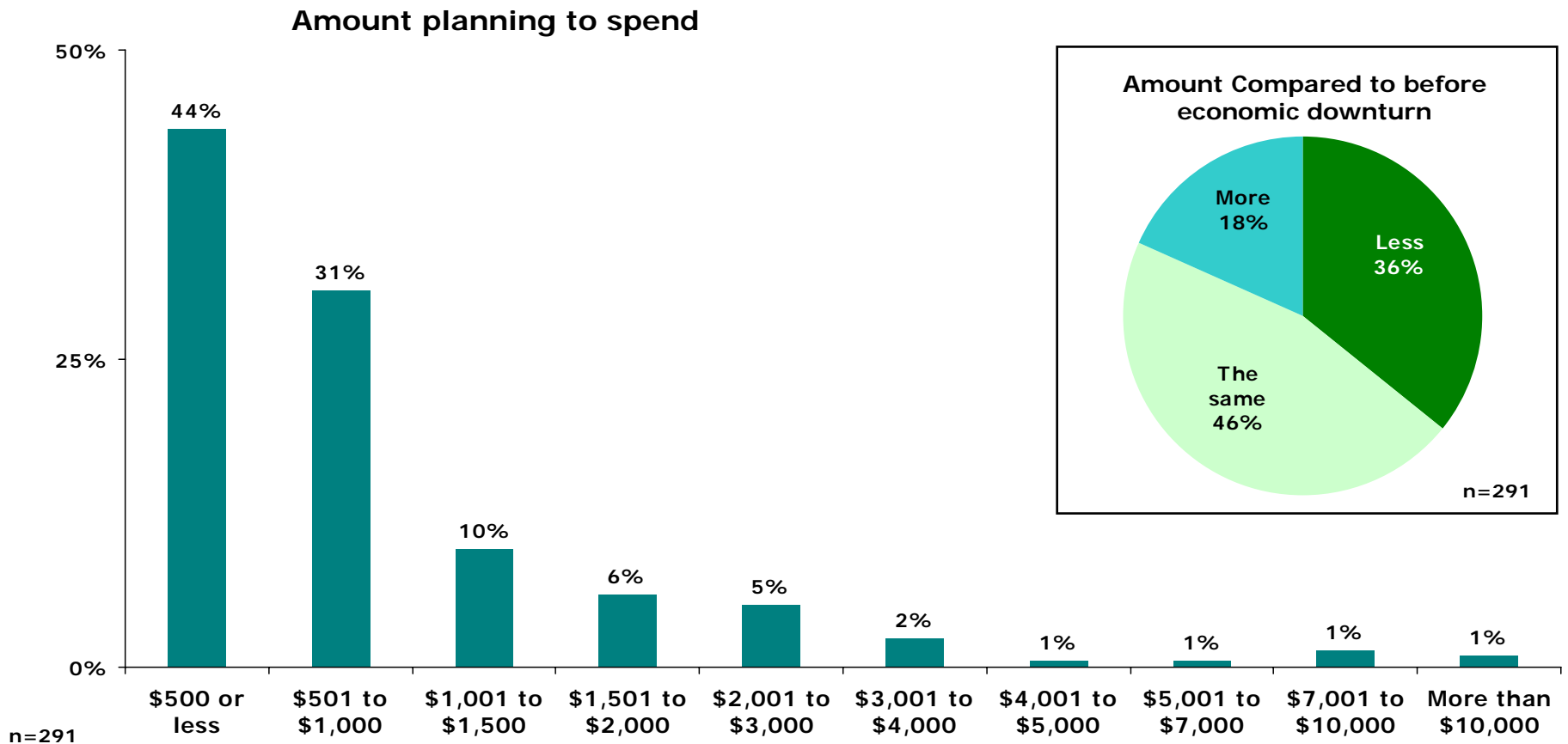
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Q15: "During the 2009 holiday season, do you plan to take at least one leisure trip?"

Base: Households in Southern California.

Nearly Half of Southern Californians Planning a Trip Will Spend \$500 or Less

- More than a third say that the amount they plan to spend this holiday season is less than they would prior to the economic downturn.



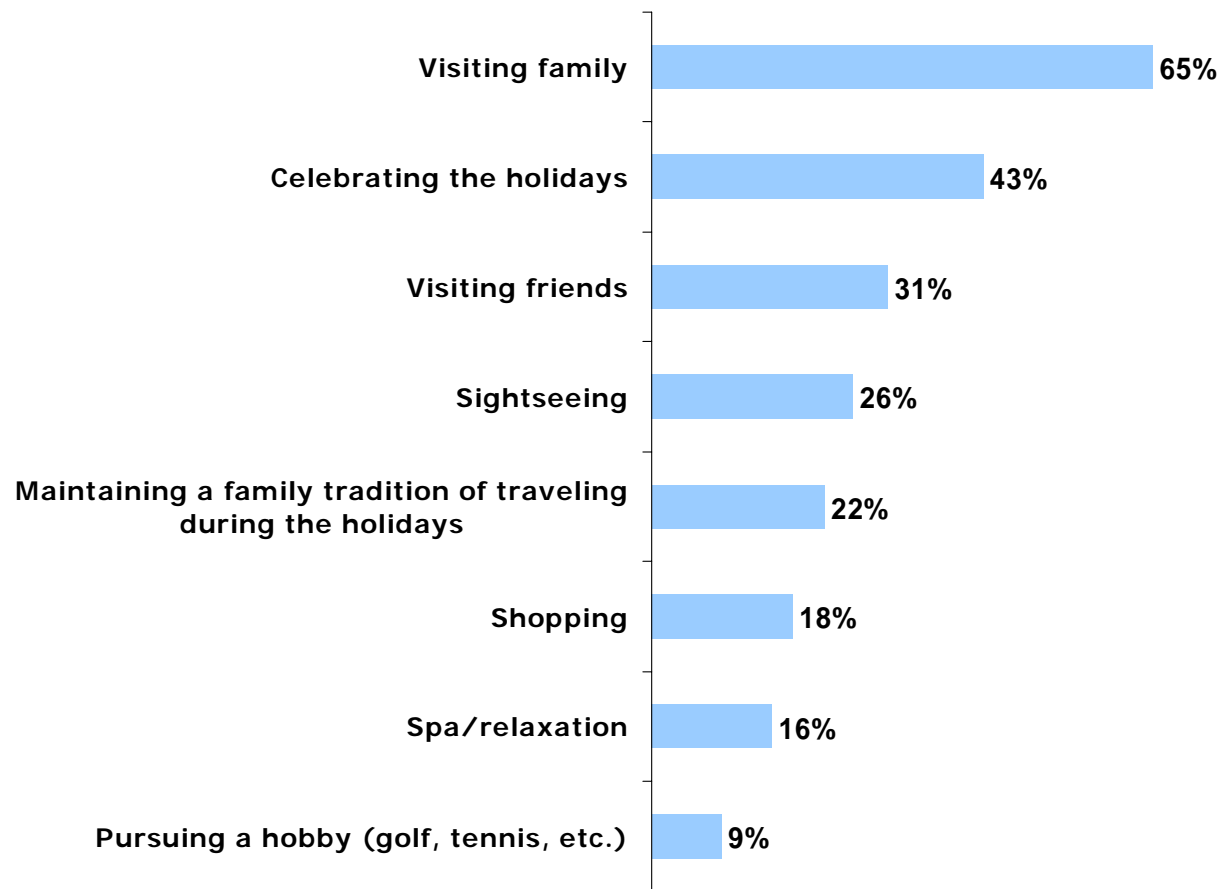
Q16: "About how much do you expect to spend on leisure travel during the 2009 holiday season?"

Q17: "How does this amount compare to your holiday travel spending in years prior to the current economic downturn?"

Base: Households in Southern California taking at least one leisure trip during the 2009 holiday season.

About Two-Thirds of Those Traveling Will Be Visiting Family

- *Celebrating the holidays and Visiting friends* were also common responses.



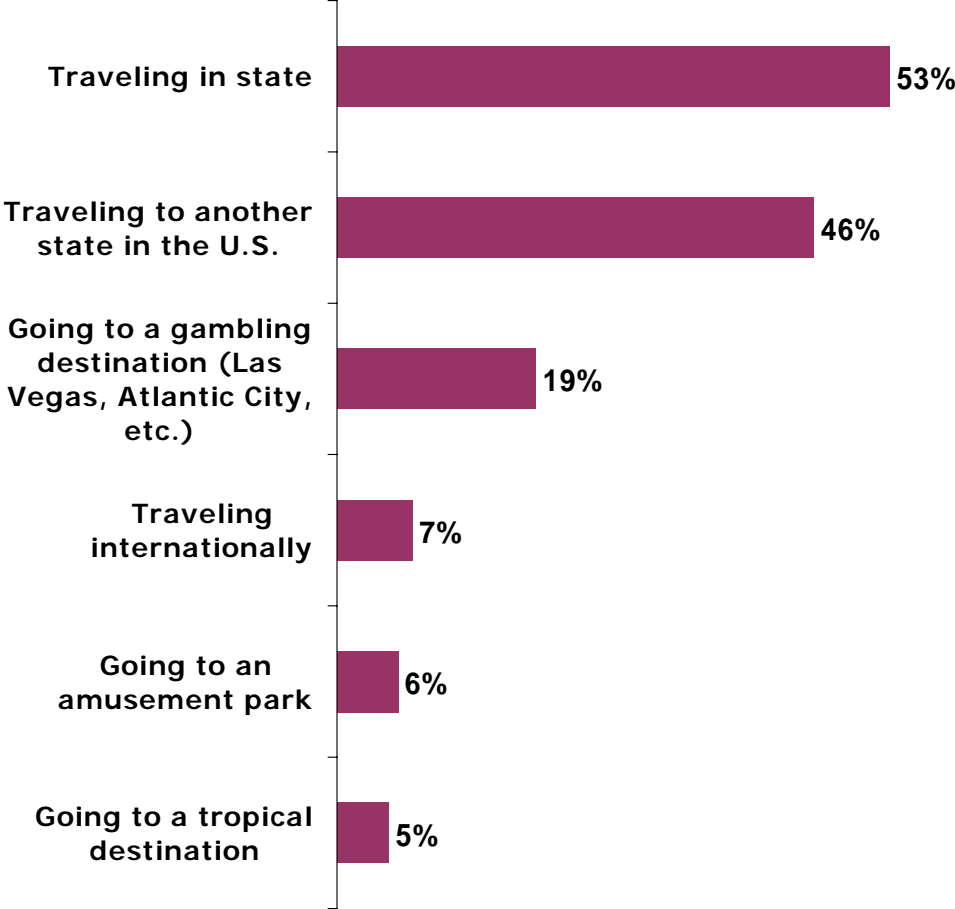
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Q18: "What do you plan on doing while traveling during the 2009 holiday season? (Select all that apply)."

Base: Households in Southern California taking at least one leisure trip during the 2009 holiday season.

More than Half of Those Taking a Trip Will Be Traveling In State

- Nearly as many Southern Californians (46%) will be traveling to another U.S. state.

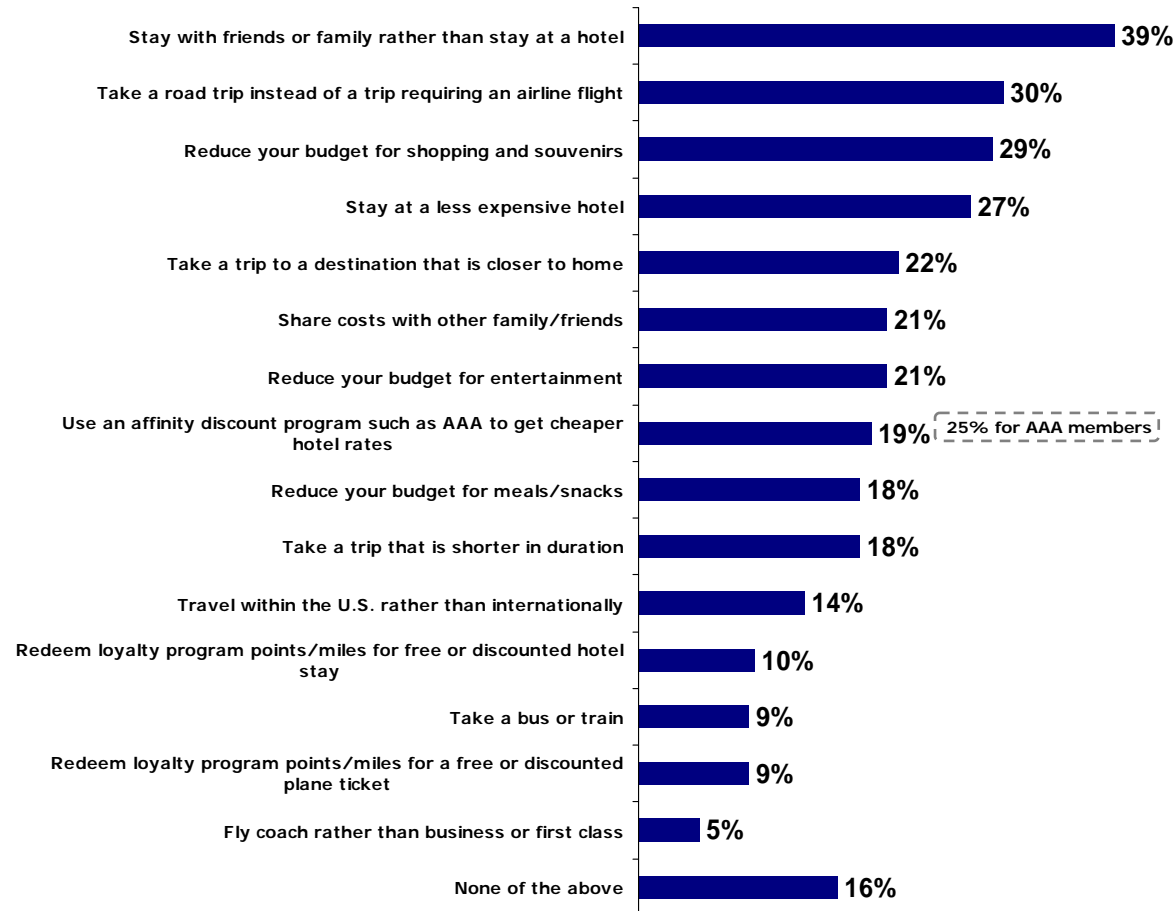


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Q19: "To where are you planning to travel during the 2009 holiday season? (Select all that apply)."
Base: Households in Southern California taking at least one leisure trip during the 2009 holiday season.

Nearly 2 in 5 Southern California Holiday Travelers Plan to Save Money By Staying with Friends or Family

- 30% stated they will take a road trip instead of a trip requiring an airline flight to save money.



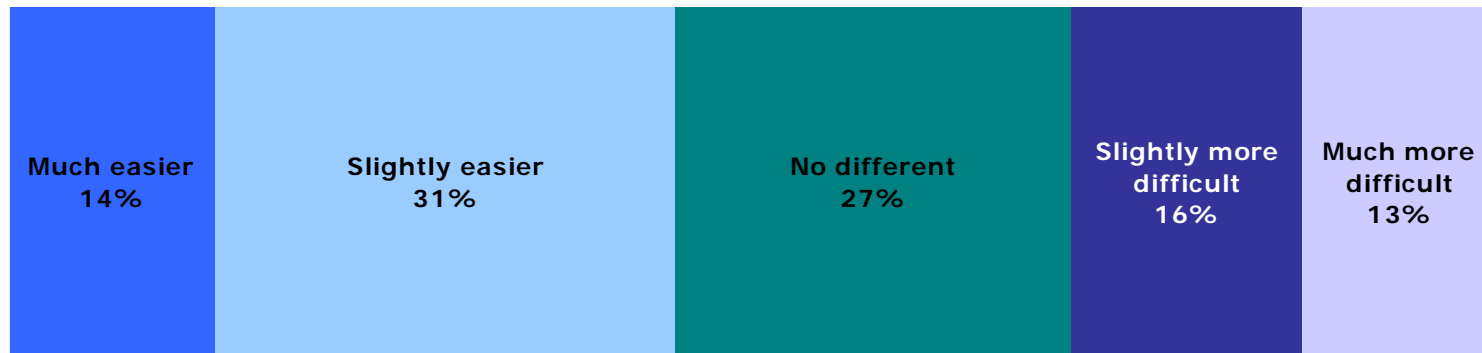
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Q20: "How are you planning to save money on your 2009 holiday travel, if at all? (Select all that apply)."

Base: Households in Southern California taking at least one leisure trip during the 2009 holiday season.

45% of Southern Californians Believe it's Now Easier to Get a Good Deal on Travel

- Only 29% believe it is now more difficult to get a good deal on travel.



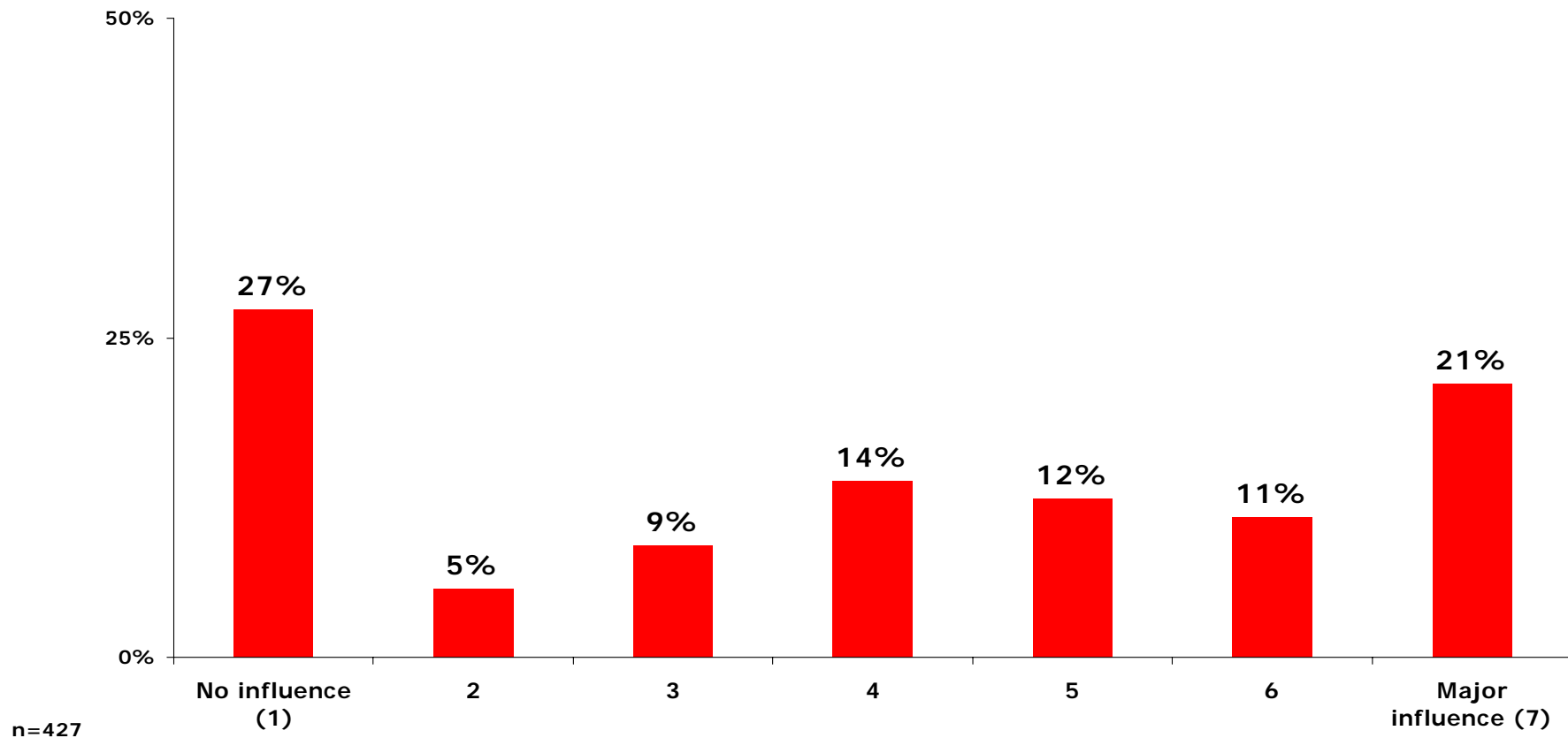
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Q21: "Compared to years prior to the current economic downturn, would you say it is now easier or more difficult to get a good deal on travel?"

Base: Households in Southern California.

1 in 5 Non Travelers Say the Economic Downturn Was a Major Influence on their Decision

- Those saying the downturn had no influence may have family/friends nearby and have no need or desire to travel during the holidays.

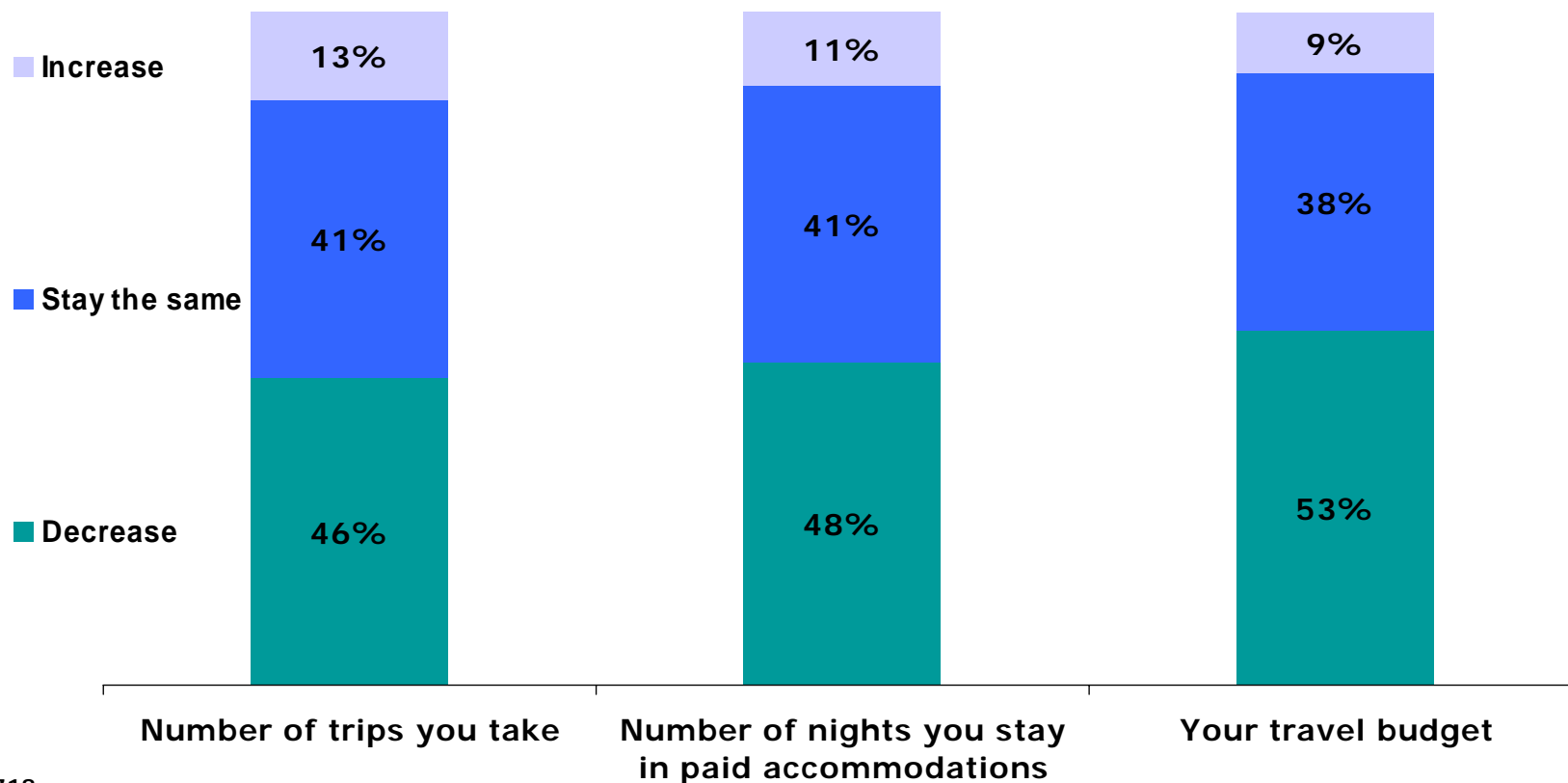


Q8: "You mentioned that you will not take a trip or have not decided if you will take a trip during the 2009 holiday season. To what extent has the current economic downturn influenced your decision? Use a scale of 1 to 7 where 1 means the economic downturn has had no influence and 7 means it has been a major influence on your decision."

Base: Households in Southern California who are not planning to take a trip this holiday season or are undecided.

Southern Californians Expect To Stretch their Travel Dollars Over the Next 12 Months

- 53% expect to decrease their travel budget over the next 12 months but only 46% expect to decrease the number of trips they take.



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Q21: "Please indicate below whether you expect the number of trips you take, number of nights you stay in paid accommodations, and your travel budget will increase, decrease, or remain the same over the next 12 months."

Base: Households in Southern California.