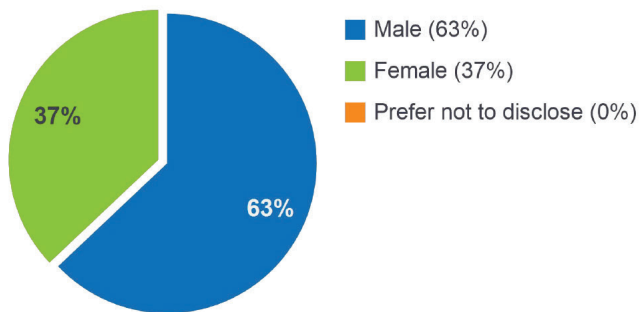


Merit Mile LLC

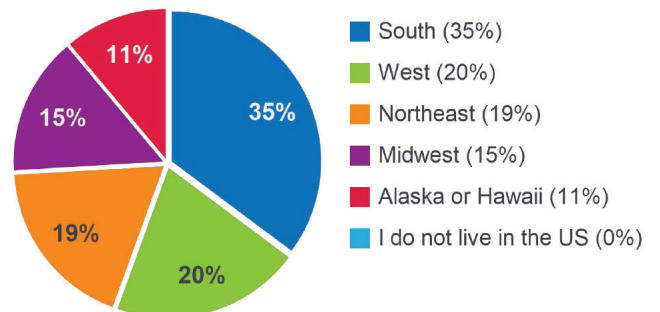
INDUSTRY PULSE: 2019 Merit Mile Leisure Travel and Hospitality Industry Trends



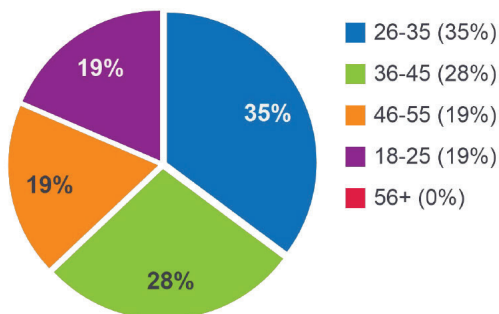
Please provide your gender



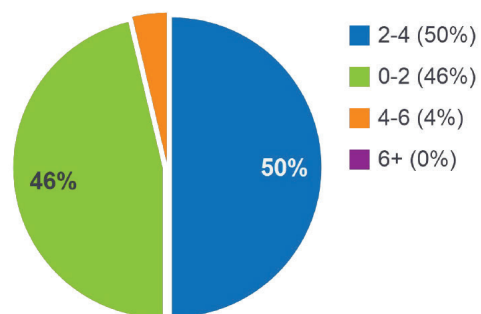
Where in the USA do you reside?



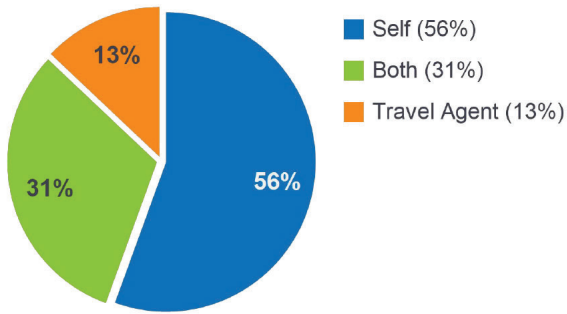
Please provide your age range



How many weeks per year do you leisure travel?



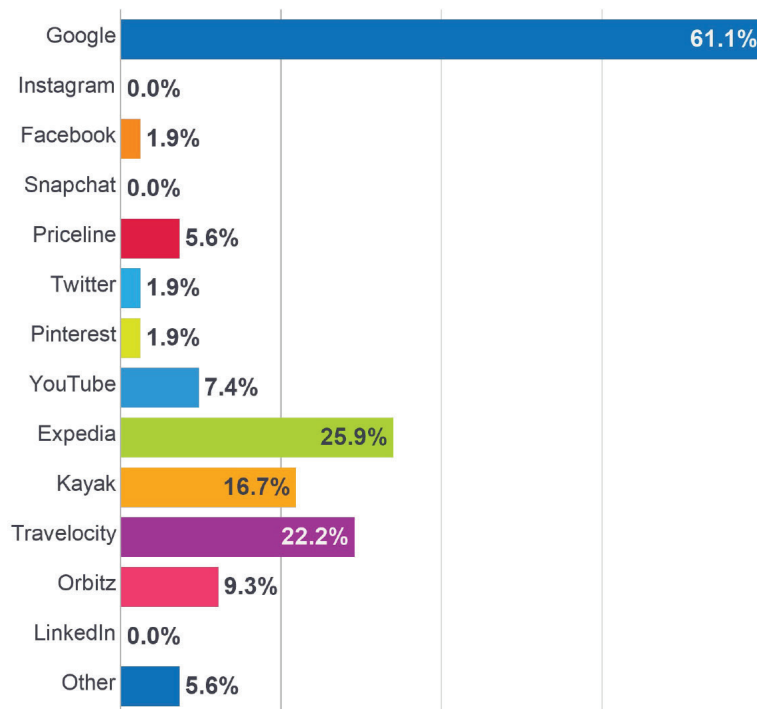
Do you research leisure travel primarily on your own or hire a travel agent?



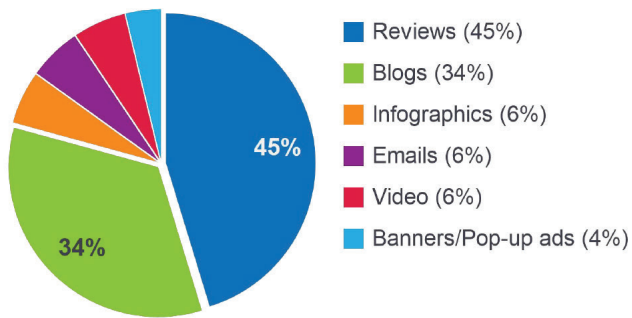
When researching leisure travel on your own, where do you primarily get your information?



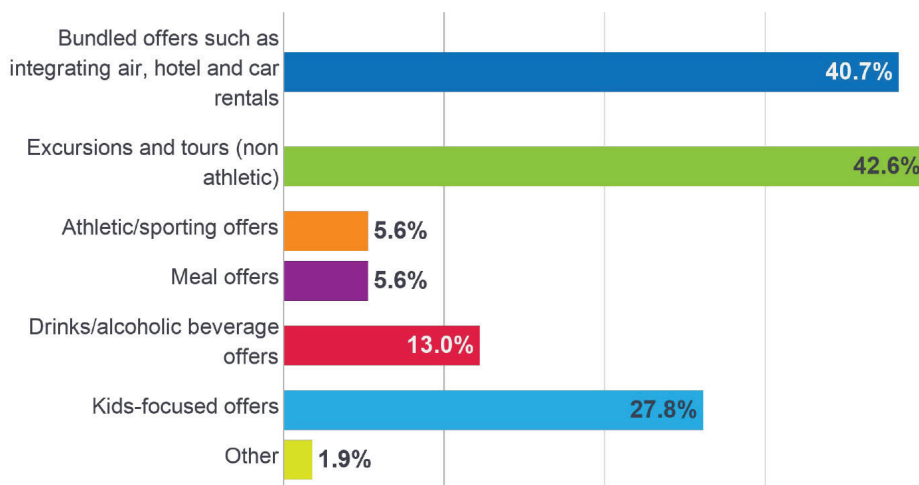
When performing online research, where do you get your "most valuable" information? (select all that apply)



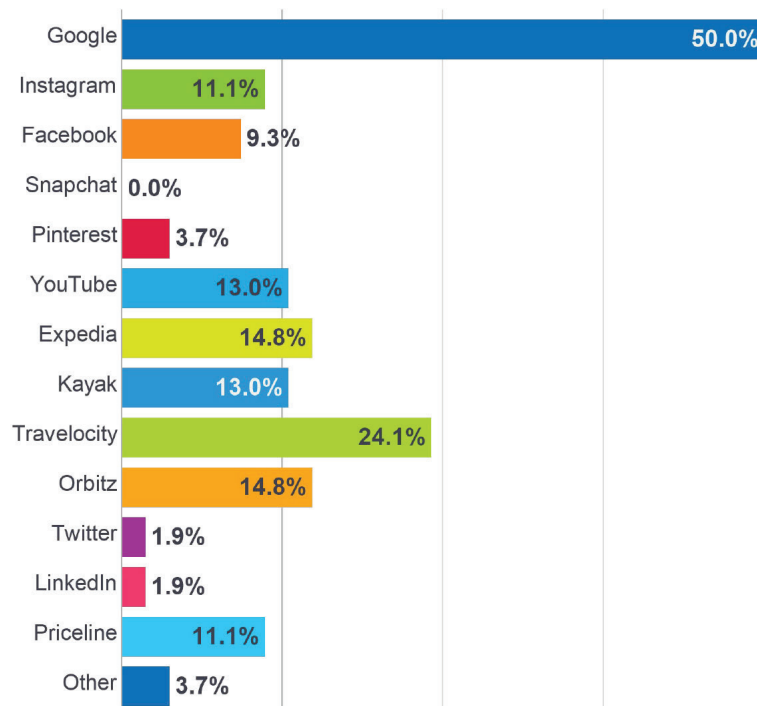
When performing online research for leisure travel, what single marketing tactic do you find "most useful":



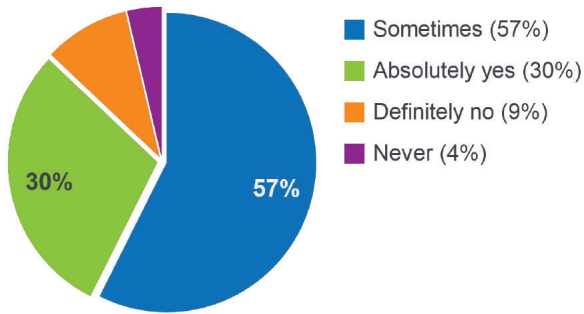
Where do you think leisure travel suppliers should focus their offers in 2019 and beyond? (select all that apply)



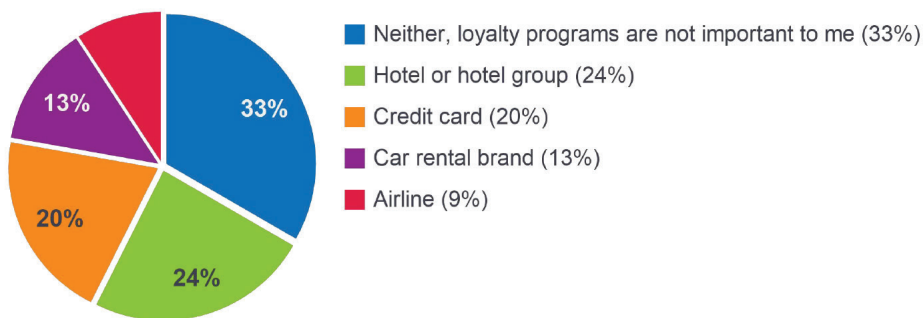
What online tools are you using more frequently these days than, say, a year or two ago? (select all that apply)



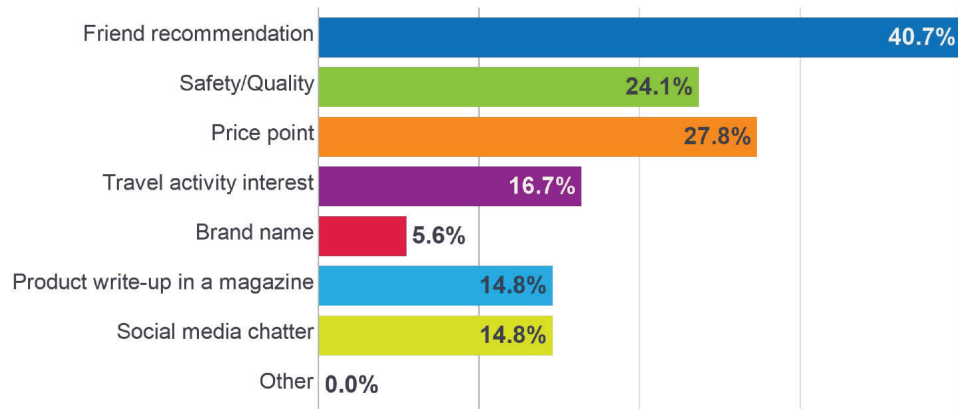
Are loyalty programs and/or points an important factor when making leisure travel decisions?



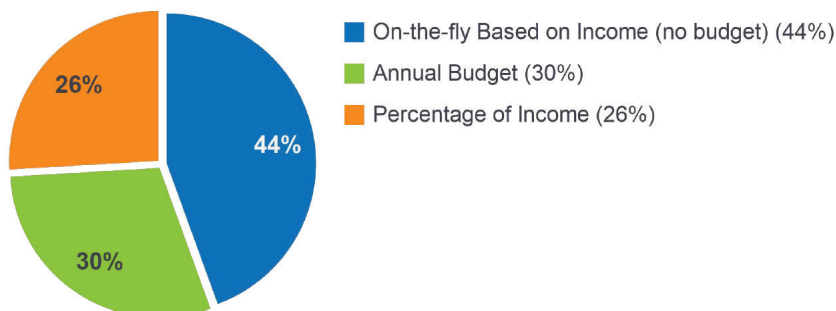
Regarding loyalty programs, are you "most loyal" to (only select one):



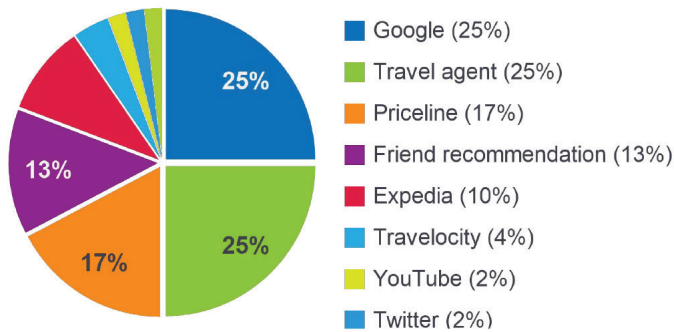
What are your biggest motivators to making leisure travel buying decisions? (select all that apply)



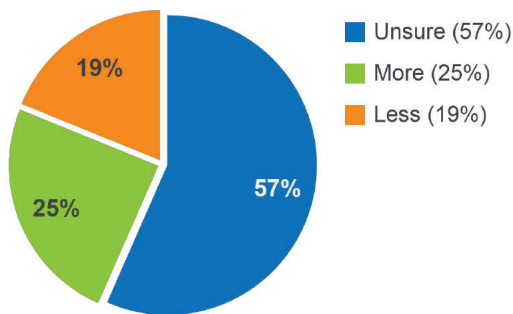
How do you determine your leisure travel spending each year?



What single resource would you rank as the "most valuable" to your leisure travel decision making?



In 2019 will you spend more or less on leisure travel than 2018?



About Merit Mile

Merit Mile is an award-winning integrated marketing, PR and advertising agency. As a team, we're a resourceful and energetic collection of business-minded strategists, eccentric artists, and technology enthusiasts, passionate about building brands, generating leads, and measuring the impact of our work. Our approach is deeply rooted in first understanding the business model. Stripping brands down to their essence and identifying the "why" then enables the type of positioning and true differentiation that fuels creative, PR and interactive execution. This standard rhythm of business is a fundamental aspect of every Merit Mile client engagement, regardless of industry or focus.

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