

# Which Comes First?

***A Travel Industry Association of America study shows that the destination is the first decision made across all types of leisure travelers.***

## **Order of Decisions Made when Planning a Trip**

1. Destination
2. Duration
3. Budget
4. Mode of Transportation
5. Accommodations
6. Activities

***In addition, the destination is the first consideration for all sub-types: entertainment, family-centered, recreation, and combined with a business trip. But the ranking of the other elements change.***

### **Entertainment**

1. Destination
2. Duration
3. Accommodations
4. Budget
5. Activities
6. Mode of Transportation

### **Family-Centered Trips**

1. Destination
2. Duration
3. Mode of Transportation
4. Budget
5. Accommodations
6. Activities

### **Recreation**

1. Destination
2. Activities
3. Duration
4. Budget
5. Accommodations
6. Mode of Transportation

### **Combined Business/Leisure**

1. Destination
2. Duration
3. Mode of Transportation
4. Budget
5. Activities
6. Accommodations