







## WHICH COMES FIRST WHEN PLANNING LEISURE TRIPS: THE DECISION ABOUT WHAT TO DO OR WHERE TO GO?

The decision-making process by which leisure travelers determine where to go, what to do, and where to stay is the subject of speculation by many travel and leisure-service marketers. These data underscore the importance of insuring your destination has sufficient market presence to make it into the “consideration set” when leisure travelers are evaluation vacation alternatives.

The results are from the 2005 National Leisure Travel Monitor™. Specifically, just over half of all leisure travelers select their destinations *before* they determine the budget for their trip. Financial considerations are typically addressed next, followed by decisions about the mode of transportation and where to stay (the next selection of accommodations).

Interestingly, leisure travelers tend to decide on the activities they intend to pursue only after they have addressed the other considerations referenced previously as revealed below:

Task	First Consideration	Second Consideration	Third Consideration
 Choose the destination	<b>51%</b>	<b>25%</b>	<b>7%</b>
 Set a budget for the trip	<b>26%</b>	<b>24%</b>	<b>12%</b>
 Obtain background trip information	<b>9%</b>	<b>11%</b>	<b>12%</b>
 Decide on mode of transportation	<b>6%</b>	<b>18%</b>	<b>22%</b>
 Select activities	<b>6%</b>	<b>7%</b>	<b>15%</b>
 Select hotel or resort	<b>2%</b>	<b>16%</b>	<b>32%</b>

For further information on the YPB&R/Yankelovich Partners 2005 National Leisure Travel Monitor™ visit the Publications section of [www.ypbr.com](http://www.ypbr.com).

