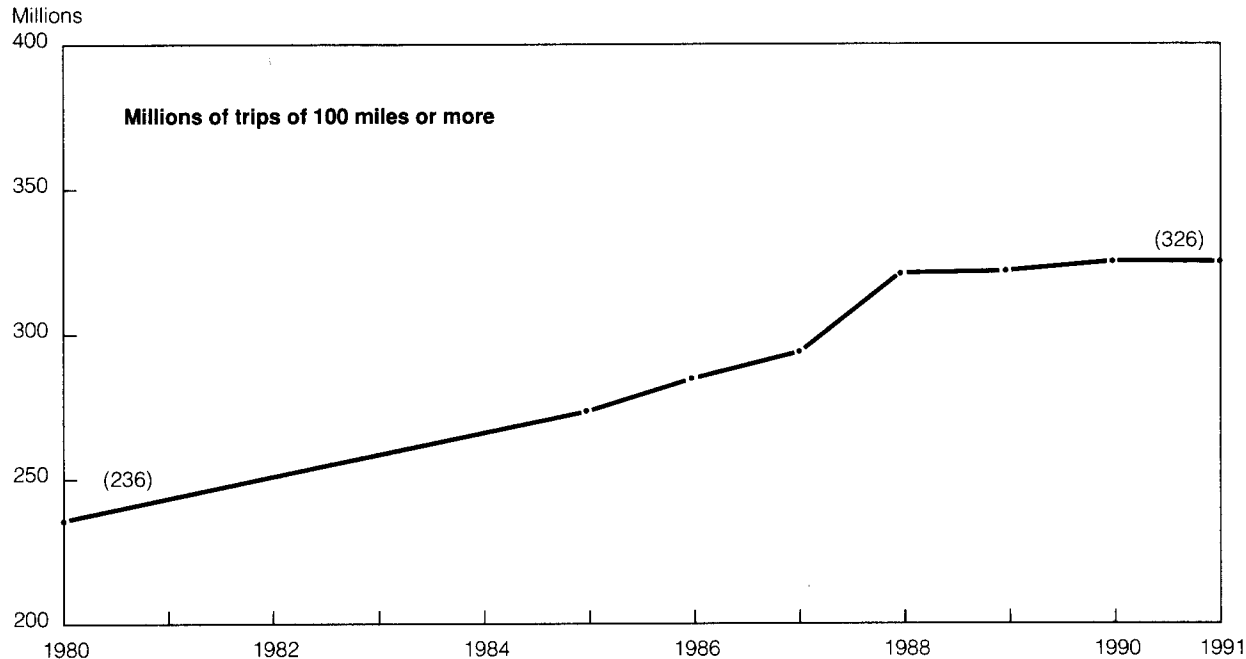


DEMOGRAPHICS OF SUMMER

Though "vacation" derives from the Latin "to be empty, free," the modern version is increasingly full—of travel and visiting—and costly. Summer vacation travel has reached record levels, with roughly half of all Americans now taking a major trip in June, July, or August at a collective expense of billions of dollars.

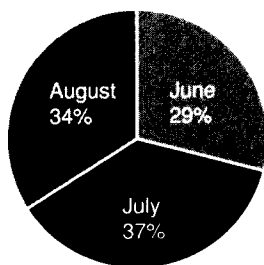
Summer Vacation Trips Taken by Individuals



Note: 1991 = projected trips. The U.S. Travel Data Center is an affiliate of the Travel Industry Association of America. The Center's 1991 Summer Vacation Travel Forecast is based on information from its monthly National Travel Survey, which collects data on past travel activity through telephone interviews with a national sample of 1,500 adults, and its Summer Vacation Intentions Survey, conducted in March and April, also of a national sample of 1,500 adults.

Source: U.S. Travel Data Center, 1991 Summer Vacation Travel Forecast.

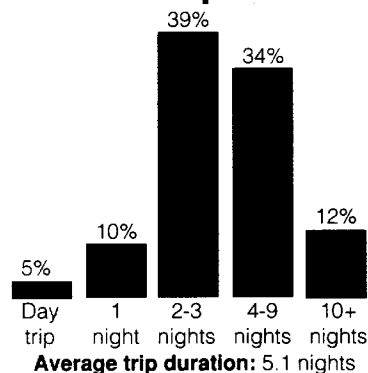
Scheduling of Summer Vacations



Note: Summer = 100%

Source: U.S. Travel Data Center, 1991 Summer Vacation Travel Forecast.

Summer Vacation Travel by Duration of Trip



Note: The Roper Organization reports that 45% of respondents in a July 1990 survey said they had taken a vacation trip lasting 5 days or more within the last year.

Source: U.S. Travel Data Center, 1991 Summer Vacation Travel Forecast, 1990 data.

Amount of money spent on last vacation trip—including entertainment, transportation, hotels, and meals:

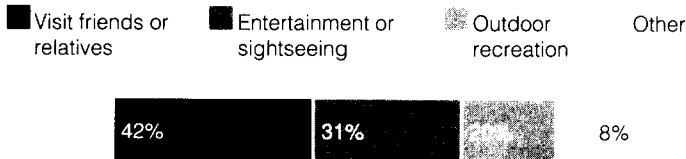
\$1,146.00	Mean
700.00	Median

Note: Asked of those who have taken a vacation trip in last three years. In a Gallup survey taken April 25-28, 1991, 43% of Americans said they were not planning vacations this year because they don't have the money.

Source: Roper Organization (Roper Reports 90-7), July 14-21, 1990.

Most vacations still center around kin: seeing them, staying with them, traveling with them. When it comes time for recreation, the lure of salt water is powerful. Another favorite pastime is visiting "parks," with the God-made variety holding a slight edge in popularity over man-made ones.

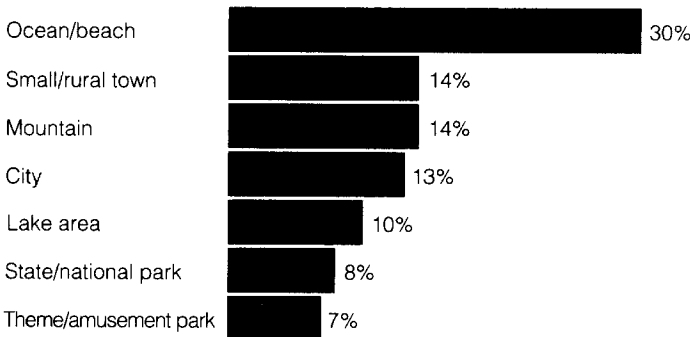
Primary purpose of vacation trips



Source: U.S. Travel Data Center, 1991 Summer Vacation Travel Forecast.

Where We're Going

Planned summer vacation destinations, 1991



Source: U.S. Travel Data Center, 1991 Summer Vacation Travel Forecast.

How We'll Get There

Auto/truck/RV/rental car	84%
Airplane	13
Bus	2
Train	1

Where We'll Stay

With friends or relatives	42%
At hotels or motels	39
In RVs	11
Other lodging	9
No overnight stays	8

Note: Adds to more than 100% because some trips will involve multiple lodgings

Source: U.S. Travel Data Center, 1991 Summer Vacation Travel Forecast.

In What Company

Question: **How interested would you be in taking a separate vacation...?**
Very/somewhat interested in taking separate vacation...

Without your children*

National 64%

Men 56%

Women 70%

Without your spouse**

27%

21%

36%

Note: * Asked of those planning a vacation who have children. ** Asked of those planning a vacation who are married.

Source: Survey by the Gallup Organization, April 25-28, 1991.

Most Popular National Park Areas

	Millions of visitors		Millions of visitors
Golden Gate National Recreation Area, CA	21.8	Gulf Island National Seashore, MS-FL	5.2
Blue Ridge Parkway, VA-NC	20.0	Cape Cod National Seashore, MA	5.2
Natchez Trace Parkway, MS-TN-AL	11.7	Acadia National Park, ME	4.5
George Washington Memorial Parkway, MD-VA	9.5	Valley Forge National Historical Park, PA	4.2
National Capital Parks, MD-DC	9.0	Grand Canyon National Park, AZ	3.9
Great Smoky Mountains National Park, TN-NC	8.8	Glen Canyon National Recreation Area, AZ-UT	3.5
Lake Mead National Recreation Area, AZ-NV	8.3	Yosemite National Park, CA	3.2
Gateway National Recreation Area, NY-NJ	6.2	Olympic National Park, WA	3.0
Independence National Historical Park, PA	5.4	Rocky Mountain National Park, CO	2.5
Vietnam Veterans Memorial, DC	5.3	Yellowstone National Park, ID-MT-WY	2.2

Source: U.S. National Park Service, 1988.

U.S. Annual Theme Park Attendance

Favorite Parks

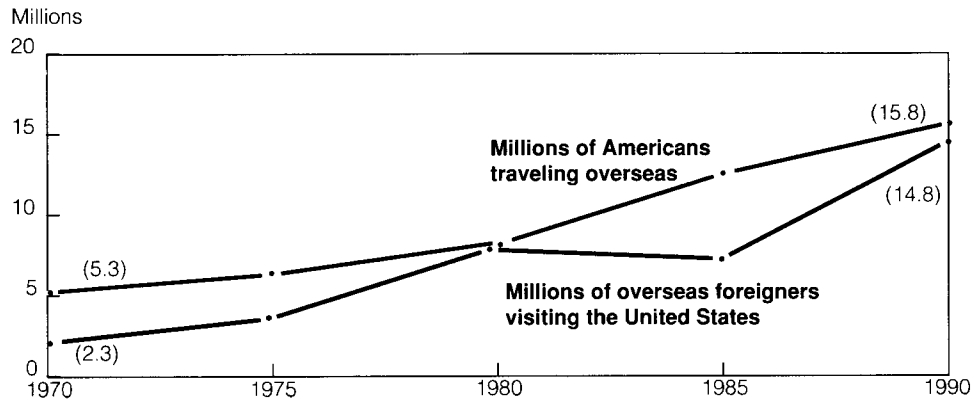
	Millions		Millions
Walt Disney World/ Epcot/MGM Studios, FL	28.5	Sea World, CA	3.2
Disneyland, CA	12.9	King's Island, OH	3.2
Knott's Berry Farm, CA	5.0	Six Flags Magic Mountain, CA	3.0
Universal Studios Tour, CA	4.6	Cedar Point, OH	3.0
Sea World, FL	3.8	Busch Gardens Dark Continent, FL	3.0

Total = 175 million

Source: Amusement Business, 1990.

Vacationers are far more willing to venture across national boundaries today. Most of the mixing is still among continental neighbors, however, with southbound vacations being the favorite type. Our main goals in all this holidaying: more contact with family, less with work.

International Vacationing



Source: U.S. Travel and Tourism Administration.

Americans' Favorite Foreign Destinations, 1990

	Millions of visits	Percentage of all U.S. visits abroad			
			Caribbean	3.9	9
			Bahamas	1.1	2
			Jamaica	.5	1
			Dominican Republic	.5	1
Mexico	15.6	35%	Asia	2.1	5
Canada	12.7	29	Japan	1.1	2
Overseas	15.8	36	Hong Kong	.5	1
Europe	7.5	17	South America	.8	2
U.K.	2.8	6	Central America	.7	2
Germany	1.8	4	Oceania	.6	1
France	1.7	4	Middle East	.2	—
Italy	1.2	3	Africa	.1	—

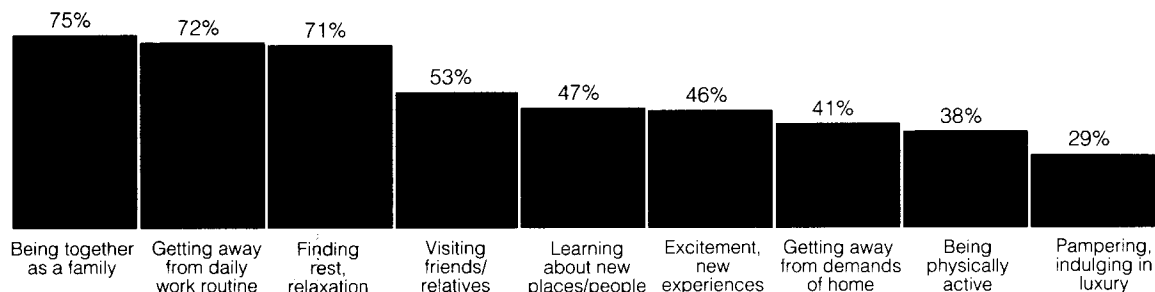
Foreign Visitors to U.S.

Major countries of origin, 1990

	Millions of visits	Percentage of all visits by foreigners			
Canada	17.3	44%	Asia	4.3	11
Mexico	6.8	17	Japan	3.1	8
Overseas	14.8	38	South America	1.3	3
Europe	6.5	17	Caribbean	1.1	3
U.K.	2.2	6	Oceania	.7	2
Germany	1.2	3	Australia	.5	1
France	.7	2	Central America	.4	1
Italy	.4	1	Middle East	.3	1
			Africa	.1	—

Source: U.S. Travel and Tourism Administration, U.S. Immigration and Naturalization Service, Statistics Canada, Mexican Secretaria de Turismo.

"Very important" reasons to take a summer vacation



Source: U.S. Travel Data Center, 1991 Summer Vacation Travel Forecast.