

 **Southern**
Traveler

AAA Members spend an average of \$2,300 on their vacations.

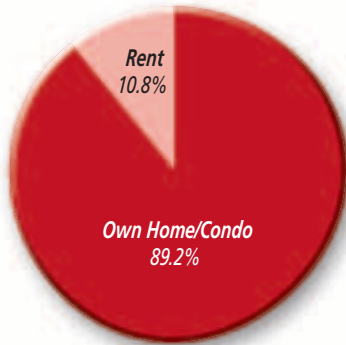


In 2011, 72 PERCENT of AAA Magazine readers took action after reading their AAA publication.



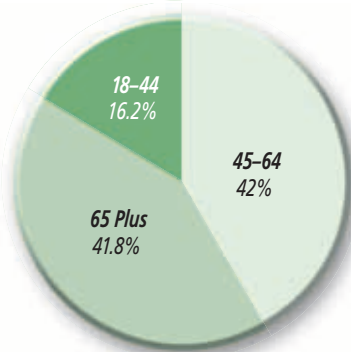
Our magazine takes you places.

reach an unbeatable market



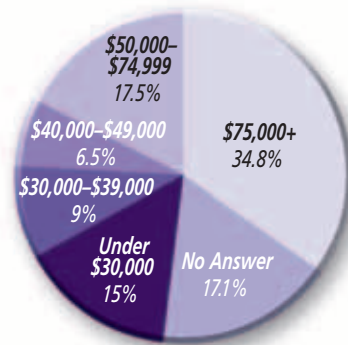
MAIN RESIDENCE

\$214,800 Average Value
\$174,400 Median Value



AGE

60.6 Median Age
62.4 Average Age



HOUSEHOLD INCOME

\$87,600 Average Income
\$64,900 Median Income

MARITAL STATUS

60.9% Married
16.0% Widowed
10.2% Separated/Divorced
9.1% Single (never married)

OCCUPATION

54.6% Professional/Manager

GENDER

62.9% Female • 37.1% Male



AAA Southern Traveler readers are loyal and engaged.

- 22.7% Visited magazine/club web site (AAA.com)
- 20.7% Visited AAA office
- 13.0% Planned/modified existing travel plans
- 12.4% Called a toll-free number
- 7.4% Called AAA travel agent
- 6.9% Visited advertiser's web site
- 4.4% Submitted Reader Service card
- 4.0% Called advertiser directly

travel habits



TRIPS

\$2,300 Average spent on vacation

- 93.7% Vacational/personal
- 80.7% Took weekend trips
- 80.1% Took domestic trips
- 33.1% Business
- 17.9% Business/vacation

- 88.2% Traveled by car
- 55.0% Traveled by plane

- 81.1% Stayed at a hotel
- 63.3% Went shopping
- 50.0% Visited historical sites
- 35.6% Went to beach
- 32.3% Went to museums
- 30.2% Participated in casino gambling
- 16.0% Visited theme park/attraction
- 11.7% Went to resort/spa
- 6.6% Played golf

HOTELS/MOTELS

67.1% Vacation/personal
9.0 Nights

33.2% Business
15.4 Nights

TRAVEL COMPARISONS

(last 12 months)	US HH	ST HH	INDEX
Personal car	57.6%	80.4%	128
Took trips	53.3%	80.1%	148
Plane trips	43.5%	55.0%	132
Rental car	10.1%	24.3%	316
Took a cruise	8.5%	19.7%	194
Bus trips	2.6%	5.8%	209
Motor home	1.8%	5.5%	228
Railroad trips	4.3%	3.8%	406

CANADIAN AND FOREIGN

- 53.1% Own a valid passport
- 32.5% Took a foreign trip (last three years)

PLACES VISITED (last three years)

- 34.1% Mexico
- 33.6% Caribbean
- 26.5% Europe
- 17.9% Hawaii
- 15.2% Canada
- 4.7% South America

\$3,000 Average spent on foreign vacation



DirecTV: inserts and coverwraps

"The AAA Partnership has proven to be win/win for both DIRECTV and AAA.

AAA's Member base of homeowners making over \$75,000 is an ideal new customer target for us. We see significant growth potential as the relationship continues to mature and we find new ways to communicate our special offer."

Michael Rudich, Director Business Development and Affinity Marketing, DIRECTV Inc.

 **Southern**
Traveler



OurAAA.com/Traveler
More of what makes
the magazine so good
is online.

AAA.com
America's largest
travel services provider
reaches out to millions
with full-service site.

