

TIA / AAA Christmas 2006 Travel Forecast

2006

Projected Total Number of Christmas Travelers: **64.9 million** (21.9% of population)

Projected Total Number of Christmas Travelers by Auto/Truck/RV: **52.6 million** (17.8% of population)

Projected Total Number of Christmas Travelers by Air: **9.0 million** (3.0% of population)

2005

Total Number of Christmas Travelers: **63.5 million** (21.6% of population)

Total Number of Christmas Travelers by Auto/Truck/RV: **51.5 million** (17.5% of population)

Total Number of Christmas Travelers by Air: **8.7 million** (3.0% of population)

Overall travel volume during the upcoming Christmas holiday will be slightly higher than it was last Christmas, as 1.4 million more people will be traveling this Christmas compared to Christmas of 2005 (up 2.2%). This year, an expected 64.9 million people will travel over the Christmas holiday. A projected 52.6 million people will travel by auto/truck/RV (up 2.1% over Christmas last year), and another 9.0 million people will travel by air (an increase of 2.7% from a year ago). A projected 3.3 million people will travel by other modes, including bus and train.



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All five of AAA's regions will generate more trips this Christmas holiday than last year's holiday. The Northeast and Southeast will see the most growth in overall Christmas travel, each with a 3.0 percent increase over 2005, followed by the Midwest (1.9%), and the West (1.6%). The Great Lakes region shows the lowest growth in expected Christmas travel, but still, the region is predicted to generate 1.3 percent more travel this Christmas than last Christmas. As in 2005, the Southeast has the highest proportion of the population that will travel over the holiday (24.4%), followed by the West (23.2%), Great Lakes (21.4%), Midwest (21.1%), and Northeast (18.2%).

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All five regions also show growth in expected auto/truck/RV travel compared to last year's Christmas holiday. The Southeast (3.4%) and Northeast (3.0%) regions show the highest year-over-year growth in expected auto/truck/RV travel, with the other regions increasing at least 0.9 percent over last year (Great Lakes: 0.9%; West: 1.4%; Midwest: 1.7%). With the exception of the Northeast (13.2%), at least 18 percent of the population of each region will be traveling by auto this Christmas (Great Lakes: 18.0%; Southeast: 18.7%; Midwest: 19.0%; West: 19.3%).

The expected volume of Christmas holiday travel by auto/truck/RV for each region is shown below:

Southeast: 13.8 million
West: 13.2 million
Midwest: 10.2 million
Great Lakes: 8.3 million
Northeast: 7.2 million

The Great Lakes region shows the greatest increase in expected air travel compared to Christmas last year (4.0%), followed by the Northeast (3.4%). Other regions will experience smaller increases in air travelers (Midwest: 3.1%; West: 2.7%; Southeast: 1.8%). The incidence of Christmas air travel is highest in the Southeast and West (both 3.7%) and lowest in the Midwest (1.9%).

The expected volume of Christmas holiday travel by air for each region is as follows:

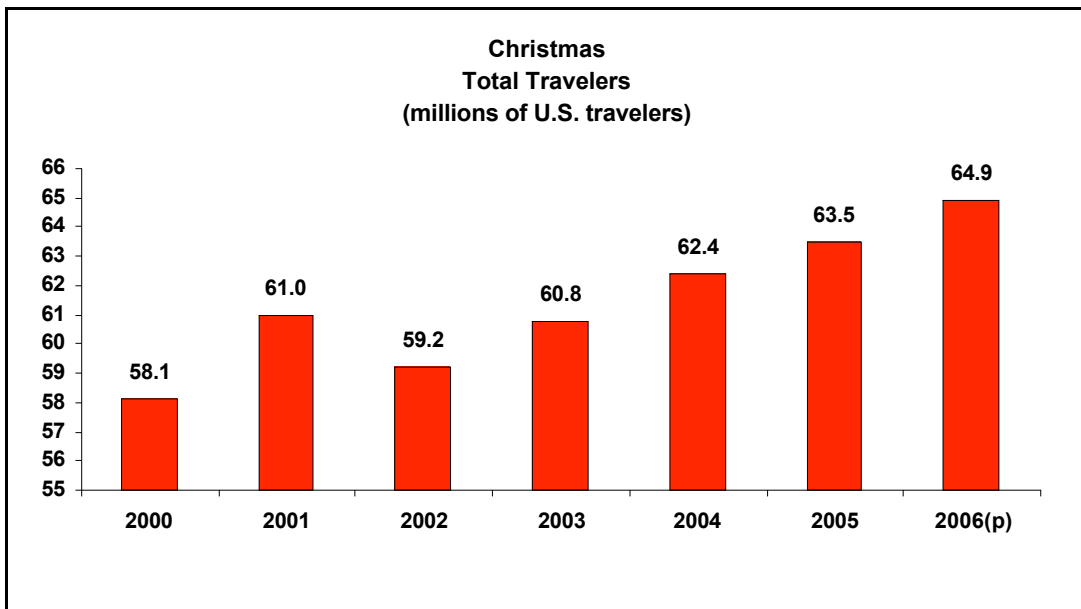
Southeast: 2.7 million
West: 2.5 million
Northeast: 1.8 million
Midwest: 1.0 million
Great Lakes: 924,000

The forecasts of Christmas holiday travel for 2006 and estimates of actual holiday travel in 2005 take into account consumer travel intentions* for the Christmas holiday, TIA travel forecasts for the fourth quarter and winter season of 2006, and historical travel volume data for the fourth quarter and the month of December.

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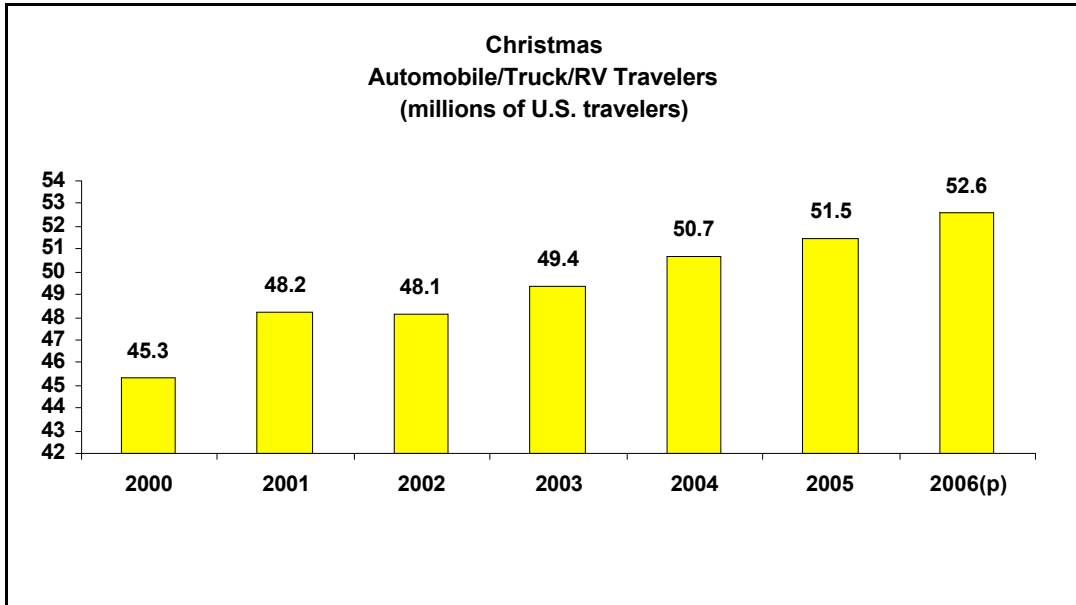
**This survey was conducted among a representative sample of 2,000 U.S. adults, from October 30 to November 6, 2006. The margin of sampling error for this survey (at the 95 percent confidence level) is plus or minus approximately 2.2 percentage points for the entire sample of adults. Subgroups will have larger margins of error, depending on the number of adults in the group. Figures are rounded to one decimal place. The exact percentage change may not be reflected in the volume comparisons.*

Christmas Travelers 2000-2006 (p) Total Travelers and Automobile/Truck/RV Travelers



Source: Travel Industry Association/American Automobile Association

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Source: *Travel Industry Association/American Automobile Association*

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Projected Number of Christmas 2006 Travelers By Automobile/Truck/RV and Census Region of Residence*

	2006 Population (Millions)	2006 Percent Traveling by Auto	2006 Number of Auto Travelers (Millions)	2005-2006 Percent Change
Total United	296.4	17.8%	52.6	2.1%
Northeast	54.5	13.2%	7.2	3.0%
Southeast	73.8	18.7%	13.8	3.4%
Great Lakes	46.2	18.0%	8.3	0.9%
Midwest	53.5	19.0%	10.2	1.7%
West	68.3	19.3%	13.2	1.4%

Source: Travel Industry Association/American Automobile Association

Projected Number of Christmas 2006 Travelers By Air and Census Region of Residence*

	2006 Population (Millions)	2006 Percent Traveling by Air	2006 Number of Air Travelers (Millions)	2005-2006 Percent Change
Total United	296.4	3.0%	9.0	2.7%
Northeast	54.4	3.3%	1.8	3.4%
Southeast	73.8	3.7%	2.7	1.8%
Great Lakes	46.2	2.0%	0.9	4.0%
Midwest	53.5	1.9%	1.0	3.1%
West	68.3	3.7%	2.5	2.7%

Source: Travel Industry Association/American Automobile Association

***NORTHEAST:** New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont; Middle Atlantic: New Jersey, New York, Pennsylvania; **SOUTHEAST:** South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; East South Central: Alabama, Kentucky, Mississippi, Tennessee; **GREAT LAKES:** East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin; **MIDWEST:** West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; West South Central: Arkansas, Louisiana, Oklahoma,

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Texas; **WEST:** Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming, Utah; Pacific: Washington, Oregon, California.

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Intended Type of Destination for Christmas 2006 By Census Region of Residence*

	Total	North-East	South-East	Great Lakes	Mid-West	West
Total travelers (millions)	64.9	9.9	18.0	9.9	11.3	15.9
Small town, rural area	37.6%	26.4%	42.8%	43.5%	45.6%	27.8%
City, urban area	35.3	51.0	29.8	26.1	36.6	36.5
Ocean beach	10.1	12.1	13.2	15.4	1.3	9.8
Mountain area	6.5	4.6	6.9	1.4	1.4	14.8
Theme/amusement park	3.9	1.3	4.6	7.5	3.9	2.5
Lake area	0.7	0.9	0	0	2.7	0
State/national park	0.1	0.8	0	0	0	0
Other	4.7	3.0	2.8	6.1	7.8	4.2
Not sure	1.2	0	0	0	0.8	4.4

Source: Travel Industry Association/American Automobile Association

Intended Type of Lodging for Christmas 2006 By Census Region of Residence*

	Total	North-East	South-East	Great Lakes	Mid-West	West
Total travelers (millions)	64.9	9.9	18.0	9.9	11.3	15.9
Friend's/relative's home	66.0%	66.9%	71.9%	64.2%	59.4%	65.6%
Hotel/motel	19.7	13.1	18.0	17.9	24.4	22.6
Rented cabin/condo	2.4	1.9	2.5	1.7	1.4	3.8
Camper/trailer/RV/ten t	1.9	1.6	0.6	0.9	2.3	3.6
Own cabin/condo	1.5	5.8	1.2	0	0	1.6
Bed & breakfast	0.4	0	0	0	0	1.5
Other	1.8	2.1	0.5	5.2	2.8	0
No overnight stay	5.1	8.6	3.6	4.0	9.7	1.3
Not sure	1.3	0	1.6	6.2	0	0

Source: Travel Industry Association/American Automobile Association

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Indiana, Michigan, Ohio, Wisconsin; **MIDWEST:** West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; West South Central: Arkansas, Louisiana, Oklahoma, Texas; **WEST:** Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming, Utah; Pacific: Washington, Oregon, California.