

# AAA Member Demographics

AAA magazines readers have a high interest in travel.

- **98%** of those travelers traveled for leisure reasons
- **85%** took a road trip vacation
- **83%** stayed at a hotel
- **83%** of our reader households took a domestic vacation\*

Our members turn to their magazines for getaway ideas and destinations. Our magazines support and inspire overnight travel.

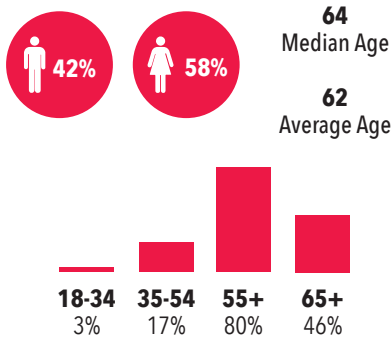
- **83%** read 3 or 4 out of 4 issues
- **74%** prefer travel information from AAA in print
- **70%** took action as a result of reading a AAA publication



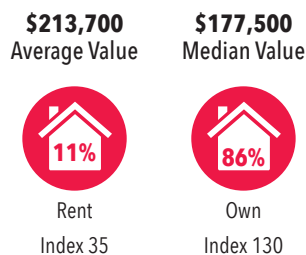
AAA is one of America's most trusted brands

\*Domestic vacation defined as 1+ overnights

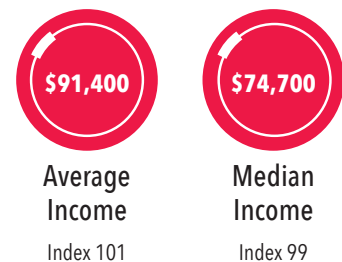
## Age and Gender



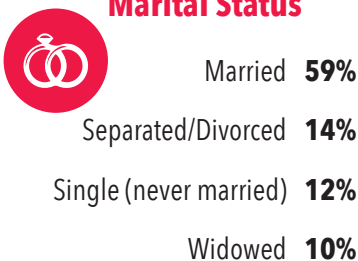
## Main Residence



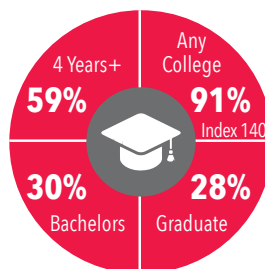
## Household Income



## Marital Status



## Education



## Occupation



Source: 2018 GfK MRI Subscriber Study

Home & Away

AAA members travel **more**, stay **longer** and spend **more**.



# AAA Member Travel Habits

## How Long Before Traveling Do You Typically Book Your Trip

- 19%** 7-12 months
- 78%** 6 months or less
- 43%** 3-6 months
- 35%** Less than 3 months, more than one week

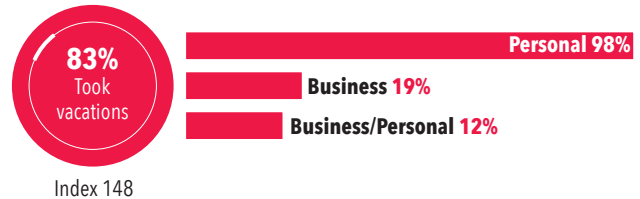
## Source of Influence

AAA members use their magazine as a *primary* source of information for travel planning.

- 56% Friends and family
- 26% AAA websites
- 26% Other websites (non-AAA)
- 18% Other magazines/newspapers
- 16%** **AAA member magazine**
- 11% Social media
- 9% TV
- 2% Radio

## Travel Comparison

	US HH	H&A HH	Index
Took Trips	56%	83%	148
Plane Trips	48%	54%	113
Rental Car	13%	30%	229
Casino Gambling	13%	27%	206
Cruises	9%	22%	235
Bus Trips, Motor Home, Railroad Trips	6%	9%	152



Source: 2018 GfK MRI Subscriber Study

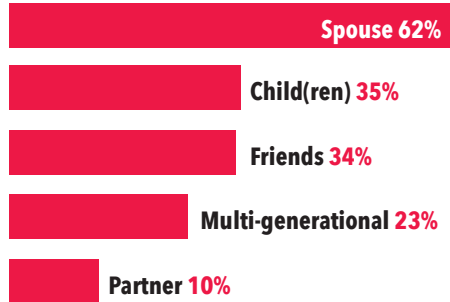
# Home & Away

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# AAA Travel Planning and Booking

## Who do AAA members travel with:

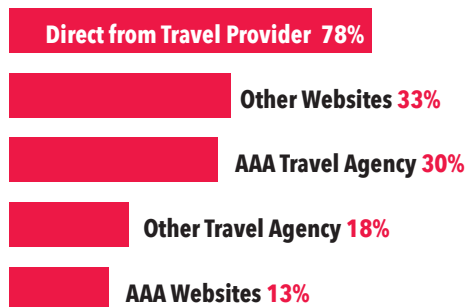


## Where do AAA members stay when traveling:



Average number of nights' stay at a hotel in the last 12 months is 12.6 nights

## Method readers use to make reservations or buy tickets for Trip:



Source: 2018 GfK MRI Subscriber Study

## Top U.S. areas visited in the past year by Home & Away readers (Based on Circulation).

Arizona	Phoenix/Scottsdale	2.9%	14,950
California	Los Angeles	3.8%	19,589
	San Francisco	2.8%	14,434
	San Diego	2.5%	12,888
Colorado	Denver	3.2%	
Florida	Orlando	14.1%	72,689
	Florida Gulf Coast	15.9%	81,965
	Fort Myers/Naples	7.3%	37,632
	Miami/Ft. Lauderdale	5.5%	28,353
Illinois	Chicago	11.8%	60,829
Indiana	Indianapolis	24.4%	125,782
Maryland	Baltimore	3.6%	18,558
Massachusetts	Boston	8.8%	45,364
Michigan	Detroit	3.6%	18,558
	U.P. of Michigan	3.0%	15,465
	Minneapolis/St. Paul	1.4%	7,217
Minnesota	Minneapolis/St. Paul	1.4%	7,217
	Kansas City	2.5%	12,888
Missouri	Branson	3.1%	
	St. Louis	7.3%	37,632
	Adirondacks	13.2%	68,046
	Catskills	7.0%	36,085
	Finger Lakes	4.7%	24,229
New York	New York City	12.2%	62,891
	Niagara Falls	3.3%	17,012
	Columbus	6.5%	17,012
Ohio	Cincinnati	17.2%	88,666
	Cleveland	3.4%	17,527
North Carolina	Great Smoky Mountains	9.6%	
Pennsylvania	Lancaster	1.4%	7,217
South Carolina	Myrtle Beach	5.3%	27,322
	Hilton Head	2.2%	11,341
Tennessee	Great Smoky Mountains	9.6%	49,488
	Nashville	8.4%	43,302
Texas	San Antonio	1.9%	9,795
Washington D.C.		4.6%	23,713

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