

# AAA Member Demographics

*More than 50% of all AAA members use their member magazine and/or their AAA Travel Agency when planning a domestic or foreign trip.*



## Activities: Last 12 Months

- **51%** visited historic sites
- **36%** visited national parks
- **35%** went to the beach
- **27%** visited theme parks
- **19%** visited art galleries
- **12%** played golf
- **10%** visited the spa

## Canadian Provinces Visited (last 3 years)

**28.5%** Canadian Provinces

- Ontario - **13.6%**
- Pacific Provinces - **4.9%**
- Atlantic Coast Provinces - **4.2%**
- Heartland Provinces - **4.2%**
- Quebec - **2.0%**

## Quick Facts

- **94%** took trips
  - Personal 74.4%
  - Business 24.6%
  - Business/Personal 16.3%
- **\$2,300** - average amount spent on trip
- **78%** took weekend trips
- **88%** traveled by car

## International Places Visited (last 3 years)

- Europe - **32%**
- Caribbean - **29%**
- Mexico - **29%**
- Hawaii - **12%**
- Alaska - **11%**
- Asia - **11%**

## The Most Targeted Audience...

### Affluent

- **73%** income is \$50,000+/yr
- **50%** income is \$100,000+/yr

### Sweet Spot

- **70%** are homeowners
- **50%** are between the ages of 41-65 years old

### Loyalty

- **75%** have been members for 5+ years

Source: 2015 MRI Doublebase

LIVE | PLAY | AAA

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