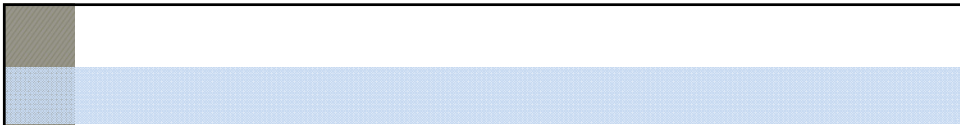





Marketing to an International Audience

*February 17, 2010
2:15 p.m. – 3:45 p.m.*



Welcome



UK

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UK Travel Trade

- Brits take nearly 70 million international holidays annually
- Effects of economic downturn still evident, but experts are optimistic about 2010
- Brits still view travel as a necessity
- Average length of a U.S. holiday is 14 nights
- U.S. is third most popular destination, behind Spain and France:
 - Top cities: Las Vegas, Orlando and New York
- Ranch-based holidays and bookings to less-visited U.S. States expected to increase

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What's Working ...

- Discounting and downgrading will continue this year
 - Low-cost providers will benefit
- Travelers want personalized service and flexibility
- Market for experiential/activity-based and lifestyle tourism is growing
- Discovering new activities and countryside visits are on the rise
- Seeing is believing



UK Media Landscape

- We deal with newswires, national papers, regional papers, consumer magazines, radio, TV and online media
- UK journalists are demanding, requiring innovative campaigns and engaging content
- Importance of online media and social networking sites continues to grow



Emerging Interests

- Meaningful, unique, iconic trips like Route 66
- Sports: Tournaments like the World Cup and Olympics are putting sport firmly on the agenda
- Bleisure: Changes in the traditional work/life balance are blurring the lines of business and leisure travel

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GERMANY

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German Travel Trade

- Germans' penchant for travel is unabated
- Long-haul and exclusive/luxury travel is still in demand
- Experts are optimistic about 2010
- Average length of a U.S. holiday is 11 nights
- U.S. is fourth most popular destination behind Spain, Austria and Italy, but the No. 1 long-haul destination overall
 - Top cities: Las Vegas, Orlando and New York



What's Working ...

- Traditional travel outlets: tour operators and travel agencies still play a major role
- Individual travel
- New experiences at repeat destinations
- Niche products
- Cultural interest, shopping, city trips and culinary themes
- Seeing is believing



German Media Landscape

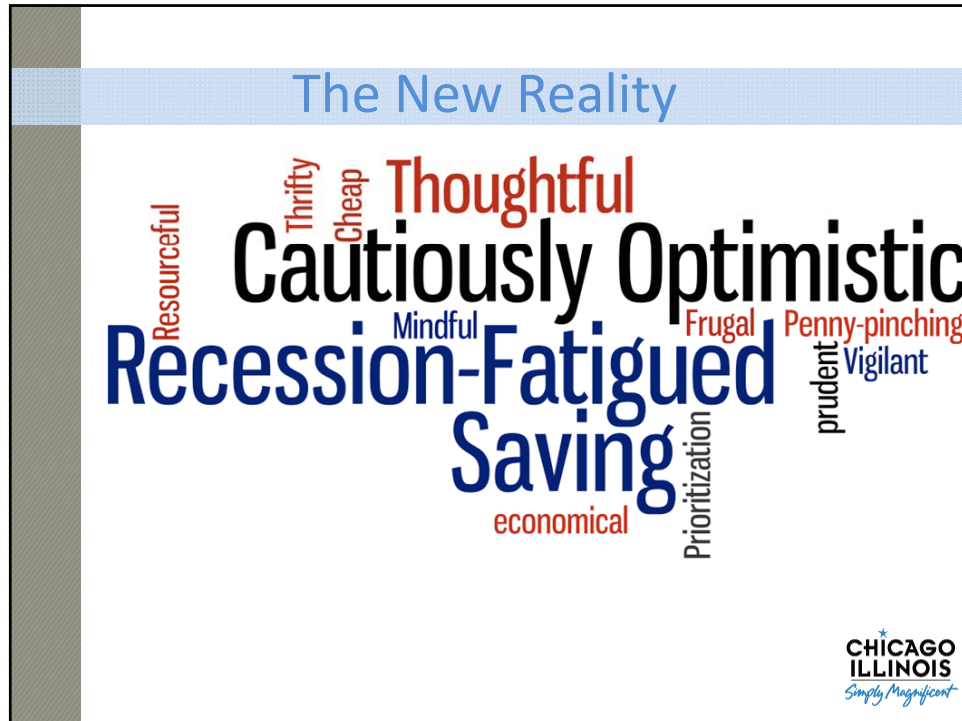
- We deal with newswires, daily papers, weeklies, consumer magazines, TV, radio and online media
- Editorial teams are consolidating
- New special interest print publications are emerging
- Social media platforms, while growing, have considerably lower usage compared to U.S. and UK markets



Emerging Interests

- General
 - Economic Environment
 - Soccer World Cup 2010
- Travel
 - Cruises
 - Immigration procedures to the U.S.
 - Security procedures at airports
 - Long haul destinations





Target Attitudes and Insights

- It's about the experience
 - More and more seeking content and inspiration by taking a step into a country's story
 - Desire to have contact with the locals, they seek touchable, authentic, "off-routine" experiences
 - Beach holiday isn't enough anymore
 - Travel stories have social currency (building their "Travel CV")
- Others' opinions count
 - More and more people trust in personal recommendations of friends, colleagues and family
 - Around 29% perceive personal recommendations to be their second most-important source
- Prefer greater flexibility
 - For example, about 55% of Germans opt for at least partially-tailored instead of packaged trips
 - Look for greater flexibility to book travel components independently (flight, accommodation, car)

Source: Axel Springer, 2009, BranchenBericht Tourismus, European Commission, 2009, Survey on the Attitudes of Europeans towards Tourism; Expedia, 2009, Travel Trendwatch.

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TNS: Travel Motivators

- People are more likely to consider U.S. travel for reasons related to value and affordability

	<u>UK</u>	<u>Germany</u>
Better Value	39%	41%
Favorable Exchange Rate	28%	44%
Decrease in travel costs	25%	38%

Q: Reasons more likely to consider travel to the U.S. vs. YA

- However, price does not drive their interest in visiting a particular location within the U.S.

	<u>UK</u>	<u>Germany</u>
Attributes	50%	74%
Attractions/Places	55%	58%
Activities	43%	37%
Price	1%	1%

Q: Why are you interested in visiting?

Source: TNS 7/09 Study



TNS: Travel Motivators

- To experience the “Real America” is still the third “most motivating” reason to plan a trip to a U.S. destination

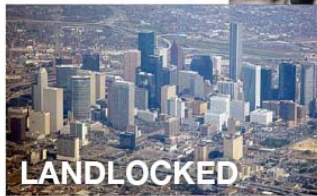
	<u>UK</u>	<u>Germany</u>
Most Motivating		
Friends/family	69%	66%
Affordability	46%	36%
Real America	27%	32%
National Parks	26%	32%

Q: Rank attractions that would motivate you to plan a trip to US rather than another international destination

Source: TNS 7/09 Study



Perceptions (or Misperceptions)



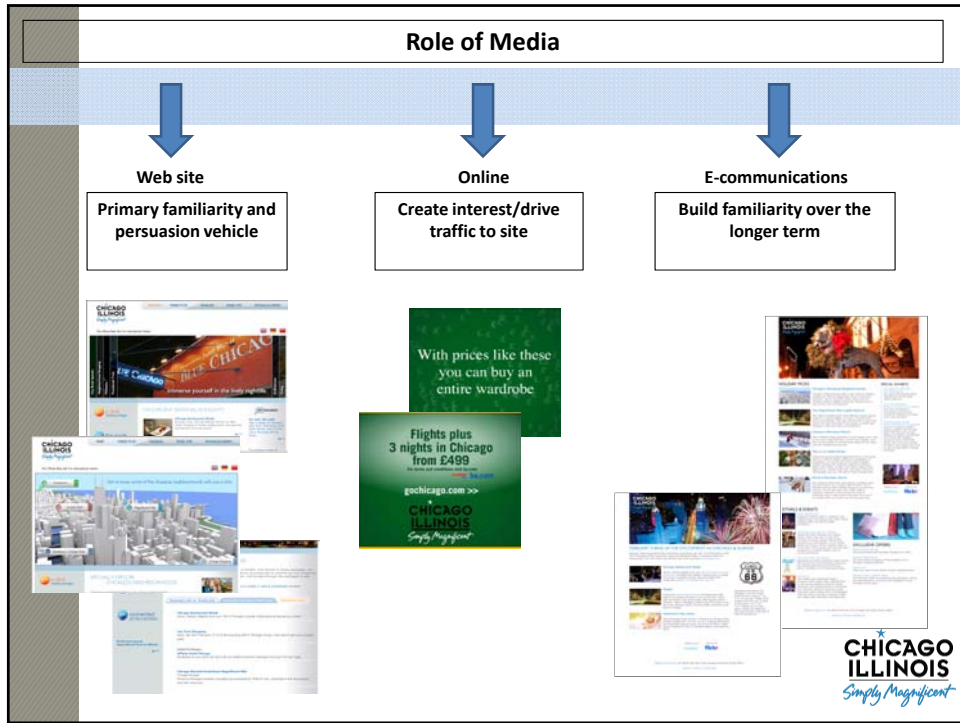
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The Challenge/Strategy

Seeing is Believing:
World Class City/State with Authentic American Charm And Hospitality



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Gochicago

UK Top 10 Pages Viewed	German Top 10 Pages Viewed
<ol style="list-style-type: none"> 1. Home page 2. Travel Tips (maps) 3. Entertainment 4. Packages 5. Travel Tips (Quick Facts) 6. Travel Tips (Guides) 7. Festivals and Events 8. Discounts 9. Museums 10. Dining 	<ol style="list-style-type: none"> 1. Home Page 2. Dining 3. Travel Tips (Quick Facts) 4. Packages 5. Travel Tips (Guides) 6. Entertainment 7. Discounts 8. Festivals and Events 9. Museums 10. Architecture



CHINA



China Travel Trade

- Personal incomes are increasing, which is giving rise to more travel
 - Outbound Chinese tourism will continue to increase
- U.S. will grow in interest because it's new; many have already visited Southeast Asia, Japan and Europe
- Independent tourist visas are difficult to obtain; making strong relationships with local tour operators essential
- Bookings are made with travel agents, through airline promotional package or online
- Travelers visit an average of 2.7 states per trip and spend average of 7-14 days traveling



What's Working ...

- Shopping is the favorite activity of Chinese tourists
- Landmarks and commemorative architecture is of high interest
- Casinos and shows are important in choosing a destination
- Making Chinese travelers feel welcome
- Promotions with airlines and adding Chicago product to tour operator catalogs
- In-country office activities
- Offering gochicago site in Mandarin
- FAM tours for Chinese travel trade and media



China Media Landscape

- We deal with newswires, national papers, regional papers, consumer magazines, radio stations, TV channels and online medias
- Government control is still in place
- Strong focus on macro news and policies
- Increasing pressure on gaining advertising revenues
- Major advertisers can influence editorials
- Three main media hubs: Beijing, Shanghai and Guangzhou
- Growing importance of online media and social networking sites



Emerging Interests

- Expos and trade shows
- Exploring new tourism markets, e.g. U.S.
- Group travel and holiday travel



Thank you!

