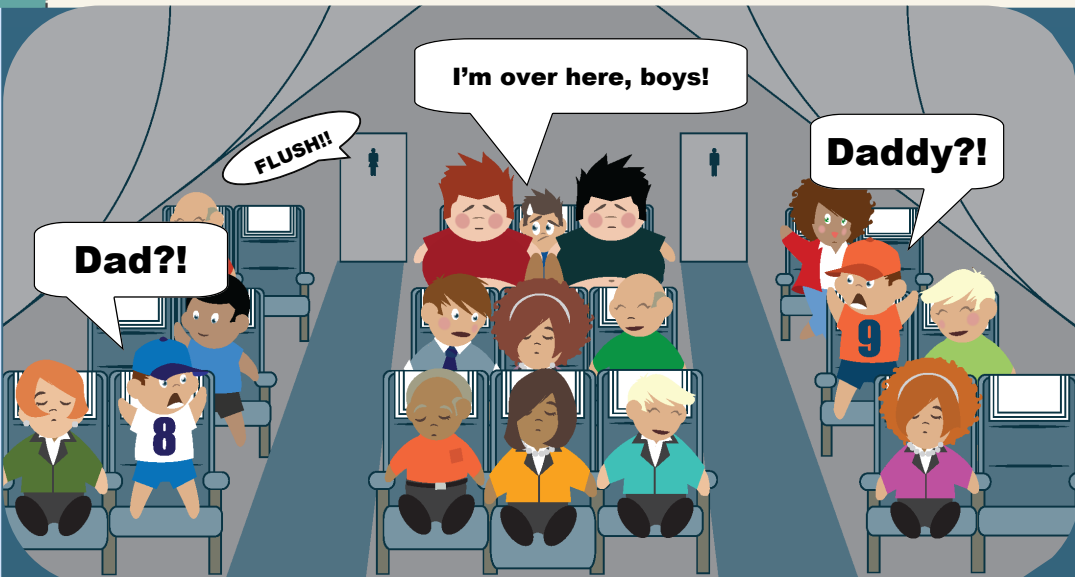


EXPERTFLYER SURVEYED APPROXIMATELY 1,100 SUBSCRIBERS TO LEARN MORE ABOUT FAMILY TRAVEL TRENDS AND BEHAVIORS

Top Stressors for Flying Families



- 35% of those polled said an undesirable seat or not being able to sit together caused stress while flying with family members
- Additional high stressors included delays (25%) and discomfort (24%), in general

Airlines “Redeem” Themselves... But Maybe Not for Family Travelers*



- 58% of survey respondents said they were able to redeem frequent flyer miles for upgrades or free flights in the last 12 months
- 37% said they were either unsuccessful or did not try to redeem their miles/points

***Ask the Expert**

"It's not easy to score an upgrade and it's even more difficult to fly free on rewards points. While single travelers and even couples have a respectable shot at finding award seats, families are going to be challenged. Since the odds of finding three or four award travel tickets on the same flight are highly unlikely, many people, after several attempts, simply stop trying."

— Jason Steele, credit card and airline rewards authority

Beware of the Bin Snatchers!



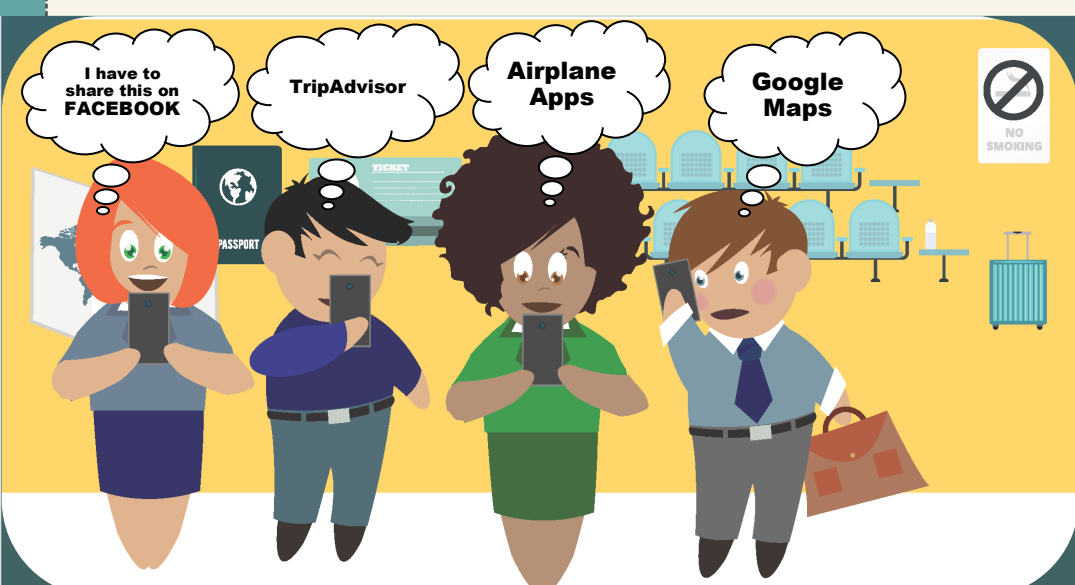
- A whopping 74% of respondents said they had grabbed overhead bin space that wasn't theirs, but about 60% of those snatchers said they only did it because someone took their overhead space first.

Family Flyers Bring their Own Munchies



- More than 1/3 of those surveyed said their families brought their own food to eat on the plane
- On flights exceeding two hours, a combined total of 57% of respondents said they rolled out the picnic baskets

“Can’t Live Without” Travel Apps for Vacationing Families*



- Exploring (34%), Communicating (21%) and Booking (19%) were the top three travel app categories represented by respondents

- When asked to name their top three “can’t live without” apps for travel, those most frequently mentioned were: 1) TripAdvisor 2) Airline Apps and 3) Google Maps

***Ask the Expert**

"Google Maps is great - and with the addition of proper offline navigation later this year, it'll get even better for international travelers without mobile data. I'm always dubious about the accuracy of the information on TripAdvisor, but do occasionally use it to get food recommendations in more obscure cities. The forums are the most useful part for me - I'll often use those for tracking down obscure transport routes and prices, for instance. As far as airline apps go, I tend to use Skyscanner to look up prices and times, but I'll always make the booking on a computer - entering personal information and credit card details is too frustrating otherwise!"

— Dave Dean, author and travel tech and gear expert, about.com

Award Point Redemption Can Make or Break Family Vacation Plans



- 45% of those polled said that their decision to take a family vacation was directly impacted by their ability or inability to redeem frequent flyer miles or credit card points for travel

Top Travel Concerns for Families

- While 21% of survey respondents said terrorism was their chief concern when traveling with family, 19% said getting lost or separated topped the list, while another 19% said crime, in general, made them nervous



Alternative Vacation Living on the Rise

- 72% of family travelers have either booked a non-traditional vacation accommodation or would consider it, such as hostels or home and apt rentals via services, like Airbnb, Flipkey or Homestay



Family Travelers’ Ultimate Destination Wishes Go Down Under

- When it comes to family dream vacations, survey results showed a dead heat between Europe (31%) and Oceania (31%) regions, but Australia takes home the trophy based on number of specific country mentions



Sources

- ExpertFlyer.com survey of approximately 1,100 subscribers
- Jason Steele, credit card and travel rewards expert, www.jasonsteele.com
- Dave Dean, travel and tech gear expert, About.com

