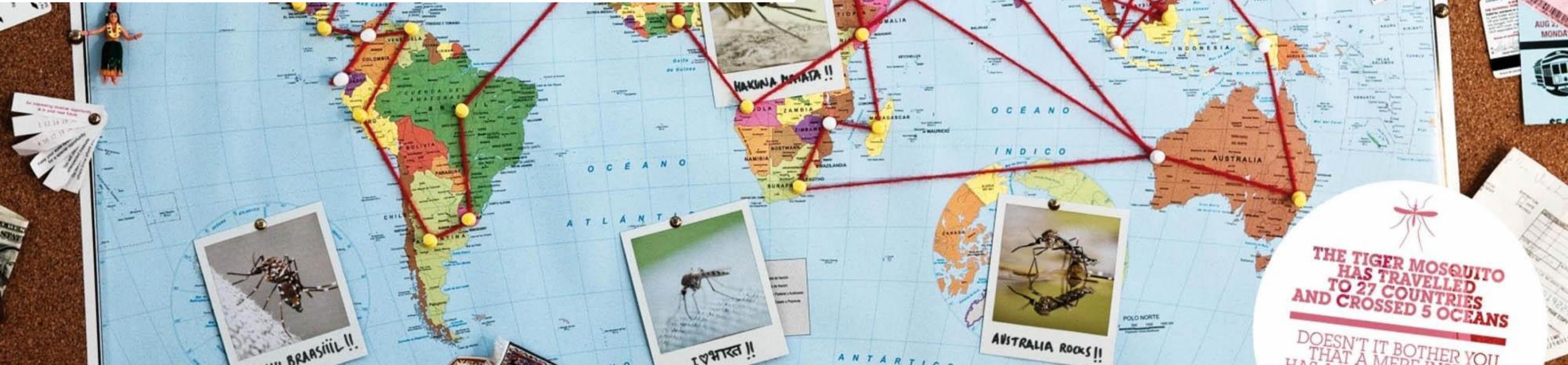


Priceline.com 2014 Tourist Report Card





Grading Tourists & Locals



The Cities That Received the Lowest Grade From Tourists Gave Themselves Much Higher Ratings

How welcoming would you say that...

Tourists' Grade: ...locals are to tourists in the following US cities?

Local Grade: ...people in your city are toward tourists?

REPORT CARD			
CITIES	 TOURISTS' GRADE	 LOCALS' GRADE	
Orlando, FL.....	A (94%)	A+ (96%)
Las Vegas, NV.....	A (94%)	A+ (97%)
Honolulu, HI.....	A (93%)	A+ (99%)
San Diego, CA.....	A- (92%)	A+ (99%)
San Francisco, CA.....	A- (90%)	A (95%)
Miami, FL.....	C+ (79%)	A (93%)
Washington, DC.....	C (77%)	A- (91%)
Chicago, IL.....	C (75)	A (94%)
Los Angeles, CA.....	D (68%)	A- (90%)
New York City, NY.....	F (62%)	B+ (87%)

Despite the grade given to LA and NYC, 8 in 10 residents in both cities overwhelmingly agreed that tourists should not pay more for local attractions. See page 30.

Base: Tourists (n=1002) Q10 How welcoming would you say that people in your city are toward tourists in general?
 Base: Locals (n=1054) Q10 How welcoming would you say that locals are to tourists in the following US cities?

TOURIST REPORT CARD – AS GRADED BY LOCALS

SUBJECT

GRADE

FRIENDLINESS

OVERALL GRADE:



CHARACTER TRAITS USED TO DESCRIBE TOURISTS:

Happy.....	52%
Friendly.....	48%
Polite.....	27%

BLENDING IN

OVERALL GRADE:



ABILITY TO SPOT TOURISTS:

At least sometimes.....	94%
-------------------------	-----

MOST SPOTTED TOURIST CLICHÉS:

Carrying camera around neck.....	72%
Tour on sightseeing bus.....	70%
Walking around with a map/guide book.....	68%

COMMENTS

GOOD TOURIST QUALITIES

FAVORITE THINGS ABOUT TOURISTS:

Stimulate local economy.....	56%
Enthusiastic about your city.....	31%

FAVORITE TOURIST CHARACTERISTICS:

Curious about my city and excited to be there.....	69%
Friendly.....	67%

BAD TOURIST QUALITIES

ANNOYING TOURISTS:

Screaming children.....	22%
Intoxicated youth.....	22%

BIGGEST PET PEEVE:

Not paying attention to surroundings.....	18%
---	-----

UGLIEST TOURIST FASHION ACCESSORY:

Wearing socks with sandals.....	42%
---------------------------------	-----



TOURIST REPORT CARD – SELF EVALUATION

<u>SUBJECT</u>	<u>GRADE</u>	<u>COMMENTS</u>
FRIENDLINESS	OVERALL GRADE: <input checked="" type="checkbox"/>	BLENDING IN TECHNIQUES:
<i>WHETHER LOCALS THINK THEY ARE...</i>		<i>INDICATIONS OF BLENDING IN:</i>
Friendly.....	62%	Finding your way through public transportation.....
Rude.....	38%	Discover cheap local restaurants.....
BLENDING IN	OVERALL GRADE: <input checked="" type="checkbox"/>	<i>THINGS TOURISTS DO TO BLEND IN:</i>
<i>ABILITY TO BLEND IN:</i>		Order local dishes and drinks.....
Successfully blending in.....	91%	Travel by local public transportation.....
<i>TOURIST CLICHÉS THEY ARE GUILTY OF:</i>		Avoid tourist gear.....
Asked locals for directions.....	63%	
Eaten at a chain franchise.....	54%	
Stopped in the middle of the street to take pictures....	49%	

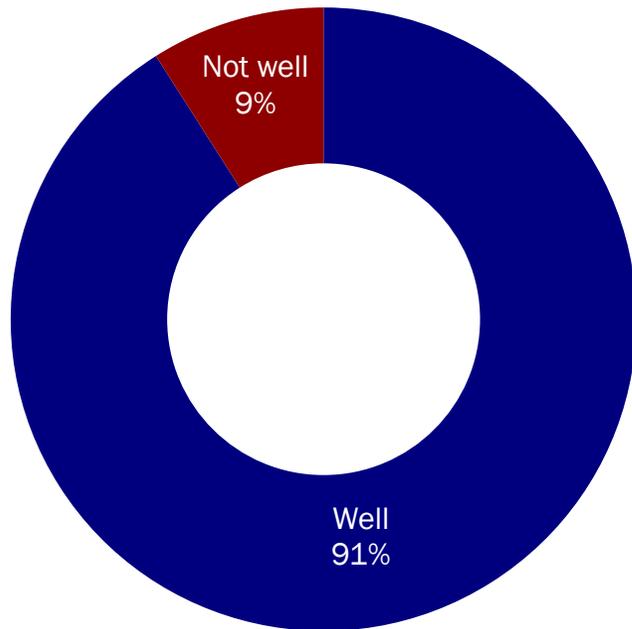


Tourist Report Card Overview

Nearly All Tourists Think They Blend in Well, While 94% of Locals Admit They Can at Least Sometimes Spot a Tourist Just by Looking at Them

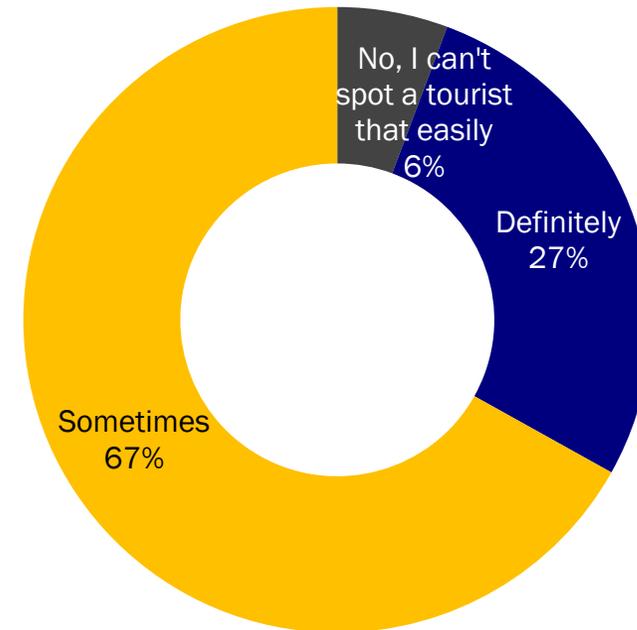
Tourists say...

How well do you think you blend in with the locals when you are vacationing in another city within the U.S.?



Locals say...

Can you tell if someone is a tourist in your city just by looking at them?



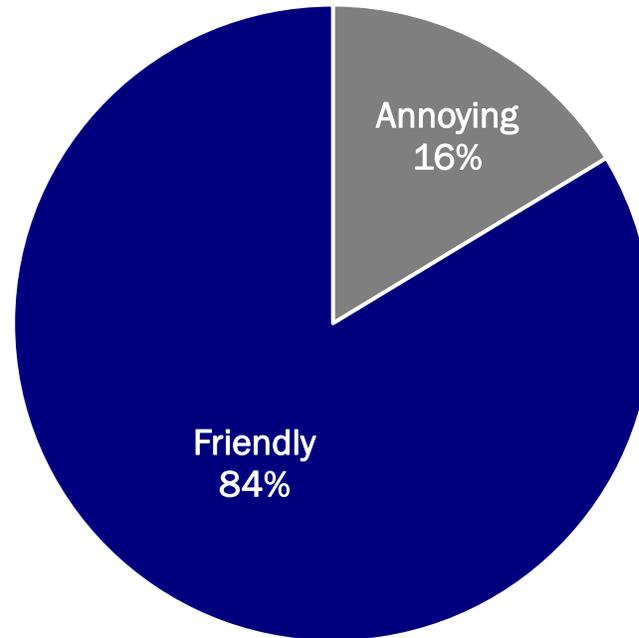
→ **94%** are at least sometimes able to tell if someone is a tourist just by looking at them





84% of Locals Find Tourists More Friendly Than Annoying

If you had to choose, do you think tourists are more annoying or friendly?



But for Tourists, There is Still Room for Improvement

Locals wish tourists would pay more attention to their surroundings.

They'd like to send the intoxicated youth packing.

And please don't wear those socks with sandals anymore!

1 in 5 locals say their biggest pet peeve is that tourists don't pay attention to their surroundings



22% of locals say the most obnoxious types of tourists are the intoxicated youth



42% of locals say socks and sandals are the ugliest tourist fashion accessory



Tourists and Locals are Both Falling for Tourist Traps

While tourists think they are blending in well, most locals say they can spot them out.

94% of locals say they can at least sometimes spot a tourist just by looking at them



Tourists are guilty of all kinds of tourist clichés.

3 in 5 of tourists have said they ask for directions



But watch out for locals! The majority of them are visiting local attractions and asking for directions.

1 in 3 locals have asked for directions

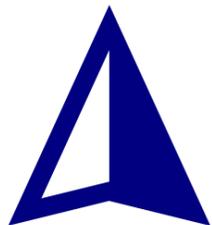


For Tourists, Navigating a New City is the Most Intimidating Part of Travel

Successfully navigating public transportation is one of the best ways to feel like you've successfully blended in.

While nearly all tourists are using their mobile devices while traveling, many tourists are still using old school ways to navigate, such as foldout maps.

23% of tourists are most intimidated by navigating the city without getting lost



87% of tourists use their mobile devices for navigating while traveling



1 in 4 tourists prefer to use a pocket foldout map while traveling



Detailed Findings

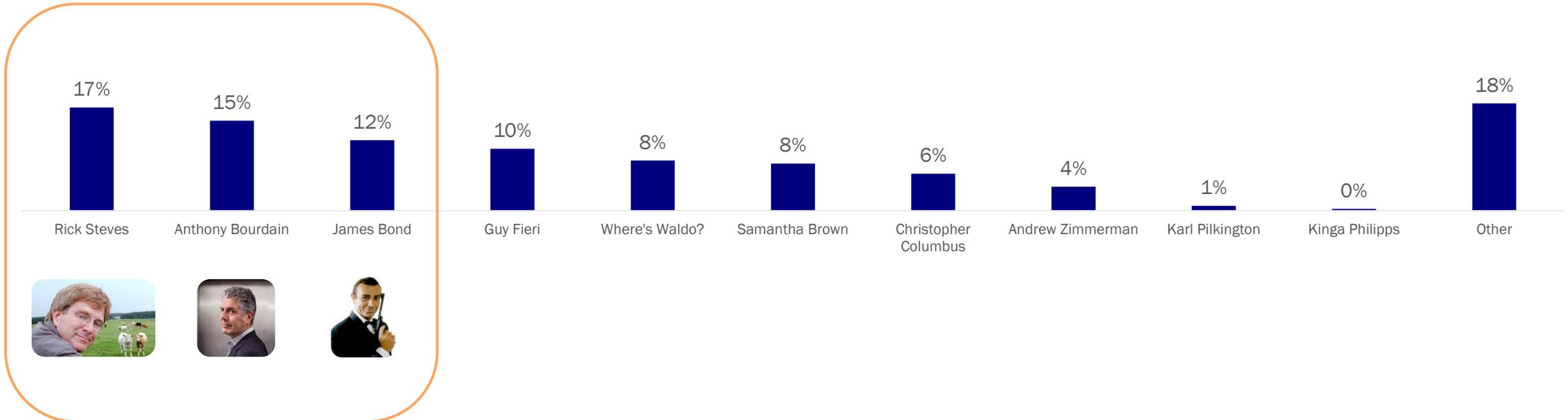


Undercover Tourists



Rick Steves and Anthony Bourdain are the Top Travel Icons

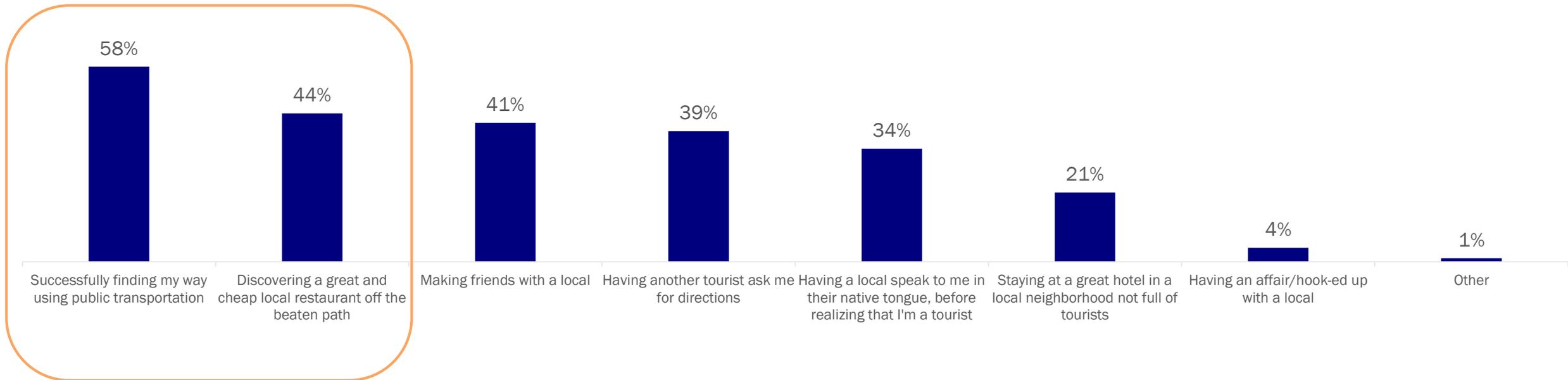
Who would you consider your travel icon or role model?





Tourists Equate Blending in Successfully with When They've Learned to Navigate Public Transportation and Discover Great Restaurants

Which of the following would you consider to be the best indications that you have succeeded in blending in to a city you are visiting?



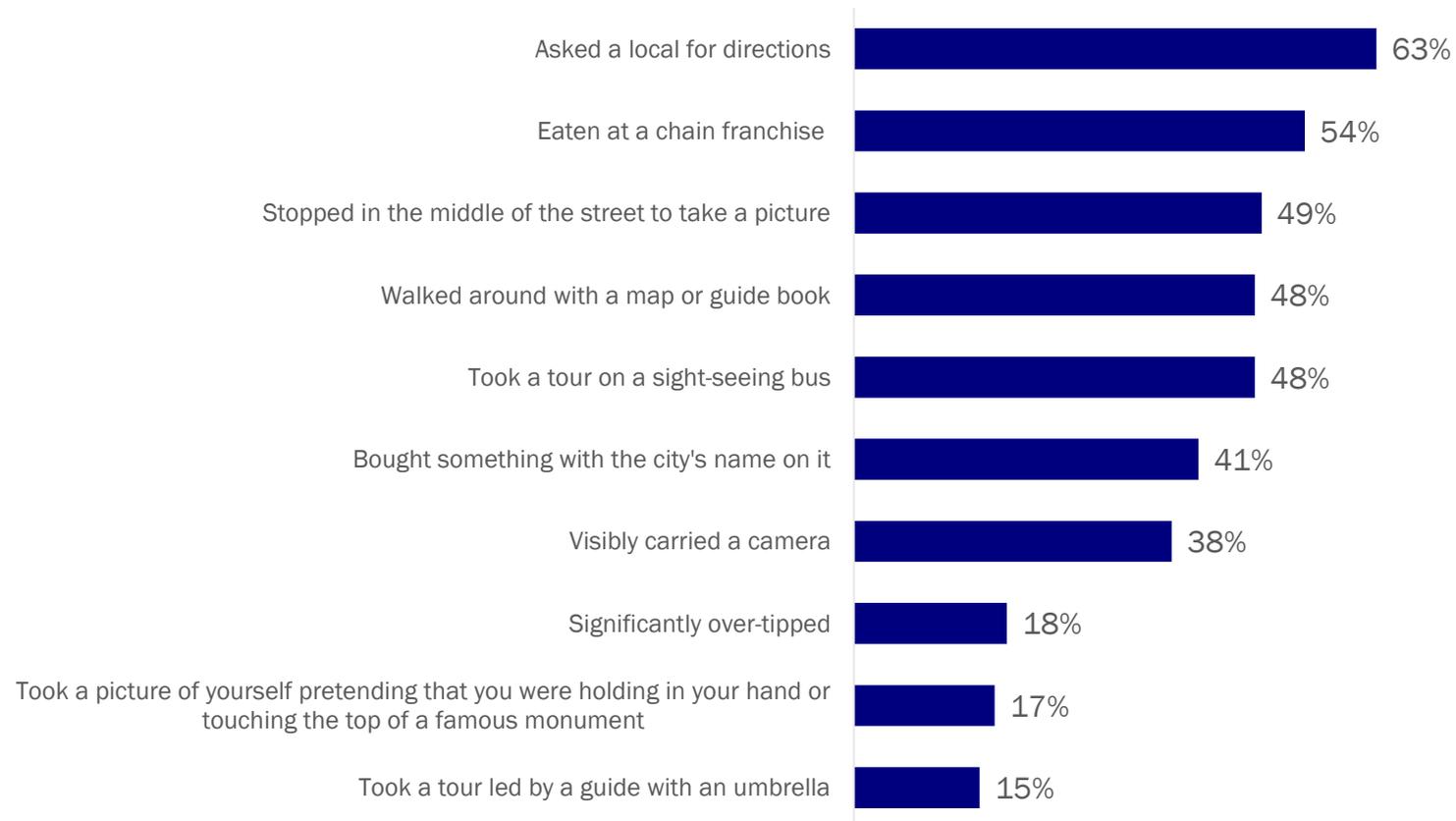
Base: Tourists (n=1002) Q42 Which of the following would you consider the best indications that you have succeeded in blending in to a city you are visiting?





Tourists are Guilty of Asking for Directions and Eating out at a Chain Franchise

Which of the following tourist "clichés" are you guilty of?
(Showing Top 10)



Base: Tourists (n=1002) Q19 Which of the following tourist "clichés" are you guilty of?

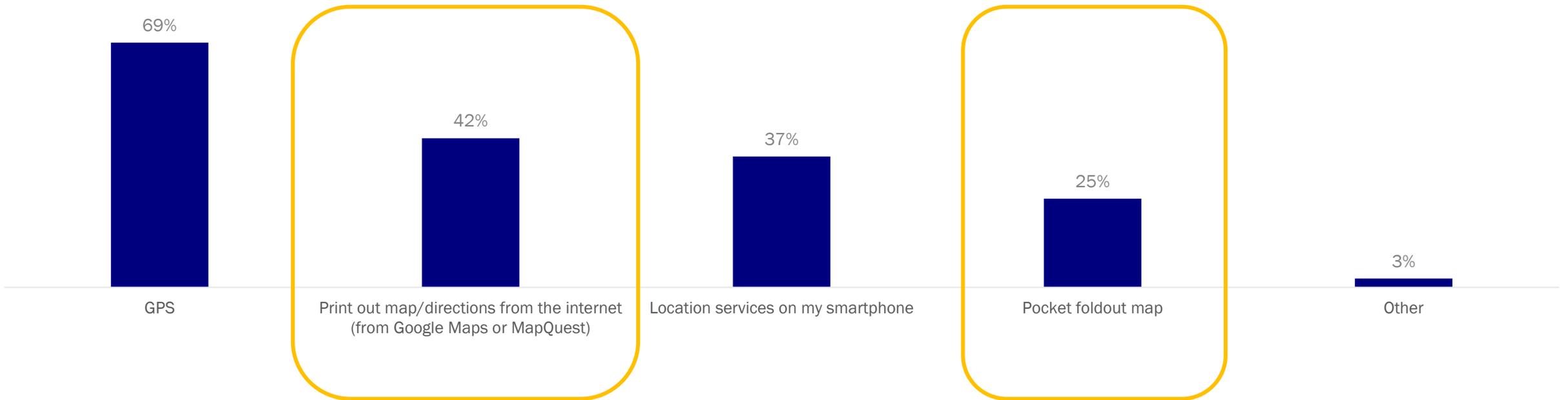


An Old-School Approach to Navigation



1 in 4 Still Use a Pocket Foldout Map When Traveling; 42% Still Use a Print out Map

Which of the following ways do you prefer to get driving directions when traveling (either to a city or within it)?



Tourists and Locals Have Similar Mobile Device Usages When Traveling and Exploring Their Own City



Tourists say...

For which of the following reasons do you use your mobile device while you are traveling?



Locals say...

How do you use your mobile device to explore and learn more about your city?

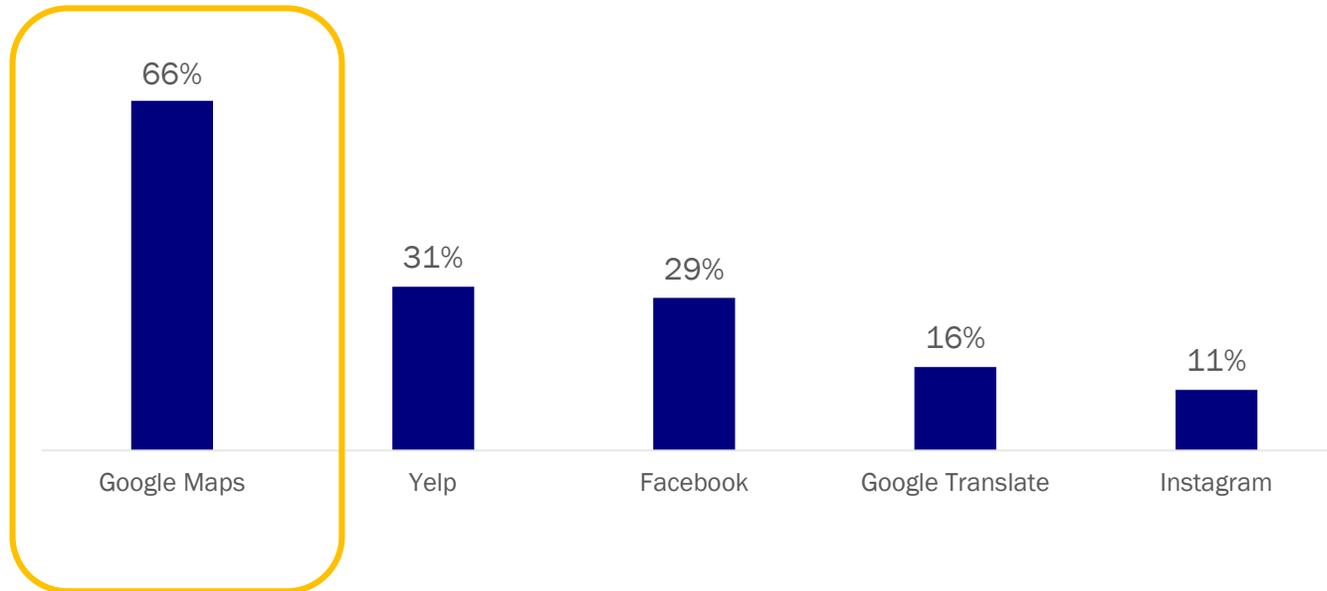




Two-Thirds of Tourists Have Google Maps at Their Fingertips; One in Four Have Been Given Incorrect Directions by a Local

When traveling and looking to go out/explore the local scene, have you ever used any of the following websites or apps?

Showing Top 5



One in four (**24%**) of tourists have been given incorrect directions by a local

Base: Tourists (n=1002) Q26 When traveling and looking to go out/explore the local scene, have you ever used any of the following websites or apps?

Please select all that apply.

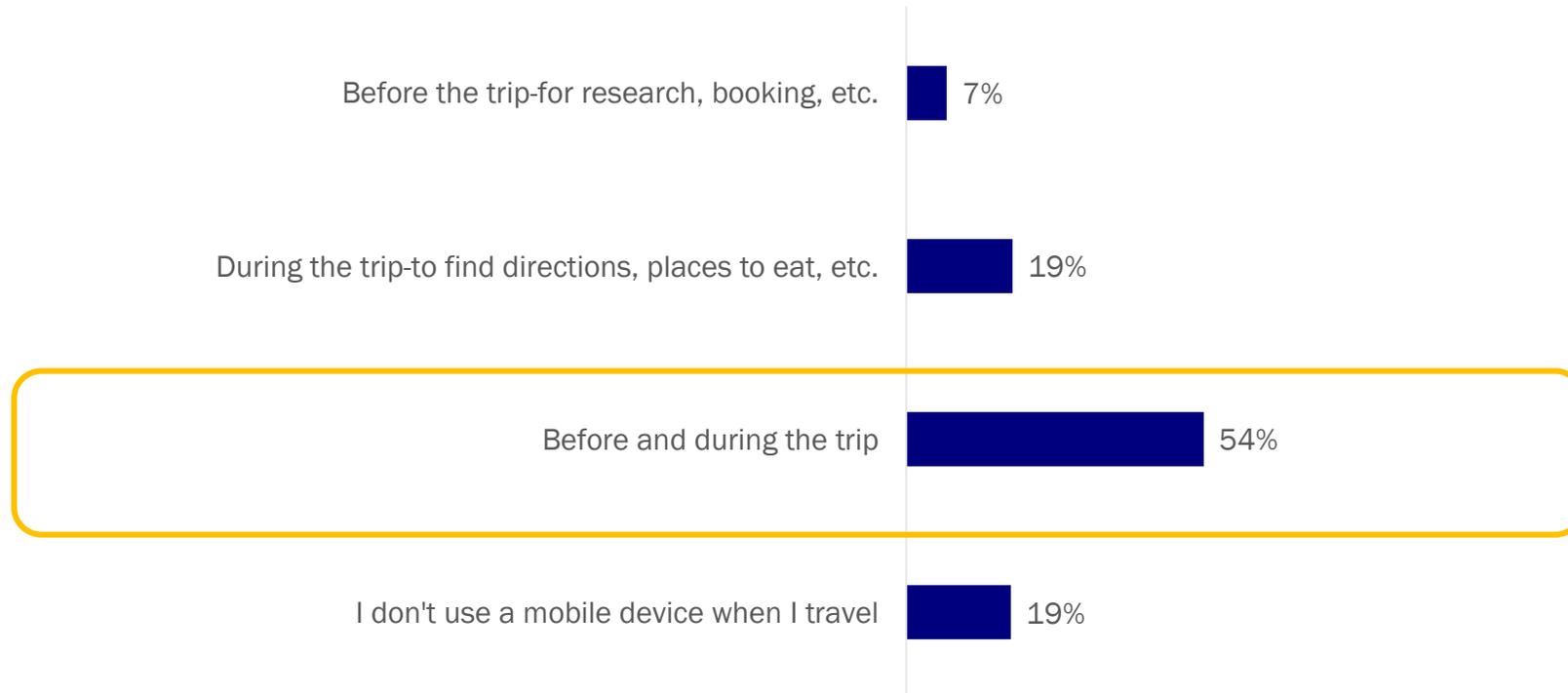
Base: Tourists (n=1002) Q11 Have any of the following ever happened to you when you were traveling in another city?





54% of Tourists Rely on Their Mobile Devices When Planning in Advance of a Trip and While They're Traveling

Do you use your mobile device to help you travel before the trip, during the trip, or both?

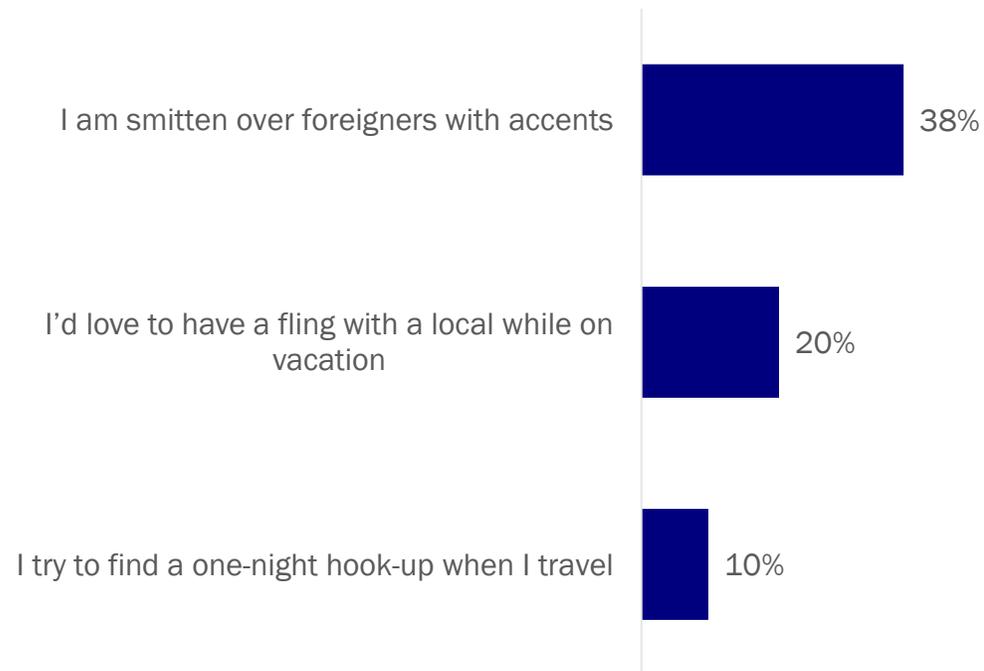


Love Is in the (Vacation) Air



Tourists Are Not Opposed to Sparking up Romance with Locals While Vacationing

How much do you agree or disagree with the following statements?
Top 2 Box (% Strongly agree + Somewhat agree)



Over one in three (**37%**) single tourists say they would love to have a fling with a local

One in five (**19%**) would put those thoughts into action – actually trying to find a one-night hook-up while on vacation



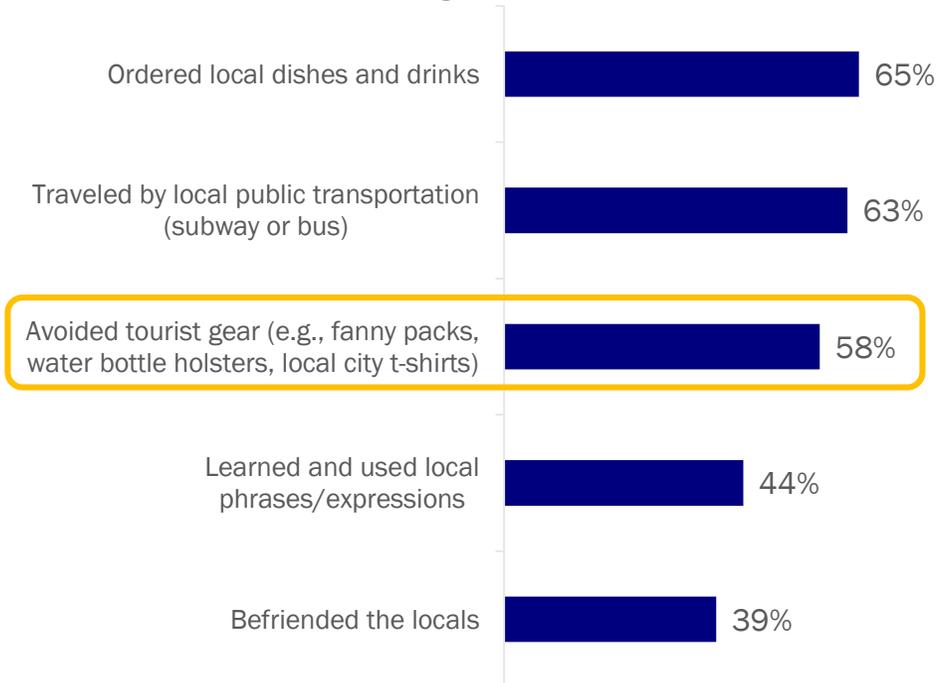
Tourist Gear Giveaways

While 58% of Tourists Say They Avoid Tourist Gear in Order to Blend in, Locals Have Spotted Tourists Wearing Tourist Gear

Tourists say...

What are some ways that you have tried to blend in with the culture while you are traveling?

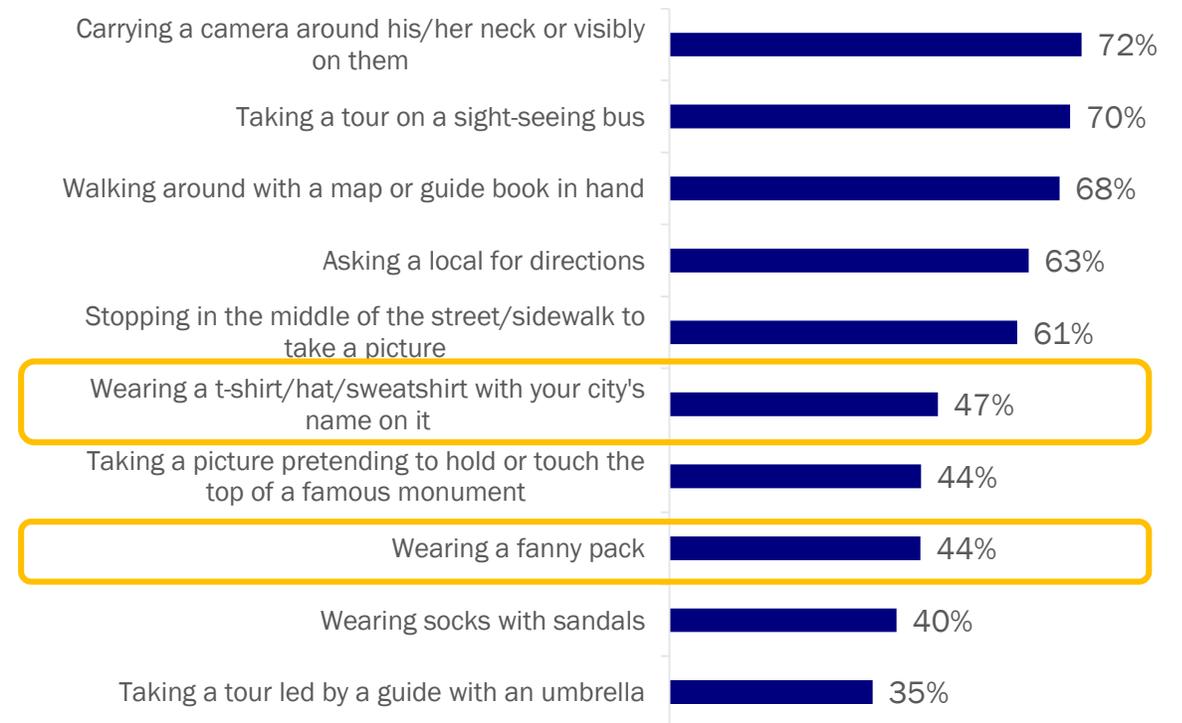
Showing Top 5



Locals say...

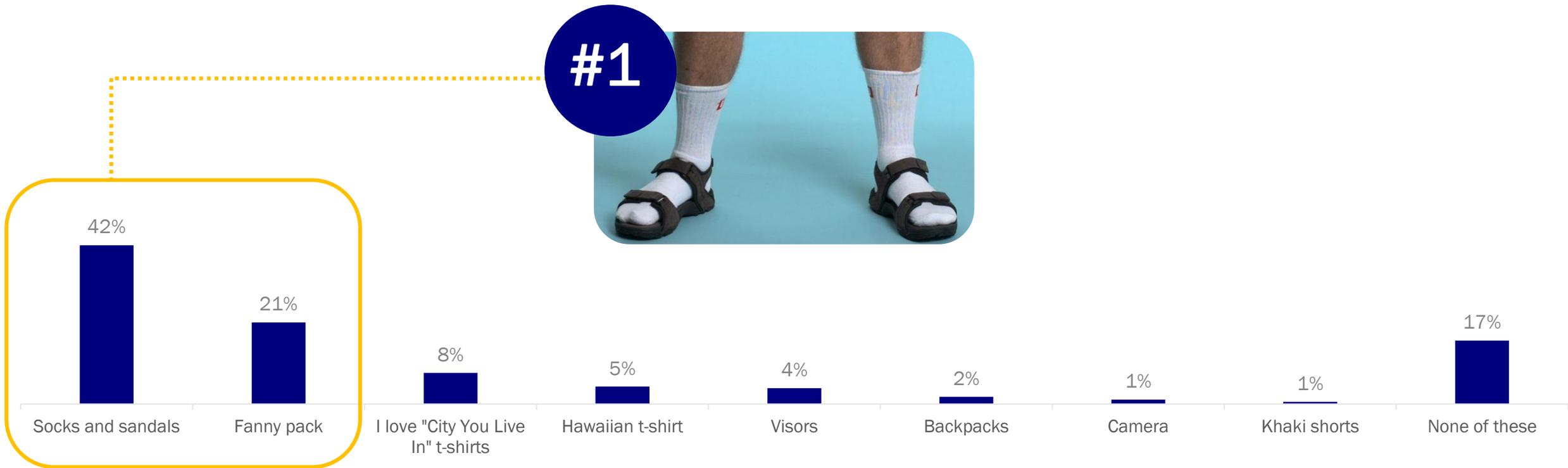
Which of the following have you actually seen a tourist do or wear in your city?

Showing Top 10



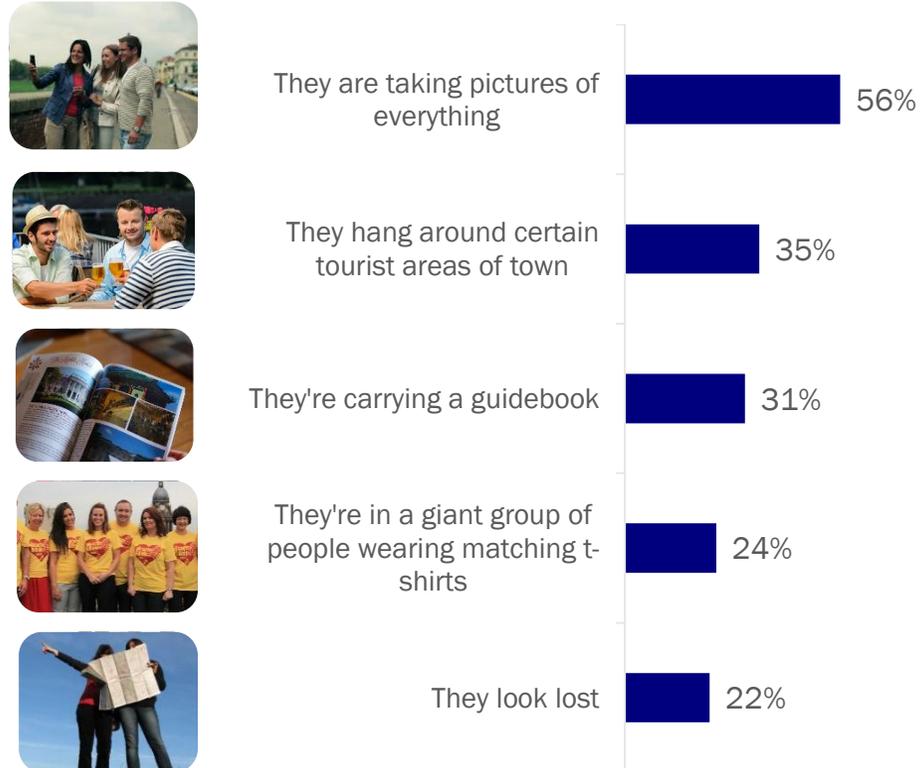
Ugliest Tourist Accessory=Socks & Sandals; Fanny Pack is #2

Which tourist fashion accessory do you think is the ugliest?

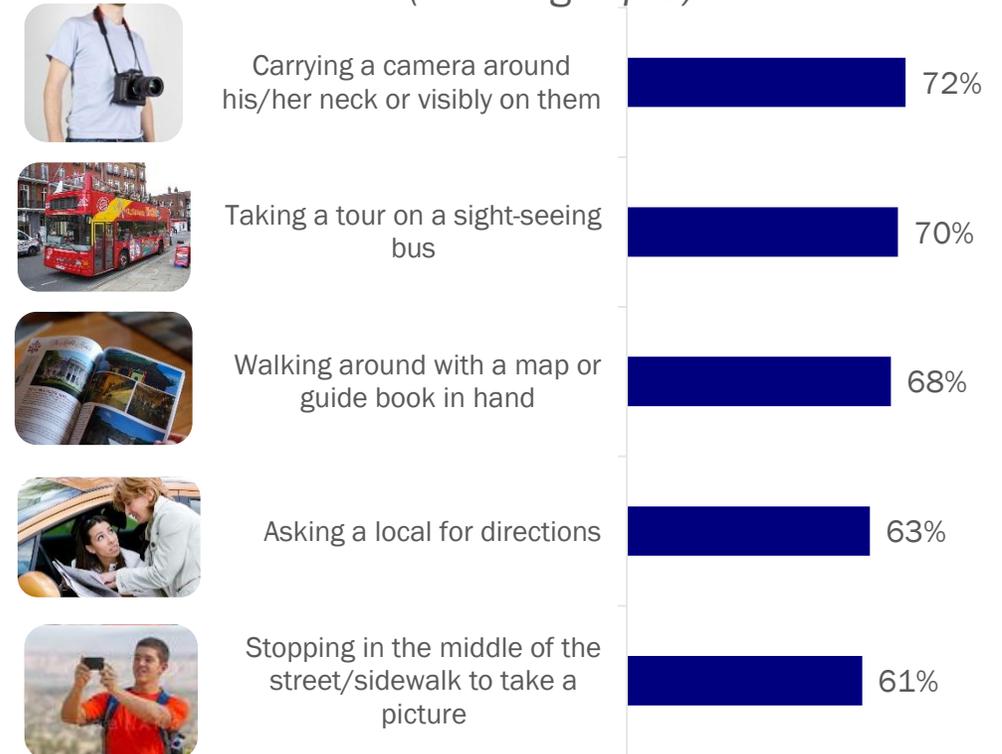


The Biggest and Most Commonly Seen Tourist Giveaway is Carrying a Camera around Their Neck and Taking Pictures of Everything

How can you tell if somebody is a tourist?
(Showing Top 5)



Which of the following have you actually seen a tourist do or wear in your city?
(Showing Top 5)



Base: Locals (n=1054)

Q13 How can you tell if somebody is a tourist?

Q14 Which of the following have you actually seen a tourist do or wear in your city?



Sunny Destinations Make the Grade

THE TOURIST'S REPORT CARD: Sunny Orlando, Las Vegas and Honolulu Get an A from Tourists, but NYC Gets a Failing Mark

How welcoming would you say that locals are to tourists in the following US cities?

CITIES	TOURISTS' GRADE
Orlando, FL.....	A (94%)
Las Vegas, NV.....	A (94%)
Honolulu, HI.....	A (93%)
San Diego, CA.....	A- (92%)
San Francisco, CA.....	A- (90%)
Miami, FL.....	C+ (79%)
Washington, DC.....	C (77%)
Chicago, IL.....	C (75)
Los Angeles, CA.....	D (68%)
New York City, NY.....	F (62%)

Tourists Get a Passing Grade Too...

While over 1 in 3 tourists say they suspect that locals find them rude ...

Only 12% of locals say they find tourists rude.

In fact, **84%** of locals say they find tourists more friendly than annoying

1 in 3 of All Locals Surveyed Agreed that Tourists Should Pay More than Locals for Local Attractions

However, despite the grades given to LA and NYC, **8 in 10** residents in these cities said that tourists *should not* pay more for local attractions

New Yorkers disagree with their grade. **87%** of New Yorkers say they are welcoming to tourists.



Room for Improvement



Each City Has Their Own Pet Peeves but the One They All Share Is Tourists That Don't Pay Attention to Their Surroundings

What is your biggest pet peeve when it comes to tourists in your city?

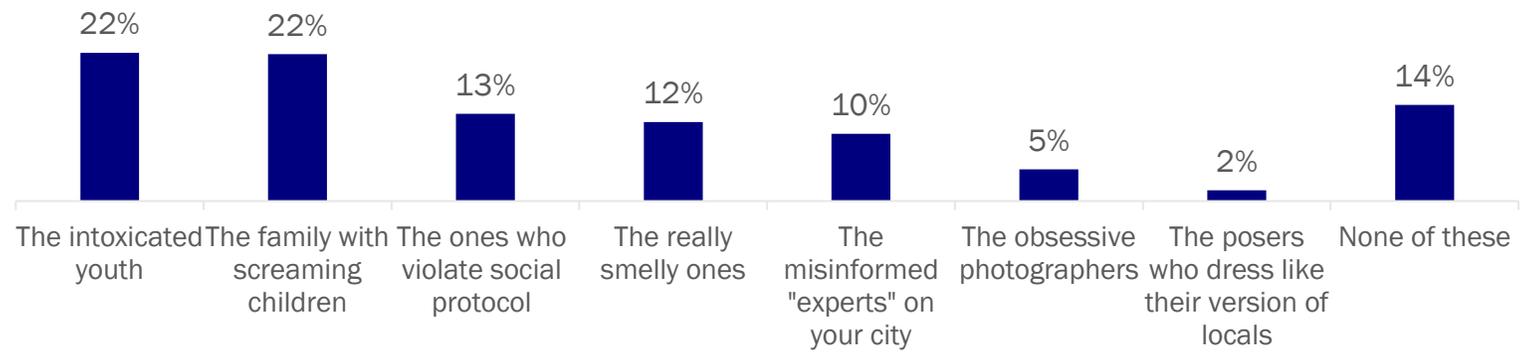
Showing Top 3

New York	Las Vegas	Orlando	Miami	Los Angeles
<ol style="list-style-type: none"> 1. They don't pay attention to their surroundings (21%) 2. They're slow (17%) 3. They have misperceptions about my city (12%) 	<ol style="list-style-type: none"> 1. They have misperceptions about my city (27%) 2. They don't pay attention to their surroundings (15%) 3. They're slow (8%) 	<ol style="list-style-type: none"> 1. They don't pay attention to their surroundings (21%) 2. They speak in foreign languages that I don't understand (12%) 3. They're rude (11%) 	<ol style="list-style-type: none"> 1. They have misperceptions about my city (14%) 2. They speak in foreign languages that I don't understand (10%) 3. They don't pay attention to their surroundings (10%) 	<ol style="list-style-type: none"> 1. They have misperceptions about my city (11%) 2. They don't pay attention to their surroundings (10%) 3. They speak in foreign languages that I don't understand (7%)
San Francisco	Honolulu	San Diego	Chicago	DC
<ol style="list-style-type: none"> 1. They don't pay attention to their surroundings (24%) 2. They're slow (10%) 3. They have misperceptions about my city (8%) 	<ol style="list-style-type: none"> 1. They don't pay attention to their surroundings (22%) 2. They're rude (16%) 3. They think they own the place (12%) 	<ol style="list-style-type: none"> 1. They don't pay attention to their surroundings (14%) 2. They're rude (13%) 3. They're slow (9%) 	<ol style="list-style-type: none"> 1. They don't pay attention to their surroundings (24%) 2. They have misperceptions about my city (12%) 3. They're slow (8%) 	<ol style="list-style-type: none"> 1. They don't pay attention to their surroundings (20%) 2. They stand on the wrong side of the escalator (15%) 3. They're slow (10%)



1 in 5 Say the Most Annoying Types of Tourists are the Intoxicated Youth and Family with Screaming Children

Which is the most annoying type of tourist?



1 in 3 Orlando (36%) locals are most annoyed with the family with screaming children

1 in 3 Vegas (37%) and Miami (33%) locals are most annoyed with the intoxicated youth

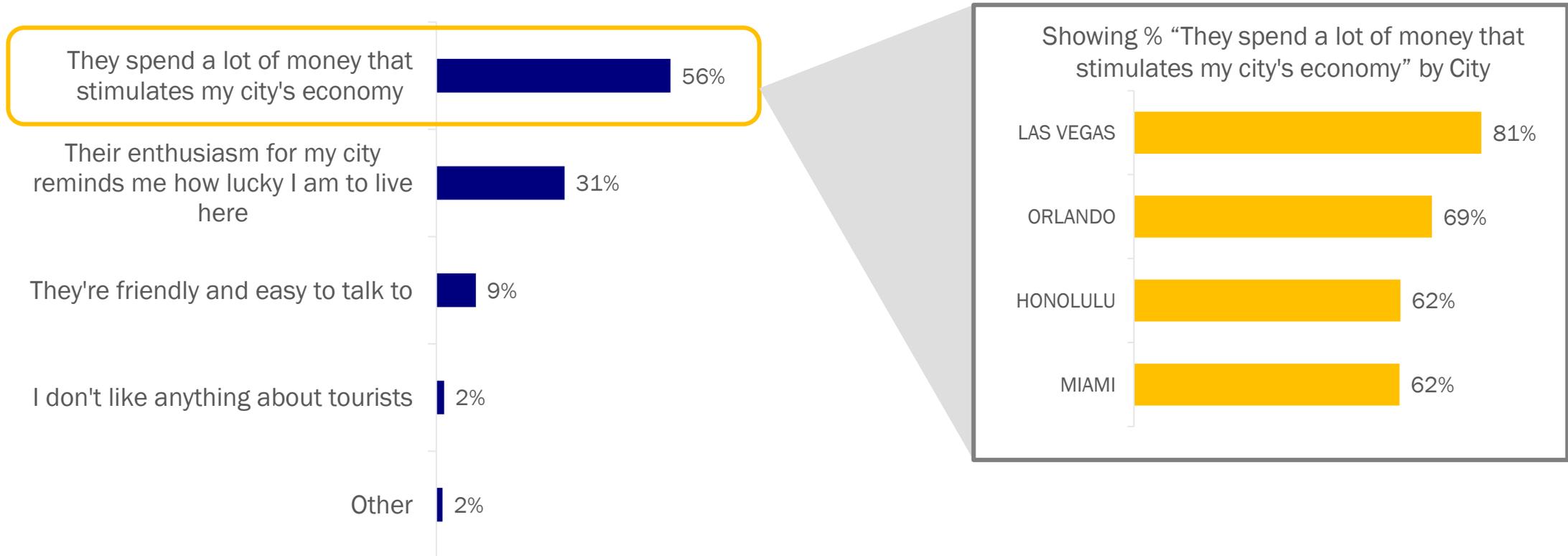
1 in 4 NYC (23%) locals are most annoyed with the ones who violate social protocol





Locals' Favorite Thing about Tourists is the Money They Spend to Stimulate Their Local Economy, Especially in Las Vegas and Orlando

What is your favorite thing about tourists?



Objectives & Methodology

Objectives and Methodology for Tourists and Locals

Edelman Berland conducted the ‘2014 Tourist Report Card’ quantitative study with the following research objectives:

- Use this study as a benchmark to track the shift of existing travel attitudes, perceptions and behaviors
- Uncover what tourists do to try to blend in with the locals and survey locals on how they feel about tourists

Two quantitative surveys were conducted online among U.S. tourists and U.S. locals from top U.S. tourist destinations:



Tourists

The survey was among 1,002 U.S. tourists and was conducted online from July 21 to July 30, 2014.

To qualify for the study, all tourists needed to meet the following criteria:

- Have traveled out of state for leisure purposes in the last year or is planning to travel out of state in the next year
- Decision-makers/influences on travel decisions in his/her household



Locals

The second survey was among 1,054 U.S. locals from the top U.S. tourist destinations and was conducted online from July 21 to July 30, 2014.

To qualify for the study, all locals needed to meet the following criteria:

- Have lived in one of the following cities for a minimum of 5 years:

- New York, NY
- Las Vegas, NV
- Orlando, FL
- Miami, FL
- Los Angeles, CA

- San Francisco, CA
- Honolulu, HI
- San Diego, CA
- Chicago, IL
- Washington, DC

