

Newzful

Travel & Leisure

Useful Facts: sample weekly email

1. **THAT'LL COST YA** - Each overseas traveler spends approximately \$4,300 when they visit the U.S. and **stay more than 17 nights** on average. (Source: USTravel.org)
2. **TOUR-IFFIC!** Top leisure travel activities for overseas visitors: (1) shopping; (2) dining; (3) city sightseeing; (4) visiting historical places; and (5) amusement/theme parks. (Source: USTravel.org)
3. **SPEND MONEY TO MAKE MONEY** - Spending on business travel has proven to **yield 3x the ROI**. This can be attributed to better conversation, customer retention, industry insights, and developing industry partnerships. (Source: TravelEffect)
4. **YOU'RE HIRED!** Since the overall employment recovery, the travel industry has created jobs at a 3.7% growth rate - that's 0.8% faster than the rest of the economy (2.9%). (Source: USTravel.org)
5. **PUT IT ON MY TAB** - On Virgin Airlines, **passengers can now send a drink, snack or meal to other passengers** on their flight and send text messages to them via the touchscreens on their seatbacks. (Source: BrandChannel)
6. **THANK YOU FOR COMING** - Each U.S. household would pay **\$1,000 more in taxes** without the tax revenue generated by travel and tourism. (Source: USTravel.org)
7. **COFFEE, TEA, CHARCUTERIE?** US Airways (LCC) has started selling a new line of premium DineFresh meals on its international flights, offering assorted charcuterie, antipasto, vegetarian orzo, and a half-bottle of wine for \$21.99. (Source: Bloomberg Businessweek)

8. **PLEASURE BEFORE BUSINESS** - 3 out of 4 domestic trips taken are for leisure purposes (77%). (Source: USTravel.org).

9. **GOING PLACES** - **Travel is among the top 10 industries** in 48 states and Washington DC in terms of employment. (Source: USTravel.org)

10. **TIME IS MONEY** - Resident and international travelers in the United States spend an average of \$2.2 billion a day, \$92.8 million an hour, \$1.5 million a minute, and **\$25,700 a second**. (Source: USTravel.org)

11. **UP, UP AND AWAY** - The downward trajectory in the overall Traveler Sentiment Index™ (TSI) that began last April (2012) came to a dramatic halt in February (2013) as the overall TSI soared to 100.8. (Source: travelhorizons™)

12. **NOW IT'S OKAY TO HAVE BAGGAGE** - United Airlines has announced a pre-paid baggage check program: the \$349 option buys one checked bag on every flight for a year of flights. Or check two bags all year for \$399. (Source: Bloomberg Businessweek)

QUOTE:

"When preparing to travel, lay out all your clothes and all your money. Then take half the clothes and twice the money." -- Susan Heller, NY Times journalist

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