

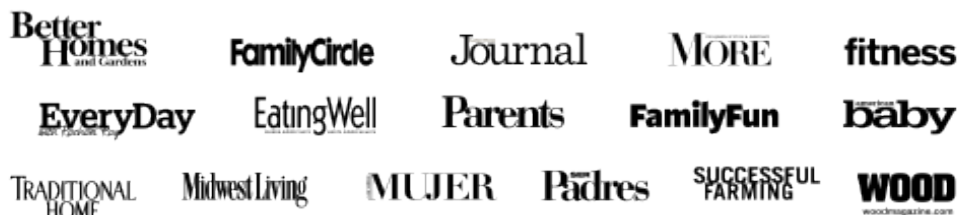
# THE NEW JOURNEY

Travel Study, May 2013



## NATIONAL MEDIA BRANDS

### Multi-Platform Brands



### Digital Brands



### Syndicated & Broadband TV



## LOCAL MEDIA BRANDS



## MARKETING SOLUTIONS

### Meredith Xcelerated Marketing

- Digital Innovation & SEO
- Retail Activation & Experiential
- Social • Mobile • CRM • Analytics

### Global Customer Engagement



### Leading Capabilities

- Creative & Print Services
- Research & Consumer Insights
- Experiential Marketing
- Retail Promotions
- Hispanic Marketing
- Video Production & Distribution



**Meredith Travel Marketing** was formed to provide travel marketers with the very best of Meredith as it relates to travel from our:

- + Award-winning travel editorial
- + Extensive consumer research
- + Proven ability to activate and inspire over 100 million women

# MEREDITH REACHES YOUR SWEET SPOT

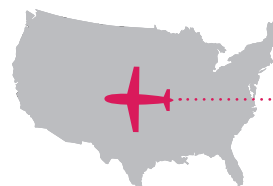


## 100 MILLION WOMEN

(1 OUT OF EVERY 2 WOMEN ENGAGE WITH MEREDITH BRANDS)



**RESPONDENT PANEL:**  
MEDIAN AGE: **48**  
HHI: **\$77,040**



**105.8 MILLION** TRIPS  
TAKEN IN THE PAST  
YEAR (HALF OF ALL  
VACATIONS)



SPENT **\$64 BILLION** ON VACATIONS  
IN THE PAST YEAR



SPENT **\$1 OUT OF EVERY \$2**  
OF ALL DOMESTIC TRAVEL

# MEREDITH GETS WOMEN

“**Meredith provides their clients with valuable marketing intelligence and actionable insights,** using a custom tailored measurement process to meet their individual goals. Through both quantitative and qualitative research, **Meredith knows women in all forms: Individual, mother, friend, professional. Their ability to truly understand the consumer is unmatched, enabling them to deliver ‘best in class’ solutions.**”



## TRAVEL MARKETERS ARE ALWAYS ASKING...

- + How do consumers decide on their travel plans and destinations?
- + What inspires consumers to travel?
- + How can I effectively get the most out of the print media I select?
- + Can you help with my messaging?



Through the responses we learned so much more...



To address these questions, in December 2012, Meredith Travel Marketing commissioned Research Solutions, Inc. to tap into the Meredith Knows Women online consumer panel.

**Sample of:**

- + 15,074 Women across 12 Meredith brands
- + 300 U.S. Women

**Response rate:**

- + 11%

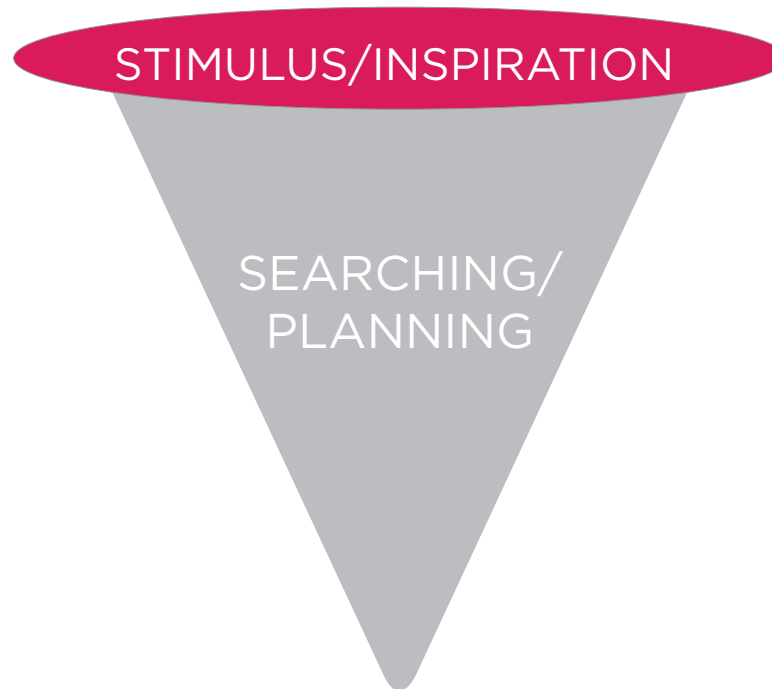
**THE GOALS OF THE STUDY:**

- + Provide new insights into what inspires travelers
- + Offer suggestions on more effective print advertising
- + Clearly articulate the role of magazines for travel marketers
- + Showcase the deep and active relationship Meredith readers have regarding magazine editorial and advertising

**We uncovered a new process for consumers to engage with brands and demystify the purchase funnel.**

# THE CONSUMER PROCESS HAS CHANGED

## The Old Purchase Funnel





# THE CONSUMER PROCESS HAS CHANGED

## THE FOUR PHASES OF THE NEW JOURNEY



# THE NEW JOURNEY

## Phase 1: INSPIRE



- + The "dream" stage
- + We will uncover what inspires women to think about a vacation

## Phase 2: DISCOVER



- + The labyrinth of product information
- + Ongoing process of endless options
- + Medium and message is key

## Phase 3: ACTION



- + The first moment consumers are directly interacting with a brand
- + Trust plays a vital role

## Phase 4: ENJOY & SHARE



- + Marketers must keep their brand promise
- + As the vacation begins, so does the conversation with friends and family

## Phase 1: INSPIRE



- + What inspires women to dream about a vacation?
- + Magazine brands are the classic stimulus for inspiration
- + It all begins here!

# WHAT INSPIRES WOMEN TO TRAVEL?

Meredith consumers turn to magazine branded sources for travel inspiration, right after discussions with family and friends. The premium content of magazines, their websites, editorial and advertising all provide the initial stimulus women need to take the first step in planning a trip.

## TOP RESPONSES FOR MEREDITH CONSUMERS

Family and friend recommendations **(56%)**

Magazine ads, articles and websites (net) **(52%)**

Travel brochures **(31%)**

Destination websites **(30%)**

Travel books **(27%)**

Travel review websites **(26%)**

TV **(22%)**

### TIP

**Tip for Marketers:** Magazine brands are crucial in this "dream stage".

# WHAT ELEMENTS IN MAGAZINE ADS INFLUENCE DESTINATION CONSIDERATION?

Now that we know how important magazines are in the inspiration phase of travel planning, we asked Meredith consumers what element of magazine ads inspired them to consider a specific destination.

## TOP RESPONSES FOR MEREDITH CONSUMERS

Photographs (62%)

A website to visit for more information (60%)

A deal/special offer (55%)

A price was featured (43%)

The content was relevant to my lifestyle (41%)

Testimonials from people like me (22%)

### TIP

**Tip for Marketers:** Slight customization to a travel ad can lead to more effective advertising.

# MEREDITH CONSUMERS TELL US WHAT THEY WANT TO SEE IN TRAVEL ADS

“**A picture is worth a thousand words.** Depicting the trip through visual pictures, accommodations, food, etc. definitely helps.”

“**Be more realistic.** People want to get the best deal for their money and while pictures are nice it is as important to get the details in words.”

“**A picture of a family doing whatever the place is best know for** (i.e. being at the beach, water park, in the cabin by the fireplace, etc).”

“**A list of the best times of the year to visit.** What the weather is like during those times and any local festivals that are going on.”

“**I will ignore an ad that doesn't include internet information.**”

“**Keep the ads clutter free** and include the most recognizable landmark of the area.”

# WHAT DO READERS WANT FROM TRAVEL RELATED MAGAZINE ARTICLES?

## TOP RESPONSES FOR MEREDITH CONSUMERS

Ideas for what to do during my stay **(66%)**

Photographs of the landscapes/area **(58%)**

Accommodations/lodging suggestions **(53%)**

Restaurant suggestions **(39%)**

Suggestions for what to avoid while on trip **(35%)**

A suggested travel itinerary **(33%)**

### TIP

**Tip for Marketers:** It is important to be in front of magazine editors on a frequent basis.

## Phase 2: DISCOVER



- + “Zero Moment of Truth”
- + Labyrinth of product information
- + Medium, Messaging, Mix



# “ZERO MOMENT OF TRUTH” (ZMOT)

- + Coined by Google in 2011
- + ZMOT is the moment consumers start researching and learning about a brand
- + Ongoing process using a variety of sources
- + The more information available, the more the consumer seeks

# WHERE DO WOMEN LEARN ABOUT SPECIFIC TRAVEL DESTINATIONS?

## TOP RESPONSES FOR MEREDITH CONSUMERS

Family and friend recommendations **(58%)**

Magazine ads, articles and websites (net) **(44%)**

Destination websites **(42%)**

Travel brochures **(35%)**

Travel review websites **(35%)**

Travel books **(34%)**

Booking agent websites **(27%)**

Facebook **(7%)**

Online blogs **(6%)**

Pinterest **(5%)**

Twitter **(2%)**

### TIP

**Tip for Marketers:** Diversify your message.

# PRINT MEDIUM IS CRUCIAL THROUGHOUT THE NEW JOURNEY

## % Net Agree (Completely/Somewhat)

I find reviews from other people to be the best source for travel information

81%

I have considered traveling to a vacation destination after reading about it in a magazine article

76%

Travel ads in magazines often make me think of a destination I would have never thought of before

74%

I have considered traveling to a specific vacation destination after seeing it in a magazine advertisement

61%

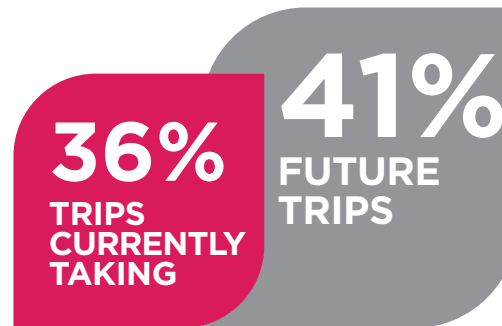
I trust the travel information I find in magazines more than other media

41%

## MEREDITH CONSUMERS

# THE IMPORTANCE OF MAGAZINE RELATED SOURCES FOR TRAVELERS WILL INCREASE IN THE FUTURE

Today, 36% of Meredith consumers are using magazine-related sources for researching, planning or booking vacations. For future trips, 41% of Meredith consumers will rely on magazine-related sources\*.



\*Magazine-related sources include Magazine articles, Magazine ads and Magazine websites

## TIP

**Tip for Marketers:** Magazine-related sources continue to be a leading driver for consumers looking for travel information. Travel marketers need to recognize the value of these sources in their media mix.

# TRUST AND A POSITIVE EXPERIENCE IS VERY IMPORTANT

Consumers have a more positive experience with magazine ads. TV and Internet ads are viewed less favorably – more cluttered, repetitive and intrusive.

		MAGAZINES	TV	INTERNET
POSITIVE DRIVERS	Ads provide useful information about new products and services	49%	57%	38%
NEGATIVE DRIVERS	Ads have no credibility	19%	31%	31%
	Ads appear at inconvenient moments	21%	52%	47%
	All ads are alike	24%	32%	30%
	Ads are repeated often	29%	64%	46%

Source: GFK MRI Fall 2011

## PRINT-PLUS RATHER THAN PRINT

“

While alternative media choices have emerged, particularly social and digital, magazines continue to be the primary source of information.

**Magazines continue to be a crucial and dominant driver to brand websites.”**

— Art Spinella, President CNW Research

## Phase 3: ACTION



- + “First Moment of Truth”
- + Trust is paramount

# “FIRST MOMENT OF TRUTH”

- + Coined by P&G in 2005
- + Identifies the first moment of interaction between a consumer and a brand



# WHAT ACTION IS TAKEN AFTER SEEING A MAGAZINE TRAVEL ADVERTISEMENT?

77% of Meredith consumers take some kind of action after seeing a magazine travel ad. They are 33% more likely to take a trip. Additionally, Meredith consumers are 2½ times more likely to actually engage with the ad, by cutting it out or clipping it.

	MEREDITH CONSUMERS	U.S. WOMEN	MEREDITH INDEX
Took any action (net)	77%	58%	122
Used a search engine to look for additional information	44%	30%	148
Went to the website listed/mentioned for more information	40%	25%	161
Sent for/requested a brochure	31%	17%	183
Cut out/clipped/flagged the ad/article for future reference	21%	8%	263
Went on a trip	14%	10%	133
Booked a trip online	12%	9%	130

## TIP

**Tip for Marketers:** Looking for results? Look to magazines.

“An Infolinks study analyzing banner blindness revealed that **60% of respondents couldn't recall the last display ad they saw and only half of users ever click on online ads.**”

— MediaPost 3/19/2013

# WHERE DO WOMEN PUT THEIR TRUST?

Consumers are swimming in information. As they begin to take action, trusted content is paramount. Consumers are looking for curated content, someone or something to provide information they can rely on. **Trust leads to action!**

## TOP MOST TRUSTED SOURCES FOR MEREDITH CONSUMERS

Family and friend recommendations (99%)

Travel books (97%)

Magazine articles, ads and websites (net) (96%)

Travel agent (96%)

Travel review websites (95%)

### TIP

**Tip for Marketers:** A trusted resource is a powerful tool, magazines deliver on trust.

Phase 4:  
**ENJOY &  
SHARE**



- + “Second Moment of Truth”
- + Did marketers deliver on the brand promise?
- + Enjoy the trip and share the memories

## “SECOND MOMENT OF TRUTH” (SMOT)

- + The point when guests arrive and stay at your destination
- + Did marketers deliver on what they say they will do for consumers?
- + SMOT is key to generating new and repeat customers
- + Sharing of information and experiences never ends

## FamilyFun

**FamilyFun**  
February 28

What's your favorite city? Here are some of our picks:  
<http://www.parents.com/fun/vacation/ideas/around-the-world-in-five-cities/>



**Katie Mielke Arkenberg** Traverse City, Michigan – we've been vacationing there since I was a kid! 😊  
February 28 at 6:40pm · Like

**Tabitha Carlisle** New York City! And it is very doable with kids, ours loved it!  
February 28 at 3:29pm via mobile · Like · 2

**Pammy Lowman** Since we love debating & politics we love D.C.!!! They have a lively cherry blossom festival!  
February 28 at 2:25pm via mobile · Like · 1

**Family Travel with Colleen Kelly** Chicago! But I seem to fall in love with a new city every time I travel..  
February 28 at 2:14pm · Like · 1

## Midwest Living

**Midwest Living**  
February 1

It's the month to celebrate love! What's your favorite Midwest destination for a romantic weekend getaway?

See getaway ideas here: <http://bit.ly/XtJHY>



**Diane Podein Goodwine** The top of my list for a Midwest Romantic Weekend will always be The Yelton Manor in South Haven, Michigan! It has the best of everything! ([www.yeltonmanor.com](http://www.yeltonmanor.com))



**South Haven Premier Lake Michigan Bed and Breakfast Inn!**  
[www.yeltonmanor.com](http://www.yeltonmanor.com)

South Haven Michigan Premier Lake Michigan Bed and Breakfast Inn!

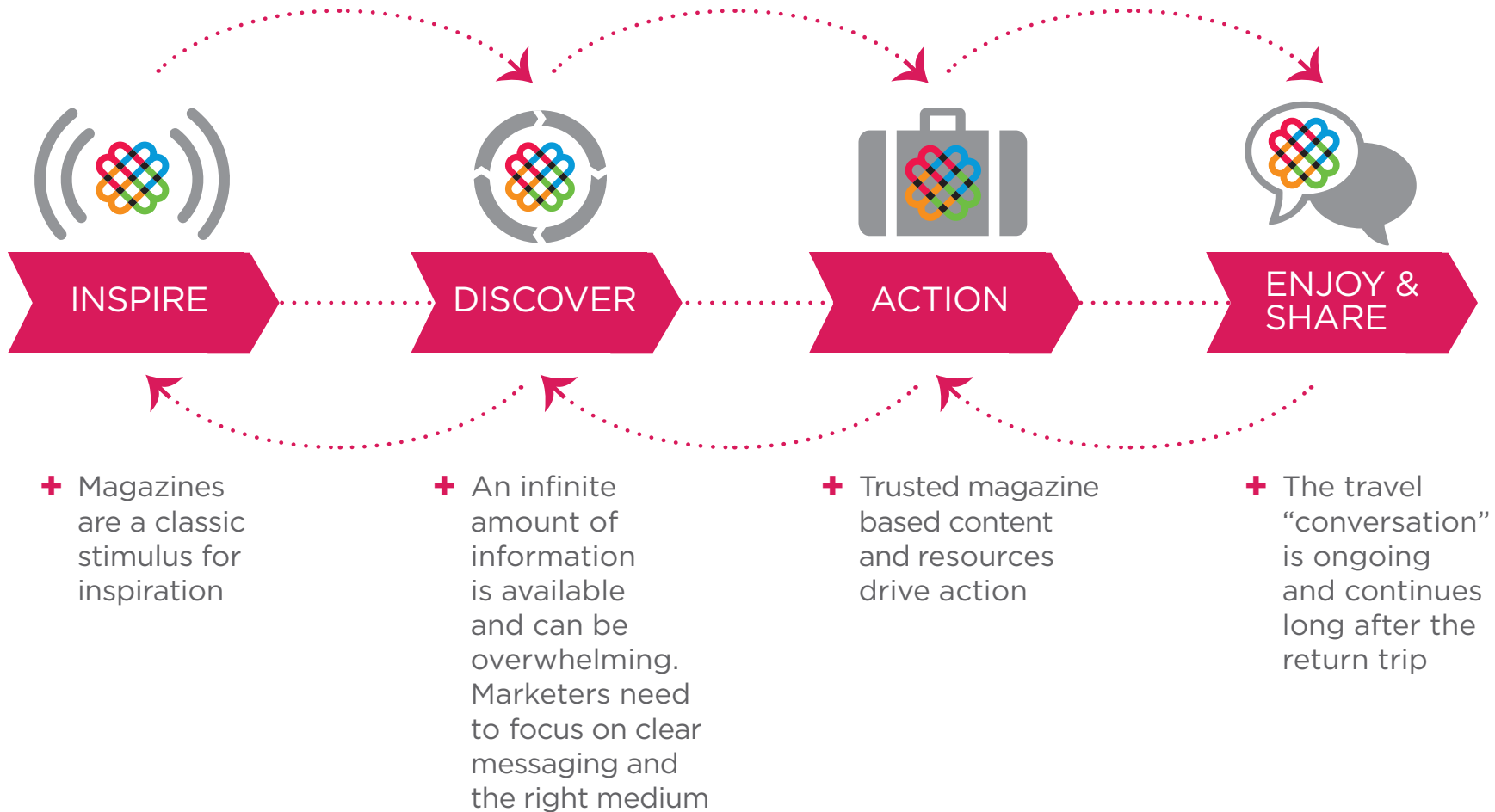


**Gary Dahmer** Small town– the Southern Illinois Wine Trail and The Davie School Inn  
February 1 at 4:00pm · Like · 1



**Beth Driscoll** I enjoy staying at Charley Creek Inn It's a great boutique hotel near where I live. It makes a great easy getaway.  
February 1 at 3:22pm · Like

# THE NEW JOURNEY



# SUMMARY

- + We have indentified “A New Journey” for consumers and marketers
- + Magazine branded sources play a crucial role in every phase of this journey
- + Consumers start planning vacations of 4+ days, 4 1/2 months in advance. They can be in any phase, at any time
- + Engage with magazine editors, they inspire women
- + Keep your travel message consistent and craft your message accordingly



**MAKE YOUR CONNECTION**



**meredith**  
travel marketing

## ADDENDUM

# THE NEW JOURNEY TRAVEL STUDY METHODOLOGY

- + **Methodology:** Meredith Corporation commissioned Research Solutions, Inc. to execute the research using standard online survey methods.
- + **Fieldwork:** November 19 – December 3, 2012
- + **Sample:**
  - 15,074 Meredith female readers age 18+ from the “Meredith Knows Women” consumer panel who take vacations
  - Across 12 Meredith brands
  - 300 U.S. Women age 18+ from Global Market Insite, Inc.
- + **Response Rate:** 11%

# RESPONDENT PROFILE

	MEREDITH CONSUMER PANEL	U.S. WOMEN
Female	100%	100%
Median Age	48.1 years	47.0 years
Average Age	46.4 years	45.2 years
Age 18-34	20%	31%
Age 35-44	20%	18%
Age 45-54	30%	19%
Age 55+	29%	31%
Median HHI	\$77,040	\$49,600
Average HHI	\$93,840	\$60,570
Any Kids in HH < 18 (net)	35%	35%
Kids < 6 in HH	15%	15%
Kids 6-11 in HH	15%	14%
Kids 12-17 in HH	16%	15%

Source: 2012 MDP Travel Marketing Study

# INSIGHTS FROM A BROAD CONSUMER BASE REACHING YOUR TARGET

