# RetailMeNot Shoppers Trend Report: While Over 8 in 10 U.S. Residents Cite Affordability as Their Top Vacation Priority, a Majority (58%) Could Waste Hundreds of Dollars by Booking Travel a la Carte

*- More than 5 in 10 U.S. residents cite security as a major concern for a spring travel destination*

*- Nearly half of consumers would be most likely to stay in a traditional chain hotel during their spring vacation (47%) versus an all-inclusive resort (23%), vacation rental (13%) or bed-and-breakfast (7%)*

*- 42% of consumers with access to a mobile device, such as a smartphone or tablet, have used it to research or book a vacation*

AUSTIN, Texas, March 1, 2013 /PRNewswire/ -- RetailMeNot.com (www.retailmenot.com), the most widely used online coupon site in the United States, today released the Spring Break Travel edition of its Shoppers Trend Report (STR), revealing results from a poll conducted by The Omnibus Company (http://www.omnibus.com) that found that a majority (58%) of consumers could be missing out on significant savings by booking spring travel (flight, hotel, car rental) a la carte instead of utilizing customizable package deals.

(Logo: http://photos.prnewswire.com/prnh/20120308/DA66724LOGO-b)

"It is interesting to see that affordability is the most important consideration for consumers when selecting a vacation destination, yet when it comes to booking travel arrangements, consumers are leaving hundreds of dollars on the table by not taking advantage of the discounts on vacation packages that pair flights, lodging and car rental," said Trae Bodge, senior editor for The Real Deal by RetailMeNot. "Online travel sites like Priceline, Expedia and Travelocity, indicate that consumers can save an average of anywhere from $200 to $500[1] by booking a customized vacation package versus individual elements like flight and hotel separately."

According to Orbitz.com, while the early Easter holidays have created a smaller travel window, travelers can still find tremendous deals at Spring Break destinations with average daily hotel rates under $150 a night in three of Orbitz' top 10 destinations – Orlando, Las Vegas and Tampa.

The following are average daily hotel rates during the Spring Break period (March 1 - April 15) for top Florida destinations:

Orlando - $130
Tampa - $140
Ft. Myers - $176

Additional findings from the poll:

- When it comes to selecting a spring vacation destination, affordability is important for more than 8 in 10 (85%) consumers, followed by security or safety (55%). Other popular considerations include the availability of activities, such as water sports or hiking (37%), whether the destination is located in the U.S. (35%) and it is family friendly (32%).
    - Women are more likely than men to consider affordability important (90% of women versus 79% of men).
    - Women are more likely than men to consider security or safety important (63% of women versus 48% of men), along with those who are 65 or older (65% versus 53% of 18- to 64-year-olds).
- More than half (58%) of consumers would book a spring vacation a la carte from different sources instead of buying a package that offered a discount.
    - The tendency to book flights, hotels, car rentals, etc. from different sources and at different times instead of a package deal is more common among consumers 55 years of age and older than 18-55-year-olds (66% vs. 54%) and those who make $100k or more than those who make less than $100k (70% vs. 55%).
- Only 20% of consumers plan ahead and book spring travel before January, and 45% wait until spring is already upon us in March or later. On average, consumers begin booking travel arrangements 45 days prior to departure.
- 42% of consumers with access to a mobile device, such as a smartphone or tablet, have used it to research or book a vacation.
    - More men than women use mobile devices to research or book a vacation (48% of men compared with 36% of women)
- Nearly half of consumers are most likely to stay in a traditional chain hotel during their spring vacation (47%) versus an all-inclusive resort (23%), vacation rental (13%) or bed-and-breakfast (7%).
- Some of the most popular spring vacation activities include visiting family or friends (51%), national landmarks (47%), amusement or theme parks (40%) and partaking in restful activities such as spa treatments or golf (40%).

- 45% of respondents would leave those under the age of 18 at home most or all of the time when traveling.

To save on spring travel, visit the RetailMeNot.com travel page: http://www.retailmenot.com/coupons/travel

*Survey methodology*

*The survey was conducted between February 20 and February 24, 2013, among 1,000 consumers ages 18 and over, using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.*

**About RetailMeNot.com**

RetailMeNot.com (www.retailmenot.com) is the most widely used online coupon site in the United States. Our mission is to help consumers save money and enjoy a hassle-free discount shopping experience. Since November 2006, our users have shared hundreds of thousands of deals and offers from retailers from across the globe. Online coupons are rated and ranked by users, ensuring that quality deals rise to the top and expired coupons drop down the list. RetailMeNot.com is operated by WhaleShark Media, Inc., the world's leading marketplace for online coupons and deals.

Shopping on the go? Download the RetailMeNot Coupons app for iPhone and Android phones to access Hot Deals, browse top coupons, popular stores and categories and get thousands of online and in-store coupons to shop when you want, where you want. Make sure to "like" RetailMeNot.com and authorize the RetailMeNot app on Facebook, follow the company via Twitter @retailmenot and add us on Google+. Consumers can sign up for RetailMeNot's Online and In-Store Coupons Newsletter by visiting: http://www.retailmenot.com/signup.

**About WhaleShark Media, Inc.** WhaleShark Media, Inc. (www.whalesharkmedia.com) is the world's leading marketplace for online coupons and deals. The company's websites enable consumers seeking to save money to find hundreds of thousands of offers from retailers across the globe.

WhaleShark Media experiences more than 450 million consumer visits to its sites every year. The WhaleShark Media portfolio of coupon and deal websites includes www.RetailMeNot.com, the most widely used online coupon site in the United States; www.VoucherCodes.co.uk, the largest online coupon site in the United Kingdom;www.Deals.com in Germany; web.Bons-de-Reduction.com and www.Poulpeo.com in France; and www.Deals2Buy.com, a leading discount offer site in North America. WhaleShark Media is a fast-growing, profitable company funded by venture capital firms Austin Ventures, Norwest Venture Partners, Adams Street Partners, Google Ventures, J.P. Morgan Asset Management and Institutional Venture Partners (IVP).

Be sure to "like" WhaleShark Media on Facebook and follow the company via Twitter@whalesharkmedia.

Media Contacts:

RetailMeNot PR Department
+1 512 777 2957
media@rmn.com

Allison+Partners Public Relations
retailmenot@allisonpr.com

[1] Based on double occupancy and trips lasting longer than 4 nights.

SOURCE RetailMeNot.com

---

https://retailmenot.mediaroom.com/2013-03-01-RetailMeNot-Shoppers-Trend-Report-While-Over-8-in-10-U-S-Residents-Cite-Affordability-as-Their-Top-Vacation-Priority-a-Majority-58-Could-Waste-Hundreds-of-Dollars-by-Booking-Travel-a-la-Carte