



PRESS RELEASE

**For Immediate Release**

November 23, 2009

**Leave The Lights On And Grab The Tylenol**  
**39% Of Holiday Travelers Will Stay With Friends Or Family**  
*Also, don't forget to buckle up, 43% of those traveling will drive instead of fly*

**Boston, MA (11/23/2009)** – Holidays are for family despite the challenging economic climate according to a recent study from Boston based research and consulting firm Chadwick Martin Bailey. This study found that over half of all Americans will still travel this holiday season, 85% are traveling to visit friends and family.

“We see this news as very positive for travel companies,” comments Judy Melanson leader of Chadwick Martin Bailey’s Travel and Hospitality practice. “At least for the holiday season we are not seeing big drop-offs in actual travel or spending. People may be shifting their dollars but they are not simply staying home.”

There’s also good news on the spending front. Most are spending the same or more on holiday travel this year than last. Many (43%) are choosing to drive instead of fly this holiday season, while 39% are staying with friends and family instead of staying in a hotel. All of these measures are helping consumers to still travel to see family and friends this holiday season despite the economy. The outlook for 2010 looks equally positive with 85% expecting their personal financial situation to remain the same or get better over the next year.

**About the Study**

Data was collected from 1,554 adults (aged 18 and over) via a nationally representative online survey questionnaire within the United States by Chadwick Martin Bailey between October 22, 2009 and October 25, 2009. Quotas are set to ensure reliable and accurate representation of the total U.S. population over ages 18 and older. \*Based on the 2007 US census report of 222 million adults in the US over 18.

**About Chadwick Martin Bailey:** Chadwick Martin Bailey is a Honomichl Top 50 ranked custom market research and consulting firm working with many of the most successful companies and best known brands in the world to help them acquire, maintain, and grow their customer base. Founded in 1984 by John Martin and Anne Bailey Berman, the company has corporate headquarters in Boston, Massachusetts, serving clients in more than 30 countries around the globe. Chadwick Martin Bailey

focuses on using leading-edge research techniques to collect and translate the data into simple, business decision-focused deliverables. ([www.cmbinfo.com](http://www.cmbinfo.com))

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