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Press Room :: Press Release :: May 2012**TODAY'S CONNECTED TRAVELER STUDY REVEALS HOW TRAVELERS CONSUME NEWS AND INFORMATION****Travelers looking for all-in-one resource to stay connected**

FOR IMMEDIATE RELEASE

McLean, Va. – A recent study commissioned by the USA TODAY Travel Media Group reveals that there is a unique continuum of how travelers consume news and information and how various platforms all play a role in their lives. The "Today's Connected Traveler" study results show that travelers desire an all-in-one resource that offers connections to content across platforms and even in a multiplatform world, newspapers are an expected part of the travel and hotel experience. The "Today's Connected Traveler" study was commissioned by USA TODAY's Travel Media Group in partnership with Latitude, an international research consultancy.

According to the study, business and leisure travelers revealed that they crave news to stay connected and that 1 in 2 follow news more when traveling compared to when at home.

Newspapers continue to be a desirable medium for news consumption with more than 80% of all travelers reading a newspaper when they travel. More than 70% of these U.S. travelers said they expect and look forward to receiving USA TODAY as part of their hotel experience.

"Consumer insights about travelers are essential to how we produce content, how we work with our partners and to how we provide media and marketing solutions for marketers. USA TODAY has been an essential part of the travel experience for almost 30 years now. The on-the-go, connected traveler is a valuable and hard to reach consumer and we are pleased that this study can provide some unique insights into how they consume news and information in this vast media landscape. More than ever, travelers want news delivered to them exactly when and how they want it, wherever they are in their travels," said Sandra Micek, senior vice president of marketing for USA TODAY.

According to the study, travelers turn to news out of their craving to stay connected to what's going on at home and in the world around them. They're looking for news and information that helps them stay up to date on what's happening. They want to be knowledgeable and informed, particularly about big news items so they can combat feelings of isolation and participate in the national conversation. Travelers view newspapers as a means to get "me" time, relax and pamper themselves.

Highlights of the study results include:

- 77% say that news help them stay in the loop so they don't feel disconnected from what's going on
- 87% of regular mobile smart phone or tablet users say they appreciate the convenience of receiving USA TODAY newspaper at their hotel
- 62% say that news connects them to issues and people across the country
- 86% say USA TODAY helps them keep up with the news when traveling
- 85% of hotel guests read USA TODAY at some point throughout their stay
- 77% of all travelers prefer to have the complimentary hotel newspaper delivered to their room
- 61% of travelers don't want to be overwhelmed with information but would rather have news highlighted in an organized fashion.
- 7 in 10 travelers chose USA TODAY as their preferred newspaper over other newspaper titles
- 70% of travelers have taken action after seeing an advertisement in the USA TODAY newspaper within the last 12 months

The "Today's Connected Traveler" study consisted of a quantitative online study with 1,631 business and leisure travelers along with in-depth one-on-one interview discussions with select respondents. Based in Boston, Latitude is an international research consultancy helping clients create engaging content, software and technology. Using leading-edge techniques and technologies, they uncover new opportunities for growth tied to emerging trends and user behaviors. For more information, visit www.latd.com.

USA TODAY is a multi-platform news and information media company. Founded in 1982, USA TODAY's mission is to serve as a forum for better understanding and unity to help make the USA truly one nation. Today, through its newspaper, website and mobile platforms, USA TODAY connects readers and engages the national conversation. USA TODAY, the nation's number one newspaper in print circulation with an average of nearly 1.8 million daily, and USATODAY.com, an award-winning newspaper website launched in 1995, reach a combined 5.9 million readers daily. USA TODAY is a leader in mobile applications with more than 14 million downloads on mobile devices. The USA TODAY brand also includes USA TODAY Education, USA TODAY Sports Media Group and USA TODAY Travel Media Group. USA TODAY is owned by Gannett Co., Inc. (NYSE: GCI).

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"USA TODAY hopes to serve as a forum for better understanding and unity to help make the USA truly one nation." — Al Neuharth