

Take Advantage of the Hottest New Trend in Travel

Mixing Business with Pleasure

Business executives have the means to afford a great vacation, *but not the time.*

It's the reality of time constraints and complications that come with today's two-income households. More frequent, but shorter holidays added onto business trips are particularly smart because they are cost-effective and easy to plan.

For more and more parents today, the answer is to combine business and family trips.

In the last 10 years, according to the Travel Industry Association of America (TIA), business trips that include children have jumped 250 percent – from 9.1 million such trips in 1990 to more than 32.3 million trips in 2000 – and the numbers continue to increase. Adding a family vacation to a business trip has real appeal.

Business needs determine destinations.

Today there are many cities, resorts and hotels who are converting road warriors and their families into leisure guests. *They stay more nights, they spend more on food and beverages, they keep the rental car longer.*



Business Travel has a huge Impact on the Leisure Travel Industry

Question: *Are you traveling for business or pleasure?* Answer: *Yes.*

- ▶ The TIA/NBTA 2004 Business Travelers Survey shows that *62% of U.S. business travelers add a leisure component to at least one business trip per year. Two-thirds of them bring family members or friends with them.*
- ▶ In a recent OAG poll of frequent business travelers, when asked "Do you add on some vacation time at the end of a business trip?" *88% of the respondents said yes*
- ▶ In a new study commissioned by Deloitte & Touche, 55% of all business travelers surveyed reported taking at least one combined business/pleasure trip last year. Another 70% brought a family member or friend with them on these trips. And 54% extended the trip by staying at least one extra night at the same lodging facility

"For years, Americans have brought work on their vacations. Now, the lines are blurring even further, and combined business/pleasure trips are emerging as a significant travel industry trend. After their meetings are finished and business travelers turn into pleasure travelers, they might be more likely to splurge on food and services, particularly if they are staying longer at the facility and traveling with a spouse or friend."

* Adam Weissenberg, Partner, Deloitte & Touche LLP
Travel, Hospitality and Leisure Sector Leader

***BusinessWeek* will present two destination-focused special advertising supported sections in our October 2nd and November 6th, 2006 issues**

The text will discuss the benefits of adding a vacation to a business trip and, by showing how prevalent the practice is among their fellow travelers, encourage more business travelers to do it. Each special section will look at various business centers, with "chapters" on US and International destinations.

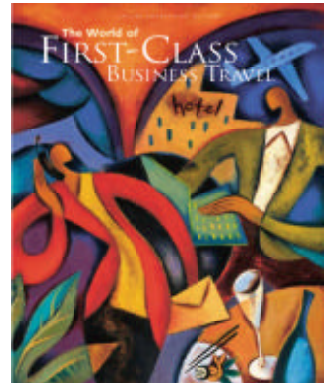
October 2nd: "Are you traveling for business or pleasure? Yes!"
Ad close: August 14th

November 6th: "Best Cities for Business, Meetings and Fun"
Ad Close: September 25th

The best destinations for business travel. How to get there, where to stay, what to do. Plus, ten reasons to add a few vacation days on to the trip – and even bring out the family using "miles".

The business travel industry goes beyond purely business travel to also impact the leisure travel industry. Our business/leisure traveler will spend more with you, and do it more often.

Advertising will include travel & tourism bureaus to promote travel to and leisure at their location. As well as airlines, hotels, resorts, and car rental companies.



Added Value

- ▶ Text coverage: Positive coverage in the special section text with executive interviews
- ▶ The entire section will be available at www.businessweek.com/adsections with advertiser URL links
- ▶ Additional online sponsorship opportunity available on the *Business Travel Knowledge Center*. Please contact Jonathan Meigs for information
- ▶ 250 reprints or PDF

BusinessWeek's award-winning editorial generates the largest audience of executives of any general business magazine. Our business travel special advertising sections pin-point our readers' attention, ensuring delivery of readers who are frequent travelers. Our special sections combining business and leisure travel will be published in 2006 to help you concentrate your communications efforts on your best customers.

***BusinessWeek* Circulation: 900,000**
Spring, 2005 MRI Doublebase Total Readership: 4.7 million

***BusinessWeek* can help you take Advantage of the Hottest new Trend in Travel**

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