



NEWS RELEASE

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New International Traveler Study/Growth Markets for U.S. To Focus on Job Growth in Tourism Sector

Washington, D.C. – Macy's, in conjunction with Shop America Alliance, is developing the first study among inbound travelers to the U.S. from emerging and growth markets. **The International Traveler Growth Markets Study** will be conducted among the top five growth markets as identified by the U.S. Department of Commerce: China, India, Brazil, Korea, and Australia. Additional markets may be surveyed, depending on sponsor interest and funding.

The study, conducted by Mandala Research, will help illuminate the needs, behaviors, and experiences of international travelers from these markets, enabling U.S. travel organizations to improve the visitor experience and generate additional repeat travel. The study will augment and enhance understanding of the international quantitative travel data that the U.S. Department of Commerce and other sources provide on an ongoing basis.

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"We find it important to help the travel industry understand the unique needs and experiences of travelers from these growth markets. While Macy's wants to maximize the visitor experience in its stores we also want to help our travel partners – hotels, attractions, transportation companies, and destinations, understand the importance of preparing for and responding to these visitors' needs. We all need to work together from the same playbook to ensure these visitors have a fantastic visit to the U.S." said Kristen Esposito, Vice President of Travel Services at Macy's.

In addition to Macy's, Inc., and Shop America Alliance, study sponsors include Amtrak; Philadelphia CVB; California Travel & Tourism Commission; US Cultural and Heritage Tourism Marketing Council, Museum Store Association and others.

"This is a unique opportunity to build on our prior International Traveler study among key inbound markets to compare and contrast the differing needs among travelers, as well as document the economic impact of tourism. Shopping is the #1 activity engaged in by 88% of all international inbound travelers who spend an average of \$1063 per person per trip. In addition, according to US Department of Commerce data, Travel and Tourism currently supports 8.6 million US jobs," said Rosemary McCormick, President of the Shop America Alliance, "and this will grow with effective tourism marketing."

"These markets represent the future," said Fritz Smith, Vice President of Tourism for the Philadelphia Convention & Visitors Bureau. "If we are going to grow as an international destination, then we must first understand the motivators and how to tailor our message appropriately. This study represents an outstanding opportunity to gain valuable market knowledge and insight."

Laura Mandala, research partner for the Shop America Alliance adds, "Tourism is one of the most efficient ways to generate jobs and economic opportunity in this economy. The U.S. need not only attract new visitors, it must ensure they have a positive visitor experience. The Macy's/Shop America Alliance study will give the industry what it needs to make sure these "customers" leave the U.S. spreading the word about their positive experience and intending to returning for future visits. It is this positive word of mouth and repeat visits that can continue to fuel job creation and opportunity through multiple sectors of this economy.

A range of sponsorship opportunities is still available and for most levels, the benefits include adding

questions to the survey and giving input on the survey's design. Sponsorships will be available through May 31, 2010.

Mandala Research & Consulting, a nationally recognized firm specializing in travel and tourism, will have responsibility for fielding the research, as well as the methodological design, data analysis, and dissemination of the results.

The study is scheduled to begin in early June 2010, with results available in August, 2010. Data will be available to study sponsors at that time, with completed reports available for purchase by late August, 2010.

For more information about the study or to receive a more detailed description of sponsorship benefits, please contact Laura Mandala at laura@mandalaresearch.com or 703.798.5452.

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