

TallahasseeVoices

2007 Travel

Contact:

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TallahasseeVoices is a pro bono internet survey panel sponsored by Kerr & Downs Research and the Tallahassee Democrat. The present survey was conducted in January 2008. Seven hundred and ninety seven (797) of the 3,000 panel members responded to this survey. The results have been weighted to reflect the demographics of the 90%+ local residents who have access to the internet at home, work, or school.

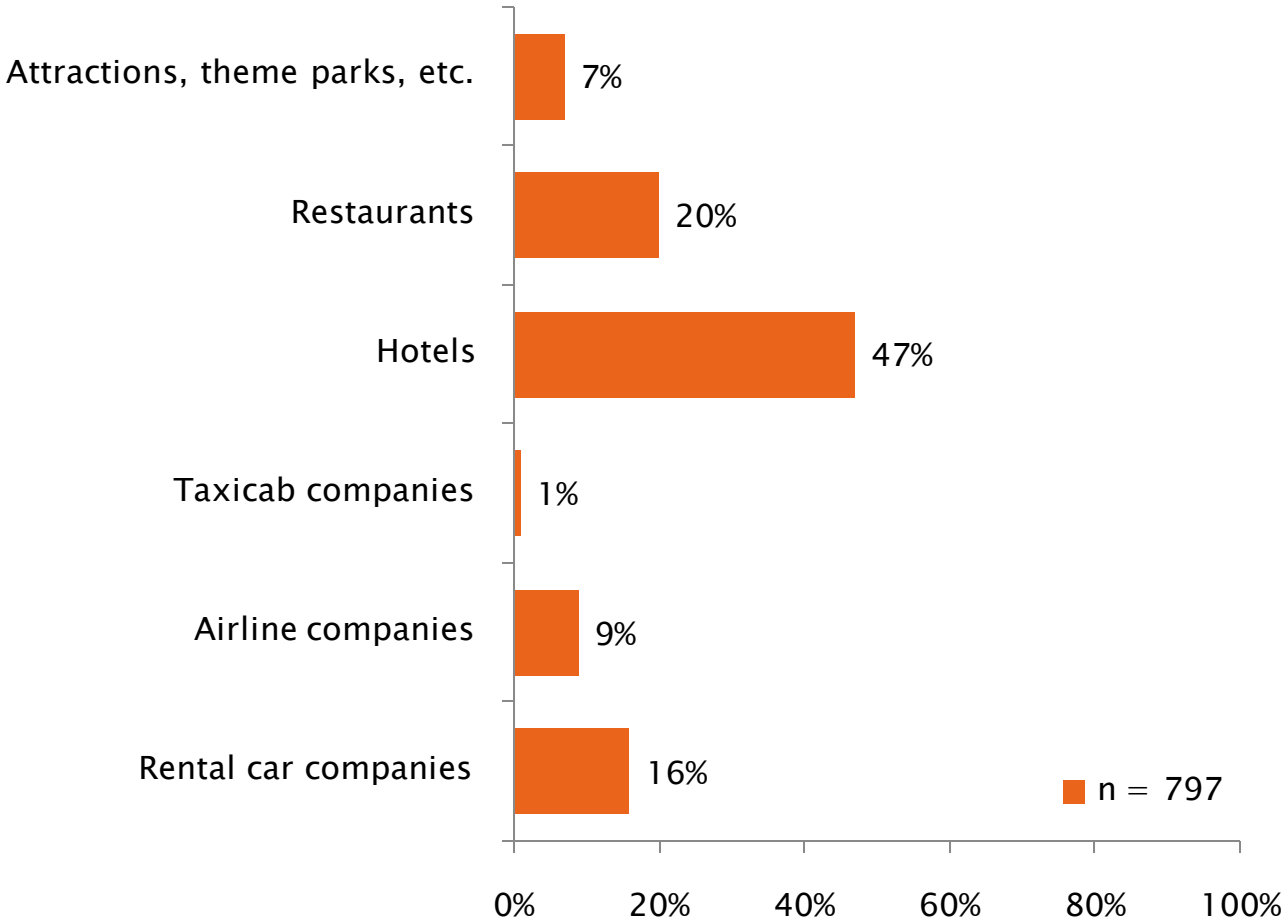
Issues covered:

Customer Service in the Travel Industry
Loyalty Programs in the Travel Industry
Issues & Concerns in the Travel Industry

According to TallahasseeVoices

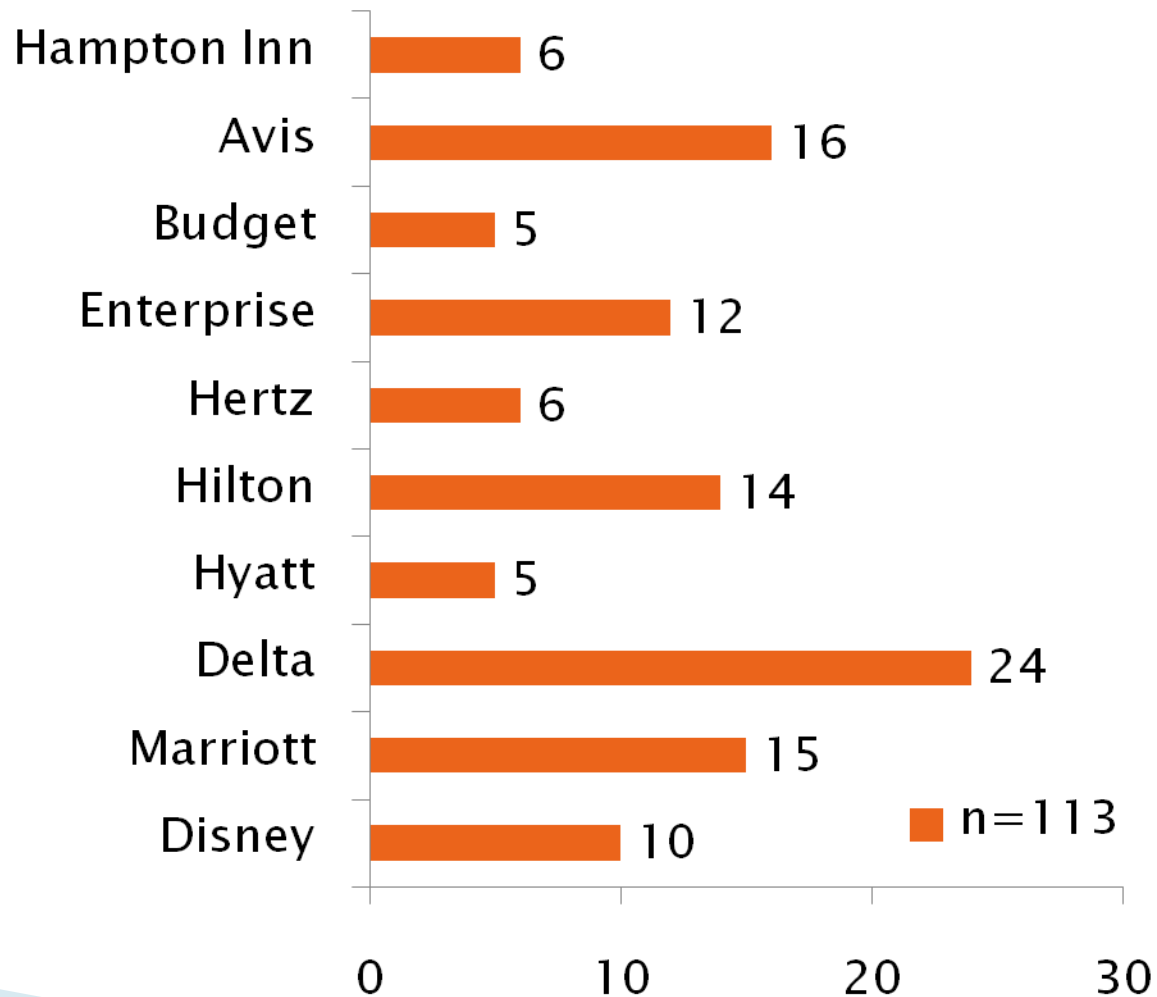
- ▶ Hotels gave the best customer service in the travel industry.
- ▶ Airlines gave the worst customer service in the travel industry.
- ▶ Hotels have the best loyalty programs in the travel industry.
- ▶ Airlines have the worst loyalty programs in the travel industry.
- ▶ Most travel complaints focus on airlines, especially lost luggage and TSA screening.

Best Customer Service in Travel Industry*

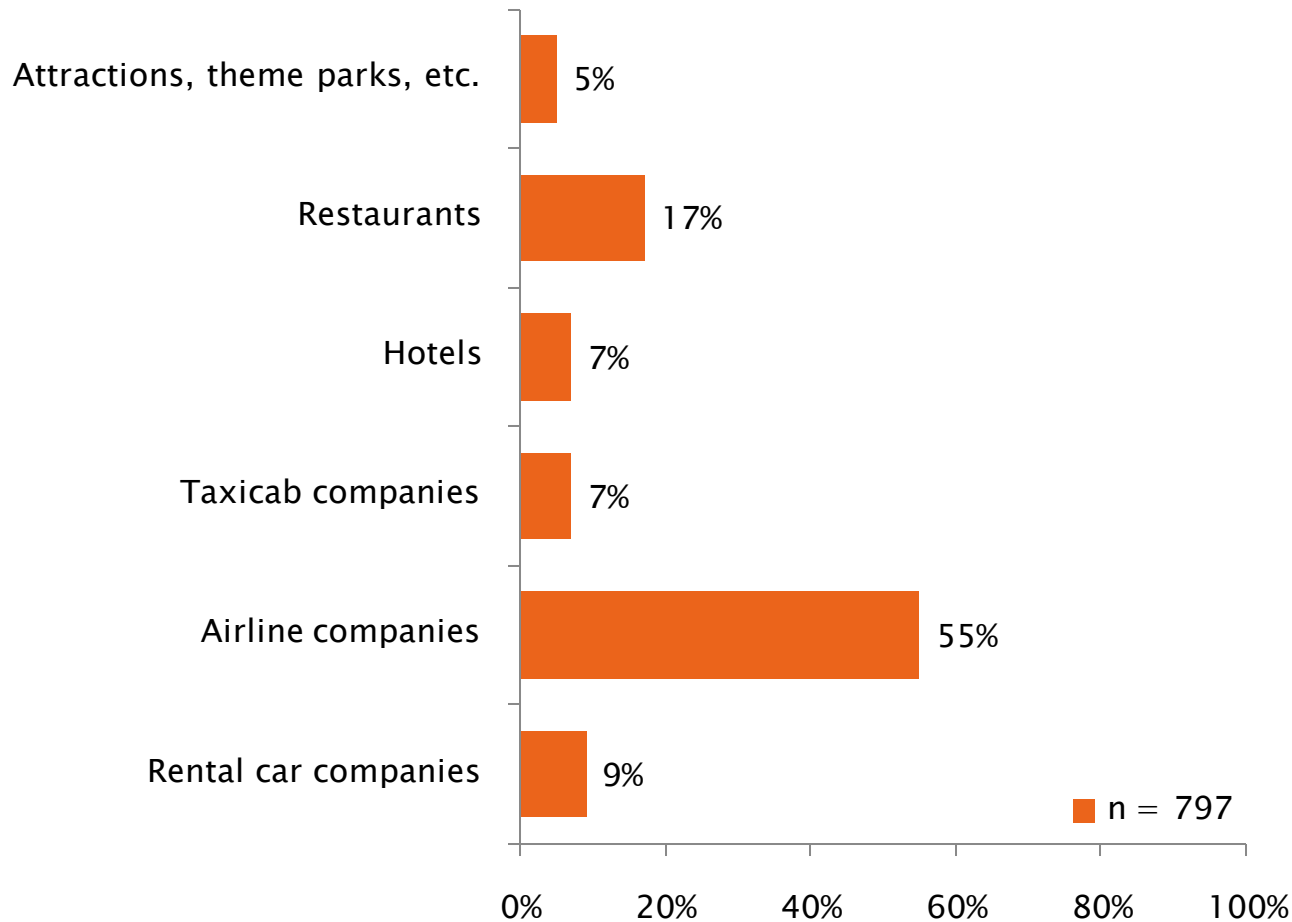


Which of the following consistently gave you the best customer service when you were traveling in 2007?

Travel Companies with the Best Customer Service

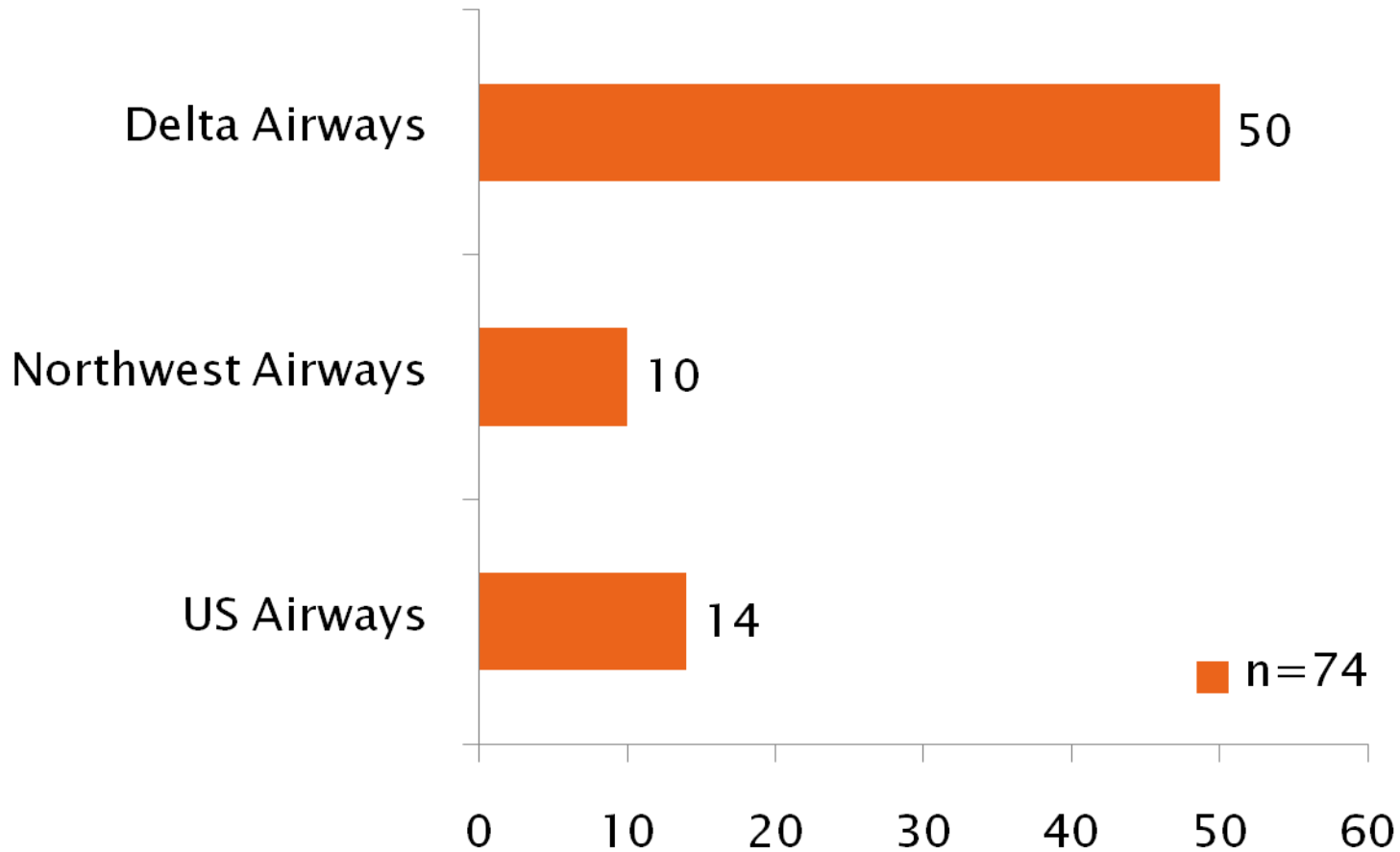


Worst Customer Service in Travel Industry *

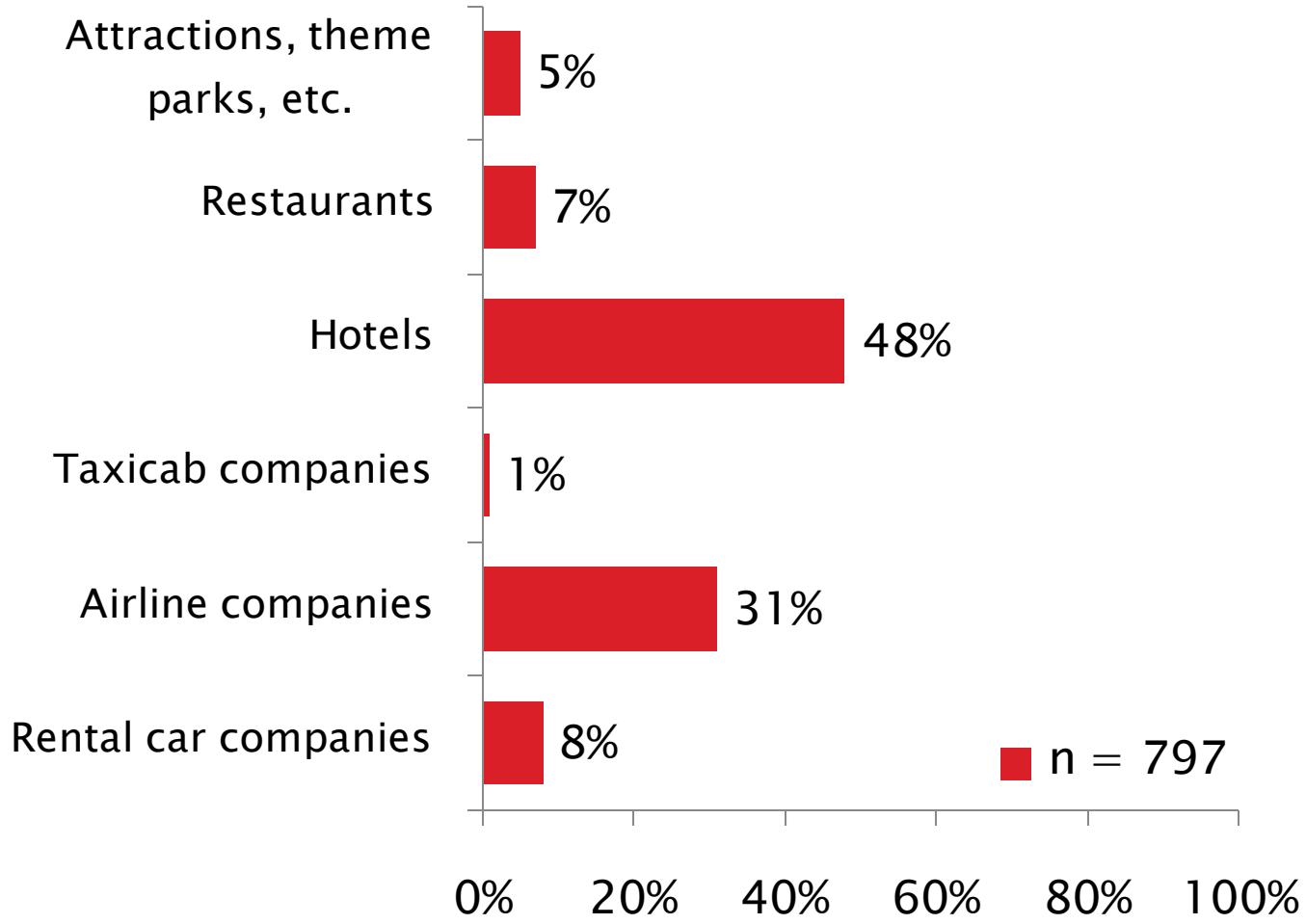


Which of the following consistently gave you the worst customer service when you were traveling in 2007?

Travel Companies with the Worst Customer Service

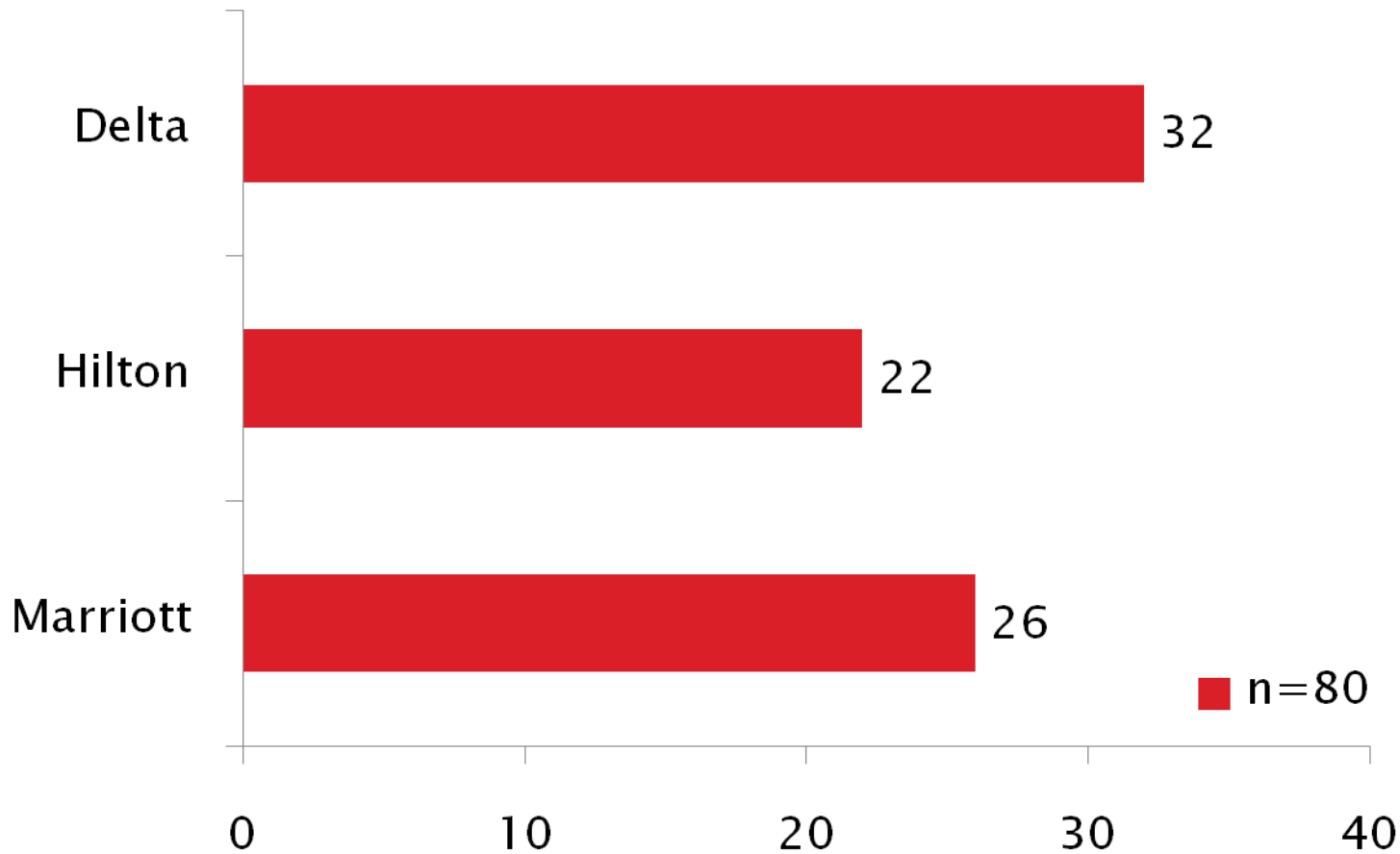


Best Loyalty Programs in Travel Industry*

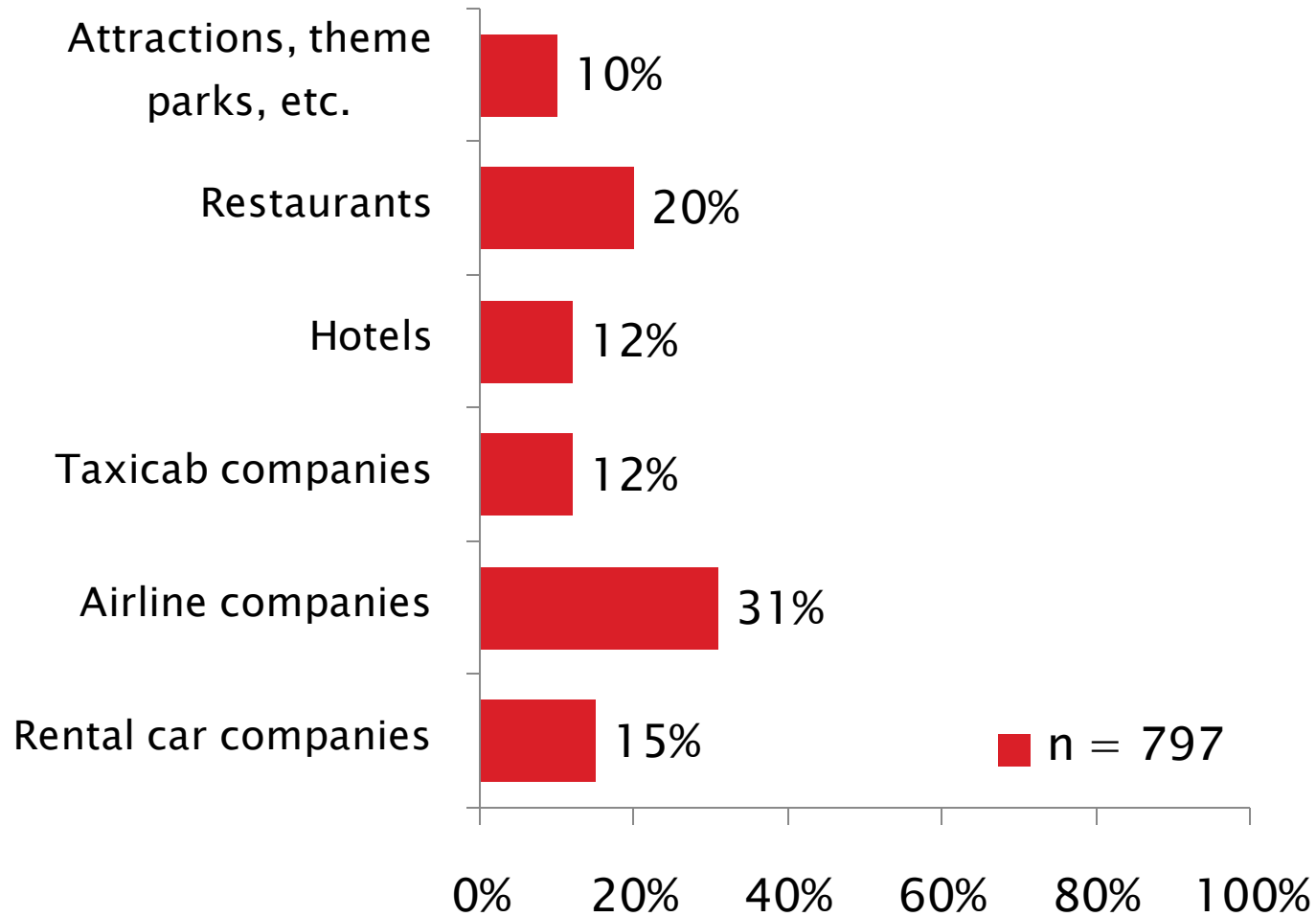


Which of the following had the best loyalty programs in 2007?

Travel Companies with the Best Loyalty Programs

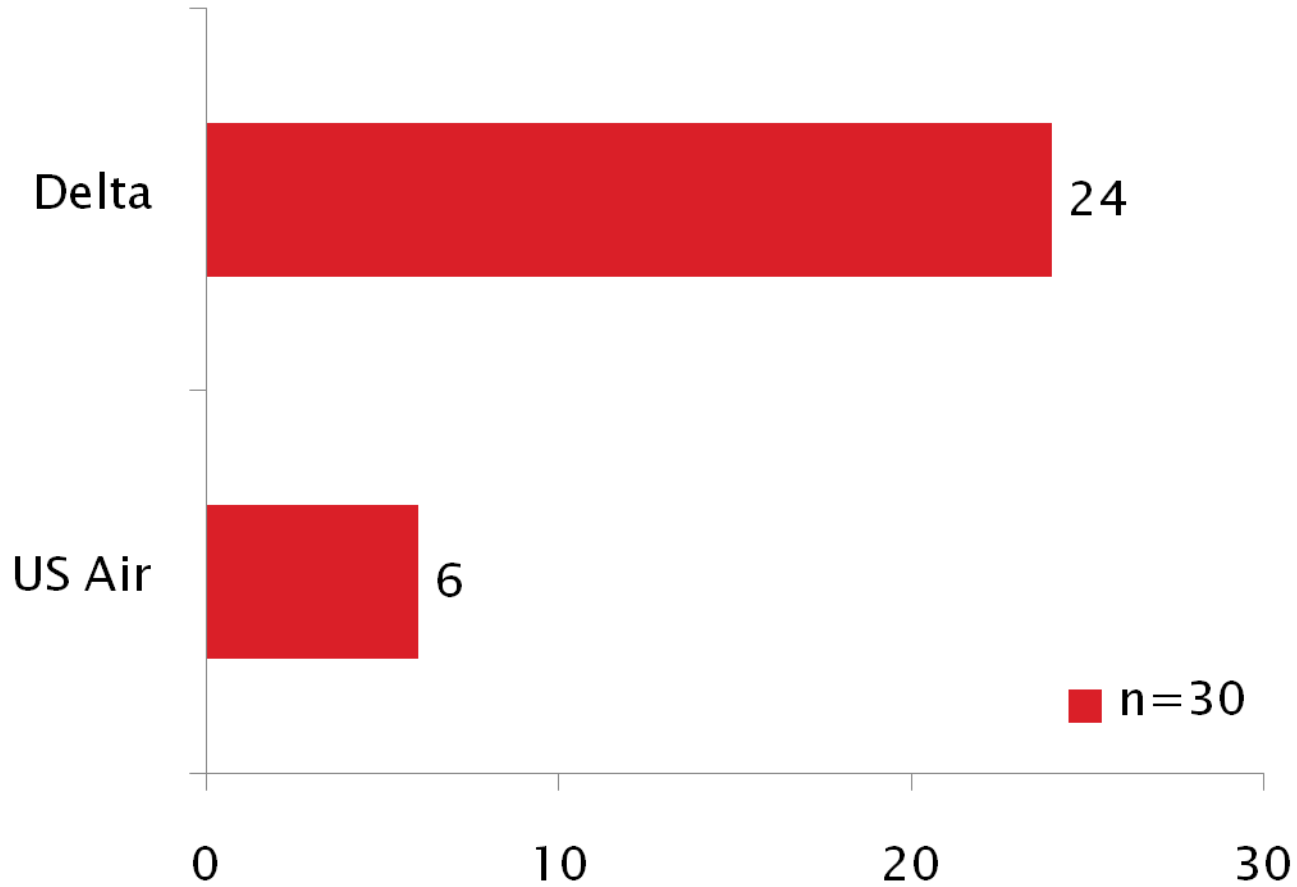


Worst Loyalty Programs in Travel Industry*

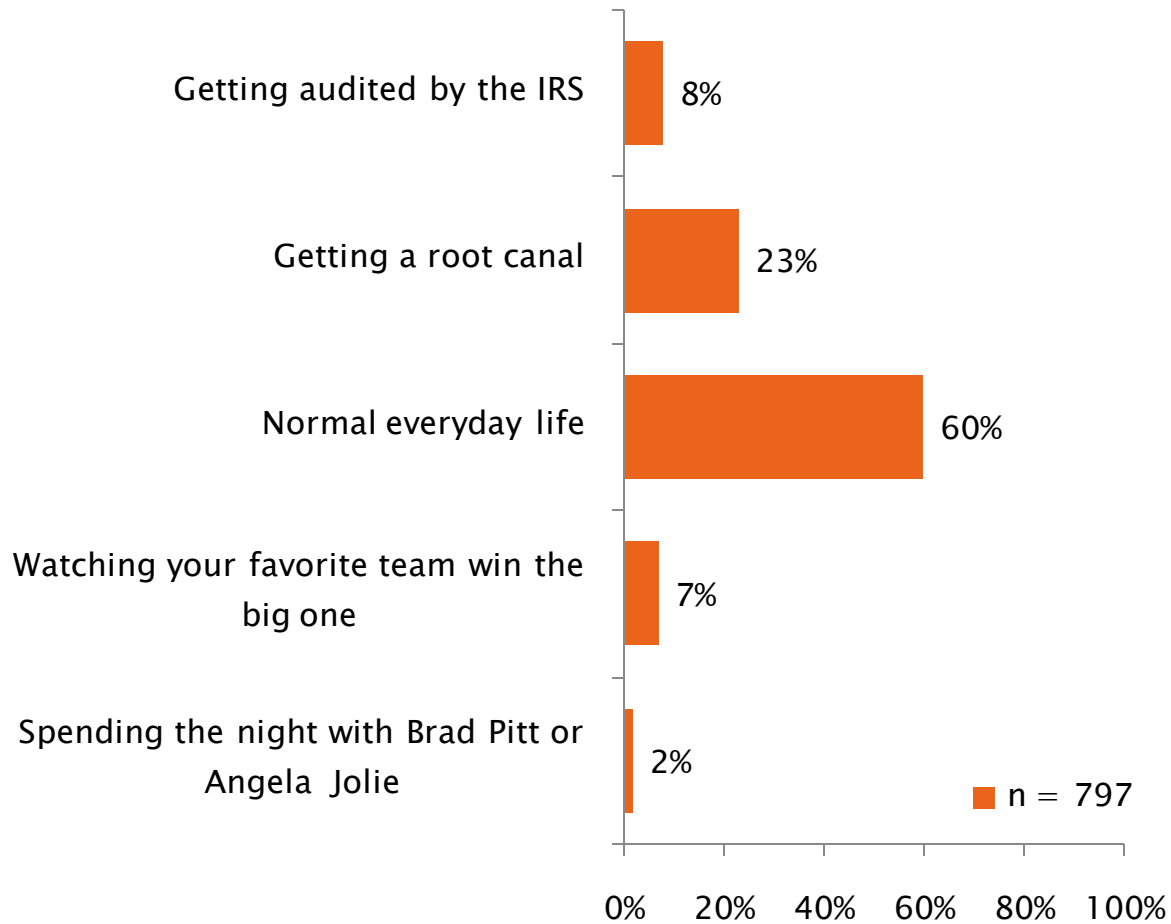


Which of the following had the worst loyalty programs in 2007?

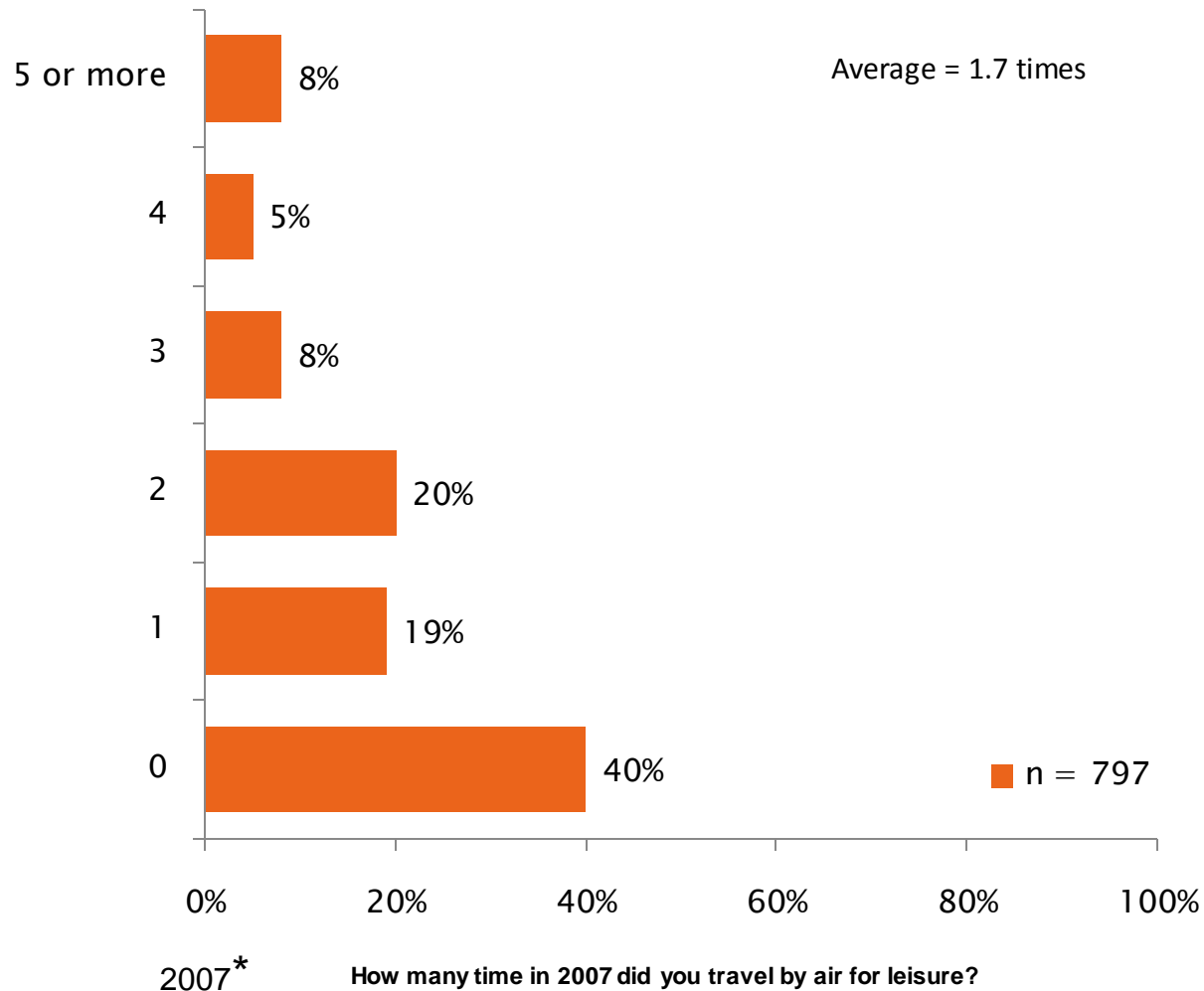
Travel Companies with the Worst Loyalty Programs



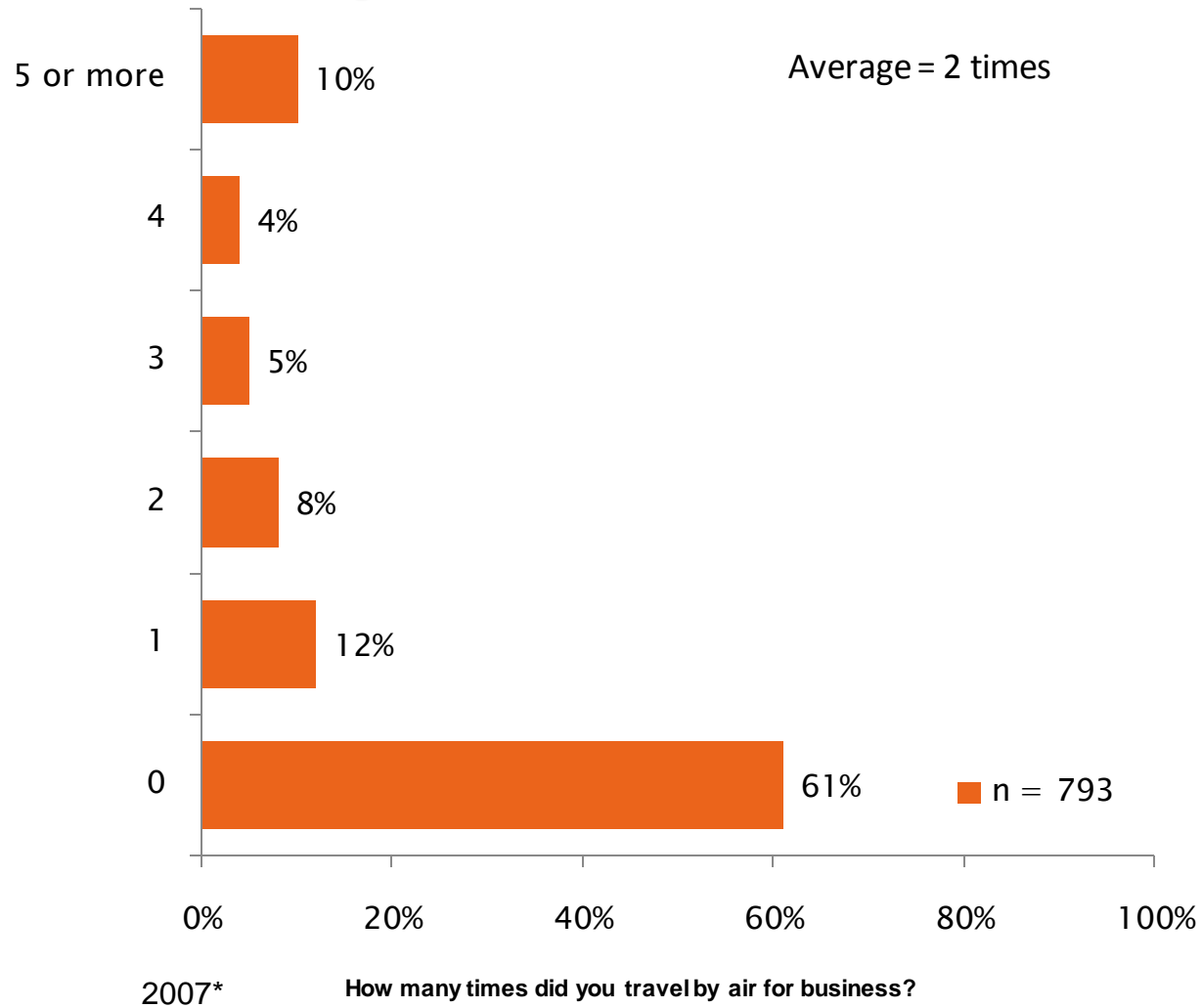
Traveling for business is like:



Traveled by air for leisure*



Traveled by air for business*



Over 90% of complaints dealing with the airline industry include:

1. Lost luggage
2. TSA screening
3. Delayed/cancelled flights
4. Cost
5. Overall hassle
6. Slow luggage pickup
7. Poor flight schedules

What do our TallahasseeVoices have to say about these issues?

1. Lost Luggage – Comments

“Reduce the possibility of ‘lost’ baggage.”

“Ship my luggage simultaneously and separately so that it arrives at my room.”

“Keep up with our luggage, i.e., Not having it lost.”

2. TSA Screening – Comments

“Stop TSA from being so politically correct that they have to screen 80-year-old grandmothers the same as they do 20-year-old middle eastern men.”

“Ratchet down the security nonsense and teach everyone connected with airports and airlines some customer service.”

“Reduce the screening. I’d like to keep my shoes on, or at least provide enough seats for people to use to put them back on.”

“Not having to walk without shoes over nasty airport flooring where thousands of others have just walked before me, as we live in a climate where everyone sweats, including their feet.”

“Eliminate the “security theater” stuff at airports – actions like searching my shoes or my water bottle, that are designed to provide the illusion that ‘something is being done’ while in reality totally failing to provide any real security.”

“A better system in the Air Security process. It would suit me fine to profile a little better. Have our folks trained by the Israeli folks. They know what they are doing.”

3. Delayed/Cancelled Flights – Comments

“It would be nice if an air traveler could actually fly the flights that were originally booked. Out of 16 flights that I booked this year, I actually flew on 4 of them. The rest were all rebooked/changed by Delta where I experienced great inconvenience/lost luggage and no apologies on congestion from Delta.”

“On-time flights”

“If a flight is canceled, tell me right away; don’t make me wait 3 to 4 hours with “delay” notices when it was never going to occur. If I am told right away of a cancelled flight, I can make other plans. I have wasted dozens of hours in airports literally.”

“Be honest up front if a flight is delayed or is cancelled!”

4. Cost – Comments

“Not having to drive to a different city to get a reasonable airfare.”

“Improved air service from TLH. Currently the cost of flying from TLH to Chicago, Philadelphia, Cincinnati/Dayton, Denver and anywhere on the west coast is very expensive and I typically travel to Jacksonville to fly to these locations.”

“Bring Amtrak back to Tallahassee to give more affordable travel options (Greyhound is awful and flying expensive).”

“Lower fares from Tallahassee so I don’t have to drive all the way to Jacksonville to fly out from there due to saving on fare rates.”

5. Overall Hassel – Comments

“Improve airline service into and out of Tallahassee. We are a state capital where you cannot get a direct flight to anywhere that isn’t a major hub city. The airline industry is holding us hostage with both its lousy service and price gouging. It is crazy.”

“Make airline CEOs and top executives travel as the rest of us do, i.e., experience the delays, frustrations, missed meetings, missed skiing days, and missed luggage that we do.”

“Better treatment from those encountered while traveling. Better trained staff. Feel like I’m treated like cattle. Prodded, pushed, hurried, and stuffed into seats, booths, and rental cars.”

“Airports seriously need to step up the service with regard to check-in, security screening, and overall efficiently. The entire process between curbside and boarding is immensely time-consuming and frustrating.”

6. Slow Luggage Pickup – Comments

“NOT HAVING TO WAIT FOREVER FOR LUGGAGE AT THE TALLAHASSEE AIRPORT. Large airports, with significantly further to travel from the plane to the baggage drop off, don't take as long as they do in Tallahassee.”

“Get checked bags to arrival carousel much quicker (particularly in Tallahassee where it takes as long to get your bag(s) as it does to fly).”

7. Poor Flight Schedules – Comments

“More flights to different locations on a variety of airlines out of Tallahassee.”

“Having flights arrive on time. By the way, I think you have to consider overbooking as a subcategory of not arriving on time: who cares if the flight is on time if they won't let you on the plane?”

“Schedule flights realistically.”

“Too many smaller planes=too much runway traffic=more delays. I'd rather see fewer flights on larger planes.”