

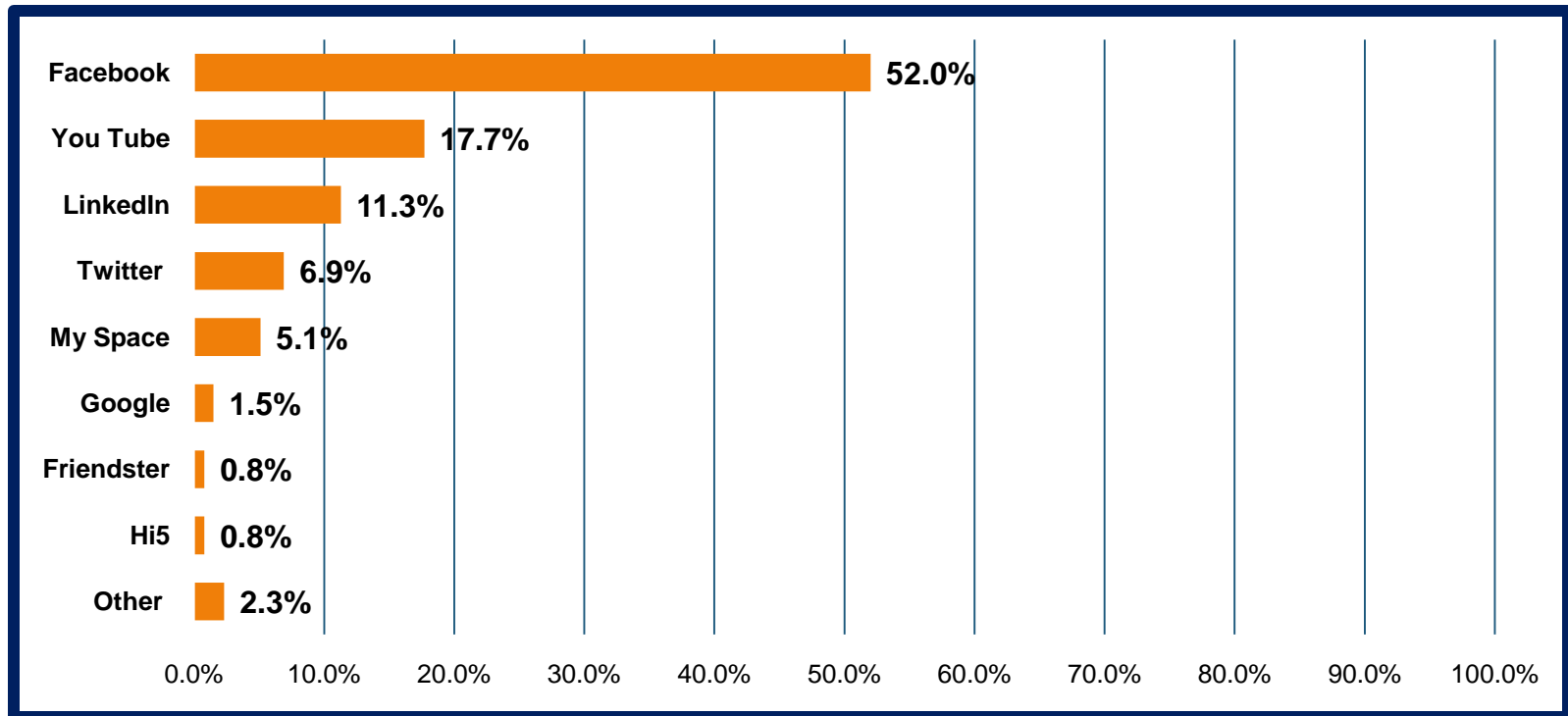
Social Media and Tourism Crisis

Online survey of 389 respondents representative of potential and/or past visitors to the Gulf Coast beach destinations aged 18 and older, conducted by Research Data Services on May 7-12, 2010.

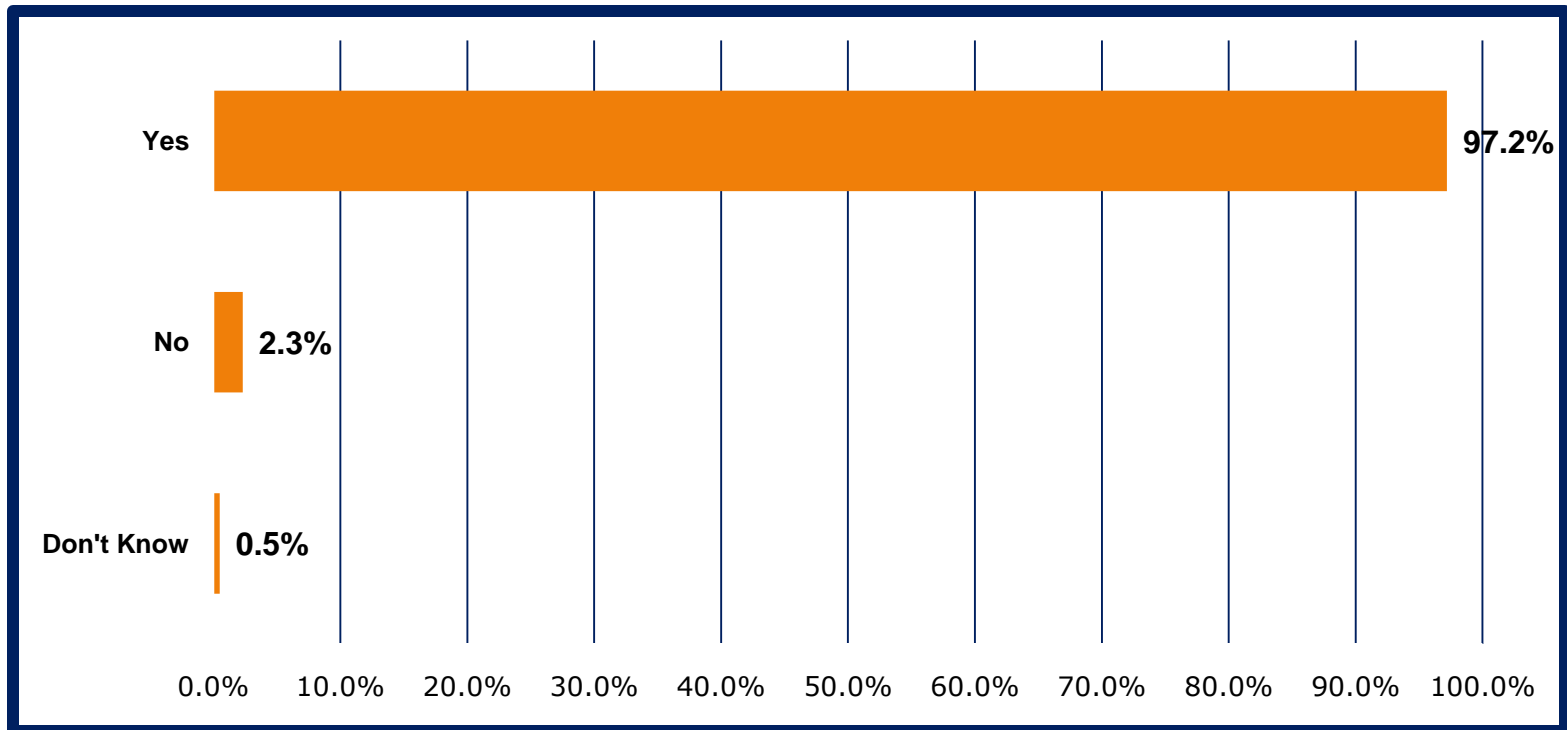


Just over one half participate in at least one online community or social network.

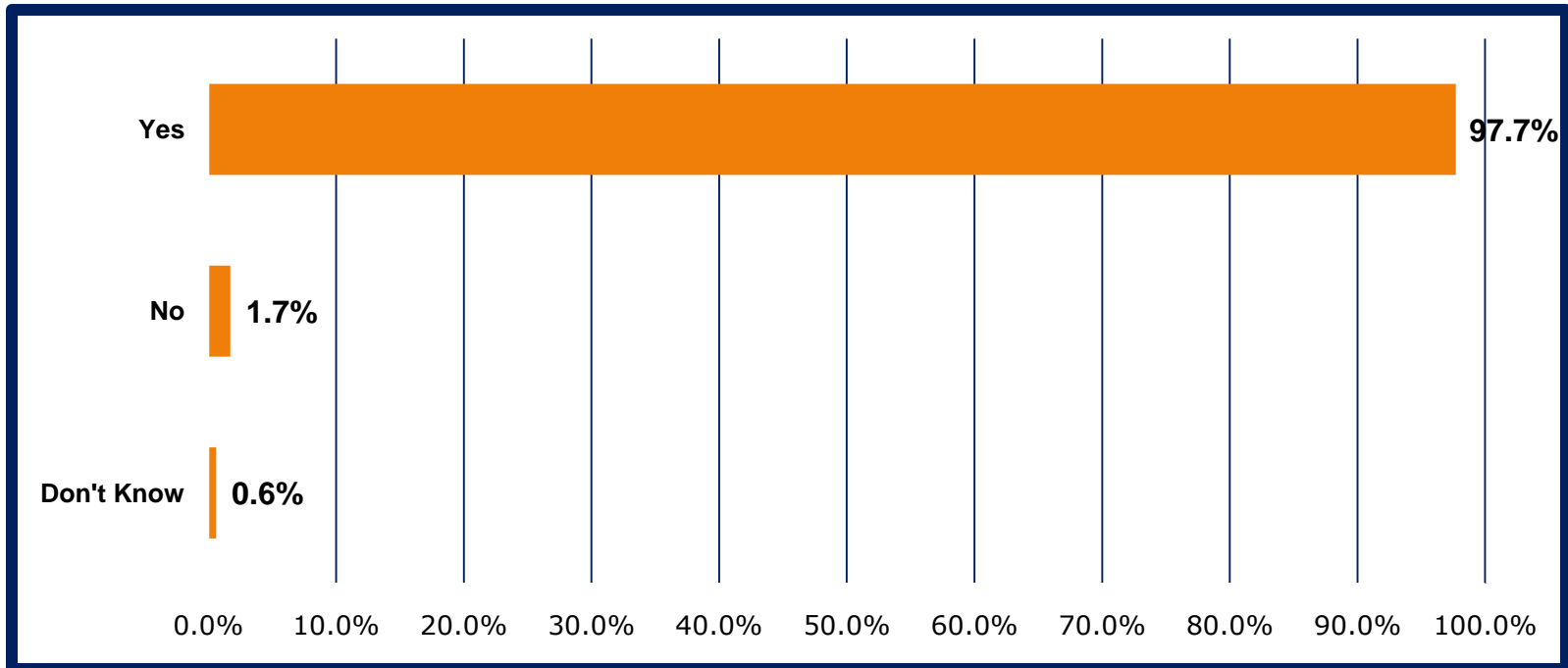
Facebook is by far the most popular social media channel.



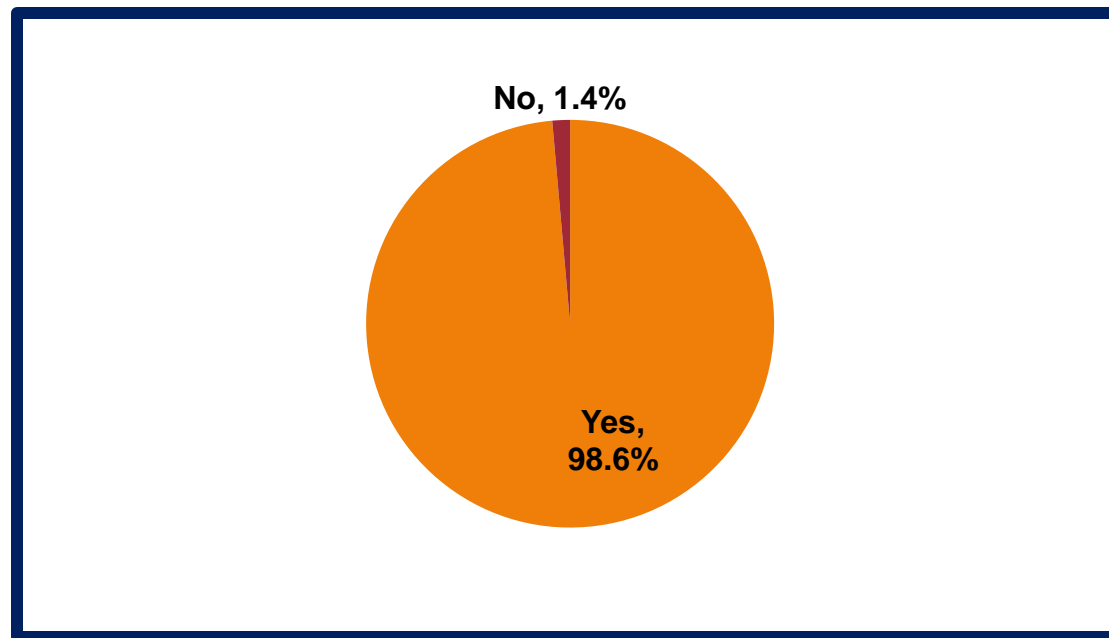
The majority (97.2 percent) use the internet to get travel information.



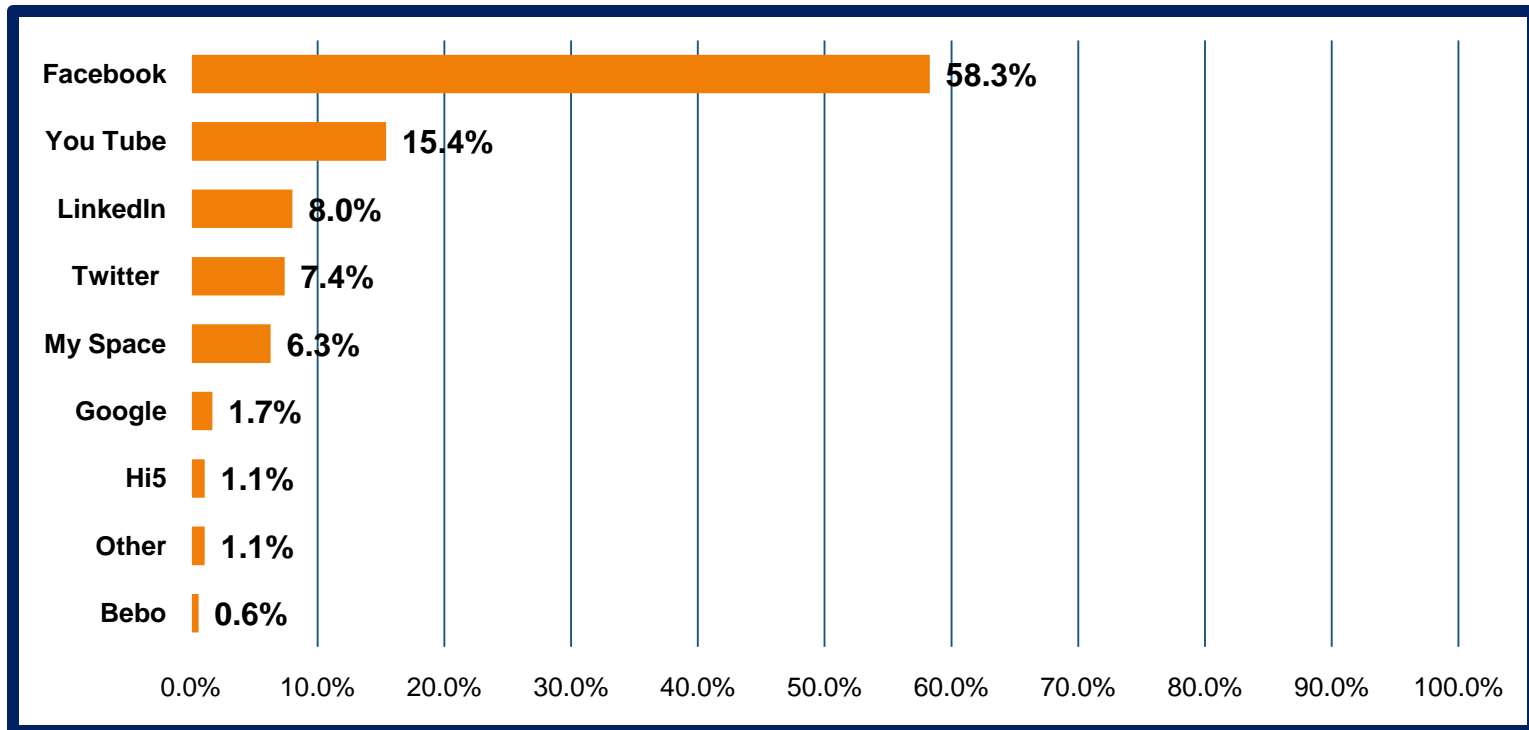
A total of 97.7 percent of participants planning a visit to a Gulf Coast beach destination this year use the internet to get travel information.



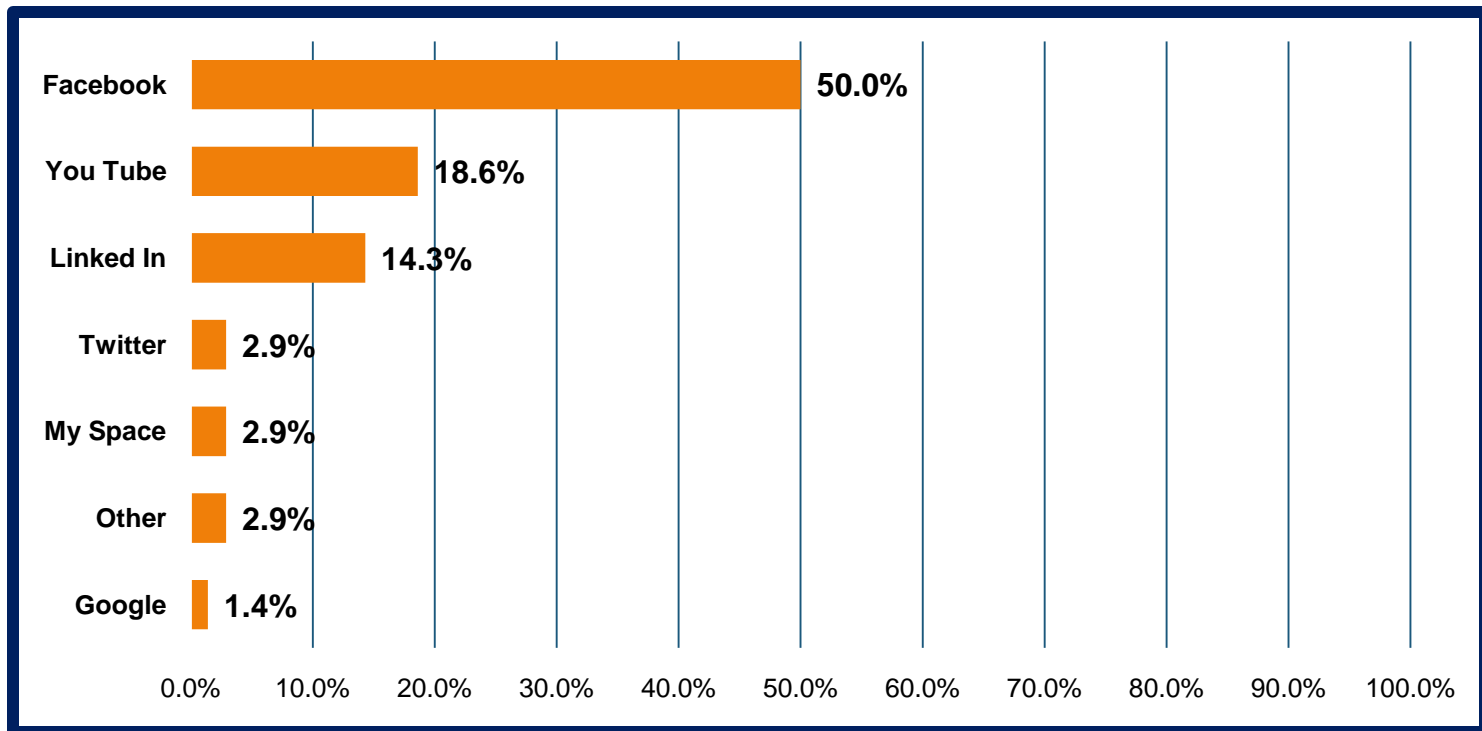
Of those who said the oil spill affected their destination choice, 98.6 percent used the internet to get travel information.



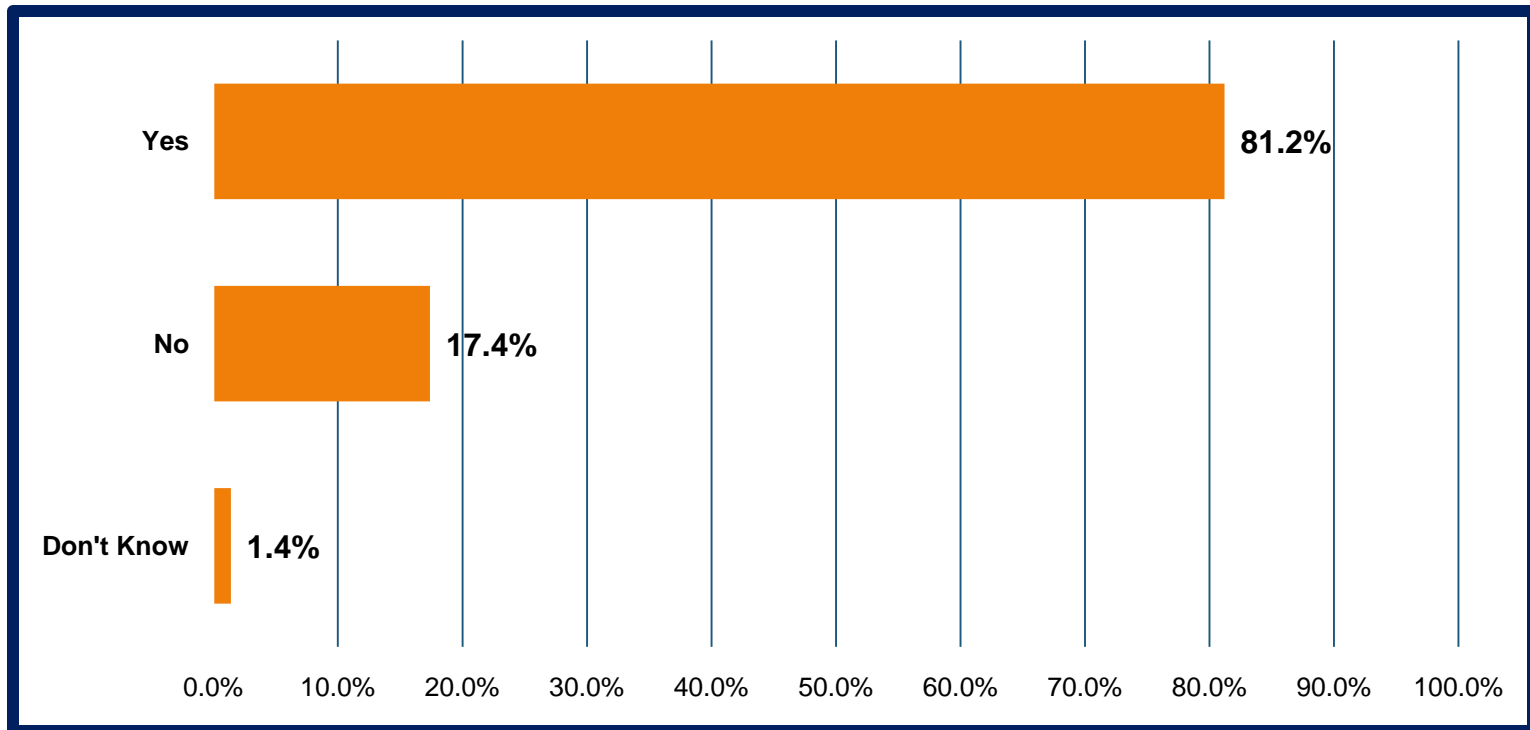
Those planning a visit to a Gulf Coast beach destination this year connect to the following social networking sites.



Those who said the oil spill affected their vacation choices connect to the following social networking sites.



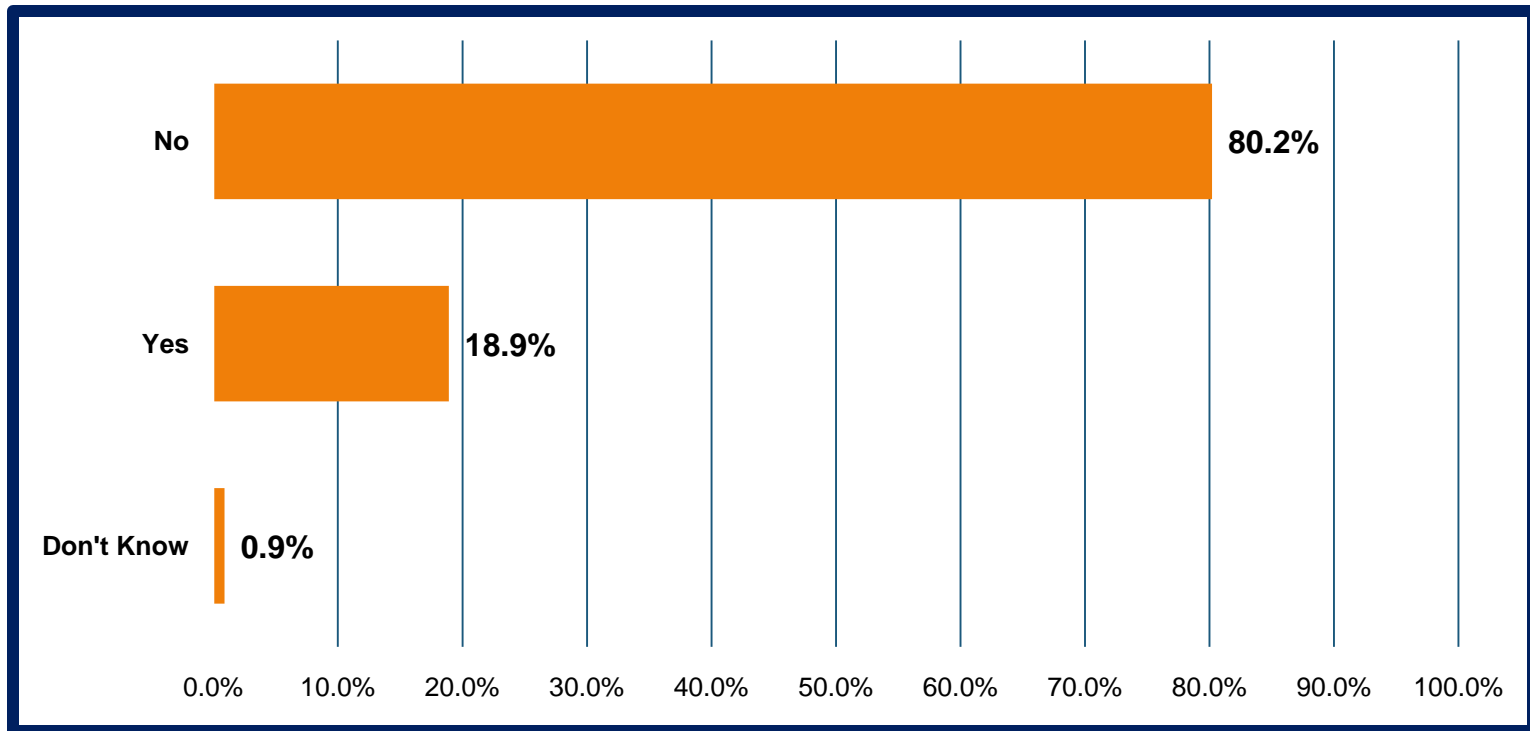
Of those who said the oil spill affected their vacation choices, 81.2 percent have booked travel through the internet.



How many don't use social networking sites?

- Of those planning a visit to a Gulf Coast beach destination this year, 36.6 percent don't connect to social networking sites.
- Of those who said the oil spill affected their vacation choices, 44.3 percent don't connect to social networking sites.

Of those planning a visit to a Gulf Coast beach destination this year, 80.2 percent are not connecting to social networking sites for travel information.



Of those who said the oil spill affected their vacation choices, 69.2 percent are not connecting to social networking sites for travel information.

