



## Results of Customer Survey September 2011

We recently emailed a request to complete a survey to our customers from the past two months.

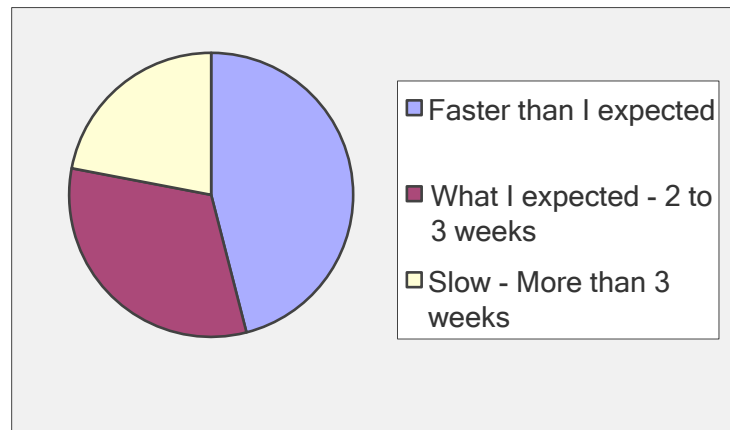
The survey was designed to learn what TravelGuidesFree.com can do on our web site to help travelers help plan their vacations, and, to learn what our consumers think of your brochures. We found the results interesting and in some instances not what we had expected.

We will continue to issue these surveys and will continue to share the results with you. If you have particular questions you'd like for us to ask. Then please let us know and we'll do so.

Additionally, we've included demographic data culled from our site registrations to give you further dimension and understanding of who are our shared consumers.

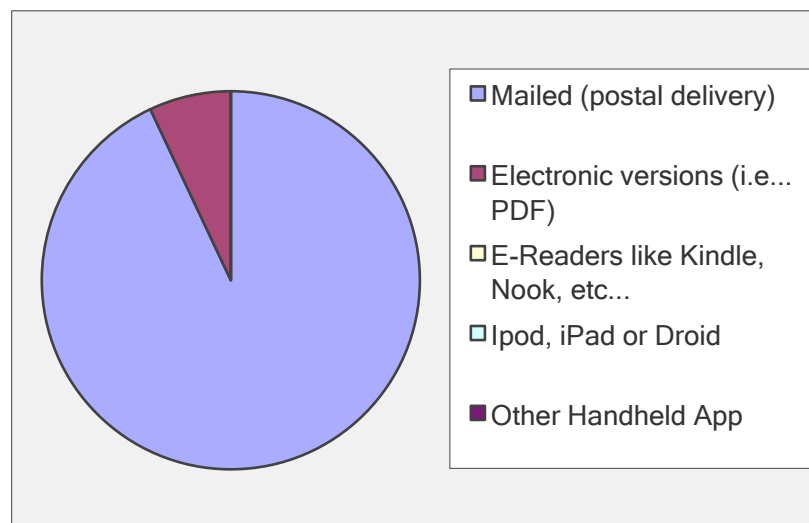
1. Did you receive your travel guide books quickly after you placed your order?

Answer Options	Response Percent
Faster than I expected	46.0%
What I expected - 2 to 3 weeks	32.0%
Slow - More than 3 weeks	22.0%



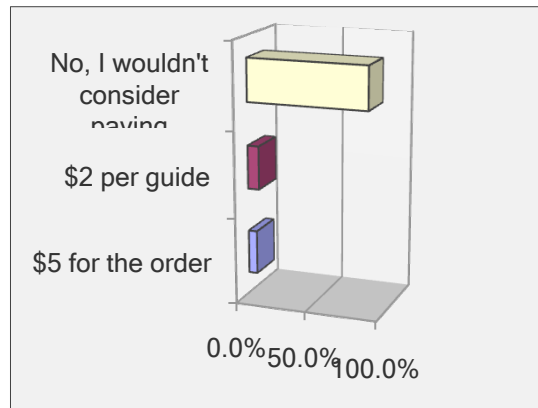
2. How would you prefer to receive your travel guidebook?

Answer Options	Response Percent
Mailed (postal delivery)	93.0%
Electronic versions (i.e... PDF)	7.0%
E-Readers like Kindle, Nook, etc...	0.0%
Ipod, iPad or Droid	0.0%
Other Handheld App	0.0%



3. If you would like your printed guides delivered more quickly (within 5 business days), would that be worth:

Answer Options	Response Percent
\$5 for the order	6.0%
\$2 per guide	8.0%
No, I wouldn't consider paying	86.0%



4. What can TravelGuidesFree.com do on our web site to better help you plan travel?

Answer Options	Would Really Help	I Would Consider Using This	Not Interested
Add features on family travel and road trips	53%	33%	14%
Include interactive mapping and driving distance	56%	33%	11%
Display travel deals	57%	37%	7%
Include videos of the destinations	37%	43%	20%
Supply information via a smart phone application	11%	19%	70%
Include destination-specific coupons	65%	27%	8%
Connect with a Travel Agent to help you plan your vacation	8%	29%	63%
Email me or Tweet on new destination brochures added to the site	22%	42%	36%
Other (please specify)*			

\*Responses regarding how TravelGuidesFree.com can improve consumers' travel planning

- "Lodging and Restaurant information and pricing"
- "Add a few international destinations that are popular."
- "Handicapped specific tours and availability"
- "Just more destinations in general"
- "Expedite delivery of brochures"

## 5. What activities do your vacations tend to be centered around?

Numbers below are scores not percentages

Answer Options	We ALWAYS do this on vacation	Sometimes. We enjoy it	We'd prefer not to do this
Cultural	18	38	2
Beach	23	35	11
Shopping	39	29	6
Sightseeing	77	16	0
Historical	50	30	1
Theme Parks	12	32	13
Camping/Active	9	24	17
Urban	7	28	13
Luxury	11	27	10
Other	4	4	3
Other (please specify)*			

\*Responses regarding how TravelGuidesFree.com can improve consumers' travel planning

- *"Botanical Gardens and Nurseries, Gardens"*
- *"Christian themed"*
- *"We enjoy our trailer RV. Info related to RVing. Your travel info is very good."*
- *"would like to know about housing and living expenses"*
- *"Try to go where the locals go to eat and avoid the normal tourist spots"*
- *"Gambling options"*
- *"Food and local cuisine themed trips"*

## 6. Do the brochures contain the information you need to fully plan a detailed vacation itinerary?

Answer Options	Response Percent
Yes	91.4%
No	8.6%
If no, why not?*	

\*Common comments about what more information is needed

Maps and Directions – 17%

Have not yet received brochures – 67%

Information for surrounding area – 7%

Educational outings – 7%

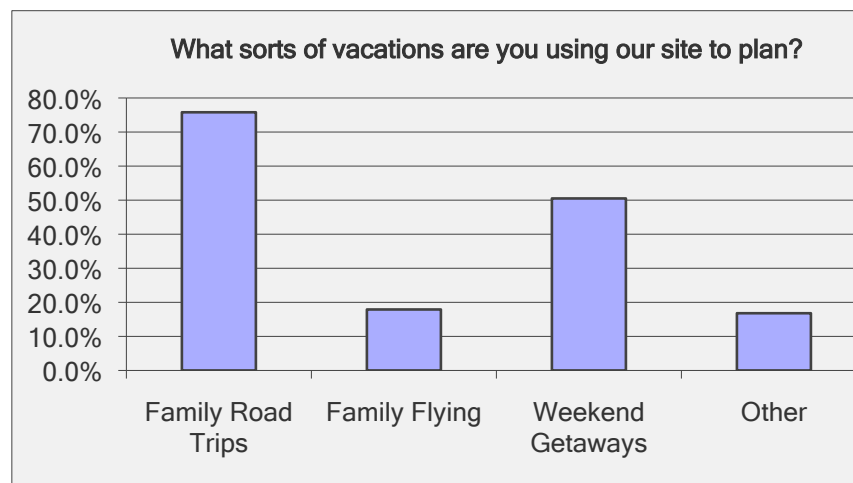
RV and Camping options - 15%

## 7. What travel-related issues would you like for the brochures to address?

Answer Options	Key Factor	Secondary Factor	Not a Huge Concern
Discounts	70%	18%	12%
Hotels	59%	30%	10%
Maps	70%	22%	6%
Restaurants	48%	41%	11%
Nightlife	14%	27%	58%
Outdoor Activities	43%	40%	17%
Shopping	29%	38%	32%
Theater	7%	36%	56%
General Ideas	52%	39%	9%

## 8. What sorts of vacations are you using our site to plan?

Answer Options	Response Percent
Family Road Trips	75.8%
Family Flying	17.9%
Weekend Getaways	50.5%
Other	16.8%

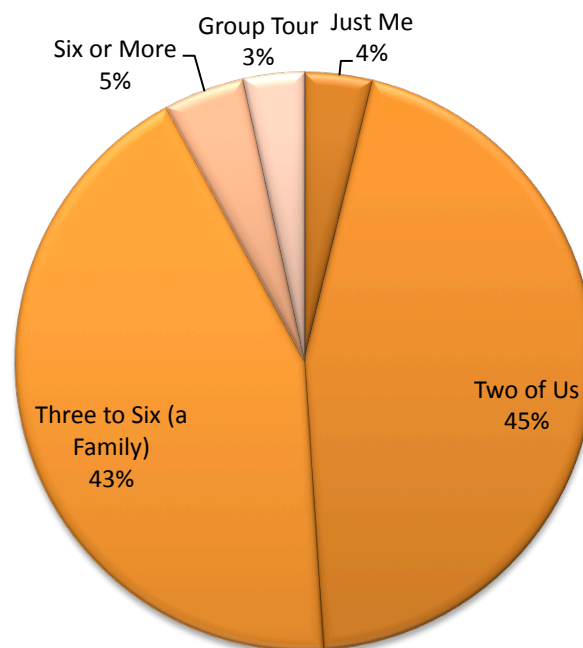


## Our internal web site collected demographic details

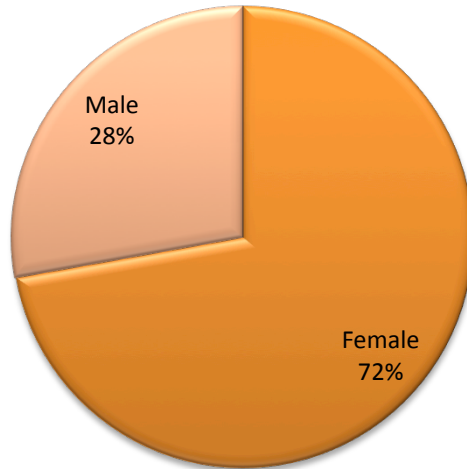
### When are you leaving on your vacation?



### How Many People are Traveling?



## Gender Breakdown



## Age Breakdown

