

Travel

STATISTICAL SUMMARY OF THE SALT LAKE MARKET



INTRODUCTION AND METHODOLOGY

Advertising is essential in today's competitive business climate — and market research is crucial for developing cost-effective advertising plans. The information contained in this statistical summary is intended to give you added confidence when making the important marketing decisions that guide the future of your business.

At Newspaper Agency Corporation, we commission in-depth studies of the Salt Lake market to arm our advertisers with superior information about the shopping activities of Salt Lake's consumers. Included in this statistical summary is the most up-to-date information available on the Salt Lake market from the best possible sources. The mainstay of our on-going research program is the 1999 Survey of the Salt Lake Primary Market conducted by Belden Associates, an independent, nationally recognized firm devoted to market research. Belden Associates enjoys a reputation for having the highest technical standards in the industry.

The 1999 study highlights shopping and purchasing behavior, intentions and attitudes of adults in the Salt Lake primary market area (comprised of 628,000 adults in Salt Lake and southern Davis counties). A random sample survey design included an in-depth phone interview of 1,205 respondents, followed by a mailed self-administered questionnaire. Superior information about Salt Lake's consumers will enhance your position in the market and ensure *The Salt Lake Tribune* and *Deseret News* are a part of your successful advertising plan — in other words, our success depends on your success.

At Newspaper Agency Corporation, we are committed to maximizing the effectiveness of your advertising and bringing you the most for your investment. If you have any questions about this study and how your business can use this data to develop advertising strategies, please contact your account executive or NAC's Marketing and Research Department.

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Sources: All information in this statistical summary is from the *Belden Associates, 1999 Survey of the Salt Lake Primary Market Area*, unless otherwise noted.



TRAVEL PATTERNS

Number of trips taken by adults in the Salt Lake market during the past 12 months or three years, as indicated.

	None	1 or 2	3 or 4	5 to 9	10 or more
Business flights (12 months)	71%	14%	5%	5%	5%
Personal flights (12 months)	44%	37%	12%	4%	2%
Pleasure trips in Utah (12 months)	41%	32%	14%	7%	5%
Pleasure trips outside Utah (12 months)	35%	46%	13%	4%	3%
Ocean cruise (3 years)	88%	11%	1%	*	*
International pleasure trip (3 years)	75%	20%	4%	1%	1%

*extremely small sample size or none surveyed

FUTURE TRAVEL PLANS

Adults who are likely to make the following travel plans during the next 12 months.

	Number of Adults	Percentage of Adults
Take a casino gambling trip	257,480	41%
Travel outside the U.S.	207,240	33%
Take a cruise	131,880	21%



DEMOGRAPHIC PROFILE OF SALT LAKE MARKET TRAVELERS

	Market	Taken a business flight last 12 months	Taken pleasure flight last 12 months	Taken Utah pleasure trip last 12 months	Taken U.S. pleasure trip last 12 months	Likely to take cruise next 12 months	Likely to take international trip next 12 months	Likely to take casino gambling trip next 12 months
Market Share								
Percentage of Adults	100%	29%	55%	58%	65%	21%	33%	41%
Number of Adults	628,000	18,100	347,500	365,100	410,500	131,880	207,240	257,480
Gender								
Male	49%	63%	50%	51%	49%	56%	62%	51%
Female	51%	37%	50%	49%	51%	44%	38%	49%
Age								
18-24	13%	8%	13%	13%	14%	16%	14%	14%
25-34	21%	19%	21%	22%	22%	25%	23%	25%
35-44	24%	34%	24%	27%	25%	25%	26%	27%
45-54	18%	26%	20%	18%	16%	11%	17%	16%
55-64	10%	7%	10%	11%	11%	7%	9%	9%
65 or Older	14%	5%	13%	10%	12%	16%	11%	9%
Homeownership								
Own	75%	80%	79%	81%	77%	74%	77%	70%
Rent	25%	20%	21%	19%	24%	26%	23%	30%
Marital Status								
Married	67%	74%	67%	72%	68%	70%	71%	65%
Single	18%	15%	20%	17%	19%	20%	21%	18%
Divorced	10%	9%	9%	8%	9%	8%	6%	13%
Widowed	5%	2%	5%	3%	5%	2%	3%	5%
Education Level								
Bachelor's Degree or Higher	32%	51%	42%	38%	38%	38%	42%	23%
Some College or Technical Training	33%	31%	33%	32%	35%	36%	30%	37%
High School Grad or Less	35%	18%	25%	30%	27%	26%	28%	40%
Occupation								
Executive, Professional, Technical	29%	49%	36%	33%	34%	35%	37%	27%
Sales, Clerical	24%	21%	24%	23%	23%	24%	21%	27%
Blue Collar	22%	20%	18%	23%	20%	17%	20%	27%
Retired	15%	5%	13%	11%	14%	16%	11%	10%
Homemaker	7%	3%	6%	7%	6%	5%	7%	6%
Not Employed	4%	2%	3%	4%	4%	4%	4%	3%
Household Income								
Below \$25,000	14%	4%	10%	10%	12%	9%	10%	13%
\$25,000 - \$34,999	17%	7%	11%	15%	13%	12%	10%	19%
\$35,000 - \$49,999	25%	21%	23%	25%	24%	24%	21%	26%
\$50,000 - \$74,999	24%	27%	27%	26%	25%	25%	24%	21%
\$75,000 or More	20%	41%	28%	25%	26%	30%	36%	21%
Readership								
Daily	55%	63%	60%	58%	58%	56%	59%	54%
Sunday	65%	71%	71%	68%	70%	69%	70%	63%

TRAVEL ATTITUDES

Percent of adults who agree with the following statements.

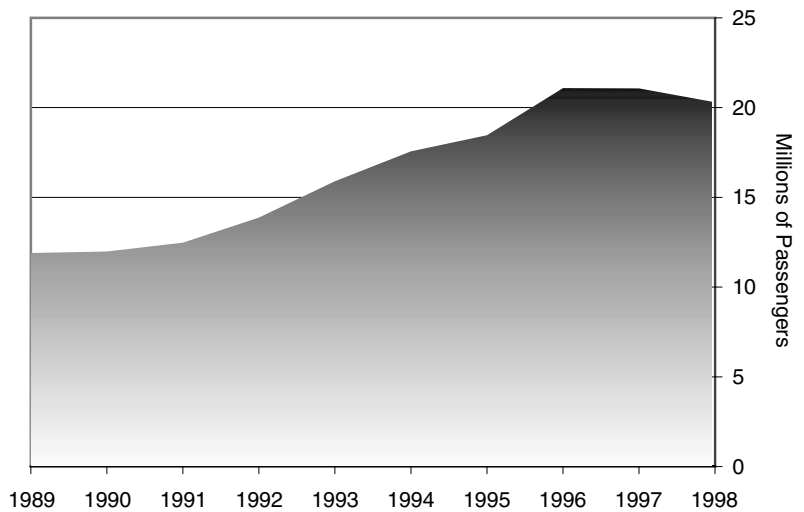
	All adults	Adults who are likely to take a cruise in the next 12 months	Adults who are likely to travel internationally in the next 12 months
I prefer to travel in style, even if it's more expensive.	35%	52%	50%
On vacation, I enjoy the traveling as much as the destination.	70%	80%	70%
I prefer a vacation full of activities, not a quiet, peaceful vacation.	53%	61%	55%
I prefer vacationing with just one friend or family member, not a whole bunch of people.	56%	60%	59%
I prefer to save my money and go all out for big vacations, even if I can't go as often.	51%	57%	54%
When I'm planning a vacation, I look through the newspaper for information on travel and lodging.	40%	48%	40%



NUMBER OF AIRLINE PASSENGERS

Passenger throughput for the Salt Lake City International Airport.

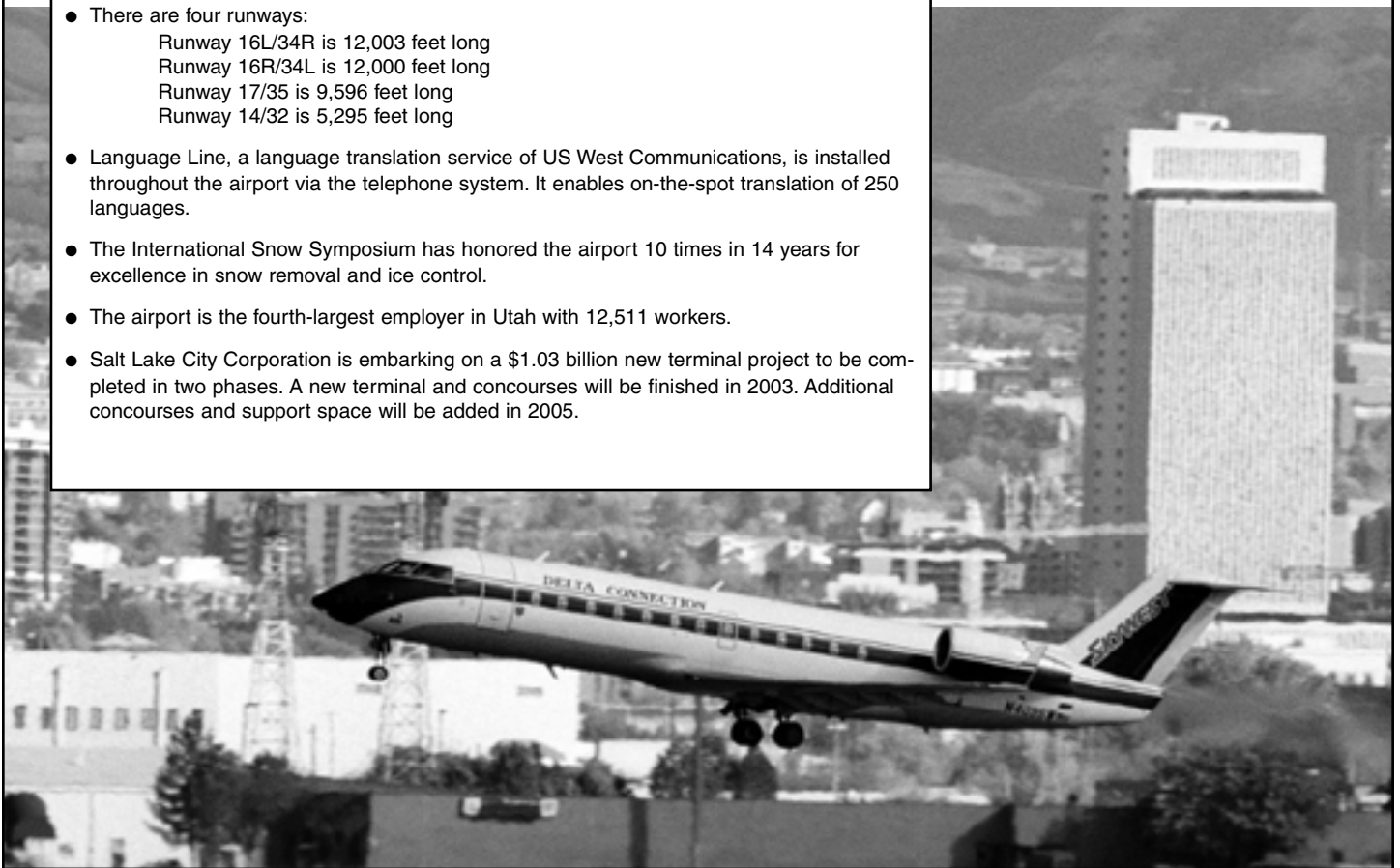
Calendar Year	Passengers
1989	11,898,800
1990	11,982,300
1991	12,477,900
1992	13,870,600
1993	15,894,400
1994	17,564,100
1995	18,460,944
1996	21,088,478
1997	21,068,314
1998	20,297,371



Sources: Salt Lake Airport Authority, Airports Council International

SALT LAKE CITY INTERNATIONAL AIRPORT FACTS

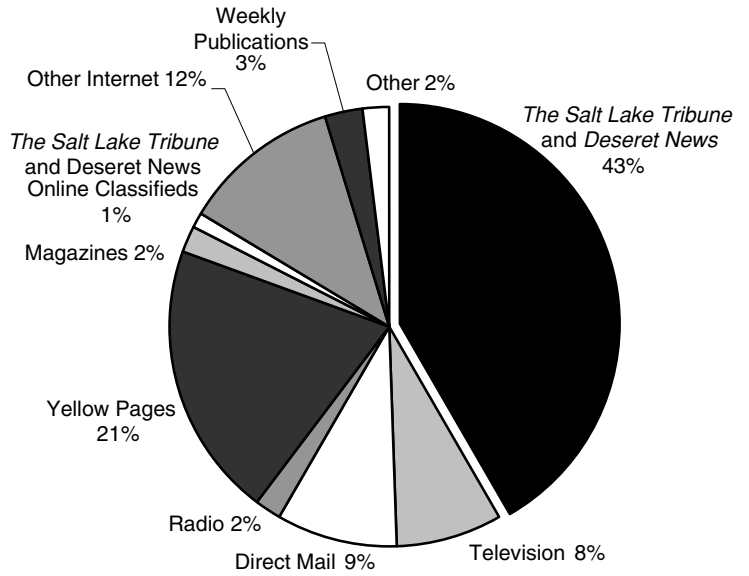
- Eleven airlines: Alpine Aviation, America West, American, Continental, Delta, Frontier, Northwest, SkyWest, Southwest, United and Trans World Airlines operate 331 scheduled daily departures.
- It is Delta Air Lines' third-largest hub. Delta operates 154 scheduled daily departures.
- The airport is situated within two-and-a-half hours from half of the nation's population.
- Currently, non-stop service is offered to 68 domestic cities.
- There are four runways:
 - Runway 16L/34R is 12,003 feet long
 - Runway 16R/34L is 12,000 feet long
 - Runway 17/35 is 9,596 feet long
 - Runway 14/32 is 5,295 feet long
- Language Line, a language translation service of US West Communications, is installed throughout the airport via the telephone system. It enables on-the-spot translation of 250 languages.
- The International Snow Symposium has honored the airport 10 times in 14 years for excellence in snow removal and ice control.
- The airport is the fourth-largest employer in Utah with 12,511 workers.
- Salt Lake City Corporation is embarking on a \$1.03 billion new terminal project to be completed in two phases. A new terminal and concourses will be finished in 2003. Additional concourses and support space will be added in 2005.



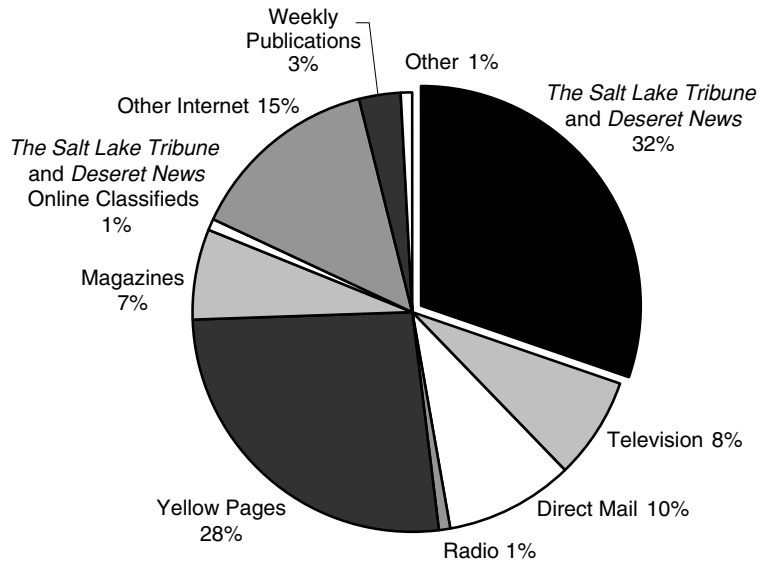
PREFERRED ADVERTISING SOURCE



Preferred advertising source for travel services.



Preferred advertising source for lodging.



Note: percentage may total more than 100 percent because some respondents chose more than one source.

NEWSPAPER AGENCY CORPORATION

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