



Expedia.com – 2009 International Vacation Deprivation™ Survey Results

History:

- This is the ninth year of the annual Expedia.com Vacation Deprivation™ survey which spotlights the growing trend of employed American workers not taking all of their vacation days. Starting in 2005, Expedia expanded the survey globally to compare and contrast vacationing habits internationally. In the 2009 Vacation Deprivation™ survey, vacation habits are analyzed among employed workers in the United States, Canada, Great Britain, Germany, France, Spain, Italy, Austria, Australia, New Zealand and Japan.

Why does Expedia.com care?

- Expedia.com believes that everyone deserves and needs a vacation. Regardless of the number of days people receive or how they want to take them, Expedia.com is a key vacation resource that connects travelers around the globe with great selection and prices for all of their vacation needs.
- Expedia.com has also launched a special site dedicated solely to this topic: www.vacationdeprivation.com.

Please note: This document provides key international and domestic stats that should be credited to Expedia.com if used in the media.

All surveys for the United States, Great Britain, Germany, France, Spain, Italy, and Austria were conducted online by Harris Interactive. Surveys in Australia and New Zealand were fielded by Pureprofile while the survey in Canada was fielded by Harris-Decima/Decima and the survey in Japan was conducted by Macro Mill. See the end of the document for full methodology statements.

United States

Many U.S. employed adults may not be making full use of their vacation days and may not be getting sufficient time away from work. A substantial minority may be sacrificing vacation time for work. And more than one in four employed adults have trouble coping with stress from work at some point in the vacation cycle.

- About one-third of employed U.S. adults (34%) usually do not take all of the vacation days they receive each year – representing an increase from 31 percent reported in 2008. Possible barriers to full use of vacation days include:
 - Getting money back for unused vacation days (11%);
 - The need to schedule vacation time in advance (10%); and,
 - A spouse/partner who is unable to get away from his/her job (10%).
- About two in five employed U.S. adults (37%) report regularly working more than 40 hours per week.
- As in 2008, a sizable minority – 24 percent – of employed adults check work email or voicemail while vacationing.
- About one in five employed adults also reported that they’ve cancelled or postponed vacation plans because of work (19%).
- Roughly one-third of employed U.S. adults (34%) reported feeling better about their job and feeling more productive upon returning from vacation.
- Employed U.S. adults most commonly anticipate using the majority of their vacation time for 2009 by taking a power week (39%) (taking at least one full week of vacation and using the remaining time here and there); a much smaller number (10%) plan to take a full 2 week vacation in 2009.
- More than one-fourth of employed U.S. adults (30%) often have trouble coping with stress from work at some point during the vacation cycle.

Employed U.S. Men VS Employed U.S. Women

Summary: Employed men are still more likely than their female counterparts to work more than 40 hours per week and men receive about two more vacation days per year than women. However, women are more likely than men to feel guilty about taking time off from work.

- Men are more likely than women to regularly work more than 40 hours per week (44% men vs. 29% women).
- Men and women, on average, receive 13-14 vacation days per year (14.3 men, 11.7 women).
- Men are more likely than women to take a 2-week vacation (12% men vs. 8% women).
- However, women are more likely than men to feel guilty about taking time off from work (40% women vs. 29% men).

International Stats

- **Employed adults on average will earn the following number of vacation days in each country in 2009**

(Note: based upon the mean of results including people who did not receive vacation days)

- Employed adults in the United States on average receive about 13 vacation days per year, compared to 14 vacation days per year in 2006, 2007, and 2008.
- Employed adults in Canada on average receive about 19 vacation days per year, compared to 17 vacation days per year in 2008.
- Employed adults in Great Britain on average receive about 26 vacation days per year, compared to 26 days in 2008, and 24 days in 2007 and 2006.
- Employed adults in France on average receive about 38 vacation days per year, compared to 37 days in 2008, 36 days in 2007, and 39 days in 2006.
- Employed adults in Germany on average receive about 27 vacation days per year, compared to 27 days in 2008, 26 days in 2007, and 27 days in 2006.
- Employed adults in Spain on average receive about 30 vacation days per year, compared to 31 days in 2008 and 30 days in 2007.
- Employed adults in Italy on average receive about 31 vacation days per year, compared to 33 days in 2008.
- Employed adults in Austria on average receive about 27 vacation days per year, compared to 28 days in 2008.
- Employed adults in Australia on average receive about 19 vacation days per year, compared to 18 vacation days per year in 2008.
- Employed adults in New Zealand on average receive about 21 vacation days per year.
- Employed adults in Japan on average receive about 15 vacation days per year, compared to 15 vacation days per year in 2008.

- **Each employed adult on average will not take or will “leave on the table” the following number of days per country** *(Note: based upon the mean of results including people who did not take vacation days)*

- Employed adults in the United States on average leave 3 vacation days per year on the table, compared to 3 days in 2008 and 2007, and 4 days in 2006.
- Employed adults in Canada on average leave 2 vacation days per year on the table, compared to 2 days in 2008.
- Employed adults in Great Britain on average leave 2 vacation days per year on the table, compared to 3 days in 2008 and 2007 and 1 day in 2006.
- Employed adults in France on average leave 2 vacation days per year on the table, compared to 2 days in 2008, 3 days in 2007 and 2 days in 2006.
- Employed adults in Germany on average leave 2 vacation day per year on the table, compared to 2 days in 2008 and 1 day in 2007 and 2006.

- Employed adults in Spain on average leave 3 vacation days per year on the table, compared to 4 days in 2008 and 2 days in 2007.
- Employed adults in Italy on average leave 6 vacation days per year on the table, compared to 6 days in 2008.
- Employed adults in Austria on average leave 4 vacation days per year on the table, compared to 4 days in 2008.
- Employed adults in Australia on average leave 3 vacation days per year on the table, compared to 3 days in 2008.
- Employed adults in New Zealand on average leave 3 vacation days per year on the table.
- Employed adults in Japan on average leave 7 vacation days per year on the table, compared to 7 days in 2008.

- **Percentage of employed adults who usually don't take all of their vacation days in each country**

(Note: based upon the mean results including people who did not receive vacation)

- Percentage of employed adults in the United States that usually don't take all of their vacation: 34%
 - 31% in 2008; 35% in 2007; 33% in 2006
- Percentage of employed adults in Canada that usually don't take all of their vacation: 24%
 - 29% in 2008
- Percentage of employed adults in Great Britain that usually don't take all of their vacation: 21%
 - 23% in 2008; 24% in 2007; 19% in 2006
- Percentage of employed adults in France that usually don't take all of their vacation: 22%
 - 20% in 2008; 19% in 2007; 20% in 2006;
- Percentage of employed adults in Germany that usually don't take all of their vacation: 24%
 - 19% in 2008; 17% in 2007; 21% in 2006
- Percentage of employed adults in Spain that usually don't take all of their vacation: 23%
 - 24% in 2008
- Percentage of employed adults in Italy that usually don't take all of their vacation: 44%
 - 47% in 2008
- Percentage of employed adults in Austria that usually don't take all of their vacation: 43%
 - 41% in 2008
- Percentage of employed adults in Australia that usually don't take all of their vacation: 44%
 - 38% in 2008
- Percentage of employed adults in New Zealand that usually don't take all of their vacation: 45%
- Percentage of employed adults in Japan that usually don't take all of their vacation: 92%

Global Primary Statistics											
<i>Based upon the mean of all employed adults</i>	USA	Canada	Great Britain	France	Germany	Spain	Austria	Italy	Australia	New Zealand	Japan
Amount of Vacation Days Received	13	19	26	38	27	30	27	31	19	21	15
Average Amount of Vacation Days Each Employed Person Gives Back	3	2	2	2	2	3	4	6	3	3	7

Estimated Vacation Days Each Country Gives Back Each Year	436 Million Vacation Days (3 * 145,299,000 employed Americans - Bureau of Labor & Statistics)	34,304,970 days (2.03x * 16,899,000 employed Canadians – Statistics Canada)
Estimated Value of Vacation Days Given Back	\$63.33 billion (436 million days * 8 hours * avg hourly wage of \$18.16 from the Bureau of Labor & Statistics)	\$7.5 billion (34,304,970 * 8 hours * avg. hourly wage of \$21.97 from Statistics Canada)

Who Vacations The Best? And the Worst?

The Best:

- France wins the distinction for receiving and taking the most vacation days out of those countries surveyed.
- Employed adults in France receive an average of 38 days of vacation each year, compared to 13 days for U.S. employed adults and 26 days for employed adults in Great Britain.
- And French workers take an average of 36 vacation days per year, compared to 8 days for employed adults in Japan, 11 days for U.S. employed adults, 23 for employed adults in Austria and 24 days for employed adults in Great Britain.

The Worst:

- Throughout the eight years that the Vacation Deprivation survey has been conducted, the U.S. has long-held the dismaying distinction of being the country with the worst vacationing habits. Employed adults in the United States receive the least vacation days per year (13 days). This year however, workers in Japan win the distinction for being the most likely to leave vacation days on the table with 92% reporting they will not use all earned vacation days. Employed adults in Japan will leave an average of seven vacation days on the table.

How did the countries fare overall?

United States – Still gets the least vacation days.

- **Supporting Statement:** U.S. employed adults still received the least amount of vacation days among the countries surveyed. In fact, roughly one-third (34%) do not always take all of their vacation days and it's estimated that U.S. employed adults will be giving back a total of 436 million vacation days in 2009. (*Note – see above chart for calculation.*)

Canada – Canada gets more vacation time in 2009.

- **Supporting Statement:** In Canada, figures show that Canadians are receiving an average of two days more vacation time in 2009 than they were last year, rising from 17 to 19. On average, employed Canadians leave two days per year unused - amounting to over 34 million days of work “given back” to employers.

Great Britain – The most under vacationed country in Europe.

- **Supporting Statement:** On average, employed adults in Great Britain receive less vacation days (26 days) than employed adults in the other European countries surveyed (France – 38 days, Germany – 27 days, Spain – 30 days, Italy – 31 days, and Austria – 27 days).

France – The reigning vacation champions – receives and takes the most vacation days.

- **Supporting Statement:** In 2009, employed French adults on average receive 38 vacation days (including both Conge payes and RTT days) and take 36 vacation days.

Great Britain – Vacation lovers, with the majority of employed adults leaving no vacation days on the table.

- **Supporting Statement:** 79% of employed Great Britain German adults leave zero vacation days on the table, more than employed adults in any other country surveyed. (France takes a close second place with 78%, followed by Spain (77%) and Germany (76%).)

Japan – Most likely to leave vacation days on the table.

- **Supporting Statement:** While workers in Japan receive 15 vacation days (two more than U.S. workers), 92% will not use all earned vacation days. In fact, employed adults will give back an average of seven vacation days.

Methodology Statements

United States, Great Britain, Germany, France, Spain, Italy, Austria

Harris Interactive® fielded the online survey on behalf of Expedia.com between March 12 and March 16, 2009 among a nationwide cross-section of 1,530 employed adults aged 18+ in the United States. The European survey was conducted between March 5 and March 12, 2009 among nationwide cross-section of 565 employed adults aged 16+ in Great Britain, 483 employed adults aged 16+ in France, 512 employed adults aged 16+ in Germany, 557 employed adults aged 16+ in Spain, 591 employed adults aged 16+ in Italy, and 571 employed adults aged 16+ in Austria. The European data were weighted to be representative of the total adult populations of each country on the basis of region, age, sex, education, income and propensity to be online. The U.S. data were weighted to be representative of the total U.S. adult population on the basis of region, age within gender, education, household income, race/ethnicity and propensity to be online.

In theory, with probability samples of this size, one can say with 95 percent certainty that the results for the U.S. sample have a sampling error of plus or minus 2 percentage points, the results for the British, French, German, Italian, Austrian, and Spanish samples have a sampling error of plus or minus 4 percentage points. This online sample is not a probability sample and therefore no theoretical sampling error can be calculated.

Canada

Harris/Decima completed 2,019 online surveys among a random sample of Harris/Decima panel members aged 18 and older, among which 1,330 are employed. The study was conducted from March 24th to March 30th, 2009.

This was a standard panel survey among a random sample of our Canadian panel members. In a fashion similar to a telephone study, email addresses from our panel were pulled at random, according to population and gender specifications, in order to make the study representative of the Canadian population by region and gender. When contacted to solicit participation, participants had no prior knowledge of the subject matter of the study. Harris/Decima controls access to the study through passwords to ensure that respondents can participate only one time. Subsequent to completion of the study, the data was weighted for region, age, gender, and propensity to be online.

**Comparison of the some of the findings to previous years should be interpreted with caution because of the change in survey supplier. However, every effort has been made to maintain the same methodology and market research standards.*

Australia and New Zealand

Pureprofile fielded the online survey on behalf of Expedia.com.au and Expedia.co.nz between March 16 and March 19, 2009 among a nationwide cross-section of 1001 adults aged 18+ in Australia and 1004 adults aged 18+ in New Zealand. The data was weighted to be representative of the total AU and NZ population on the basis of gender, location and age (18-64 years).

With probability samples of this size, one can say with 95 percent certainty that the results for the sample have a sampling error of plus or minus 2 percentage points.

Japan

Macro Mill fielded the Internet research on behalf of Expedia.co.jp between March 30 and April 2, 2009 among a nation-wide cross-section of

516 adults aged 20+ in Japan. The data was weighted to be representative of the total Japanese population on the basis of gender, location and age (20-59 years).

With probability samples of this size, one can say with 95 percent certainty that the results for the sample have a sampling error of plus or minus 2 percentage points.

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