



# RMWorldTravel

with Robert & Mary Carey and Rudy Maxa

♦♦♦♦ Check-In Newsletter ♦♦♦♦

## A Word from the 'Travel Trio' ....



With the 'unofficial' end of summer upon us, and Fall just around the corner, this is perhaps our most favorite time of year to travel. How about you? Yes, if you have a family with school-age kids, travel now is challenging with academic, athletic and extracurricular schedules -- but for others it's a wonderful time to travel. The weather is still nice, the crowds are gone and savings abound almost everywhere. Where's your favorite place to travel this time of year? We'd enjoy hearing from you, so drop us a note via the 'ContactUs' tab at [RMWorldTravel.com](http://RMWorldTravel.com).

In our 2nd quarter *Check-In Newsletter*, we shared some results from our ongoing travel polls and heard from a number of you about them. Since the polls are ever-changing we've decided to share some additional new results here today -- as they're equally as interesting.

- ▶ When planning a big trip, our fans/followers get most of their information/inspiration from -- 35% RMWorldTravel, 13% Family & Friends, 9% Travel Agent, 9% Print Publications, 5% Social Media....
- ▶ What causes our fans/followers to travel the most? 38% Job, 33% Vacation, 16% Visit F&F....
- ▶ Who would our fans/followers most want to sit next to on a plane? 45% Religious Leader, 44% Family & Friends, 5% Travel Industry Leader, 4% High-Profile Athlete, 2% Hollywood Star....
- ▶ What do our fans/followers use for ground transportation when traveling? 54% Car Rental, 15% Executive Sedan/Limo, 12% Taxi, 8% Public Transportation, 7% Uber/Lyft, 4% Car Sharing Service....
- ▶ How many days do our fans/followers travel annually? 32% 26-50 days, 30% 11-25 days, 14% 51-100 days, 13% More than 100 days, 11% Less than 10 days....
- ▶ What's the favorite type of travel souvenir our fans/followers enjoy most? 25% Local Craft/Art, 19% T-Shirt/Hats, 18% Food/Beverage, 18% Stolen Hotel Items, 17% Destination Trinkets, 3% Jewelry....
- ▶ Of our fans/followers who have a fear of flying, here's what concerns them the most -- 23% Turbulence, 19% Take-Off/Landings, 19% Fellow Passengers, 18% Type of Aircraft, 18% Pilots/Flight Crew Experience, 5% Weather....
- ▶ Our fans/followers use the following criteria for choosing their flights -- 36% Direct, 24% Loyalty Program, 17% Type of Aircraft, 10% Preferred Seat, 9% Price, 5% Onboard Amenities....
- ▶ What type of vacation trips do our fans/followers enjoy? 37% Food/Cultural, 24% Beach, 18% Road Trip, 13% Cruise, 5% Theme Parks, 3% Sporting Events....

### "TRAVEL TRIO" FAVORITES

#### Travel Item

Robert - \$2 Bills  
Mary - Eye Mask / Ear Plugs  
Rudy - Good Size Bar of Soap

#### Hotel / Resort Activity

Robert - Golf or Beach  
Mary - Swimming  
Rudy - Skiing

- ▶ What's the average daily tip our fans/followers purport leaving for housekeeping in hotels? 60% Nothing, 18% \$10 per day, 14% \$5 per day, 8% \$2 or \$3 per day....
- ▶ And how often do our fans/followers send postcards when traveling these days? 77% Never, 19% Occasionally, 4% 1 or 2 times per trip....

We're so thankful for the loyal and growing audience that we have across the nation. Our weekly station reach is now over 380 affiliates in the USA and Canada, which translates to over 1.5 million savvy upscale leisure & business travelers.

Wherever you may be headed next -- safe & happy travels.

*Robert, Mary and Rudy*

## 'CHIEF TRAVEL LEADER' SERIES



### Erin Wallace

#### Great Wolf Lodge

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### Sebastian Birkel

#### Sixt Rent a Car

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### Arthur Orduña

#### Avis Budget Group

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### Arnold Donald

#### Carnival Corporation

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### TUNE-IN

The program airs live Saturdays 10:00a-Noon ET.

Our national network travel radio program has a weekly reach of 380+ stations across the USA!

An easy way to listen anytime is via our 24/7 global TuneIn.com Channel or the LISTEN LIVE button on [RMWorldTravel.com](http://RMWorldTravel.com).

### 'DESTINATION SPOTLIGHT' SERIES



**Butch Spyridon**  
Visit Music City CEO



*Click to Listen to this Destination Spotlight from our Recent Broadcast...*

### 'PERSONAL CONNECTION' SERIES

The Travel Corporation CEO BRETT TOLLMAN shares how he's walking the walk in terms of philanthropy and conservation with travel during our 14 Jul 2018 live broadcast ...

[CLICK HERE FOR THE SHOW SEGMENT](#)

When Dr. BILL NOVICK travels, he's providing meaningful impact to kids, families and communities globally, as he explained during our 30 Jun 2018 live broadcast ...

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Ever get a unique travel gift? JOE KITA was given land in the Arctic for Christmas, eventually engaging his passions for travel. He told his story on our 25 Aug 2018 live broadcast ...

[CLICK HERE FOR THE SHOW SEGMENT](#)

### 'WRITE-STUFF' SERIES

Oh the classic American Family Road Trip ... we all certainly have our stories and memories, and so does author RICHARD RATAY, who shared his on our 25 Aug 2018 live broadcast ...

[CLICK HERE FOR THE SHOW SEGMENT](#)

The next time you think your travels didn't go well, remember journalist MICHAEL SCOTT MOORE, who's travels went very badly. He explained on our 18 Aug 2018 live broadcast ...

[CLICK HERE FOR THE SHOW SEGMENT](#)

What does author JULIA REED consider to be some of the South's more embarrassing characteristics? She offered some details on our 11 Aug 2018 live broadcast ...

[CLICK HERE FOR THE SHOW SEGMENT](#)

### AFFILIATE SHOWCASE

Thanks to all of our network radio affiliates across the U.S. & Canada. This month we recognize our Windsor, Ontario affiliate — AM 800 CKLW ...

... and we also recognize our Washington DC affiliate — where our broadcast is we're heard via the trimulcasting stations AM 570 WRC and FM 105.1 & AM 1250 WRCW ...

### RMWorldTravel Minute



Each weekday, the 'Travel Trio' hosts a daily travel commentary that airs across our network of affiliated stations nationwide. Recent episodes of the daily :60 second **RMWorldTravel Minutes** are archived on our website and some are posted to the [CheckIn Newsletter](#). To hear these vignettes, click the links below ...

**1835**

**27-31 Aug 2018**

[CLICK HERE](#)

**1833**

**13-17 Aug 2018**

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**1831**

**30 Jul-3 Aug 2018**

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**THE ANSWER**

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Contact Us @ [RMWorldTravel.com](http://RMWorldTravel.com)