



12.2 Million Affluent People Intend to Travel in 2010

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The newest edition of the Mendelsohn Affluent Survey is out and it shows that 12.2 million affluent people intend to travel in the coming year. Where are they going? How much do they spend? Subscribers to *The Trend*, NTA's monthly research newsletter, can find out.

Want more information like that to help you make important business decisions and get in front of today's consumer in places where they are spending their time? That's exactly what subscribers to *The Trend* receive in their inbox each month. Information on consumer and economic trends, industry research and more are included in this useful tool that is designed to help you successfully navigate today's travel landscape and come out on top.

For only US\$10 a month (US\$120 for the year), you have access to information that can help you grow your business, better understand your customer's needs, target new customers and much more. Don't worry that you've missed a few issues. Subscribers receive a link each month to archives of *The Trend* so you won't skip a beat. To subscribe, e-mail Vice-President of Marketing [Lisa Thompson](#) today.