IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

- 2 from previous wave

Travel Sentiment Study Wave 72
Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months
Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months
Indicated that Transportation Costs Would Greatly Impact their Decision to Travel in the Next Six Months
Impact of Gas Prices on Decisions to Travel in Next Six Months

- 14%: No impact at all
- 15%: Slight impact
- 23%: Moderate impact
- 27%: Significant impact
- 21%: Greatly impact

Travel Sentiment Study Wave 72
Indicated that **Gas Prices**\* Would Greatly Impact their Decision to Travel in the Next Six Months

*Note: Prior to 8/31, respondents were asked about the impact of rising gas prices. Beginning on 8/31, rising was removed from the question.*

Travel Sentiment Study Wave 72
Impact of Inflation on Decisions to Travel in Next Six Months

11% - No impact at all
10% - 1
25% - 2
28% - 3
26% - 4
5 - Greatly impact

Travel Sentiment Study Wave 72
Indicated that inflation* would greatly impact their decision to travel in the next six months.
Impact of Airfare Prices on Decisions to Travel in Next Six Months

- 16% of respondents have no impact at all.
- 10% have a slight impact.
- 23% have a moderate impact.
- 26% have a significant impact.
- 25% have a great impact.

Travel Sentiment Study Wave 72
Indicated that **Airfare Prices** would greatly impact their decision to travel in the next six months.
During the past three years

- I have not moved to another location: 69%
- I moved and did not visit where I lived during a leisure trip before moving: 11%
- I moved and visited where I now live during a leisure trip more than a year before I moved: 9%
- I moved and visited where I now live during a leisure trip less than 6 months before I moved: 6%
- I moved and visited where I now live during a leisure trip 6 – 12 months before I moved: 5%
Importance of Visiting a New Area on a Leisure Trip Before Moving

- 53%: Very Important
- 25%: Neutral
- 14%: Not Important
- 3%: I Don't Know
- 2%: Important
What are the most appealing reasons for visiting small, locally owned businesses while on vacation (e.g., local restaurants, shops, activities)?

- Enjoying the unique environment or experience of a local business: 70%
- Buying from and supporting small, locally owned businesses: 62%
- Browsing and/or buying local products: 58%
- Learning more about locally made products: 48%
- Meeting and talking to local business owners: 39%
- Supporting women and/or minority owned businesses: 35%
What are the most appealing reasons for visiting small, locally owned businesses while on vacation (e.g., local restaurants, shops, activities)?

- Enjoying the unique environment or experience of a local business: 70% (March 29, 2023), 59% (February 16, 2022)
- Buying from and supporting small, locally owned businesses: 62% (March 29, 2023), 62% (February 16, 2022)
- Browsing and/or buying local products: 58% (March 29, 2023), 57% (February 16, 2022)
- Learning more about locally made products: 48% (March 29, 2023), 41% (February 16, 2022)
- Meeting and talking to local business owners: 39% (March 29, 2023), 32% (February 16, 2022)
- Supporting women and/or minority owned businesses: 35% (March 29, 2023), 32% (February 16, 2022)
Where do you typically find information about small, locally owned businesses when planning or on your vacation (e.g., local restaurants, shops, activities)?

- Online search (e.g., Google, Bing): 55%
- Advice from friends, family and/or other visitors: 51%
- Tips and suggestions from locals: 49%
- Online maps (e.g., Google, Apple): 33%
- Official website for the destination: 31%
- Visitor Information Center: 29%
- Online business listings (e.g., Google, TripAdvisor): 28%
- Advertising or signage identifying small, locally owned businesses: 27%
- Official printed visitor guide for the destination: 17%
- Other printed materials (e.g., brochures): 10%
## IMPACT ON TRAVEL PLANS

Where do you typically find information about small, locally owned businesses when planning or on your vacation (e.g., local restaurants, shops, activities)?

<table>
<thead>
<tr>
<th>Information Source</th>
<th>March 29, 2023</th>
<th>February 16, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online search (e.g., Google, Bing)</td>
<td>55%</td>
<td>49%</td>
</tr>
<tr>
<td>Advice from friends, family and/or other visitors</td>
<td>51%</td>
<td>46%</td>
</tr>
<tr>
<td>Tips and suggestions from locals</td>
<td>49%</td>
<td>42%</td>
</tr>
<tr>
<td>Online maps (e.g., Google, Apple)</td>
<td>42%</td>
<td>30%</td>
</tr>
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</tr>
<tr>
<td></td>
<td>8%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Travel Sentiment Study Wave 72
In the last 12 months, what type of video content have you used to inspire, inform, or plan travel in the U.S. or internationally?

- Travel video content via social media (Facebook, Instagram, Twitter, TikTok, Snapchat, etc.): 36%
- I have not used any video in travel research, inspiration, or planning: 34%
- Travel video content via an online video service (YouTube, Vimeo, etc.): 32%
- Travel video content via a streaming service (Netflix, Hulu, Apple, Disney+, etc.): 24%
- Travel TV show(s) via cable or satellite TV: 20%
- Live travel video content via Facebook Live, YouTube Live, Brightcove, Vimeo Live, etc.: 18%
- Other: 1%
IMPACT ON TRAVEL PLANS

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March 29, 2023 | January 20, 2021
Additional Resources

Longwoods International Research
longwoods-intl.com/covid-19

Miles Partnership COVID-19 Communication Center
covid19.milespartnership.com
Thank You