Travel Sentiment Study Wave 73

MAY 10, 2023
Travelers with Travel Plans in the Next Six Months Comparison

*Note: Data spanning multiple years, beginning from 3/11/2020.
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Longwoods International | miles Partneship
Indicated that **Coronavirus** Would Greatly Impact their Decision to Travel in the Next Six Months

*Note: Data spanning multiple years, beginning from 3/11/2020.
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Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months

*Note: Data spanning multiple years, beginning from 3/31/2021.
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Indicated that **Transportation Costs** Would Greatly Impact their Decision to Travel in the Next Six Months

*Note: Data spanning multiple years, beginning from 3/31/2021. Travel Sentiment Study Wave 73*
Impact of Gas Prices on Decisions to Travel in Next Six Months

- 13%: 1 - No impact at all
- 14%: 2
- 24%: 3
- 26%: 4
- 23%: 5 - Greatly impact
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.

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Impact of Inflation on Decisions to Travel in Next Six Months

- 11%: No impact at all
- 11%: Minimal impact
- 21%: Moderate impact
- 30%: Significant impact
- 27%: Greatly impact
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

- 17% No impact at all
- 9% Minor impact
- 21% Moderate impact
- 29% Significant impact
- 25% Greatly impact

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Indicated that **Airfare Prices** Would Greatly Impact their Decision to Travel in the Next Six Months
IMPACT ON TRAVEL PLANS

In the last 12 months have you taken an RV on a leisure road trip?

- I have taken a road trip but not with an RV: 48%
- I have taken my own RV on a road trip: 12%
- I have rented an RV to go on a road trip: 8%
- I have borrowed an RV to go on a road trip: 8%
- I have not taken a road trip in the last 12 months: 28%
During the last 12 months, have you done any of the following while on a road trip:

- Worked remotely: 35%
- Attended a conference/event in person: 25%
- Attended a business meeting in person: 24%
- None of the above: 47%
IMPACT ON TRAVEL PLANS

On your next trip, how likely are you to use an electric vehicle?

- Very likely: 17%
- Somewhat likely: 20%
- Neither likely nor unlikely: 17%
- Somewhat unlikely: 12%
- Very unlikely: 35%
How likely are you to use Chat GPT in the planning process for your next trip?

- Very likely: 14%
- Somewhat likely: 18%
- Neither likely nor unlikely: 15%
- Somewhat unlikely: 8%
- Very unlikely: 18%
- I do not know what Chat GPT is: 27%
Impact on Travel Plans

Perceptions of Travel

1. Traveling with my friends and family brings us closer together
   - Strongly disagree: 4%
   - Disagree: 13%
   - Neutral: 37%
   - Agree: 42%

2. Vacations are one of the things I most look forward to each year
   - Strongly disagree: 5%
   - Disagree: 14%
   - Neutral: 35%
   - Agree: 42%

3. I value making experiences over acquiring more material belongings
   - Strongly disagree: 4%
   - Disagree: 8%
   - Neutral: 19%
   - Agree: 33%
   - Strongly agree: 35%

4. I appreciate travel more now, after experiencing the COVID-19 pandemic travel limitations/restrictions
   - Strongly disagree: 6%
   - Disagree: 23%
   - Neutral: 36%
   - Agree: 29%

5. Travel means more to me now, after experiencing the COVID-19 pandemic travel limitations/restrictions
   - Strongly disagree: 9%
   - Disagree: 24%
   - Neutral: 33%
   - Agree: 29%
Additional Resources

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

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