TRAVEL SENTIMENT STUDY
WAVE 81

Fielded January 10, 2024
U.S. National Sample of 1,000 adults 18+
Travelers with Travel Plans in the Next Six Months Comparison

*Note: Data spanning multiple years, beginning from 1/4/2023.
Travel Sentiment Study Wave 81
Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months

*Note: Data spanning multiple years, beginning from 1/4/2023.

Travel Sentiment Study Wave 81
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

*Note: Data spanning multiple years, beginning from 1/4/2023.*

Travel Sentiment Study Wave 81
Impact of Gas Prices on Decisions to Travel in Next Six Months

- 12%: 1 - No impact at all
- 16%: 2
- 26%: 3
- 23%: 4
- 23%: 5 - Greatly impact

Travel Sentiment Study Wave 81
Indicated that Gas Prices Would Greatly Impact their Decision to Travel in the Next Six Months

*Note: Data spanning multiple years, beginning from 1/4/2023.
Travel Sentiment Study Wave 81
Impact of Inflation on Decisions to Travel in Next Six Months

- 10%: No impact at all
- 13%
- 29%
- 23%
- 26%

1 - No impact at all
2
3
4
5 - Greatly impact
Indicated that **Inflation** Would Greatly Impact their Decision to Travel in the Next Six Months

*Note: Data spanning multiple years, beginning from 1/4/2023.*

Travel Sentiment Study Wave 81
Impact of Airfare Prices on Decisions to Travel in Next Six Months

- 17%: No impact at all
- 9%: Slight impact
- 23%: Moderate impact
- 22%: Considerable impact
- 29%: Greatly impact

Travel Sentiment Study Wave 81
Indicated that **Airfare Prices** Would Greatly Impact their Decision to Travel in the Next Six Months

*Note: Data spanning multiple years, beginning from 1/4/2023.

Travel Sentiment Study Wave 81
When Is Your Next Trip?

- I currently do not have any trips planned: 14%
- Within the next month: 16%
- In 1-2 months: 18%
- In 3-5 months: 35%
- In 6 or more months: 17%
When Is Your Next Trip?

- I currently do not have any trips planned: 8% (January 10, 2024), 10% (March 1, 2023)
- Within the next month: 16% (January 10, 2024), 21% (March 1, 2023)
- In 1-2 months: 18% (January 10, 2024), 26% (March 1, 2023)
- In 3-5 months: 17% (January 10, 2024), 30% (March 1, 2023)
- In 6 or more months: 15% (January 10, 2024), 35% (March 1, 2023)
Perceptions of Travel

Vacations are one of the things I most look forward to each year

Traveling with my friends and family brings us closer together

I value making experiences over acquiring more material belongings

I appreciate travel more now, after experiencing the COVID-19 pandemic travel limitations/restrictions

Travel means more to me now, after experiencing the COVID-19 pandemic travel limitations/restrictions
Perceptions of Travel

- Vacations are one of the things I most look forward to each year
- Traveling with my friends and family brings us closer together
- I value making experiences over acquiring more material belongings
- I appreciate travel more now, after experiencing the COVID-19 pandemic travel limitations/restrictions
- Travel means more to me now, after experiencing the COVID-19 pandemic travel limitations/restrictions
IMPACT ON TRAVEL PLANS

On your most recent trip in the last three months, what level of service did you receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 60%
- A lower level of service than before the pandemic: 22%
- A higher level of service than before the pandemic: 19%

14% Have not taken a trip in last three months
On your most recent trip in the last three months, what level of service did you receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 60% (January 10, 2024), 57% (June 21, 2023)
- A lower level of service than before the pandemic: 22% (January 10, 2024), 22% (June 21, 2023)
- A higher level of service than before the pandemic: 19% (January 10, 2024), 21% (June 21, 2023)
When traveling in the next three months, what level of service do you expect to receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 63%
- A higher level of service than before the pandemic: 27%
- A lower level of service than before the pandemic: 10%
When traveling in the next three months, what level of service do you expect to receive from tourism and hospitality businesses?

- The same level of service as before the pandemic: 63% (60% in June 21, 2023)
- A higher level of service than before the pandemic: 27% (30% in June 21, 2023)
- A lower level of service than before the pandemic: 10% (20% in June 21, 2023)
Compared to last year, which of the following best describes your plans for leisure and vacation travel this year?

- I'll be taking the same number of trips: 54%
- I'll be taking more trips: 31%
- I'll be taking fewer trips: 15%
Additional Resources

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

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