Clarity in a Time of Change
Rebuilding Travel

Travel Sentiment Study Wave 82

February 22, 2024
**IMPACT ON TRAVEL PLANS**

**Travelers with Travel Plans in the Next Six Months Comparison**

91% 93% 93% 91% 91% 89% 91% 89% 89% 92% 91% 91% 92% 93%

*Note: Data spanning multiple years, beginning from 1/4/2023.
Travel Sentiment Study Wave 82*
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 1/4/2023.

Travel Sentiment Study Wave 82
Impact of Personal Financial Situation on Travel Plans

- I'm reducing the amount I spend on retail purchases: 34%
- I'm reducing the number of trips I'm taking: 31%
- I'm reducing the amount I spend on entertainment and recreation: 31%
- I'm choosing destinations closer to home: 30%
- I'm choosing to drive instead of fly: 28%
- I'm reducing the amount I spend on food and beverage: 25%
- I'm reducing the amount I spend on lodging: 18%
- I am choosing not to travel at all: 8%
- I'm canceling trips: 5%
- My financial situation is not impacting my travel plans: 22%
I’m reducing the amount I spend on retail purchases

I’m reducing the number of trips I’m taking

I’m reducing the amount I spend on entertainment and recreation

I’m choosing destinations closer to home

I’m choosing to drive instead of fly

I’m reducing the amount I spend on food and beverage

I’m reducing the amount I spend on lodging

I am choosing not to travel at all

I’m canceling trips

My financial situation is not impacting my travel plans

IMPACT ON TRAVEL PLANS

Travel Sentiment Study Wave 82

February 7, 2024

June 21, 2023
Impacted on Travel Plans

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 82
Impact of Gas Prices on Decisions to Travel in Next Six Months

- 15% of respondents: No impact at all
- 16% of respondents
- 25% of respondents
- 23% of respondents
- 22% of respondents: Greatly impact

Travel Sentiment Study Wave 82
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 82*
Impact of Inflation on Decisions to Travel in Next Six Months

- 12%: No impact at all
- 14%
- 23%
- 25%
- 26%: Greatly impact

Travel Sentiment Study Wave 82
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 82
Impact of Airfare Prices on Decisions to Travel in Next Six Months

1 - No impact at all  9%  23%  27%  23%

1 - No impact at all  2  3  4  5 - Greatly impact
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 82
Are any of the following factors reducing your likelihood of traveling by air at some point in 2024?

- Higher fuel costs raising the cost of flying: 42%
- Crowded airports and planes: 27%
- Risk of flight delays/cancellations: 27%
- Health concerns, including COVID-19: 25%
- Behavior of airline passengers: 22%
- Don't know/Not sure: 3%
Are any of the following factors reducing your likelihood of traveling by air at some point in 2024?

- Higher fuel costs raising the cost of flying: 42% (February 7, 2024) 34% (June 21, 2023)
- Crowded airports and planes: 27% (February 7, 2024) 18% (June 21, 2023)
- Risk of flight delays/cancellations: 27% (February 7, 2024) 25% (June 21, 2023)
- Health concerns, including COVID-19: 25% (February 7, 2024) 17% (June 21, 2023)
- Behavior of airline passengers: 22% (February 7, 2024) 19% (June 21, 2023)
- Don't know/Not sure: 4% (February 7, 2024) 3% (June 21, 2023)
What is your main motivation for leisure travel?

- Rest and relaxation: 21%
- A fun time: 18%
- Spend time with my immediate family/children: 16%
- Spend time with friends and relatives: 16%
- New experiences: 15%
- Benefit mental health: 7%
- Celebrations and milestones: 4%
- Learning and educational purposes: 2%
What is your main motivation for leisure travel?

- Rest and relaxation: 21% (February 7, 2024), 17% (September 13, 2023)
- A fun time: 18% (February 7, 2024), 18% (September 13, 2023)
- Spend time with my immediate family/children: 20% (February 7, 2024), 16% (September 13, 2023)
- Spend time with friends and relatives: 19% (February 7, 2024), 16% (September 13, 2023)
- New experiences: 19% (February 7, 2024), 15% (September 13, 2023)
- Benefit mental health: 7% (February 7, 2024), 5% (September 13, 2023)
- Celebrations and milestones: 4% (February 7, 2024), 3% (September 13, 2023)
- Learning and educational purposes: 2% (February 7, 2024), 1% (September 13, 2023)
In the last six months, have you used Chat GPT in the trip planning process?

- I did not use Chat GPT to plan my trip: 64%
- I used Chat GPT to plan my trip: 14%
- I do not know what Chat GPT is: 22%
In the last six months, have you used Chat GPT in the trip planning process?

- **I did not use Chat GPT to plan my trip**: 64% (February 7, 2024) vs. 64% (October 11, 2023)
- **I used Chat GPT to plan my trip**: 14% (February 7, 2024) vs. 12% (October 11, 2023)
- **I do not know what Chat GPT is**: 22% (February 7, 2024) vs. 24% (October 11, 2023)
How likely are you to use Chat GPT in the planning process for your next trip?

- Very likely: 13%
- Somewhat likely: 18%
- Neither likely nor unlikely: 25%
- Somewhat unlikely: 9%
- Very unlikely: 20%
How likely are you to use Chat GPT in the planning process for your next trip?

- Very likely: 13% (February 7, 2024), 14% (April 26, 2023)
- Somewhat likely: 18% (February 7, 2024), 18% (April 26, 2023)
- Neither likely nor unlikely: 15% (February 7, 2024), 25% (April 26, 2023)
- Somewhat unlikely: 9% (February 7, 2024), 8% (April 26, 2023)
- Very unlikely: 18% (February 7, 2024), 20% (April 26, 2023)
Additional Resources

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

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