Travel Sentiment Study Wave 83

MARCH 21, 2024
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

*Note: Data spanning multiple years, beginning from 1/4/2023. Travel Sentiment Study Wave 83
Next Trip Travelers Will Take

- Travel by car to see friends and relatives within 200 miles in the U.S.: 21%
- Travel by car to see friends and relatives more than 200 miles in the U.S.: 16%
- Travel by plane to see friends and relatives within the U.S.: 16%
- Travel by car for a vacation/getaway within 200 miles (not to see friends or relatives) in the U.S.: 14%
- Travel by car for a vacation/getaway more than 200 miles (not to see friends or relatives) in the U.S.: 13%
- Travel by plane for a vacation/getaway (not to see friends or relatives) in the U.S.: 9%
- Trip to another international destination: 5%
- I don't currently have any travel plans: 3%
- International trip to Canada or Mexico: 2%
- I will vacation at home first (i.e., staycation): 1%
Next Trip Travelers Will Take

- Travel by car to see friends and relatives within 200 miles in the U.S.: 21% (March 6, 2024) vs. 22% (August 16, 2023)
- Travel by car to see friends and relatives more than 200 miles in the U.S.: 16% (March 6, 2024) vs. 16% (August 16, 2023)
- Travel by plane to see friends and relatives within the U.S.: 13% (March 6, 2024) vs. 16% (August 16, 2023)
- Travel by car for a vacation/getaway within 200 miles (not to see friends or relatives) in the U.S.: 13% (March 6, 2024) vs. 14% (August 16, 2023)
- Travel by car for a vacation/getaway more than 200 miles (not to see friends or relatives) in the U.S.: 10% (March 6, 2024) vs. 12% (August 16, 2023)
- Travel by plane for a vacation/getaway (not to see friends or relatives) in the U.S.: 5% (March 6, 2024) vs. 5% (August 16, 2023)
- Trip to another international destination: 5% (March 6, 2024) vs. 5% (August 16, 2023)
- I don't currently have any travel plans: 3% (March 6, 2024) vs. 6% (August 16, 2023)
- International trip to Canada or Mexico: 2% (March 6, 2024) vs. 2% (August 16, 2023)
- I will vacation at home first (i.e., staycation): 1% (March 6, 2024) vs. 1% (August 16, 2023)

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Activities Travelers Plan to Do on Next Leisure Trip

- Visit friends and family: 54%
- Go shopping: 44%
- Explore a city: 44%
- Take a road trip: 39%
- Go to a beach/waterfront: 39%
- Visit a national park, state park, or monument: 27%
- Visit a museum, art gallery, or other arts/cultural institution: 23%
- Visit an amusement park or theme park: 21%
- Explore a rural area: 20%
- Go on a hike or bicycle ride: 20%
- Go to a winery, brewery, or distillery: 19%
- Attend a festival or other non-sports special event: 16%
- Attend an amateur or professional sporting event: 13%
### IMPACT ON TRAVEL PLANS

#### Activities Travelers Plan to Do on Next Leisure Trip

<table>
<thead>
<tr>
<th>Activity</th>
<th>March 6, 2024</th>
<th>March 1, 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit friends and family</td>
<td>47%</td>
<td>54%</td>
</tr>
<tr>
<td>Go shopping</td>
<td>44%</td>
<td>41%</td>
</tr>
<tr>
<td>Explore a city</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Take a road trip</td>
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<td>15%</td>
</tr>
<tr>
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<td>10%</td>
<td>13%</td>
</tr>
</tbody>
</table>
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.

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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 1/4/2023. Travel Sentiment Study Wave 83
Impact of Gas Prices on Decisions to Travel in Next Six Months

13% - No impact at all
13% - 1
27% - 3
26% - 4
20% - 5 - Greatly impact
Indicated that **Gas Prices Would Greatly Impact their Decision to Travel in the Next Six Months**

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Impact of Inflation on Decisions to Travel in Next Six Months

1 - No impact at all
2
3
4
5 - Greatly impact

9% 11% 26% 29% 25%
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.*

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Impact of Airfare Prices on Decisions to Travel in Next Six Months

1 - No impact at all  2  3  4  5 - Greatly impact

17%  9%  22%  28%  24%
Indicated that **Airfare Prices** Would Greatly Impact their Decision to Travel in the Next Six Months

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Influence of Leisure Vacation Planning Sources

- Past visitation or personal experiences in destinations: 4% not influential, 15% somewhat influential, 42% neither influential nor uninfluential, 36% somewhat influential, 31% greatly influential.
- Recommendations from friends & family: 6% not influential, 7% somewhat influential, 21% neither influential nor uninfluential, 43% somewhat influential, 23% greatly influential.
- Television or streaming travel and food shows: 19% not influential, 13% somewhat influential, 28% neither influential nor uninfluential, 31% somewhat influential, 10% greatly influential.
- Annual "Best Places to Visit" lists: 20% not influential, 10% somewhat influential, 30% neither influential nor uninfluential, 31% somewhat influential, 9% greatly influential.
- Magazines/travel related articles: 23% not influential, 15% somewhat influential, 29% neither influential nor uninfluential, 26% somewhat influential, 7% greatly influential.
- Content from travel account/influencer social media posts: 31% not influential, 13% somewhat influential, 26% neither influential nor uninfluential, 24% somewhat influential, 7% greatly influential.

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Are you planning to travel at least 50 miles from home to view the Total Eclipse on April 8th?

Yes - I plan to travel at least 50 miles from my home to view the Total Eclipse: 14%

Yes - I plan to travel less than 50 miles from my home to view the Total Eclipse: 8%

No - I plan not to travel and will view the Total Eclipse from my home: 37%

No - I do not plan to view the Total Eclipse: 26%

I did not know there was a Total Eclipse: 15%
Among those who plan to travel at least 50 miles from their home

What is the planned length of your trip to view the Total Eclipse on April 8th?

- Overnight - will spend 1-2 nights away from home: 43%
- Day trip - will return home the same day: 27%
- Overnight - will spend 3-5 nights away from home: 20%
- Overnight - will spend more than 5 nights away from home: 10%
Additional Resources

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

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