Travel Sentiment Study Wave 84

APRIL 25, 2024
TRAVEL SENTIMENT STUDY
WAVE 84

Fielded April 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 84*
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 84
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.

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

- 13% 1 - No impact at all
- 17% 2
- 27% 3
- 22% 4
- 21% 5 - Greatly impact

Travel Sentiment Study Wave 84
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 84
Impact of Inflation on Decisions to Travel in Next Six Months

10% - No impact at all
15%
26%
24%
25% - Greatly impact

Travel Sentiment Study Wave 84
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 84
Impact of Airfare Prices on Decisions to Travel in Next Six Months

16% 14% 22% 24% 24%

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 84
Did you travel away from home to view the Total Eclipse on April 8th?

- Yes - I traveled at least 50 miles from my home to view the Total Eclipse: 7%
- Yes - I traveled less than 50 miles from my home to view the Total Eclipse: 8%
- I did not know there was a Total Eclipse: 2%
Among those who traveled at least 50 miles from their home

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

- Day trip - returned home the same day: 44%
- Overnight - spent 1-2 nights away from home: 39%
- Overnight - spent 3-5 nights away from home: 9%
- Overnight - spent more than 5 nights away from home: 7%
When thinking of travel this summer, what travel plans do you have that involve traveling with others?

- Traveling with my spouse/significant other: 52%
- Traveling with my immediate family/children: 45%
- Traveling with close friends: 28%
- Traveling with extended family: 17%
- I plan on only traveling by myself: 13%
Compared to last year, how much do you plan to spend on travel this summer?

- More spending: 30%
- About the same amount of spending: 56%
- Less spending: 14%
- Do not have summer travel plans: 4%
Please indicate your level of agreement with the following statements regarding your work activities compared to 2020/2021:

- I am less likely to work during leisure travel: 6% Strongly disagree, 7% Disagree, 24% Neutral, 27% Agree, 36% Strongly Agree
- I am more focused on having a work/life balance: 6% Strongly disagree, 4% Disagree, 28% Neutral, 35% Agree, 27% Strongly Agree
- I am more likely to work on-site than remotely: 15% Strongly disagree, 13% Disagree, 29% Neutral, 20% Agree, 24% Strongly Agree
- I am more likely to work from my home rather than temporary accommodations in another area: 17% Strongly disagree, 12% Disagree, 32% Neutral, 24% Agree, 16% Strongly Agree
- I am more likely to include leisure travel activities on my business trips: 17% Strongly disagree, 11% Disagree, 36% Neutral, 26% Agree, 10% Strongly Agree
Strongly agree with the following statements regarding your work activities compared to 2020/2021:

- I am less likely to work during leisure travel: 36% (April 10, 2024), 28% (February 1, 2023)
- I am more focused on having a work/life balance: 27% (April 10, 2024), 25% (February 1, 2023)
- I am more likely to work on-site than remotely: 24% (April 10, 2024), 20% (February 1, 2023)
- I am more likely to work from my home rather than temporary accommodations in another area: 16% (April 10, 2024), 17% (February 1, 2023)
- I am more likely to include leisure travel activities on my business trips: 10% (April 10, 2024), 10% (February 1, 2023)
Additional Resources

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

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