

Fall 2022

CONSUMER TRAVEL SENTIMENTS



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Travel + The Economy

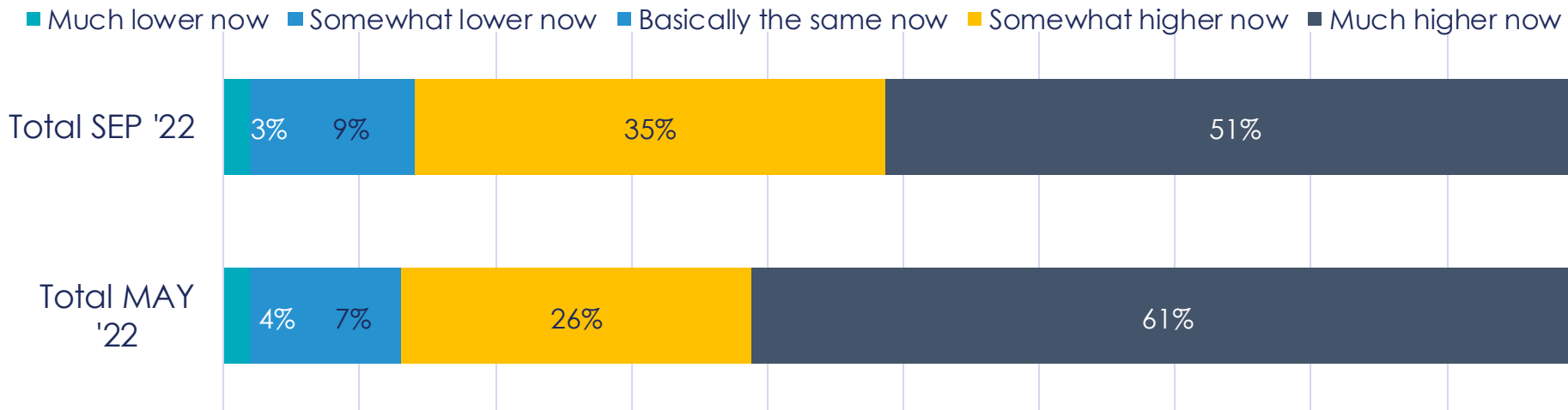
Top Findings



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Inflation on the Minds of Americans

Nearly 9 in 10 travelers still feel the impacts of inflation on consumer goods.

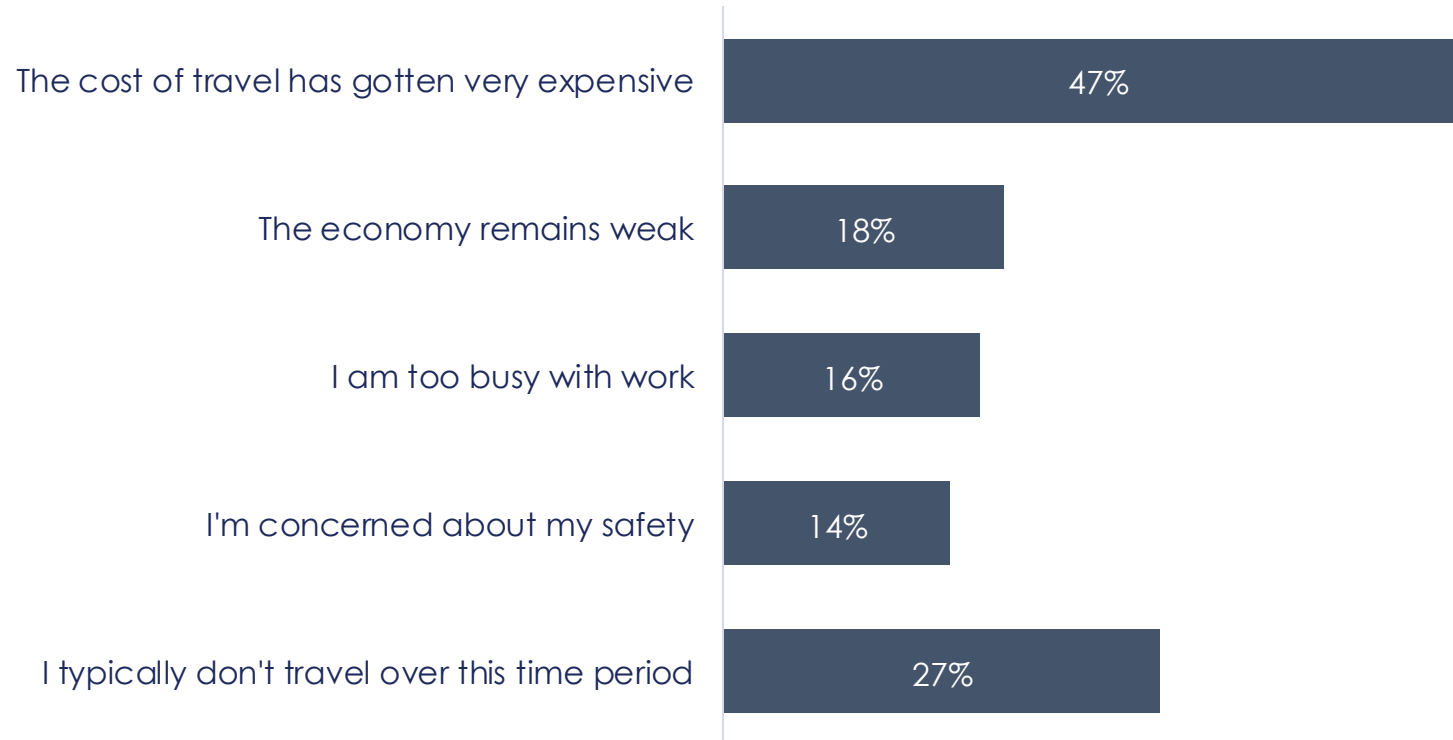


Q. Compared to the six months prior to the pandemic, would you say that prices for the consumer items you regularly buy are...



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Inflation and the Economy are Top Inhibitors for Those Not Planning to Travel



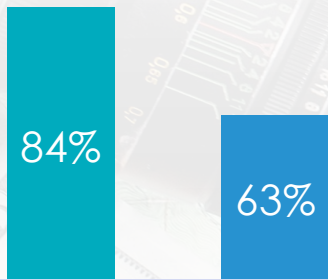
Q: Which if any of the following, are reasons why you may not or will not travel for the balance of the year?



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Anticipated costs are significantly more problematic inhibitors to international travel than they were in May 2022.

■ SEP '22 ■ MAY '22



The cost

What made travelers' recent vacation worse?

	September '22	May '22
The prices are so much higher than pre-pandemic	61%	59%
Staffing shortages created guests service issues	48%	46%



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57%

of Americans believe that airports and airlines are understaffed.

of. **56%** of Americans believe that disruptions in travel today are a precursor for future innovations.



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Anticipated Costs are Significantly More Problematic Inhibitors to International Travel Than They Were in May

Q. Which, if any, of the following are key reasons why you are hesitant to travel internationally now?



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Travel Remains Top Priority

Top Findings



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Despite economic pressures, people aren't holding back on travel

40% of travelers are spending more on travel this year, compared to pre-pandemic.

This ranks the highest spend category vs.

36% - spending more on automotive

32% - spending more on home improvement

31% - spending more on home entertainment

28% - spending more on electronics & technology



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Despite economic pressures, people aren't holding back on travel

85% Have traveled within the past nine months

75% Of Americans plan to spend the same or more on travel in 2023



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40%

of travelers feel that **NOTHING IS GOING TO STOP THEM TAKING A VACATION**

Taking a dream vacation still tops planned discretionary purchases for the next six months.

25%

of travelers plan to **TAKE A DREAM VACATION BY MARCH 2023**



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Investing in Travel

Top Findings



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64%

Will travel for Thanksgiving.

66%

Will travel in December.

38%

Will travel for New Years Eve.

Will travel for Thanksgiving



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A woman with dark hair tied back, wearing a light-colored sweater, is sitting on a balcony with a dark metal railing. She is looking out towards the Eiffel Tower in Paris. The background shows a clear sky and some buildings. The overall scene is bright and sunny.

77%

of Americans put travel at the top of their priority list.

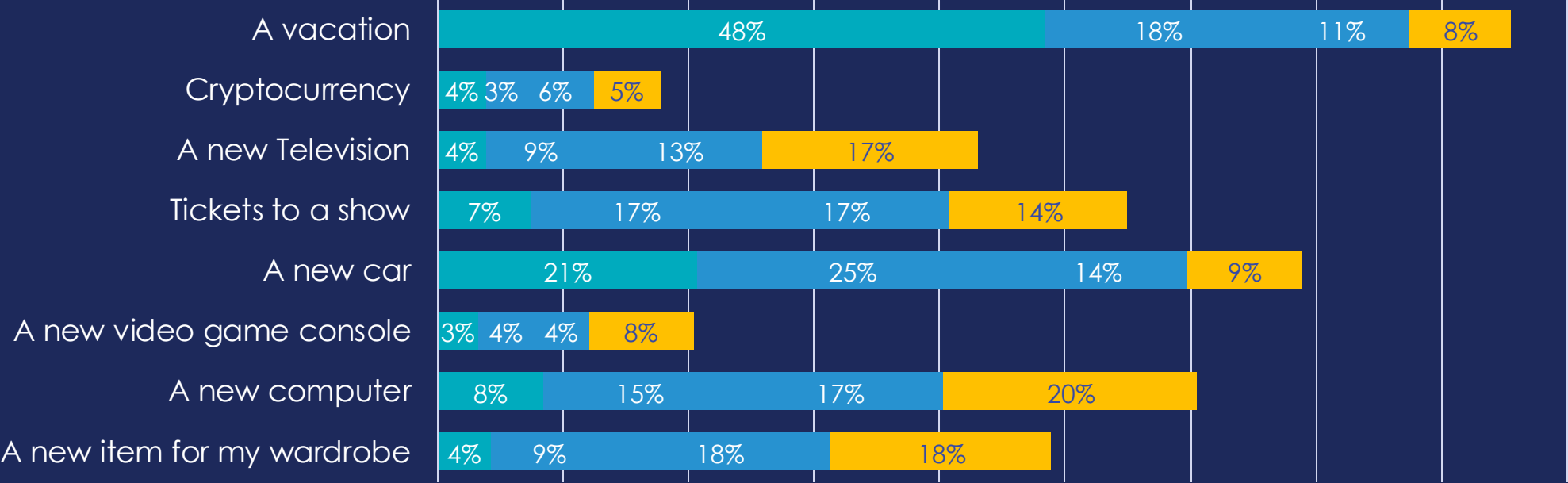
70% look at travel as a reward for what we've had to deal with over the past two years.



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TRAVEL IS OVERWHELMINGLY SEEN AS THE BEST INVESTMENT IN THESE TIMES

■ Ranked 1st ■ Ranked 2nd ■ Ranked 3rd ■ Ranked 4th



Q. Please rank the following based on which you personally feel would provide you with a better enjoyment and value for your investment?



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It's not economics, it's psychology

Top Findings



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People “Need” a Vacation

80% of people say a vacation would do wonders for their mental health



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76%

of people feel that being able to travel where they want to is important to their mental health.



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65% of Americans subscribe to the adage that **YOU ONLY LIVE ONCE**, so now is the time to get back out there and see the world.



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Netflix & Chill? No match for “Go & See”

55% of travelers under 35
are streaming less and
traveling more



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25% of travelers are planning to hit the beach for their next vacation.

Sun & Sand continues to rank the highest in most desired destination types.



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64%

of Americans think it's more important now to book a vacation further out from their travel dates, compared to before the pandemic.

48%

of Americans plan feel that the expertise of a travel advisor will put them more at ease.

67%

of Americans plan feel that planning a trip is more complicated now vs. pre-pandemic



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THANK YOU!

Questions? Need commentary?

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Methodology

15-minute Online Survey with representative national sample of N=524 Americans who traveled 50 miles or more from home and spent 1+ nights in a hotel or other paid lodging between September 2019 and the present

Fieldwork conducted late September 2022



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