PORTRAIT OF AMERICAN TRAVELERS®

Spring 2024

MMGY Travel Intelligence

Table of Contents

MMGY Travel Intelligence

Methodology

MMGY Global's *Portrait of American Travelers®* deals exclusively with leisure travel. The travel trend information presented in this report was obtained from interviews with 4,500 U.S. adults in February 2024.

This report primarily focuses on active leisure travelers, defined as those who intend to take at least one overnight leisure trip during the next 12 months. There were a total of 3,446 active leisure travelers. At the bottom of each slide, the "Base" will detail the audience represented in the data.

Respondents were selected randomly and participated in a 20-minute online survey. The sample has been balanced by statistical weighting to ensure the data is representative of all leisure travelers in America.

The five generations of adults surveyed are defined below. Due to the small number of Silent/GI respondents, we did not include their individual results in this report.

The error interval of the statistical estimates appearing in this report (for n=3,446) is +/- 1.64% at the 95% level of confidence.

Generation	Age	% of Respondents
Gen Zers	18–24	14%
Millennials	25–40	28%
Gen Xers	41–56	24%
Boomers	57–75	30%
Silent/GI	76+	3%


Key Insights
MMGY Travel Intelligence

Key Insights

Traveler Outlook

- As we move into 2024, it's poised to be a strong year for travel with travel intentions of U.S. adults increasing from this time last year. Three-quarters of U.S. adults (76%) are planning to take a vacation in the next 12 months, up from 70% this time last year. Nearly two-thirds (64%) of these travelers are planning to take a vacation during the next six months. These intentions are also up from the previous wave (October 2023), when 58% reported travel intentions in the next six months.
- Compared to winter 2023, travelers report that inflationary pressures (down from 31% to 27%) and the price of gas (down from 27% to 22%) are having less of an impact on their travel plans in the next six months.
- We are also seeing the Traveler Sentiment Index™ (TSI) display an increase from spring 2023, up from 109 to 113. With the exception of perceived safety of travel, which decreased by 6 points, all TSI components increased from this time last year including interest in travel (up 5 points), perceived affordability of travel (up 5 points), time available for travel (up 6 points) and personal finances available for travel (up 6 points).
- Exploring what may be causing this decrease in perceptions of safety of travel in the TSI, we see that compared to this time last year, slightly fewer travelers consider taking an international trip to be safe. This percentage is down from 52% who reported it to be safe last year to 48% this year. We did not see any difference in perceptions of safety for domestic travel, and we continue to see perceptions of safety related to the pandemic decreasing. We are not seeing this decrease in the perception of safety impacting intentions to travel internationally yet, but it will be an important factor to watch in the upcoming waves in the case that unrest and ongoing international conflicts start to impact international travel intentions as a whole.
- Despite a decrease in the number of trips travelers are planning to take, travel spending intentions for the year ahead have reached the highest level we've recorded since the COVID-19 pandemic. This increase can be mostly attributed to Millennials and those with household incomes of $100,000 or more, both groups displaying a significantly higher average spending intention than what was observed this time last year (Millennials: up from $2,835 to $3,486; $100K+ HHI: up from $6,121 to $6,542).

Key Insights

Where People Want to Visit

- Hawaii (67%), Florida (66%), California (57%) and Colorado (56%) garner the most state interest among active leisure travelers, with interest in Florida and Colorado increasing from this same time last year (Florida: up from 63% to 67%; Colorado: up from 50% to 56%).
- Las Vegas (59%), Maui (58%), Honolulu (58%), the Island of Hawaii (57%) and the Florida Keys/Key West (57%) garner the most destination interest among active leisure travelers, with interest in Las Vegas, Maui and the Florida Keys/Key West increasing from last year (Las Vegas: up from 54% to 59%; Maui: up from 53% to 58%; Florida Keys/Key West: up from 52% to 57%).

Sustainability in Travel

- More than 1 in 10 active leisure travelers (15%) indicate they are greatly impacted (5 on a 5-point scale) by a travel service provider's focus on sustainability and environmental considerations when making travel decisions. This is especially true for younger generations with one-quarter of Gen Zers (22%) and Millennials (26%) reporting this level of impact, more so than older generations (Gen Xers: 13%; Boomers: 5%).
- Nearly 6 in 10 active leisure travelers (56%) are willing to pay more to patronize travel service providers who demonstrate environmental responsibility, with 3 in 10 (29%) willing to spend 1%–5% more and 2 in 10 (19%) willing to spend 6%–10% more. This willingness to pay more has decreased slightly from this time last year (down from 60% to 56%) with fewer Millennials, Gen Xers and travelers with children reporting willingness (Millennials: down from 78% to 73%; Gen Xers: down from 58% to 49%; Travelers with children: down from 78% to 71%). Despite these decreases from last year, younger generations and travelers with children are most willing to pay more to patronize these travel providers.
- Similar to last year, 8 in 10 active leisure travelers (81%) are willing to change their travel behaviors to reduce their environmental impact. The behaviors they're most willing to change include visiting destinations in the off-season to reduce overcrowding (48%), using fewer single-use plastics while traveling (39%) and driving to their destination rather than flying (33%). Similar to their willingness to pay more to patronize environmentally responsible providers, younger travelers are also willing to pay additional fees that will help fund sustainability programs, more so than older travelers who appear more likely to alter behaviors rather than pay a monetary premium to support sustainability initiatives in the places they visit.

Key Insights

Sustainability in Travel (cont.)

- Climate change and tourism overcrowding are playing a larger role in destination decisions. Compared to last year, significantly more travelers agree that climate change (up from 40% to 44%) and tourism overcrowding (up from 55% to 60%) will influence which destinations they plan to visit in the next 5–10 years.

Sources of Travel Information

- Continuing the trend from spring 2023, travelers are turning to more websites for travel information. More travelers reported regular usage of many of the travel websites included in this study, such as Expedia (up from 27% to 34%), Booking.com (up from 21% to 28%), Hotels.com (up from 22% to 25%) and Travelocity (up from 15% to 22%).

- After the pandemic we observed a shift away from booking with OTAs to booking directly with travel service providers. As we move further away from the pandemic and concerns about cancellations and rising costs, we're seeing a shift back to OTA bookings. Nearly half of active leisure travelers (45%) are using OTAs to make travel reservations, up from 39% in spring 2023, while 4 in 10 (41%) are using travel service provider websites, down from 44% in 2023.

Accommodations

- Although traditional chain-affiliated hotels are still the most popular type of accommodation, significantly more travelers are interested in staying in a resort (up from 44% to 47%), short-term vacation rental (up from 29% to 35%), or bed-and-breakfast (up from 27% to 33%) in the next 12 months compared to the percentage who reported interest this time last year. Younger travelers continue to further the popularity of nontraditional travel accommodations. While more than 4 in 10 Millennials (44%) and one-quarter of Gen Zers (27%) are interested in staying in a traditional chain-affiliated hotel, about half are interested in staying in a resort (Gen Zers: 46%; Millennials: 50%), and about 4 in 10 are interested in short-term vacation rentals (Gen Zers: 36%; Millennials: 41%). Half of Gen Zers (48%) and 4 in 10 Millennials (37%) are also interested in staying in a bed-and-breakfast on vacation.

Key Insights

Accommodations (cont.)

- Travelers are being more selective when choosing their accommodations compared to last year with the importance of many features increasing, including location (up from 60% to 64%), value for the price (up from 57% to 63%), room rate (up from 53% to 56%), available dining options (up from 35% to 40%) and free public area internet access (up from 35% to 40%). This applies to in-room amenities as well. Compared to last year, more travelers are also finding many of the in-room attributes mentioned in this study to be important, including free internet access (up from 59% to 62%), a refrigerator (up from 51% to 55%), the size and layout of their room (up from 43% to 46%), a microwave (up from 39% to 42%), and proper water temperature and pressure (up from 38% to 41%).

Vacation Motivators and Activities

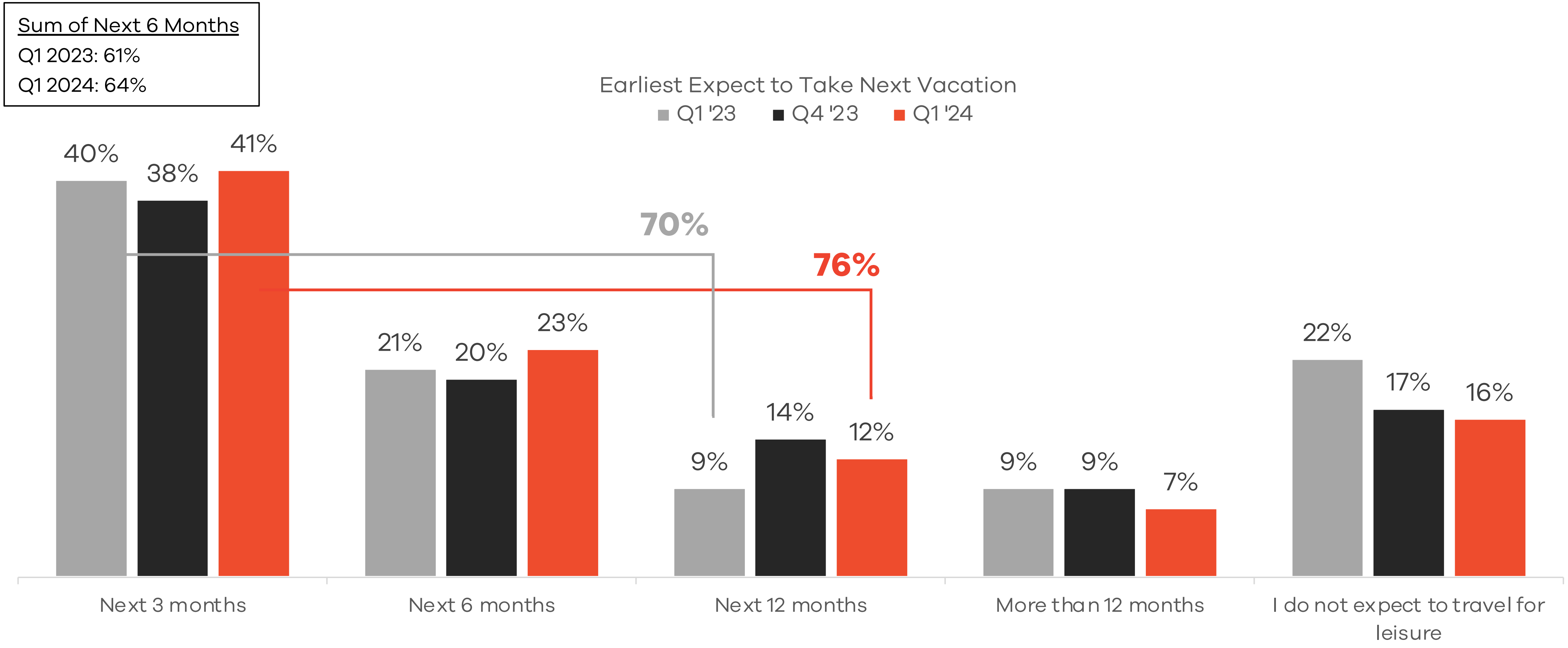
- Artificial Intelligence (AI) continues to be a source travelers turn to when planning travel. Three in 10 active leisure travelers have used ChatGPT or another AI tool for travel planning (31%), unchanged from the percentage reported in the last wave. These travelers are using it to inspire travel ideas (40%) and to suggest activities of interest when traveling (40%). Younger travelers continue to be the most likely to turn to AI for travel planning.
- Travelers report more motivations to travel than last year, with an increased number citing many of the top motivators to travel compared to this time last year. Nearly 8 in 10 travelers report being motivated to travel to spend time with their significant other and/or children (up from 74% to 78%) or to get away and unplug (up from 72% to 77%). More travelers are also motivated to travel to visit friends and family (up from 60% to 66%), to experience different cultures (up from 58% to 63%) and new cuisines (up from 54% to 59%), and for self-discovery (up from 43% to 46%).

International Travel Intentions

- Interest in international travel remains strong with 8 in 10 active leisure travelers interested in traveling internationally within the next two years (81%), unchanged from this time last year (81%). Interest in visiting many international destinations has increased from last year including Europe (up from 48% to 52%), the Caribbean (up from 42% to 45%), Canada (up from 37% to 40%), Asia (up from 17% to 20%), Oceania (up from 17% to 19%) and South America (up from 16% to 18%).


Travel
Outlook
Snapshot
MMGY Travel Intelligence

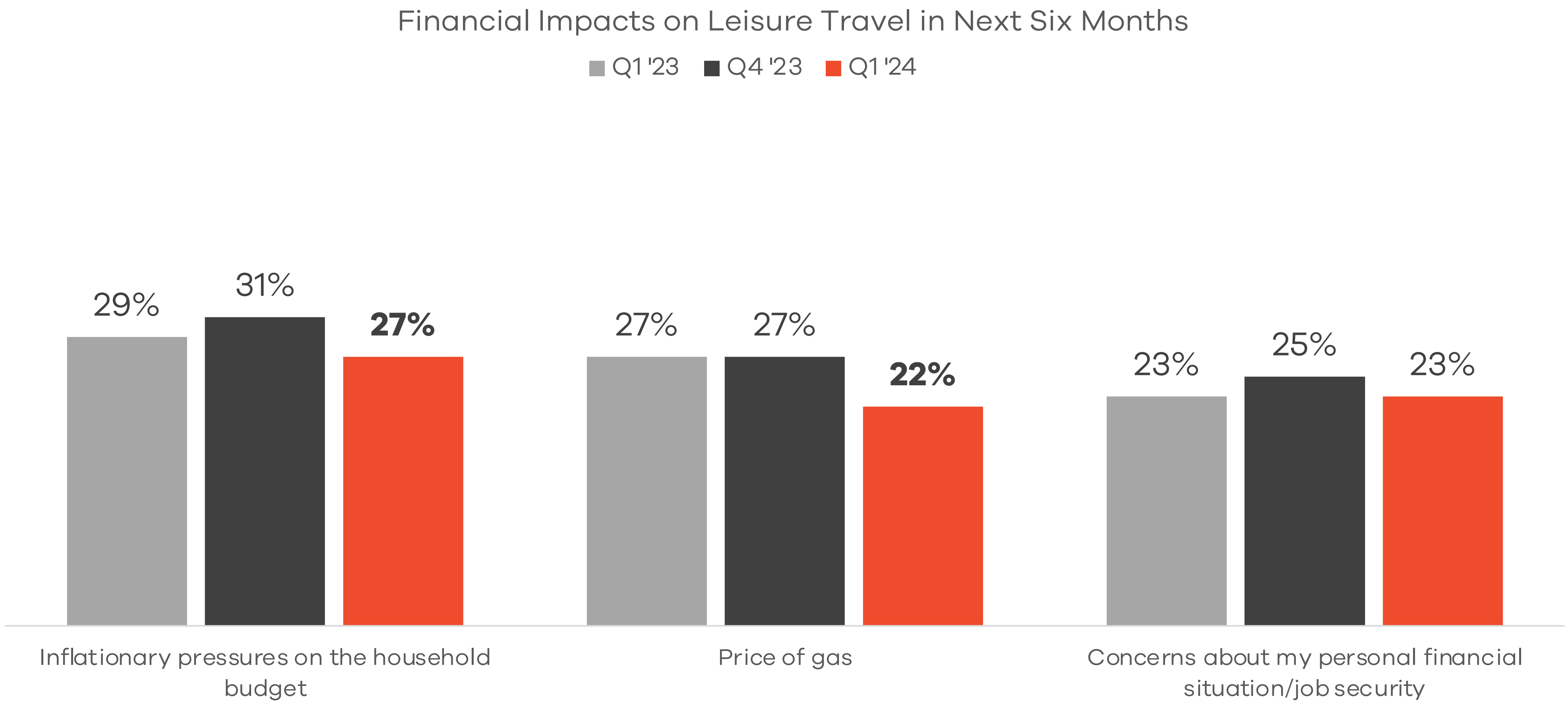
Short-Term Travel Intentions Have Increased From Both Last Quarter and This Time Last Year.



Base: U.S. adults (n=4,500)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

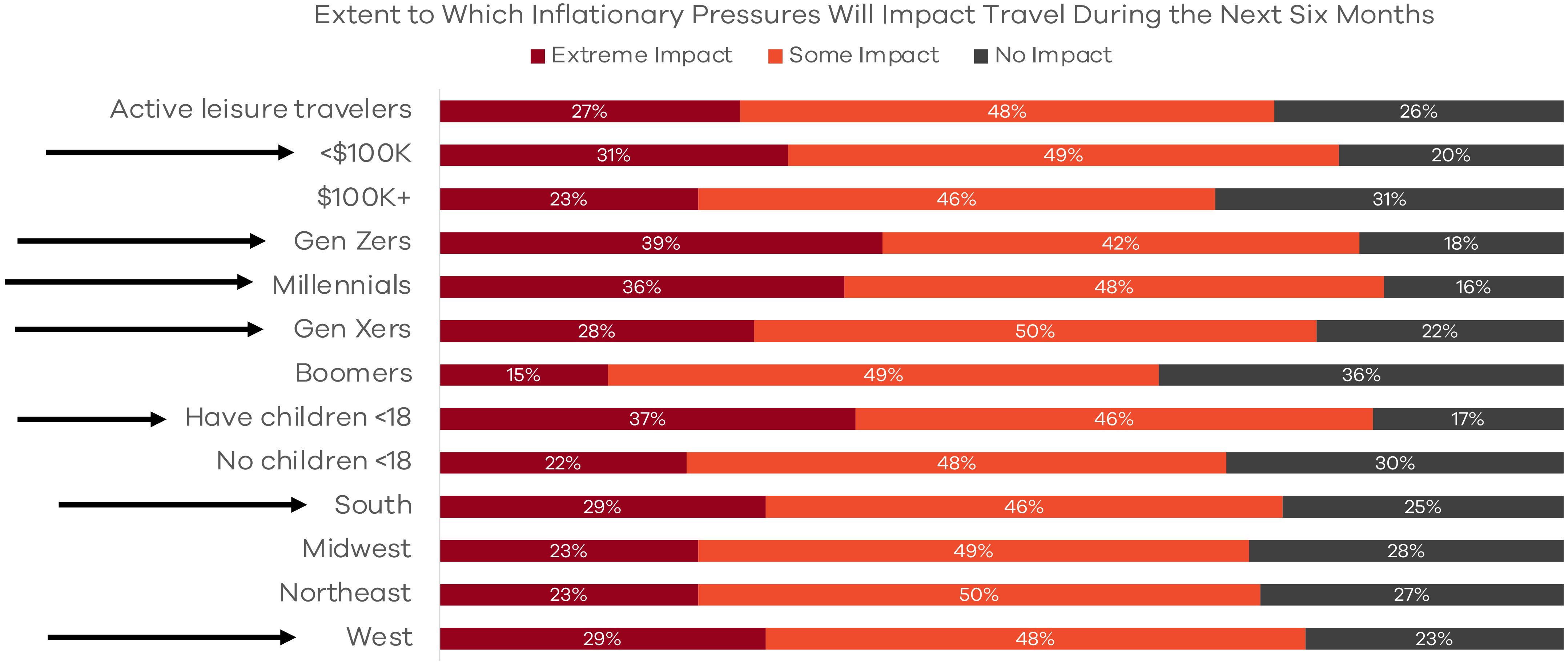
MMGY Travel Intelligence

The Impacts of Inflationary Pressures and the Price of Gas on Leisure Travel Have Decreased Significantly From Last Wave.



Data in bold indicates a statistically significant difference from Q4 2023.
Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

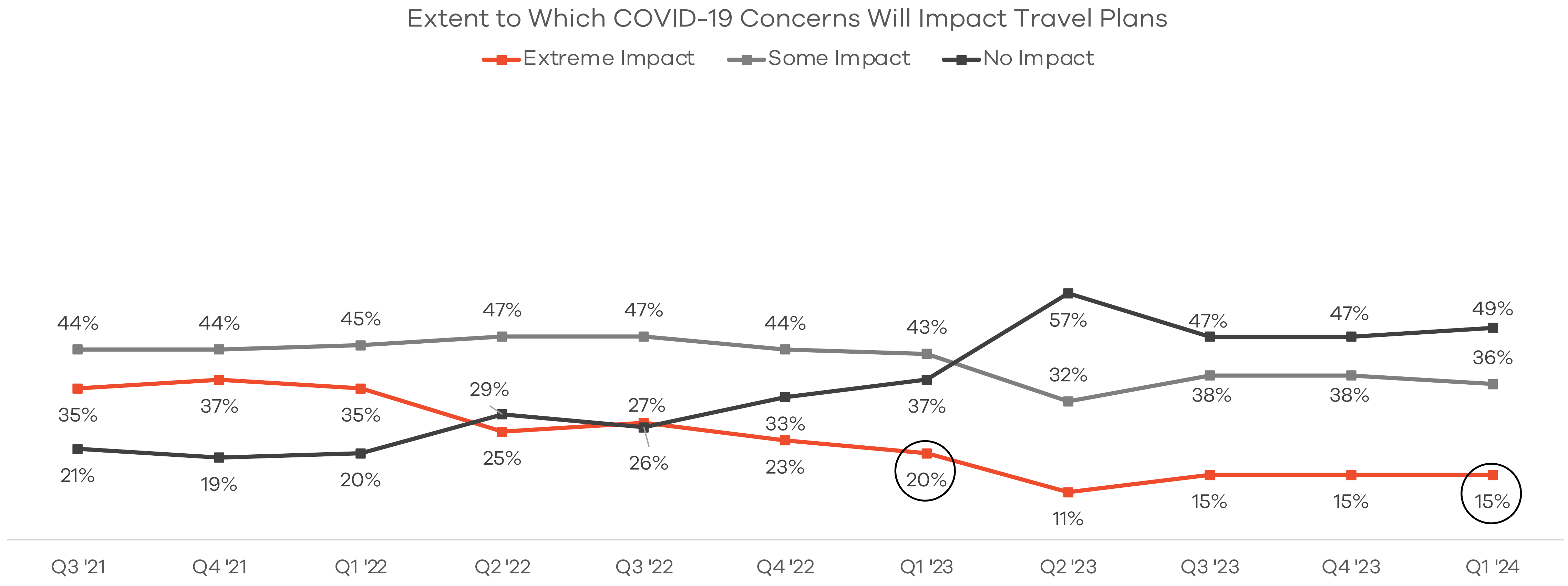
Inflationary Pressures Are More Likely to Have an Extreme Impact on Gen Zers, Millennials, Gen Xers, Those With Lower Household Incomes, Families, and Those Who Reside in the South or West.



Base: Active leisure travelers (n=3,446)

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

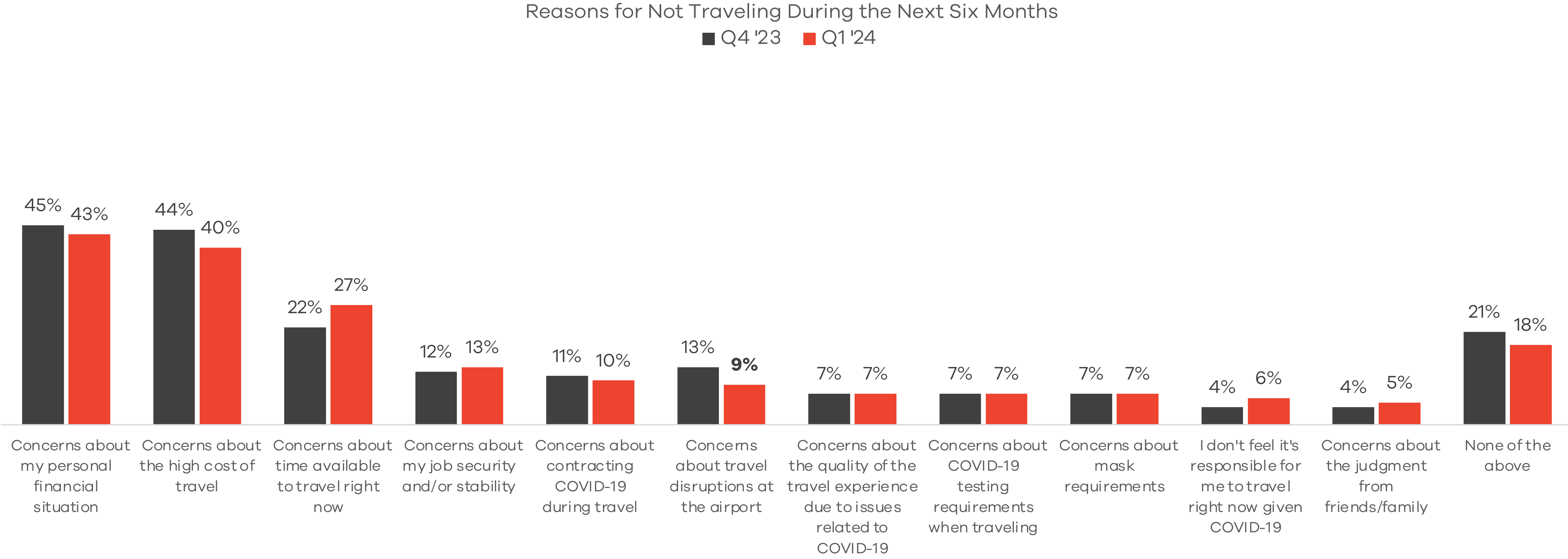
The Impact of COVID-19 on Travel Plans Is Unchanged From the Previous Two Waves.



Base: Active leisure travelers (n=3,446)

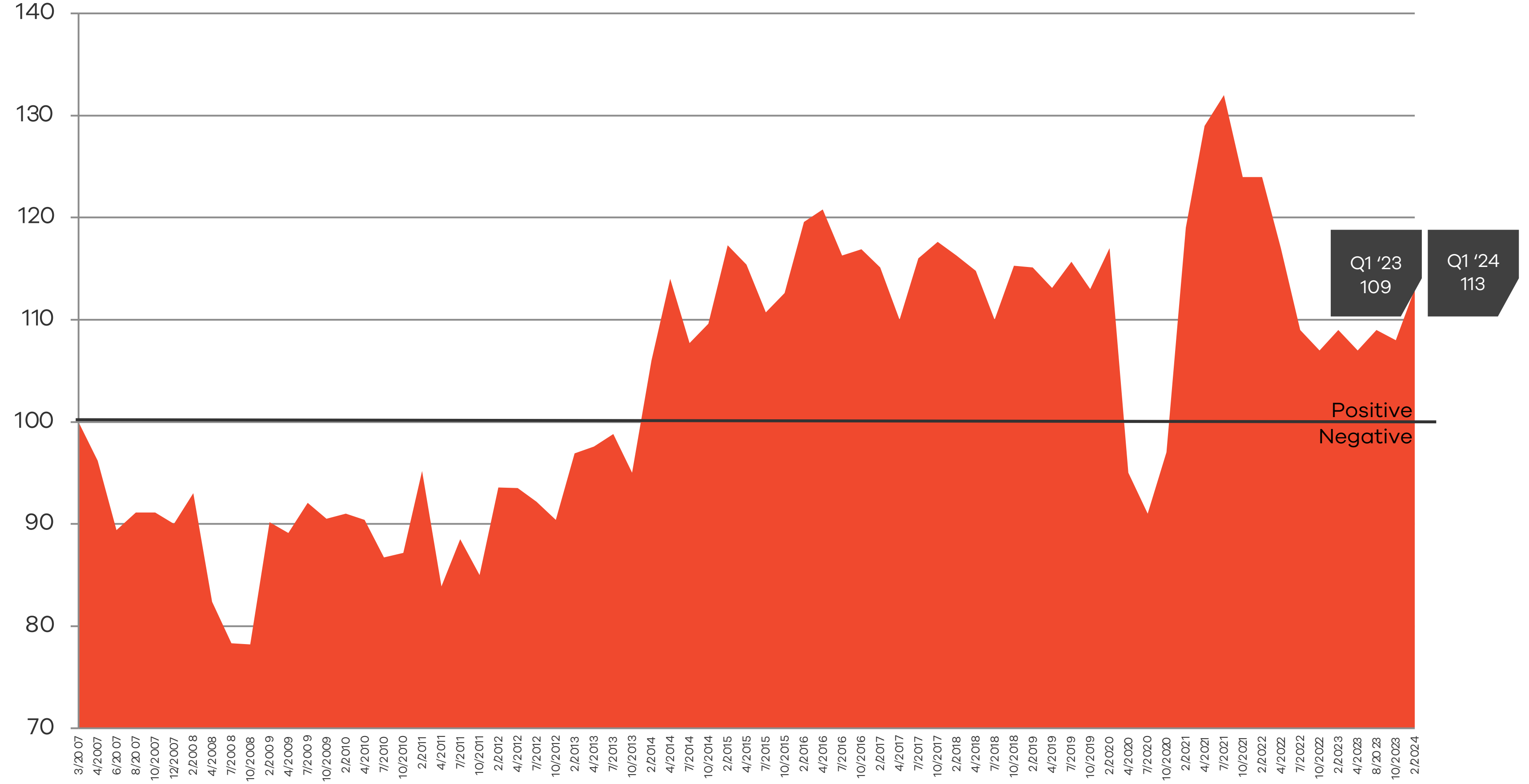
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

Concerns About Finances and the High Cost of Travel Continue to Be Top of Mind for Travelers Deciding Not to Travel in the Short-Term, Both Displaying Little Change in Impact From Last Wave.



Data in bold indicates a statistically significant difference from Q4 2023.
Base: Active leisure travelers without travel plans during the next six months (n=560)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

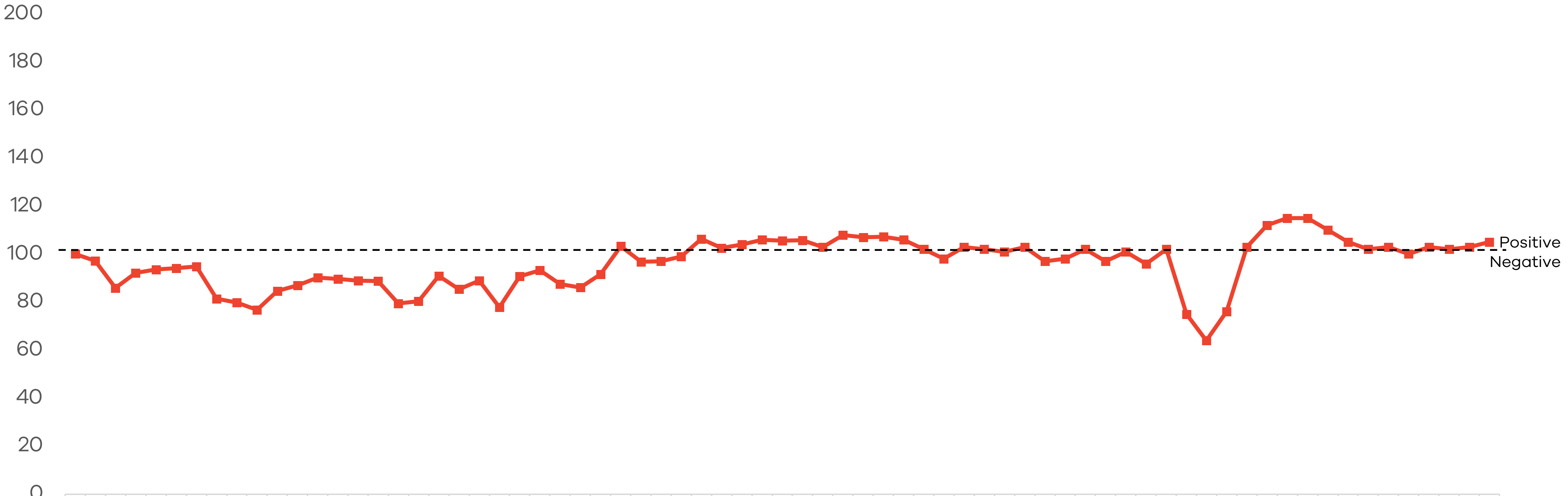
Traveler Sentiment Index™ (TSI): Up Slightly From One Year Ago.



The Traveler Sentiment Index™ (TSI) consists of six variables, including interest in travel, time available for travel, personal finances available for travel, affordability of travel, quality of service and safety of travel. It provides a glimpse into how U.S. adults are feeling about travel this year compared to the same time a year ago. MMGY Travel Intelligence has calculated and reported the TSI quarterly since March 2007; therefore, we are able to compare the indices to February 2020 (pre-pandemic levels) to track how the traveler mindset has changed throughout the COVID-19 pandemic.

Base: U.S. adults (n=4,500)
Source: MMGY Global's *travelhorizons*™/2024 *Portrait of American Travelers*® "Spring Edition"

Index 1: Interest in Travel



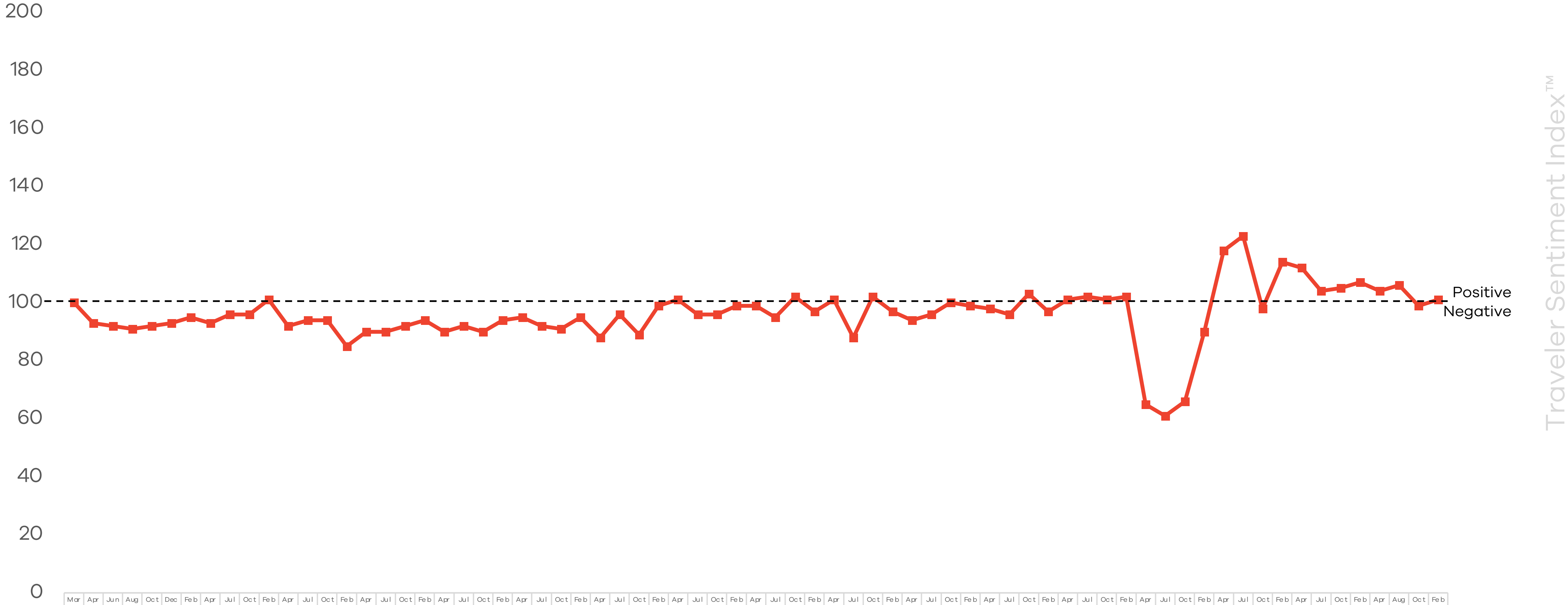
	Mar 07	Apr 07	Jun 07	Aug 07	Oct 07	Dec 07	Feb 08	Apr 08	Jul 08	Oct 08	Feb 09	Apr 09	Jul 09	Oct 09	Feb 10	Apr 10	Jul 10	Oct 10	Feb 11	Apr 11	Jul 11	Oct 11	Feb 12	Apr 12
U.S. Adults	100	97	86	92	94	94	95	82	80	77	85	87	90	90	89	89	80	80	91	85	89	78	91	93

	Jul 12	Oct 12	Feb 13	Apr 13	Jul 13	Oct 13	Feb 14	Apr 14	Jul 14	Oct 14	Feb 15	Apr 15	Jul 15	Oct 15	Feb 16	Apr 16	Jul 16	Oct 16	Feb 17	Apr 17	Jul 17	Oct 17	Feb 18	Apr 18
U.S. Adults	88	86	92	103	97	97	99	106	103	104	106	106	106	103	108	107	107	106	102	98	103	102	101	103

	Jul 18	Oct 18	Feb 19	Apr 19	Jul 19	Oct 19	Feb 20	Apr 20	Jul 20	Oct 20	Feb 21	Apr 21	Jul 21	Oct 21	Feb 22	Apr 22	Jul 22	Oct 22	Feb 23	Apr 23	Aug 23	Oct 23	Feb 24
U.S. Adults	97	98	102	97	101	96	102	75	64	76	103	112	115	115	110	105	102	103	100	103	102	103	105

Source: MMGY Global's 2024 *Portrait of American Travelers®* "Spring Edition"

Index 2: Safety of Travel



	Mar 07	Apr 07	Jun 07	Aug 07	Oct 07	Dec 07	Feb 08	Apr 08	Jul 08	Oct 08	Feb 09	Apr 09	Jul 09	Oct 09	Feb 10	Apr 10	Jul 10	Oct 10
U.S. Adults	100	93	92	91	92	93	95	93	96	96	101	92	94	94	85	90	90	92

	Feb 11	Apr 11	Jul 11	Oct 11	Feb 12	Apr 12	Jul 12	Oct 12	Feb 13	Apr 13	Jul 13	Oct 13	Feb 14	Apr 14	Jul 14	Oct 14	Feb 15	Apr 15
U.S. Adults	94	90	92	90	94	95	92	91	95	88	96	89	99	101	96	96	99	99

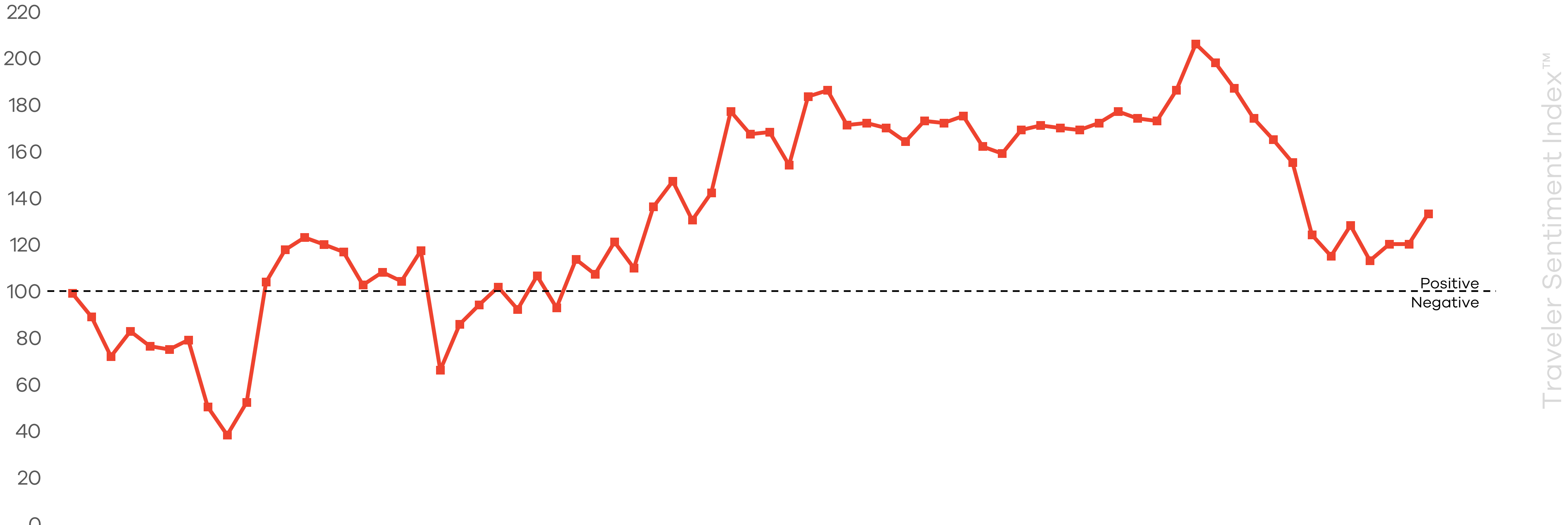
	Jul 15	Oct 15	Feb 16	Apr 16	Jul 16	Oct 16	Feb 17	Apr 17	Jul 17	Oct 17	Feb 18	Apr 18	Jul 18	Oct 18	Feb 19	Apr 19	Jul 19	Oct 19
U.S. Adults	95	102	97	101	88	102	97	94	96	100	99	98	96	103	97	101	102	101

	Feb 20	Apr 20	Jul 20	Oct 20	Feb 21	Apr 21	Jul 21	Oct 21	Feb 22	Apr 22	Jul 22	Oct 22	Feb 23	Apr 23	Aug 23	Oct 23	Feb 24
U.S. Adults	102	65	61	66	90	118	123	98	114	112	104	105	107	104	106	99	101

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

Index 3: Perceived Affordability of Travel



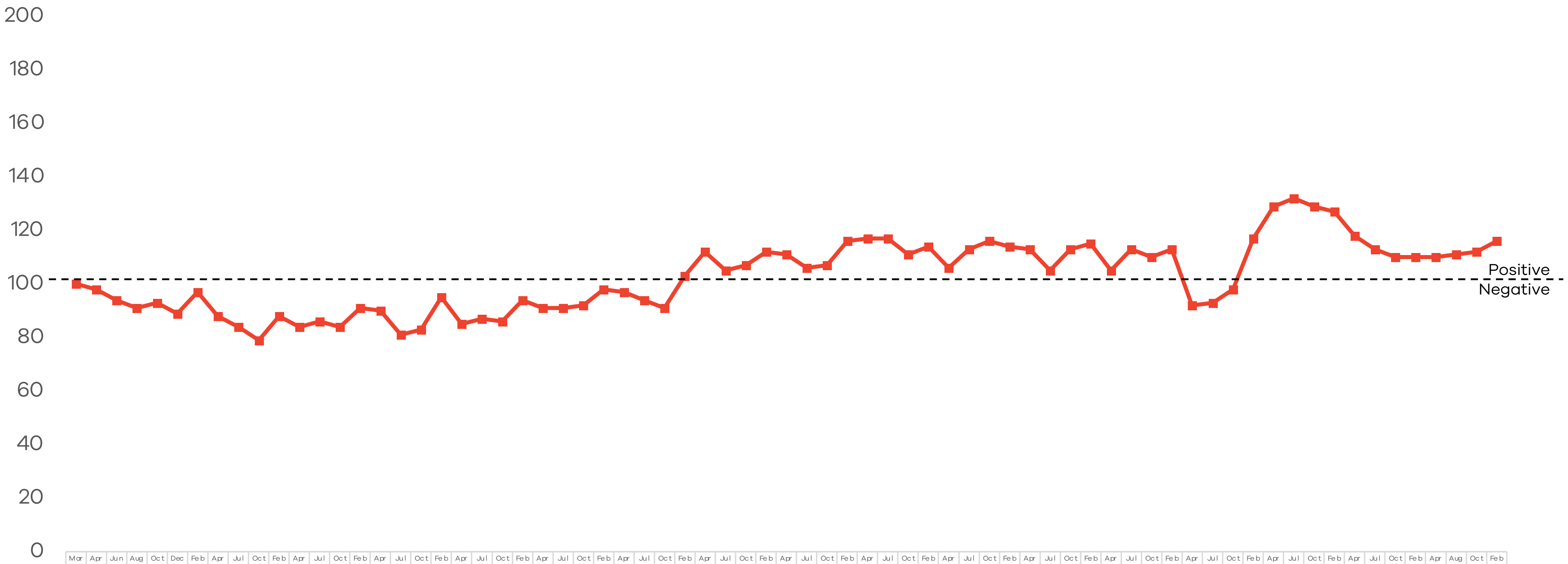
	Mar 07	Apr 07	Jun 07	Aug 07	Oct 07	Dec 07	Feb 08	Apr 08	Jul 08	Oct 08	Feb 09	Apr 09	Jul 09	Oct 09	Feb 10	Apr 10	Jul 10	Oct 10	Feb 11	Apr 11	Jul 11	Oct 11	Feb 12	Apr 12
U.S. Adults	100	90	73	84	77	76	80	51	39	53	105	119	124	121	118	104	109	105	118	67	87	95	103	93

	Jul 12	Oct 12	Feb 13	Apr 13	Jul 13	Oct 13	Feb 14	Apr 14	Jul 14	Oct 14	Feb 15	Apr 15	Jul 15	Oct 15	Feb 16	Apr 16	Jul 16	Oct 16	Feb 17	Apr 17	Jul 17	Oct 17	Feb 18	Apr 18
U.S. Adults	107	94	115	108	122	111	137	148	131	143	178	168	169	155	184	187	172	173	171	165	174	173	176	163

	Jul 18	Oct 18	Feb 19	Apr 19	Jul 19	Oct 19	Feb 20	Apr 20	Jul 20	Oct 20	Feb 21	Apr 21	Jul 21	Oct 21	Feb 22	Apr 22	Jul 22	Oct 22	Feb 23	Apr 23	Aug 23	Oct 23	Feb 24
U.S. Adults	160	170	172	171	170	173	178	175	174	187	207	199	188	175	166	156	125	116	129	114	121	121	134

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

Index 4: Time Available for Travel



	Mar 07	Apr 07	Jun 07	Aug 07	Oct 07	Dec 07	Feb 08	Apr 08	Jul 08	Oct 08	Feb 09	Apr 09	Jul 09	Oct 09	Feb 10	Apr 10	Jul 10	Oct 10	Feb 11	Apr 11	Jul 11	Oct 11	Feb 12	Apr 12	Jul 12	Oct 12	Feb 13	Apr 13	Jul 13	Oct 13	Feb 14	Apr 14	Jul 14	Oct 14	Feb 15	Apr 15
U.S. Adults	100	98	94	91	93	89	97	88	84	79	88	84	86	84	91	90	81	83	95	85	87	86	94	91	91	92	98	97	94	91	103	112	105	107	112	111

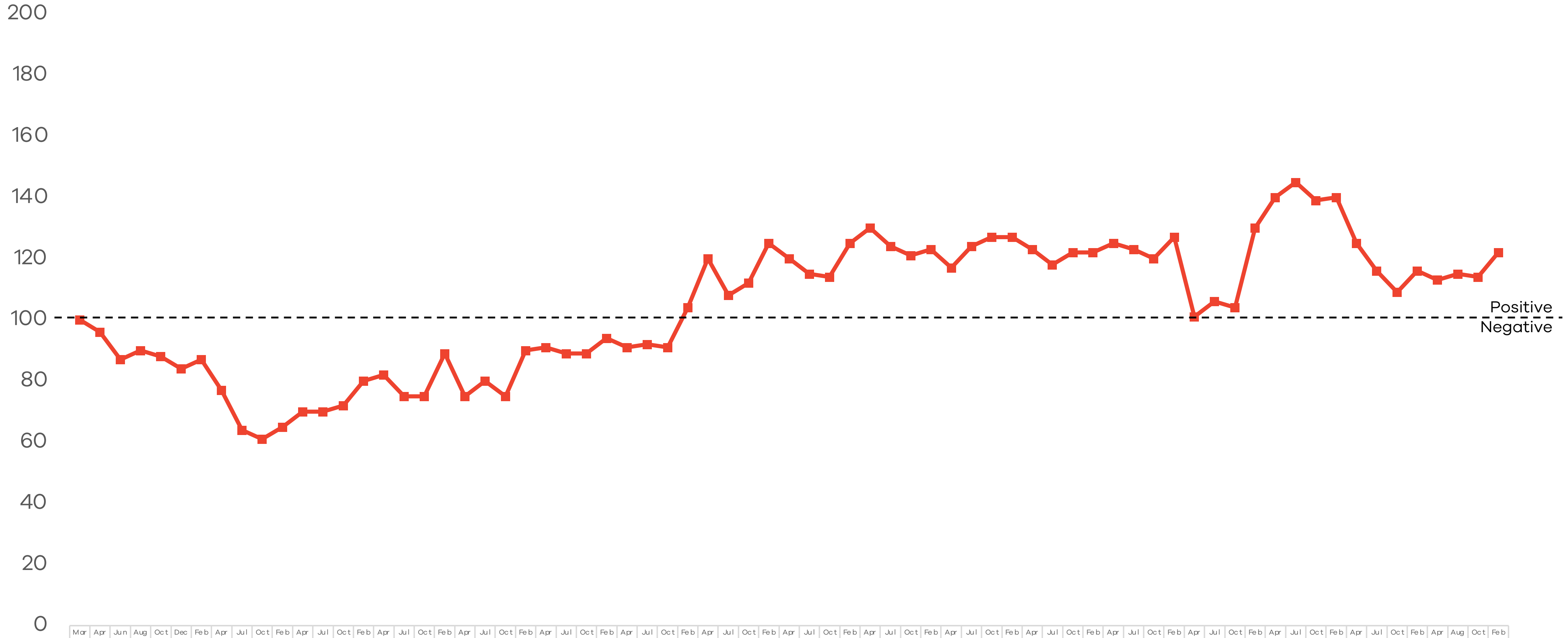
	Jul 15	Oct 15	Feb 16	Apr 16	Jul 16	Oct 16	Feb 17	Apr 17	Jul 17	Oct 17	Feb 18	Apr 18	Jul 18	Oct 18	Feb 19	Apr 19	Jul 19	Oct 19	Feb 20	Apr 20	Jul 20	Oct 20	Feb 21	Apr 21	Jul 21	Oct 21	Feb 22	Apr 22	Jul 22	Oct 22	Feb 23	Apr 23	Aug 23	Oct 23	Feb 24
U.S. Adults	106	107	116	117	117	111	114	106	113	116	114	113	105	113	115	105	113	110	113	92	93	98	117	129	132	129	127	118	113	110	110	110	111	112	116

Traveler Sentiment Index™

Source: MMGY Global's 2024 *Portrait of American Travelers®* "Spring Edition"

MMGY Travel Intelligence

Index 5: Personal Finances Available for Travel



	Mar 07	Apr 07	Jun 07	Aug 07	Oct 07	Dec 07	Feb 08	Apr 08	Jul 08	Oct 08	Feb 09	Apr 09	Jul 09	Oct 09	Feb 10	Apr 10	Jul 10	Oct 10
U.S. Adults	100	96	87	90	88	84	87	77	64	61	65	70	70	72	80	82	75	75

	Feb 11	Apr 11	Jul 11	Oct 11	Feb 12	Apr 12	Jul 12	Oct 12	Feb 13	Apr 13	Jul 13	Oct 13	Feb 14	Apr 14	Jul 14	Oct 14	Feb 15	Apr 15
U.S. Adults	89	75	80	75	90	91	89	89	94	91	92	91	104	120	108	112	125	120

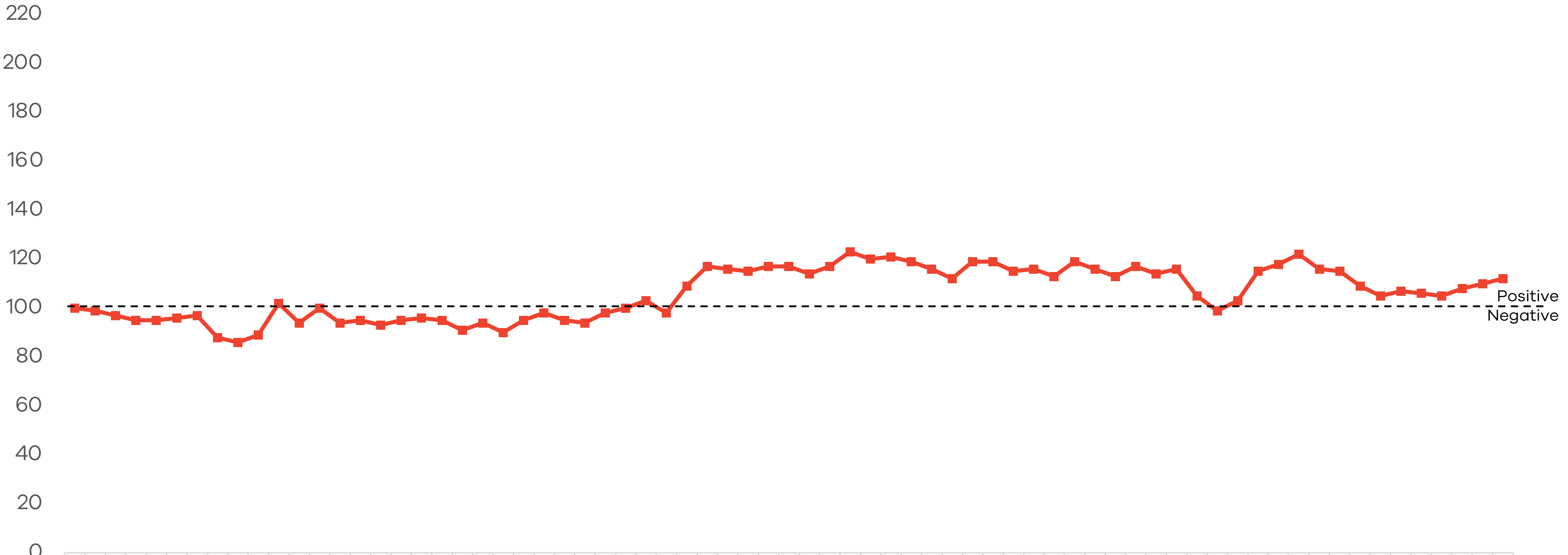
	Jul 15	Oct 15	Feb 16	Apr 16	Jul 16	Oct 16	Feb 17	Apr 17	Jul 17	Oct 17	Feb 18	Apr 18	Jul 18	Oct 18	Feb 19	Apr 19	Jul 19	Oct 19
U.S. Adults	115	114	125	130	124	121	123	117	124	127	127	123	118	122	122	125	123	120

	Feb 20	Apr 20	Jul 20	Oct 20	Feb 21	Apr 21	Jul 21	Oct 21	Feb 22	Apr 22	Jul 22	Oct 22	Feb 23	Apr 23	Aug 23	Oct 23	Feb 24
U.S. Adults	127	101	106	104	130	140	145	139	140	125	116	109	116	113	115	114	122

Traveler Sentiment Index™

Source: MMGY Global's 2024 *Portrait of American Travelers®* "Spring Edition"

Index 6: Quality of Service



	Mar 07	Apr 07	Jun 07	Aug 07	Oct 07	Dec 07	Feb 08	Apr 08	Jul 08	Oct 08	Feb 09	Apr 09	Jul 09	Oct 09	Feb 10	Apr 10	Jul 10	Oct 10	Feb 11	Apr 11	Jul 11	Oct 11	Feb 12	Apr 12
U.S. Adults	100	99	97	95	95	96	97	88	86	89	102	94	100	94	95	93	95	96	95	91	94	90	95	98

	Jul 12	Oct 12	Feb 13	Apr 13	Jul 13	Oct 13	Feb 14	Apr 14	Jul 14	Oct 14	Feb 15	Apr 15	Jul 15	Oct 15	Feb 16	Apr 16	Jul 16	Oct 16	Feb 17	Apr 17	Jul 17	Oct 17	Feb 18	Apr 18
U.S. Adults	95	94	98	100	103	98	109	117	116	115	117	117	114	117	123	120	121	119	116	112	119	119	115	116

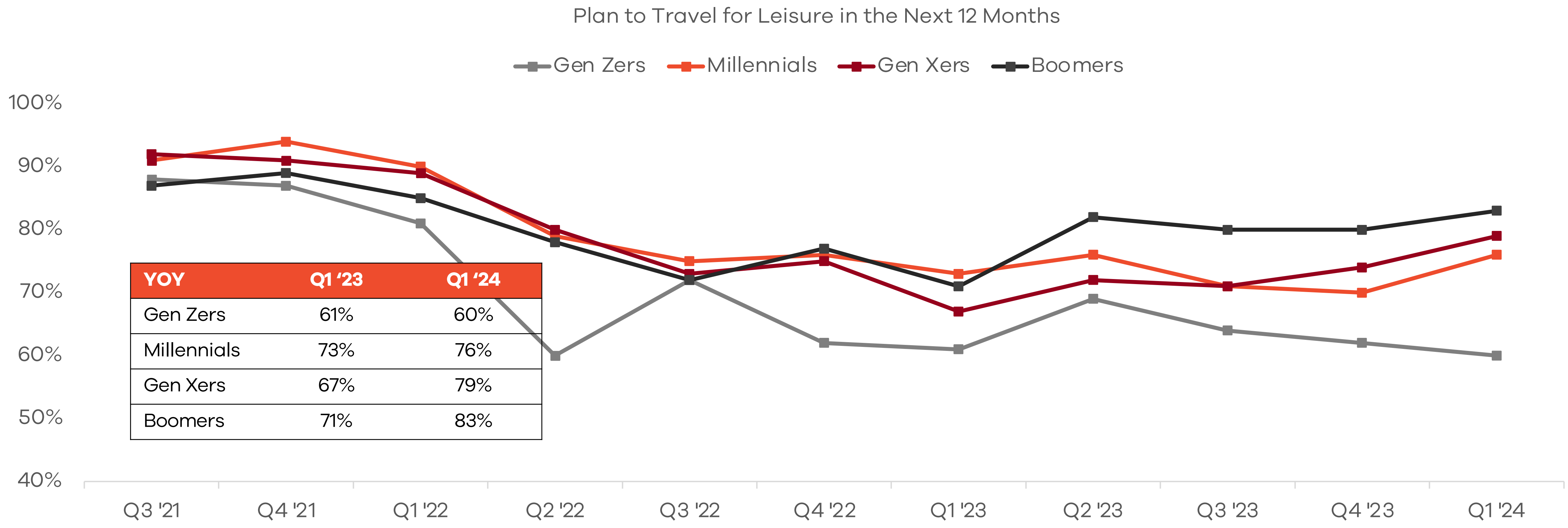
	Jul 18	Oct 18	Feb 19	Apr 19	Jul 19	Oct 19	Feb 20	Apr 20	Jul 20	Oct 20	Feb 21	Apr 21	Jul 21	Oct 21	Feb 22	Apr 22	Jul 22	Oct 22	Feb 23	Apr 23	Aug 23	Oct 23	Feb 24
U.S. Adults	113	119	116	113	117	114	116	105	99	103	115	118	122	116	115	109	105	107	106	105	108	110	112

Traveler Sentiment Index™

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

Gen Zers Displayed the Only Decrease in Travel Intentions From Last Year, While the Travel Intentions of the Remaining Generations Are Up.

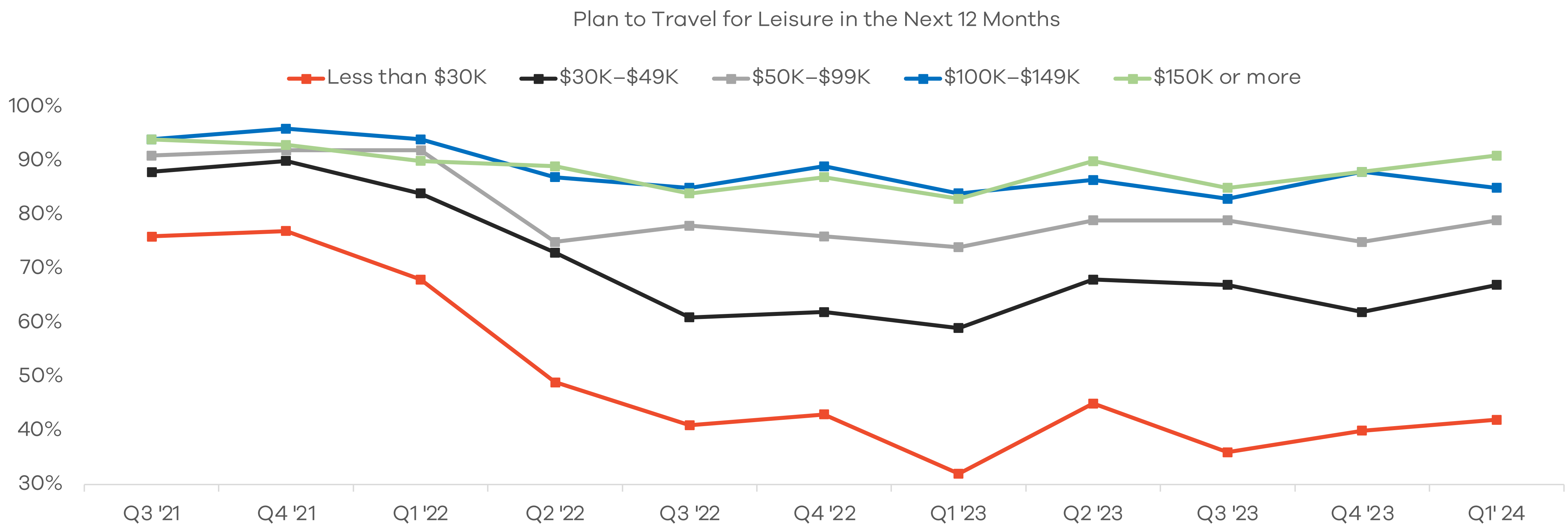


YOY	Q1 '23	Q1 '24
Gen Zers	61%	60%
Millennials	73%	76%
Gen Xers	67%	79%
Boomers	71%	83%

Base: U.S. adults (Gen Zers: n=646; Millennials: n=1,274; Gen Xers: n=1,089; Boomers: n=1,344)
Source: MMGY Global's 2024 *Portrait of American Travelers®* "Spring Edition"

MMGY Travel Intelligence

Compared to Last Year, Travel Intentions Across Almost All Household Incomes Have Increased.

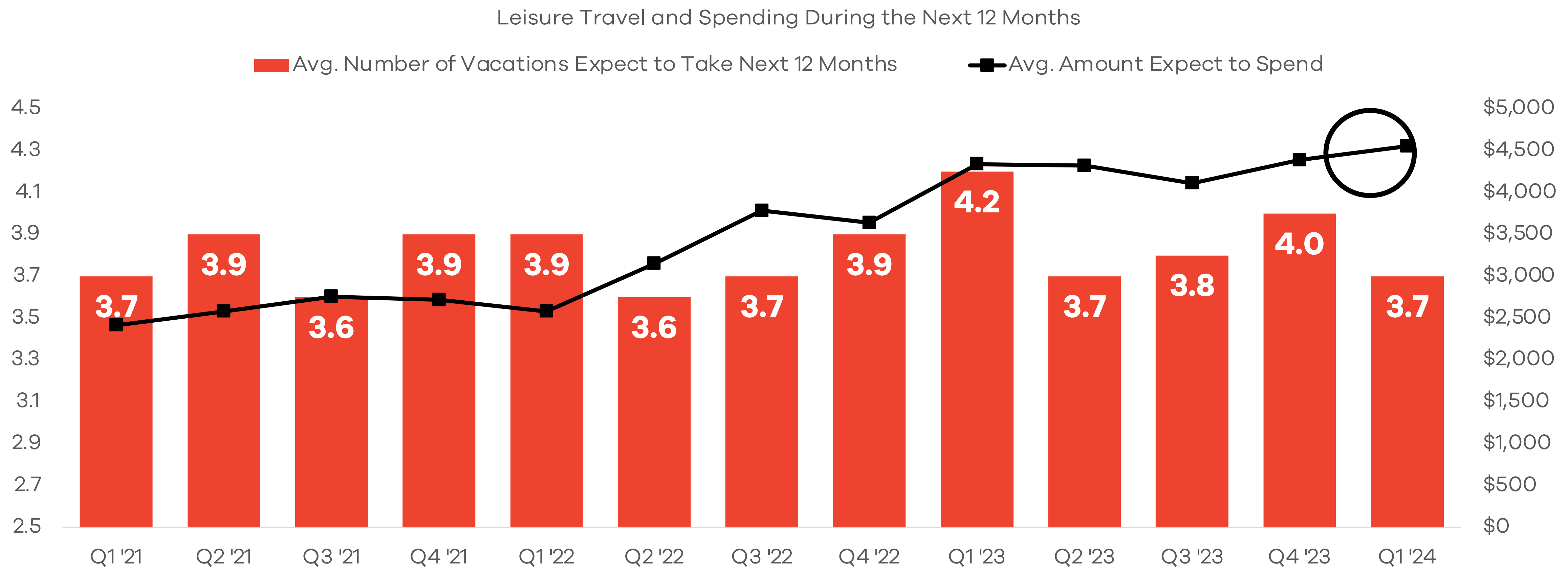


Base: U.S. adults (Less than $30K: n=631; $30K–$49K: n=562; $50K–$99K: n=1,277; $100K–$149K: n= 849; $150K+: 1,182)

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

Although the Average Intended Number of Trips Decreased From Last Year, the Average Intended Spend on Travel Is the Highest We've Recorded After the COVID-19 Pandemic.



Base: Active leisure travelers (n=3,446)

Source: MMGY Global's 2024 *Portrait of American Travelers®* "Spring Edition"

Compared to the Past Few Waves, a Similar Number of Travelers Have Increased Their Travel Budget Because of the Increasing Costs Associated With Travel Compared to Recent Years.

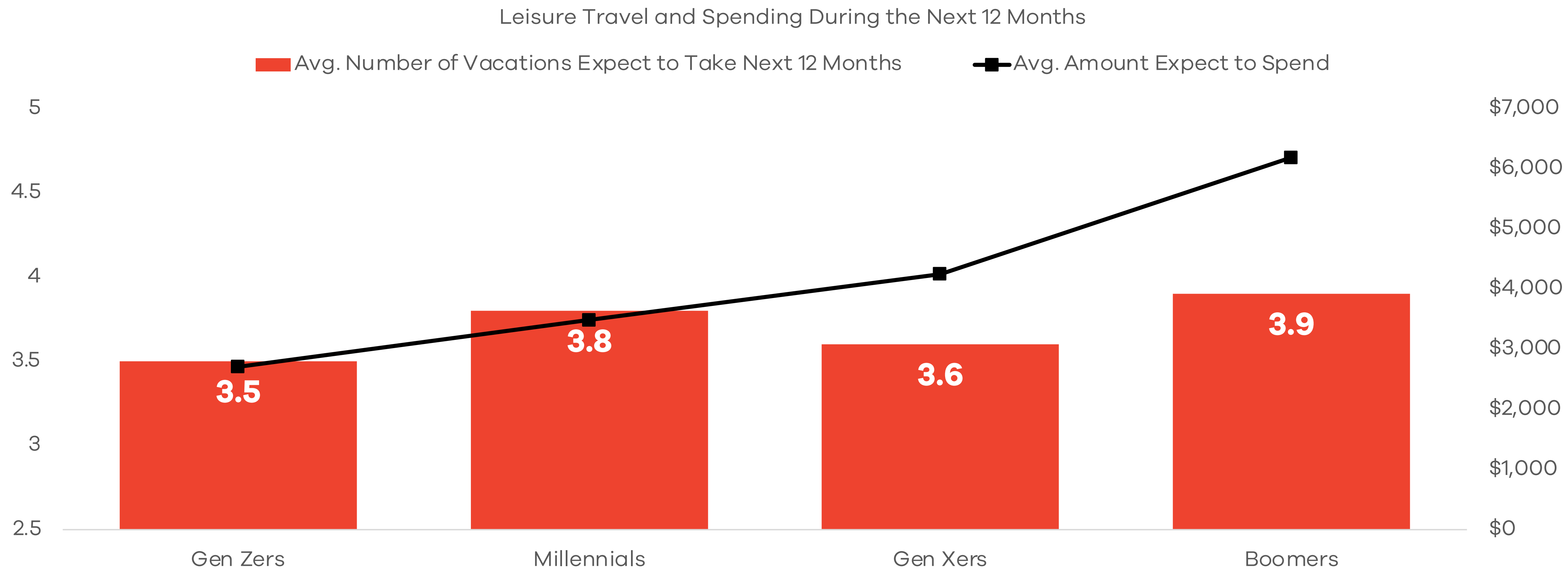
61%

of active leisure travelers plan to spend more on travel in the next 12 months than they have spent in either of the past two years (compared to 61% in Q4 '23).

Factors That Have Contributed to Increases in Travel Budget	Q4 '23	Q1 '24
I expect to spend more because I expect the attractions, food and beverages in vacation destinations to cost more now than they did a few years ago	56%	55%
I expect to spend more because vacation lodging/accommodations seem to cost more now than they did a few years ago	52%	51%
I expect to spend more because the price of gas is higher now than it was the past few years	44%	42%
I expect to spend more because airline travel seems to cost more now than it did a few years ago	38%	39%
I expect to spend more because I have more reasons I need to travel (e.g., special events, family visits, etc.) in the next 12 months than I have in recent years	30%	**27%**
I expect to spend more because I simply have more money available in my budget and this is how I choose to spend it	25%	26%

Data in bold indicates a statistically significant difference from Q4 2023.
Base: Active leisure travelers (n=3,446); those who plan to spend more on travel in the next 12 months than they have spent in either of the past two years (n=2,117)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

Millennials and Boomers Plan to Take the Highest Average Number of Trips During the Next 12 Months, While Boomers Expect to Spend the Most on Leisure Travel During That Time.

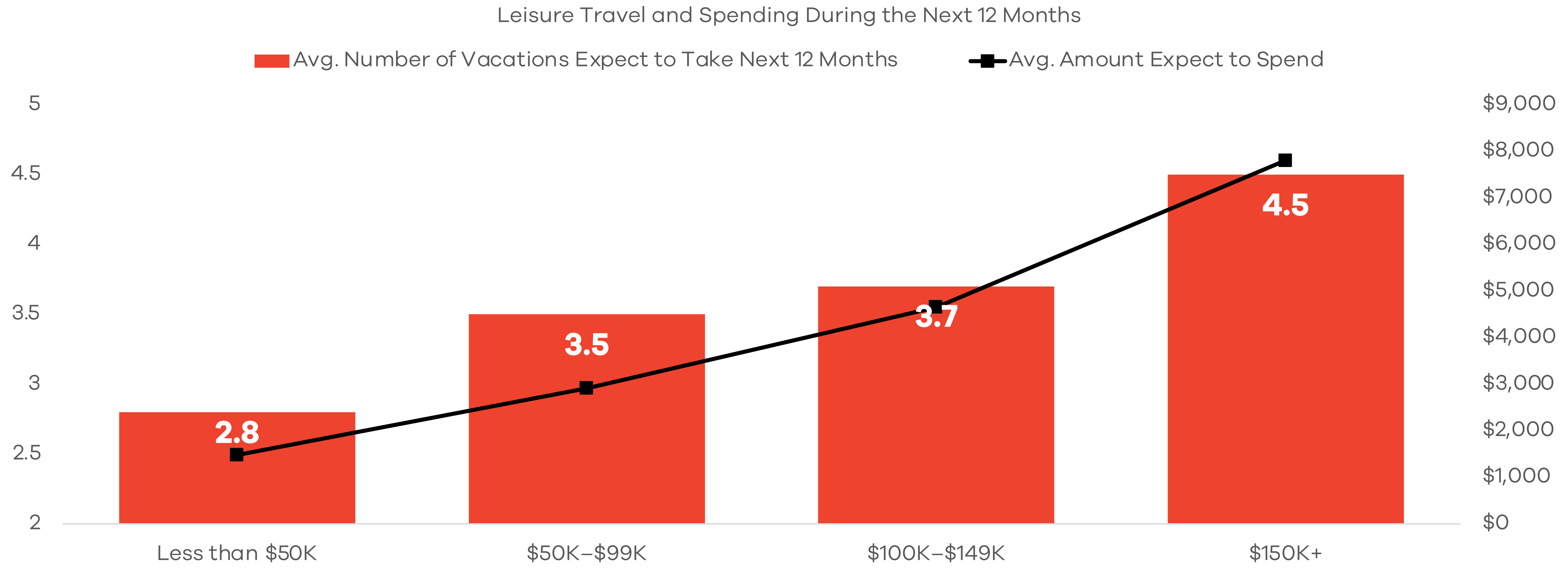


Base: Active leisure travelers (Gen Zers: n=389; Millennials: n=971; Gen Xers: n=859; Boomers: n=1,119)

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

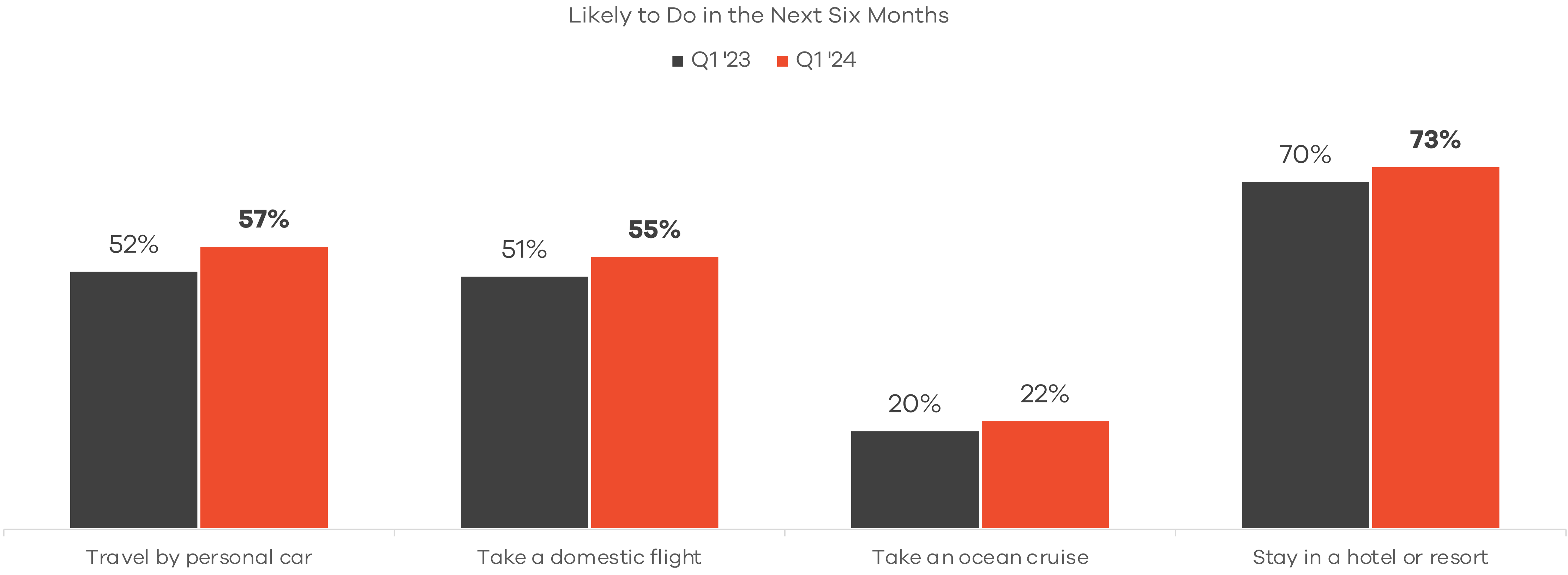
MMGY Travel Intelligence

Travel Intentions and Spending Intentions Continue to Increase With Household Income.



Base: Active leisure travelers (Less than $50K: n=639; $50K–$99K: n=1,007; $100K–$149K: n=724; $150K+: n=1,075)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

Travelers Are More Likely to Stay in a Hotel or Resort, Travel by Personal Car and Take a Domestic Flight Than Last Year.



Data in bold indicates a statistically significant difference from Q1 2023.

Base: U.S. adults who plan to vacation during the next six months (n=2,885)

Source: MMGY Global's 2024 *Portrait of American Travelers®* "Spring Edition"

Where People Want to Visit

States Interested in Visiting During the Next Two Years

Rank	Destination	% Interested
1	Hawaii	67%
2	Florida	66% ▲
3	California	57%
4	Colorado	56% ▲
5	Alaska	54% ▲
5	New York	54% ▲
7	Nevada	49% ▲
7	Arizona	49% ▲
9	Texas	46%
10	North Carolina	41% ▲
11	Tennessee	40%
11	Georgia	40%
13	South Carolina	39%
14	Washington	38%
14	Maine	38%
16	Montana	37%
16	Louisiana	37% ▲
18	Massachusetts	35%
19	New Mexico	33%
20	Oregon	32%

Rank	Destination	% Interested
20	Virginia	32%
22	Wyoming	30%
22	Pennsylvania	30%
22	Utah	30%
25	Vermont	29%
25	Michigan	29%
25	New Jersey	29%
25	Maryland	29% ▲
29	New Hampshire	27%
29	Connecticut	27%
29	Rhode Island	27%
32	Kentucky	24%
32	West Virginia	24%
32	South Dakota	24%
32	Illinois	24%
32	Alabama	24%
32	Minnesota	24%
38	Wisconsin	23%
38	North Dakota	23%
40	Idaho	22%

Rank	Destination	% Interested
40	Ohio	22%
42	Missouri	21%
42	Delaware	21%
42	Mississippi	21%
45	Arkansas	20%
46	Oklahoma	19%
46	Nebraska	19%
48	Indiana	18%
49	Kansas	17% ▼
50	Iowa	15% ▼

▲ Displayed a statistically significant increase compared to Q1 2023

▼ Displayed a statistically significant decrease compared to Q1 2023

Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers®* "Spring Edition"

Destinations Interested in Visiting During the Next Two Years

Rank	Destination	% Interested
1	Las Vegas, NV	59% ▲
2	Maui, HI	58% ▲
2	Honolulu, HI	58%
4	Island of Hawaii	57%
4	Florida Keys/Key West, FL	57% ▲
6	Kauai, HI	54%
7	Orlando, FL	53%
8	New York City, NY	52%
9	Miami, FL	49% ▲
9	New Orleans, LA	49% ▲
11	Lanai, HI	48% ▲
12	San Diego, CA	47%
13	Tampa/St. Petersburg/ Clearwater, FL	46%
13	Fort Lauderdale, FL	46% ▲
15	Palm Beach, FL	45%
15	San Francisco, CA	45%
15	Los Angeles, CA	45%
18	Nashville, TN	44%
18	Niagara Falls, NY	44% ▲
18	Denver, CO	44% ▲
21	Myrtle Beach, SC	43% ▲
22	Washington, D.C.	42%
22	Palm Springs, CA	42% ▲

Rank	Destination	% Interested
24	Napa Valley, CA	41%
24	Daytona Beach, FL	41%
24	Panama City Beach, FL	41%
24	Charleston, SC	41% ▲
24	Phoenix/Scottsdale, AZ	41%
24	Hilton Head Island, SC	41% ▲
30	Fort Myers/Sanibel/Captiva, FL	40%
30	Boston, MA	40%
30	St. Augustine, FL	40%
33	Aspen, CO	39% ▲
33	Austin, TX	39%
35	Seattle, WA	38%
35	San Antonio, TX	38%
37	Dallas, TX	37%
37	Sedona, AZ	37%
37	Outer Banks, NC	37% ▲
40	Houston, TX	35%
40	Charlotte, NC	35% ▲
40	Chicago, IL	35%
43	Atlanta, GA	34%
43	Virginia Beach, VA	34%
43	Sonoma County, CA	34%
46	Gatlinburg/Pigeon Forge, TN	33%

Rank	Destination	% Interested
46	Anaheim, CA	33%
46	Santa Fe, NM	33%
49	Asheville, NC	32%
49	Portland, OR	32%
49	Jackson Hole, WY	32%
52	Vail, CO	31%
52	Philadelphia, PA	31%
52	San Jose, CA	31%
55	Salt Lake City, UT	30%
56	Raleigh/Durham, NC	29%
57	Greenville, SC	27%
57	Corpus Christi, TX	27%
57	Park City, UT	27%
60	Winston-Salem, NC	26%
61	Wilmington, NC	25%
61	Branson, MO	25%
63	St. Louis, MO	24%
64	Shreveport, LA	23%
64	Kansas City, MO	23%
64	Ann Arbor, MI	23%
67	Minneapolis, MN	22%
68	Detroit, MI	21%
68	Cleveland, OH	21%

Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

Top 10 Destinations of Interest by Generation

Destinations shaded in black occur in the top 10 for all generations.

Gen Zers	
1	Miami, FL
2	Los Angeles, CA
3	Orlando, FL
4	Las Vegas, NV
5	New York City, NY
6	Island of Hawaii
7	Honolulu, HI
7	New Orleans, LA
7	San Diego, CA
7	Palm Beach, FL

Millennials	
1	Las Vegas, NV
1	Maui, HI
3	New York City, NY
3	Island of Hawaii
3	Honolulu, HI
6	Orlando, FL
7	Florida Keys/Key West, FL
8	Kauai, HI
9	Miami, FL
9	Los Angeles, CA
9	New Orleans, LA

Gen Xers	
1	Honolulu, HI
2	Maui, HI
3	Las Vegas, NV
4	Island of Hawaii
4	Florida Keys/Key West, FL
6	Kauai, HI
7	Orlando, FL
7	Lanai, HI
9	Miami, FL
10	New York City, NY

Boomers	
1	Maui, HI
1	Florida Keys/Key West, FL
3	Honolulu, HI
4	Las Vegas, NV
5	Island of Hawaii
5	Kauai, HI
7	Lanai, HI
7	Tampa/St. Petersburg/ Clearwater, FL
9	Orlando, FL
9	New York City, NY
9	New Orleans, LA
9	Hilton Head Island, SC
9	Charleston, SC

Base: Active leisure travelers (Gen Zers: n=389; Millennials: n=971; Gen Xers: n=859; Boomers: n=1,119)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence


Spring Module
Sustainability in Travel
MMGY Travel Intelligence

Compared to 2023, a Similar Proportion of Travelers Consider a Provider's Environmental Efforts When Making Travel Decisions.

14% 2023

15% 2024

of active leisure travelers indicate a travel service provider's focus on sustainability and environmental considerations **greatly** impacts their travel decision-making.

Gen Zers: **22%**
Millennials: **26%**
Gen Xers: 13%
Boomers: 5%

Have Kids: **26%**
Don't Have Kids: 9%

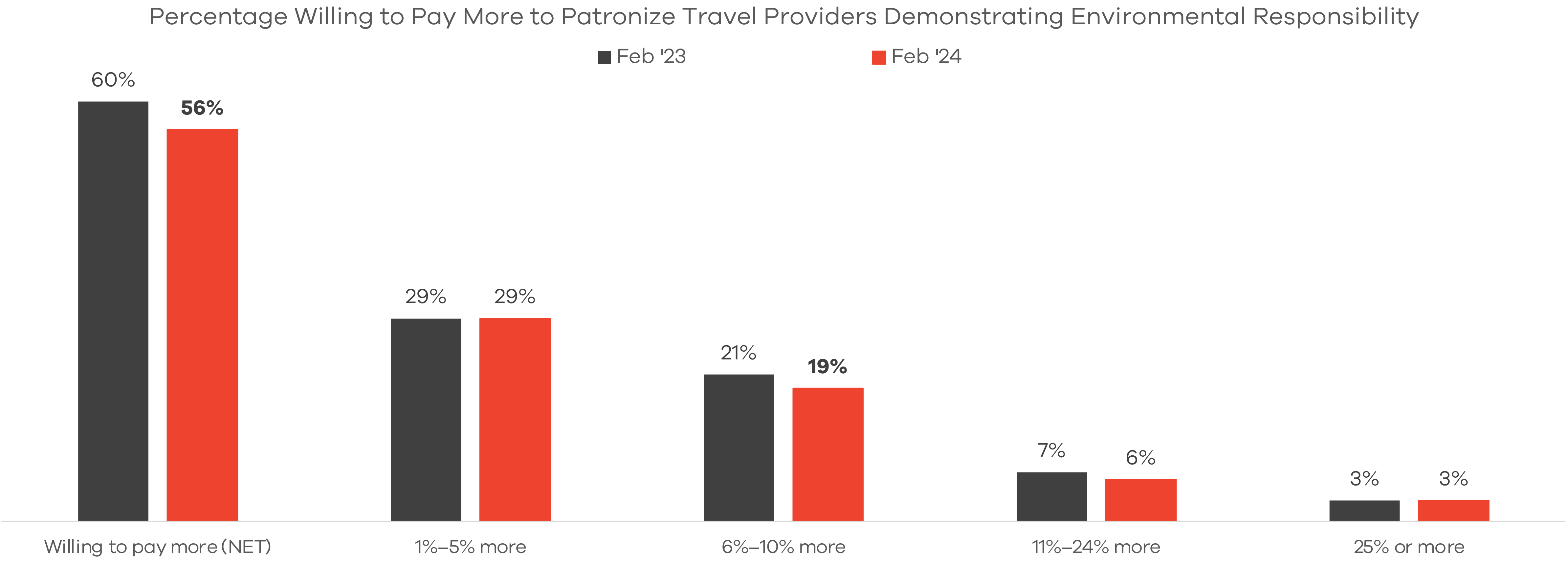
Less Than $100K: **16%**
More Than $100K: 13%

/ Significantly more Gen Zers, Millennials, travelers with children and travelers with lower incomes indicate environmental efforts greatly impact their travel decisions.

Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

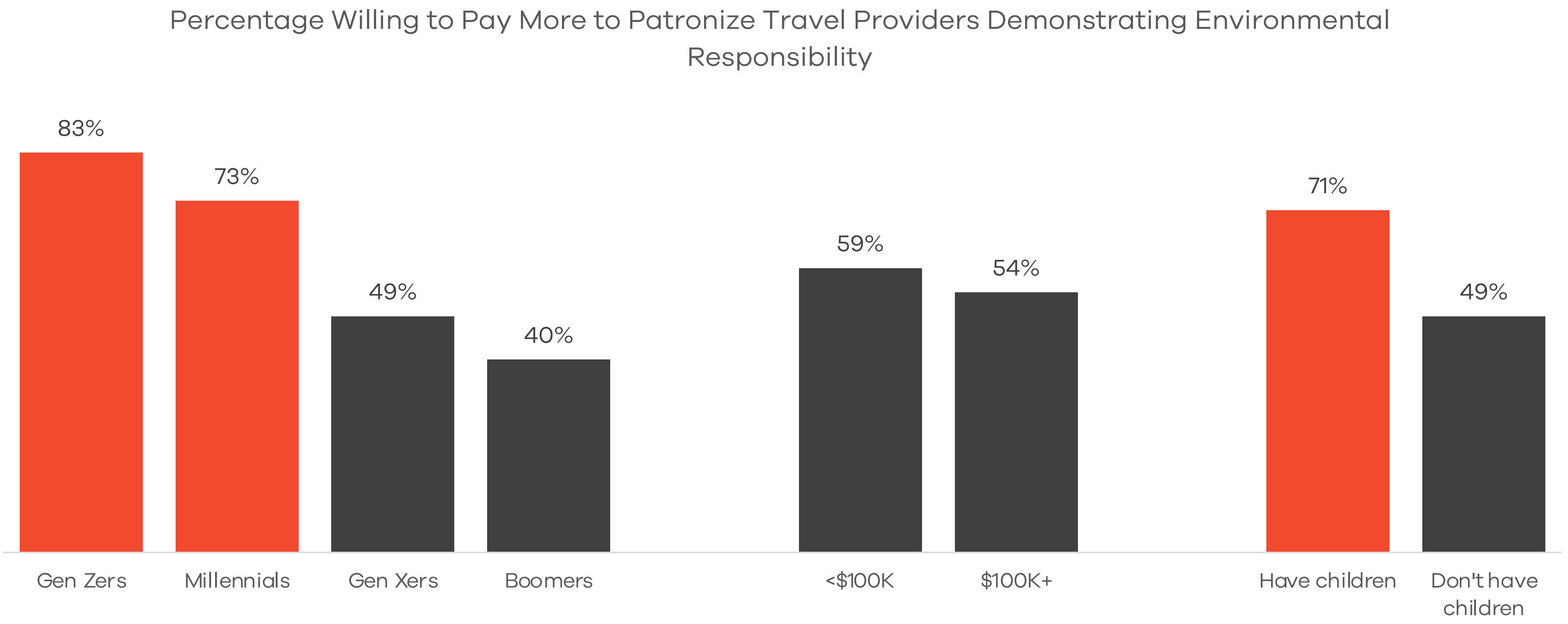
Nearly 6 in 10 Travelers Are Willing to Pay More to Patronize Travel Providers Who Demonstrate Environmental Responsibility, Down Slightly From This Time Last Year.



Data in bold indicates a significant difference from February 2023.
Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

Younger Generations and Those With Children Are the Groups Most Willing to Pay More.



Base: Active leisure travelers (n=3,446)

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

A Majority of Travelers Indicate They Are Willing to Change Travel Behavior to Reduce Their Environmental Impact.

81% 2023

81% 2024

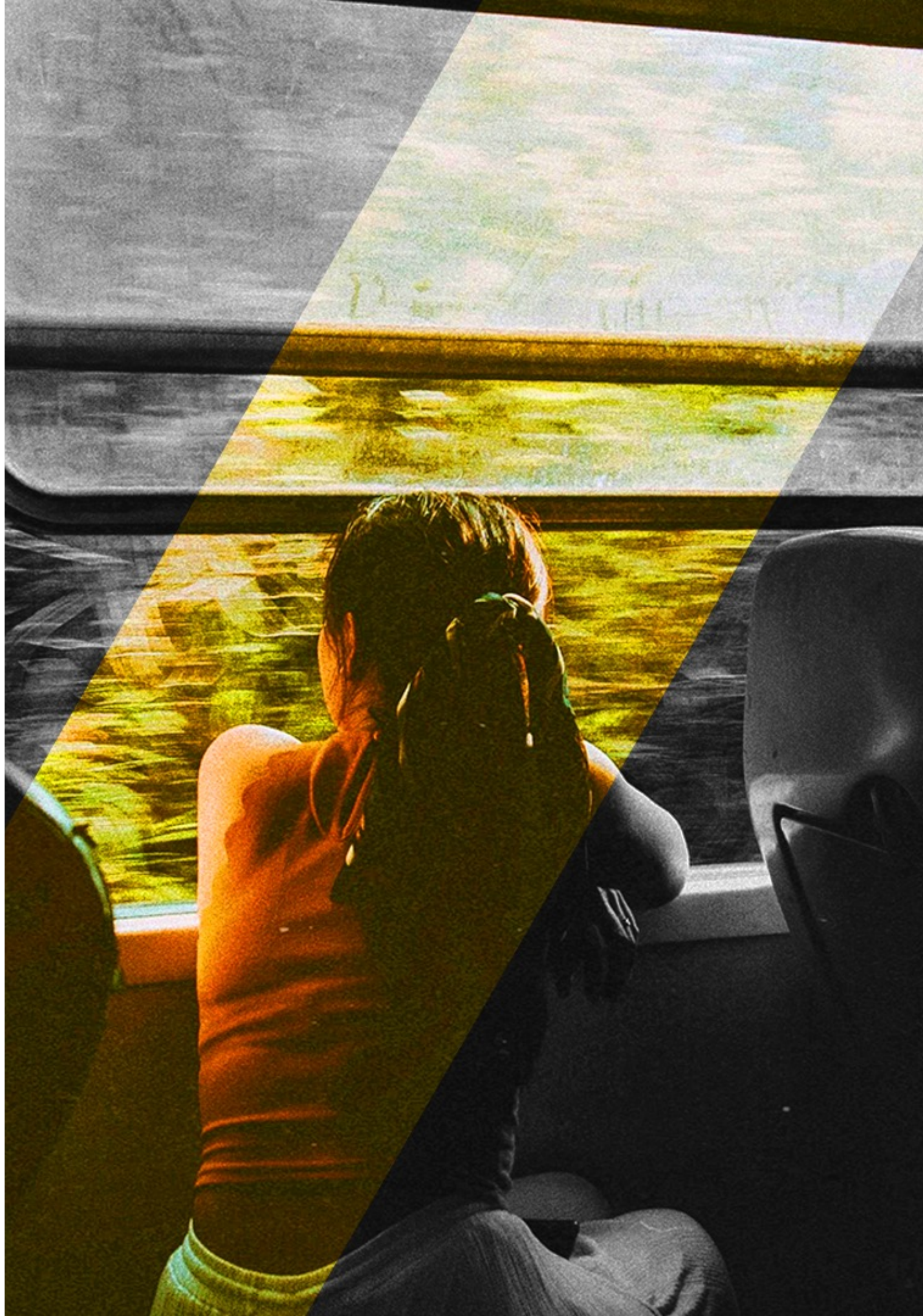
of active leisure travelers are willing to change travel behavior to reduce their impact on the environment.

Gen Zers: **92%**
Millennials: **89%**
Gen Xers: 76%
Boomers: 75%

Have Kids: **86%**
Don't Have Kids: 78%

Less Than $100K: 82%
More Than $100K: 80%

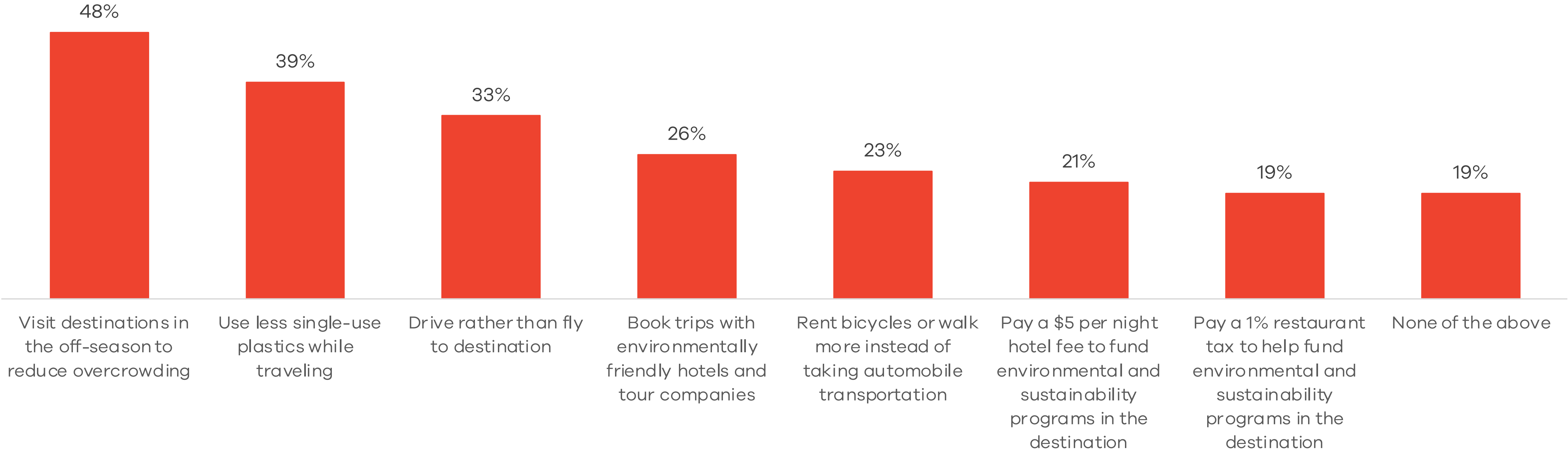
/ Significantly more Gen Zers, Millennials and travelers with children are willing to change behavior.



Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers®* "Spring Edition"

Travelers Continue to Be More Willing to Change Behavior Than Pay a Visible Premium.

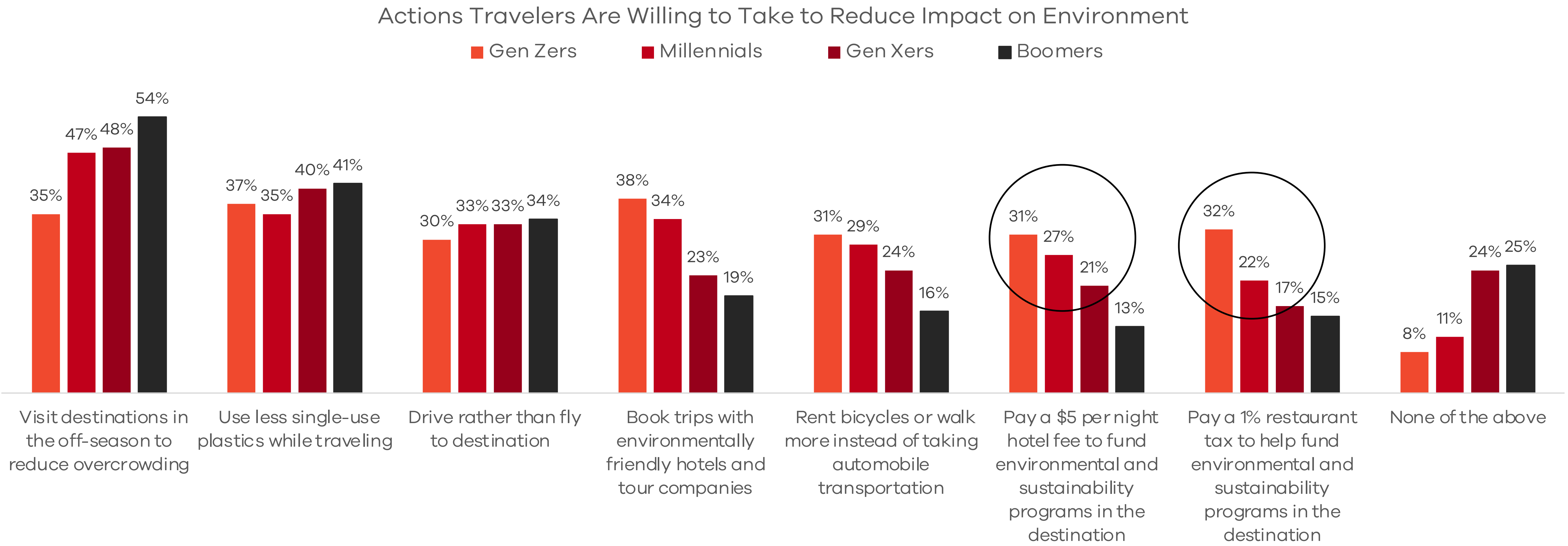
Actions Travelers Are Willing to Take to Reduce Impact on Environment



Base: Active leisure travelers (n=3,446)

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

Younger Travelers Are More Willing to Pay Fees That Will Help Fund Sustainability Programs.



Base: Active leisure travelers (Gen Zers: n=389; Millennials: n=971; Gen Xers: n=859; Boomers: n=1,119)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

Compared to 2023, a Larger Percentage of Travelers Agree That Climate Change Will Impact Their Choice of Travel Destinations in the Future.

40% 2023 **44%** 2024

of active leisure travelers agree that climate change will influence which destinations they want to visit in the next 5–10 years.

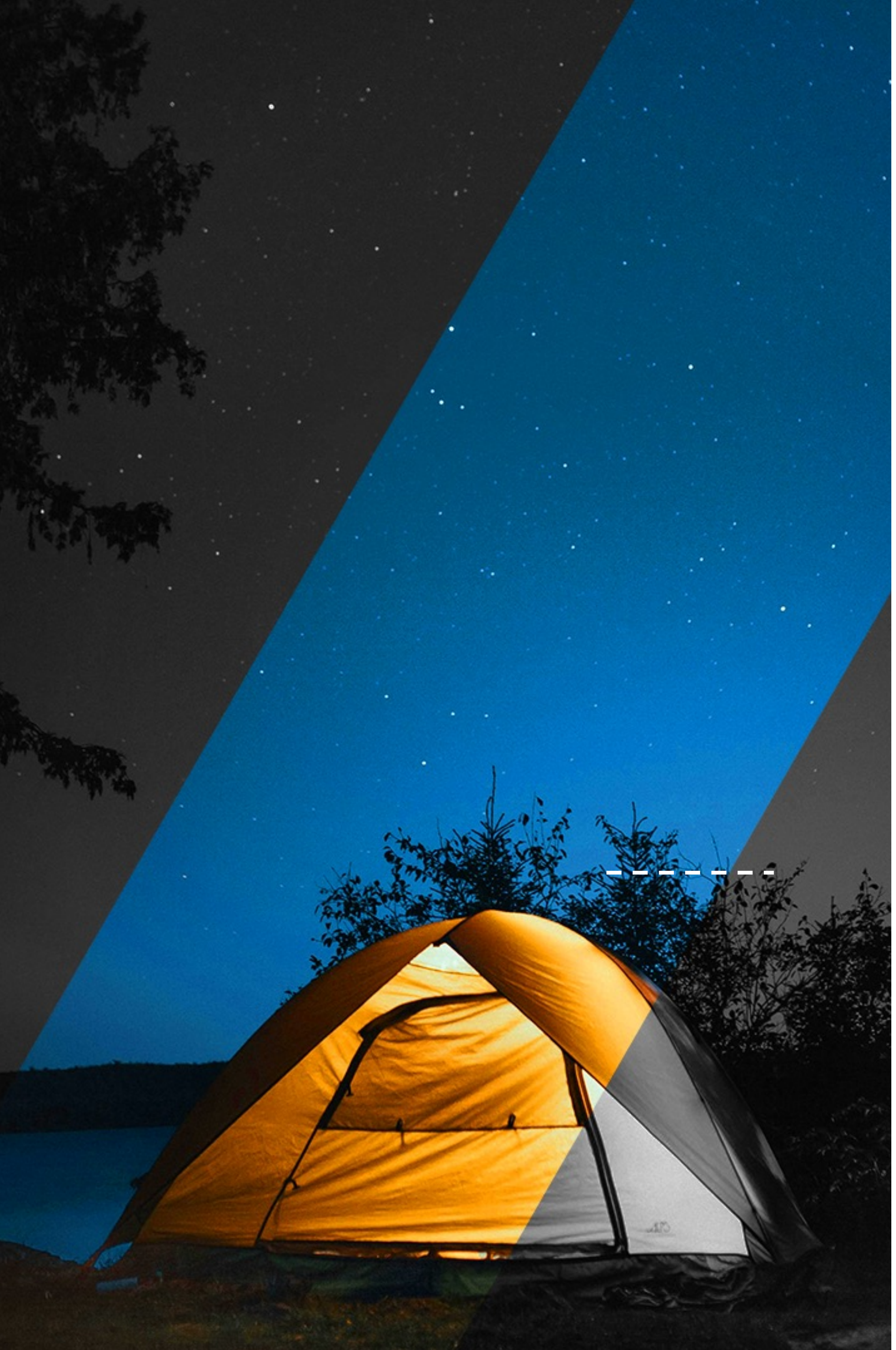
Gen Zers: **56%**
Millennials: **53%**
Gen Xers: 38%
Boomers: 36%

Have Kids: **51%**
Don't Have Kids: 40%

Less Than $100K: 43%
More Than $100K: 44%

/ Significantly more Millennials and travelers with children agree that climate change will impact their travel destination choices in the future.

Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"



Compared to 2023, More Travelers Are Being Influenced by Tourism Overcrowding.

55% 2023

60% 2024

of active leisure travelers agree that tourism overcrowding will influence which destinations they will visit in the next 5–10 years.

Gen Zers: 58%
Millennials: **64%**
Gen Xers: 58%
Boomers: 59%

Have Kids: **66%**
Don't Have Kids: 57%

Less Than $100K: 56%
More Than $100K: **63%**

/ Significantly more Millennials, travelers with children and travelers with higher incomes agree that tourism overcrowding will influence their travel destination choices in the next 5–10 years.

Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

One-Third of Travelers Want to See How Travel Companies Are Becoming More Sustainable, Down Slightly From Last Year.

35% 2023

32% 2024

of active leisure travelers believe it is important for travel companies to provide an inside look at how they are becoming more sustainable.

Gen Zers: 47%
Millennials: **50%**
Gen Xers: 28%
Boomers: 17%

Have Kids: **50%**
Don't Have Kids: 24%

Less Than $100K: **35%**
More Than $100K: 30%

/ Significantly more Millennials, travelers with children and travelers with lower incomes believe it is important for travel companies to provide an inside look at how they're becoming more sustainable.

Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

The Environmentally Conscious Traveler

22%

of Active Leisure Travelers

3.7

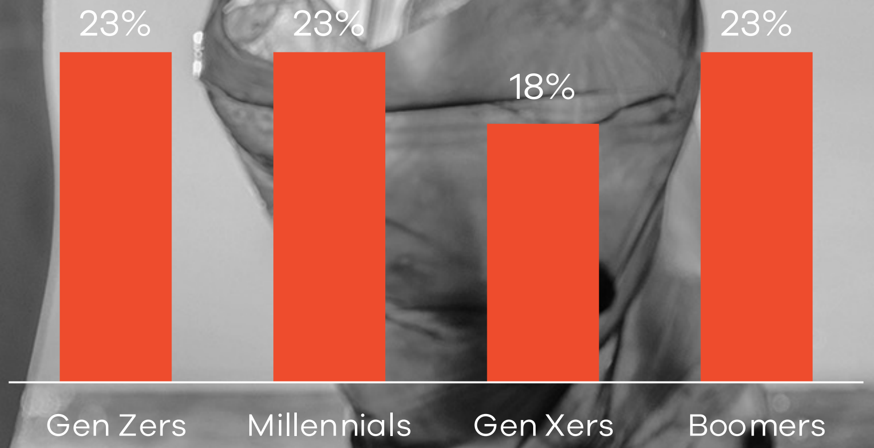
Expected Leisure Trips During Next 12 Months

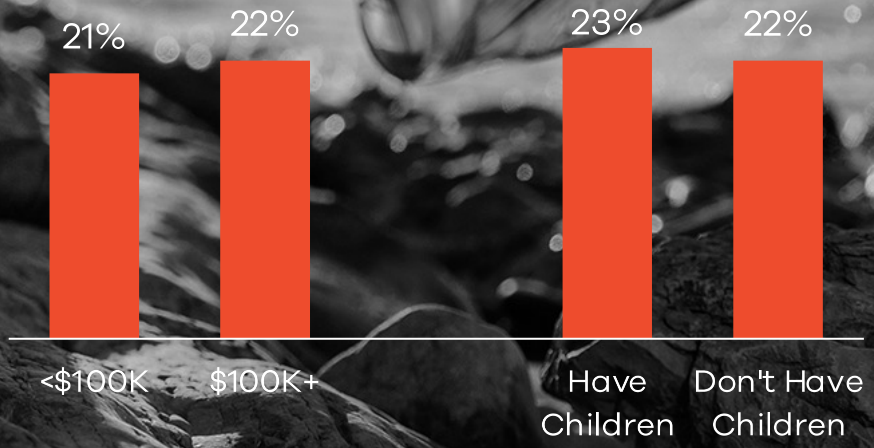
$4,899

Expected Spend During Next 12 Months

Top Travel Motivators:

- Spend time with spouse/children (81%)
- To get away and unplug (80%)
- Explore nature/outdoors (77%)





Spring Module

Sources of Travel Information

MMGY Travel Intelligence

Continuing the Trend We Saw Last Year, Travelers Are Turning to More Websites for Travel Information, With Many Displaying Increases in Regular Usage.

Websites Used Regularly for Travel Information	Feb '23	Feb '24
Google	35%	37%
Expedia	27%	**34%** ▲
Tripadvisor	28%	29%
Booking.com	21%	**28%** ▲
Hotels.com	22%	**25%** ▲
Specific hotel brand website	26%	24%
YouTube	22%	24%
Travelocity	15%	**22%** ▲
Specific airline brand website	23%	21%
Priceline	14%	**20%** ▲
Trivago	14%	**16%** ▲
AAA Travel	15%	14%
Specific vacation destination website	13%	14%
KAYAK	12%	**14%** ▲
Specific cruise brand website	14%	13%
Orbitz	9%	**11%** ▲
Yelp	9%	9%
Travel blogs	6%	6%

Data in bold indicates a significant difference from February 2023.
Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

Websites Used Vary by Age and Income.

Top three websites for each generation/income category are shaded in black.

Websites Used Regularly for Travel Information	Gen Zers	Millennials	Gen Xers	Boomers	HHI <$100K	HHI $100K+
Google	42%	45%	40%	27%	38%	36%
Tripadvisor	21%	26%	36%	31%	26%	32%
Expedia	30%	37%	39%	31%	34%	33%
Specific hotel brand website	18%	17%	26%	31%	17%	30%
Specific airline brand website	16%	17%	20%	29%	13%	29%
YouTube	37%	34%	21%	14%	26%	21%
Hotels.com	28%	32%	27%	17%	28%	23%
Booking.com	28%	36%	31%	21%	30%	26%
AAA Travel	14%	12%	11%	18%	12%	16%
Travelocity	15%	20%	28%	22%	21%	22%
Trivago	18%	19%	16%	14%	17%	15%
Priceline	13%	25%	24%	15%	22%	17%
Specific cruise brand website	10%	12%	10%	17%	9%	17%
Specific vacation destination website	10%	13%	13%	17%	11%	16%
KAYAK	10%	14%	17%	14%	13%	15%
Orbitz	7%	11%	15%	11%	11%	12%
Yelp	18%	11%	10%	4%	9%	9%
Travel blogs	10%	11%	5%	3%	7%	6%

/ YouTube and Booking.com are more likely to be visited by a younger audience.

/ Tripadvisor and specific travel service provider (i.e., a brand.com website) websites are more likely to be visited by an older audience.

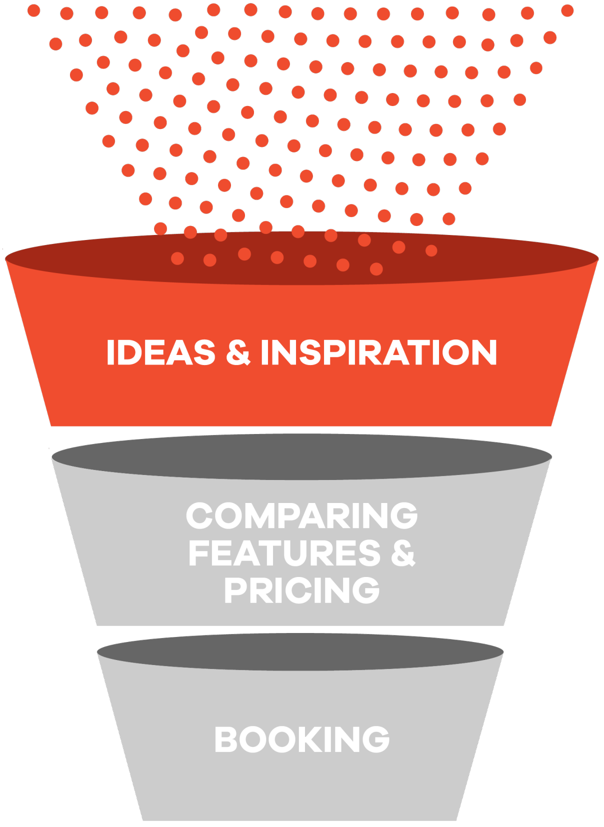
/ Those with household incomes that are less than $100K are more likely to turn to Booking.com, while those with household incomes of $100K+ are more likely to turn to Tripadvisor.

Base: Active leisure travelers (Gen Zers: n=389; Millennials: n=971; Gen Xers: n=859; Boomers: n=1,119) (<$100K: n=1,646; $100K+: n=1,799)

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

Compared to Last Year, the Usage of Many Sources for Travel Ideas and Inspiration Increased, Including Destination Websites, OTAs, Streaming TV Services and Social Media.

Sources Considered for Ideas and Inspiration	Feb '23	Feb '24
Friends and family	50%	**58%** ▲
Travel review websites	34%	32%
Destination websites	27%	**30%** ▲
Online visitor guides	29%	**26%** ▼
Television shows	24%	25%
Online travel agencies	20%	**24%** ▲
Streaming TV services (Netflix, Hulu, etc.)	19%	**23%** ▲
Social media posts from destinations or travel service providers	16%	**23%** ▲
Travel service provider websites (Hilton, Delta, etc.)	23%	21%
Television advertising	20%	21%
Video-sharing websites (YouTube, etc.)	19%	21%
Online/social media advertising	16%	**21%** ▲
Printed visitor guides	20%	20%
Magazine/newspaper articles	20%	19%
Magazine/newspaper advertisements	13%	**17%** ▲
Social media influencers	13%	**16%** ▲
Email from the destination	15%	15%
Traditional travel agents	12%	12%
Direct mail	14%	**12%** ▲
Email from the travel service provider	11%	11%
Podcasts	7%	**11%** ▲
Digital newspaper/magazine	9%	10%
Streaming audio (Pandora, Spotify, etc.)	8%	9%
Content from publishers (Buzzfeed, The New York Times, etc.)	10%	9%
Radio shows/advertising	7%	7%
Billboards	7%	7%



TRAVEL-PLANNING FUNNEL

Data in bold indicates a significant difference from February 2023.
Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

Sources Considered for Ideas and Inspiration

Top five sources for each generation are shaded in black.

Sources Considered for Ideas and Inspiration	Gen Zers	Millennials	Gen Xers	Boomers
Friends and family	49%	50%	57%	68%
Travel review websites	17%	29%	37%	38%
Destination websites	19%	26%	34%	36%
Online visitor guides	14%	20%	30%	32%
Television shows	22%	25%	25%	27%
Online travel agencies	13%	25%	29%	25%
Streaming TV services (Netflix, Hulu, etc.)	31%	29%	26%	15%
Social media posts from destinations or travel service providers	30%	29%	28%	13%
Travel service provider websites (Hilton, Delta, etc.)	17%	18%	21%	25%
Television advertising	17%	20%	26%	21%
Video-sharing websites (YouTube, etc.)	32%	29%	23%	12%
Online/social media advertising	27%	29%	25%	11%
Printed visitor guides	10%	15%	19%	28%
Magazine/newspaper articles	9%	15%	20%	26%
Magazine/newspaper advertisements	12%	12%	19%	21%
Social media influencers	28%	26%	17%	5%
Email from the destination	8%	14%	14%	18%
Traditional travel agents	9%	11%	12%	14%
Direct mail	9%	9%	10%	17%
Email from the travel service provider	10%	10%	9%	13%
Podcasts	20%	17%	9%	4%
Digital newspaper/magazine	12%	12%	8%	8%
Streaming audio (Pandora, Spotify, etc.)	19%	13%	8%	2%
Content from publishers (Buzzfeed, The New York Times, etc.)	15%	15%	10%	3%
Radio shows/advertising	9%	11%	7%	4%
Billboards	13%	10%	8%	2%

/ The advice of friends and family is the top source for travel ideas and inspiration across all generations.

/ Advertising on streaming TV services, video-sharing websites and social media will be more effective with younger travelers.

/ Older generations are more likely to turn to destination websites and online visitor guides for ideas and inspiration.

/ Boomer travelers still value printed visitor guides for travel inspiration.

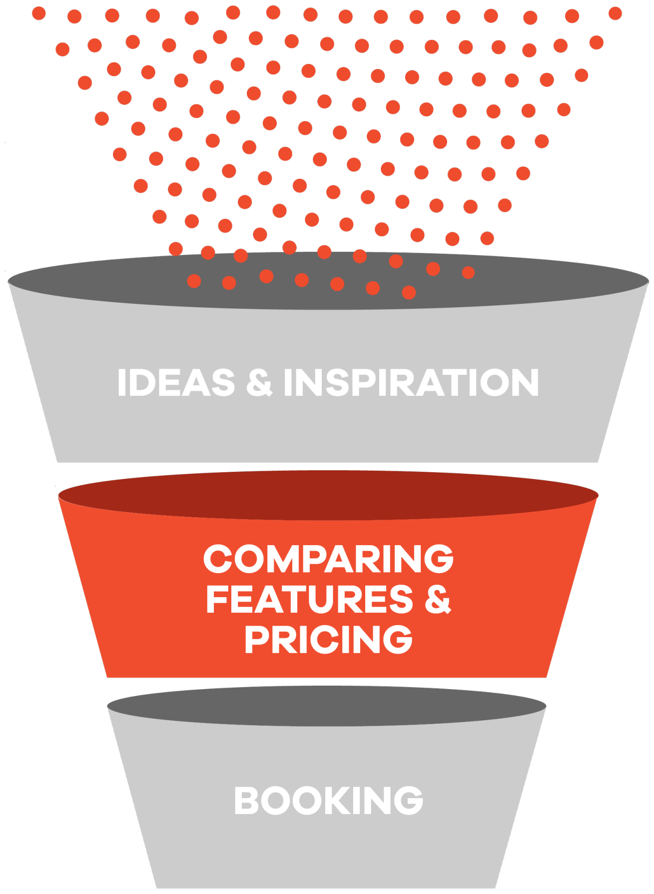
Base: Active leisure travelers (Gen Zers: n=389; Millennials: n=971; Gen Xers: n=859; Boomers: n=1,119)

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

The Use of Destination Websites, Visitor Guides and a Number of Other Sources Have Increased From Last Year.

Sources Considered for Comparing Features and Pricing	Feb '23	Feb '24
Friends and family	37%	**44%** ▲
Travel review websites	31%	33%
Online travel agencies	28%	30%
Destination websites	22%	**30%** ▲
Travel service provider websites (Hilton, Delta, etc.)	28%	28%
Online visitor guides	22%	**26%** ▲
Printed visitor guides	15%	**17%** ▲
Video-sharing websites (YouTube, etc.)	15%	16%
Television advertising	12%	**15%** ▲
Online/social media advertising	10%	**15%** ▲
Social media posts from destinations or travel service providers	10%	**15%** ▲
Email from the destination	13%	14%
Magazine/newspaper articles	11%	**14%**
Traditional travel agents	12%	13%
Television shows	11%	**13%** ▲
Email from the travel service provider	11%	**13%** ▲
Streaming TV services (Netflix, Hulu, etc.)	11%	12%
Social media influencers	9%	**12%** ▲
Direct mail	12%	11%
Magazine/newspaper advertisements	9%	**11%** ▲
Digital newspaper/magazine	6%	**8%** ▲
Content from publishers (Buzzfeed, The New York Times, etc.)	8%	7%
Streaming audio (Pandora, Spotify, etc.)	6%	7%
Podcasts	6%	7%
Billboards	5%	5%
Radio shows/advertising	5%	5%



TRAVEL-PLANNING FUNNEL

Data in bold indicates a significant difference from February 2023.
Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers®* "Spring Edition"

Sources Considered When Comparing Features and Pricing

Top five sources for each generation are shaded in black.

Sources Considered When Comparing Features and Pricing	Gen Zers	Millennials	Gen Xers	Boomers
Friends and family	39%	35%	43%	53%
Travel review websites	25%	29%	38%	36%
Online travel agencies	18%	30%	36%	30%
Travel service provider websites (Hilton, Delta, etc.)	19%	25%	30%	33%
Online visitor guides	19%	20%	28%	31%
Destination websites	21%	27%	28%	36%
Printed visitor guides	10%	11%	16%	24%
Video-sharing websites (YouTube, etc.)	23%	22%	16%	8%
Email from the destination	9%	13%	12%	18%
Television advertising	12%	14%	17%	15%
Traditional travel agents	13%	13%	11%	15%
Direct mail	10%	10%	9%	14%
Television shows	10%	13%	14%	14%
Streaming TV services (Netflix, Hulu, etc.)	16%	19%	12%	6%
Magazine/newspaper articles	6%	13%	15%	18%
Email from the travel service provider	10%	12%	11%	15%
Online/social media advertising	21%	21%	17%	9%
Social media posts from destinations or travel service providers	18%	20%	17%	9%
Magazine/newspaper advertisements	8%	10%	10%	14%
Social media influencers	21%	18%	12%	4%
Content from publishers (Buzzfeed, The New York Times, etc.)	14%	12%	5%	3%
Streaming audio (Pandora, Spotify, etc.)	14%	13%	5%	1%
Digital newspaper/magazine	10%	10%	8%	6%
Podcasts	12%	9%	7%	3%
Billboards	12%	8%	5%	2%
Radio shows/advertising	9%	9%	5%	2%

/ Older generations are more likely to use online visitor guides than younger generations.

/ Video-sharing websites and social media are more likely to reach a younger demographic.

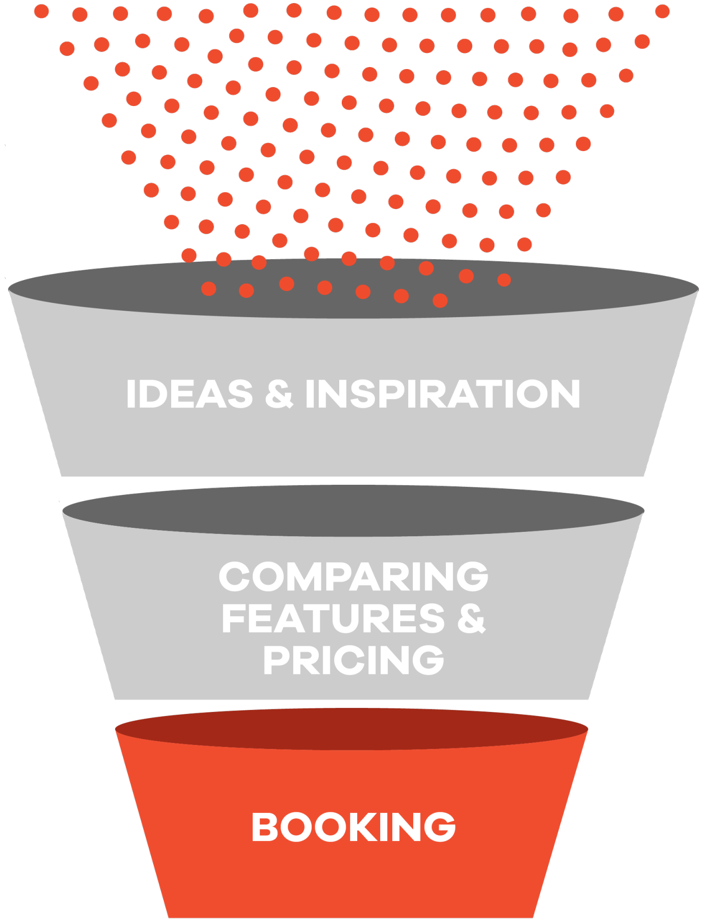
Base: Active leisure travelers (Gen Zers: n=389; Millennials: n=971; Gen Xers: n=859; Boomers: n=1,119)

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

After Switching First and Second Spots Last Year, OTAs Have Once Again Become the Top Choice for Making Reservations While Usage of Travel Service Provider Websites Decreased.

Sources Used When Making Reservations	Feb '23	Feb '24
Online travel agencies	39%	**45%**
Travel service provider websites	44%	**41%**
Google Travel (Google Flights/Hotels)	22%	**25%**
Calling travel service provider directly	22%	22%
Destination websites	19%	**22%**
Travel review websites	18%	19%
Travel service provider apps	16%	**18%**
Traditional travel agents	18%	17%



TRAVEL-PLANNING FUNNEL

Data in bold indicates a significant difference from February 2023.
Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

While All Generations Consider Travel Service Providers and OTAs to Be Top Sources for Making Reservations, Gen Zers and Millennials Also Use Google Travel.

Top two sources for each generation are shaded in black.

Sources Considered for Making Reservations	Gen Zers	Millennials	Gen Xers	Boomers
Online travel agencies (Expedia, Orbitz, etc.)	31%	49%	53%	41%
Travel service provider websites (Hilton, Delta, etc.)	31%	39%	43%	45%
Google Travel (Google Flights/Hotels)	31%	39%	26%	13%
Calling travel service provider directly	16%	19%	18%	27%
Destination websites	30%	27%	21%	17%
Travel review websites	26%	24%	19%	14%
Travel service provider app	24%	23%	16%	12%
Traditional travel agents	21%	16%	14%	17%

/ Compared to 2023, significantly more Gen Xers and Boomers are using OTAs when making travel reservations, likely causing their shift to the top spot. (Gen Xers: up from 45% to 53%; Boomers: up from 33% to 41%).

Base: Active leisure travelers (Gen Zers: n=389; Millennials: n=971; Gen Xers: n=859; Boomers: n=1,119)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

Sources Used Vary by More Than Just Demographics.

Sources Considered for Ideas and Inspiration	Luxury Travelers	Travel Bargain Hunters
Friends and family	57%	**64%**
Travel review websites	44%	42%
Destination websites	38%	39%
Online visitor guides	35%	33%
Television shows	33%	31%
Online travel agencies	34%	34%
Streaming TV services (Netflix, Hulu, etc.)	**33%**	24%
Social media posts from destinations or travel service providers	32%	28%
Travel service provider websites (Hilton, Delta, etc.)	33%	29%
Television advertising	27%	26%
Video-sharing websites (YouTube, etc.)	28%	27%
Online/social media advertising	29%	25%
Printed visitor guides	22%	**29%**
Magazine/newspaper articles	27%	29%
Magazine/newspaper advertisements	25%	22%
Social media influencers	**26%**	17%
Email from the destination	18%	21%
Traditional travel agents	**23%**	15%
Direct mail	14%	**18%**
Email from the travel service provider	15%	15%
Podcasts	**14%**	9%
Digital newspaper/magazine	**15%**	11%
Streaming audio (Pandora, Spotify, etc.)	**13%**	9%
Content from publishers (Buzzfeed, The New York Times, etc.)	**17%**	12%
Radio shows/advertising	9%	8%
Billboards	**10%**	7%

/ Luxury travelers are more likely to use streaming TV and audio services, social media, traditional travel agents, digital newspapers/ magazines and content from publishers for travel ideas and inspiration, while travel bargain hunters are more likely to turn to friends and family, printed visitor guides and direct mail.

Data in bold indicates a significant difference from the other group.
Base: Active leisure travelers (luxury travelers: n=634; travel bargain hunters: n=1,029)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

Compared to One Year Ago, a Similar Percentage of Travelers Trust Online Reviews Over the Advice of Friends and Family.

36% 2023 **38%** 2024

of active leisure travelers indicate they trust online reviews over the opinions of their friends and family.

Gen Zers: **46%**
Millennials: **51%**
Gen Xers: 38%
Boomers: 26%

Have Kids: **53%**
Don't Have Kids: 32%

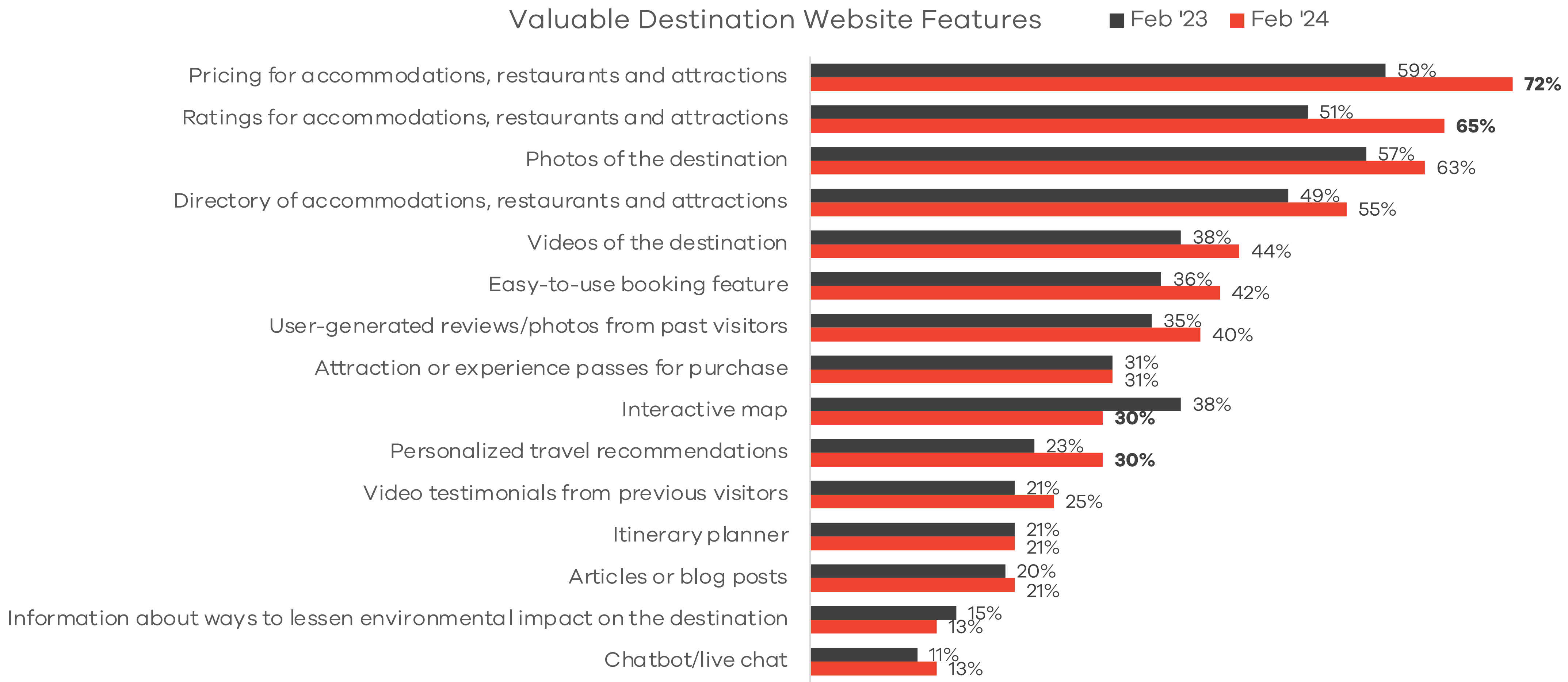
Less Than $100K: 39%
More Than $100K: 37%

/ Gen Zers, Millennials and travelers with kids are less trusting of friends and family compared to online reviews.

Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

Compared to 2023, More Travelers Value Accommodation, Restaurant and Attraction Information as well as Personalized Travel Recommendations on a Destination Website.



Data in bold indicates a significant difference from February 2023.

Base: Active leisure travelers who regularly visit destination websites for travel information (n=472)

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

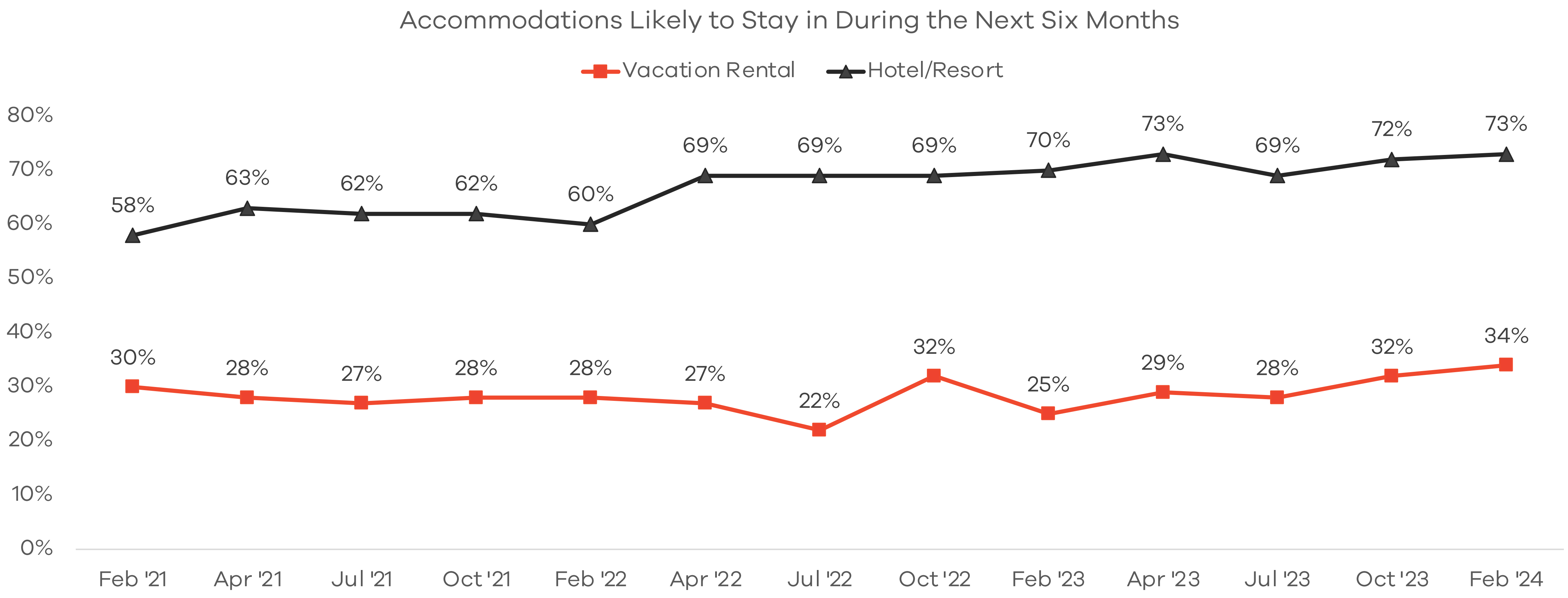
MMGY Travel Intelligence

Spring Module

Accommodations

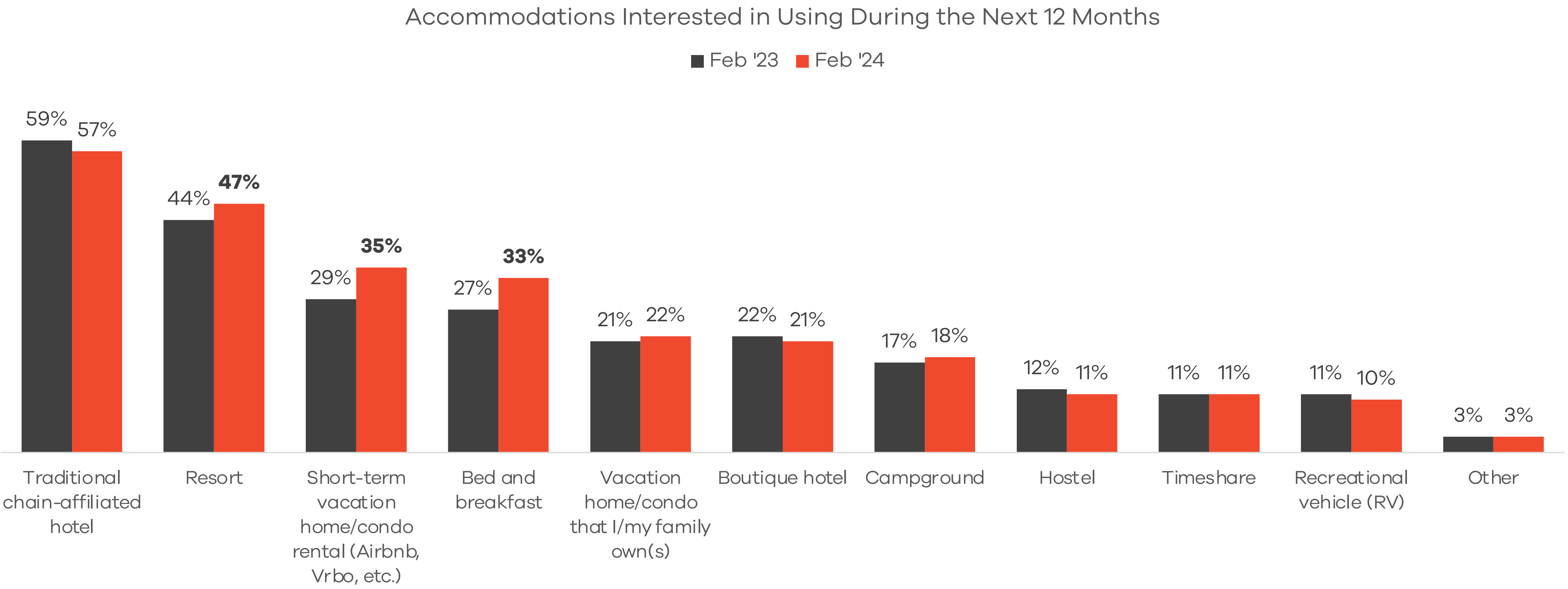
MMGY Travel Intelligence

Likelihood to Stay in a Hotel/Resort and Vacation Rental Has Increased From This Time Last Year.



Base: Active leisure travelers who intend to vacation in the next six months (n=2,885)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

Interest in Staying in a Resort, Short-Term Vacation Rental, and Bed and Breakfast Has Increased From Last Year.

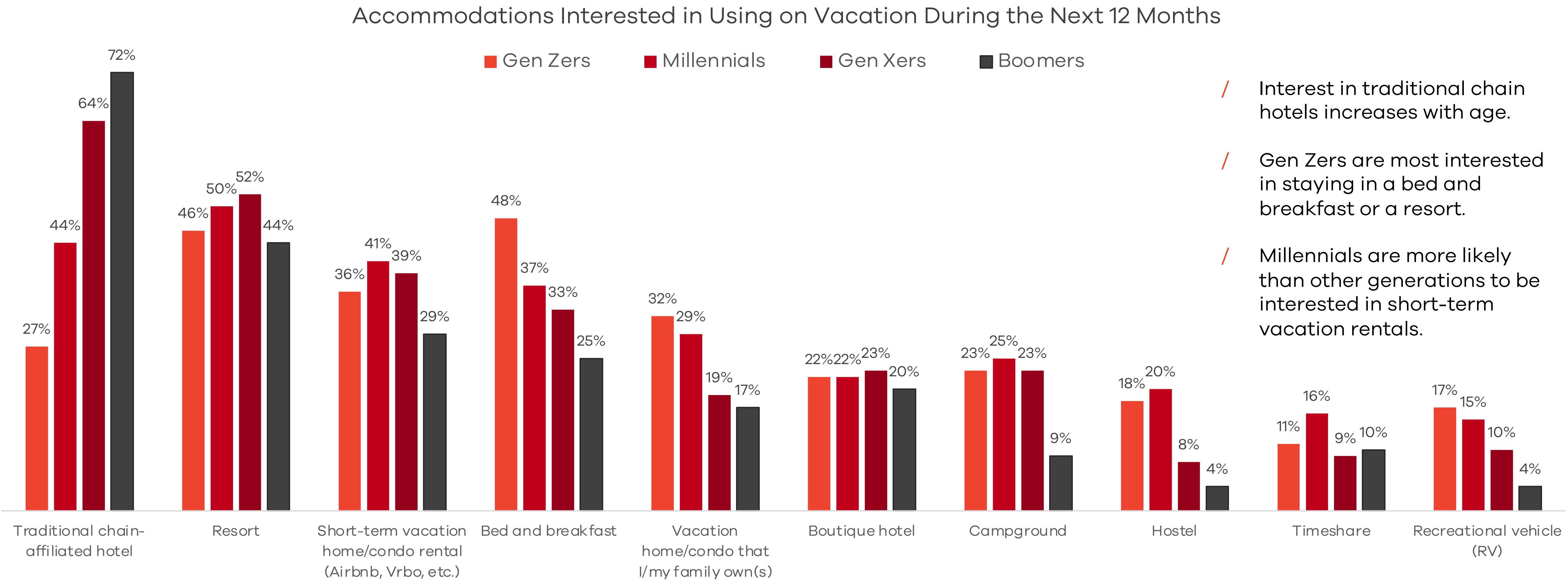


Base: Active leisure travelers (n=3,446)

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

Accommodation Interest Varies by Age.



- Interest in traditional chain hotels increases with age.
- Gen Zers are most interested in staying in a bed and breakfast or a resort.
- Millennials are more likely than other generations to be interested in short-term vacation rentals.

Base: Active leisure travelers (Gen Zers: n=389; Millennials: n=971; Gen Xers: n=859; Boomers: n=1,119)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

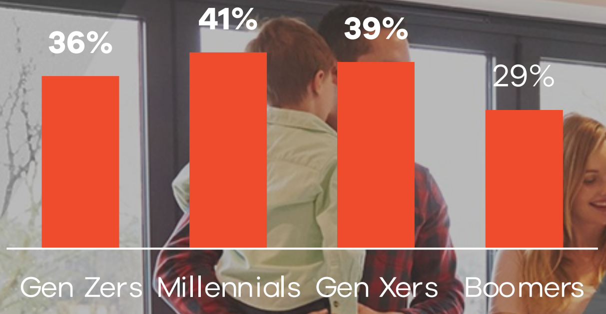
MMGY Travel Intelligence

Short-Term Rental Traveler

Defined as an active traveler who expresses an interest in staying in a short-term rental during the next 12 months.

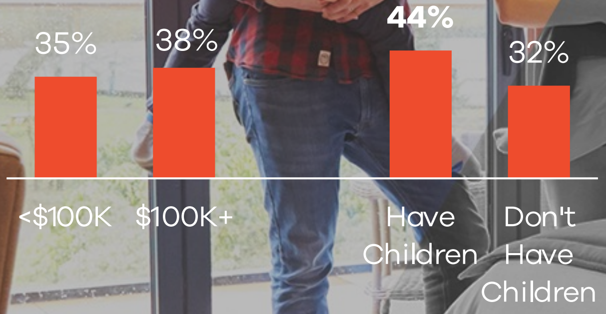
35%

of Active Leisure Travelers



3.8

Expected Leisure Trips During the Next 12 Months



Top Travel Motivators:

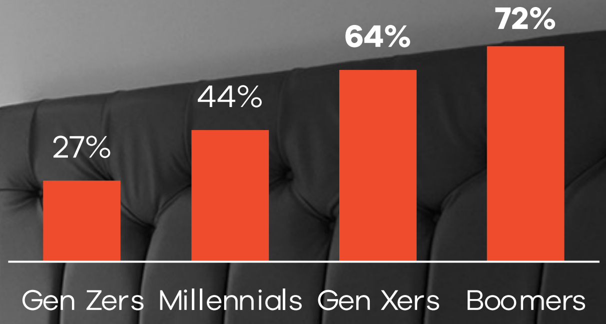
- **To get away and unplug (85%)**
- **Spend time with spouse/children (83%)**
- **Explore nature/outdoors (73%)**
- **Experience different cultures (69%)**
- **Desire to visit friends/family (67%)**

Traditional Hotel Traveler

Defined as an active traveler who expresses an interest in staying in a traditional hotel during the next 12 months.

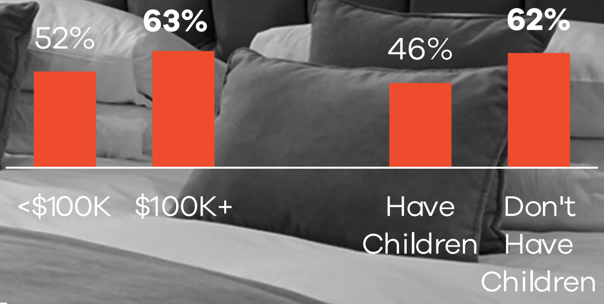
57%

of Active Leisure Travelers



3.9

Expected Leisure Trips During the Next 12 Months

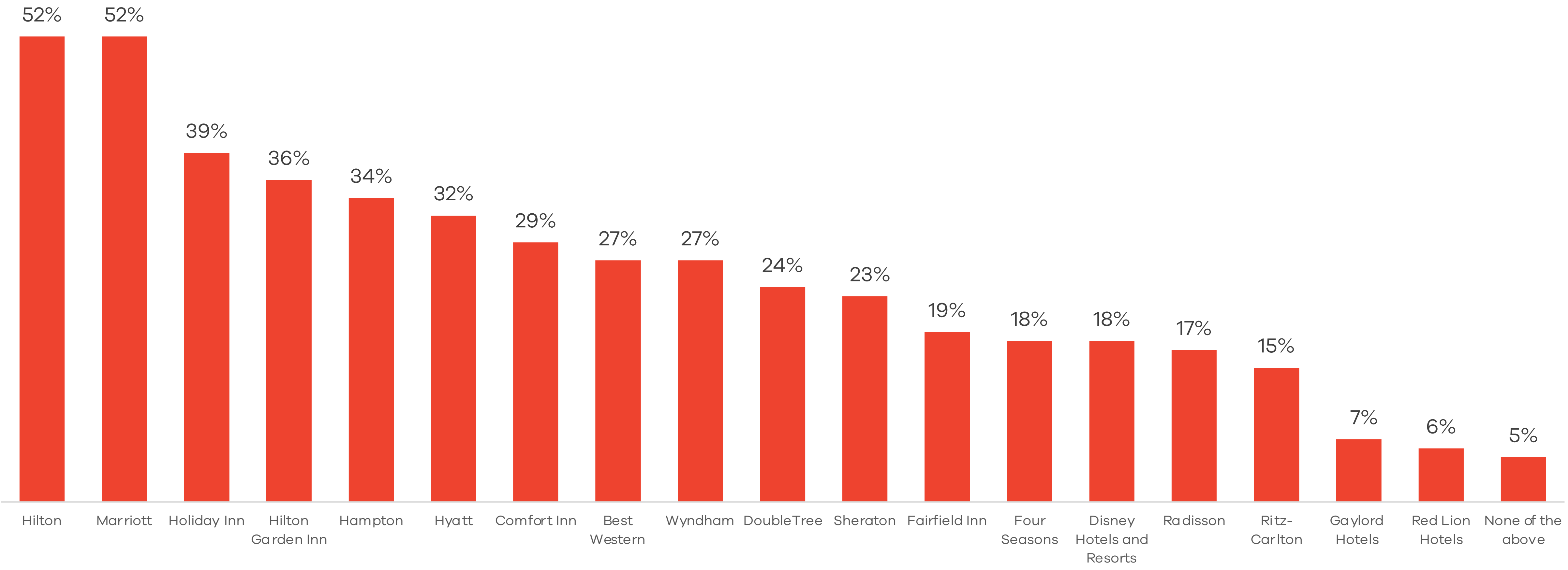


Top Travel Motivators:

- **Spend time with spouse/children (80%)**
- **To get away and unplug (78%)**
- **Desire to visit friends/family (64%)**
- **Explore nature/outdoors (63%)**
- **Experience different cultures (61%)**

MMGY Travel Intelligence

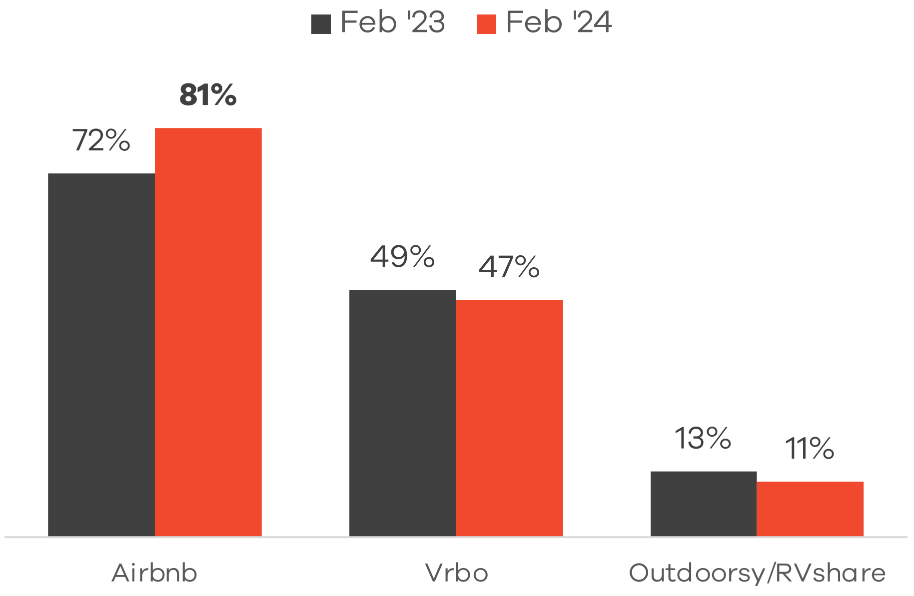
Hotel Brands Travelers Would Consider Booking in the Next Two Years



Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers®* "Spring Edition"

Likelihood to Use Airbnb During the Next 12 Months Has Increased From Last Year, Continuing to Dominate the Short-Term Rental Market.

Short-Term Vacation Rental Companies Likely to Use During Next 12 Months
(Among Travelers Interested in Short-Term Rentals)



Reasons for Using a Short-Term Rental Instead of a Traditional Hotel (Among Travelers Interested in Short-Term Rentals)	**Feb '23**	**Feb '24**
I like the idea of vacationing in a home away from home	45%	**53%**
I want to stay in a unique or unusual place	39%	**44%**
Short-term rentals are less expensive than hotels	39%	40%
Short-term rentals are better for accommodating a large group	38%	38%
Short-term rentals are typically more interesting in design than traditional hotels or resorts	31%	**35%**
I want to stay near the people I am visiting	25%	26%
Short-term rentals allow me to vacation with locals in their neighborhood	22%	21%
Due to the COVID-19 pandemic, I feel that short-term rentals are safer than hotels	22%	**14%**
Other	2%	3%

Data in bold indicates a significant difference from February 2023.
Base: Active leisure travelers interested in short-term rentals (n=1,222)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

The Importance of Many Accommodation Features Has Increased From Last Year, Including Location, Value, Room Rate, Available Dining and Free Internet Access.

Important Features When Choosing Accommodations	Feb '23	Feb '24
Location	60%	**64%**
Value for the price	57%	**63%**
Room rate	53%	**56%**
Cleanliness standards/promise	51%	50%
Free breakfast	50%	50%
Food/restaurant options available at accommodation	35%	**40%**
Free internet access from public areas (pool, lobby, etc.)	35%	**40%**
Previous experience/reputation of the accommodation brand	40%	38%
Located within walking distance of restaurants/bars	31%	**36%**
Swimming pool	27%	**35%**
Recommendation of friends/family	27%	**35%**
Loyalty/frequent stay program	35%	**30%**
Consumer reviews	27%	28%
All-inclusive stay package	24%	26%
Complimentary late checkout option	24%	26%
Complimentary local transportation to restaurants/shopping	20%	20%
24-hour room service	16%	**18%**
On-site fitness center	13%	**15%**
Pets allowed to stay in room	13%	**15%**
On-site spa	9%	**12%**
Wellness focus	9%	9%
Kids club/organized family activities	7%	**9%**
Communal space to hang out, work or socialize	7%	**9%**

Data in bold indicates a significant difference from February 2023.

The Importance of Different Features Varies With Age and Income:

/ Older generations tend to be more selective in regard to their hotel choice than younger generations (i.e., they find many of the features to be more important than the younger generations).

/ Younger generations consider a swimming pool, 24-hour room service, allowing pets in the room, a spa, communal space, kids club and a focus on wellness to be more important than older generations.

/ Travelers with higher incomes find loyalty programs to be more important than those with lower incomes.

Base: Active leisure travelers (n=3,446)

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

Accommodation Preferences of Luxury Travelers vs. Travel Bargain Hunters

Important Features When Choosing Accommodations	Luxury Travelers	Travel Bargain Hunters
Location	67%	**77%**
Value for the price	60%	**80%**
Room rate	54%	**72%**
Cleanliness standards/promise	65%	68%
Free breakfast	51%	**64%**
Previous experience/reputation of the accommodation brand	46%	48%
Food/restaurant options available at accommodation	**54%**	46%
Free internet access from public areas (pool, lobby, etc.)	44%	**49%**
Loyalty/frequent stay program	40%	43%
Located within walking distance of restaurants/bars	46%	47%
Swimming pool	**47%**	41%
Recommendation of friends/family	35%	39%
Consumer reviews	37%	37%
All-inclusive stay package	**43%**	34%
Complimentary late checkout option	40%	39%
Complimentary local transportation to restaurants/shopping	**33%**	28%
24-hour room service	**32%**	18%
On-site fitness center	**22%**	18%
Pets allowed to stay in room	18%	19%
On-site spa	**24%**	13%
Wellness focus	**17%**	9%
Kids club/organized family activities	**12%**	9%
Communal space to hang out, work or socialize	14%	11%

/ Luxury travelers are more likely than travel bargain hunters to consider available dining, a swimming pool, an all-inclusive stay package, complimentary local transportation, 24-hour room service, an on-site fitness center, an on-site spa, wellness focus and a kids club to be important.

/ Travel bargain hunters are more likely to find location, value, room rate, free breakfast and internet access to be important.

Data in bold indicates a significant difference from the other group.
Base: Active leisure travelers (luxury travelers: n=634; travel bargain hunters: n=1,029)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

The Importance of Many of the Top In-Room Features Has Increased From Last Year.

Importance of In-Room Features/Attributes	Feb '23	Feb '24
Free internet access	59%	**62%**
Refrigerator (for personal use)	51%	**55%**
Size and/or layout of room	43%	**46%**
Microwave	39%	**42%**
Proper water temperature and pressure	38%	**41%**
Premium mattress	34%	36%
Multiple electrical outlets for charging personal devices	31%	33%
Free bottled water in room	30%	32%
Balcony	28%	**32%**
Sound-proof room	26%	**29%**
Premium bed linens	26%	28%
Free premium television channels (HBO, Starz, etc.)	25%	**28%**
Premium soaps, shampoos, conditioners	23%	25%
Free premium movie streaming channels (Netflix, Disney+, etc.)	21%	**25%**
Selection of pillows	21%	**24%**
In-room dining service without additional fees or delivery charges	14%	**19%**
In-room minibar/refrigerator stocked with drinks/snacks	14%	**18%**
Spa-style bathtub	13%	**17%**
Ability to watch in-room entertainment on personal mobile devices	12%	**15%**
Hardwood/tile flooring	10%	11%
Remote access to guest room from smartphone	9%	9%
Biometric access to guest room	5%	5%

Data in bold indicates a significant difference from February 2023.
Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers®* "Spring Edition"

Vacation Motivators and Activities

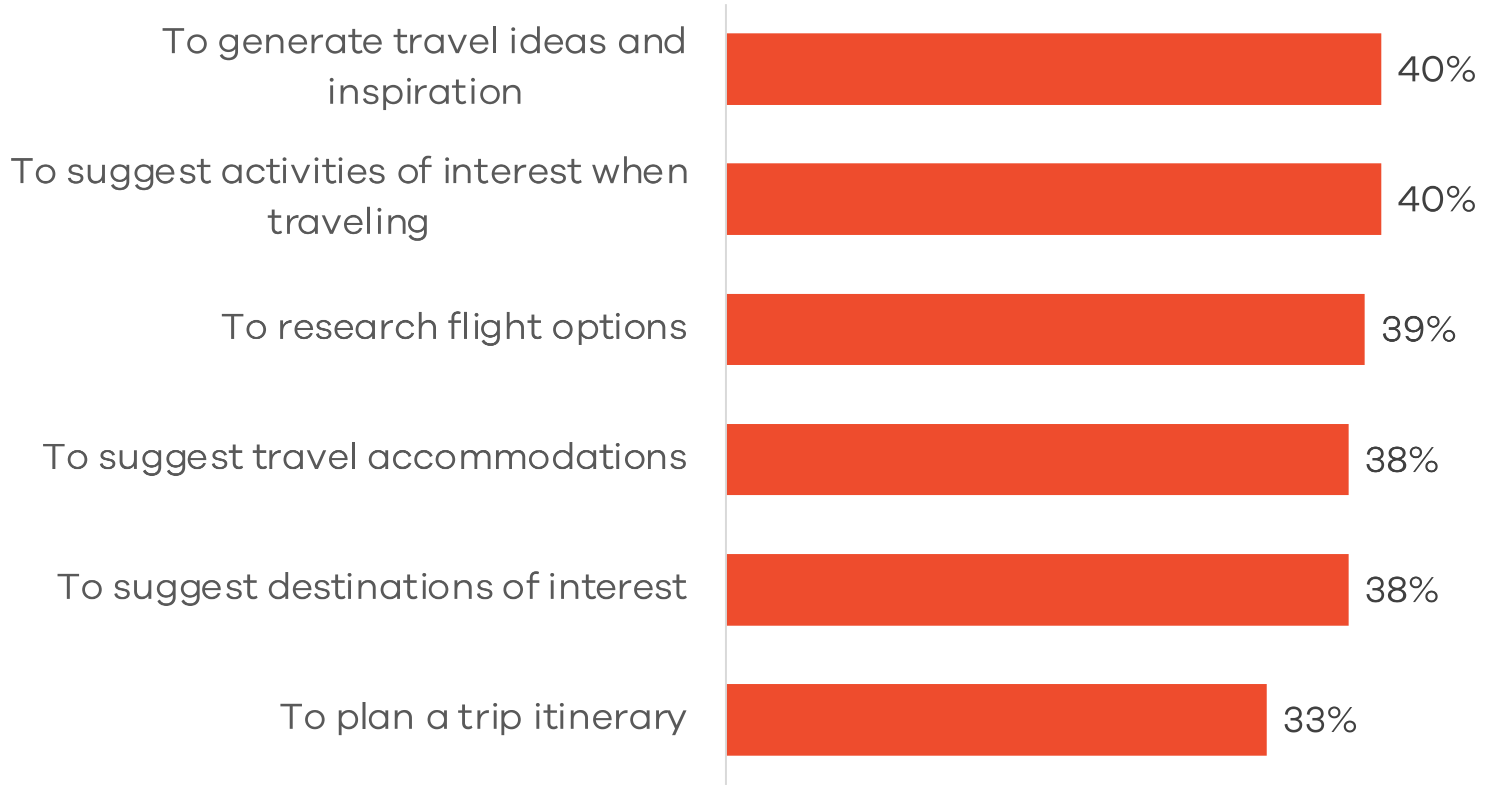
MMGY Travel Intelligence

The Percentage of Active Leisure Travelers Who Have Used an AI Tool When Travel Planning Is Unchanged From Last Wave.

31%

of active leisure travelers have used ChatGPT or another AI tool for travel planning (compared to 31% in Q4 2023).

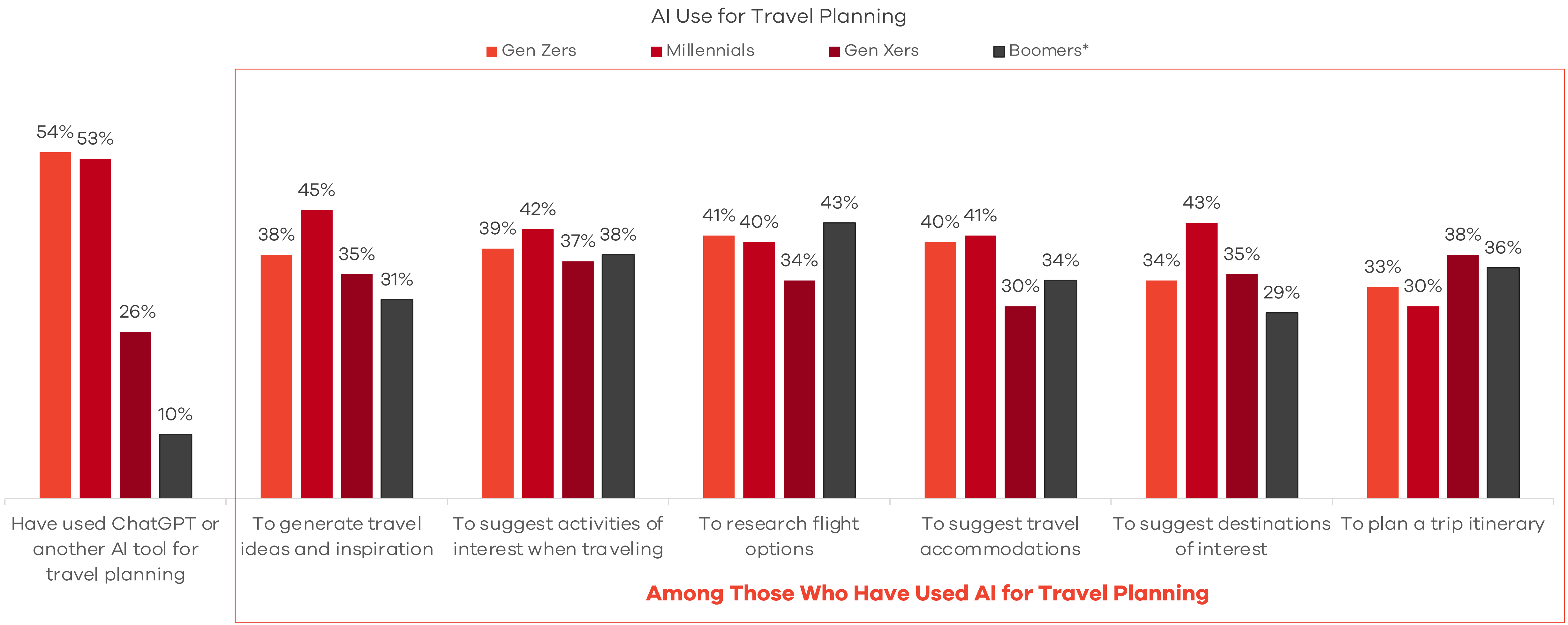
AI Use for Travel Planning
(Among Those Who Have Used AI for Travel Planning)



Base: Active leisure travelers (n=3,446); those who have used ChatGPT or another AI tool for travel planning (n=1,075)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

As Would Be Expected, Younger Generations Continue to Be More Likely to Use AI for Travel Planning.



* Small sample size – interpret with caution.

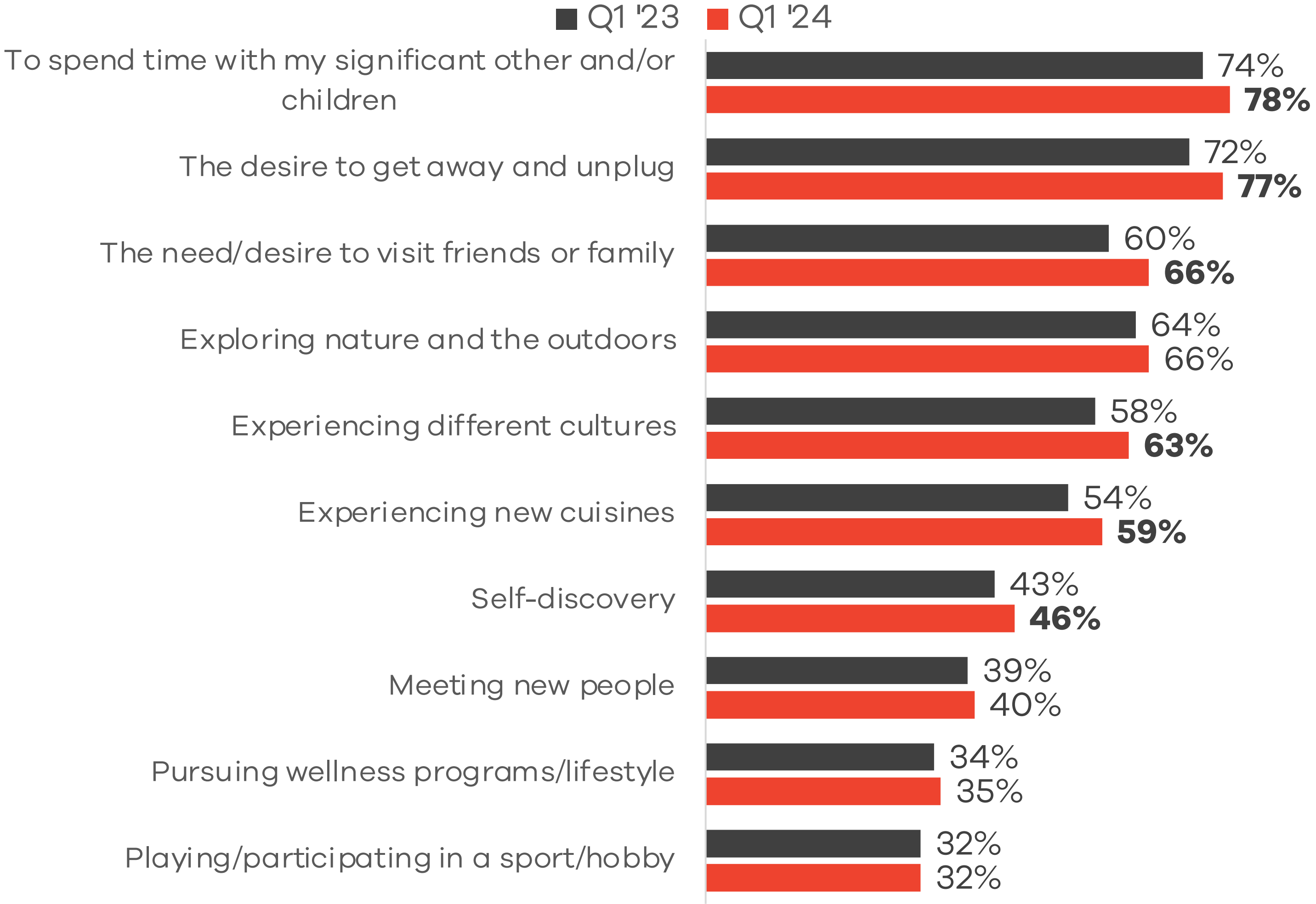
Base: Those who have used ChatGPT or another AI tool for travel planning (Gen Zers: n=212; Millennials: n=517; Gen Xers: n=227; Boomers: n=116)

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

The Top Motivators to Travel Have Increased From This Time Last Year.

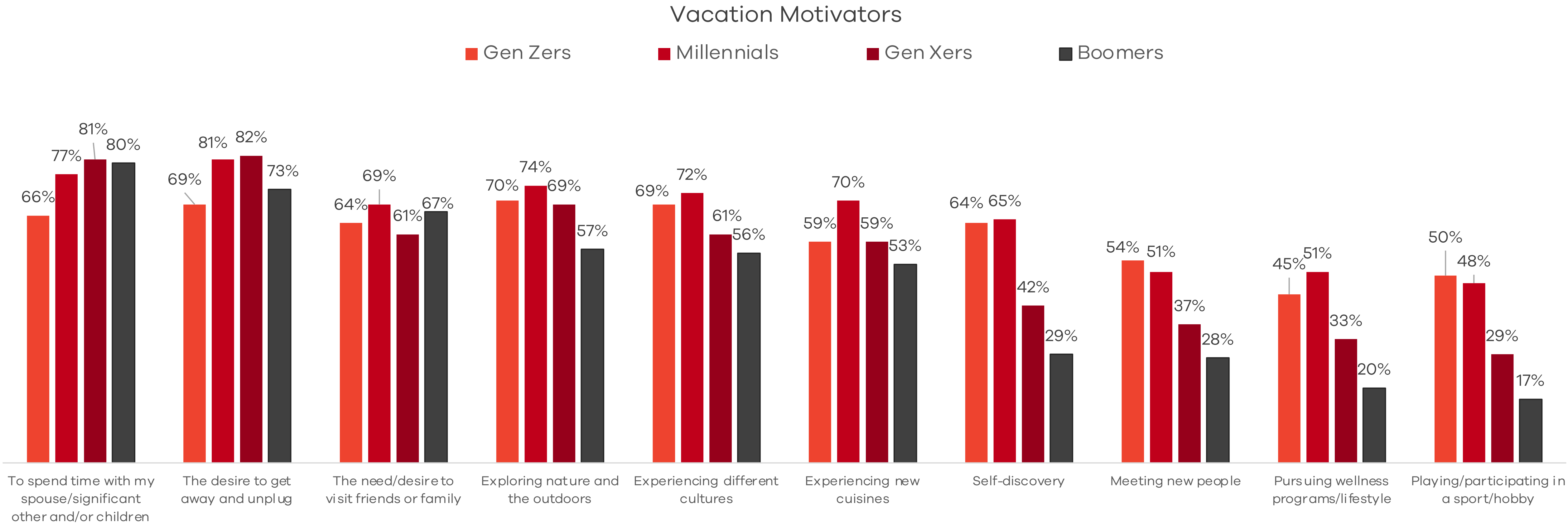
Vacation Motivators



Data in bold indicates a statistically significant difference from Q1 2023.
Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

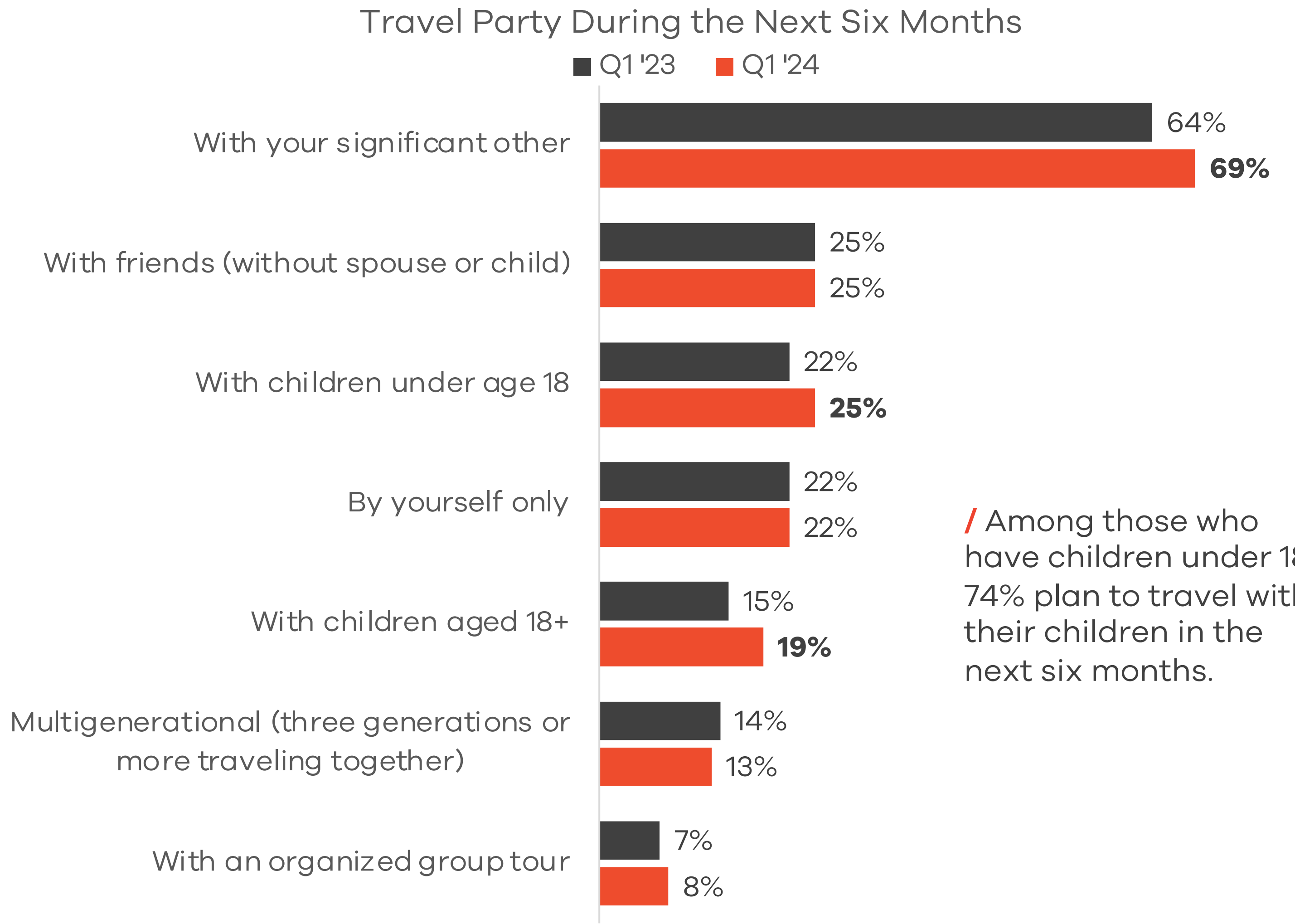
While the Desire to Unplug and to Spend Time With Family Are Top Motivations Among All Generations, Younger Generations Are Also Motivated to Explore Nature, Experience New Cuisines and Different Cultures, and for Self-Discovery.



Base: Active leisure travelers (Gen Zers: n=389; Millennials: n=971; Gen Xers: n=859; Boomers: n=1,119)
Source: MMGY Global's 2024 *Portrait of American Travelers®* "Spring Edition"

MMGY Travel Intelligence

Traveling as a Couple and With Children Have Increased From This Time Last Year.



/ Among those who have children under 18, 74% plan to travel with their children in the next six months.

Data in bold indicates a statistically significant difference from Q1 2023.
Base: Active leisure travelers who intend to travel during the next six months (n=2,885)
Source: MMGY Global's 2024 *Portrait of American Travelers®* "Spring Edition"

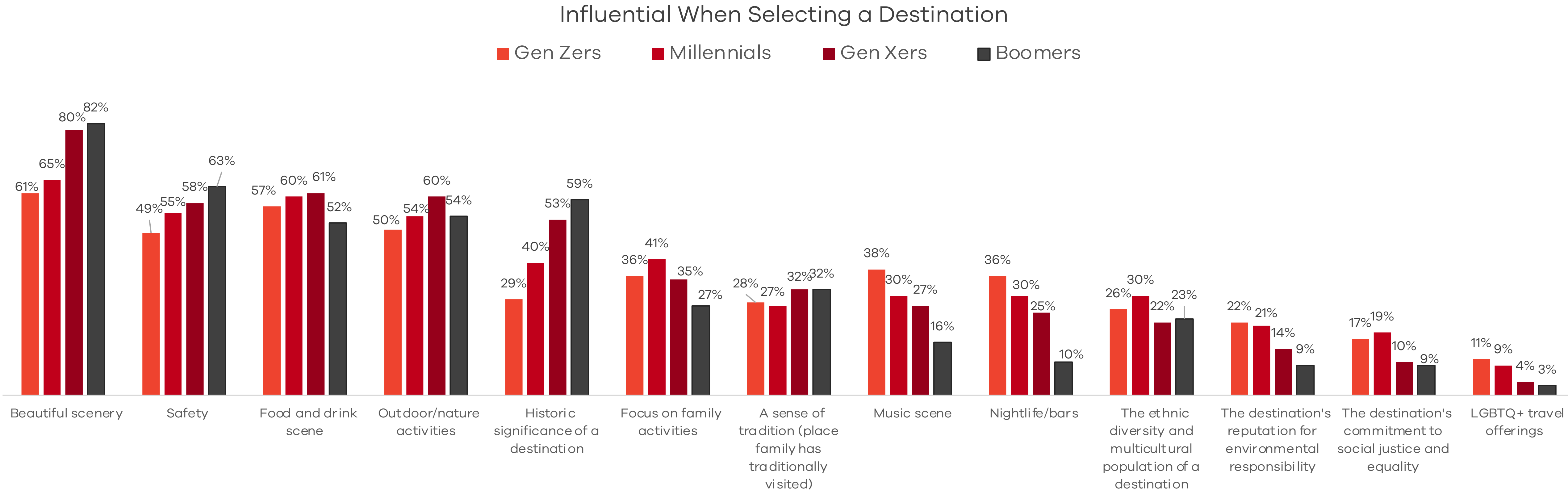
Many Factors Increased in Influence From Last Year, Including Scenery, Safety, Food and Drink Scene, and Outdoor Activities.

Influential When Selecting a Destination (Top-2 Box)	**Q1 '23**	**Q1 '24**
Beautiful scenery	68%	**74%**
Safety	55%	**58%**
Food and drink scene	53%	**57%**
Outdoor/nature activities	47%	**55%**
Historic significance of a destination	46%	**49%**
Focus on family activities	32%	34%
A sense of tradition (place family has traditionally visited)	28%	30%
Music scene	22%	**25%**
The ethnic diversity and multicultural population of a destination	21%	**25%**
Nightlife/bars	20%	**22%**
The destination's reputation for environmental responsibility	14%	15%
The destination's commitment to social justice and equality	11%	**13%**
LGBTQ+ travel offerings	7%	6%

Data in bold indicates a statistically significant difference from Q1 2023.
Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

Younger Generations Are More Likely to Be Influenced by the Music Scene and Nightlife of a Destination Than Their Older Counterparts, While Older Generations Are More Likely to Be Influenced by Beautiful Scenery, Safety and the Historic Significance of a Destination.



Base: Active leisure travelers (Gen Zers: n=389; Millennials: n=971; Gen Xers: n=859; Boomers: n=1,119)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

Top Activities of Interest on Vacation

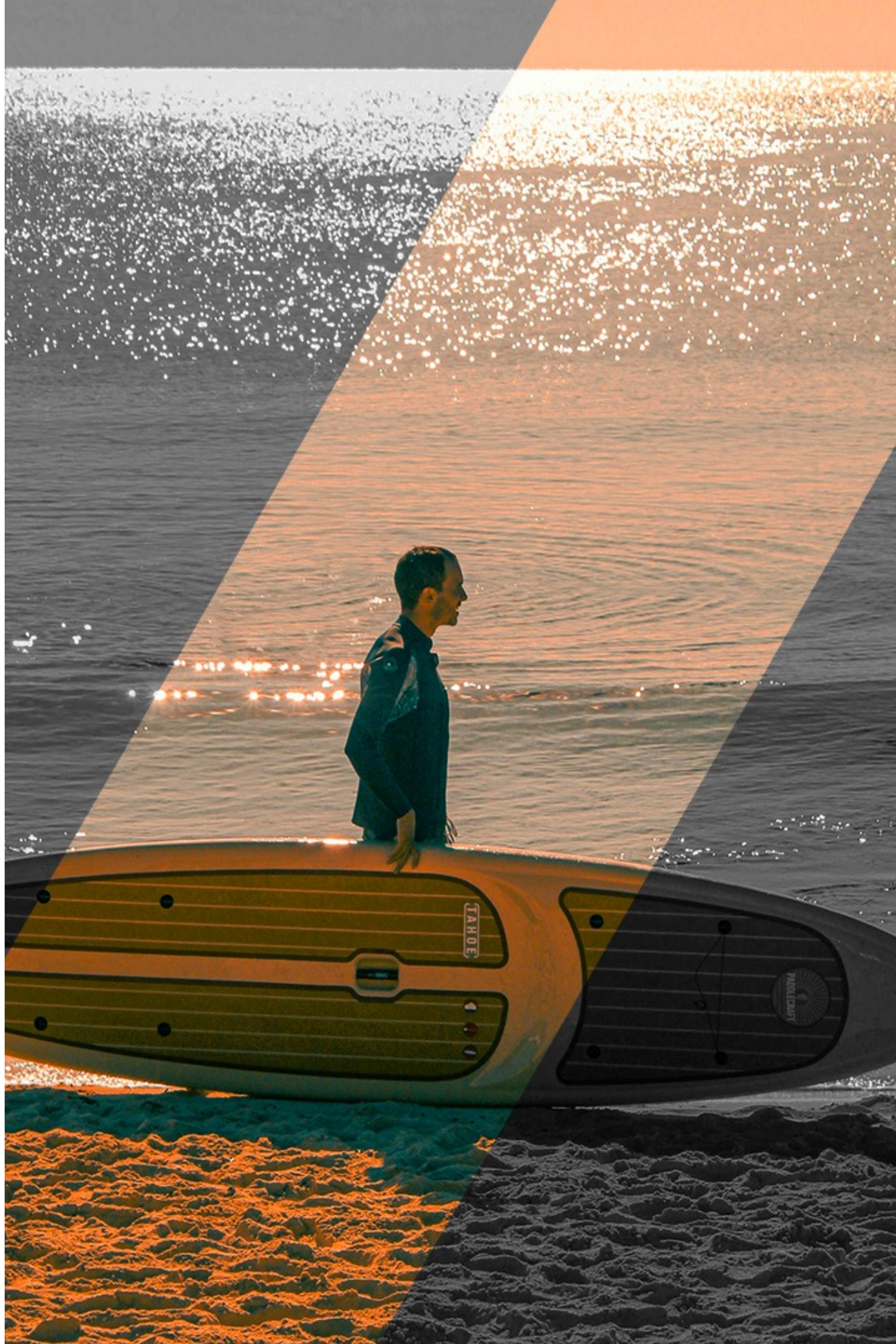
Top 25	Q1 '23	Q1 '24
Beach experiences	51%	**58%**
Historic sites	47%	**52%**
Visiting a state or national park	47%	**50%**
Shopping	47%	48%
Visiting a museum	43%	**46%**
Visiting a zoo or aquarium	39%	**43%**
Visiting a theme or amusement park	35%	**38%**
Dining cruise	31%	**36%**
Food tours	NA	35%
Attending a concert/music festival	27%	**34%**
Hiking/climbing/biking/other outdoor adventures	32%	34%
Visiting notable architectural sites	32%	33%
Guided tours with access to local experiences that are otherwise inaccessible	28%	**32%**
Casino gambling	26%	**29%**
Attending a sporting event	24%	**28%**
Dinner theater	22%	**27%**
Adventure travel	24%	**27%**
Nightlife	22%	**26%**
Cooking, wine or cocktail classes	NA	26%
Spa services (massages, facials, etc.)	21%	**26%**
Camping	20%	**23%**
Exploring family's ancestry/past on a heritage vacation	20%	**23%**
Attending performing arts events	20%	**23%**
Water sports (waterskiing, boating/rafting)	19%	**21%**
Film/art festivals	18%	**20%**

NA: Option was not asked in Q1 2023.

Data in bold indicates a significant difference from Q1 2023.

Base: Active leisure travelers (n=3,446)

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"



Although Activities of Interest Vary By Generation, Beach Experiences Are Top Activities of Interest for All Generations.

Top five vacation activities for each generation are shaded in black.

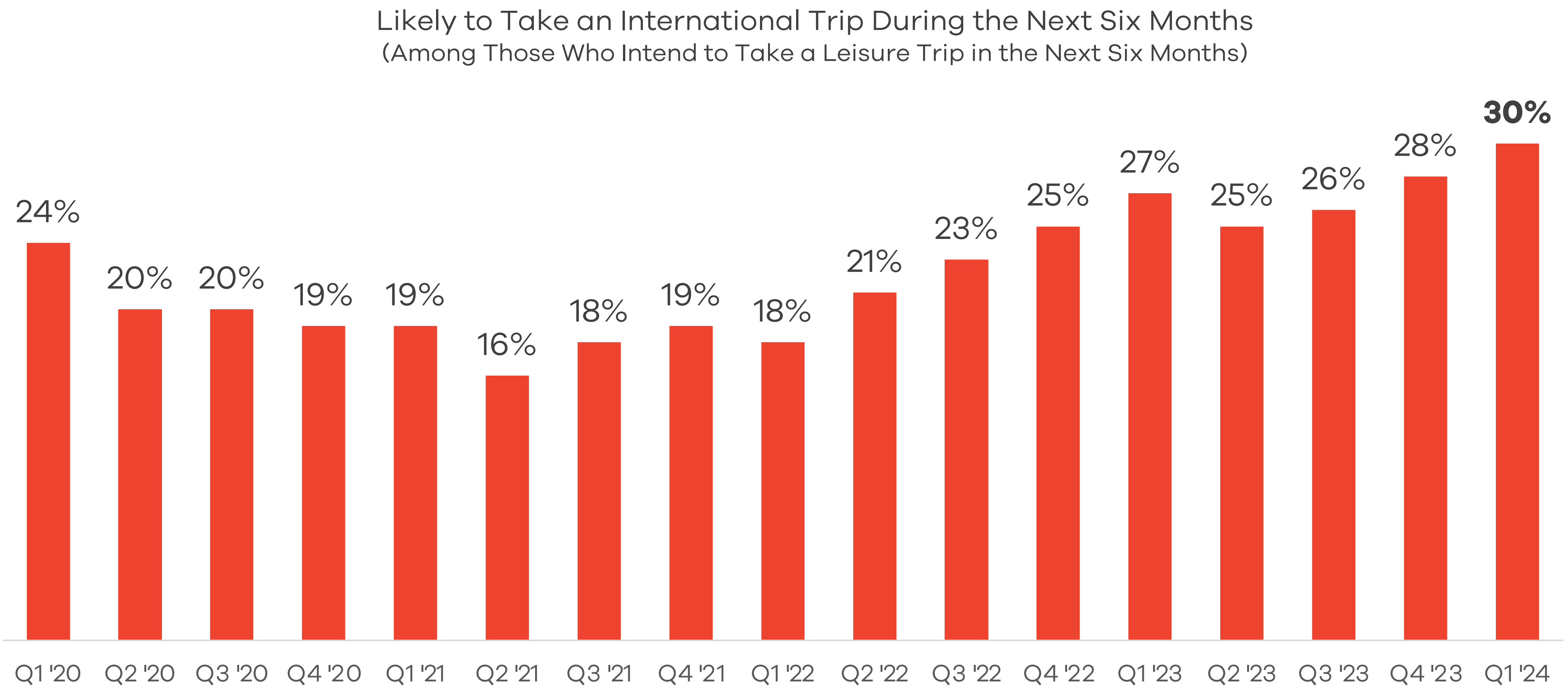
Interest in Vacation Activities (Top 20)	Gen Zers	Millennials	Gen Xers	Boomers
Beach experiences	49%	52%	65%	61%
Historic sites	27%	40%	56%	66%
Visiting a state or national park	33%	45%	55%	58%
Shopping	52%	46%	52%	47%
Visiting a museum	36%	39%	49%	52%
Visiting a zoo or aquarium	35%	44%	47%	42%
Visiting a theme or amusement park	38%	47%	45%	28%
Dining cruise	31%	34%	38%	38%
Food tours	39%	35%	39%	32%
Attending a concert/music festival	35%	31%	42%	33%
Hiking/climbing/biking/other outdoor adventures	27%	38%	39%	31%
Visiting notable architectural sites	20%	29%	33%	41%
Guided tours with access to local experiences that are otherwise inaccessible	20%	25%	36%	39%
Casino gambling	23%	27%	35%	29%
Attending a sporting event	28%	28%	32%	26%
Dinner theater	31%	26%	30%	26%
Adventure travel	29%	37%	31%	17%
Nightlife	41%	33%	29%	15%
Cooking, wine or cocktail classes	26%	29%	31%	21%
Spa services (massages, facials, etc.)	30%	30%	30%	20%

Base: Active leisure travelers (Gen Zers: n=389; Millennials: n=971; Gen Xers: n=859; Boomers: n=1,119)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence


International
Travel Intentions
MMGY Travel Intelligence

Likelihood to Take an International Trip in the Next Six Months Continues to Increase.



Data in bold indicates a significant difference from Q1 2023.

Base: Active leisure travelers who intend to travel during the next six months (n=2,885)

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

Measured Interest in International Travel Is Unchanged From One Year Ago.

81% 2023

81% 2024

of active leisure travelers are interested in traveling internationally during the next two years.

Gen Zers: **90%**
Millennials: **89%**
Gen Xers: 79%
Boomers: 74%

Have Kids: **86%**
Don't Have Kids: 79%

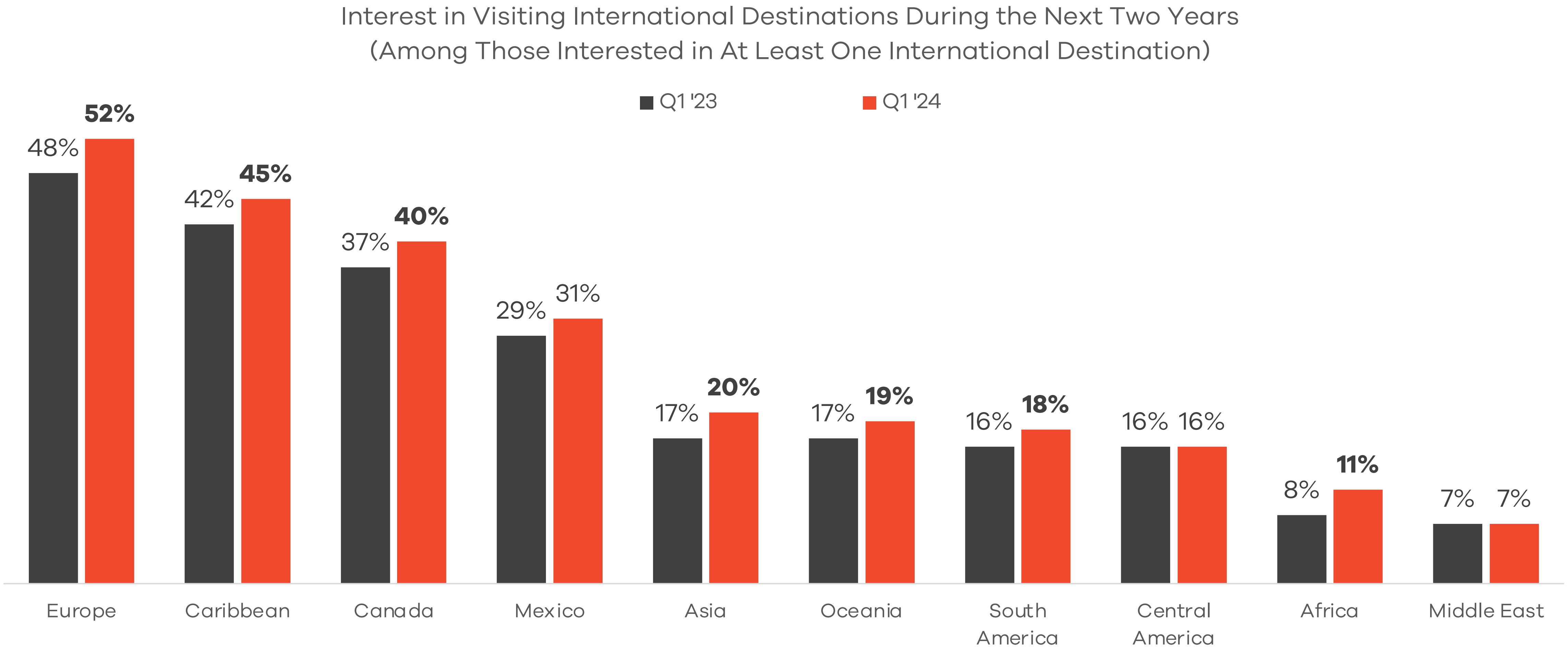
Less Than $100K: 77%
More Than $100K: **85%**

/ Younger generations, travelers with higher incomes and travelers with kids are more interested in traveling internationally.

Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

Interest in Visiting Many International Destinations Has Increased From One Year Ago.



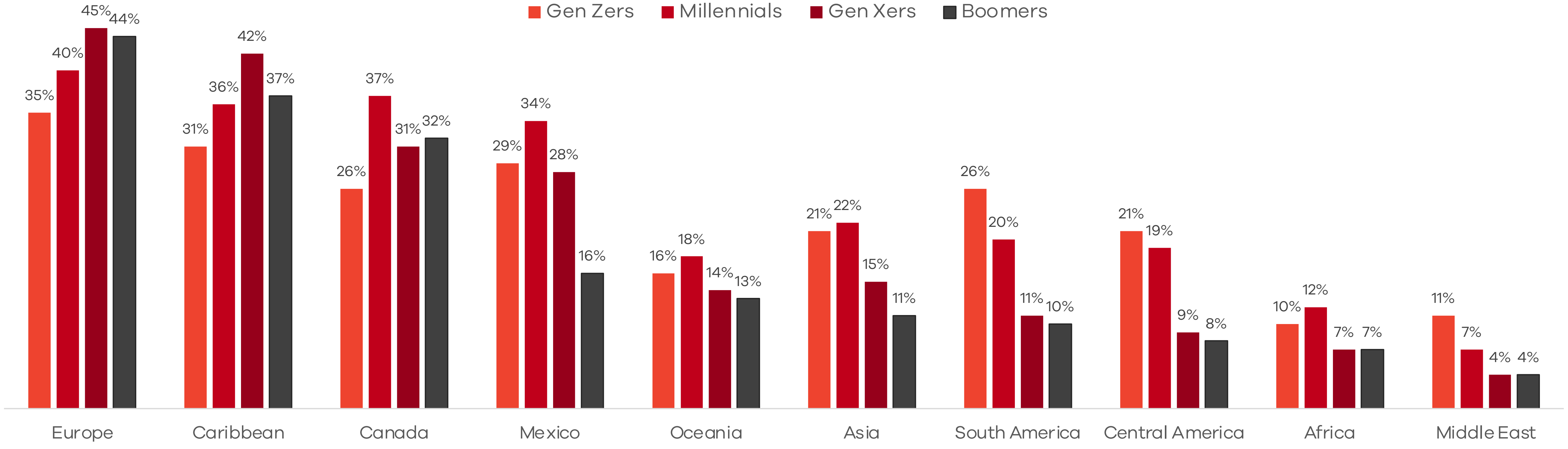
Data in bold indicates a statistically significant difference from Q1 2023.
Base: Active leisure travelers interested in at least one international destination (n=2,796)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

Interest in Many International Destinations Varies by Generation.

/ Popular international destinations are more appealing to older travelers, while less popular destinations such as Asia, South America and Central America are more appealing to younger travelers.

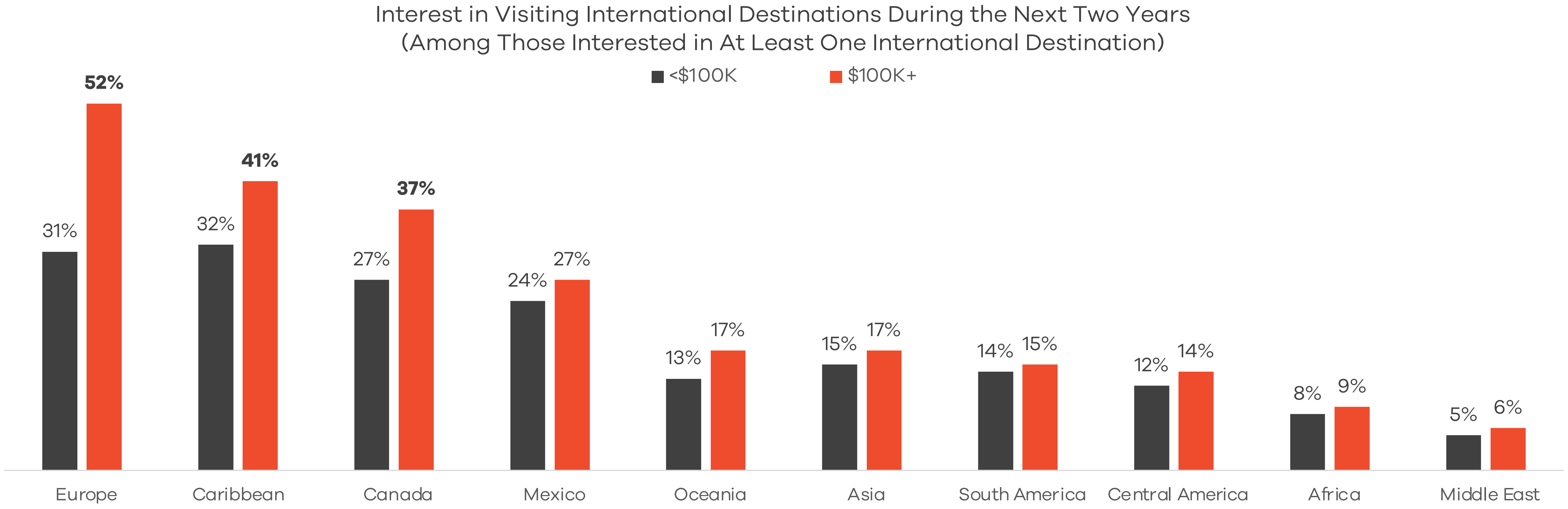
Interest in Visiting International Destinations During the Next Two Years
(Among Those Interested in At Least One International Destination)



Base: Active leisure travelers interested in at least one international destination (Gen Zers: n=349; Millennials: n=862; Gen Xers: n=682; Boomers: n=833)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

More Travelers With Household Incomes of $100K or More Are Interested in All International Destinations Compared to Those Making Less Than $100K.



Data in bold indicates a statistically significant difference from the other group.

Base: Active leisure travelers interested in at least one international destination (<$100K: n=1,265; $100K+: n=1,532)

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

Destinations of Interest in the Caribbean, Mexico and Canada During the Next Two Years

Caribbean Destinations Interested in Visiting During the Next Two Years	Q1 '23	Q1 '24
The Bahamas	55%	56%
U.S. Virgin Islands	46%	**50%**
Jamaica	42%	41%
Puerto Rico	36%	39%
Cayman Islands	36%	37%
Aruba	33%	**37%**
St. Maarten/St. Martin	34%	37%
Dominican Republic	27%	**34%**
Barbados	27%	**33%**
British Virgin Islands	24%	**30%**
Bermuda	25%	**29%**
Antigua	18%	21%
Cuba	12%	**15%**
Other	5%	4%

Mexico Destinations Interested in Visiting During the Next Two Years	Q1 '23	Q1 '24
Cancun	62%	60%
Los Cabos/Cabo San Lucas	44%	45%
Puerto Vallarta	38%	41%
Mexico City	32%	**40%**
Cozumel	37%	38%
Riviera Maya	29%	30%
Guadalajara	17%	17%
Other	5%	4%

Canada Destinations Interested in Visiting During the Next Two Years	Q1 '23	Q1 '24
Toronto	50%	**57%**
Vancouver	54%	54%
Montreal	47%	49%
Quebec	44%	43%
Victoria	27%	**23%**
Banff	21%	19%
Ottawa	16%	19%
Whistler	17%	14%
Other	6%	5%

Data in bold indicates a statistically significant difference from Q1 2023.
Base: Active leisure travelers interested in visiting the Caribbean (n=1,271); Mexico (n=869); Canada (n=1,108)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

MMGY Travel Intelligence

Respondent Demographics

MMGY Travel Intelligence

Traveler Personas

Percent Who Self-Identify With Each Descriptor

	Q1 '23	Q1 '24
Beach lover	41%	**48%**
Pet lover	36%	**42%**
Foodie	38%	**41%**
Family traveler	35%	37%
Travel bargain hunter	30%	30%
Sports fan/enthusiast	28%	30%
Outdoor adventurer	27%	29%
Theme park enthusiast	25%	26%
Concert/festival enthusiast	19%	**25%**
Cruise lover	21%	**25%**
Moderate (politically)	23%	25%
Conservative (politically)	23%	24%
World traveler	23%	23%
All-inclusive resort enthusiast	20%	23%
Environmentally conscious	21%	22%
Wine enthusiast	18%	19%
Liberal (politically)	19%	18%
Luxury traveler	17%	18%
Video game enthusiast	NA	17%
Cocktail enthusiast	NA	17%
Recreational cannabis user	12%	12%
Golf enthusiast	8%	9%
Social justice activist	8%	8%
Ski/snowboard enthusiast	7%	7%
Road warrior (business travel)	6%	6%

Data in bold indicates a significant difference from Q1 2023.

NA: Option was not asked in Q1 2023.
Base: Active leisure travelers (n=3,446)
Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"

Respondent Demographics

	Active Leisure Travelers	Gen Zers	Millennials	Gen Xers	Boomers
Male	50%	49%	55%	50%	46%
Female	49%	48%	45%	50%	54%
Other	1%	3%	1%	0%	0%
Gen Zers	11%	100%	-	-	-
Millennials	28%	-	100%	-	-
Gen Xers	25%	-	-	100%	-
Boomers	32%	-	-	-	100%
Household income (median)	$104.8K	$60.4K	$90.9K	$114.5K	$124.3K
Have children under 18 at home	32%	24%	63%	37%	5%
White	76%	53%	73%	78%	84%
Hispanic	17%	19%	22%	16%	12%
African American/Black	13%	33%	16%	7%	8%
Asian	8%	11%	7%	10%	6%
Native American	2%	2%	2%	2%	1%
Pacific Islander	1%	3%	1%	0%	0%
Other	3%	5%	3%	4%	2%

Source: MMGY Global's 2024 *Portrait of American Travelers®* "Spring Edition"

Respondent Demographics

	Active Leisure Travelers	Gen Zers	Millennials	Gen Xers	Boomers
Married/living together	69%	33%	66%	75%	79%
Never married	20%	61%	29%	12%	6%
Divorced/separated/widowed	11%	5%	5%	13%	15%
4 years or less of high school	31%	50%	30%	27%	29%
1–3 years of college	28%	27%	25%	28%	30%
4 years of college	26%	16%	26%	31%	26%
Some graduate school	3%	3%	3%	2%	3%
Graduate/professional degree	13%	4%	16%	12%	13%
Employed (full time or part time)	60%	67%	82%	75%	34%
Retired	24%	0%	1%	5%	60%
Temporarily unemployed	6%	10%	7%	7%	1%
Homemaker (full time)	8%	4%	9%	12%	5%
Student	2%	18%	1%	0%	0%

Source: MMGY Global's 2024 *Portrait of American Travelers*® "Spring Edition"


MMGY Travel Intelligence
Chris Davidson
EVP, MMGY Travel Intelligence
CDavidson@MMGYIntel.com
Ashley Adams
Research Account Manager
AAdams@MMGYIntel.com
THANK YOU