Methodology

- Monthly tracking survey
- Representative sample of adult American travelers in each of four U.S. regions
- Tracks traveler sentiment to generate insights into domestic travel trends
- Survey collected: May 16-28
- 4,000+ fully completed surveys collected each wave
- Confidence interval of +/- 1.55%
- Data is weighted to reflect the actual population of each region
Presentation deck and recording will be available on our website:

FuturePartners.com
Today’s Agenda

- Inflation’s Lingering Impact on Travel
- Travel Sentiment Overview
- Digital Influencer Panel
Inflation’s Impact on Summer Travel
The top barriers to travel reported by American travelers continue to be money-related.

Question:
In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred? (Select all that apply)

- Lack of availability (at hotels, golf courses, spas, etc.)
- Sold out/No reservations available
- The pandemic is not 100% over
- The possibility of flight cancellations
- Safety concerns - risk of contracting the COVID virus
- Safety concerns (other non-COVID related)
- Weather
- Health/Illness
- Crowds - too many people traveling
- Not enough PTO/vacation time
- I'm too busy at work
- Airfare was too expensive
- Gasoline was too expensive
- Travel is too expensive right now
- Personal financial reasons
- None of these

The State of the American Traveler livestream, May 2024
Travel being “too expensive” had increased as a deterrent in recent months—but turned slightly in May.

Question:
In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred? (Select all that apply)
Crowdsourcing Predictions for 2024
Statement:
Undiscovered or off-the-beaten-path travel destinations will grow in popularity due to the crowding and high costs of popular destinations.
Crowding & High Costs

Statement:
Undiscovered or off-the-beaten-path travel destinations will grow in popularity due to the crowding and high costs of popular destinations.
Avoiding over-priced destinations.

**Statement:**

“Dupes” is a slang word for destinations that are affordable alternatives to historically more expensive places.

In 2024, visiting dupes will grow in popularity.
Dupes become more popular.

Statement:

“Dupes” is a slang word for destinations that are affordable alternatives to historically more expensive places. In 2024, visiting dupes will grow in popularity.
Putting it all in perspective

**Crowdsourcing Index:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certain – 100% chance</td>
<td>10.4%</td>
</tr>
<tr>
<td>Extremely likely</td>
<td>15.0%</td>
</tr>
<tr>
<td>Likely</td>
<td>22.4%</td>
</tr>
<tr>
<td>Neither likely nor unlikely</td>
<td>26.8%</td>
</tr>
<tr>
<td>Unlikely</td>
<td>12.3%</td>
</tr>
<tr>
<td>Extremely unlikely</td>
<td>7.9%</td>
</tr>
<tr>
<td>Impossible – 0% chance</td>
<td>5.2%</td>
</tr>
</tbody>
</table>

Future Partners
The State of the American Traveler livestream, May 2024
Putting it in perspective

- Off-the-beaten-path places more popular due to crowding/costs (968)
- Less expensive "dupes" become more popular (865)
- 2024 will be a great year (783)
- Artificial Intelligence (AI) more commonly used (515)
- Politics impact destination choice (489)
- Domestic travel becomes generally more frustrating (440)
- Travelers seek cooler destinations to avoid heat (404)
- War effects destination choices (263)
- More personal proactivity regarding the environment (243)
- Europe is most popular foreign destination (219)
- Will take a dream trip (188)
- Dry-tripping more popular (179)
- Cities more dangerous/unmanageable (131)
- Social media influencer use wanes (67)
- The selfie become a relic (62)

January 2024

RESULTS

Future Partners
The State of the American Traveler livestream, May 2024
Definition:

The cost of living (i.e., inflation) over the past three years has increased in the US and globally. In the following questions, the term "recent inflation" refers to this situation.
American travelers’ sense of financial well-being has been significantly impacted by recent inflation.

Question:
How, if at all, has this recent inflation impacted your sense of financial well-being? (Select one to best fill in the blank.)

Inflation has had ______ on my sense of financial well-being.

- An extremely significant impact: 17.5% (39.7%)
- A major impact: 22.2% (77.0%)
- A moderate impact: 37.3%
- Very little impact: 15.9%
- No impact: 6.4%
- Not sure / I don't know: 0.7%

The State of the American Traveler livestream, May 2024
Half of American travelers expect to alter their summer travel plans as a result of recent inflation.

Question:
Due to recent inflation, will you make any changes to the way you plan, budget, or execute your SUMMER TRAVEL?

- Yes, 50.6%
- No, 36.7%
- I'm not sure, 12.7%
Many American travelers expect recent inflation will significantly impact their summer travel behavior.

**Question:**
Overall, how significant do you think the impact of recent inflation will be on your SUMMER TRAVEL PLANS?

- **Extremely significant impact**: 17.9%
- **Major impact**: 24.0%
- **Moderate impact**: 44.1%
- **Very little impact**: 9.6%
- **No impact**: 1.7%
- **Not sure / I don't know**: 2.6%

Base: Respondents altering the way they plan, budget, or execute their summer travels. 2,477 respondents.
The summer most travelers will be looking for deals and discounts.

**Question:**
Due specifically to recent inflation's impact on your finances, which of the following will you be likely to do this summer?

- Look for discounts and deals: 59.3%
- Travel closer to home: 43.0%
- Stay in less expensive lodging options: 40.2%
- Visit less expensive destinations: 39.6%
- Take fewer summer trips: 38.9%
- Spend fewer days away from home on my summer trips: 32.7%
- Use travel points or rewards programs: 28.6%
- None of these: 4.5%

**Avg. = 2.9 of these**

The State of the American Traveler livestream, May 2024

Base: Respondents altering the way they plan, budget, or execute their summer travels. 2,477 respondents.
Current Sentiment

July Livestream Registration
As we move toward summer--and despite continuing stress over the cost of living--overall traveler sentiment is solid.
Travelers remain relatively split on their current financial situation.

Question:
Would you say that you (and your household) are better off or worse off financially than you were a year ago?

Top 2 Box Score, by Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Better off</th>
<th>Much better off</th>
<th>UNCHANGED - Neither better off nor worse off</th>
<th>Worse off</th>
<th>Much worse off</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200,000 or more</td>
<td>22.6%</td>
<td>7.9%</td>
<td>40.4%</td>
<td>22.6%</td>
<td>6.5%</td>
</tr>
<tr>
<td>$100,000 to $199,999</td>
<td>28.1%</td>
<td></td>
<td>29.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$50,000 to $99,999</td>
<td>39.8%</td>
<td></td>
<td>30.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than $49,999</td>
<td>51.1%</td>
<td></td>
<td>40.4%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
This month the proportion of travelers feeling “Better off financially” was unchanged.

Question:
Would you say that you (and your household) are better off or worse off financially than you were a year ago?

<table>
<thead>
<tr>
<th>Month</th>
<th>Better off or Much better off</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2023</td>
<td>29.5%</td>
</tr>
<tr>
<td>May 2024</td>
<td>30.5%</td>
</tr>
</tbody>
</table>
Travelers remain split of whether now is a good time to spend on leisure travel.

**Question:**
Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?

**Top 2 Box Score, by Income**

- **Yes - It is a very good time**: 7.1%
- **Yes - It is a good time**: 27.2%
- **It is neither a good time nor bad time**: 37.9%
- **No - It is a bad time**: 19.1%
- **No - It is a very bad time**: 27.8%

*Future Partners, The State of the American Traveler livestream, May 2024*
The belief that now is a “good time to spend on leisure travel” increased slightly in the last month.

Question:
Thinking only of your household’s finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?

% Good time or Very good time

May 2023 = 27.5%
May 2024 = 34.3%
Looking Forward

Future Partners
Most travelers maintain a general sense of optimism about their future finances.

Question:
LOOKING FORWARD - Do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?

<table>
<thead>
<tr>
<th>Income</th>
<th>Much better off</th>
<th>Better off</th>
<th>Just about the same</th>
<th>Worse off</th>
<th>Much worse off</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200,000 or more</td>
<td>13.1%</td>
<td>33.2%</td>
<td>41.5%</td>
<td>9.8%</td>
<td>2.5%</td>
</tr>
<tr>
<td>$100,000 to $199,999</td>
<td></td>
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<tr>
<td>$50,000 to $99,999</td>
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<tr>
<td>Less than $49,999</td>
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</tbody>
</table>

Top 2 Box Score, by Income:

- 52.8%: Better off
- 46.5%: Just about the same
- 33.2%: Worse off
- 9.8%: Much worse off
- 2.5%: Much better off

Most travelers maintain a general sense of optimism about their future finances.
This financial optimism tipped upward oh so slightly this month.

Question:
LOOKING FORWARD - Do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?

This financial optimism tipped upward oh so slightly this month.

May 2023 = 49.7%
May 2024 = 46.5%
Only 42.5% of American travelers now expect a coming recessionary period.

**Question:**
I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.
Statement:
I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.
Excitement for travel remains elevated.

Question:
Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS? (Please answer using the 11-point scale below)

0 - I am not at all excited
10 - I am extremely excited

6+ Score, by Income

- $200,000 or more: 92%
- $100,000 to $199,999: 92%
- $50,000 to $99,999: 89%
- Less than $49,999: 82%
Overall excitement to travel was flat this month.

Question:
Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS?
Expected travel budgets however dropped in May

**Question:**
How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?

Maximum I would spend on leisure travel (next 12 months): _________

**Top 2 Box Score, by Income**

- $10,000 or more: 14.2%
- $5,000 - $9,999: 18.2%
- $2,000 - $4,999: 28.3%
- $1,000 - $1,999: 16.6%
- $500 - $999: 10.7%
- $100 - $499: 8.6%
- Under $100: 3.4%

Mean = $4,454

Future Partners  The State of the American Traveler livestream, May 2024
...but still remain above the recent trend.

Question:
How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS? Maximum I would spend on leisure travel (next 12 months):

Maximum Expected Annual Travel Spending (Mean)

29-Month Average = $4,136
Most intend to make leisure travel a spending priority in the next three months.

Question:
Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.
Leisure travel will be a(n) ________________.

Top 2 Box Score, by Income:
- $200,000 or more: 79.2%
- $100,000 to $199,999: 74.7%
- $50,000 to $99,999: 61.7%
- Less than $49,999: 48.9%

- Extremely high priority: 12.4%
- High priority: 22.2%
- Somewhat high priority: 27.4%
- Neutral - neither high nor low priority: 20.1%
- Somewhat low priority: 7.7%
- Low priority: 5.6%
- Extremely low priority: 4.5%
Question:
Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.

Leisure travel will be a(n) _______________.

% Top 3 Box Score

May 2023 = 54.8%  
May 2024 = 62.0%

…but moved strongly upward in May.
Travel expectations decreased slightly in May.

Question:

IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?

- 10 or more: 5.2%
- 9: 10%
- 8: 2.5%
- 7: 2.5%
- 6: 5.0%
- 5: 6.3%
- 4: 12.3%
- 3: 15.9%
- 2: 21.3%
- 1: 18.1%
- Zero: 5.0%
- I don't know: 4.8%

May 2024 = 3.3
May 2023 = 3.4
Travel expectations dipped in May.

IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?

The State of the American Traveler livestream, May 2024
...expectations to travel abroad in the next 12 months dipped slightly this month.

**Question:** How likely are you to travel outside the United States for leisure in the NEXT TWELVE (12) MONTHS?

**Historical data**

<table>
<thead>
<tr>
<th>% Top-Two Box</th>
<th>February 2022</th>
<th>April 2022</th>
<th>June 2022</th>
<th>August 2022</th>
<th>October 2022</th>
<th>December 2022</th>
<th>February 2023</th>
<th>April 2023</th>
<th>June 2023</th>
<th>August 2023</th>
<th>October 2023</th>
<th>December 2023</th>
<th>February 2024</th>
<th>April 2024</th>
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<tbody>
<tr>
<td>Very likely</td>
<td>18.7%</td>
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<td></td>
<td>31.8%</td>
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<tr>
<td>Likely</td>
<td>13.1%</td>
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<td></td>
<td>33.6%</td>
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<tr>
<td>Neutral</td>
<td>13.8%</td>
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<tr>
<td>Unlikely</td>
<td>13.0%</td>
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<tr>
<td>Very unlikely</td>
<td>41.5%</td>
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The State of the American Traveler livestream, May 2024
The summer season looks strong, with 65% of travelers having a summer trip on the books.

**Question:**
In which months do you currently have any leisure trips planned (even if only tentatively)? (Select all that apply)

<table>
<thead>
<tr>
<th>Month</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>30.3%</td>
</tr>
<tr>
<td>July</td>
<td>38.0%</td>
</tr>
<tr>
<td>August</td>
<td>29.8%</td>
</tr>
<tr>
<td>September</td>
<td>26.8%</td>
</tr>
<tr>
<td>October</td>
<td>22.6%</td>
</tr>
<tr>
<td>November</td>
<td>17.4%</td>
</tr>
<tr>
<td>December</td>
<td>20.0%</td>
</tr>
<tr>
<td>Sometime later in 2025</td>
<td>15.4%</td>
</tr>
<tr>
<td>NONE OF THESE - I HAVE NO TRIPS CURRENTLY PLANNED</td>
<td>12.4%</td>
</tr>
</tbody>
</table>

65.2% of travelers have a summer trip on the books.
Summer holiday travel also is looking strong.

**Question:**
Do you have any trips (50 miles or more one-way from home) planned specifically to celebrate any of the following holidays?

- July 4th - Independence Day: 29.1%
- Memorial Day: 16.7%
- Labor Day: 14.6%
- **NONE OF THESE**: 57.6%

42.4% (At least one of these)
Overnight business travel grew last year and the proportion of travelers taking such trips is solid.

**Question:** How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)

- Business Travelers, 16.0%
- Non-Business Travelers, 84.0%

2.5 Trips (Average)
The average number of overnight business trips taken was down in May.

**Question:** How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)
Overnight group meetings travel followed a similar pattern

Question: How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)

1 or More Overnight Group Meetings Trips
- Group Meeting Travelers, 11.7%
- Non-Group Meeting Travelers, 88.3%

2.1 Trips (Average)

Percent of All Travelers Taking Overnight Group Meetings Trips

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The State of the American Traveler livestream, May 2024
The average number of overnight group meeting trips taken was also down in May.

**Question:** How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)
2-of-3 work in traditional work environments

Question: Is your current working arrangement hybrid or remote or traditional?

- Fully remote - work from home or other offsite workspace, **11.9%**
- Hybrid - a flexible working model where you work partly in the physical workplace, and partly remotely - at home or from another workspace, **23.5%**
- Traditional - fully onsite (I work all of my hours at an employer’s workspace), **64.6%**
Digital Influencers

Future Partners
Approximately 1-in-5 travelers use digital influencers to help plan their trips.

Question: In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?
Use of digital influencers increased slightly last year.

**Question:** In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?

- 2022 = 16.5%
- 2023 = 19.4%
- 2024 YTD = 17.1%
Urbanites are the most likely to use digital influencers.

**Question:** In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?
They’re more likely to have accessibility concerns.

Question: In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?

- Disability in travel party: 21.8%
- No disability in travel party: 12.2%
Digital influencer users are big spenders on travel.

**Question:** How much IN TOTAL is the maximum you will spend on leisure travel during the NEXT 12 MONTHS?

- $5,367
- $4,412
- $0
- $1,000
- $2,000
- $3,000
- $4,000
- $5,000
- $6,000

**Question:** How much IN TOTAL did you spend for each of the following on your most recent overnight trip?

- Uses digital influencers:
  - $1,765
  - $1,075

- Doesn't use digital influencers:
  - $1,765
  - $1,075

*The State of the American Traveler livestream, May 2024*
Question:
In which of these formats do you watch or read content from DIGITAL INFLUENCERS? (Select all that apply)
Our Research Services

Visitor & Target Audience Profiles
Audience Persona Identification
Visitor Activity Analysis & Segmentation
Brand Performance
Resident + Stakeholder Research
Advertising Testing & ROI
Hotel & Attractions Research
The American Luxury Traveler
The State of the American Traveler

Insights Explorer
Origin Markets by State
Out-of-State Recent Visitors to Indiana (Past 12 Months)

Origin Market by State

- Illinois: 19.2%
- Ohio: 13.1%
- Michigan: 9.1%
- New York: 9.0%
- California: 6.9%
- Florida: 5.9%
- New Jersey: 5.9%
- Georgia: 4.8%
- Wisconsin: 4.4%
- Kentucky: 3.8%
- Texas: 3.6%
- Pennsylvania: 3.4%
- Missouri: 2.8%
- Minnesota: 2.4%
- Iowa: 1.9%
- Tennessee: 1.6%
- Alabama: 1.6%
- Louisiana: 1.5%
- Delaware: 1.3%
- Indiana: 1.1%
- Other: 1.1%

Future Partners
The State of the American Traveler

Question: In which state do you currently live in?
Base: Out-of-State Recent Visitors to Indiana (Past 12 Months), 2024 YTD respondents, 1,440 completed surveys.
Booking Websites Used
Recent Visitors to Boston, MA (Past 12 Months)

Travel Booking Websites Used
(Past 12 Months)

<table>
<thead>
<tr>
<th>Website</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expedia.com</td>
<td>35.1%</td>
</tr>
<tr>
<td>Airbnb.com</td>
<td>27.6%</td>
</tr>
<tr>
<td>Booking.com</td>
<td>26.3%</td>
</tr>
<tr>
<td>Hotels.com</td>
<td>26.4%</td>
</tr>
<tr>
<td>Trivago.com</td>
<td>14.7%</td>
</tr>
<tr>
<td>Travelocity.com</td>
<td>12.8%</td>
</tr>
<tr>
<td>Priceline.com</td>
<td>11.3%</td>
</tr>
<tr>
<td>TripAdvisor.com</td>
<td>10.0%</td>
</tr>
<tr>
<td>VRBO.com</td>
<td>8.2%</td>
</tr>
<tr>
<td>Hostelworld.com</td>
<td>4.0%</td>
</tr>
<tr>
<td>None of these</td>
<td>33.0%</td>
</tr>
</tbody>
</table>

Travel Booking Website Rewards Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expedia Rewards</td>
<td>29.1%</td>
</tr>
<tr>
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<tr>
<td>Booking.com Rewards</td>
<td>25.0%</td>
</tr>
<tr>
<td>TripAdvisor.com Rewards</td>
<td>8.9%</td>
</tr>
<tr>
<td>Orbitz Rewards</td>
<td>8.7%</td>
</tr>
<tr>
<td>Other</td>
<td>4.0%</td>
</tr>
<tr>
<td>None of these</td>
<td>41.4%</td>
</tr>
</tbody>
</table>

Question 1: In the PAST 12 MONTHS, which of these websites do you recall using to book any travel lodging?
Question 2: Which of these BOOKING WEBSITE REWARDS PROGRAMS do you currently use? (Select all that apply)

Base: Recent Visitors to Boston, MA (Past 12 Months), 2024 YTD respondents: 1,062 completed surveys.
Accessibility Needs

Recent Visitors to Baltimore, MD (Past 12 Months)

Travel Party Accessibility

Accessibility needs: 20.2%

Travel Party Impairments

- Mobility and physical impairments: 9.6%
- Psychological issues: 6.3%
- Vision issues: 8.6%
- Cognitive or learning issues: 5.4%
- Hearing issues: 5.9%
- Invisible disabilities: 5.0%

No needs: 79.8%

Question 1: Because of a physical, mental or emotional issue do you (or anyone you regularly travel with) have difficulties or face challenges traveling?

Question 2: Which best describe the issues that cause you (or anyone you regularly travel with) to have difficulties or challenges while traveling? (Select all that apply)
Airline Brands / Reward Programs
Likely Visitors to Napa Valley, CA (Next 12 Months)

Airline Brands Used
(Past 12 Months)

- American: 28.1%
- Southwest: 24.3%
- Delta: 24.1%
- United: 22.9%
- JetBlue: 9.8%
- Alaska: 9.0%
- Spirit: 7.2%
- Air Canada: 3.0%
- Hawaiian: 2.9%
- WestJet: 1.4%
- Aeromexico: 1.1%
- None of these: 1.2%

Airline Rewards Programs

- Delta SkyMiles: 30.6%
- American AAdvantage: 27.0%
- Southwest Rapid Rewards: 24.7%
- United MileagePlus: 22.7%
- Alaska Airlines Mileage Plan: 12.3%
- JetBlue TrueBlue: 12.2%
- Hawaiian Miles: 5.2%
- Hawaiian: 4.8%
- Free Spirit: 3.1%
- None of these: 20.8%

Question 1: Which of these airlines have you flown on in the PAST 12 MONTHS? (Select all that apply)

Question 2: Which of these AIRLINE REWARDS PROGRAMS do you currently use? (Select all that apply)

Base: Likely Visitors to Napa Valley, CA (next 12 Months); 2024 YTD respondents; 1,117 completed surveys.

Future Partners - The State of the American Traveler
Destination Attributes

Anaheim-Orange County, 2024 YTD

Rating of "Family Friendly" for Anaheim-Orange County

- Extremely good: 14.2%
- Good: 21.3%
- Slightly good: 13.0%
- Neutral: 43.1%
- Slightly poor: 1.2%
- Poor: 1.5%
- Extremely poor: 4.0%

Families rated Anaheim-Orange County as "Family Friendly" in 2024.

Cities Ranked, 2024
(Top 20% - % of Rating the Destination "Good" at "Extremely Good")

Question: Please think about Anaheim-Orange County as a place to visit for leisure. Given what you currently know about it, please rate the destination for each of these attributes.
The State of the American Traveler

Destination Attributes

- A place to escape
- Budget hotel experiences
- Easy to get around
- Easy to get to
- Excitement
- Exploration
- Family friendly
- Festivals and special events
- Food & cuisine
- Fun atmosphere
- Historically interesting
- Interesting neighborhoods
- Life-changing experiences
- Musicals
- New experiences
- Overall diversity
- Performing arts
- Relaxation
- Romance
- Safety
- Scenic beauty
- Shopping
- Social media worthy experiences
- Sporting events
- Theme parks
- Weather
- Welcoming atmosphere

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Destination Grades

- Destination Popularity
- Destination Familiarity
- Destination Uniqueness
- Motivation to Visit
- Likelihood to Visit

Recent Visitation (Past Two Years)

Advertising Recall

Word of Mouth Recall

Earned Media Recall

Destination Appeal

Appeal as a Place to Live

Appeal as a Meetings Destination

Travel Accessibility

Welcoming Atmosphere

Travel Deterrents

Time Series: Key Metrics

Cities Ranked, 2024 YTD

(Top 20 Cities, % Rating the Destination "Good" or "Extremely good" for Family friendly)

Source: Anaheim-Orange County. 2024 YTD respondents. 2024 completed surveys.

Question: Please think about Anaheim-Orange County as a place to visit for leisure. Given what you currently know about it, please rate the destination for each of these attributes.

- Overall quality of experience
- Value for money
- Safety and security
- Weather
- Access to food and beverage options
- Access to entertainment options
- Cleanliness and hygiene
- Overall travel experience
Destination Attributes

Anaheim-Orange County, 2024 YTD

Rating of "Family friendly" for Anaheim-Orange County

- Extremely good: 14.2%
- Good: 21.3%
- Slightly good: 13.0%
- Neutral: 43.1%
- Slightly poor: 1.3%
- Poor: 1.5%
- Extremely poor: 4.0%

35.7%

Cities Ranked, 2024 YTD

(Top 2): % Rating the Destination 'Good' or 'Extremely good' for Family friendly.

- Top 2
- 2024 YTD respondents.
- 325 completed surveys.

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Question: Please think about Anaheim-Orange County as a place to visit for leisure. Given what you currently know about it, please rate the destination for each of these attributes.
Thank You!

July Livestream Registration

Future Partners  The State of the American Traveler, March 2024