The State of the American Traveler

Future Partners

March 2024
We’re a creative insights firm shaping strategies that capture hearts, minds, and *market share*.

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Opportunity powered by insight.
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Bringing the future of travel within reach
Presentation deck and recording will be available on our website:

FuturePartners.com
Today’s Agenda

- What’s Up With the Eclipse?
- Travel Sentiment Overview
- Newer Marketing Platforms
- Business and Group Meetings Travel
- Meeting Planner Panel
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: February 19-23
- 4,000+ fully completed surveys collected each wave
- Confidence interval of +/- 1.55%
- Data is weighted to reflect the actual population of each region
Questions?
Our Team is Online To Answer
What’s Up With the Solar Eclipse?

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Gas Stations in Austin
Eclipse Stories

Clouds would ruin the April 2024 total eclipse. This map shows how likely that is by city.

A map of April 2024’s total solar eclipse

More Texas communities issue disaster declarations ahead of Great North American Eclipse

Clouds would ruin the April 2024 total eclipse. This map shows how likely that is by city.

NEW JERSEY SCHOOL DISTRICT DISMISSING EARLY TO KEEP KIDS SAFE DURING TOTAL SOLAR ECLIPSE

As the moon passes between the sun and Earth on April 6, observers across North America will have a chance to witness a solar eclipse. Depending on your location, though, clouds might obstruct your view of the eclipse travel continues 100% for days along path of totality. More officially known as “eclipses,” these events occur when the moon moves between the sun...
Awareness of the upcoming Eclipse grew sharply this month

Question: Before taking this survey, were you aware that this total eclipse was happening in April?
One-in-five American travelers are likely to take a trip to witness the Eclipse, however expectations to travel for the Eclipse have declined over time.

**Question:** How likely is it that you will travel (50 miles or more from your home) to experience the April 8, 2024 eclipse?
Likely Eclipse trip takers skew Millennial and parents with school-age children

**Question:** Before taking this survey, were you aware that this total eclipse was happening in April?

<table>
<thead>
<tr>
<th>Likelihood to Travel for the Eclipse</th>
<th>Millennial: 32.3%</th>
<th>Parents of school-aged children: 35.7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very likely</td>
<td>9.0%</td>
<td></td>
</tr>
<tr>
<td>Likely</td>
<td>11.2%</td>
<td></td>
</tr>
<tr>
<td>Neutral (neither likely nor unlikely)</td>
<td>18.7%</td>
<td></td>
</tr>
<tr>
<td>Unlikely</td>
<td>15.3%</td>
<td></td>
</tr>
<tr>
<td>Very unlikely</td>
<td>42.6%</td>
<td></td>
</tr>
</tbody>
</table>

**Future Partners**
The State of the American Traveler, March 2024
Texas and New York are the states Americans say they are most likely to travel to (or within) to experience the Eclipse

Question:
Which states or countries would you most likely travel to (or within) to experience the April 8, 2024 eclipse?

Question asked of respondents “likely” of “Very likely” to travel for the event.

Base = 5,045 travelers.
Current Sentiment

April Livestream Registration
Travelers’ sense of personal financial well-being moved forward this month
American travelers remain fairly 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?

- Much better off: 8.7%
- Better off: 23.6%
- UNCHANGED - Neither better off nor worse off: 38.8%
- Worse off: 22.4%
- Much worse off: 6.5%

32.3% of respondents said they are much better off, 28.9% worse off, and 38.8% unchanged.
The proportion of travelers feeling better off this year rebounded slightly this month.

Question:
Would you say that you (and your household) are better off or worse off financially than you were a year ago?
American travelers are split in their belief that the present 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?

- Yes - It is a very good time: 7.1%
- Yes - It is a good time: 24.2%
- It is neither a good time nor bad time: 37.2%
- No - It is a bad time: 20.7%
- No - It is a very bad time: 10.7%

31.4% believe it is a very bad time, and 31.4% believe it is a very good time.
The belief that the present is a good time to spend on leisure travel held steady this 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

Feb. 2023 = 31.5%
Feb. 2024 = 31.4%
Concerns about a coming recession are in steady decline.
Americans by a two to one margin still expect a coming recessionary period.

**Question:**
I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>14.2%</td>
</tr>
<tr>
<td>Agree</td>
<td>27.6%</td>
</tr>
<tr>
<td>Neutral (neither agree nor disagree)</td>
<td>37.1%</td>
</tr>
<tr>
<td>Disagree</td>
<td>15.4%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>5.7%</td>
</tr>
</tbody>
</table>

41.8% strongly agree

21.1% strongly disagree

Source: Future Partners, The State of the American Traveler, March 2024
However, the majority American travelers no longer expect a pending recession.

**Statement:**
I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.
High costs remain the top impediment to travel

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)

- Travel is too expensive right now: 35.9%
- Personal financial reasons: 35.1%
- Airfare was too expensive: 24.4%
- Gasoline was too expensive: 24.3%
- I'm too busy at work: 22.3%
- Not enough PTO/vacation time: 14.3%
- Crowds - too many people traveling: 11.8%
- Weather: 11.6%
- Safety concerns - risk of contracting the COVID virus: 11.3%
- Safety concerns (other non-COVID related): 9.1%
- Health/ Illness: 8.9%
- The possibility of flight cancellations: 7.4%
- The pandemic is not 100% over: 6.2%
- Lack of availability (at hotels, golf courses, spas, etc.): 4.1%
- Sold out/No reservations available: 3.4%
- NONE OF THESE: 18.9%
Travel being too expensive lessened as a deterrent starting last Fall—Personal financial reasons began an uptick

**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)
Overnight trip volume increased in the past month

Question:
How many OVERNIGHT trips of each type have you taken in the PAST MONTH?
Day trip volume also increased

Question:
How many DAY TRIPS (i.e., no overnight stay) of each type have you taken in the PAST MONTH?
Looking Forward

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Travelers are still largely optimistic about their future finances—and continue to hold high levels of excitement for travel.
Most travelers maintain a 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?

- Much better off: 49.2%
- Better off: 34.0%
- Just about the same - Neither better off nor worse off: 38.9%
- Worse off: 11.9%
- Much worse off: 2.2%
Financial optimism is up relative to last year

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?

Feb. 2023 = 46.5%  
Feb. 2024 = 49.2%
Anticipated leisure travel budgets are at $3996

**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):

_________
Travel budgets decreased sharply this month but are near their recent average

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):

Mean Maximum Expected Spending

2-Year Average = $4,065
Over half of American travelers 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)

- Extremely high priority: 12.0%
- High priority: 19.6% 55.0%
- Somewhat high priority: 23.4%
- Neutral - neither high nor low priority: 20.7%
- Somewhat low priority: 9.4%
- Low priority: 7.1%
- Extremely low priority: 7.7%
Budget prioritization of travel is on par with 2023 levels

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

Feb. 2023 = 55.2%  Feb. 2024 = 55.0%
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**
- **1 - 2.5%**
- **2 - 0.7%**
- **3 - 1.3%**
- **4 - 1.7%**
- **5 - 1.4%**
- **6 - 7.0%**
- **7 - 10.2%**
- **8 - 18.1%**
- **9 - 11.5%**
- **10 - I am extremely excited**

85.5%"
Excitement for travel is holding steady

Question:
Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS?

Mean Score on 11-point Scale
Expectations for future travel decreased slightly this month.
Future trip volume expectations decreased in the last month but are above 2023 levels

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?

Future trip volume expectations decreased in the last month but are above 2023 levels.
Expectations to travel internationally in the next 12 months dipped very slightly this month

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

- **Very likely:** 18.2%
- **Likely:** 13.3%
- **Neutral (neither likely nor unlikely):** 13.3%
- **Unlikely:** 13.9%
- **Very unlikely:** 41.4%

**Historical data**

**% Top-Two Box**

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The State of the American Traveler, March 2024
Travel & Michelin-Starred Restaurants
54% of American Travelers have Awareness of the Michelin Restaurant Rating System

Question:
Prior to taking this survey, had you heard of the Michelin restaurant rating system?

Yes, 54.0%
No, 42.4%
I'm not sure, 3.6%

(Base: All respondents, 4,081 completed surveys. Data collected February 16-24, 2024.)
Awareness of the Michelin Restaurant Rating System By Region is Highest among Travelers in the West and Northeast

**Question:** Prior to taking this survey, had you heard of the Michelin restaurant rating system?

<table>
<thead>
<tr>
<th>Region</th>
<th>% Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>54.0%</td>
</tr>
<tr>
<td>West</td>
<td>60.1%</td>
</tr>
<tr>
<td>Midwest</td>
<td>54.0%</td>
</tr>
<tr>
<td>Northeast</td>
<td>56.7%</td>
</tr>
<tr>
<td>South</td>
<td>49.1%</td>
</tr>
</tbody>
</table>

(Base: All respondents, 4,081 completed surveys. Data collected February 16-24, 2024.)
Awareness of Michelin Restaurant Rating System is Strongest among Higher-Income Households

Question: Prior to taking this survey, had you heard of the Michelin restaurant rating system?

<table>
<thead>
<tr>
<th>Income Level</th>
<th>% Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>54.0%</td>
</tr>
<tr>
<td>$200,000 or more</td>
<td>69.8%</td>
</tr>
<tr>
<td>$100,000 to $199,999</td>
<td>66.9%</td>
</tr>
<tr>
<td>$50,000 to $99,999</td>
<td>53.7%</td>
</tr>
<tr>
<td>Less than $49,999</td>
<td>41.1%</td>
</tr>
</tbody>
</table>

(Base: All respondents, 4,081 completed surveys. Data collected February 16-24, 2024.)
Awareness of the Michelin Restaurant Rating System is Highest among Asian-American Travelers

Question: Prior to taking this survey, had you heard of the Michelin restaurant rating system?

% Yes

- Total: 54.0%
- White: 56.9%
- ALL POC: 44.6%
- Black/African-American: 35.0%
- Asian: 68.2%
- Hispanic/Latino: 48.1%

(Base: All respondents, 4,081 completed surveys. Data collected February 16-24, 2024.)
Among Michelin-Aware Travelers, a Quarter say that the Existence of Michelin-Starred Restaurants is Important to their Destination Selection

Question: When you select the destinations you visit, how generally important is it that they have Michelin-starred restaurants?

- Critically important: 5.5%
- Important: 19.0%
- Neutral—neither important nor unimportant: 30.4%
- Unimportant: 22.6%
- Of no importance: 22.6%

(Base: Respondents who are aware of the Michelin rating system, 2,258 completed surveys. Data collected February 16-24, 2024.)
The Importance of Michelin-Starred Restaurants in Destination Selection is Higher among BIPOC Travelers (who are Michelin-aware)

Question: When you select the destinations you visit, how generally important is it that they have Michelin-starred restaurants?

% Important or Critically Important

- **Total**: 24.5%
- **White**: 22.4%
- **ALL POC**: 34.3%
- **Black/ African-American**: 40.4%
- **Asian***: 26.6%
- **Hispanic/Latino***: 36.6%

*(Base: Respondents who are aware of the Michelin rating system, 2,258 completed surveys. Data collected February 16-24, 2024.)*

*Small sample size (<100)*

Future Partners  The State of the American Traveler, March 2024
The Importance of Michelin-Starred Restaurants in Destination Selection is Strongest among Millennial-age Travelers

Question: When you select the destinations you visit, how generally important is it that they have Michelin-starred restaurants?

% Important or Critically Important

- Total: 24.5%
- Gen Z*: 29.3%
- Millennial: 40.2%
- Gen X: 22.6%
- Boomer or Older: 12.6%

*Small sample size (<100)
Question:
Which (if any) describes how you use the Michelin restaurant rating program?
(Select all that accurately complete the sentence)

When traveling, I use the Michelin-restaurant rating program to ________.  

- Discover the high-quality dining establishments: 23.8%
- Stay informed about emerging culinary trends: 16.4%
- Plan the culinary elements of my trips: 14.1%
- Identify up-and-coming chefs in the places I visit: 12.0%
- Select the destinations I visit: 11.1%
- NONE OF THESE: 54.7%

(Base: Respondents who are aware of the Michelin rating system, 2,258 completed surveys. Data collected February 16-24, 2024.)

Future Partners The State of the American Traveler, March 2024
Michelin-Aware Travelers’ Opinions on the Michelin Restaurant Rating System

**Question:** Which of these statements accurately describe your opinion of Michelin restaurant rating system?

- I assume Michelin-starred restaurants are expensive: 48.1%
- I am not interested in the Michelin restaurant rating program: 32.6%
- The Michelin restaurant rating program often misses the best local food: 28.9%
- In the past, I have taken a trip specifically for dine at a Michelin-starred restaurant: 14.0%

(Base: Respondents who are aware of the Michelin rating system, 2,258 completed surveys. Data collected February 16-24, 2024.)
Millennial-age Michelin-Aware Travelers’ are Most Likely Generation to have Taken a Trip Specifically to Dine at a Michelin-Starred Restaurant

Question: Which of these statements accurately describe your opinion of Michelin restaurant rating system?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Total</th>
<th>Gen Z*</th>
<th>Millennial</th>
<th>Gen X</th>
<th>Boomer or older</th>
</tr>
</thead>
<tbody>
<tr>
<td>I assume Michelin-starred restaurants are expensive</td>
<td>48.1%</td>
<td>53.2%</td>
<td>43.8%</td>
<td>51.0%</td>
<td>48.6%</td>
</tr>
<tr>
<td>I am not interested in the Michelin restaurant rating program</td>
<td>32.6%</td>
<td>15.2%</td>
<td>20.7%</td>
<td>32.7%</td>
<td>44.5%</td>
</tr>
<tr>
<td>The Michelin restaurant rating program often misses the best local food</td>
<td>28.9%</td>
<td>31.3%</td>
<td>31.8%</td>
<td>29.0%</td>
<td>26.1%</td>
</tr>
<tr>
<td>In the past, I have taken a trip specifically for dine at a Michelin-starred restaurant</td>
<td>14.0%</td>
<td>17.6%</td>
<td>27.7%</td>
<td>11.0%</td>
<td>4.8%</td>
</tr>
</tbody>
</table>

(Base: Respondents who are aware of the Michelin rating system, 2,258 completed surveys. Data collected February 16-24, 2024.)

*Small sample size (<100)
New Technologies and the American Traveler
Generally, email, search engines and Facebook are seen as the most effective resources to inspire travelers

Question:
Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)
Question:
Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)

TikTok’s power with GenZ is unrivaled
Digital influencers are used by almost 1-in-5 travelers.

**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%
One-third of travelers regularly listen to podcasts

Question: What podcast genres do you listen to on a regular basis? (Select all that apply)

- Entertainment/Pop Culture: 35.6%
- Comedy: 30.2%
- Health/Fitness: 29.4%
- Sports: 27.8%
- News/Politics: 26.4%
- True Crime: 25.5%
- Music: 20.0%
- Film & TV: 19.2%
- Business: 19.0%
- Hobbies: 17.7%
- Gaming: 15.9%
- Technology: 15.7%
- Travel: 15.6%
- History: 15.0%
- Cooking/Recipes: 14.4%
Podcasts as an influencing channel also gained some strength in 2023

Question:
Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)
Use of artificial intelligence tools as a travel planning resource is at about 1-in-10 travelers.
Use of AI tools in travel is being driven by Millennial men...

By Gender

- Female: 6.9%
- Male: 15.4%

By Generation

- Gen Z: 16.7%
- Millennial: 22.8%
- Gen X: 8.3%
- Boomer or older: 2.8%
...urbanites and business and group meetings travelers.

By Place of Residence

- Large city (urban area) 22.1%
- Suburban area 6.7%
- Small town (not near an urban area) 8.2%
- Rural area 5.7%

- Business Travelers 25.3%
- Non-Business Travelers 5.0%
- Group Meeting Travelers 31.2%
- Non-Group Meeting Travelers 5.2%
 Overnight business travel grew last year.

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

- Took 1 or More Overnight Business Trips
  - Business Travelers, 18.3%
  - Non-Business Travelers, 81.7%

- Percent of All Travelers Taking Business Trips
  - 2022 = 12.7%
  - 2023 = 17.4%
Day trip business travel followed a similar path.

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

- **Business Travelers,** 17.6%
- **Non-Business Travelers,** 82.4%

**Percent of All Travelers Taking Business Trips**

- **2022 = 11.0%**
- **2023 = 17.8%**
If expectations are realized, business travel will hold steady this year.

**Question:** In the NEXT 12 MONTHS, will people at your company/organization travel more or less for business purposes than the last 12 months? (Select one to complete the sentence)

The people in my company will most likely ________ for business.

**Base:** All employed travelers. N = 3,105 travelers.
Overnight group meetings travel improved last year.

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

- **Group Meeting Travelers:** 13.1%
- **Non-Group Meeting Travelers:** 86.9%

**Percent of All Travelers Taking Overnight Group Meetings Trips**

- **2022 = 12.7%**
- **2023 = 17.4%**
Day group meetings also followed a similar path.

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

1 or More Group Meetings Day Trips

- Group Meetings Travelers, 12.6%
- Non-Group Meetings Travelers, 87.4%

Percent of All Travelers Taking Group Meetings Day Trips

- 2022 = 6.7%
- 2023 = 13.5%
Political issues have caused about 1-in-3 group meetings travelers to reconsider a destination.

**Question:** Have political issues, such as state or local laws, caused you to reconsider traveling to a destination for a conference/convention?

- Yes, 34.1%
- No, 65.9%
A wide-variety of political issues arise that lead travelers to reconsider destinations.

**Question:** Which of the following issues led you to reconsider traveling for a conference/convention?

- Host destination's political reputation: 41.9%
- Racial equality concerns: 34.3%
- Protests or social unrest issues: 33.5%
- Gender equality concerns: 28.4%
- Abortion rights: 27.0%
- LGBTQ+ rights: 26.3%
- Gun rights: 24.9%
- Vaccine mandates: 21.5%
- Voting rights: 20.2%
- Sanctuary City status: 14.7%
- NONE OF THESE: 7.8%
At a higher-level, politics play an important role in where travelers are willing to attend meetings.

How much do you agree or disagree with the following statement:

**Question:** I will only travel to attend a conference/convention if the host destination aligns with my personal/political values.

- **Strongly agree:** 19.1%
- **Agree:** 24.4%
- **Neutral (neither agree nor disagree):** 26.6%
- **Disagree:** 18.6%
- **Strongly disagree:** 11.3%
Millennials, urbanites and those identifying with a political party are most likely to say they’ll only travel to certain meetings destinations due to politics.

Question: How much do you agree or disagree with the following statement: I will only travel to attend a conference/convention if the host destination aligns with my personal/political values.
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

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April Livestream Registration
Passion Profiles

- Agri-tourism
- Art museums
- Asian pop culture (Anime, Manga, K-Pop, etc.)
- Attending college sports
- Attending professional sports
- Bars, nightclubs
- Birdwatching - Birding
- Camping
- Canoeing, kayaking or rafting
- Craft beers
- Crafting, DIY or creative projects
- Enjoying theme or amusement parks
- Fashion
- Fishing (Freshwater)
- Fishing (Saltwater or deep sea)
- Fitness, health and wellness
- Food and cuisine
- Gaming or gambling
- Geocaching
- Golf
- Hiking (day hikes)
- Hiking (over-night on trail, longer haul)
- Hunting (Big game)
- Hunting (Birds, small game)
- International travel (taking trips outside the USA)
- Marijuana or cannabis-related products
- Motorcycle touring
- Mountain biking (off road or gravel)
- Music festivals (multi-day events)
- Musical concerts (classical, symphonies, etc.)
- Musical concerts (pop, rock, hip hop, alternative, modern, etc.)
- Photography
- Recreational vehicle travel
- Sailing or boating
- Shopping
- Skiing or snowboarding
- Theater or plays, (on- or off-Broadway productions)
- Vegan foods & lifestyle
- Video games - Video gaming
- Visiting historical sites and attractions
- Voluntourism activities (Volunteering while traveling)
- Wine
Passion Profiles

THE FOODIE TRAVELER

THE FOODIE TRAVELER

WHO THEY ARE

GEOGRAPHIC LOCATION

THE FOODIE TRAVELER

TRAVEL BEHAVIORS

THE FOODIE TRAVELER

WHO THEY ARE

TRAVELED ON A COMMERCIAL AIRLINE IN THE PAST 3 YEARS

TRAVELED ON A COMMERCIAL AIRLINE IN THE PAST 2 YEARS

THE FOODIE TRAVELER

WHO THEY ARE

DEMOGRAPHICS

THE FOODIE TRAVELER

OTHER TRAVELERS

Marital Status

Age

Children Under 18

Travel with Other Children Under 18

Yes

No

Faced Difficulties Traveling Due to Physical, Mental, or Emotional Issues Within Travel Party

Yes

No

Are They Happy in Life

Very happy

Moderate happiness

Slightly unhappy

Very unhappy

Scan to learn more
The State of the International Traveler Study

Available March 2024
Let's keep the conversation going

instagram.com/futurepartners.tourism/

Info@futurepartners.com

tiktok.com/@future.partners

April Livestream Registration
Meeting Planner Discussion

- Top Upcoming Trends, including AI
- Serving GenZ attendees
- Best Ways to Get Noticed by Meeting Planners
Thank You!

April Livestream Registration

[QR Code]