

The State of the American Traveler

A woman with dark hair, wearing a light green tank top and a grey cardigan, is smiling broadly with her hands behind her head. She is standing in a tropical environment with large green palm leaves in the background. The scene is brightly lit, suggesting a sunny day.

Future Partners

October 2024

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: [October 17-26](#)*
- *4,000+ fully completed surveys collected each wave*
- *Confidence interval of +/- 1.55%*
- *Data is weighted to reflect the actual population of each region*



*December Livestream
Registration*

Presentation deck and recording will be available on our website:

FuturePartners.com

*December Livestream
Registration*



Senoia Before and After (during The Walking Dead)



Senoia Main St. 1999 - courtesy Suzanne Pengelly



Audience Poll

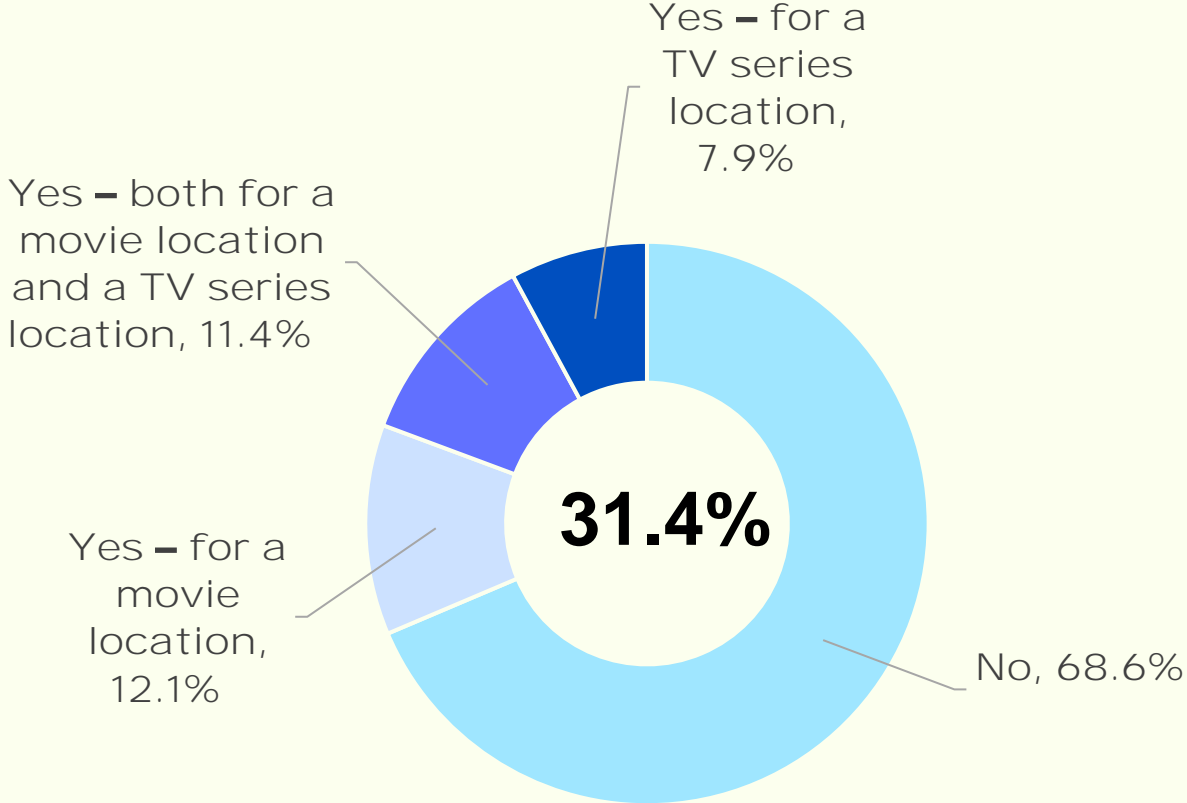
Have you ever visited a destination or attraction specifically because it was featured in a movie or TV series?

- Yes
- No

If yes, we'd love to know where. Please share in the chat!

About 1-in-3 Americans have traveled to visit a movie or TV film location

Question: *Have you ever visited a destination or attraction specifically because it was featured in a movie or TV series?*



Holiday Travel



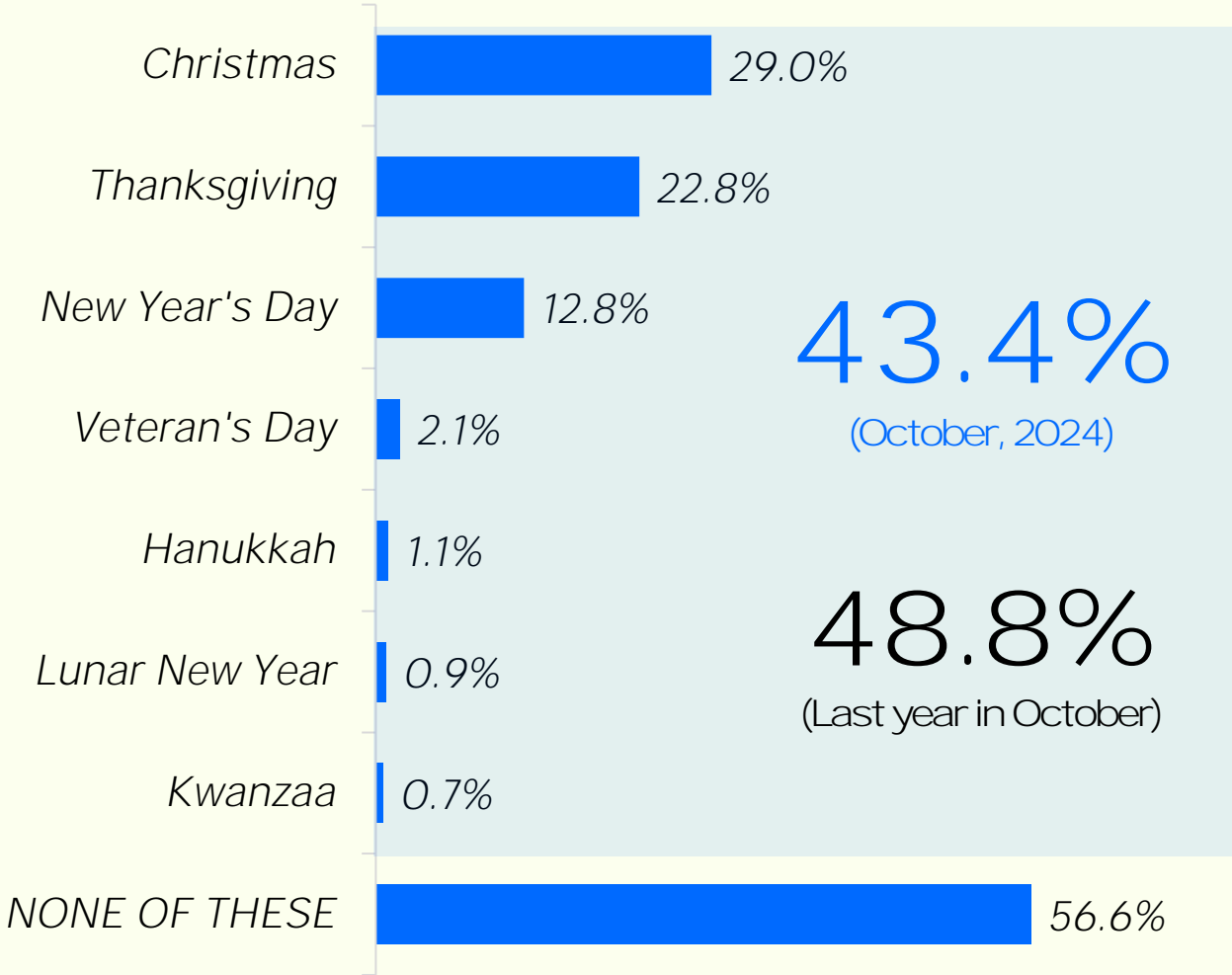
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October 2024

Holiday travel expectations are tracking slightly behind past year.

Question:

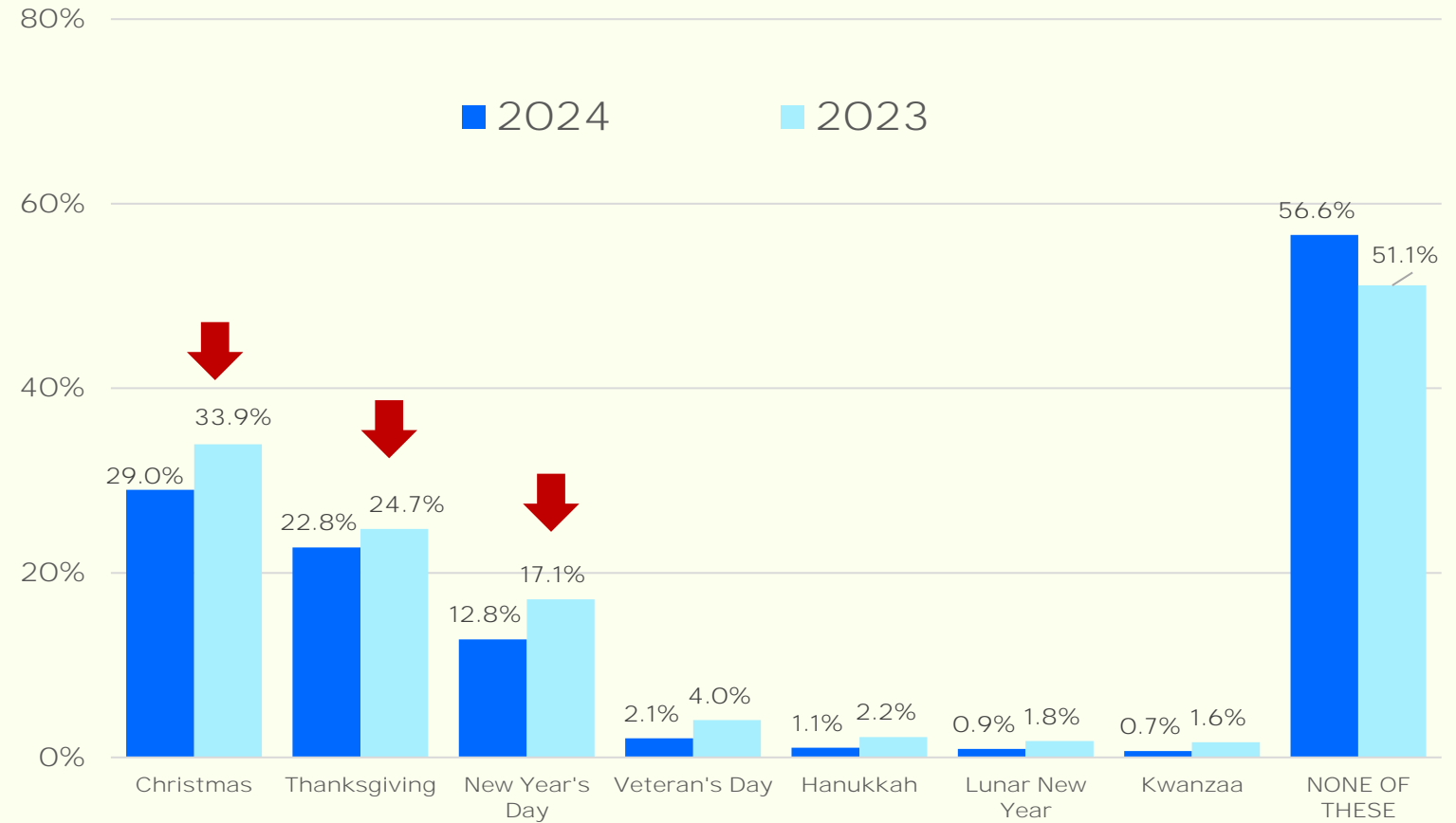
Do you have any trips (50 miles or more one-way from home) planned specifically to celebrate any of the following holidays?



Holiday travel expectations are on track for a solid performance this year.

Question:

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



A man with a beard and sunglasses, wearing a dark jacket over a black shirt, stands on a city street. He is smiling and holding a white coffee cup. The background shows a blurred city scene with buildings and cars, bathed in warm, golden light. The text "Traveler Sentiment" is overlaid in white on the right side of the image.

Traveler Sentiment

My Most Recent Flights

Las Vegas to SFO (8:00 AM)

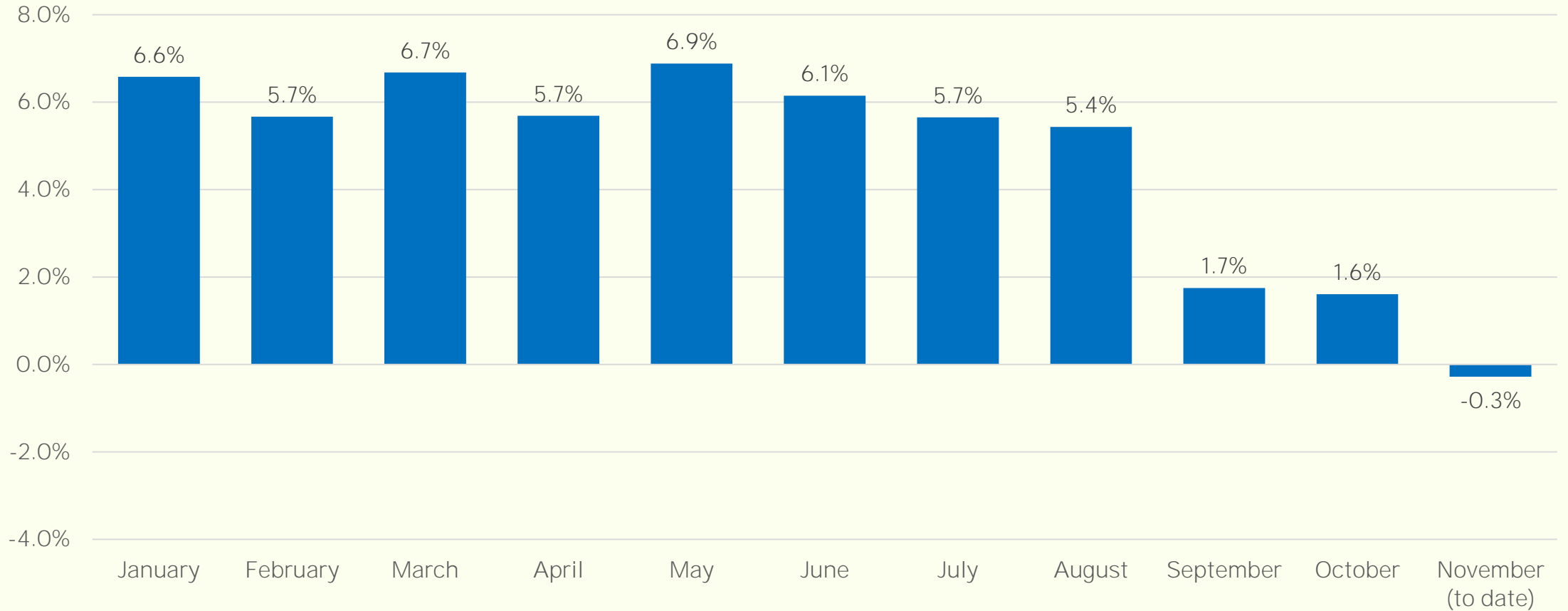


SFO to LAX (9:20 AM)



TSA Checkpoint Travel Numbers

(Current year versus prior year)

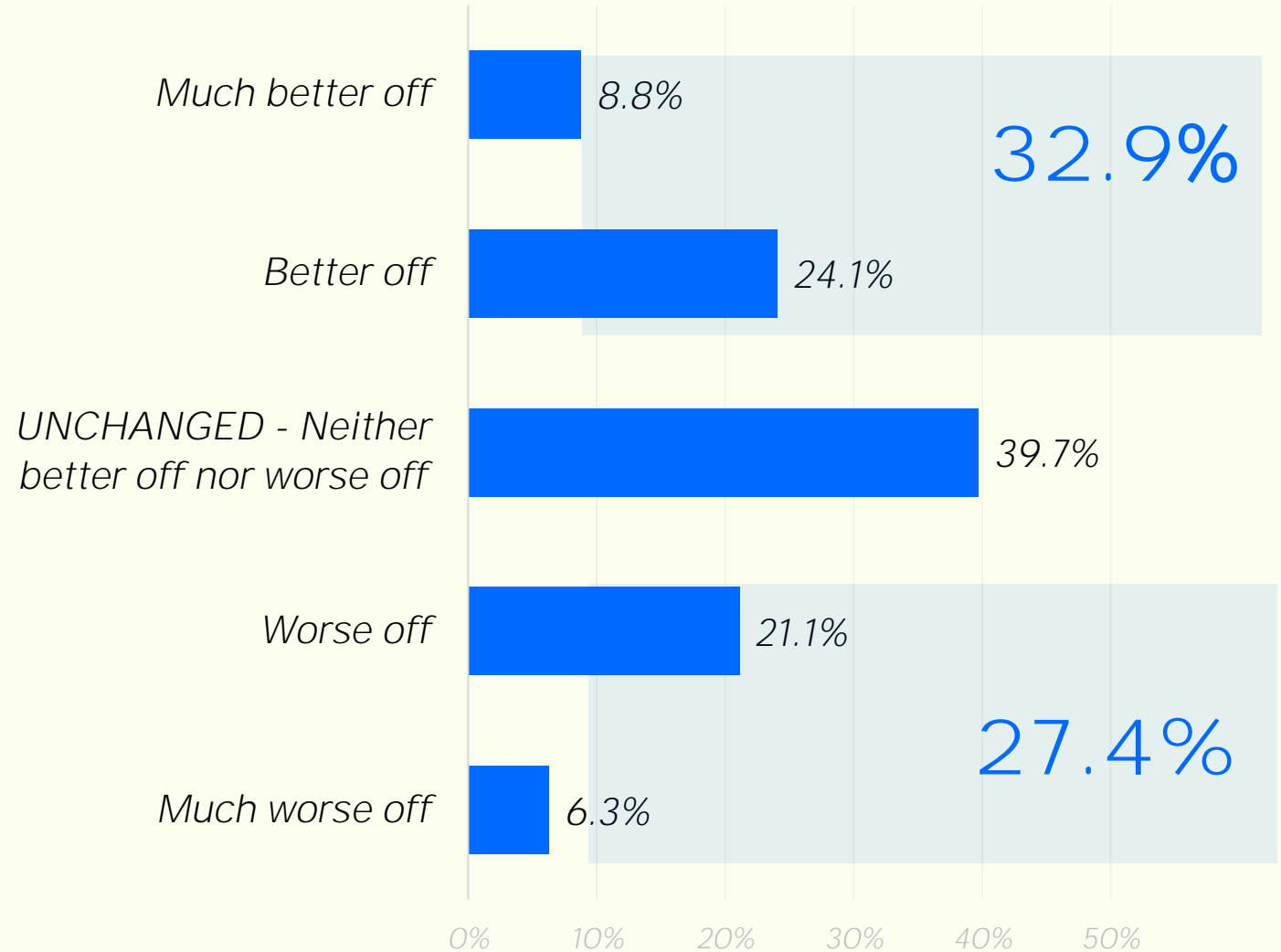


Most of our tracking metrics showed very little change this month.

Travelers' feelings about their current finances were unchanged this month.

Question:

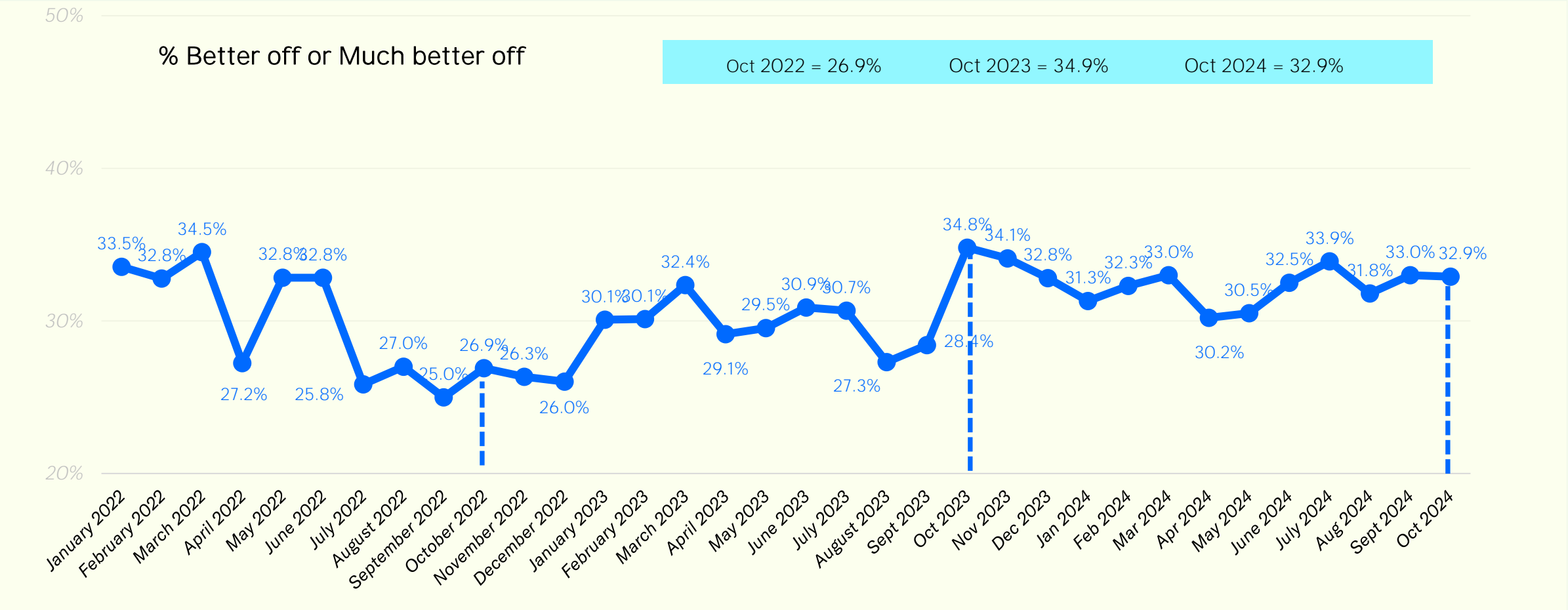
Would you say that you (and your household) are better off or worse off financially than you were a year ago?



The proportion of travelers feeling “better off financially” is down slightly from one year ago.

Question:

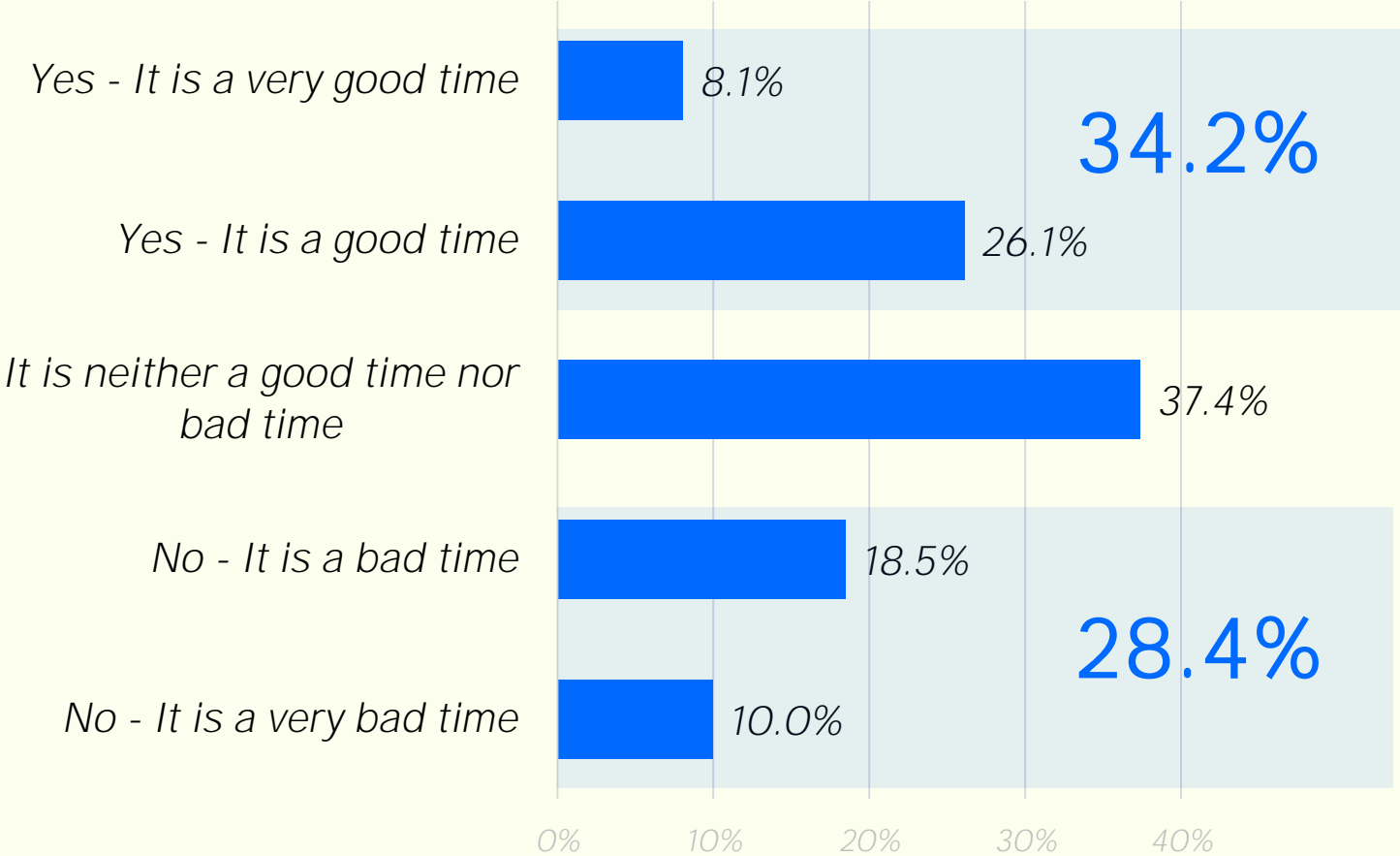
Would you say that you (and your household) are better off or worse off financially than you were a year ago?



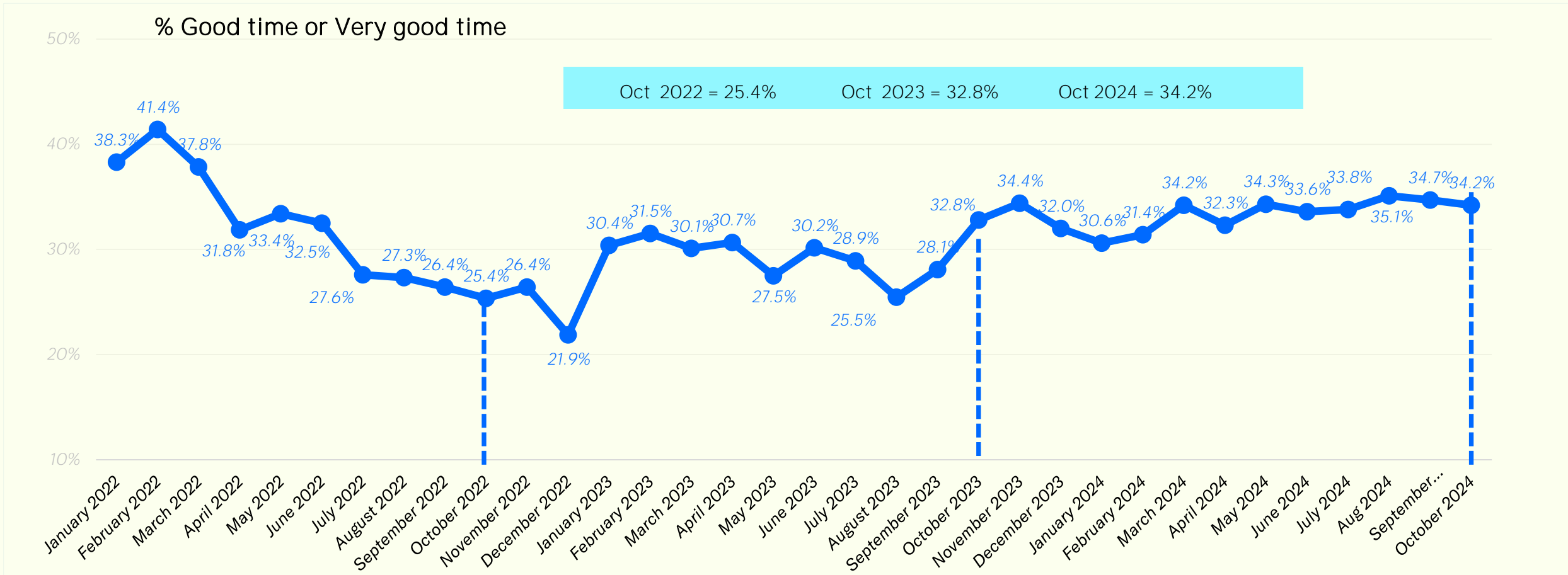
Travelers remain mostly split on if now is a good time to spend on leisure travel.

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?



This sentiment has more or less remained unchanged over the past half year.



Looking Forward

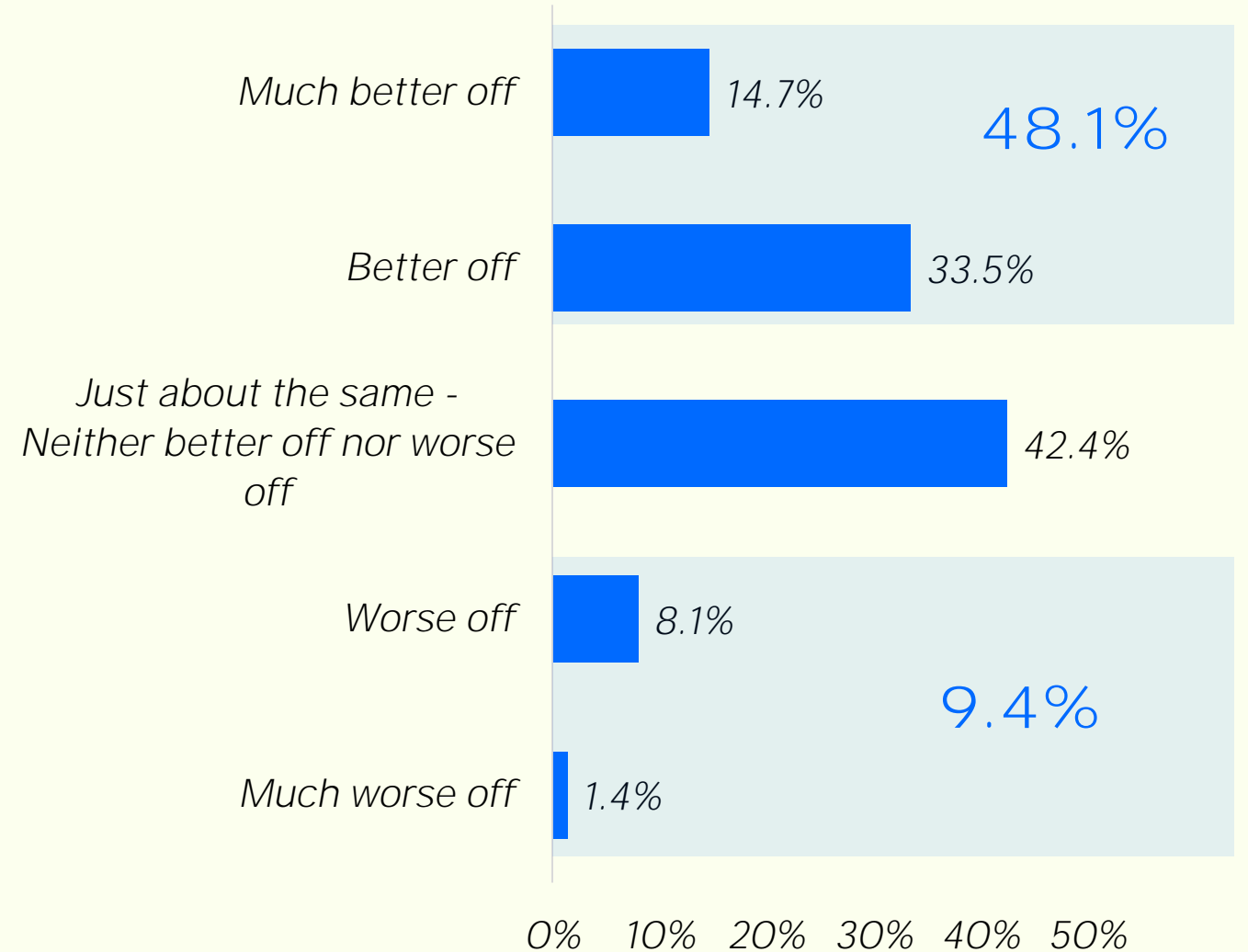
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Travelers remain largely optimistic about their personal financial outlooks.

Question:

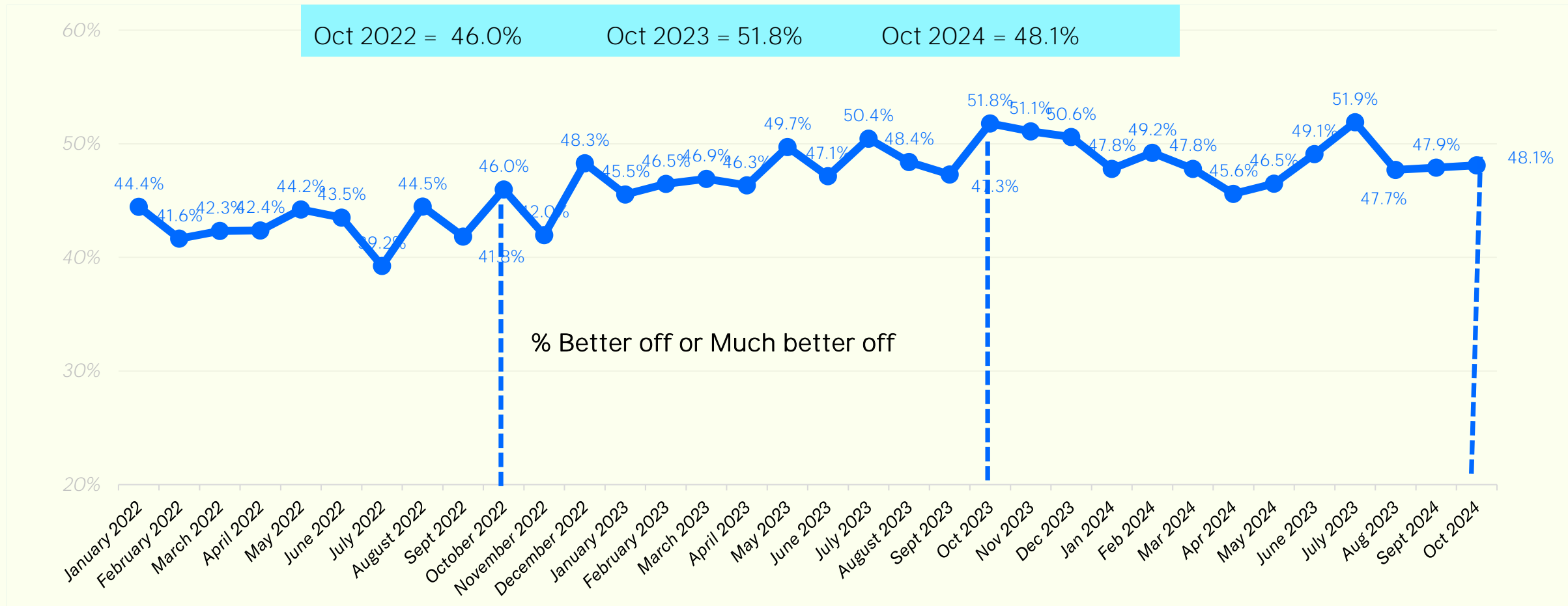
LOOKING FORWARD - Do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?



...and showed little change this month.

Question:

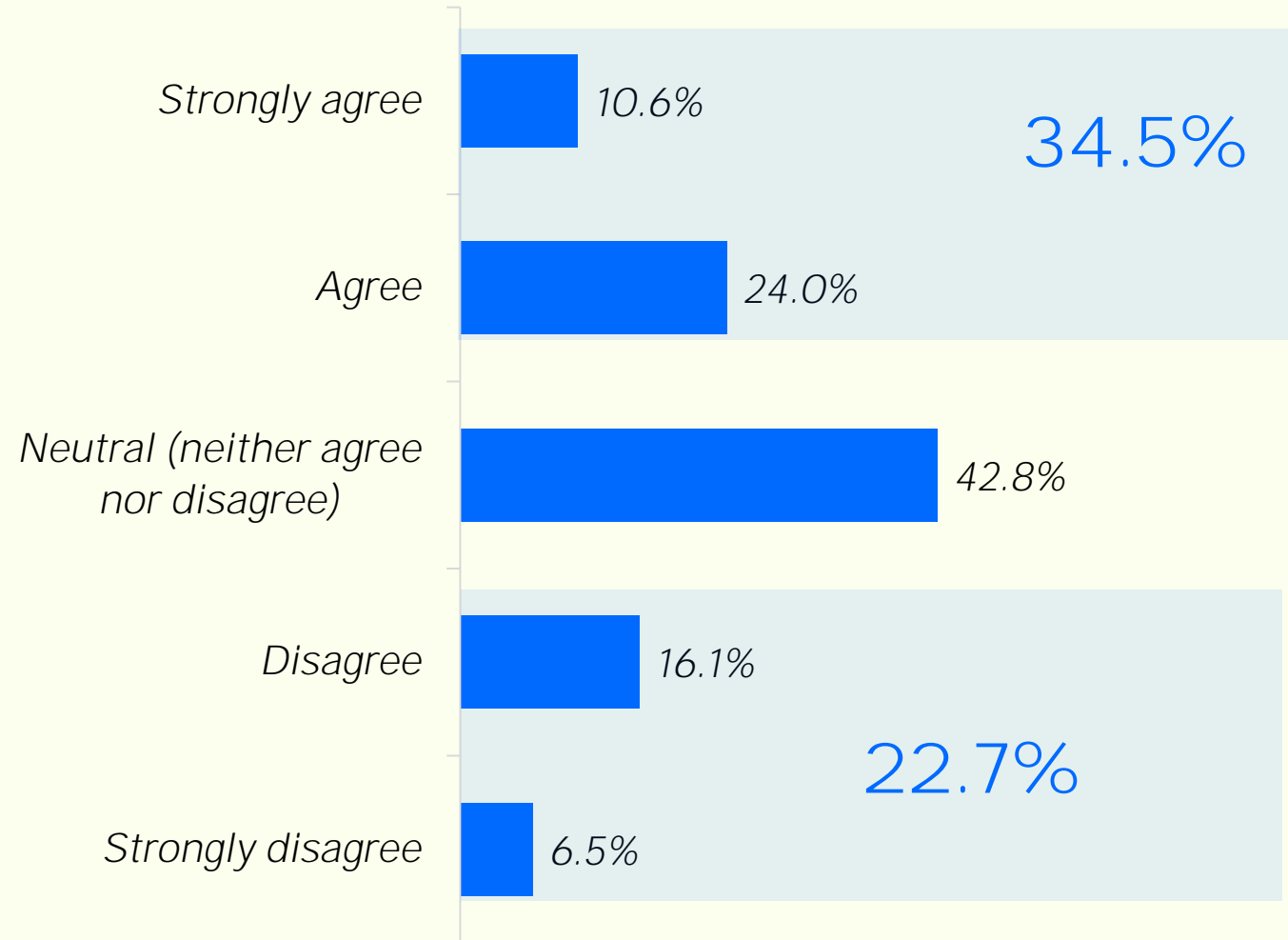
LOOKING FORWARD - Do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?



Overall, recession concerns improved slightly last month.

Question:

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

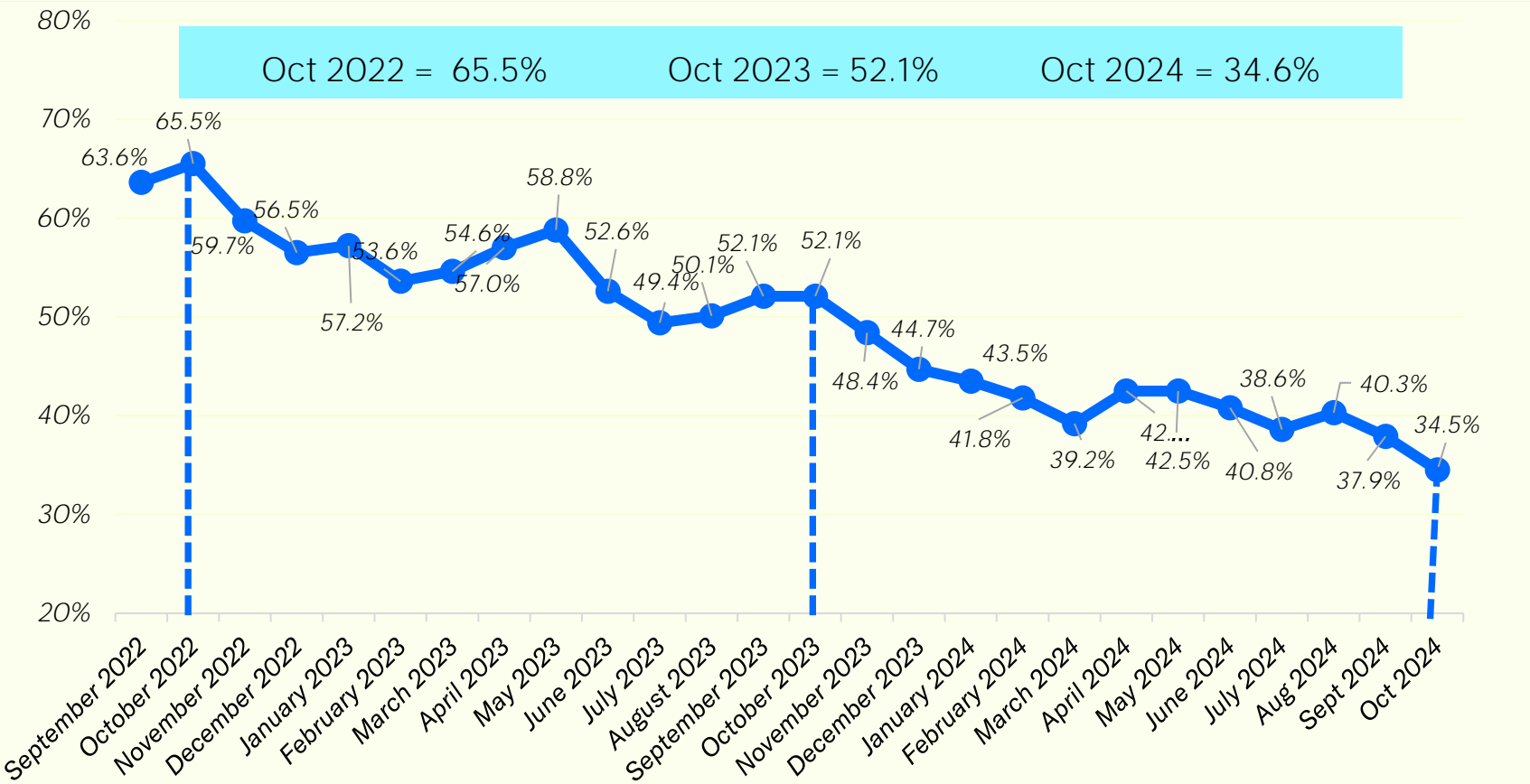


Overall, recessionary concerns improved again slightly last month.

Statement:

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

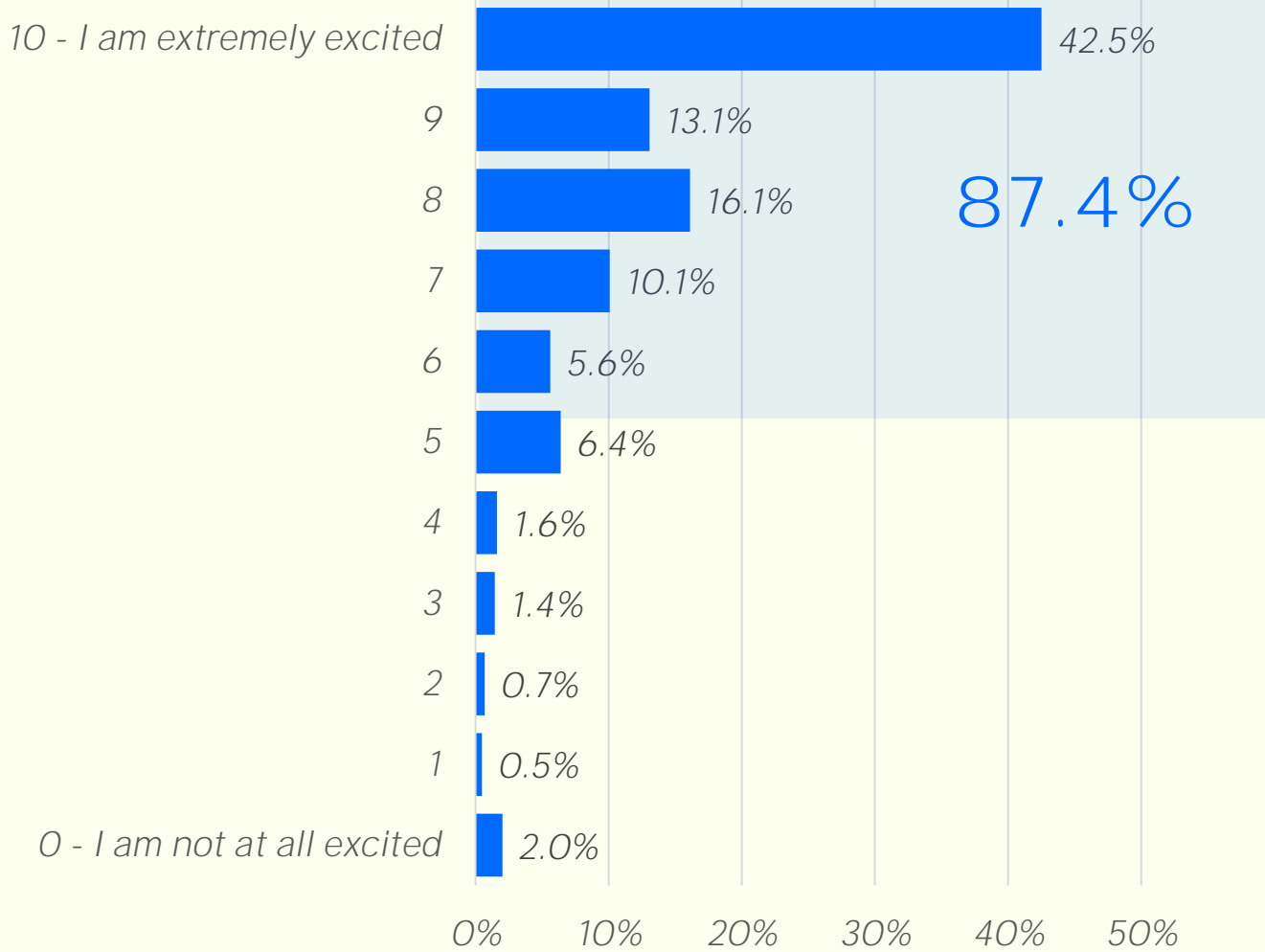
% Agree or Strongly agree



Energized: Excitement for travel remains at near record levels.

Question:

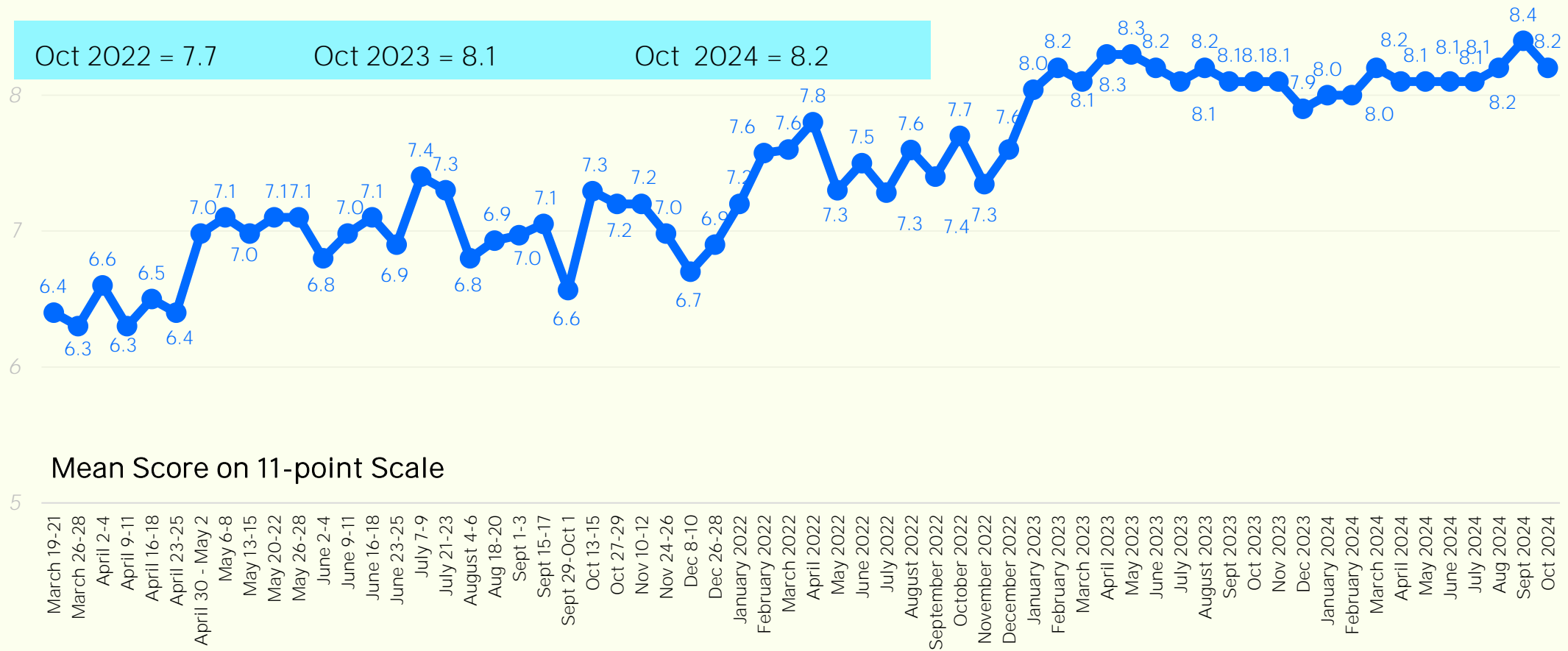
Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS? (Please answer using the 11-point scale below)



Excitement to travel remains at record levels.

Question:

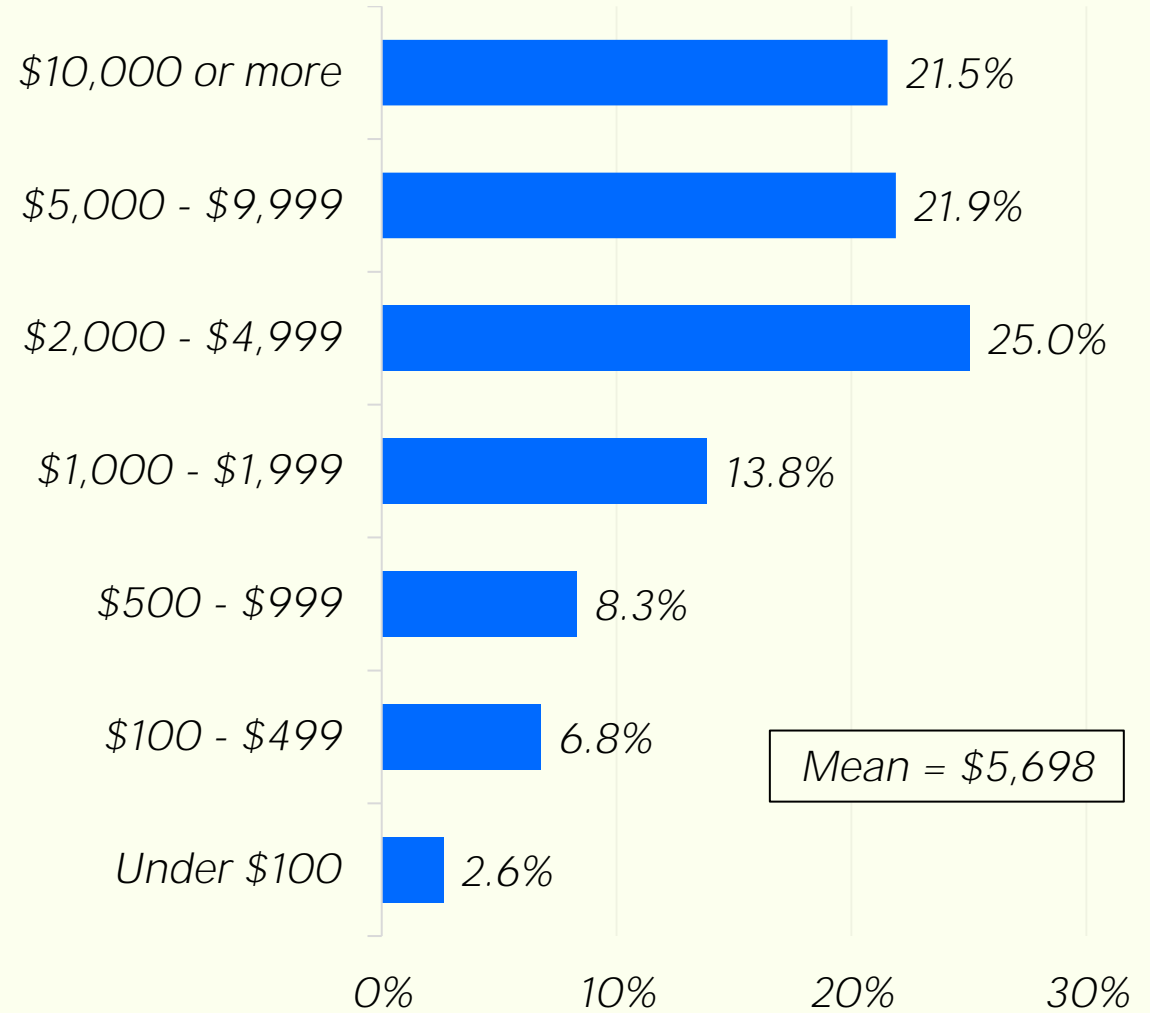
Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS?



Expected travel budgets were strong again this month.

Question:

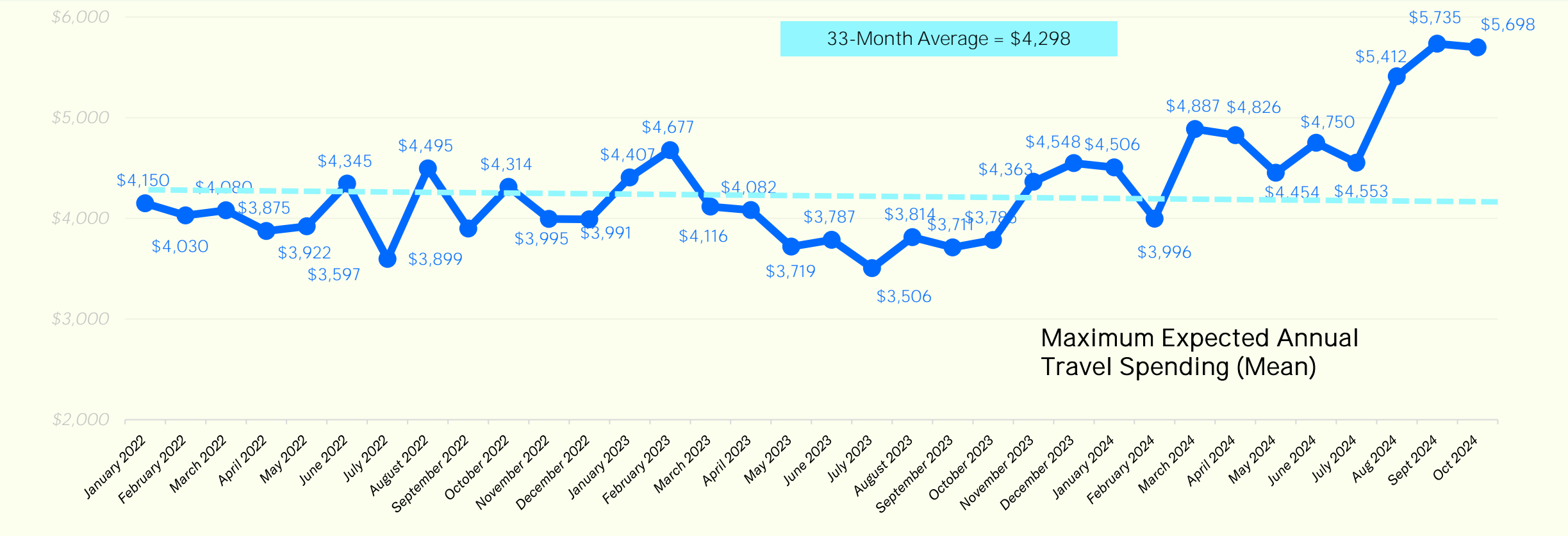
How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?



Expected travel budgets were strong again this month.

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):

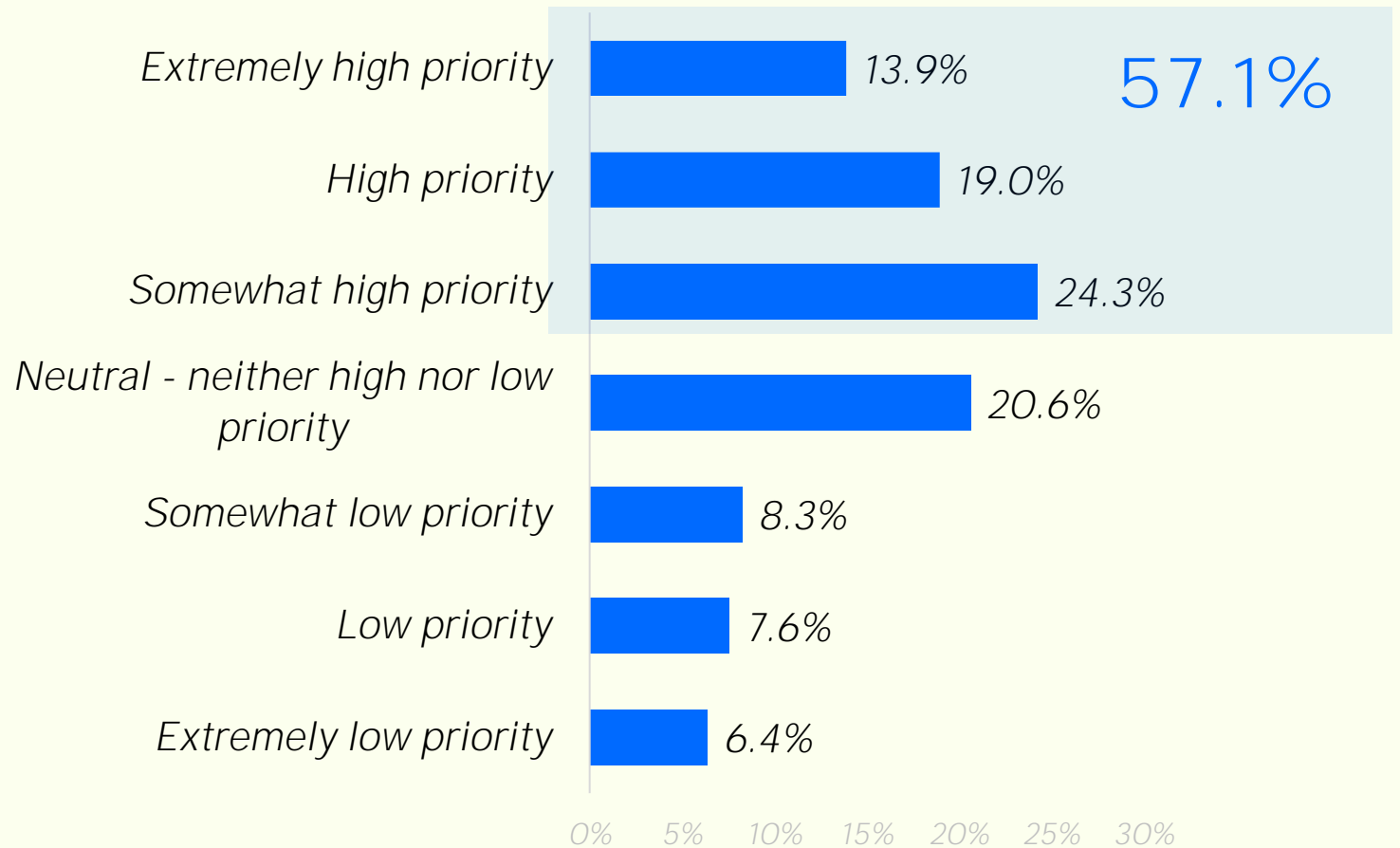


Most intend to make leisure travel a spending priority in the next three months.

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.

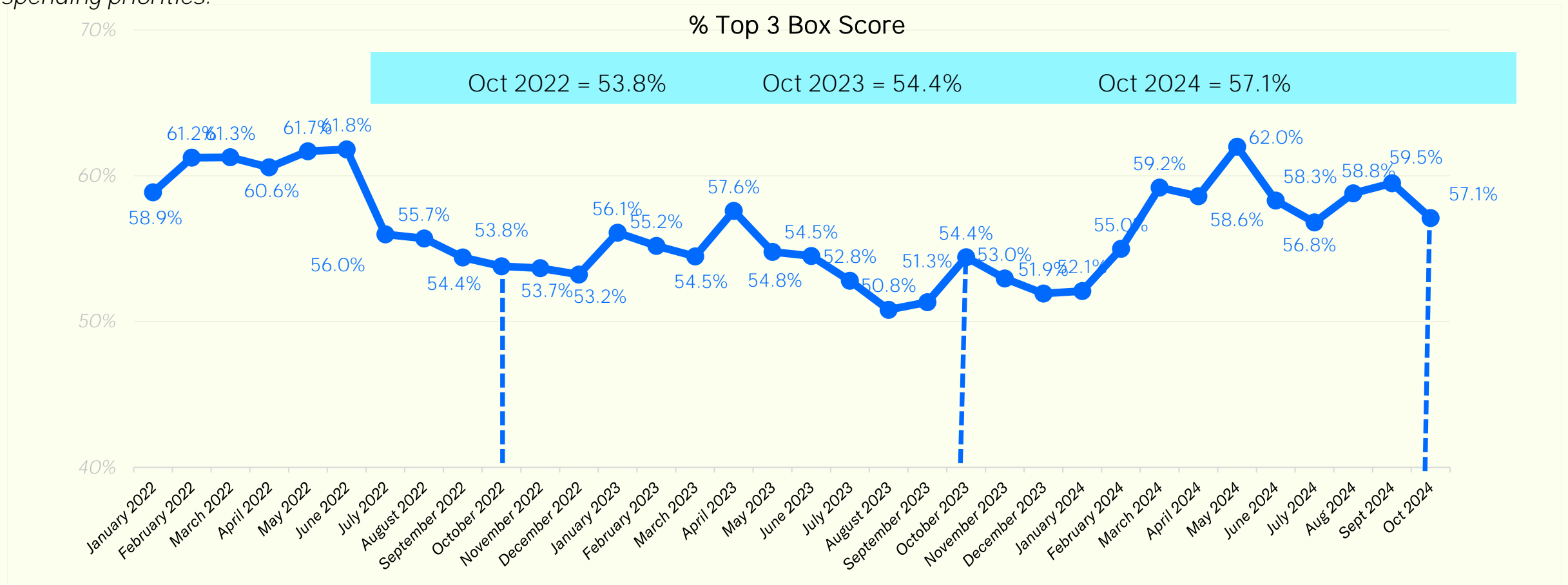
Leisure travel will be a(n) _____.



...the metric had grown for two months, but reverses course this month.

Question:

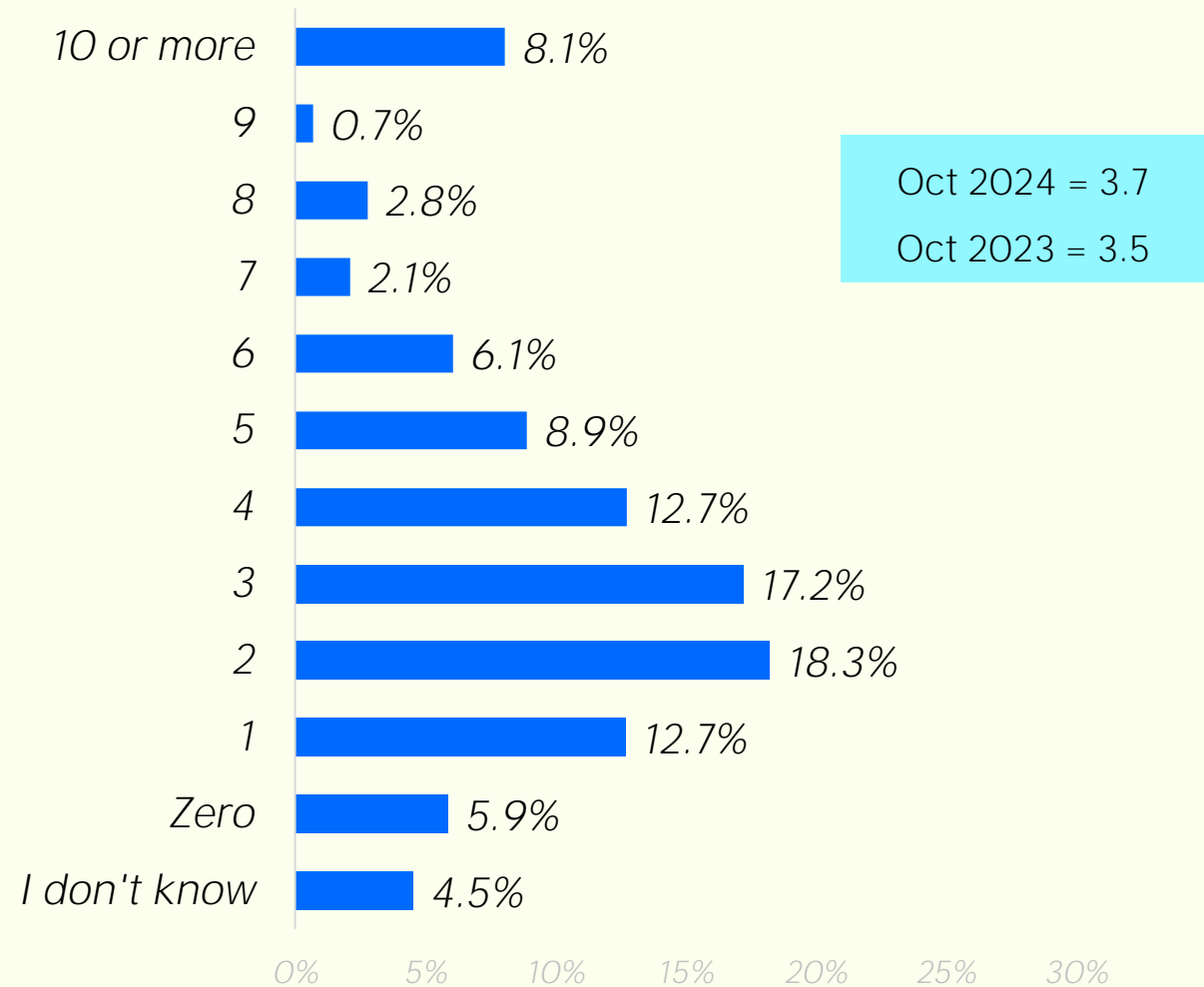
Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.



Expected travel was steady across regions in this month.

Question:

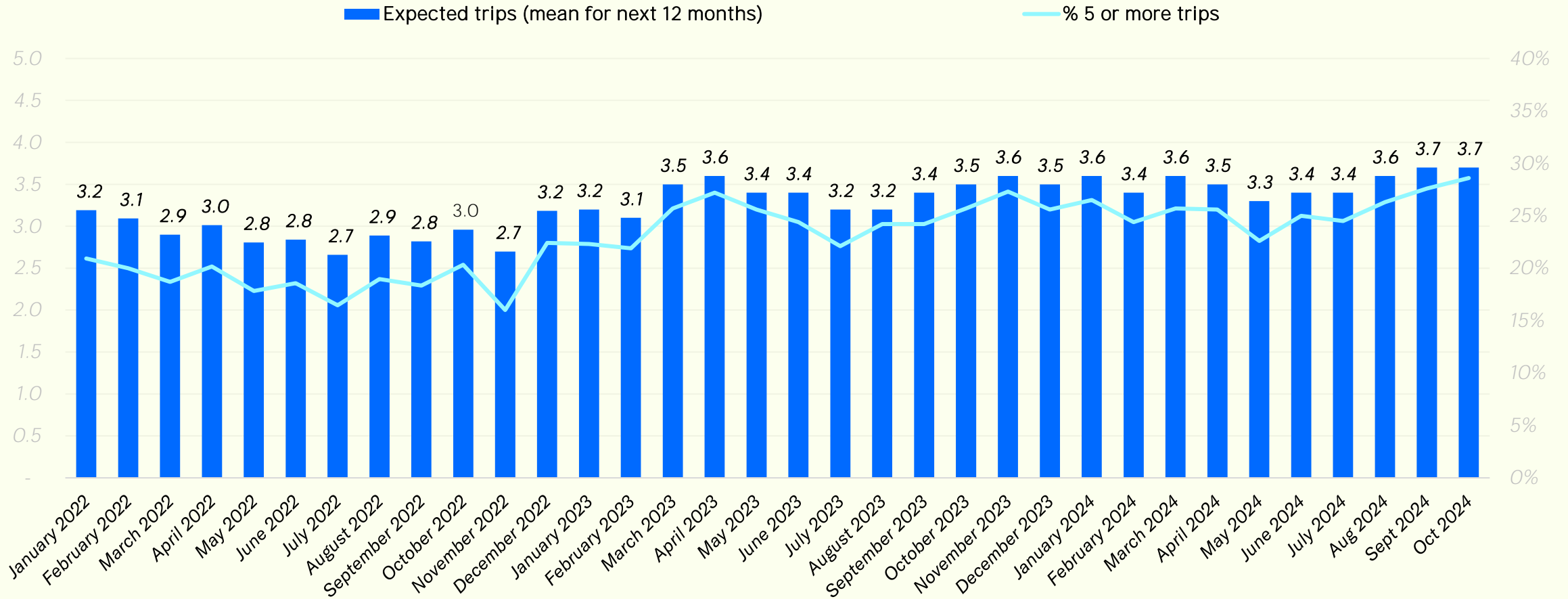
IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?



Travel expectations are also at record high levels.

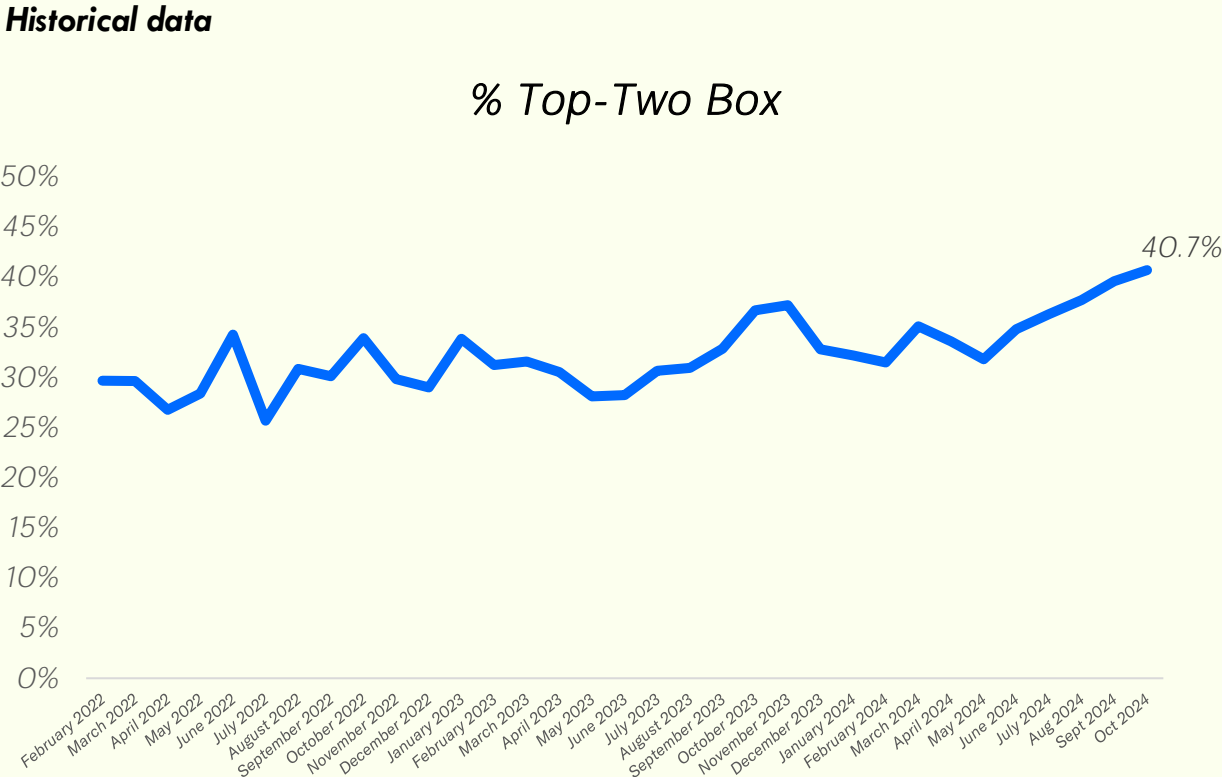
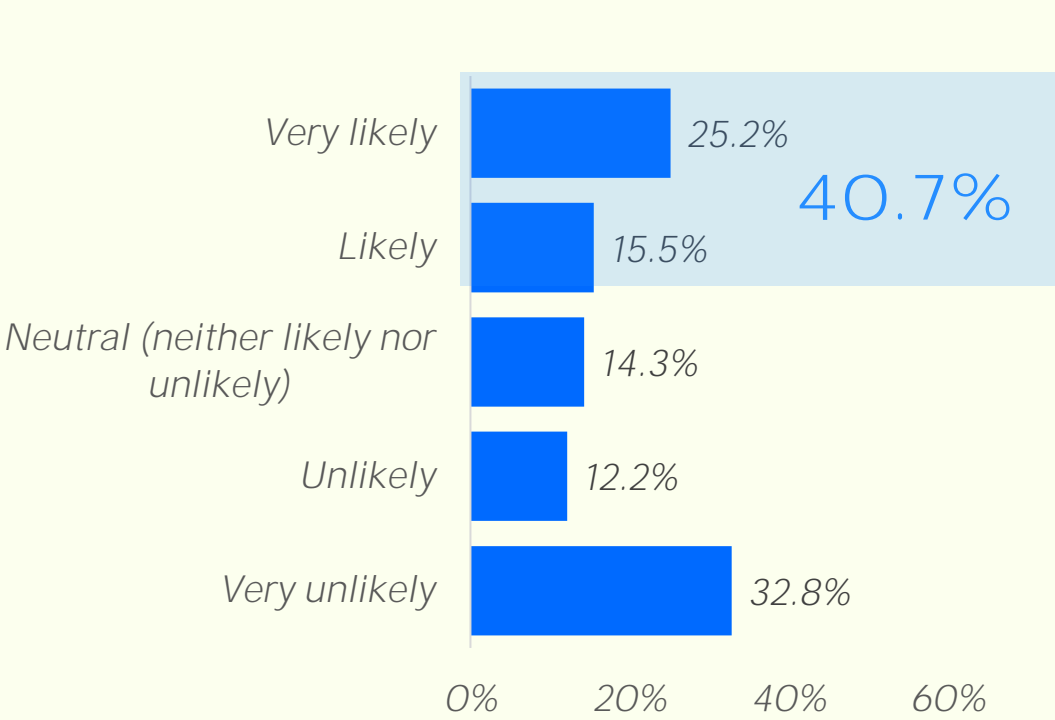
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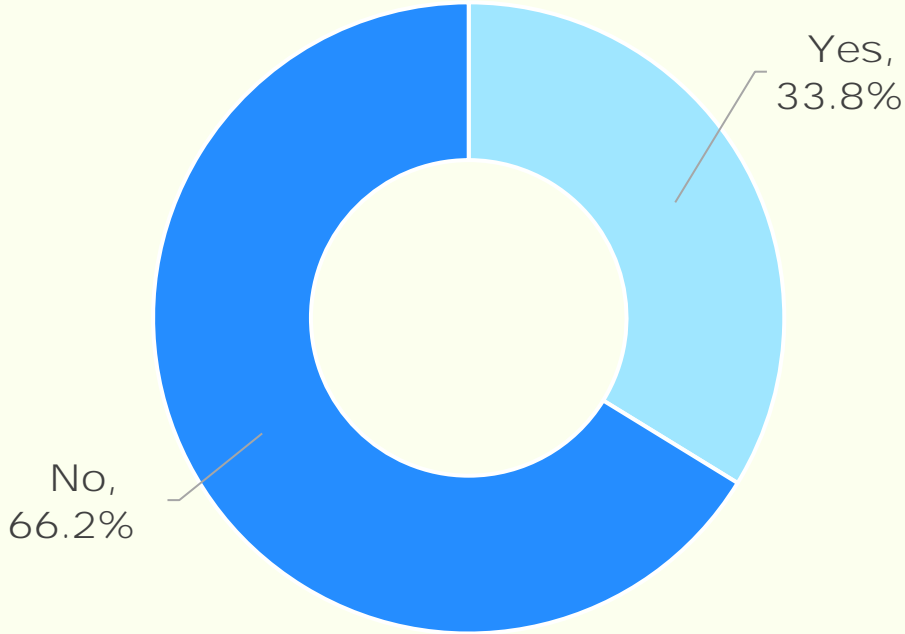
...expectations to travel abroad in the next 12 months moved forward again this month.

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

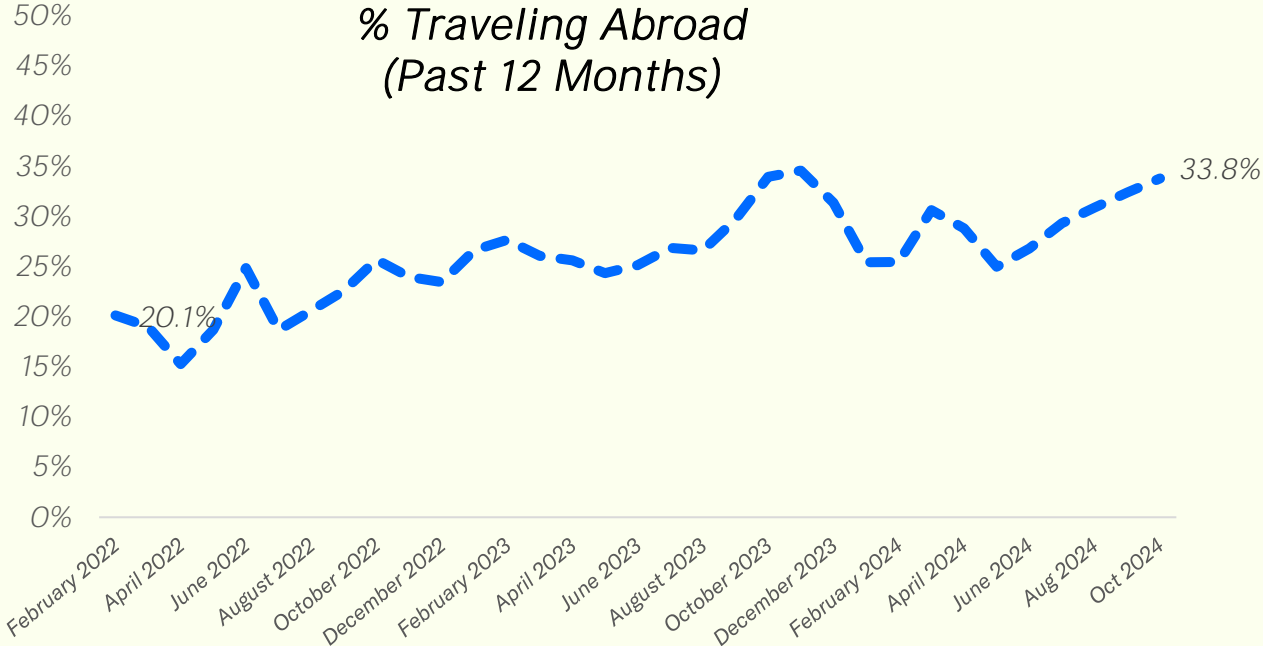


International travel reported by Americans also rose again last month.

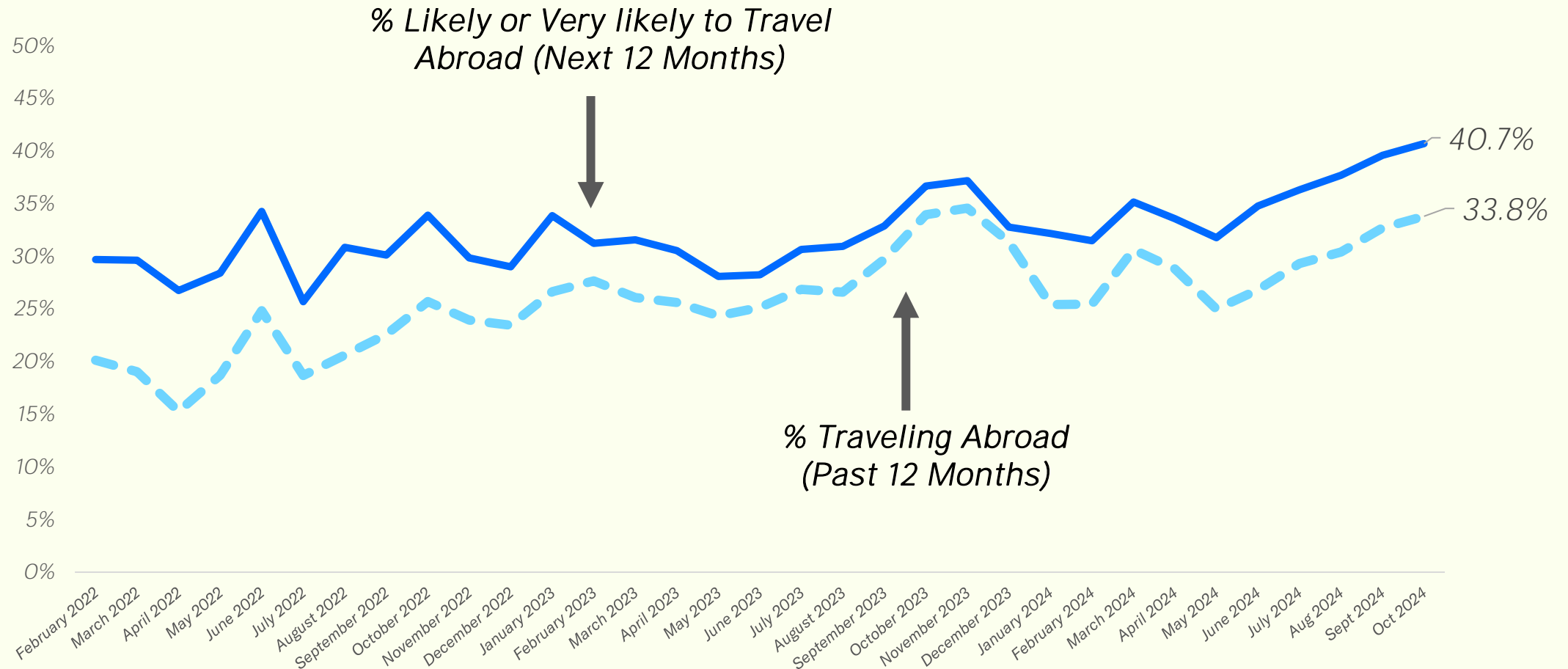
Question: *In the PAST 12 MONTHS, have you traveled outside the United States?*



Historical data



Likelihood to travel abroad and actual international travel move closely together.



Sentiment Indices

A group of five diverse people are gathered around a dinner table in a warm, dimly lit room. In the foreground, a man with long dark hair and a beard is smiling broadly while holding a smartphone to take a selfie. Next to him, a woman with dark hair is also smiling. Behind them, an older woman with grey curly hair is waving. To her right, a man with a beard and a light blue shirt is smiling and waving. On the far right, a woman with long dark hair and glasses is smiling. In the background, a young man with curly hair is looking towards the camera. The table is set with plates of food, a glass of red wine, and a birthday cake with lit candles. The overall atmosphere is joyful and celebratory.

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Travel Sentiment Indices

A tool to better understand the big picture by bringing all these data points together. Index values are calculated by combining key questions.

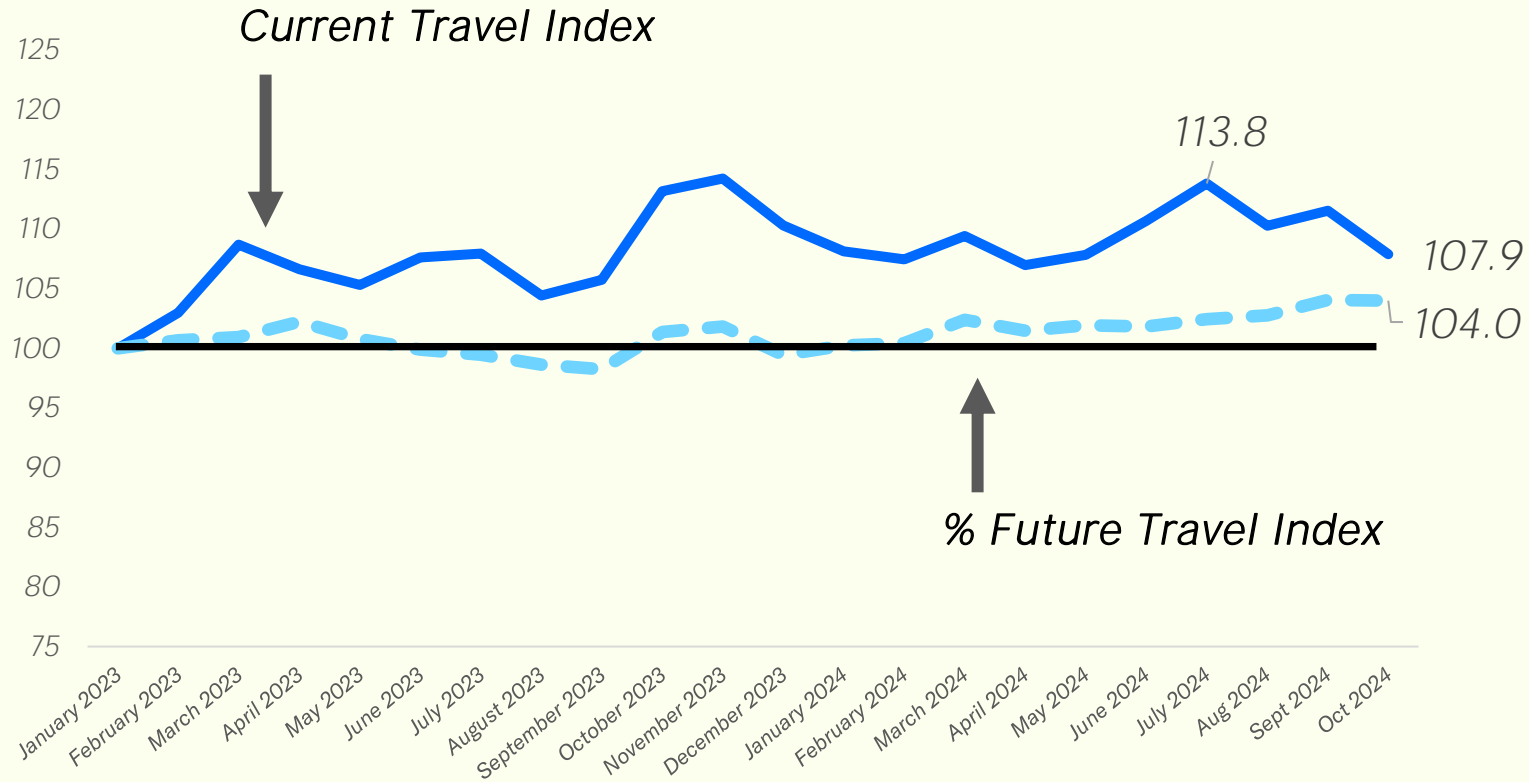
Current Travel Sentiment Index

- Current financial situation
- Now is a good time to spend on travel
- Travel prices restricting travel now
- Overnight trips taken in the past month
- Day trips taken in the past month

Future Travel Sentiment Index

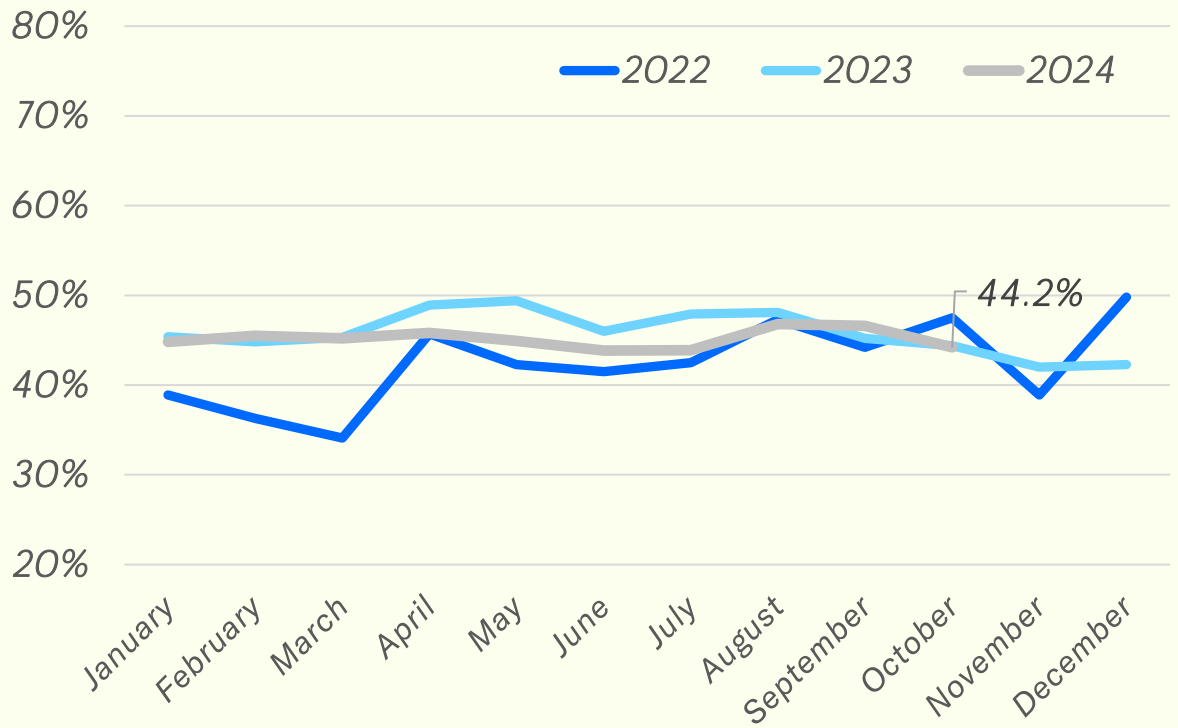
- Personal financial outlook (next 12 months)
- Travel spending as a future budget priority
- Excitement to travel (next 12 months)
- Expected leisure trips (next 12 months)

Our current travel sentiment index is in decline, while the future index is moving forward.



For many Americans, travel fantasies are part of daily life

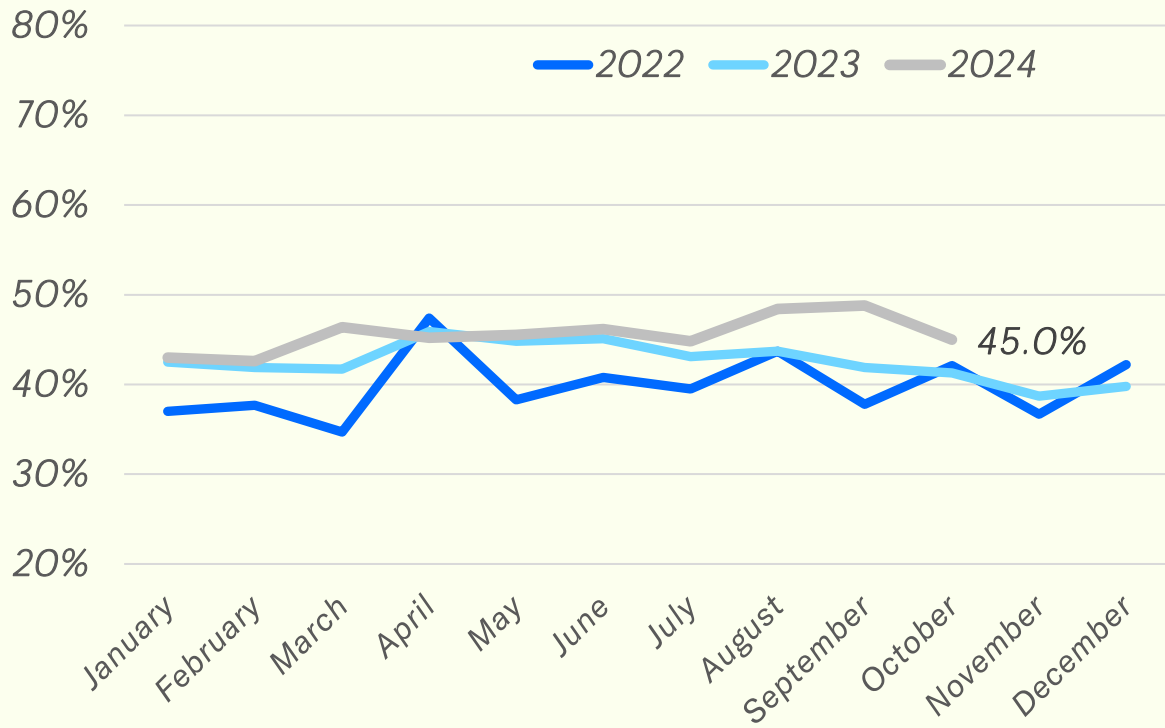
Day-dreamed about travel in the past week
(% of all American Travelers)





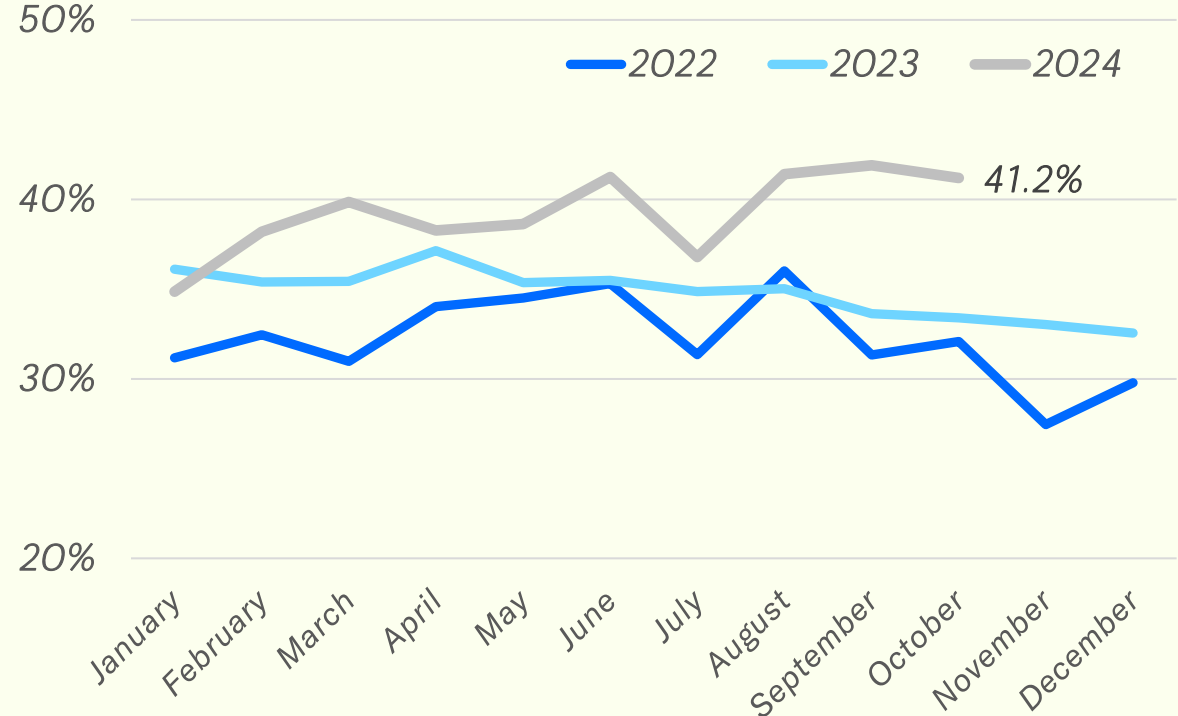
The fun before the journey: Talking about trips with friends.

Talked with a friend about a future trip in the past week
(% of all American Travelers)



Online research is booming right now.

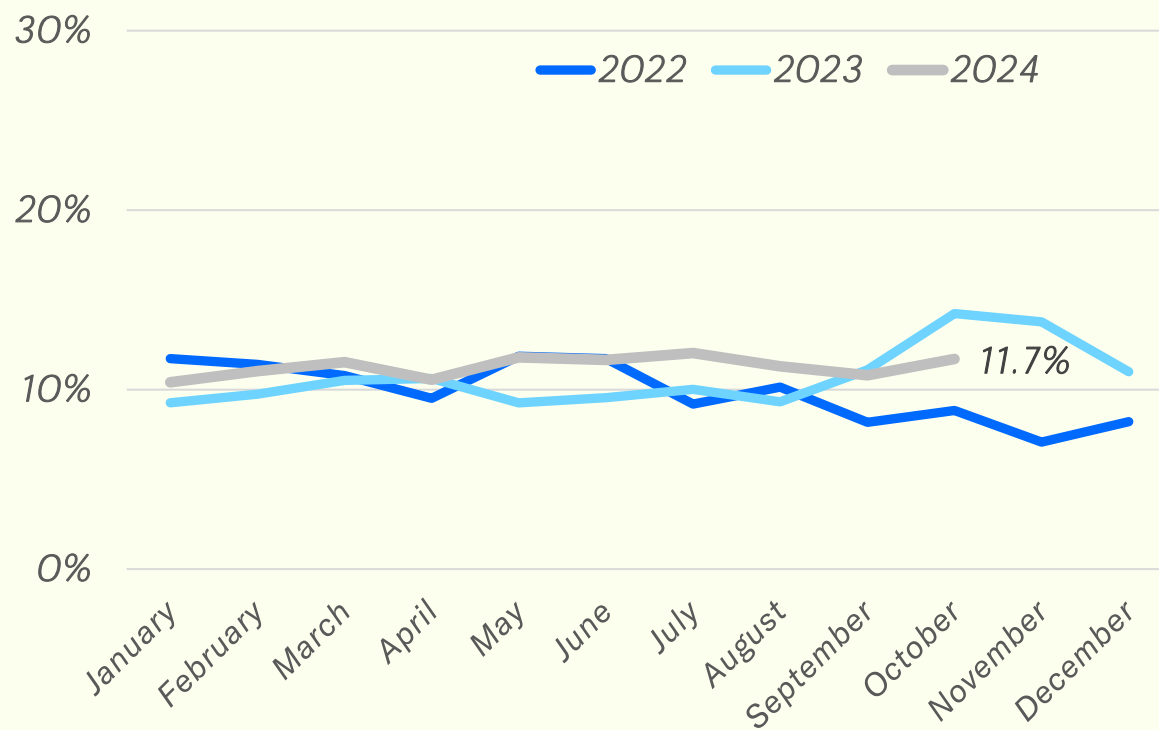
Researched about travel online in the past week
(% of all American Travelers)





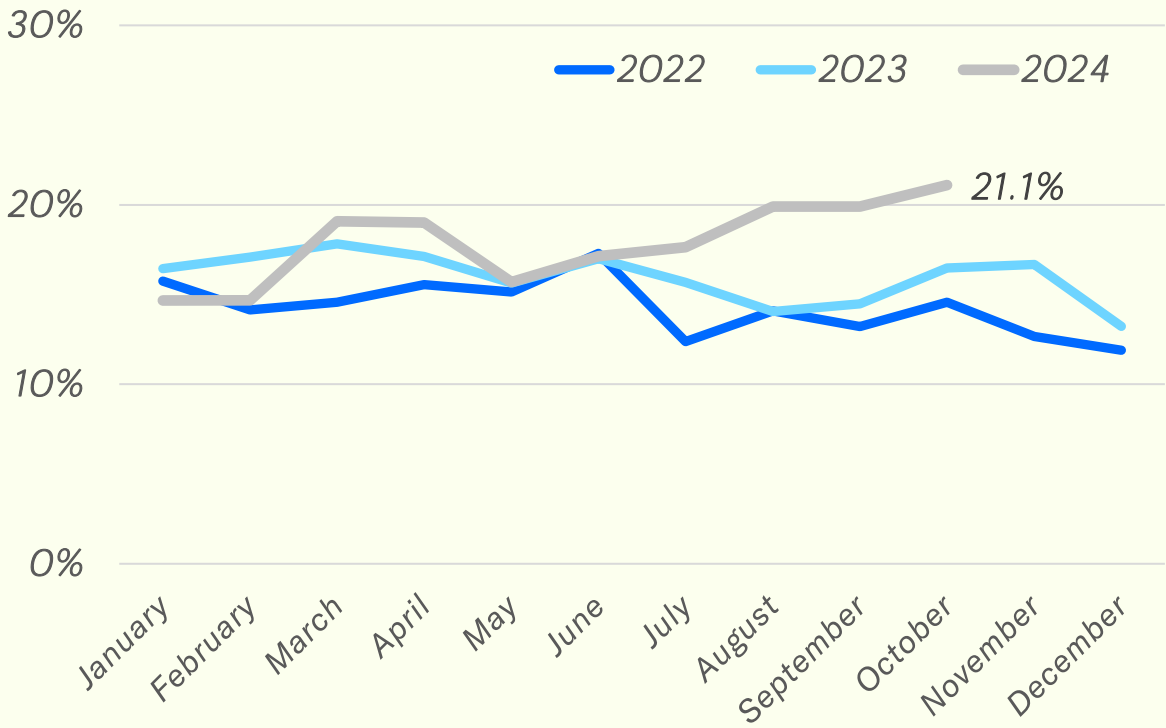
1-in-10 researched travel ideas offline

Researched offline in the past week
(% of all American Travelers)



Booking is up significantly from this time last year

Made travel reservations in the past week
(% of all American Travelers)



Current travel outlook remains solid as we move into the holiday season.

- Travel budgets are strong
- Excitement dipped, but is still very strong
- The expected number of future trips is stable
- Travel booking activity remains high



*December Livestream
Registration*

Business & Group Meeting Travel

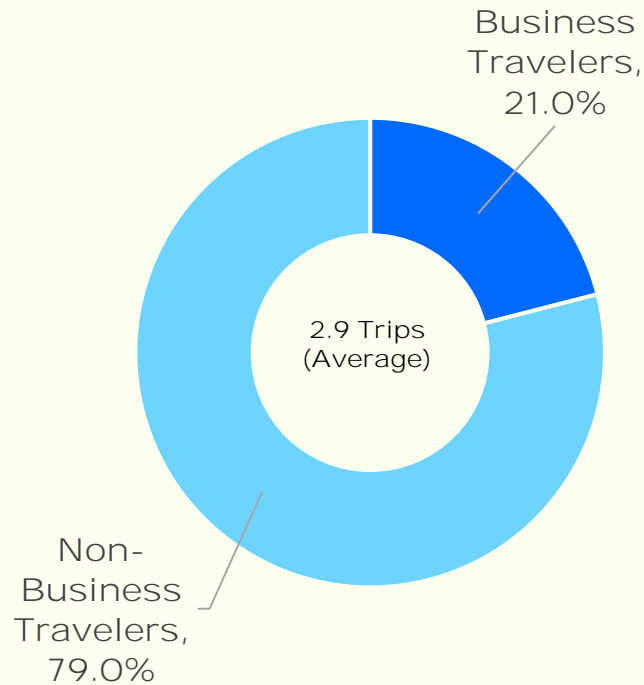
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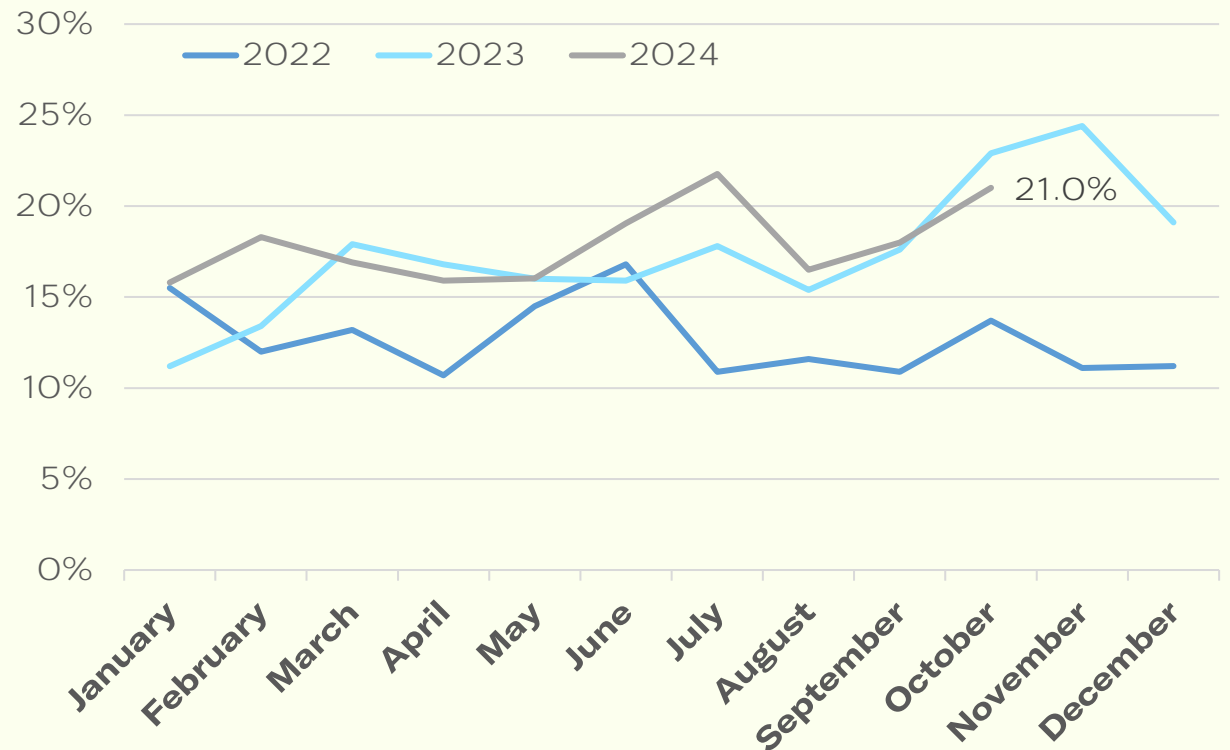
Overnight business travel grew last year and the proportion of travelers taking such trips is solid.

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

Took 1 or More Overnight Business Trips



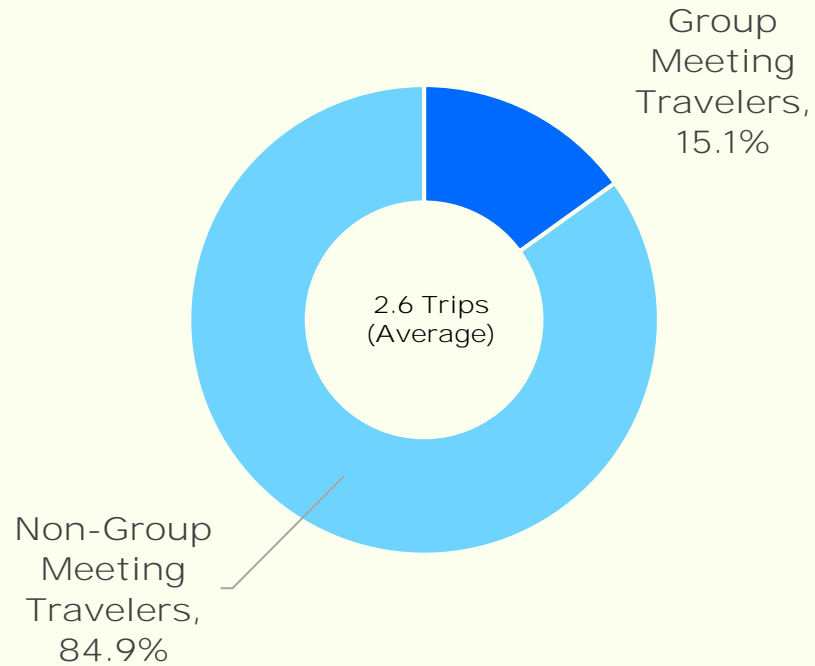
Percent of All Travelers Taking Business Trips



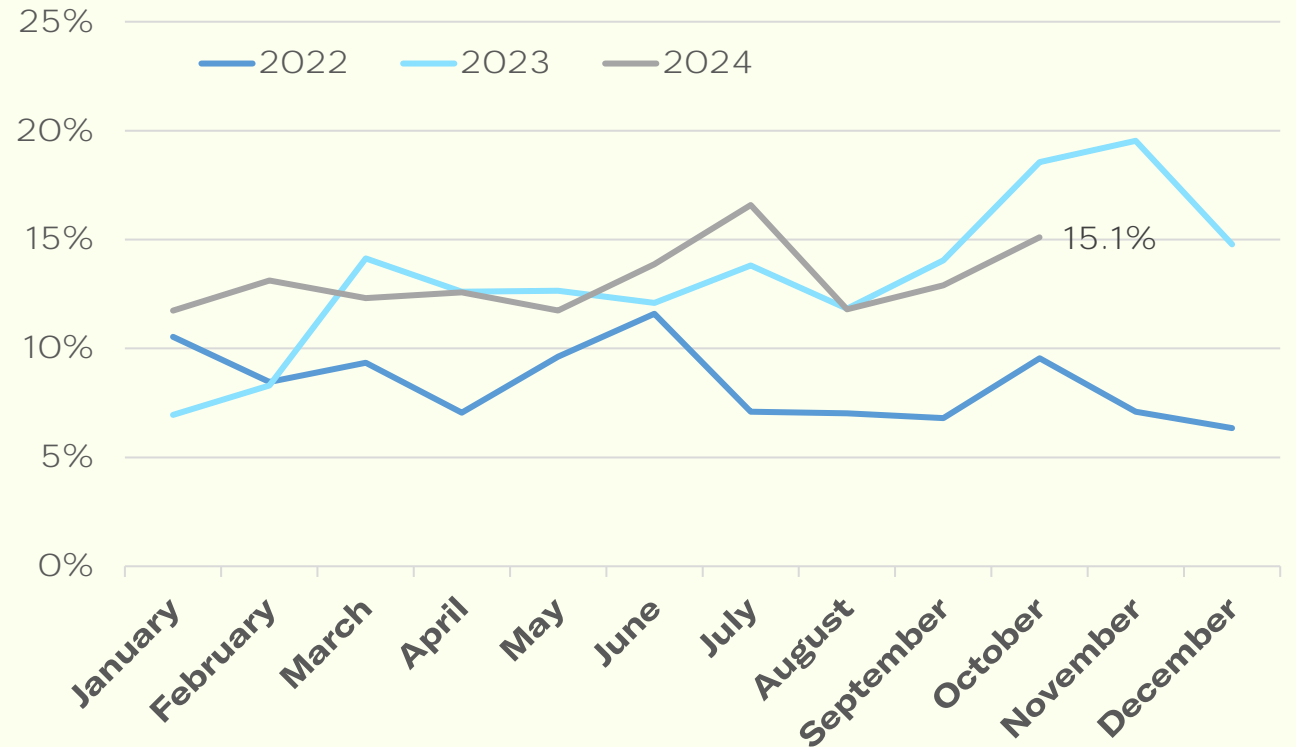
Overnight group meetings travel was below 2023 levels this year in October.

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



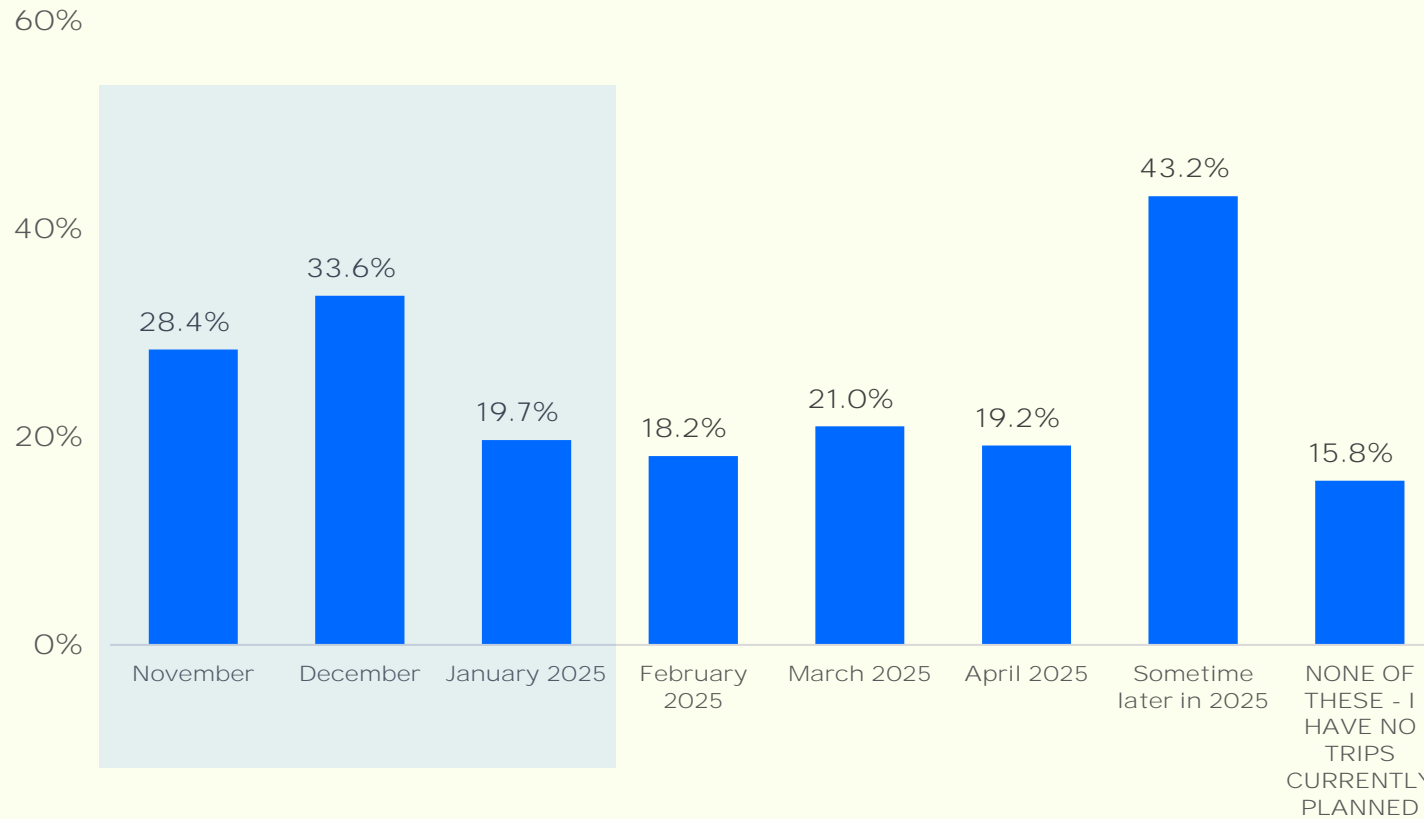
Percent of All Travelers Taking Overnight Group Meetings Trips





Who will be
traveling over
the next three
months?

Most Americans (84%) have trips currently on the books.

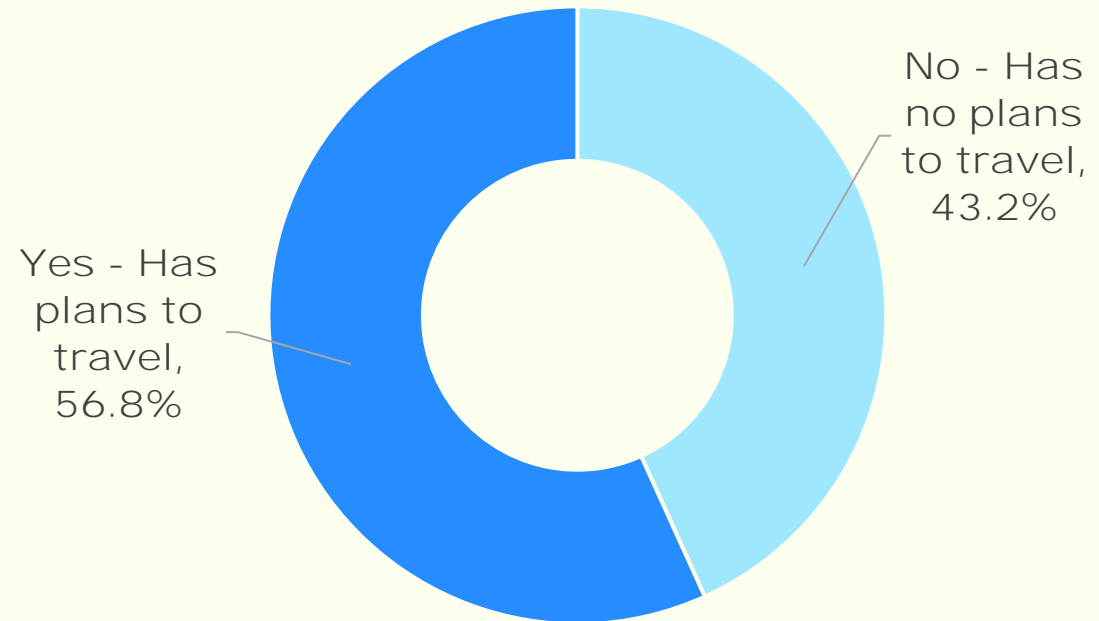


Question: In which months do you currently have any leisure trips planned (even if only tentatively)?

Most Americans will be taking a leisure trip in the next 3 months.

Has a trip planned in November, December or January

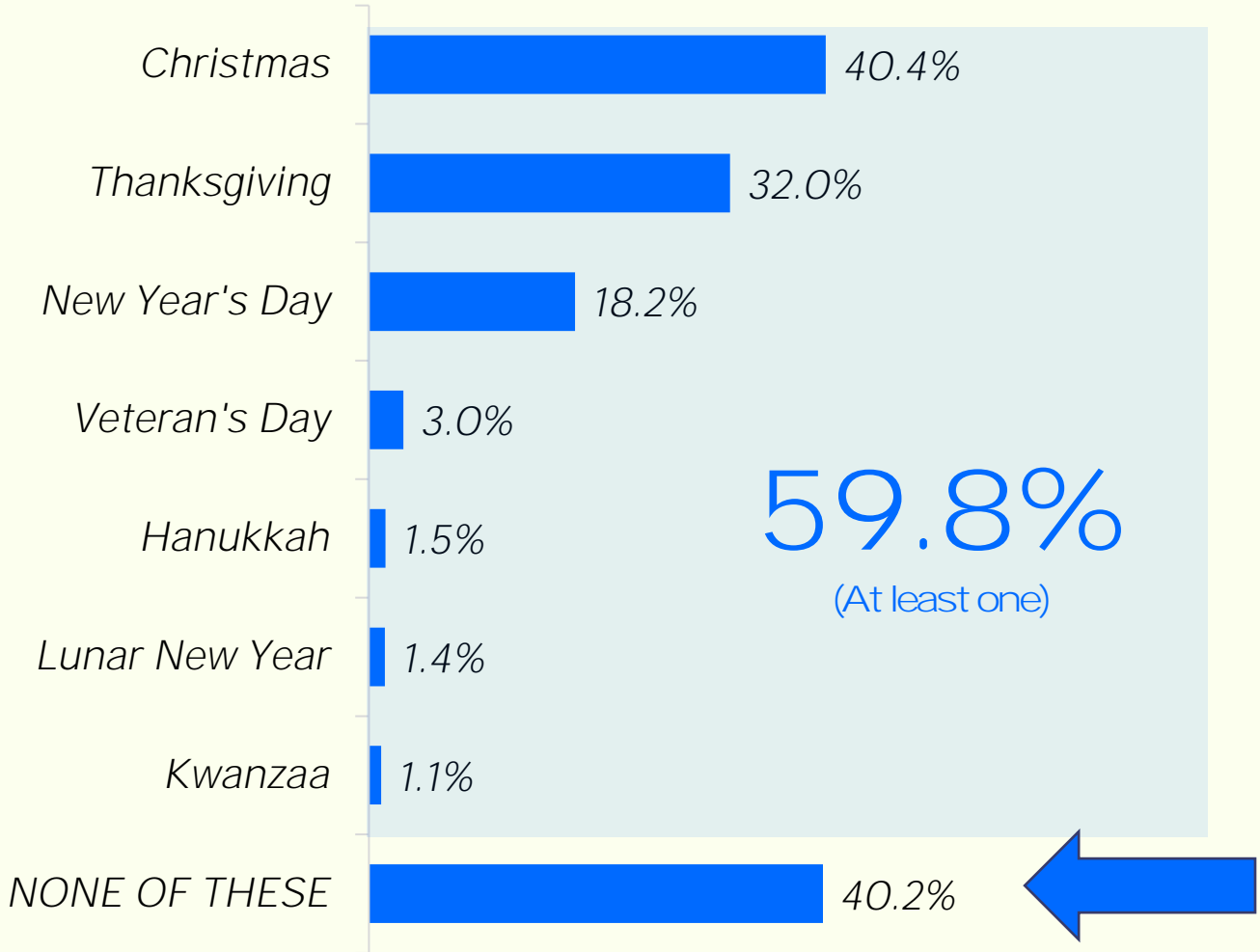
Question: In which months do you currently have any leisure trips planned (even if only tentatively)?



4-in-10 will exclusively travel for leisure, not having a holiday trip planned.

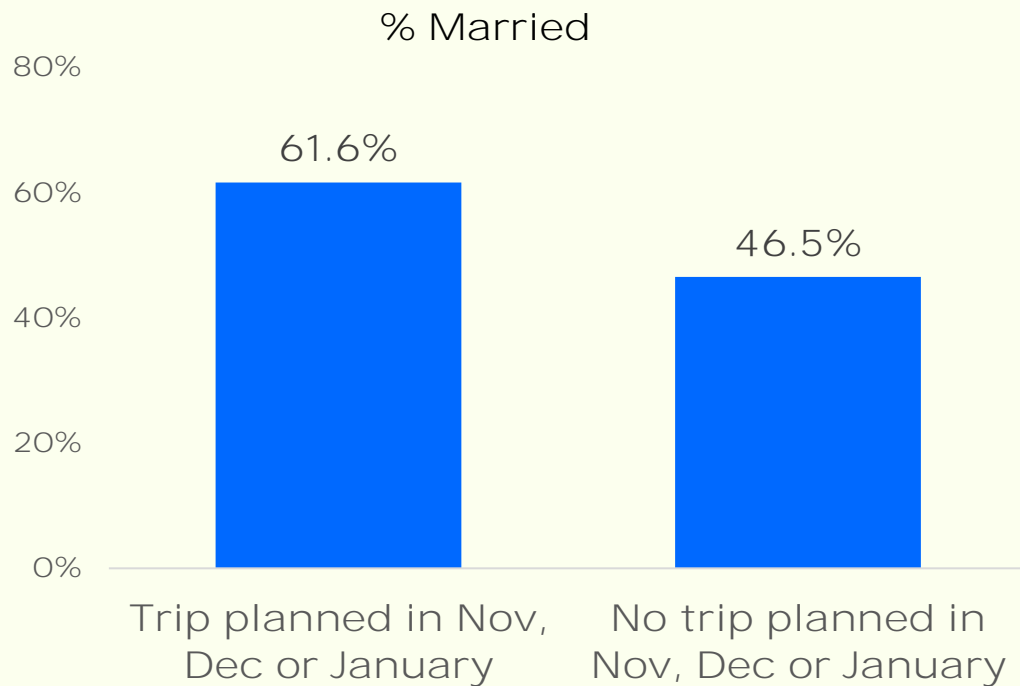
Question:

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



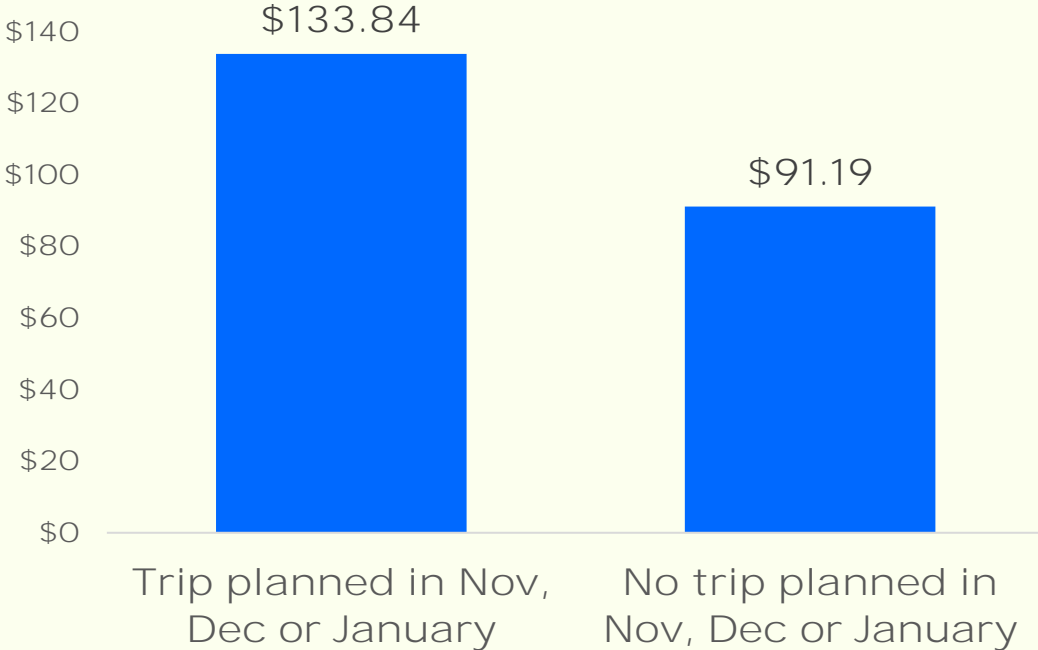
They're likely to be married

Question: Which of the following best describes your current marital status?

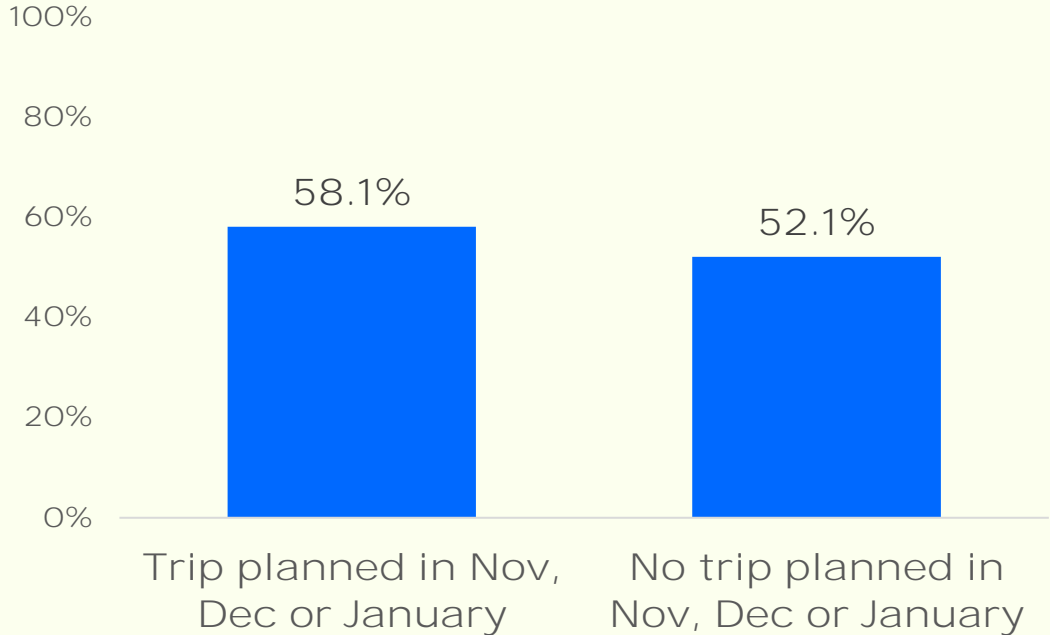


They're big earners, relatively speaking

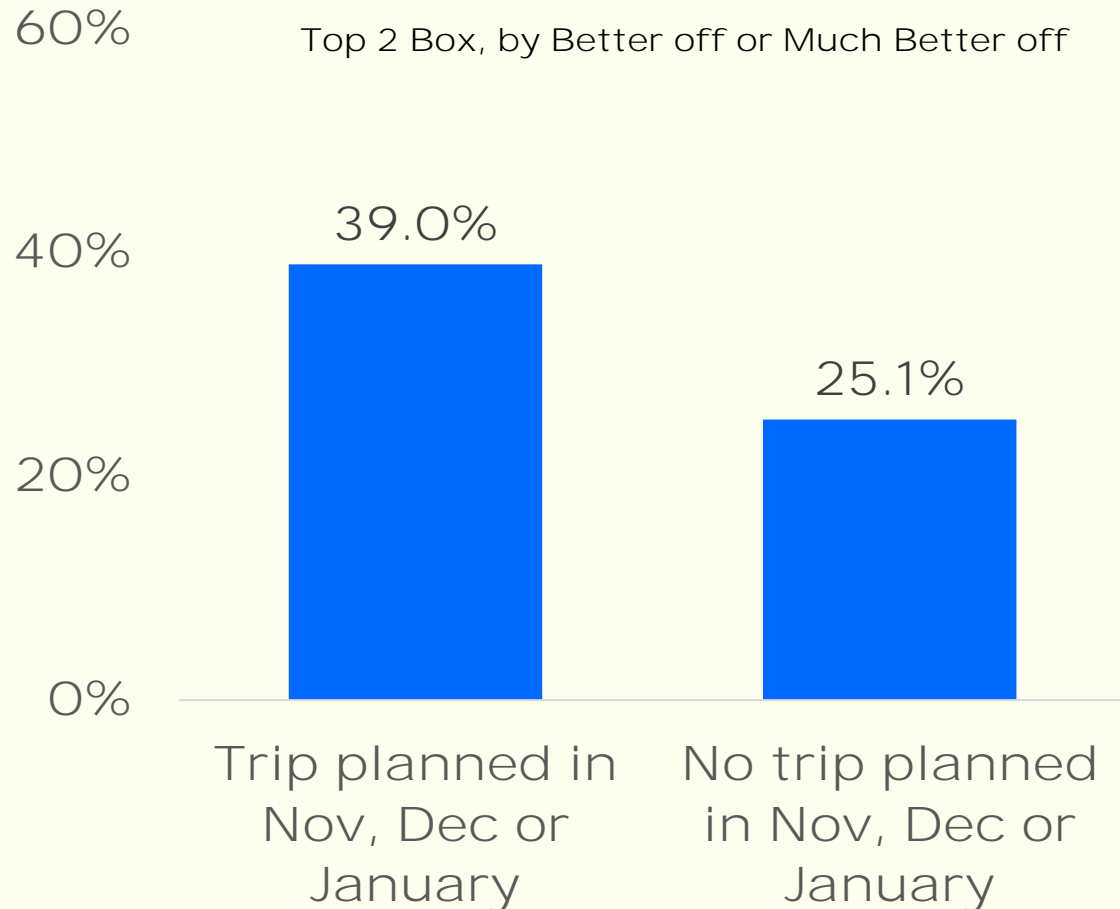
Mean Income (in \$1,000s)



Double Income Households (%)

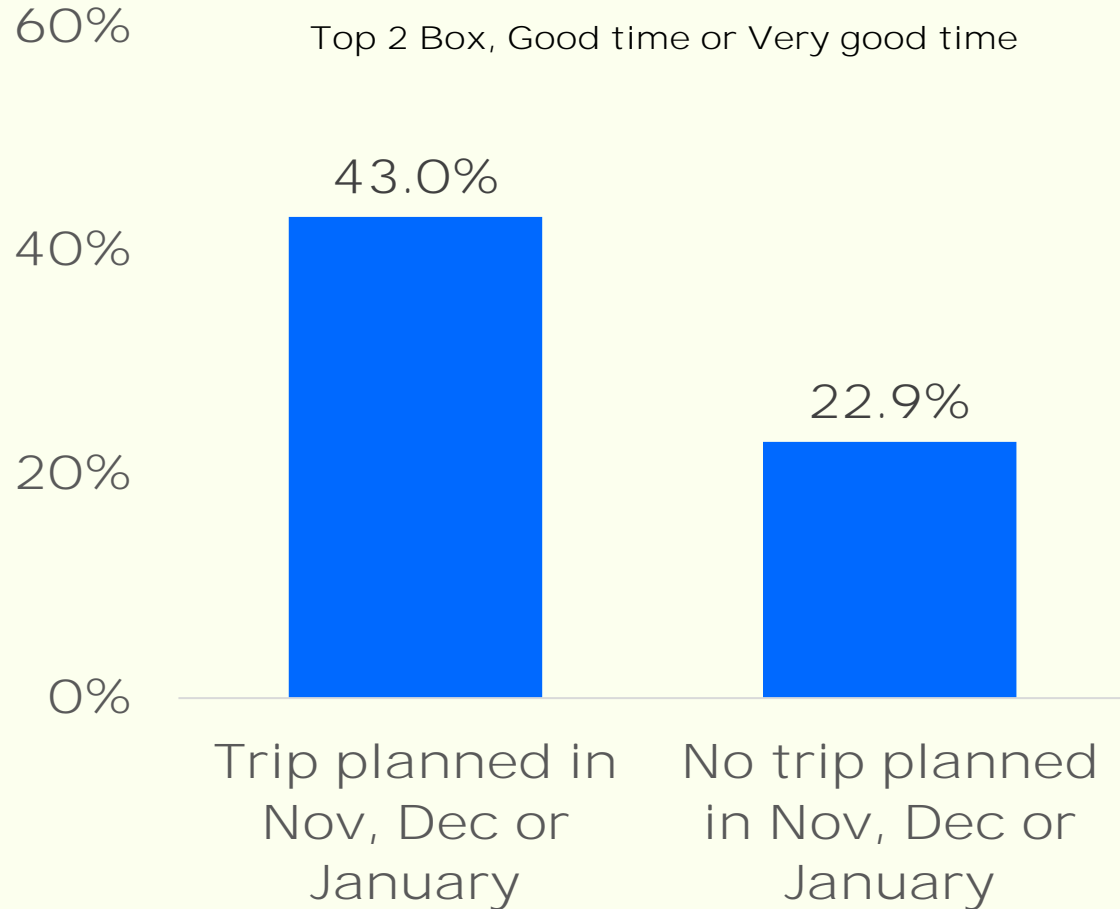


They're feeling good financially



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

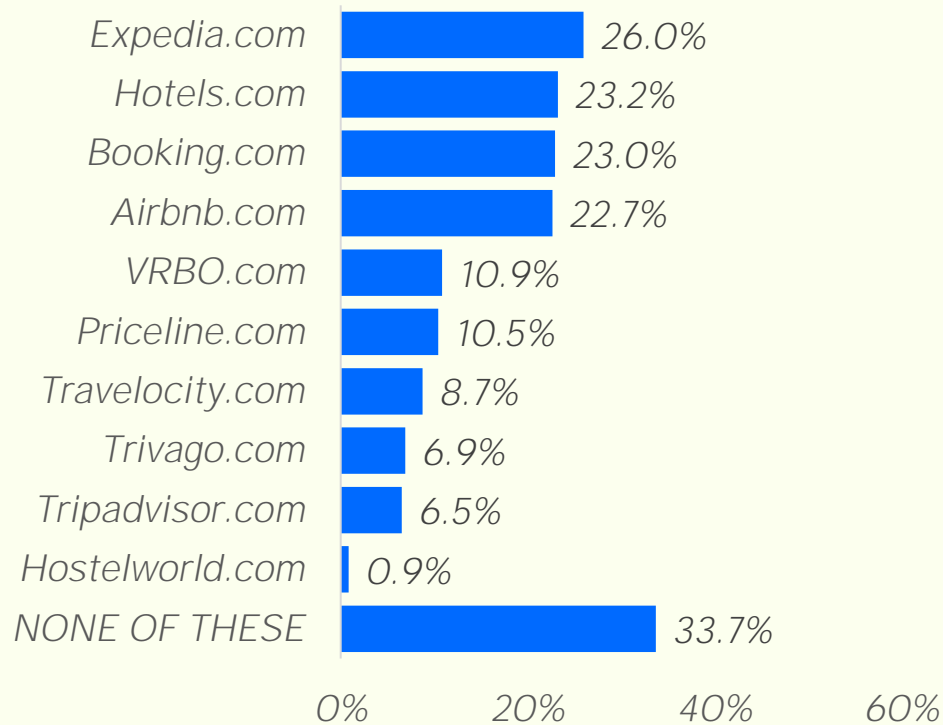
They're optimistic about travel spending



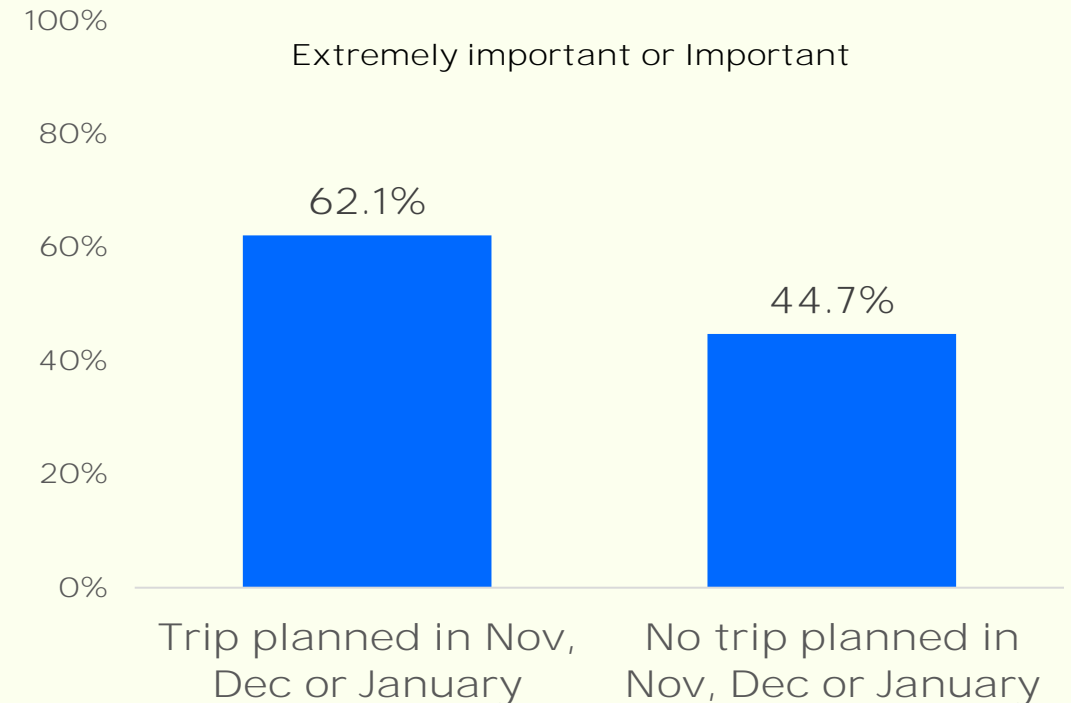
Question: Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?

2-in-3 Use OTAs to book their travel

Question: In the PAST 12 MONTHS, which of these websites do you recall using to book any travel lodging?

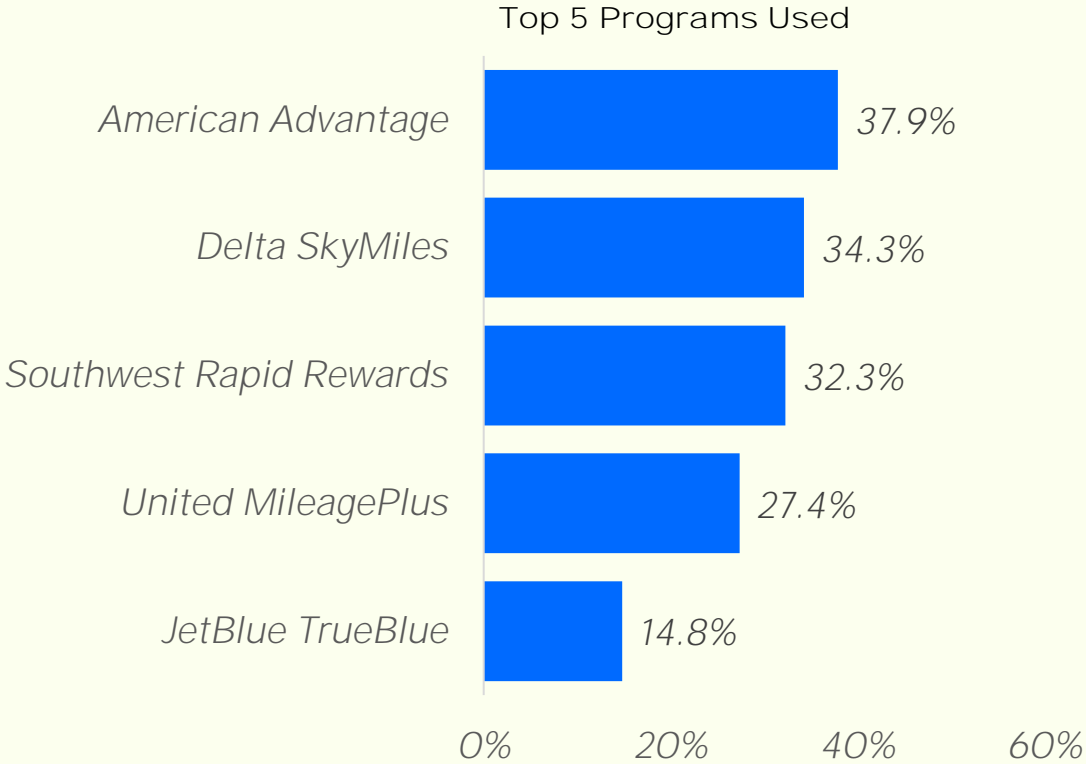


Question: How important are travel rewards programs to how you generally plan your leisure travels?

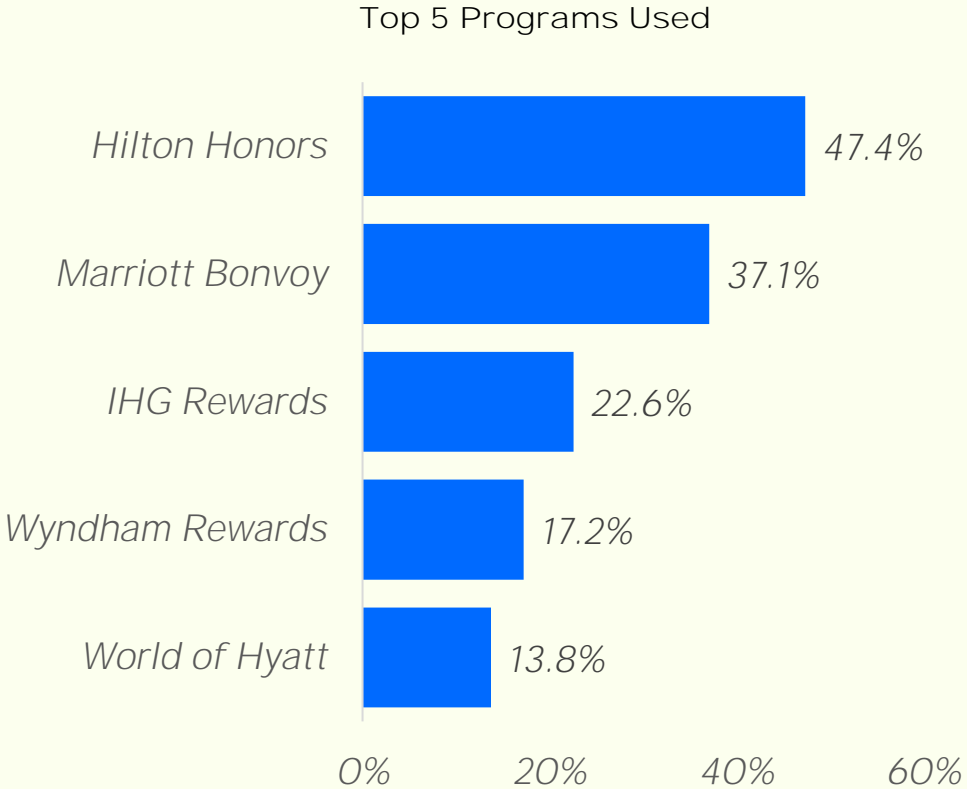


American Advantage and Hilton Rewards are the most used programs.

Question: Which of these AIRLINE REWARDS PROGRAMS do you currently use?

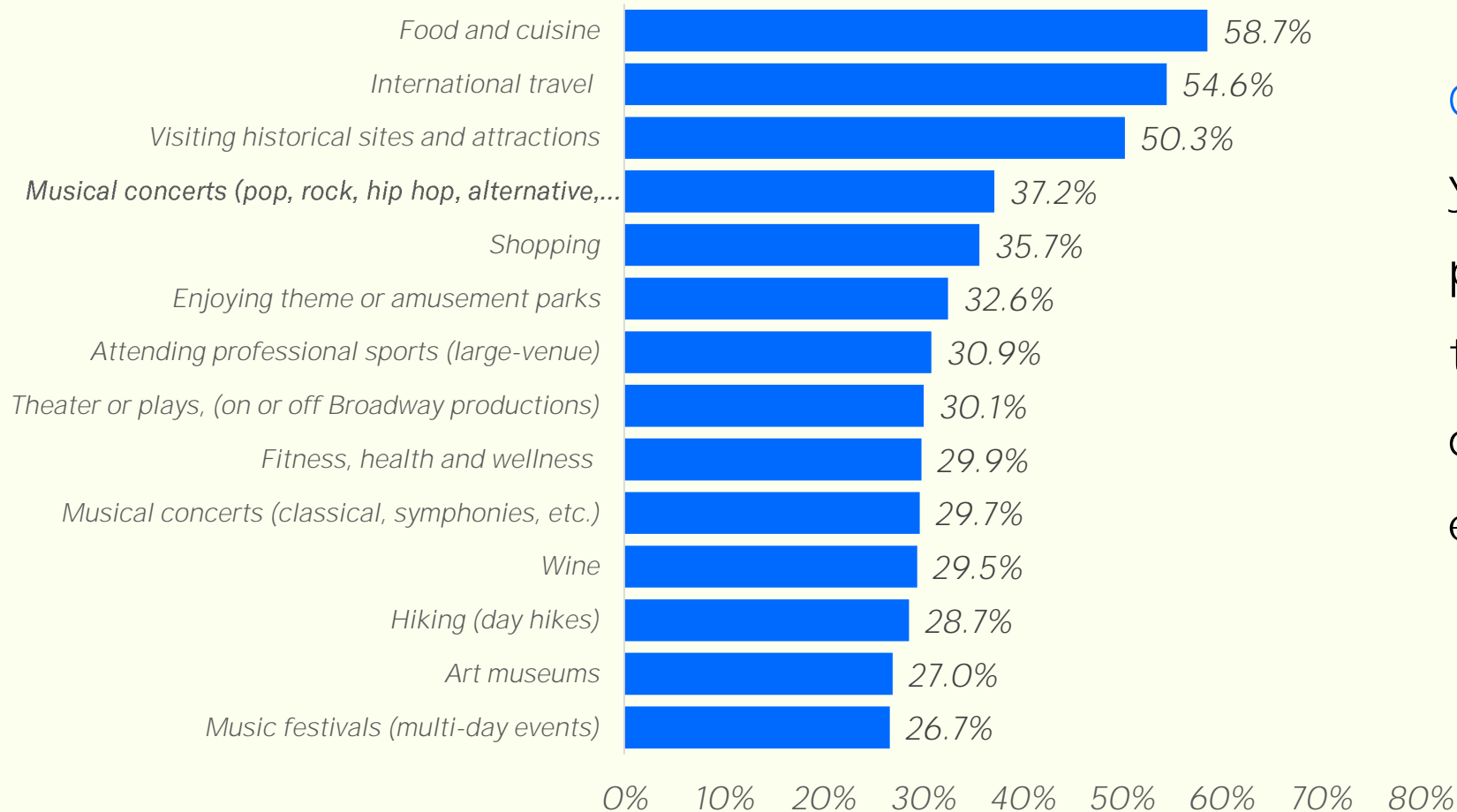


Question: Which of these HOTEL REWARDS PROGRAMS do you currently use?



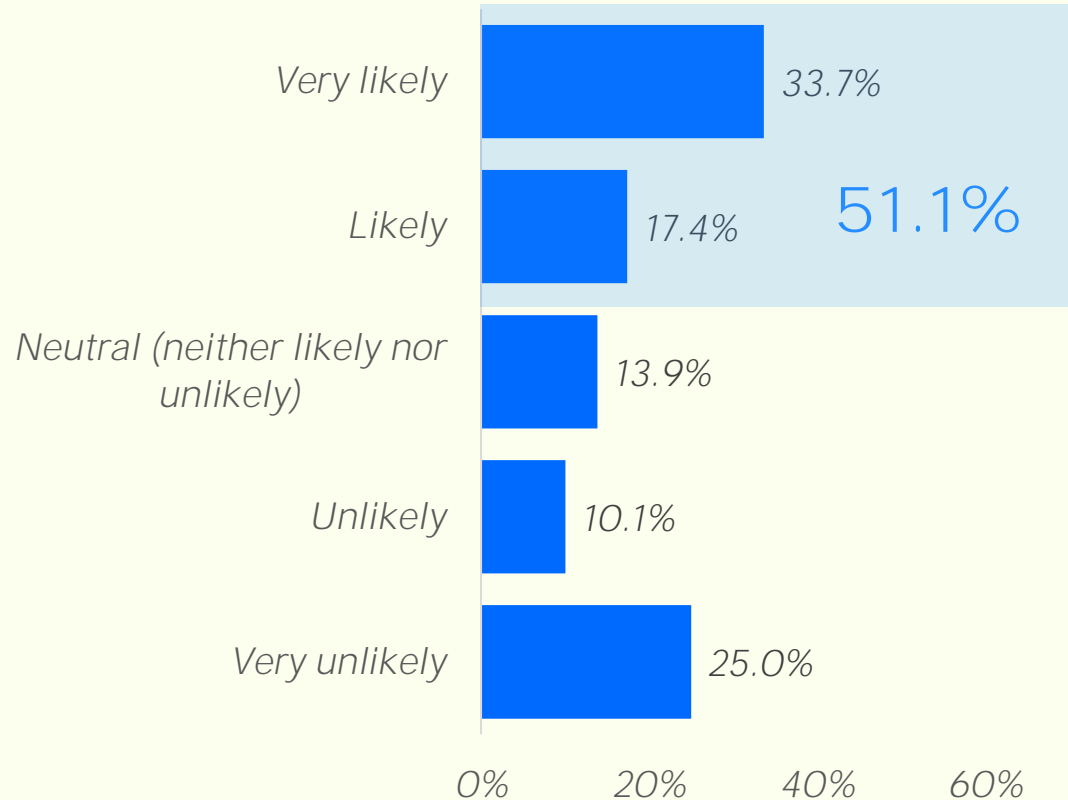
They're Into Food and International Travel

Top 2 Box, Passionate or High interested



Question: Tell us about your hobbies and passions. Please use the scale below to describe your interest in each.

They're Internationally-oriented Travelers



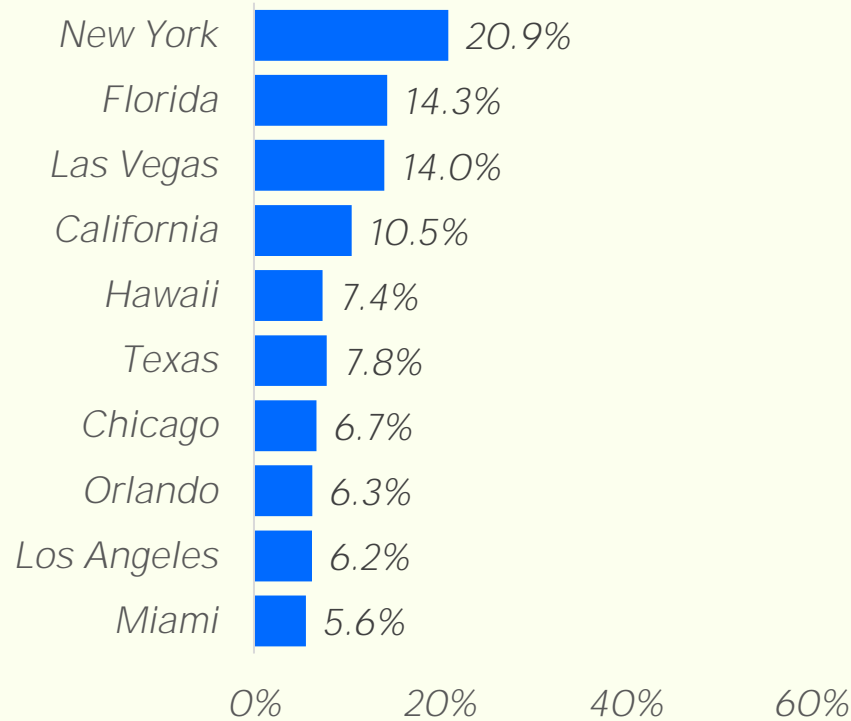
Question: How likely are you to travel outside the United States for leisure in the NEXT TWELVE (12) MONTHS?

Destination Hot List: Where They Want to Go

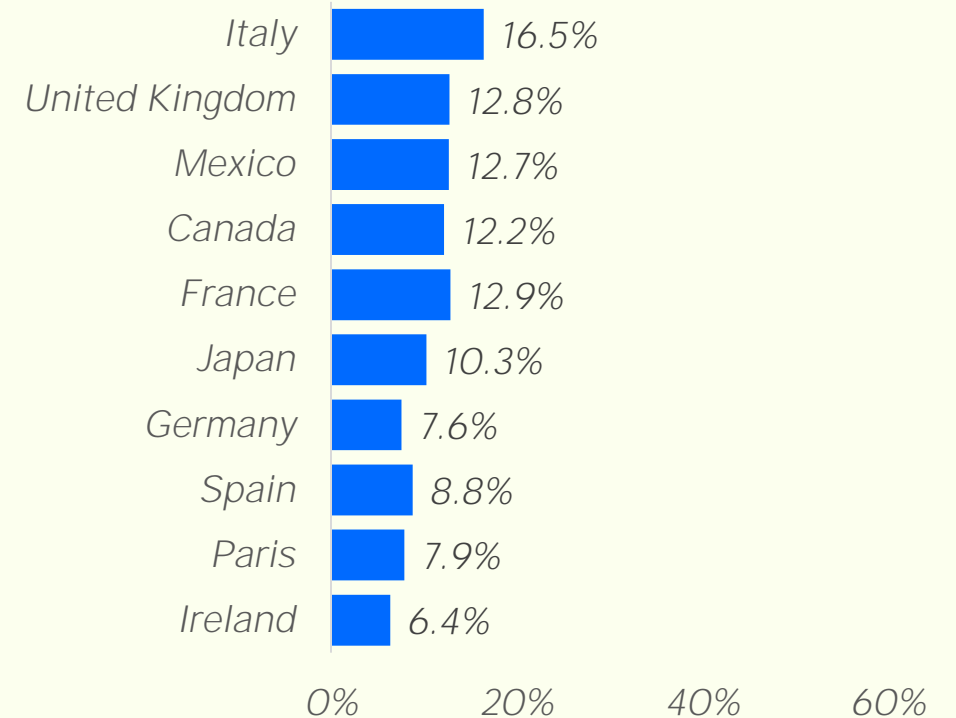
Question: Which DOMESTIC DESTINATIONS do you most want to visit in the NEXT TWELVE (12) MONTHS? (Write in up to five)

Question: Which FOREIGN DESTINATIONS do you most want to visit in the NEXT TWELVE (12) MONTHS? (Write in up to five)

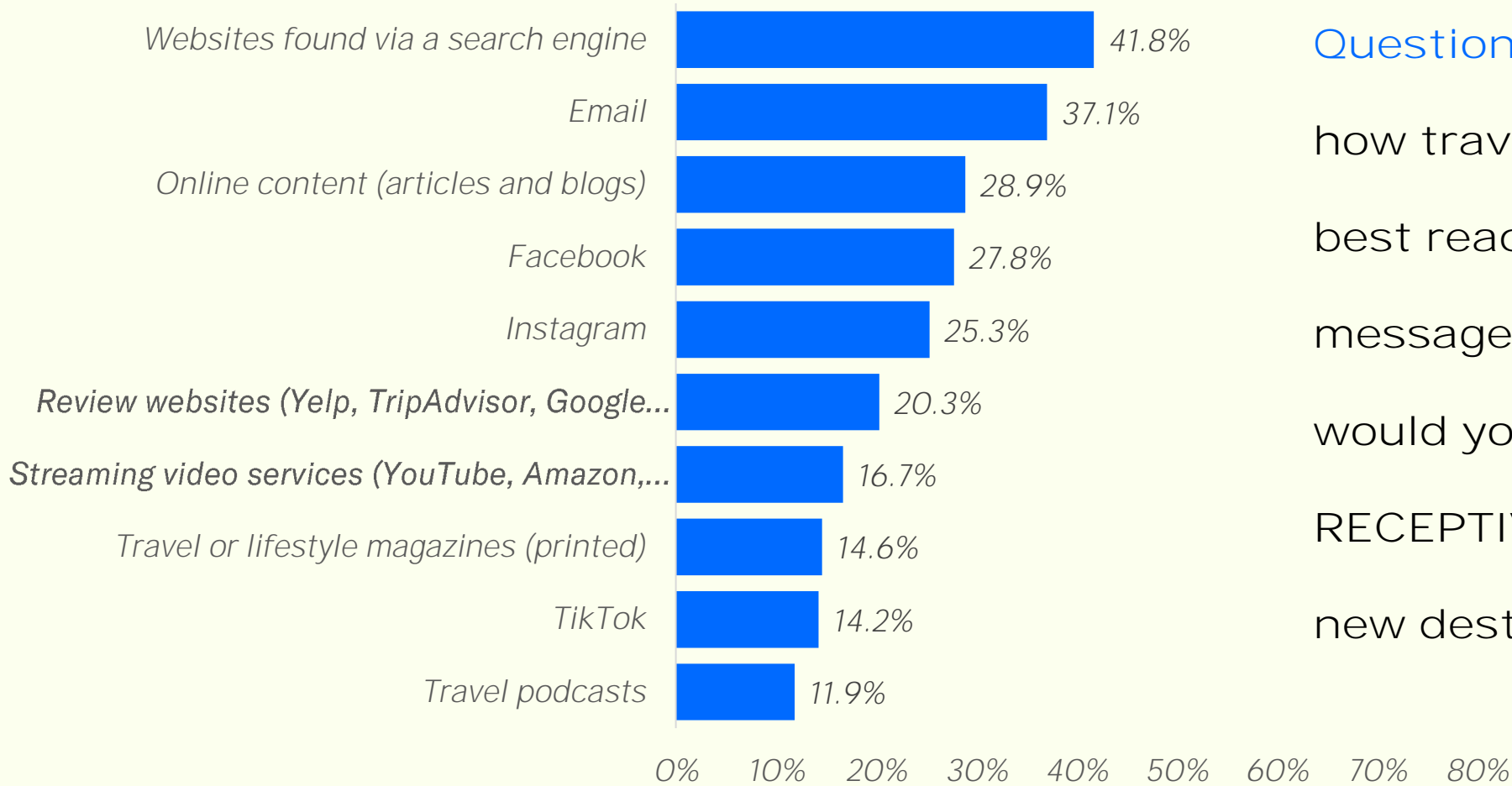
Top 10 Most Desired Destinations



Top 10 Most Desired Destinations

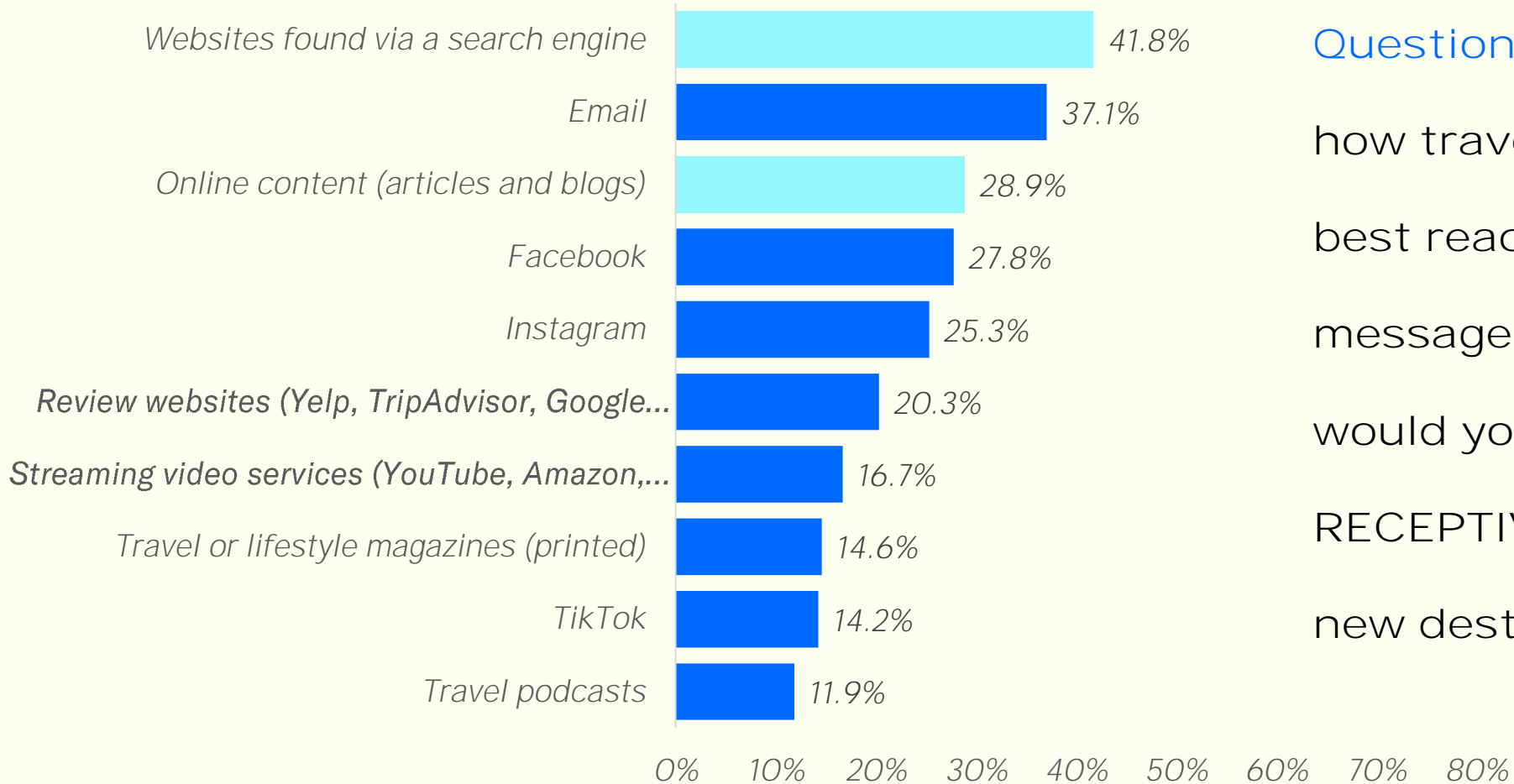


They're highly receptive to online content, as well as social media.



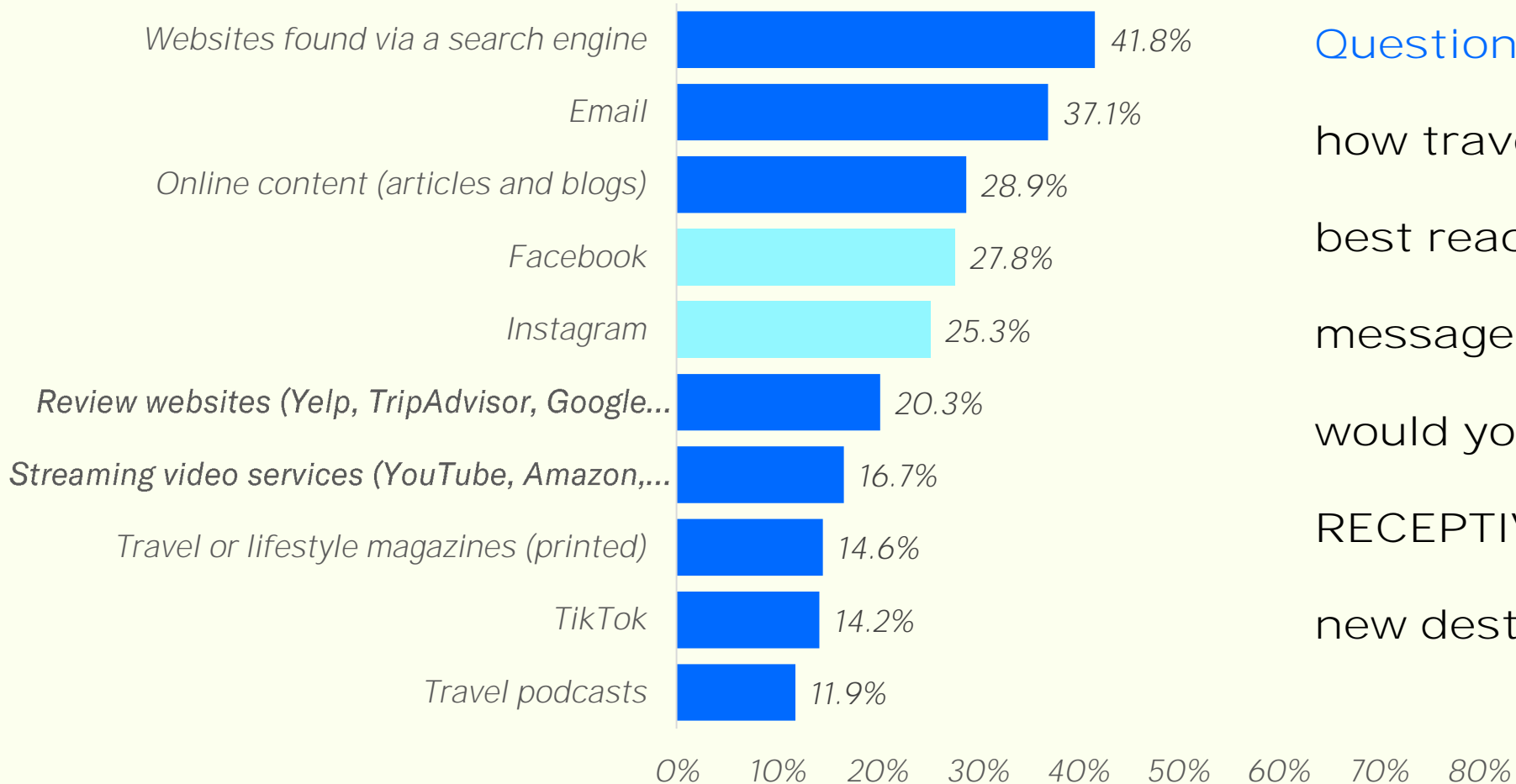
Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?

They're highly receptive to online content, as well as social media.



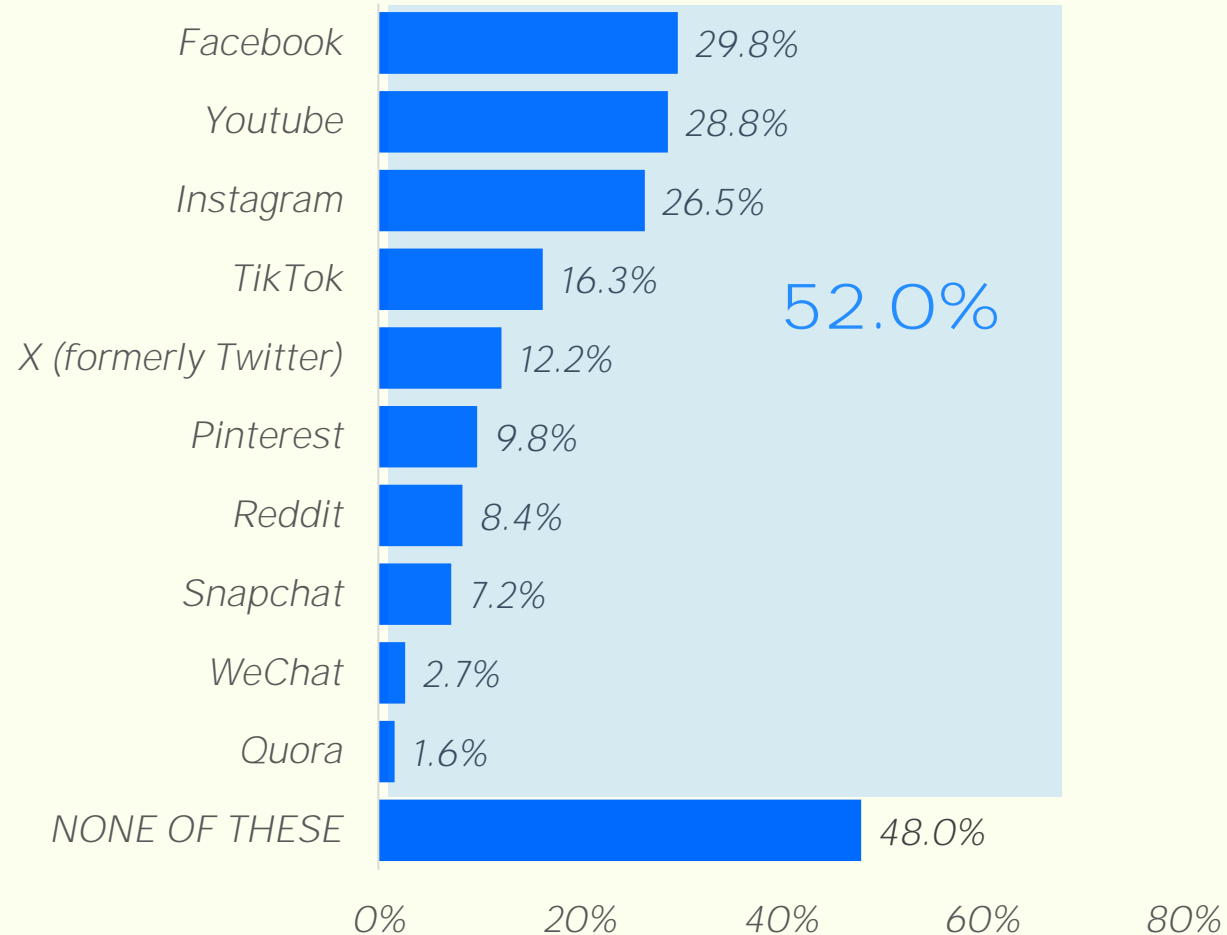
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They're highly receptive to online content, as well as social media.



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In fact, more than half use social media for travel planning.

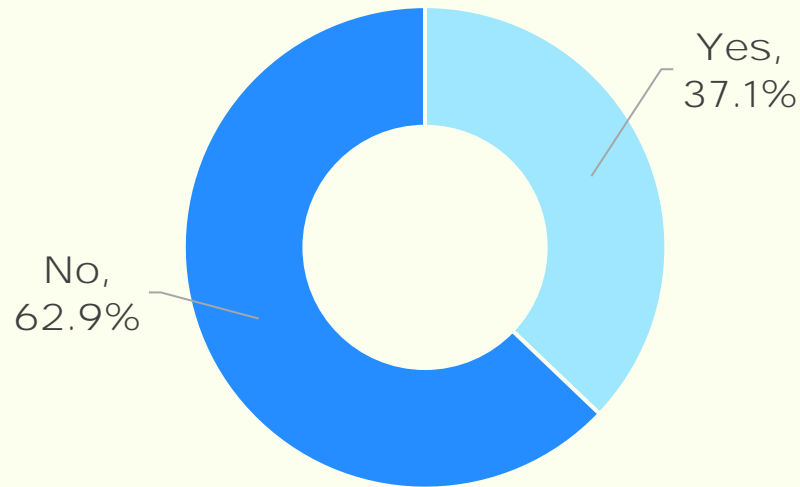


Question: In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS? (Select all that apply)

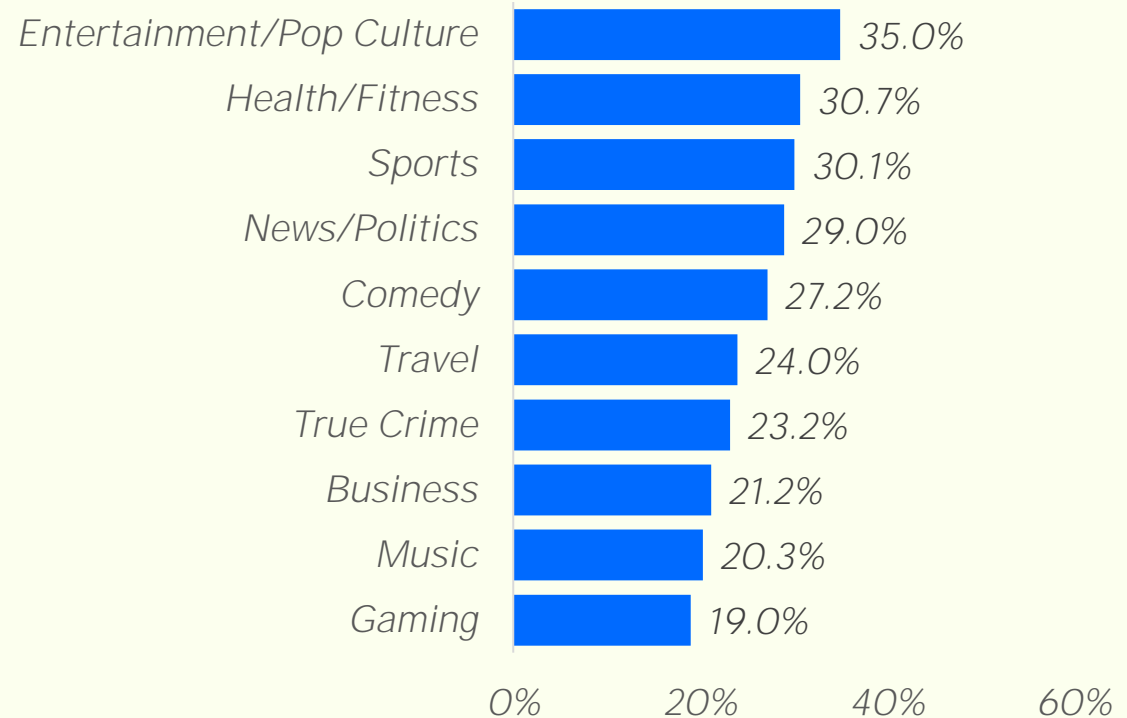
PLEASE ONLY CHECK IF USED FOR TRAVEL PLANNING, IDEAS OR INSPIRATION]

They can be reached through podcasts

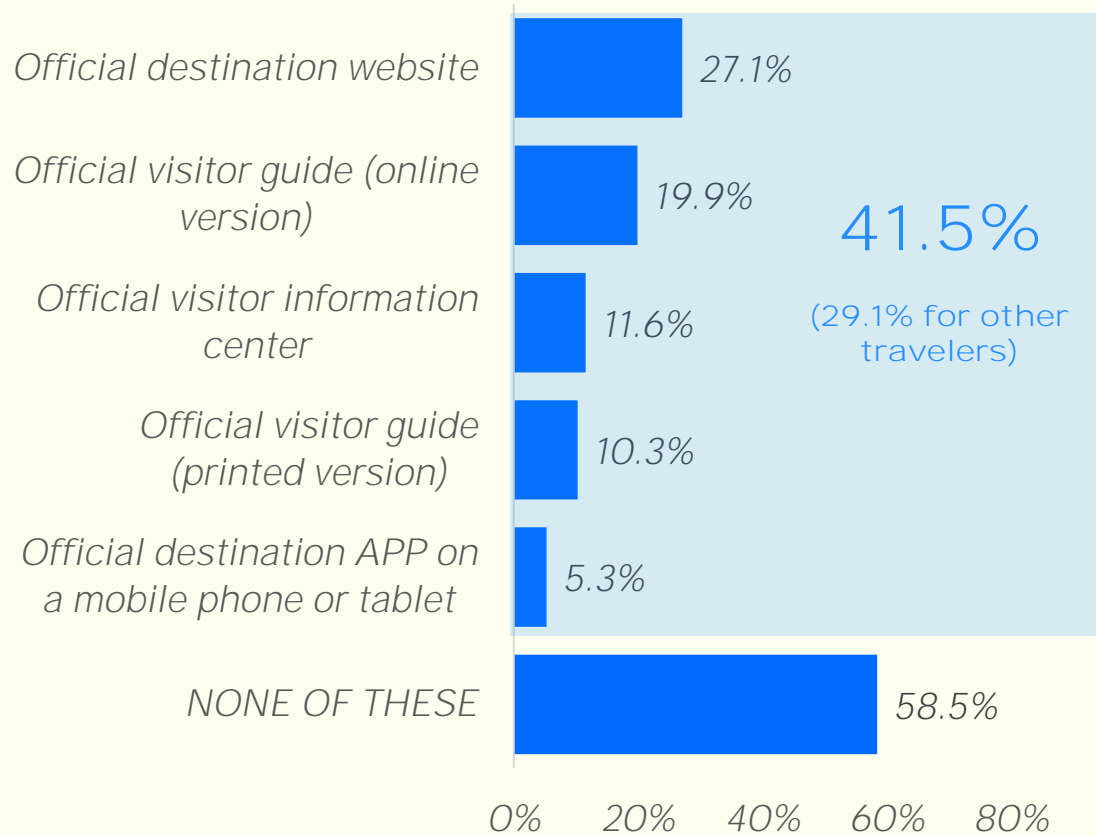
Question: Do you listen to any podcasts on a regular basis?



Question: What podcast genres do you listen to on a regular basis?

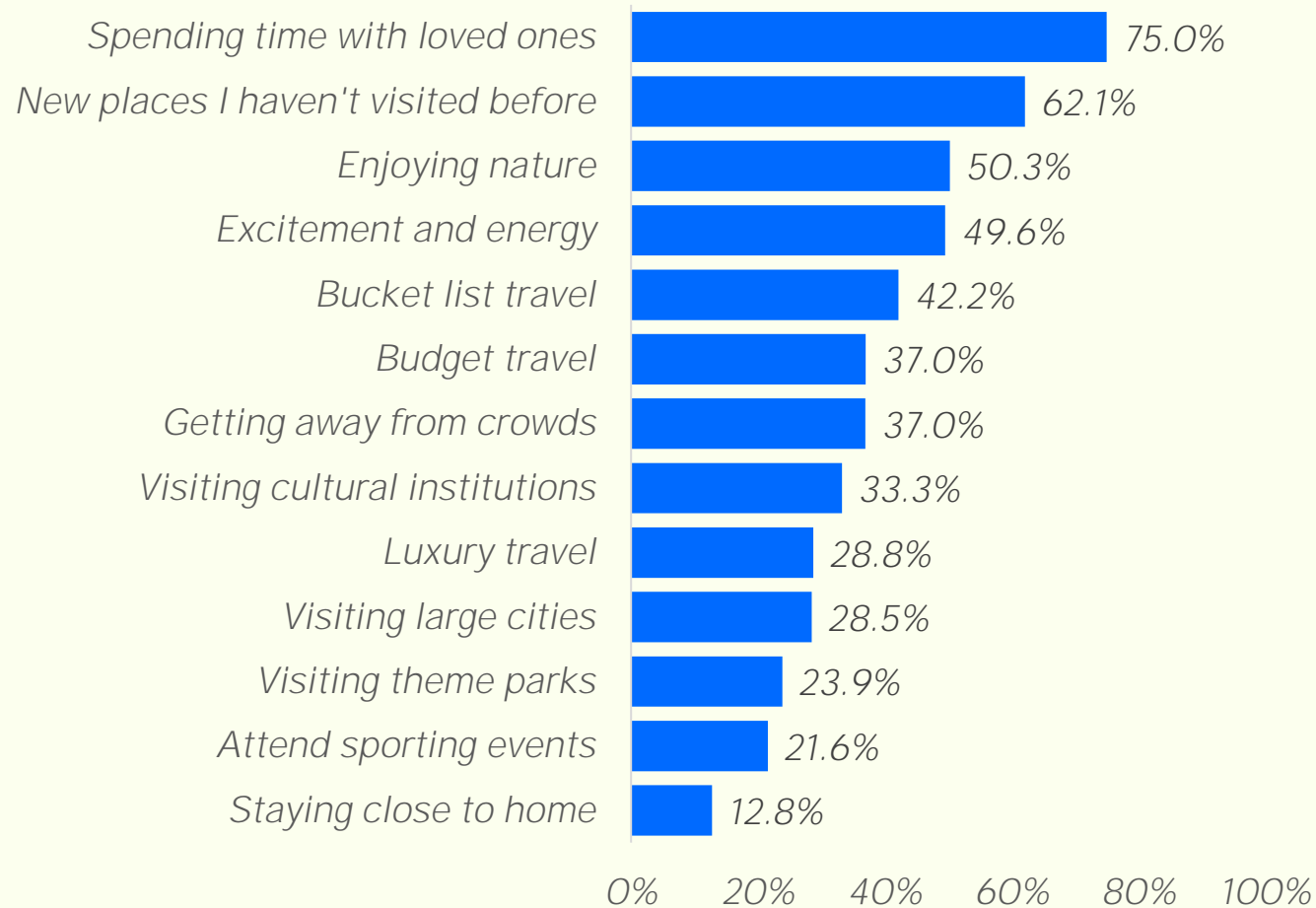


They're Heavy Users of DMOs



Question: In the PAST TWELVE (12) MONTHS, have you used a destination's official local Visitors or Convention Bureau (or Chamber of Commerce), or state or national government tourism office to help plan any travel?

Spending time with loved ones will be their top priority.



Question: Thinking about your travel during the NEXT TWELVE (12) MONTHS, what travel experiences will you prioritize?

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Thank You!

*December Livestream
Registration*

