



Travel Sentiment Study Wave 72

APRIL 13, 2023

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TRAVEL SENTIMENT STUDY WAVE 72

Fielded March 29, 2023

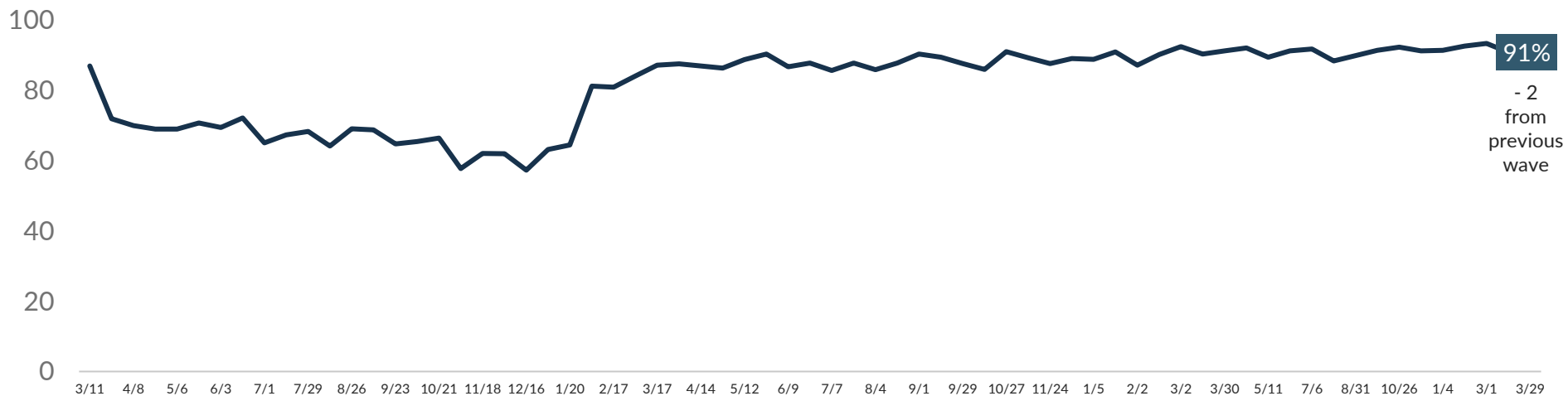
U.S. National Sample of 1,000 adults 18+

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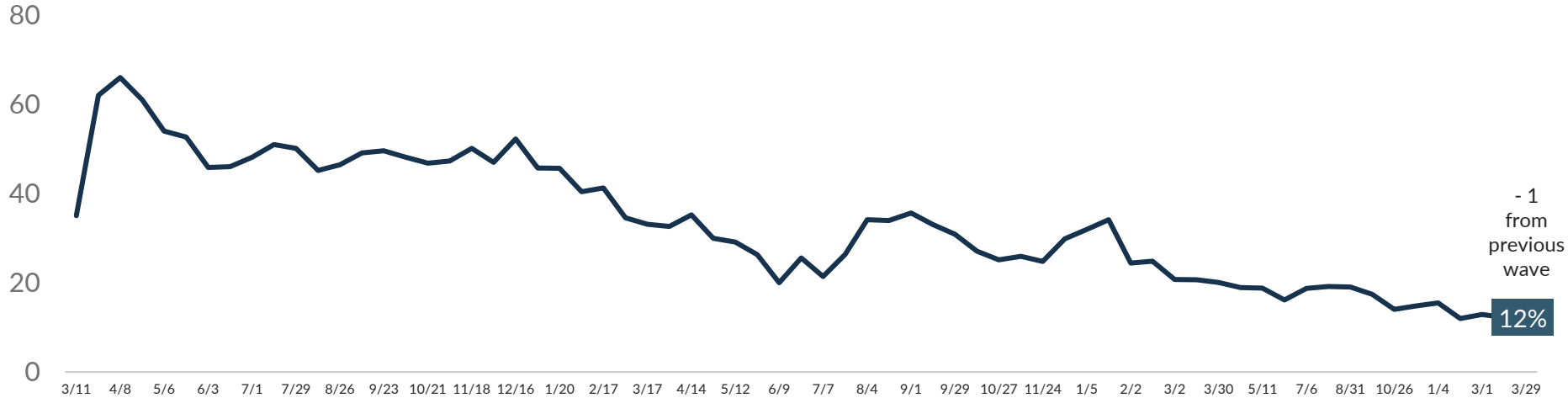
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



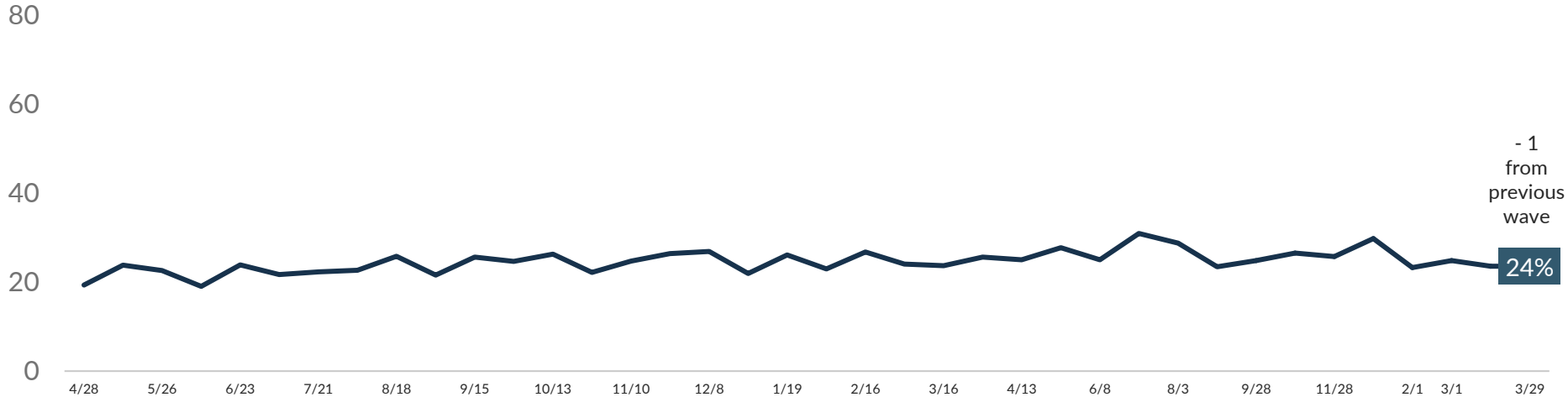
IMPACT ON TRAVEL PLANS

Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months



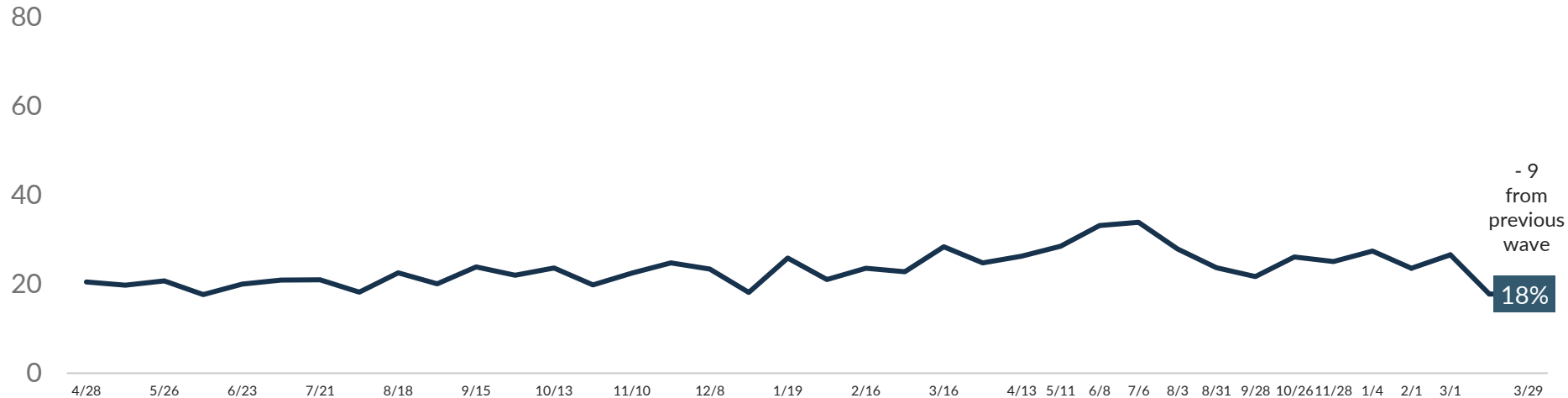
IMPACT ON TRAVEL PLANS

Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months



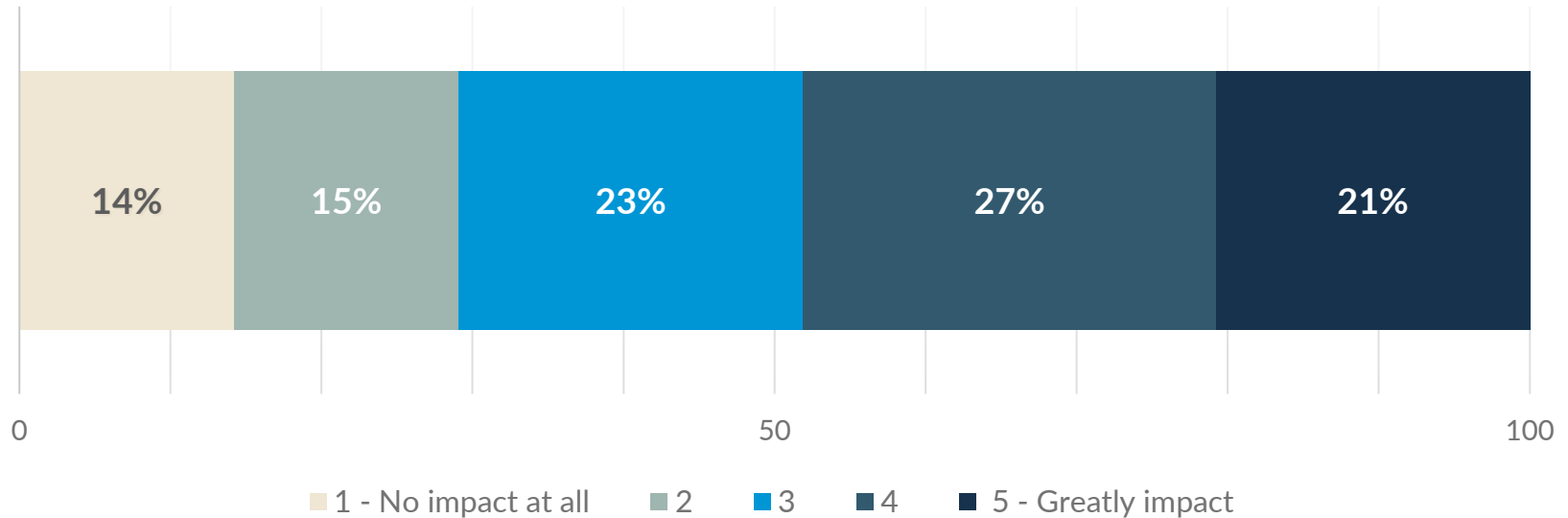
IMPACT ON TRAVEL PLANS

Indicated that Transportation Costs Would Greatly Impact their Decision to Travel in the Next Six Months



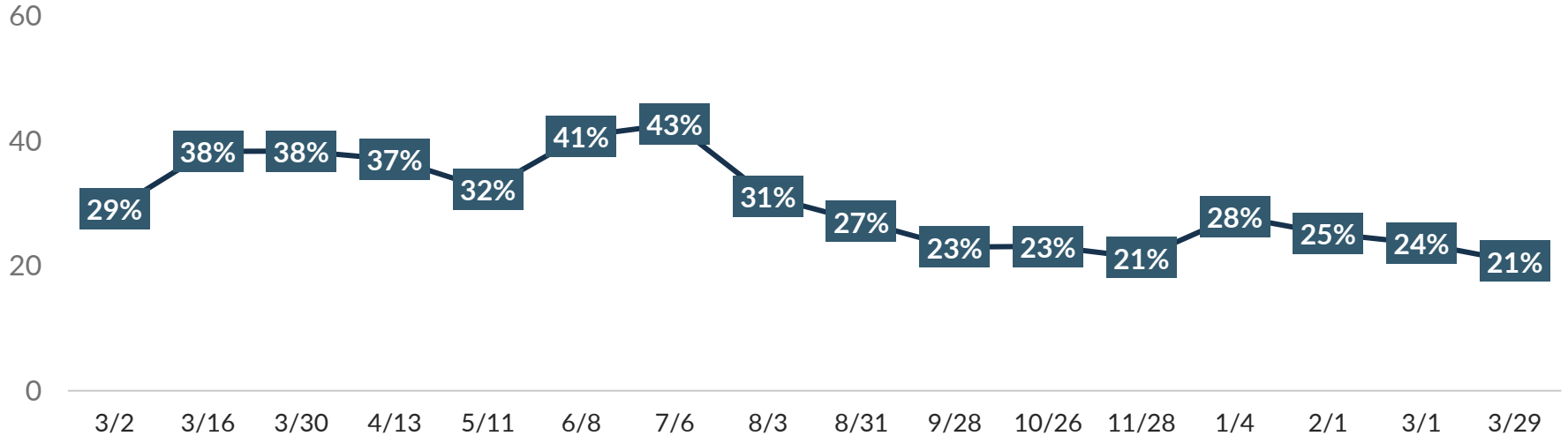
IMPACT ON TRAVEL PLANS

Impact of Gas Prices on Decisions to Travel in Next Six Months



IMPACT ON TRAVEL PLANS

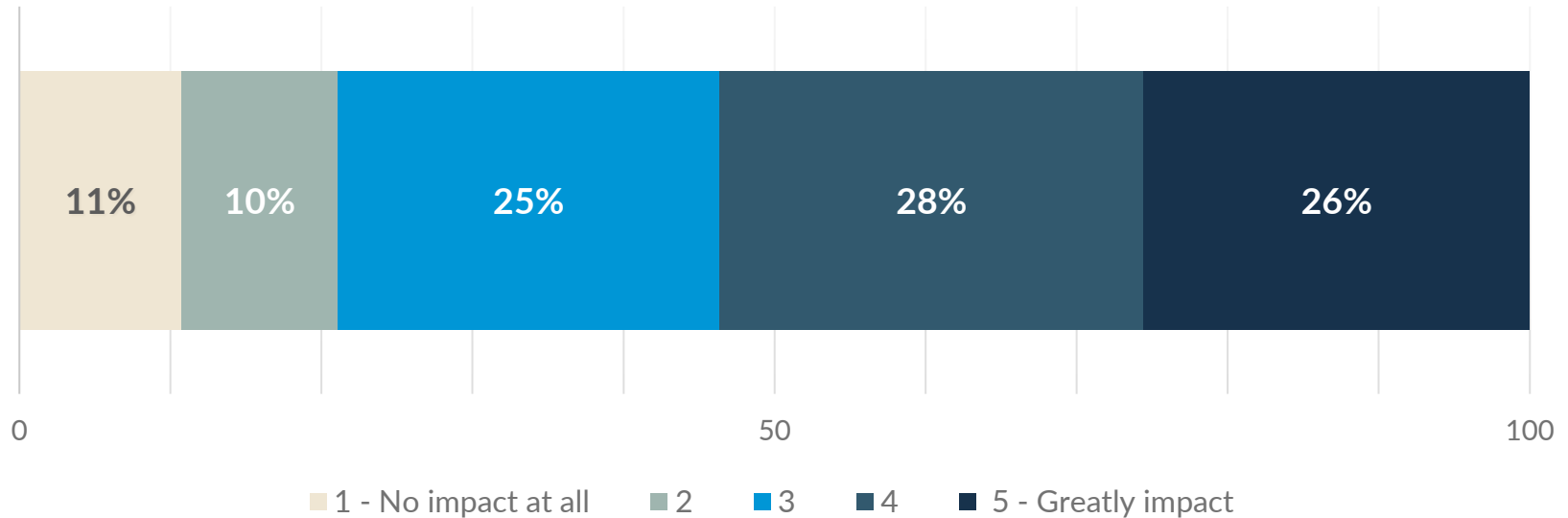
Indicated that Gas Prices* Would Greatly Impact their Decision to Travel in the Next Six Months



*Note: Prior to 8/31, respondents were asked about the impact of *rising* gas prices. Beginning on 8/31, *rising* was removed from the question.
Travel Sentiment Study Wave 72

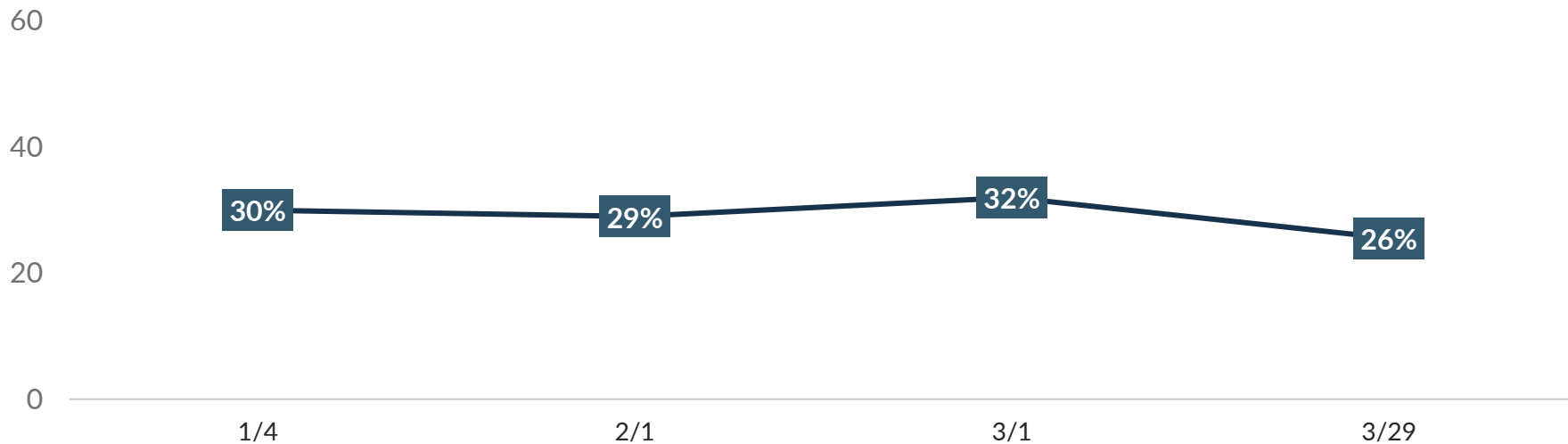
IMPACT ON TRAVEL PLANS

Impact of Inflation on Decisions to Travel in Next Six Months



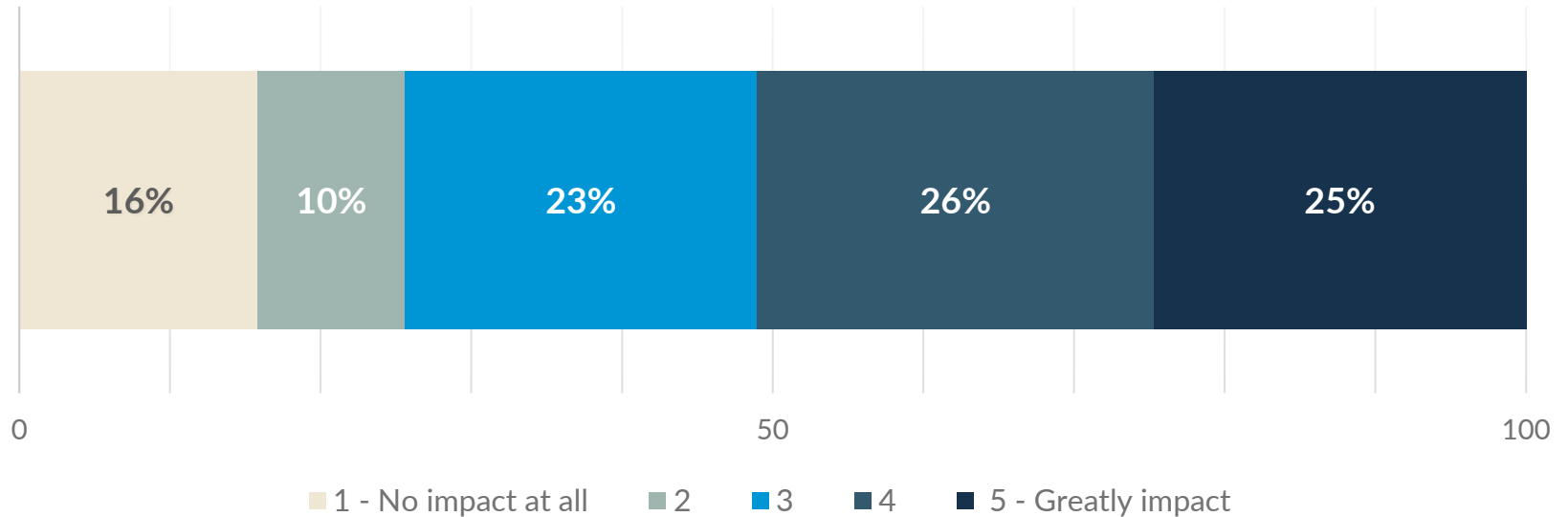
IMPACT ON TRAVEL PLANS

Indicated that Inflation* Would Greatly Impact their Decision to Travel in the Next Six Months



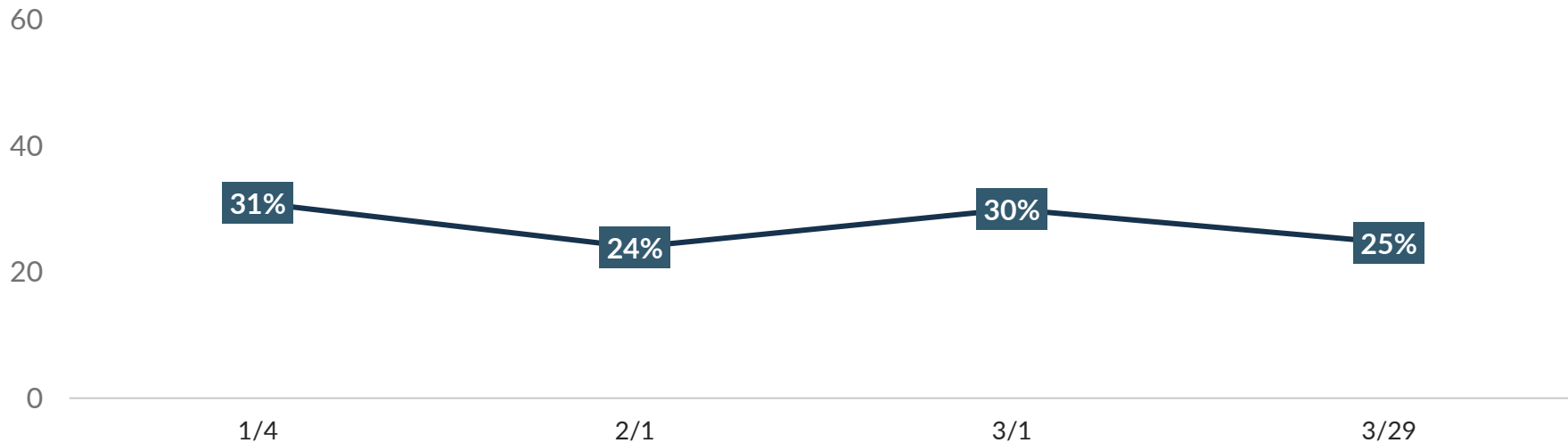
IMPACT ON TRAVEL PLANS

Impact of Airfare Prices on Decisions to Travel in Next Six Months



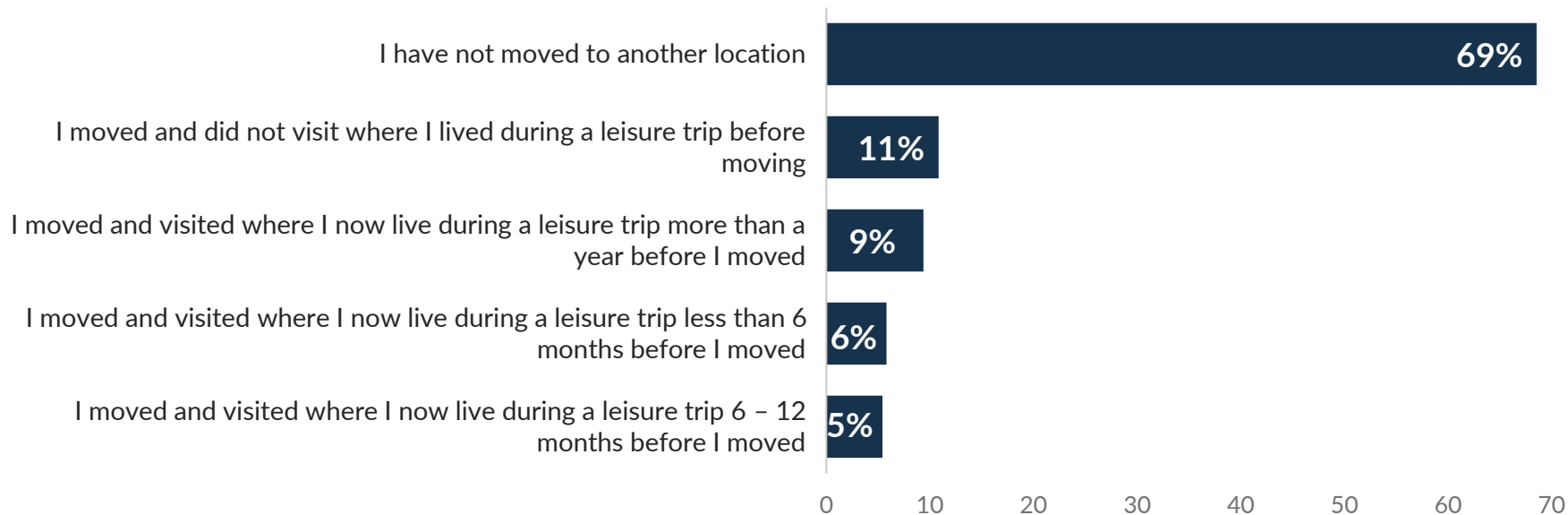
IMPACT ON TRAVEL PLANS

Indicated that Airfare Prices* Would Greatly Impact their Decision to Travel in the Next Six Months



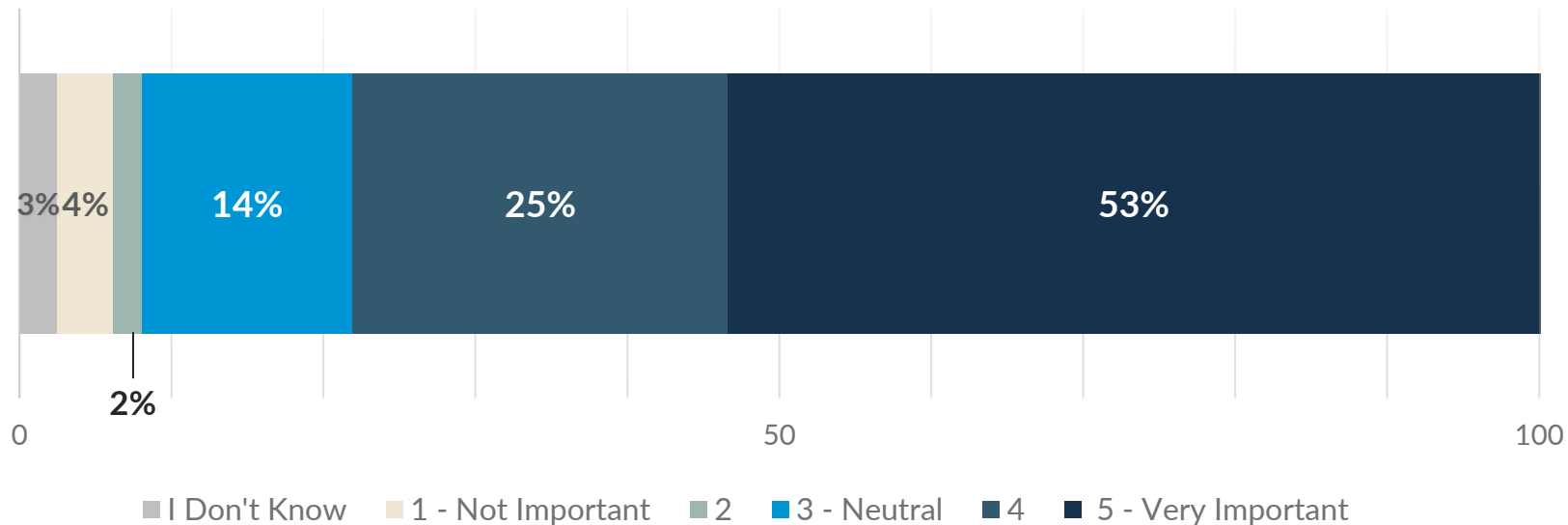
IMPACT ON TRAVEL PLANS

During the past three years



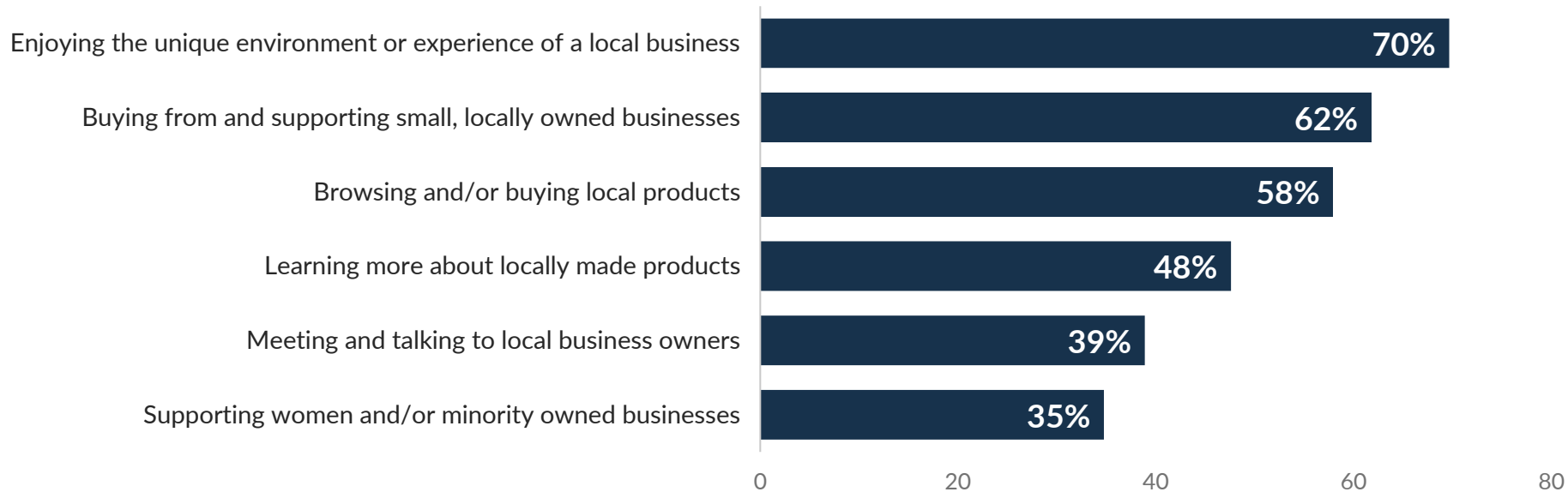
IMPACT ON TRAVEL PLANS

Importance of Visiting a New Area on a Leisure Trip Before Moving



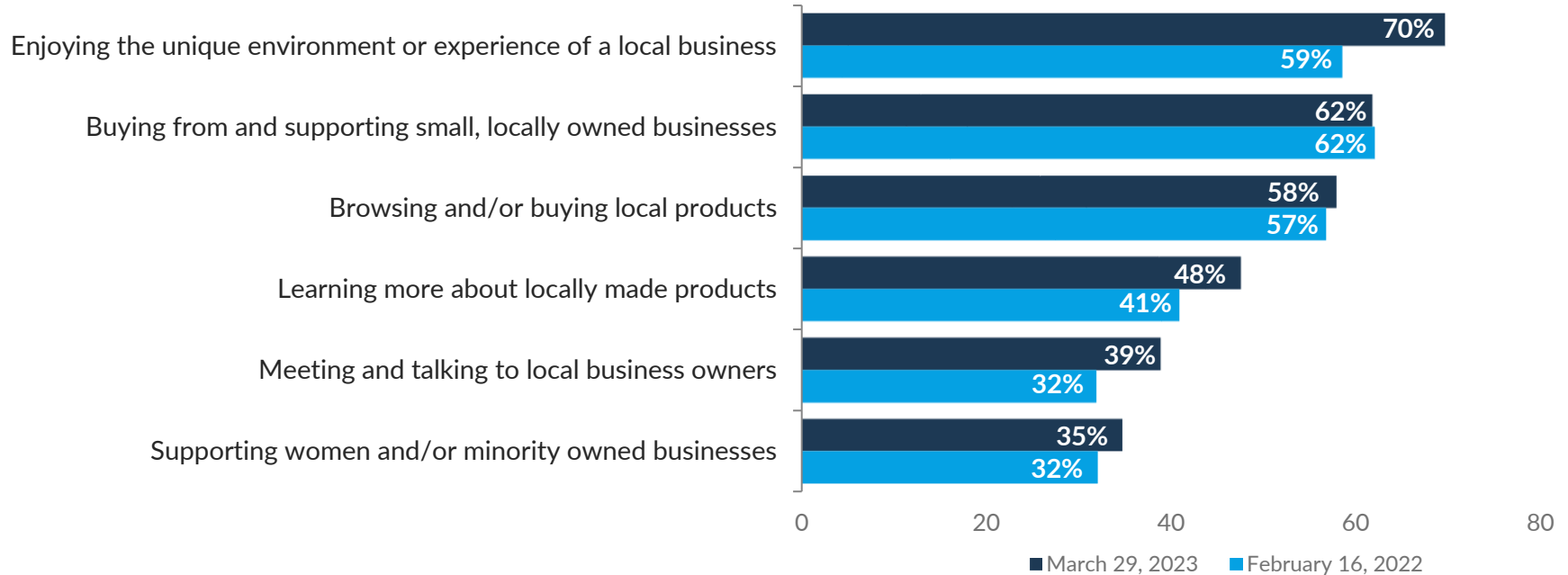
IMPACT ON TRAVEL PLANS

What are the most appealing reasons for visiting small, locally owned businesses while on vacation (e.g., local restaurants, shops, activities)?



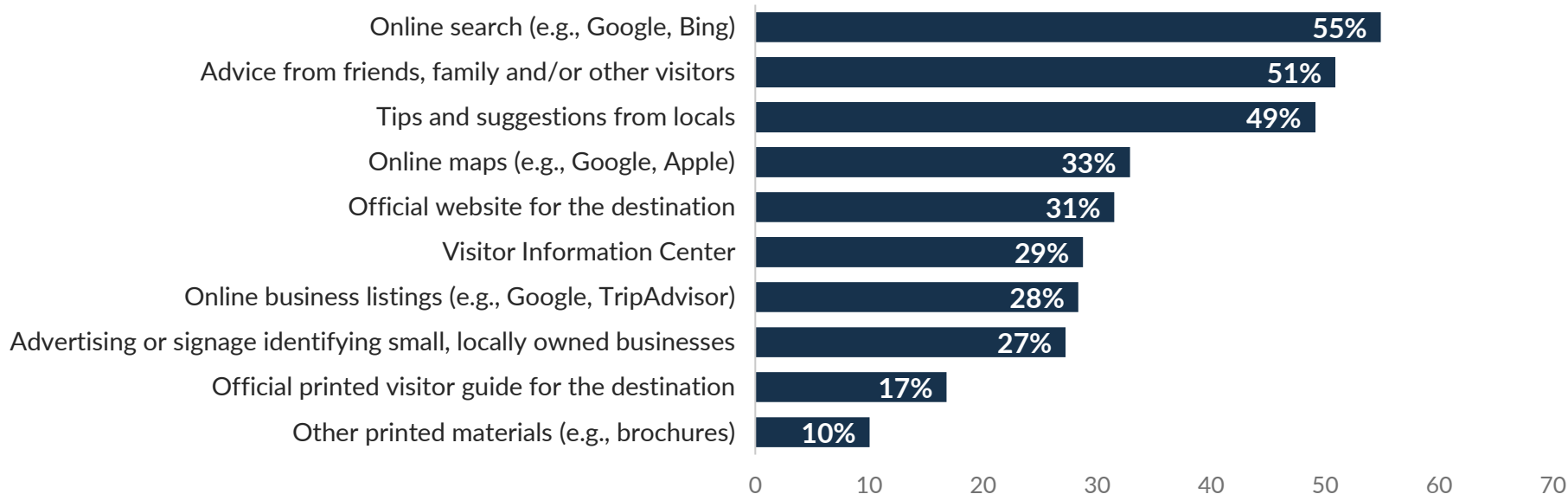
IMPACT ON TRAVEL PLANS

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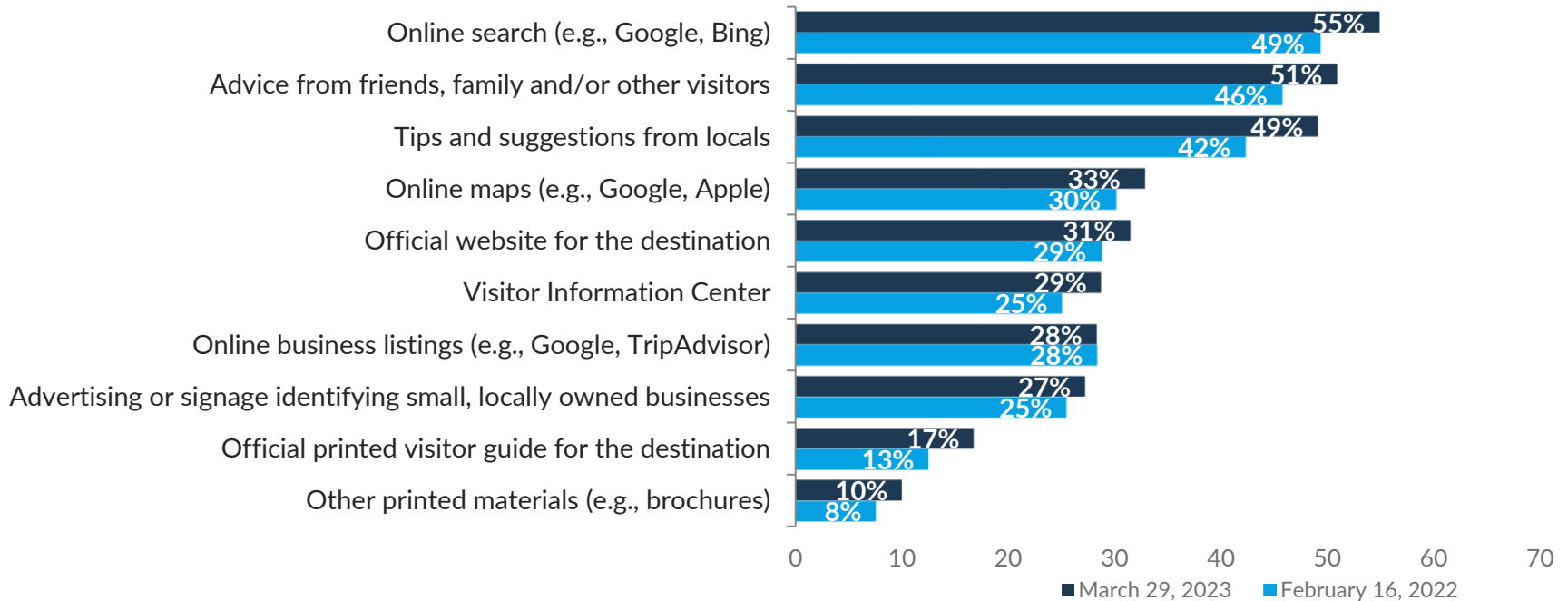
IMPACT ON TRAVEL PLANS

Where do you typically find information about small, locally owned businesses when planning or on your vacation (e.g., local restaurants, shops, activities)?



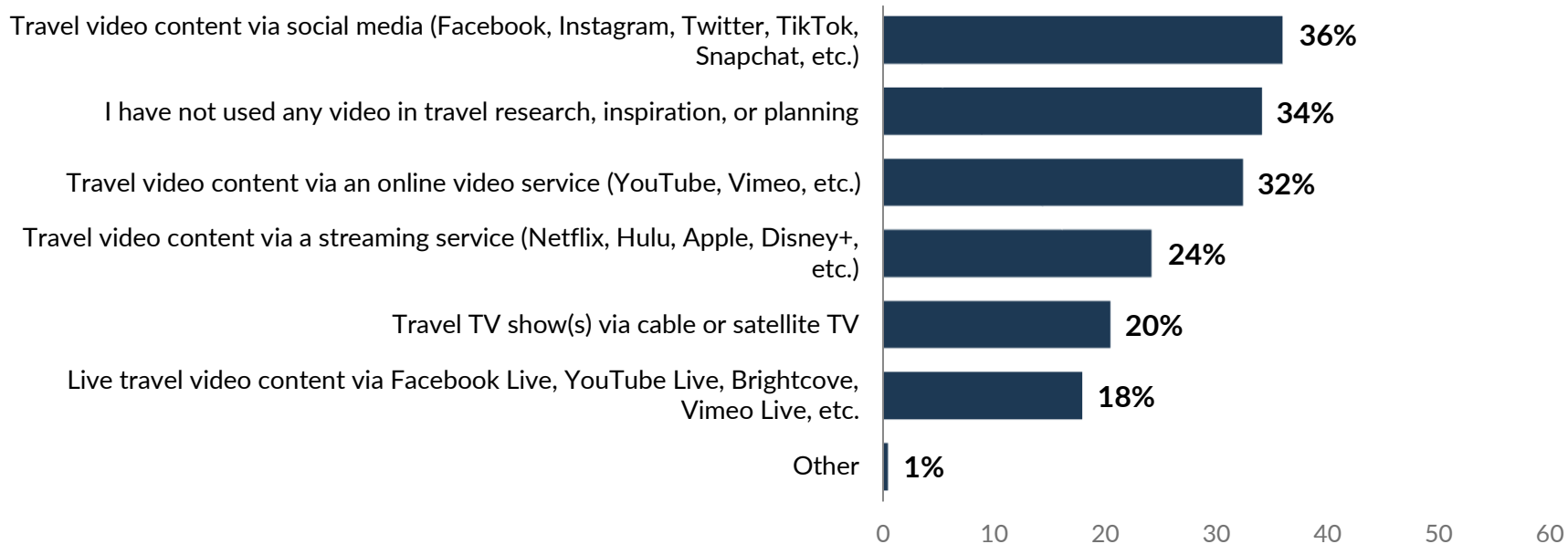
IMPACT ON TRAVEL PLANS

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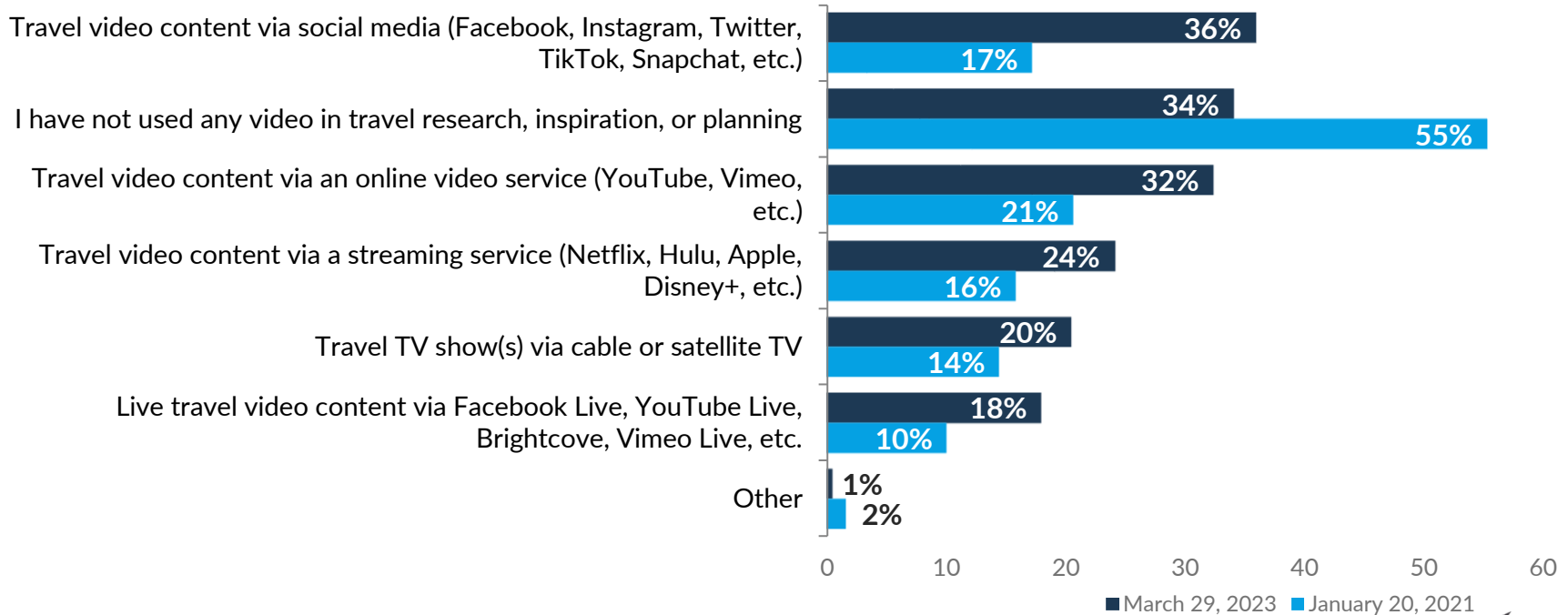
IMPACT ON TRAVEL PLANS

In the last 12 months, what type of video content have you used to inspire, inform, or plan travel in the U.S. or internationally?



IMPACT ON TRAVEL PLANS

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Additional Resources

Longwoods International Research
longwoods-intl.com/covid-19

Miles Partnership COVID-19 Communication Center
covid19.milespartnership.com



A serene sunset scene over a body of water. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water's surface. A dark silhouette of a tree is visible on the left side of the frame. In the foreground, the blurred hull of a boat is visible, suggesting the viewer is on the water. The overall mood is peaceful and grateful.

Thank You

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