



Travel Sentiment Study Wave 74

JUNE 13, 2023

Longwoods
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PARTNERSHIP

TRAVEL SENTIMENT STUDY WAVE 74

Fielded May 24, 2023

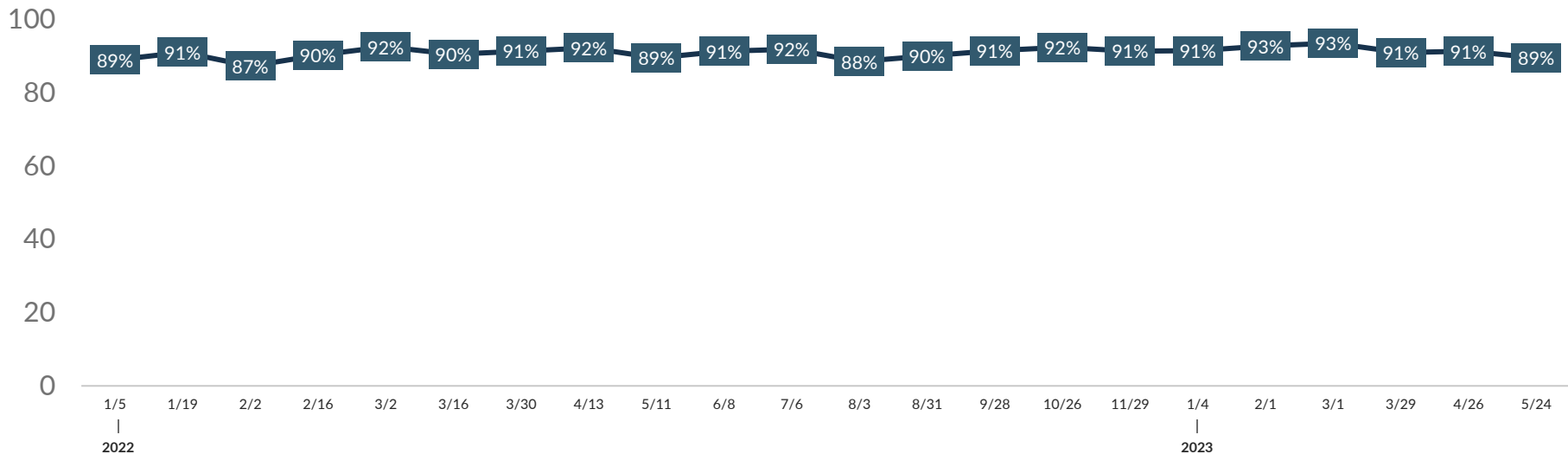
U.S. National Sample of 1,000 adults 18+

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IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

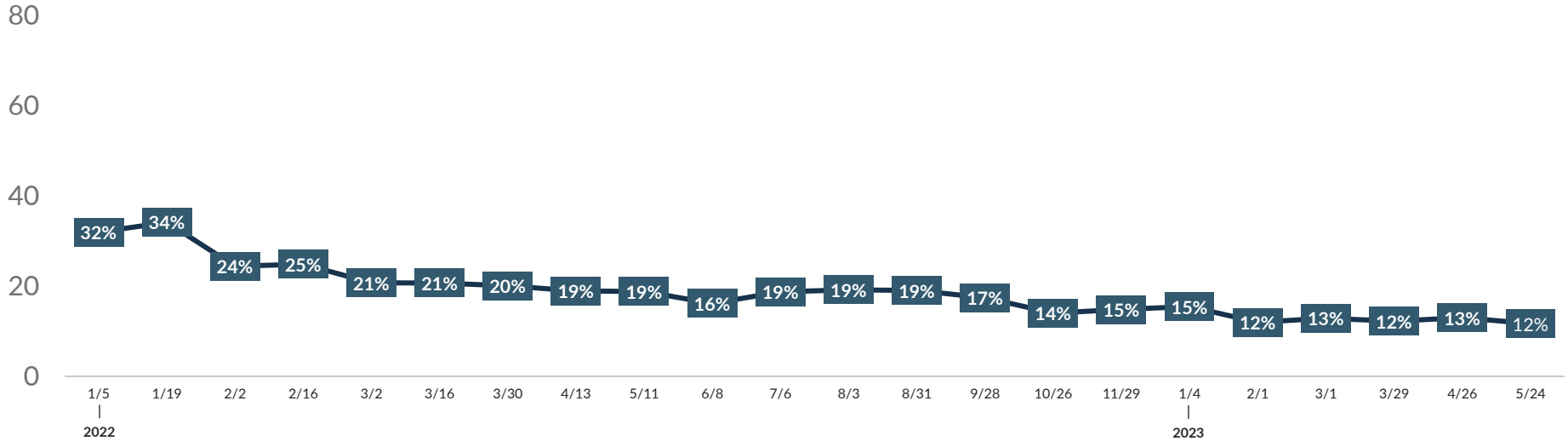


*Note: Data spanning multiple years, beginning from 1/5/2022.

Travel Sentiment Study Wave 74

IMPACT ON TRAVEL PLANS

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

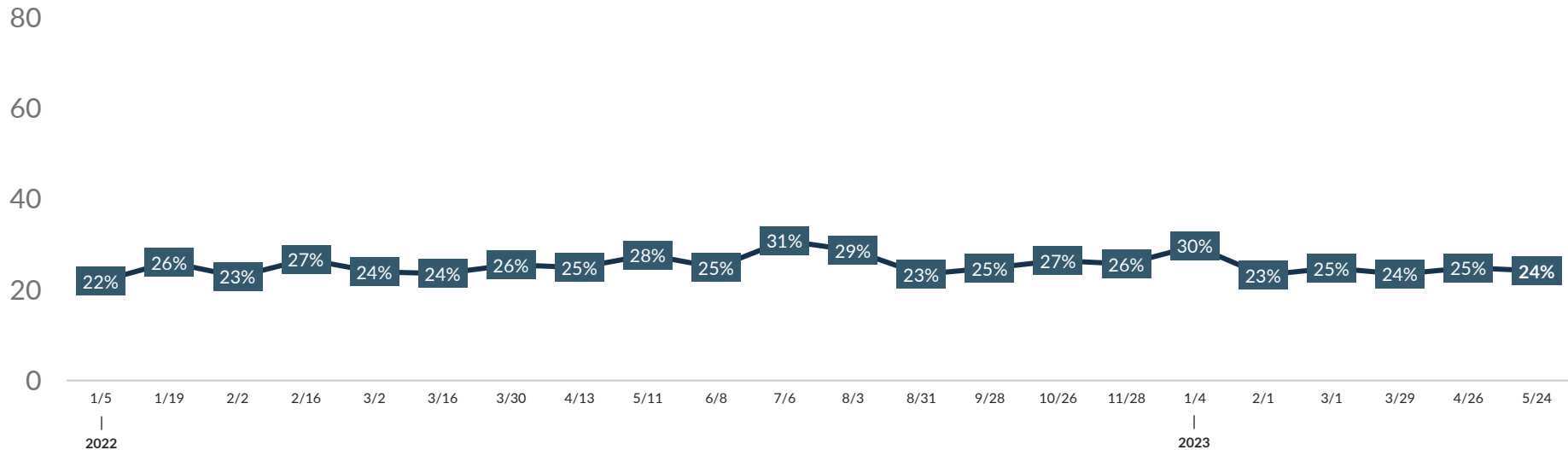


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Travel Sentiment Study Wave 74

IMPACT ON TRAVEL PLANS

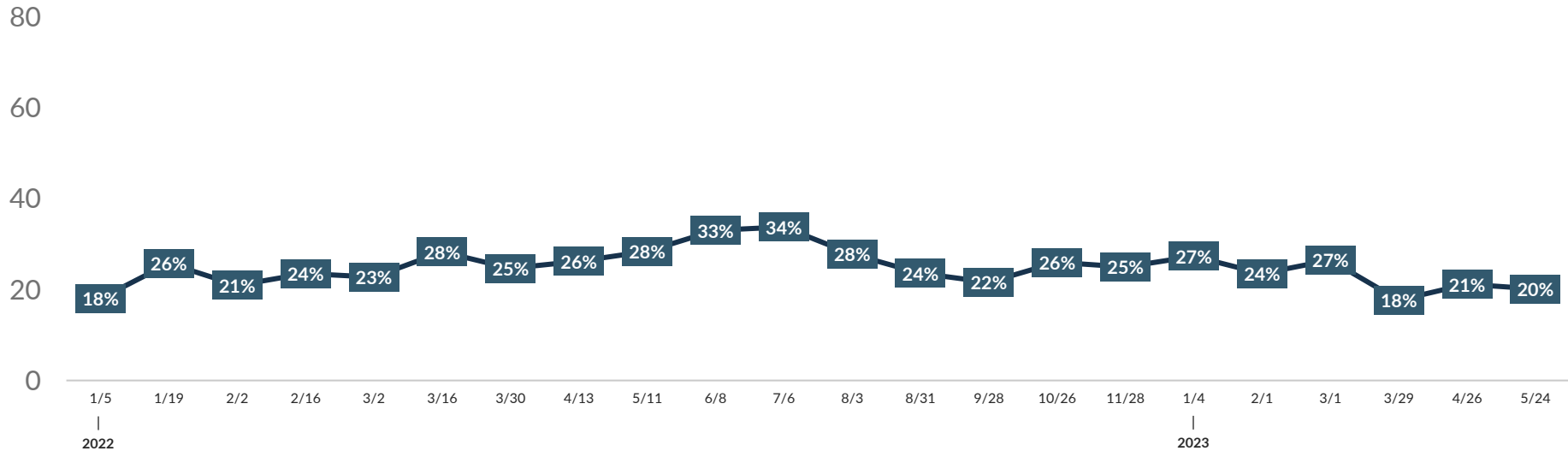
Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months



*Note: Data spanning multiple years, beginning from 1/5/2022.
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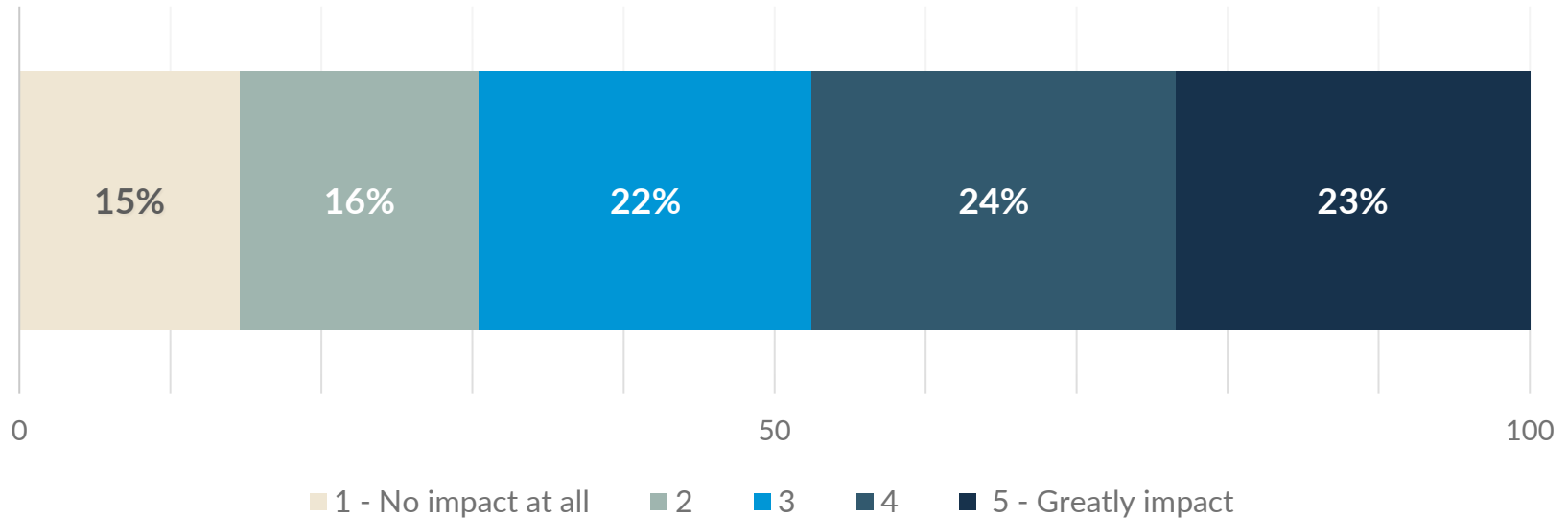
Indicated that Transportation Costs Would Greatly Impact their Decision to Travel in the Next Six Months



*Note: Data spanning multiple years, beginning from 1/5/2022.
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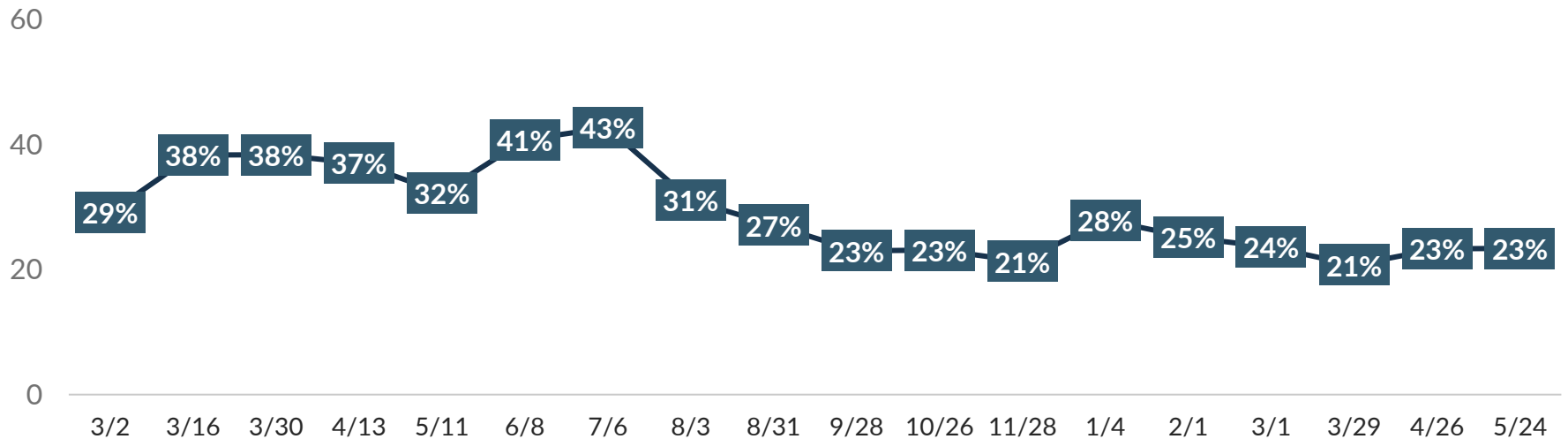
IMPACT ON TRAVEL PLANS

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



IMPACT ON TRAVEL PLANS

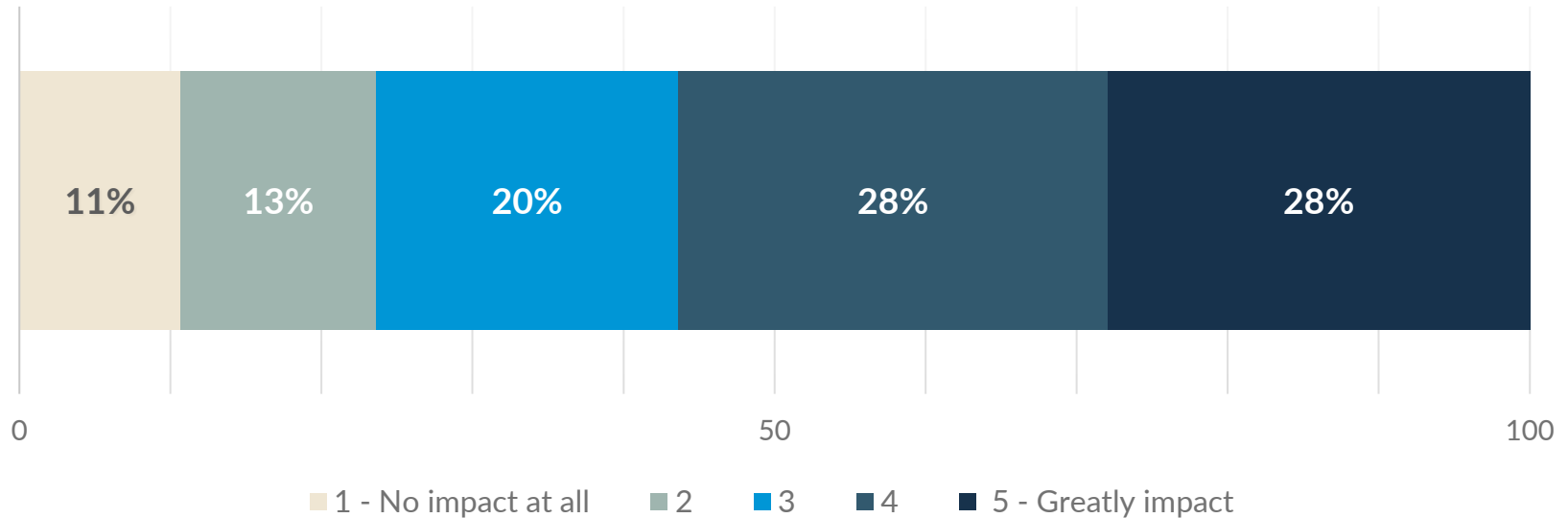
Indicated that Gas Prices* Would Greatly Impact their Decision to Travel in the Next Six Months



*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.
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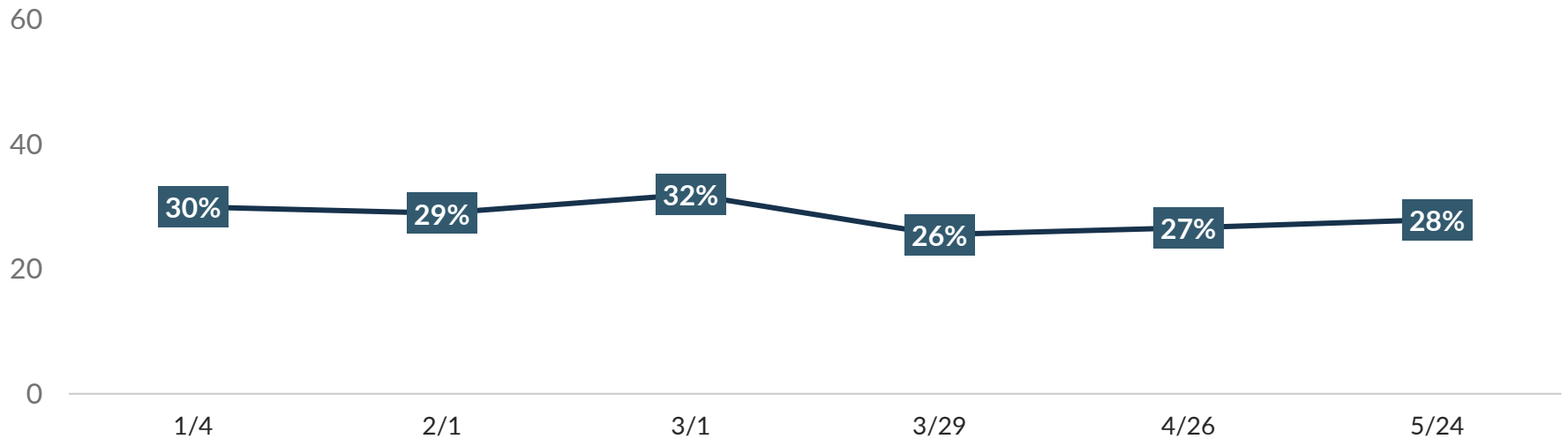
IMPACT ON TRAVEL PLANS

Impact of Inflation on Decisions to Travel in Next Six Months



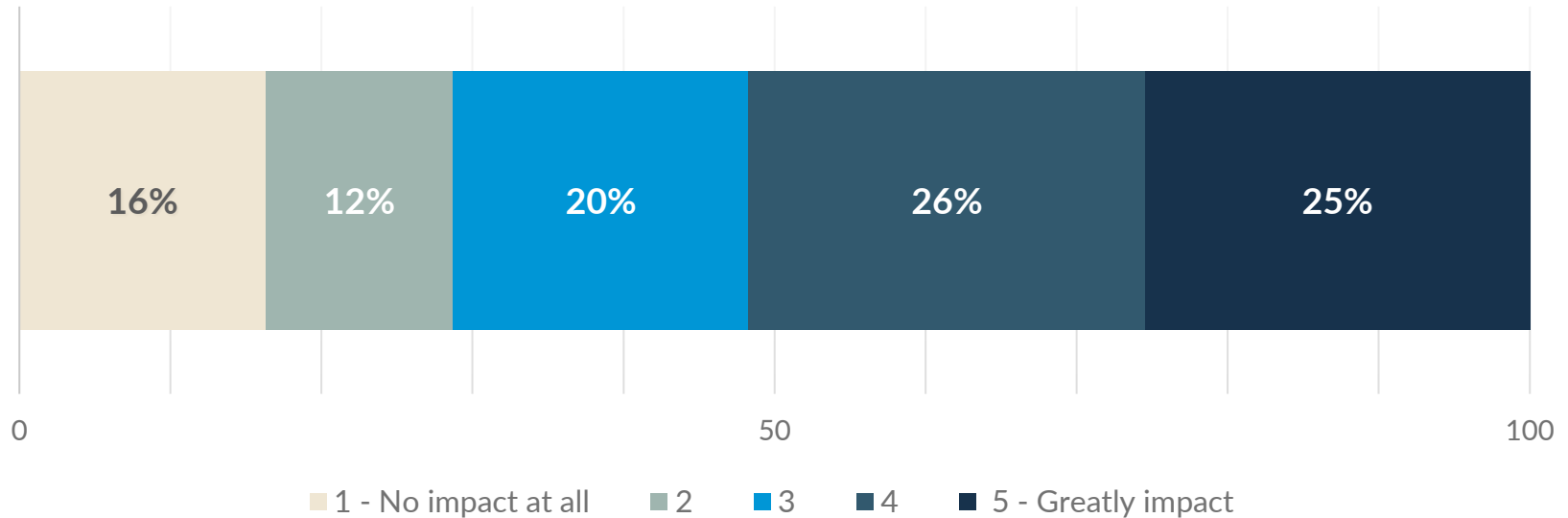
IMPACT ON TRAVEL PLANS

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



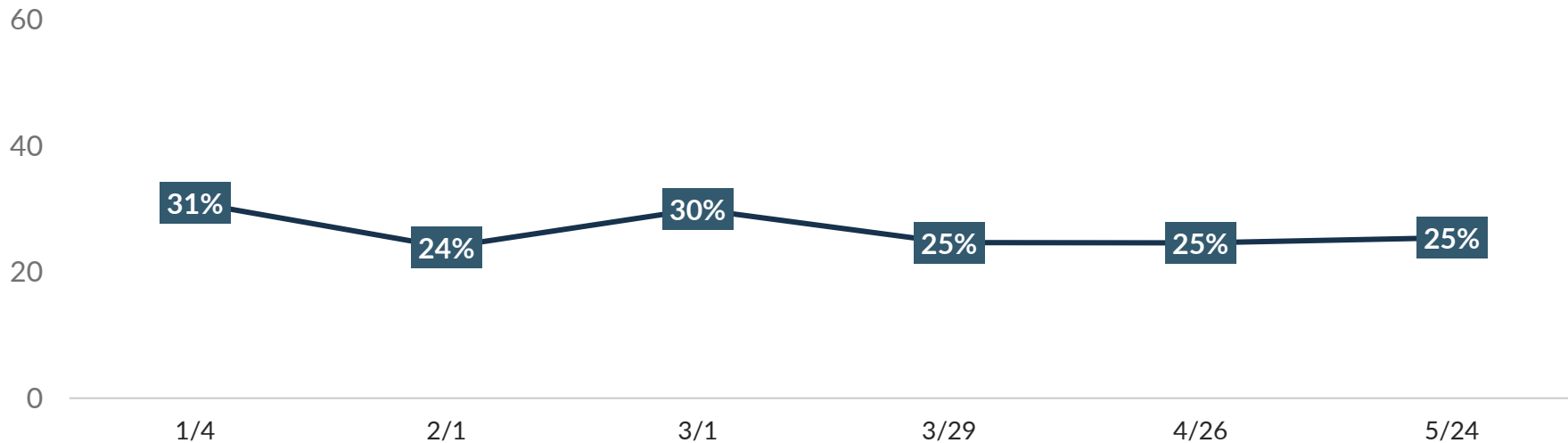
IMPACT ON TRAVEL PLANS

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



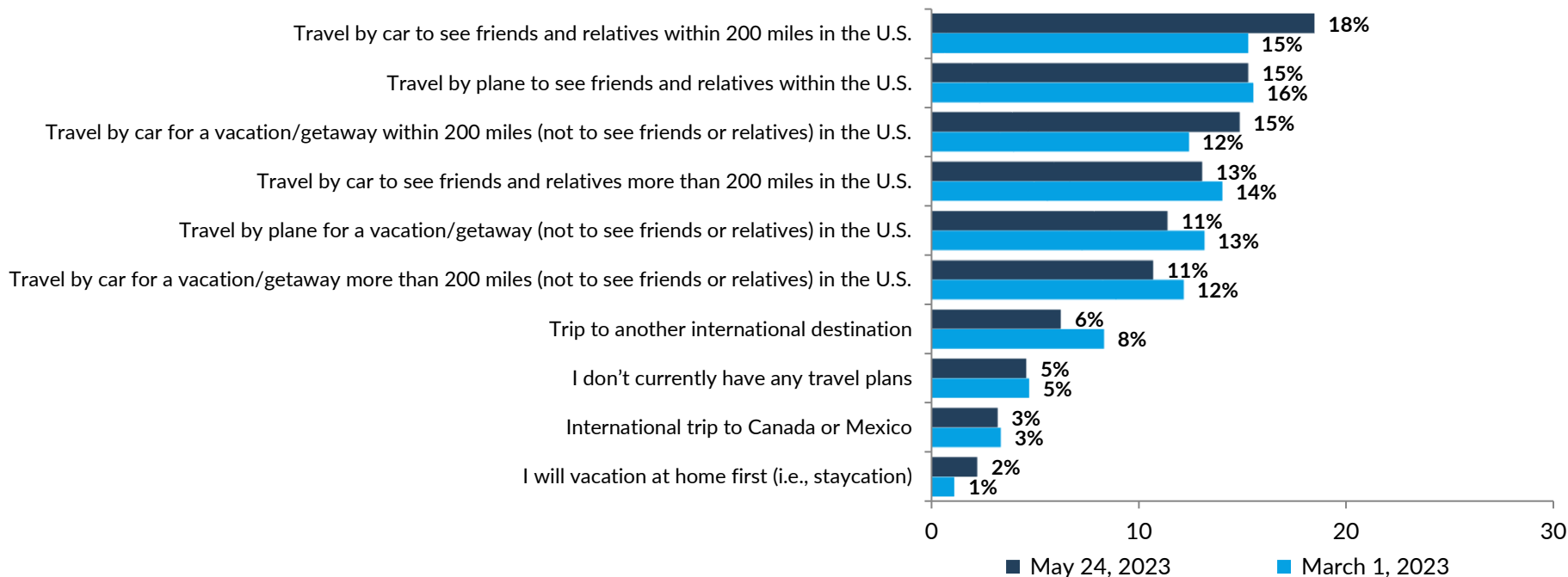
IMPACT ON TRAVEL PLANS

Next Trip Travelers Will Take



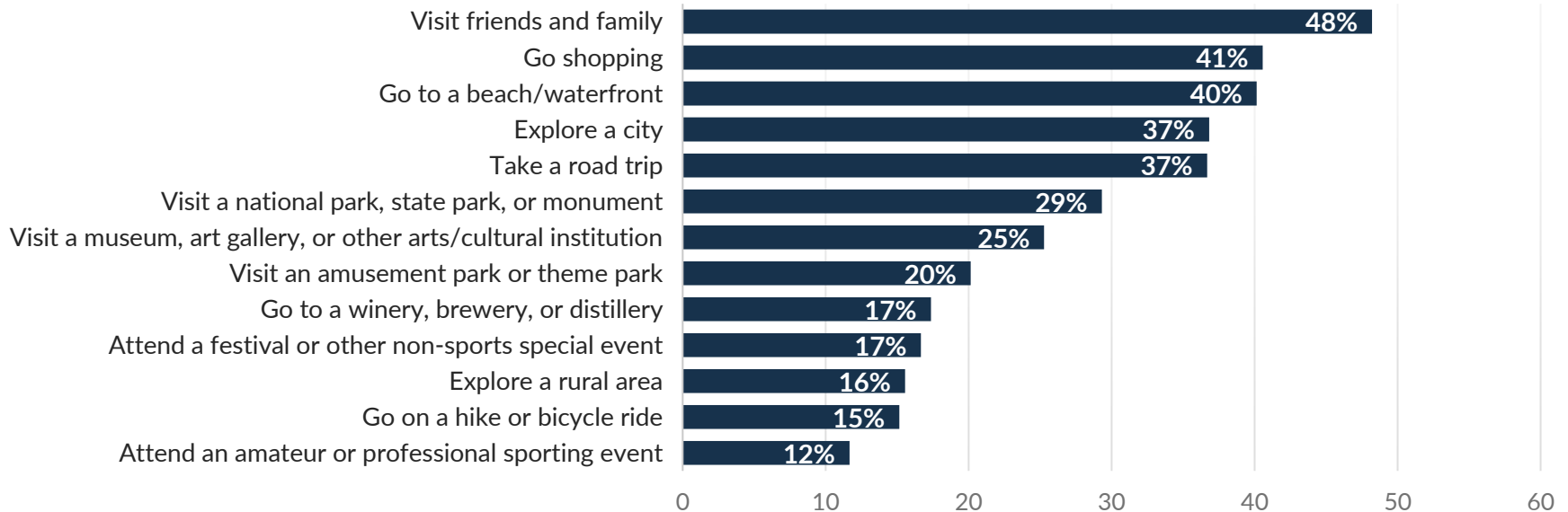
IMPACT ON TRAVEL PLANS

Next Trip Travelers Will Take



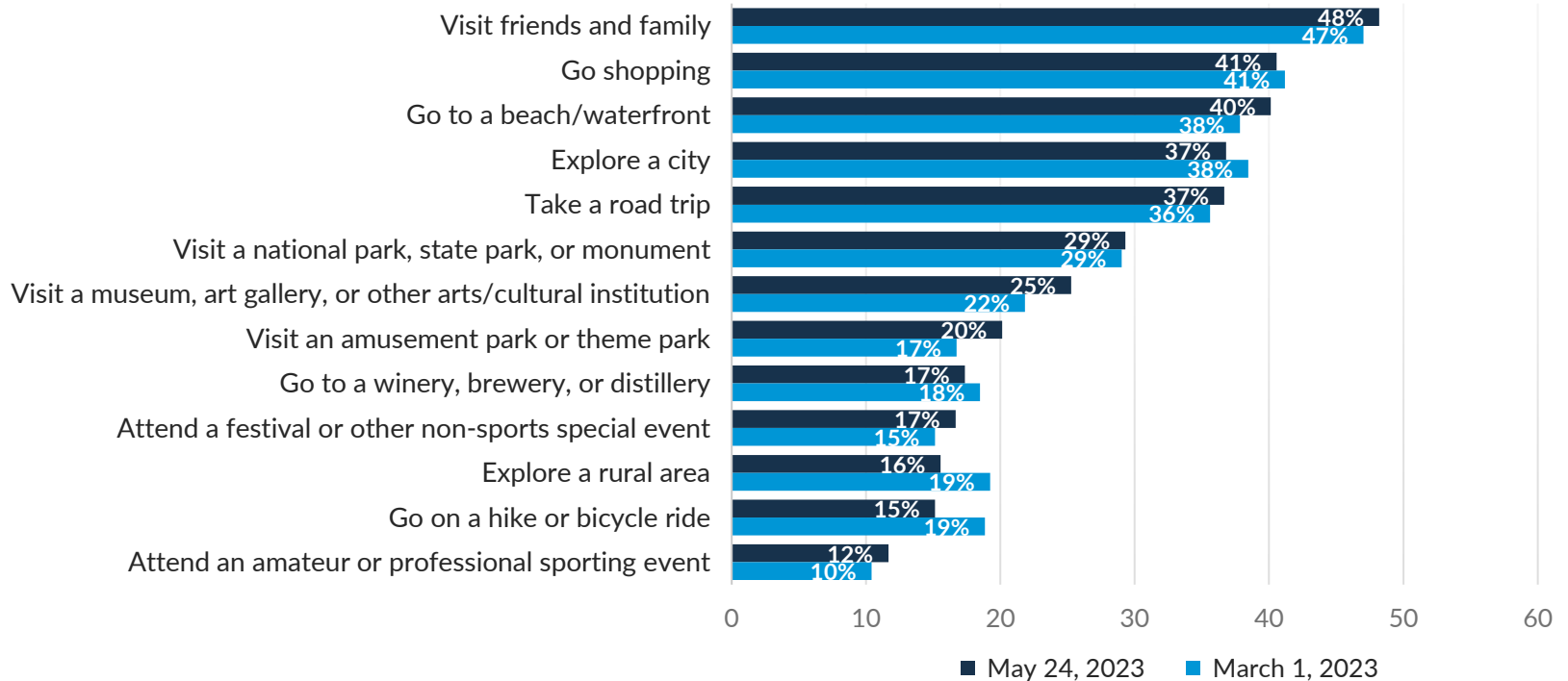
IMPACT ON TRAVEL PLANS

Activities Travelers Plan to Do on Next Leisure Trip



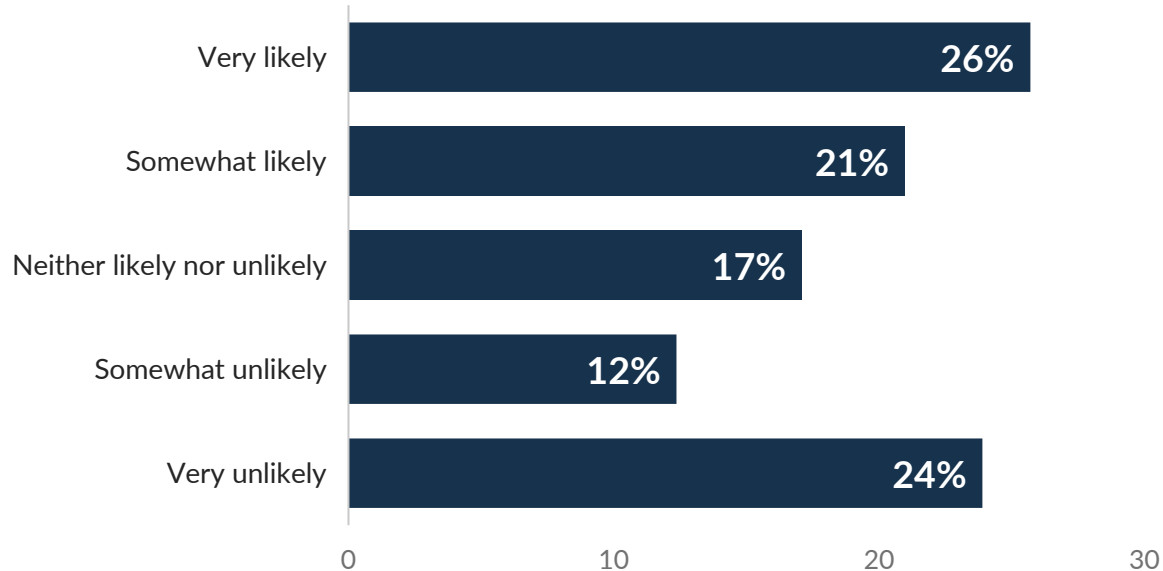
IMPACT ON TRAVEL PLANS

Activities Travelers Plan to Do on Next Leisure Trip



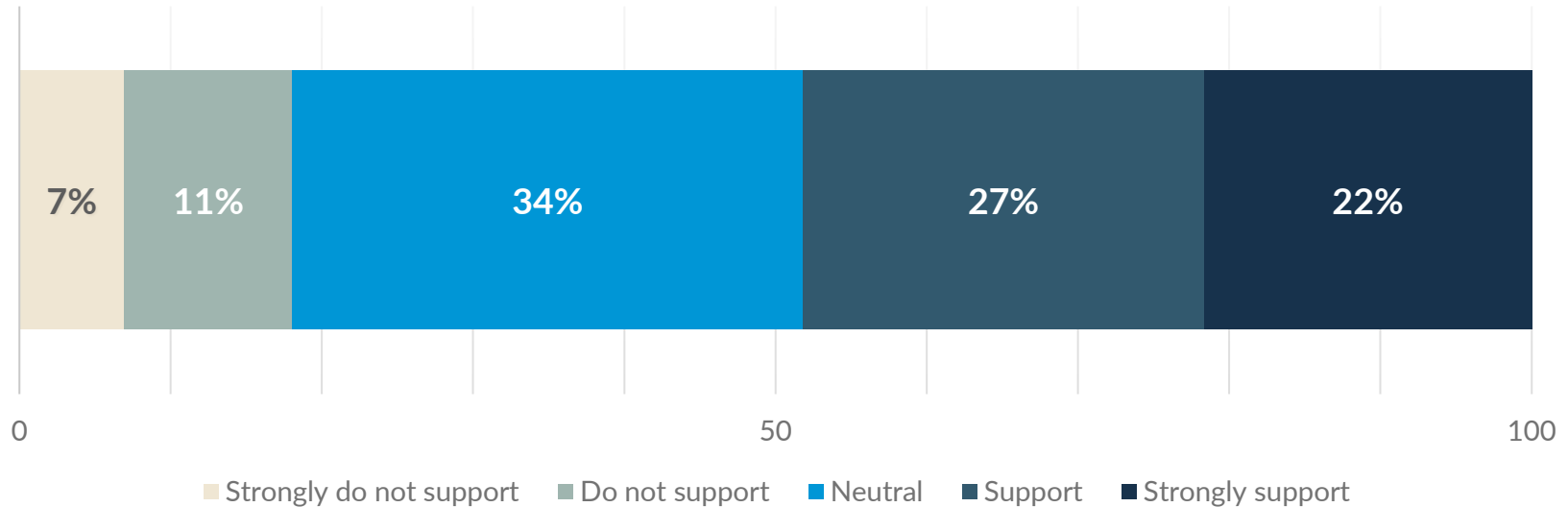
IMPACT ON TRAVEL PLANS

How likely are you to stay in a short term rental (Airbnb, Vrbo etc.) on your next trip?



IMPACT ON TRAVEL PLANS

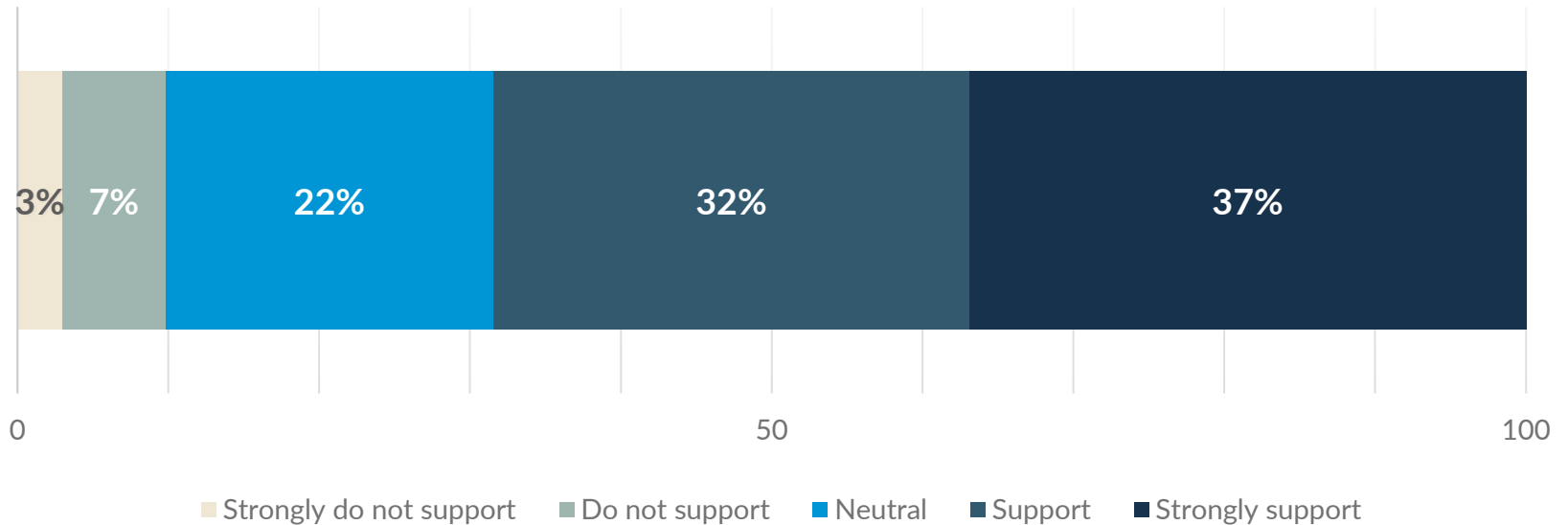
Do you support having short term rentals (Airbnb, Vrbo etc.) within your neighborhood?



IMPACT ON TRAVEL PLANS

Among those who would likely stay in a short term rental on their next trip*

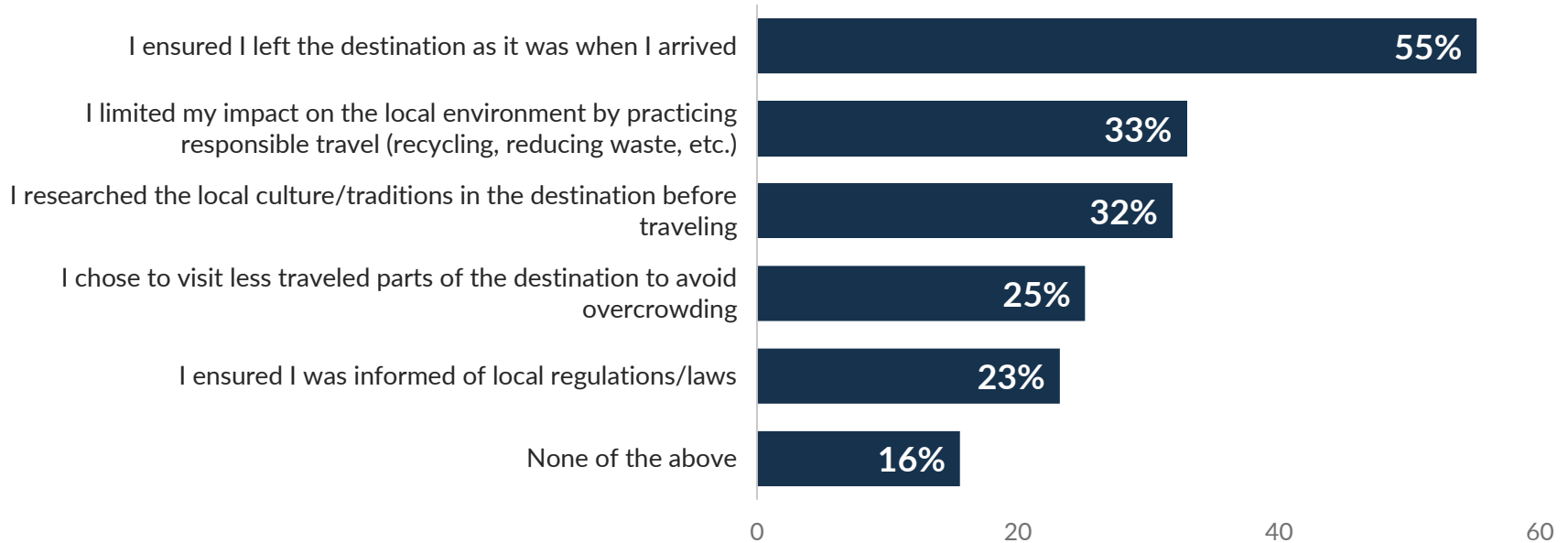
Do you support having short term rentals (Airbnb, Vrbo etc.) within your neighborhood?



*Respondent indicated they are 'somewhat likely' or 'very likely' to stay in a short term rental on next trip
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IMPACT ON TRAVEL PLANS

Thinking about your travel behavior on your most recent trip, did you do any of the following:



Additional Resources

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

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





Thank You

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