



Travel Sentiment Study Wave 79

NOVEMBER 2, 2023

Longwoods
INTERNATIONAL

miles
PARTNERSHIP

TRAVEL SENTIMENT STUDY WAVE 79

Fielded October 11, 2023

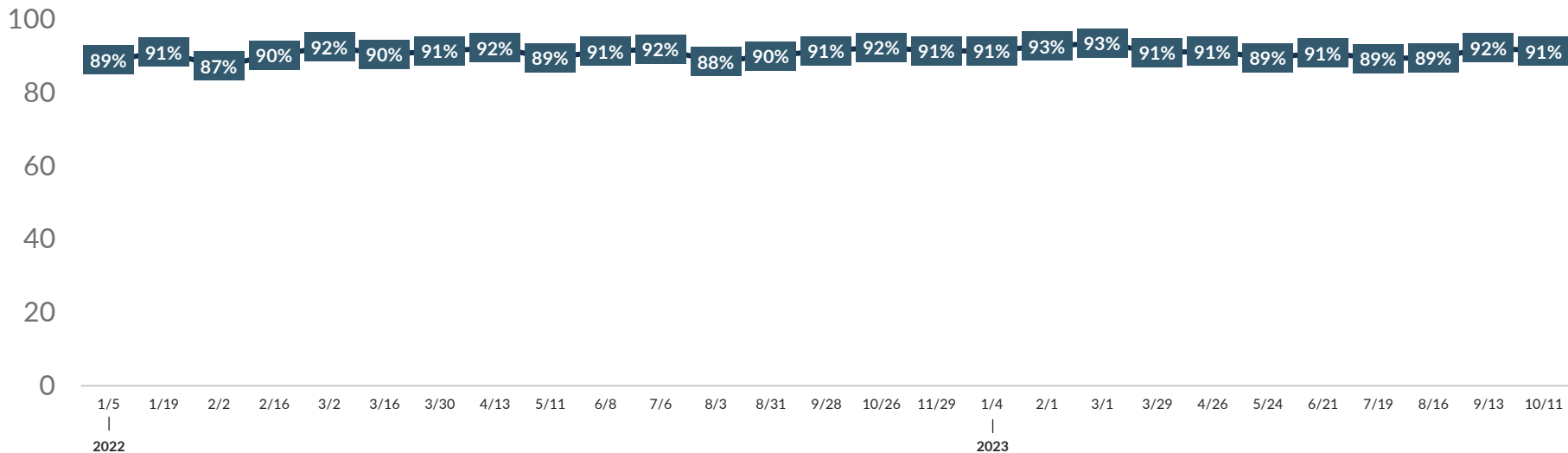
U.S. National Sample of 1,000 adults 18+

 Longwoods
INTERNATIONAL

 miles
PARTNERSHIP

IMPACT ON TRAVEL PLANS

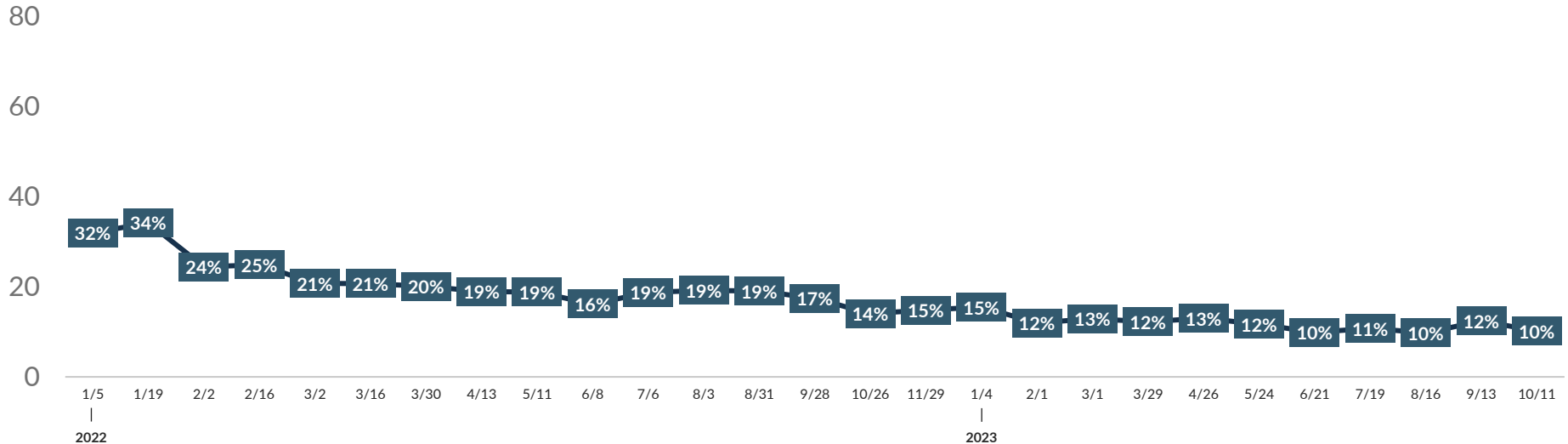
Travelers with Travel Plans in the Next Six Months Comparison



*Note: Data spanning multiple years, beginning from 1/5/2022.
Travel Sentiment Study Wave 79

IMPACT ON TRAVEL PLANS

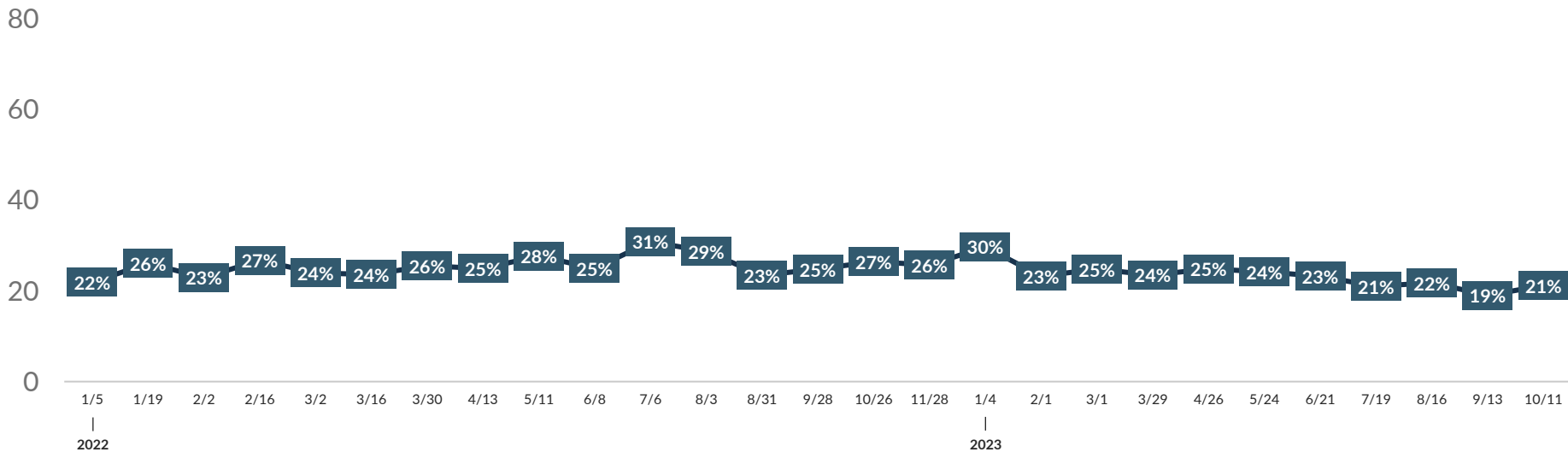
Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months



*Note: Data spanning multiple years, beginning from 1/5/2022.
Travel Sentiment Study Wave 79

IMPACT ON TRAVEL PLANS

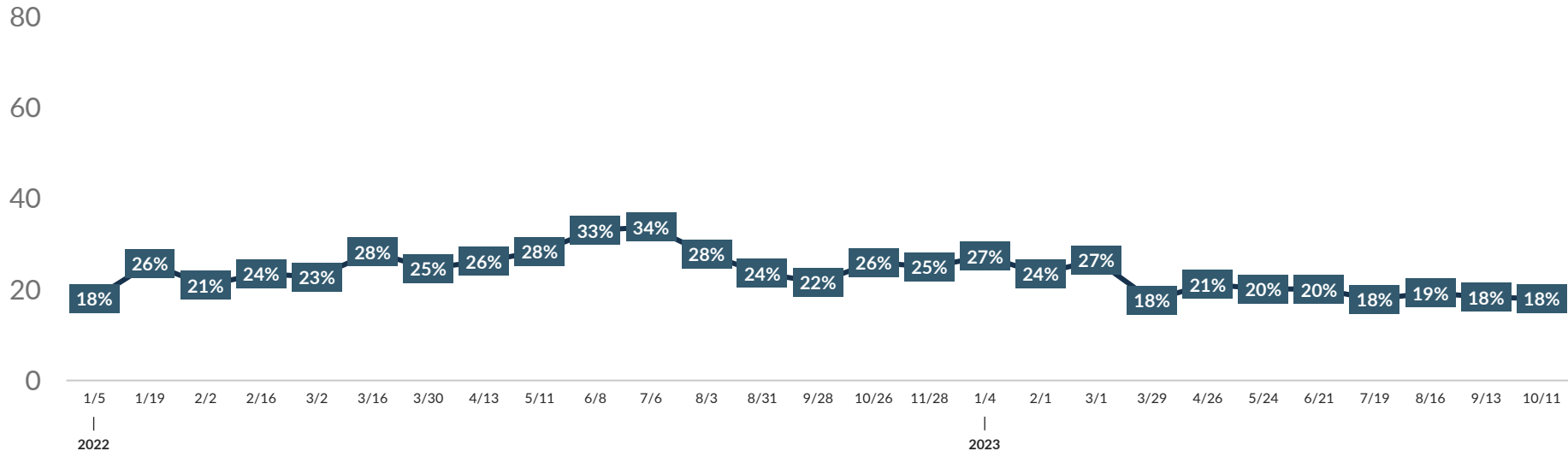
Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months



*Note: Data spanning multiple years, beginning from 1/5/2022.
Travel Sentiment Study Wave 79

IMPACT ON TRAVEL PLANS

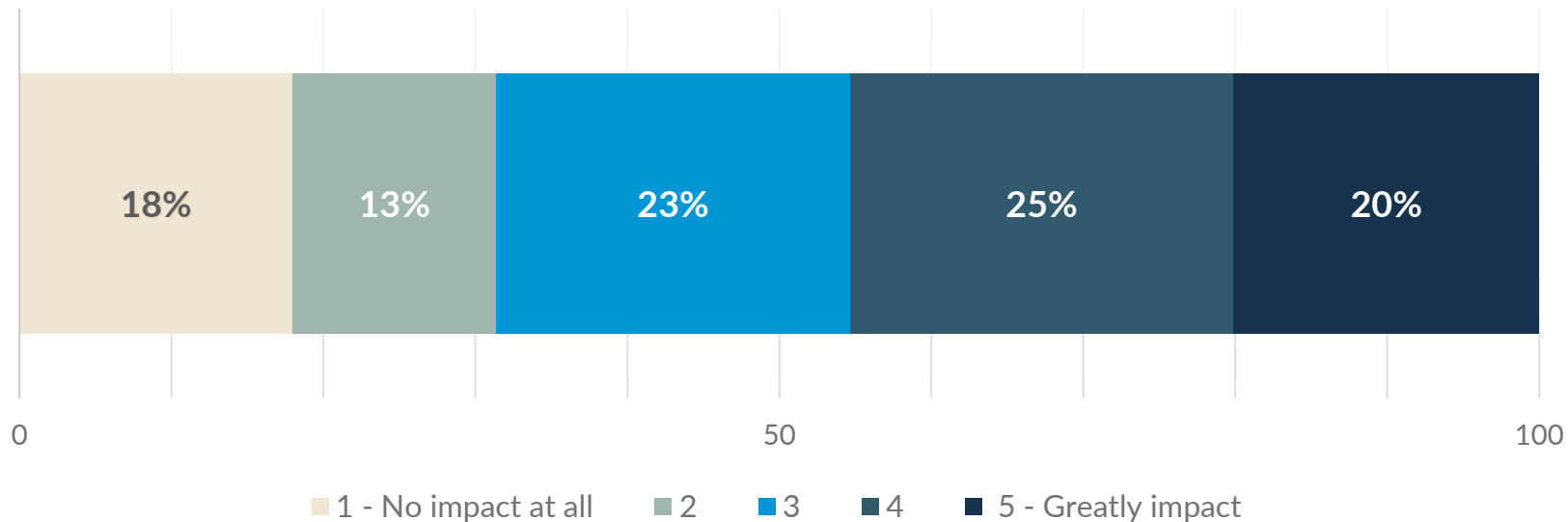
Indicated that Transportation Costs Would Greatly Impact their Decision to Travel in the Next Six Months



*Note: Data spanning multiple years, beginning from 1/5/2022.
Travel Sentiment Study Wave 79

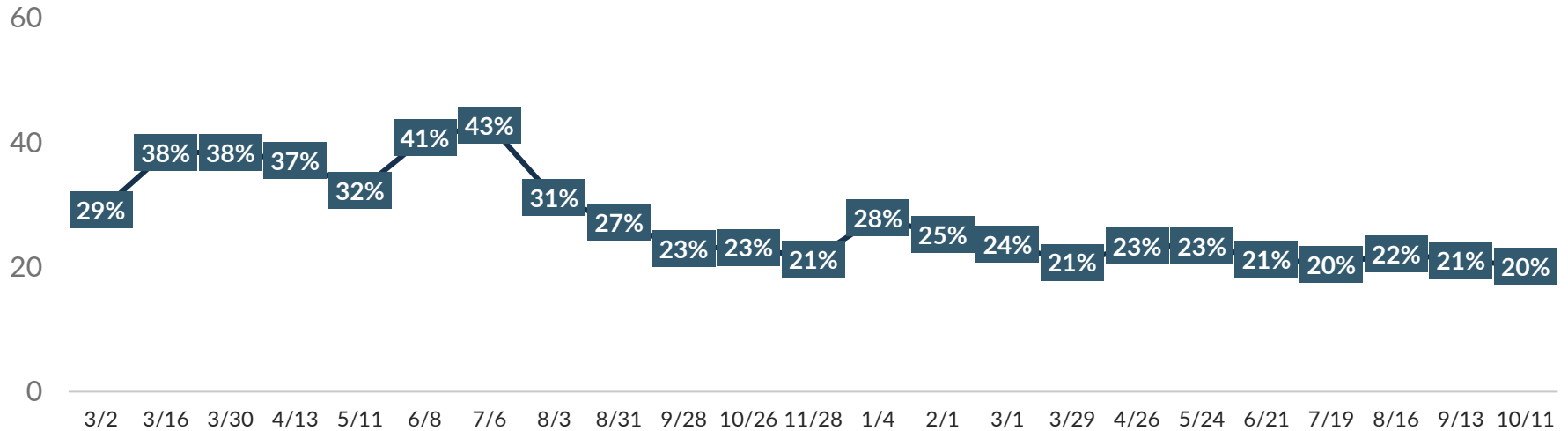
IMPACT ON TRAVEL PLANS

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



IMPACT ON TRAVEL PLANS

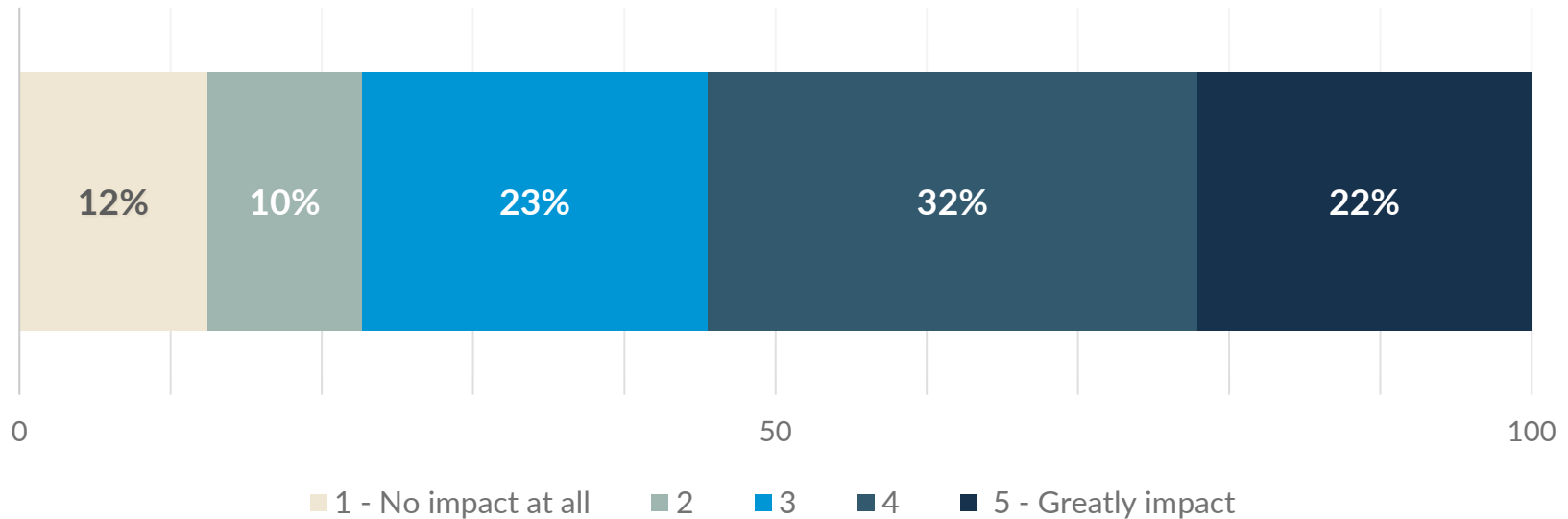
Indicated that Gas Prices* Would Greatly Impact their Decision to Travel in the Next Six Months



*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 79

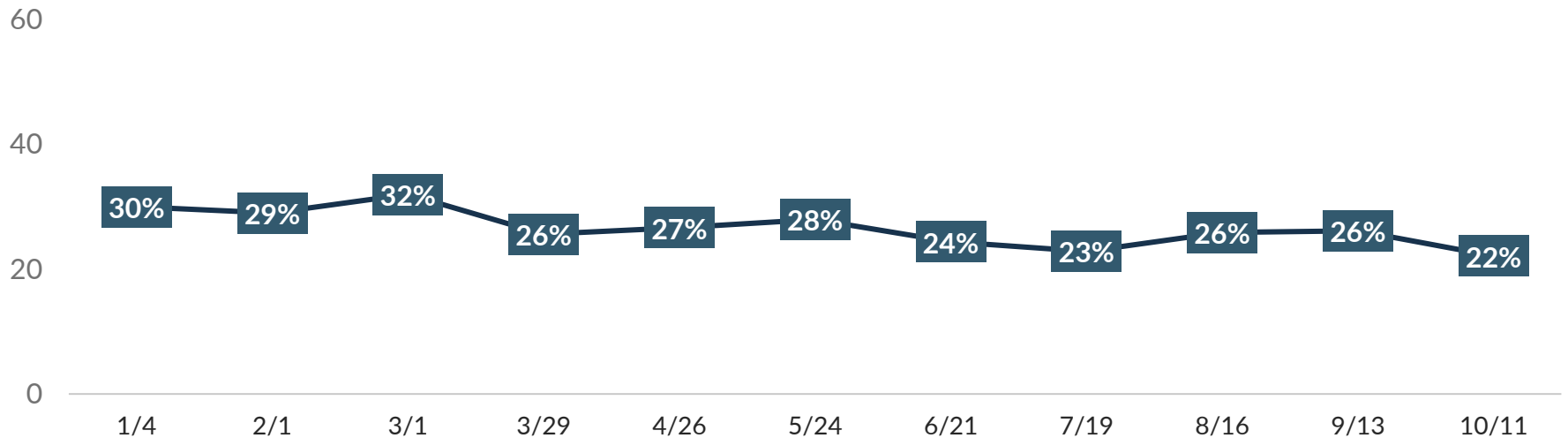
IMPACT ON TRAVEL PLANS

Impact of Inflation on Decisions to Travel in Next Six Months



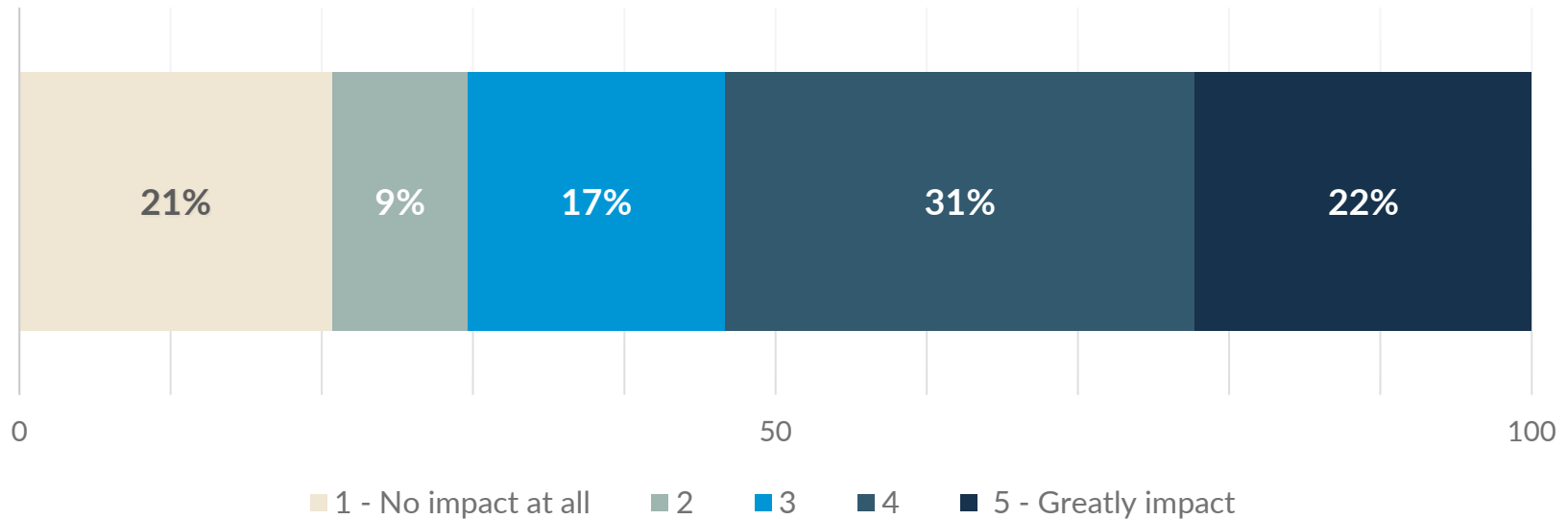
IMPACT ON TRAVEL PLANS

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



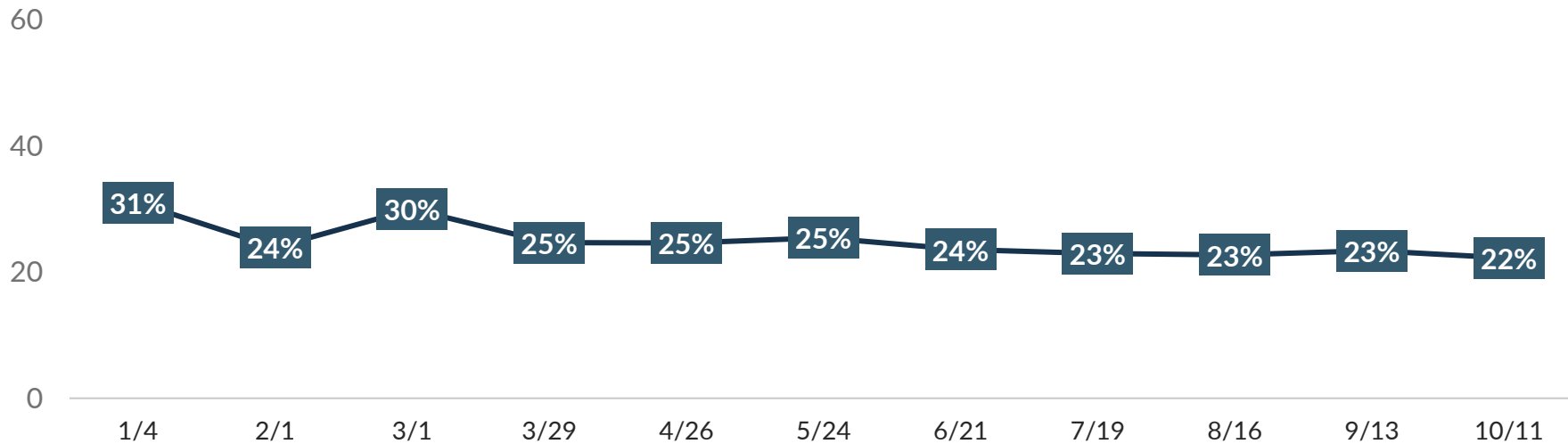
IMPACT ON TRAVEL PLANS

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



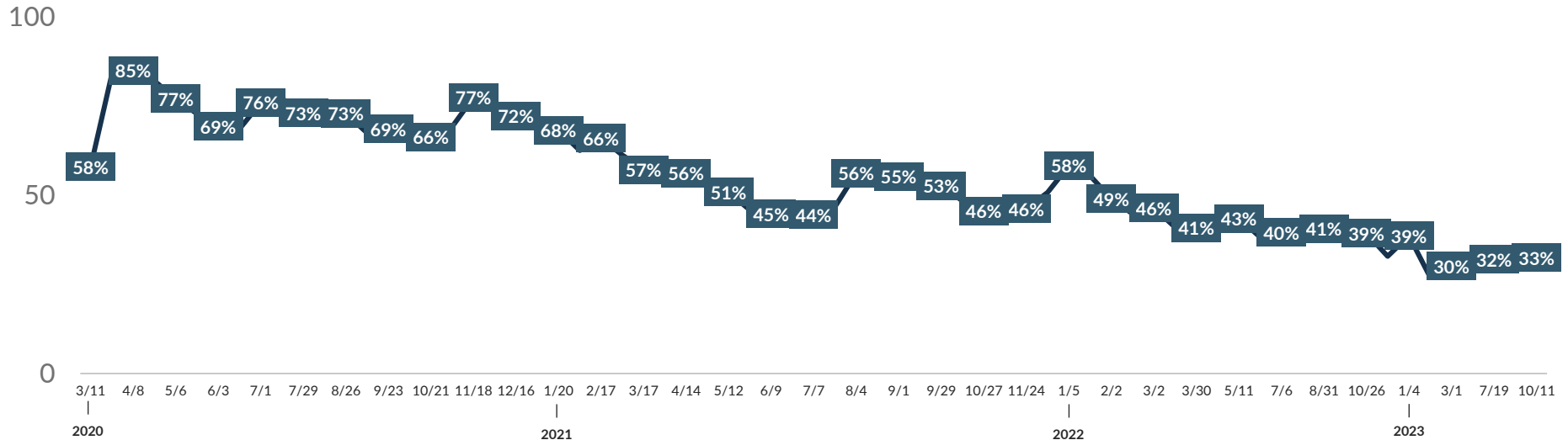
IMPACT ON TRAVEL PLANS

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



IMPACT ON TRAVEL PLANS

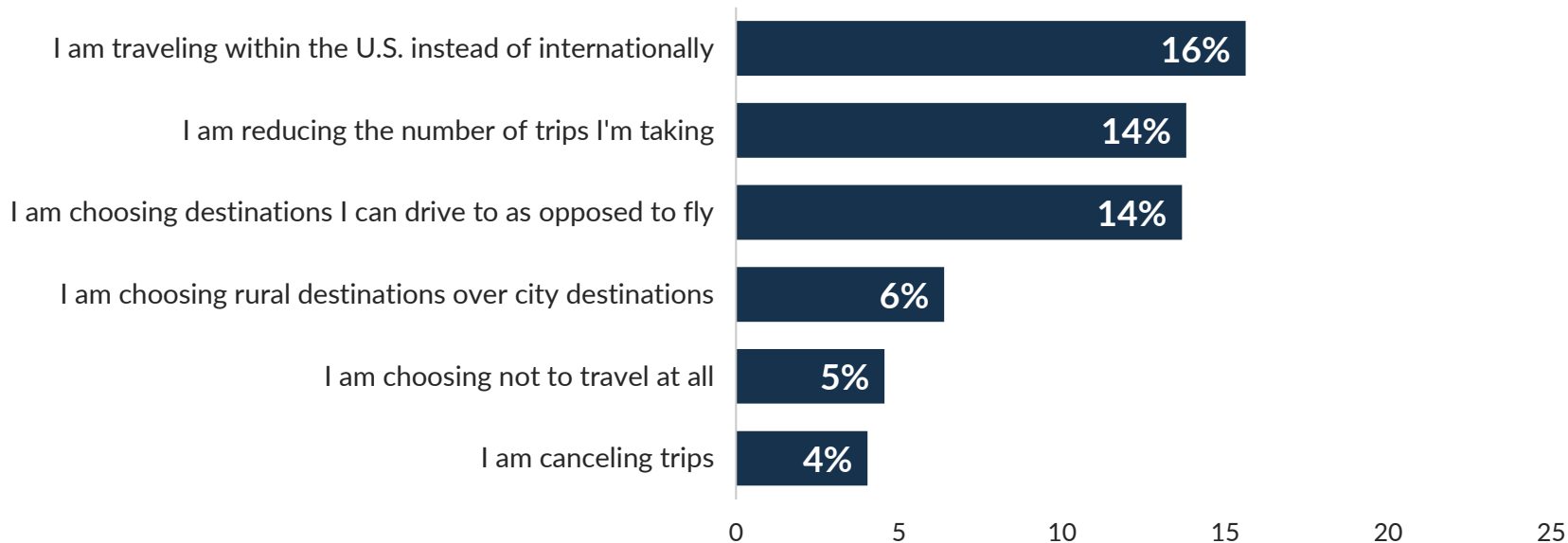
Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison



*Note: Data spanning multiple years, beginning from 3/11/2020.
Travel Sentiment Study Wave 79

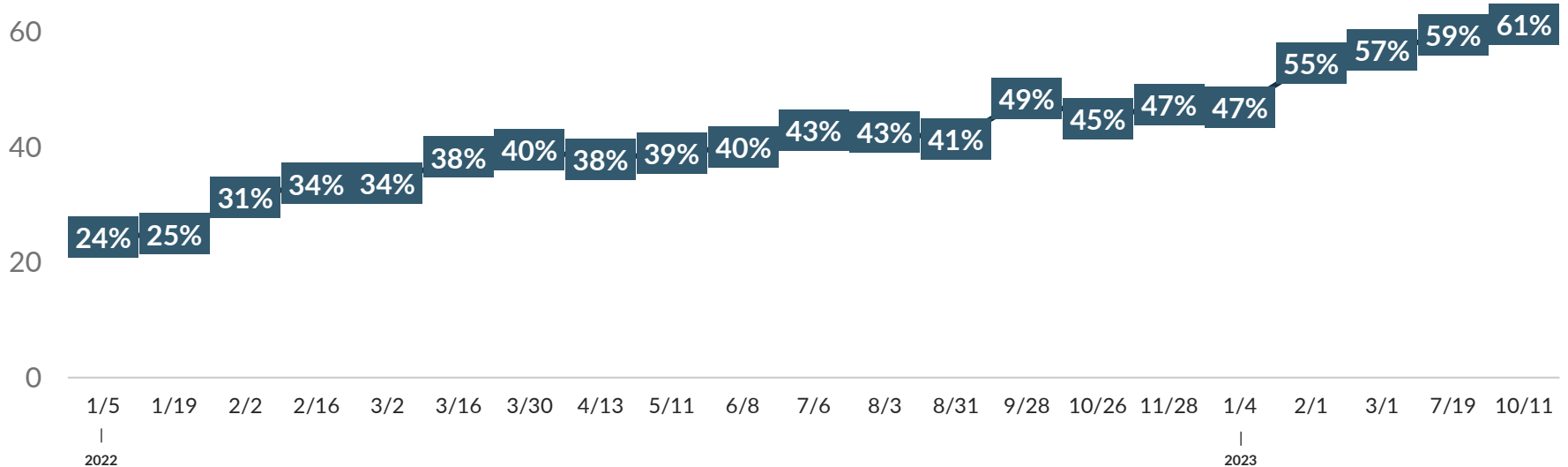
IMPACT ON TRAVEL PLANS

Influence of COVID-19 on Travel Plans in the Next Six Months



IMPACT ON TRAVEL PLANS

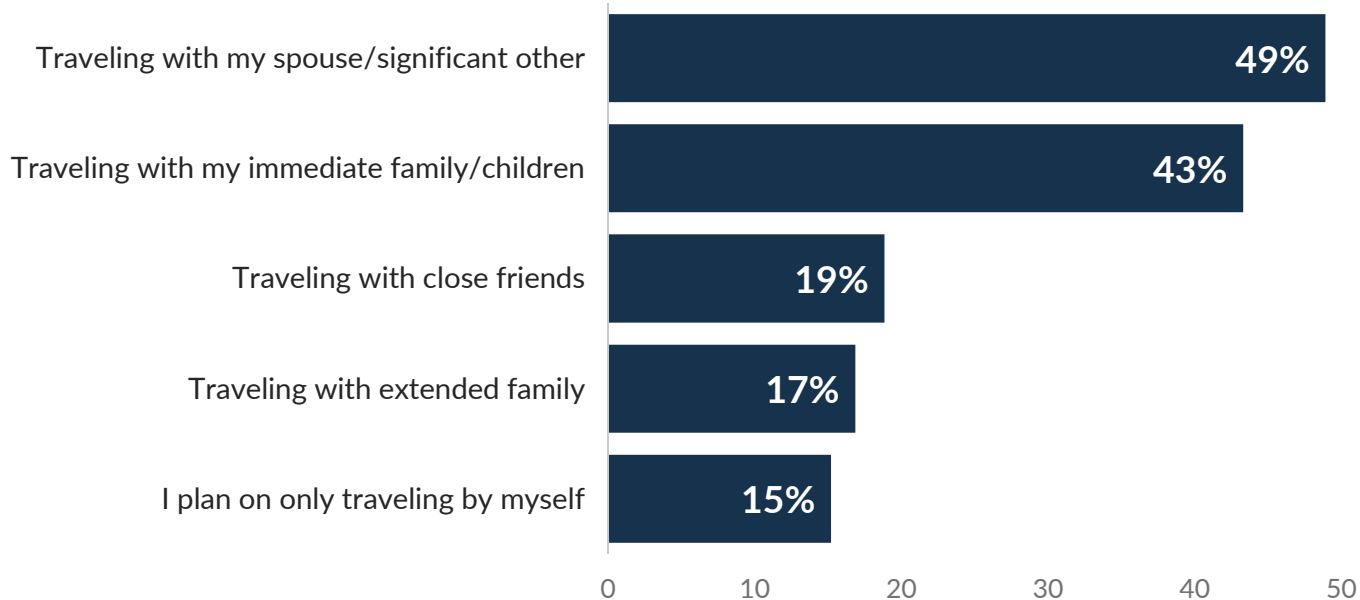
Influence of COVID-19 on Travel Plans in the Next Six Months COVID-19 is Not Influencing my Travel Plans



*Note: Data spanning multiple years, beginning from 1/5/2022.
Travel Sentiment Study Wave 79

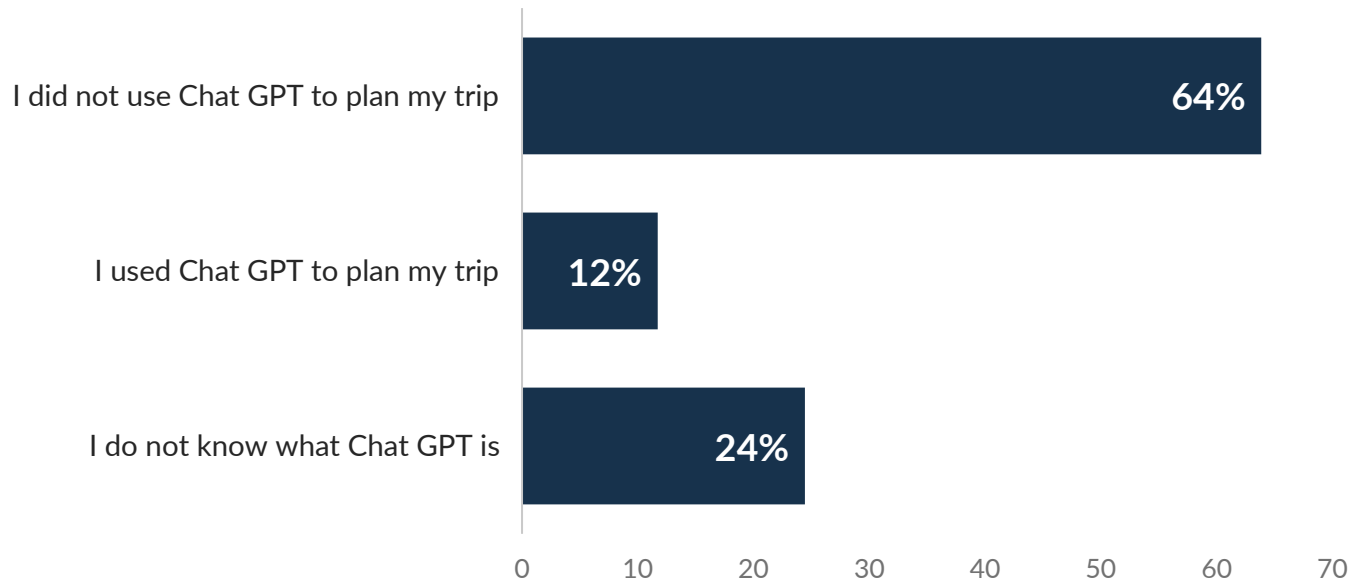
IMPACT ON TRAVEL PLANS

When thinking of travel this holiday season, what travel plans do you have that involve traveling with others?



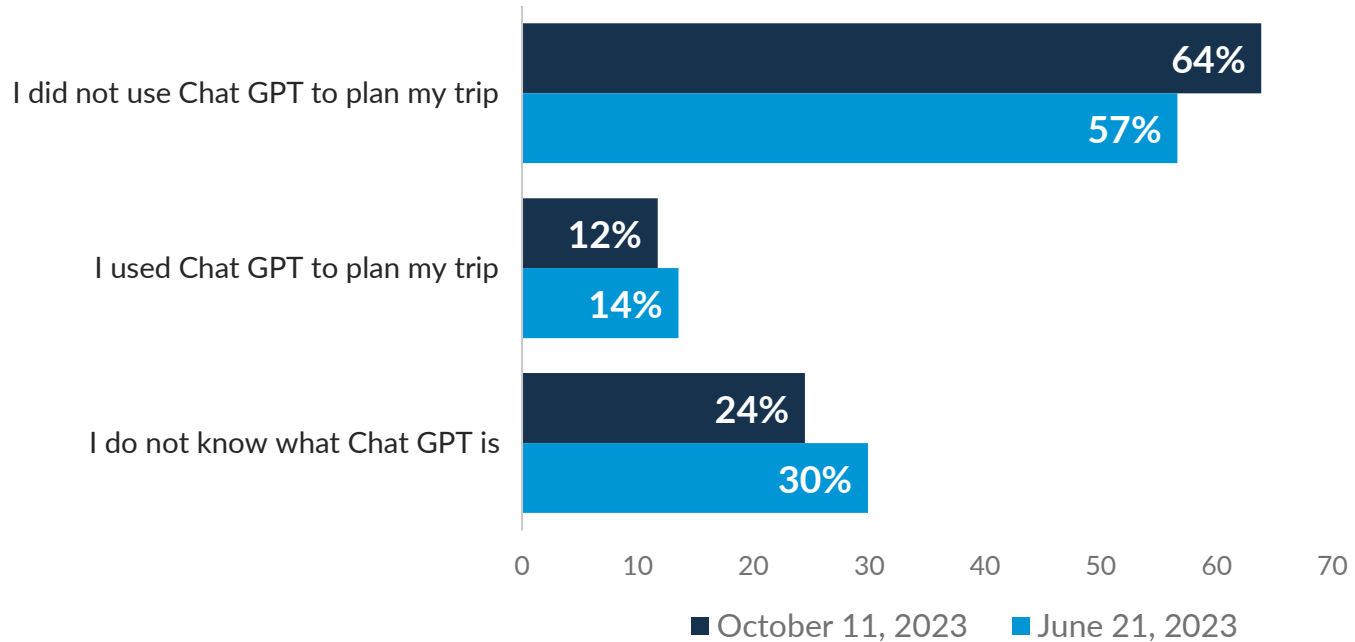
IMPACT ON TRAVEL PLANS

In the last six months, have you used Chat GPT in the trip planning process?



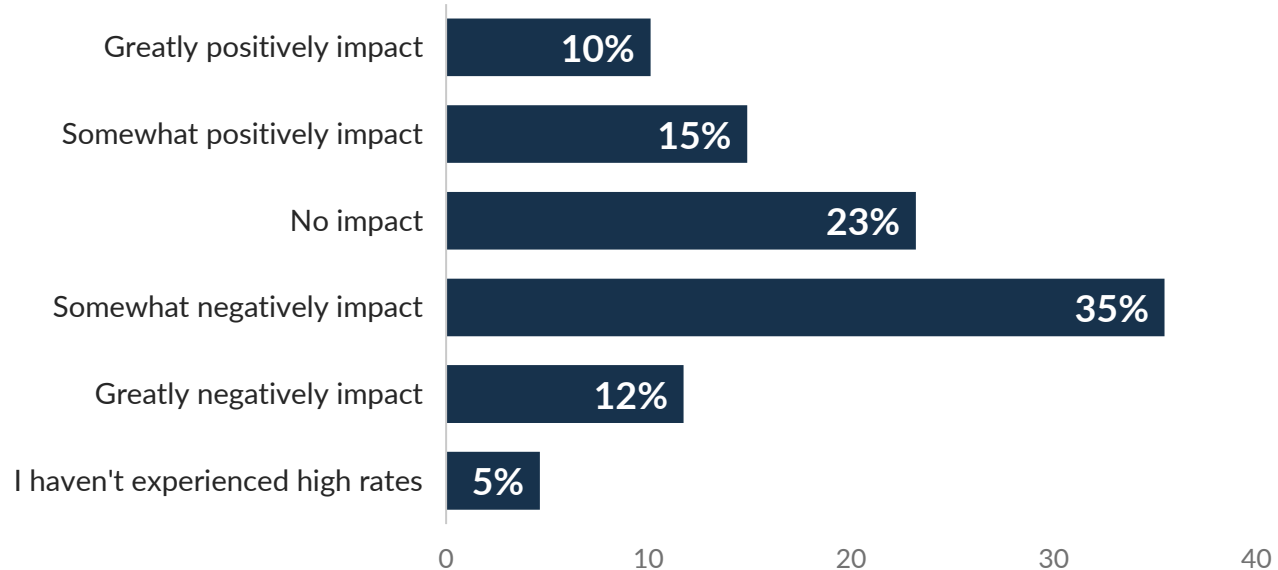
IMPACT ON TRAVEL PLANS

In the last six months, have you used Chat GPT in the trip planning process?



IMPACT ON TRAVEL PLANS

Impact of high rates of paid accommodations (e.g., hotels, resorts, short-term rentals (e.g., Airbnb, VRBO)) on value perceptions of these accommodations as places to stay while on leisure trips:



Additional Resources

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

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





Thank You

miles
PARTNERSHIP

| **Longwoods**
INTERNATIONAL