



Travel Sentiment Study Wave 81

JANUARY 25, 2024

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TRAVEL SENTIMENT STUDY WAVE 81

Fielded January 10, 2024

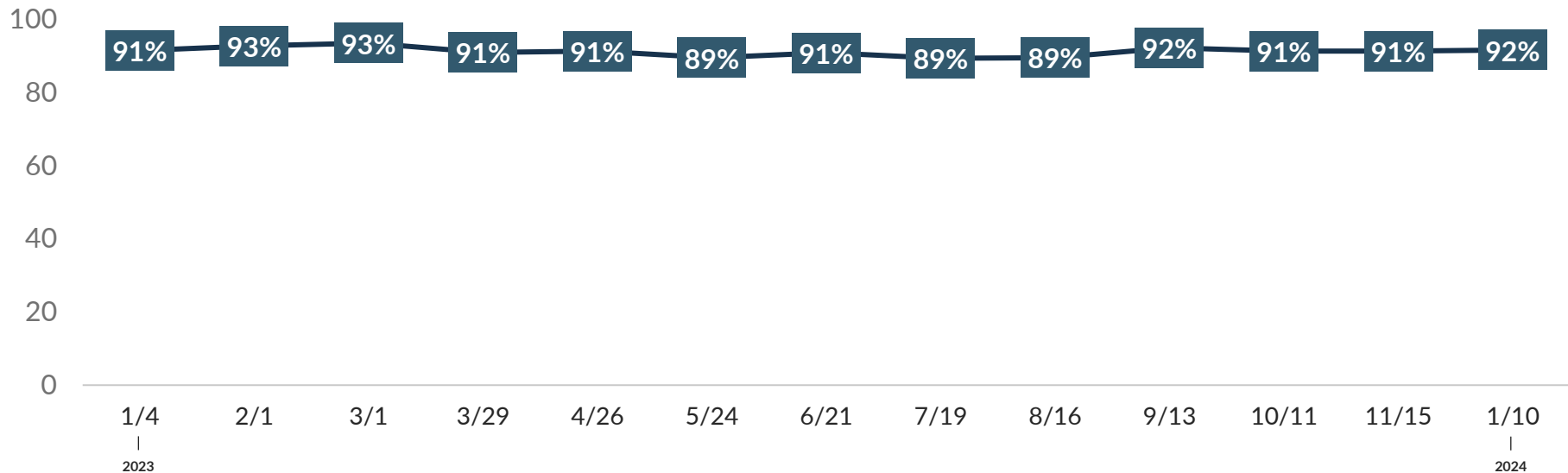
U.S. National Sample of 1,000 adults 18+

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IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

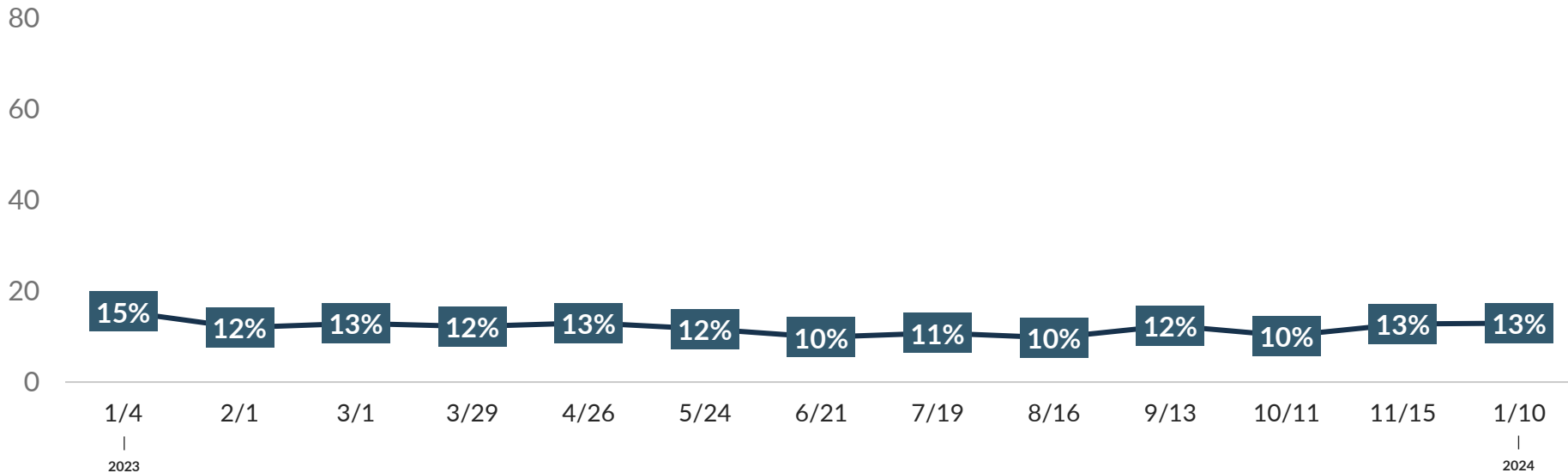


*Note: Data spanning multiple years, beginning from 1/4/2023.

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IMPACT ON TRAVEL PLANS

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

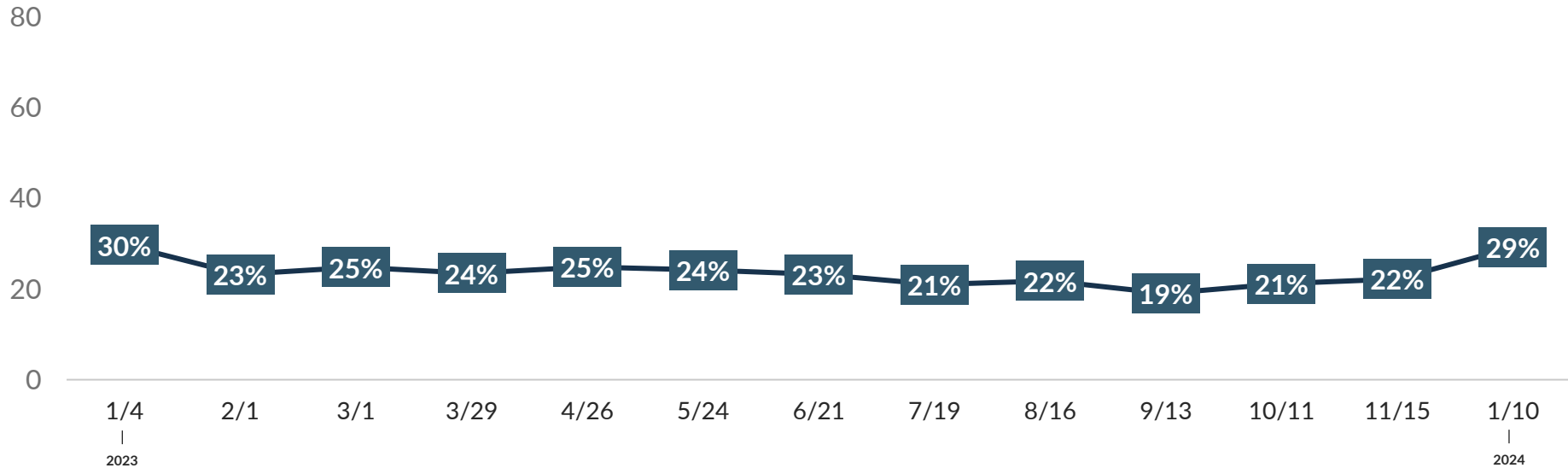


*Note: Data spanning multiple years, beginning from 1/4/2023.

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IMPACT ON TRAVEL PLANS

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

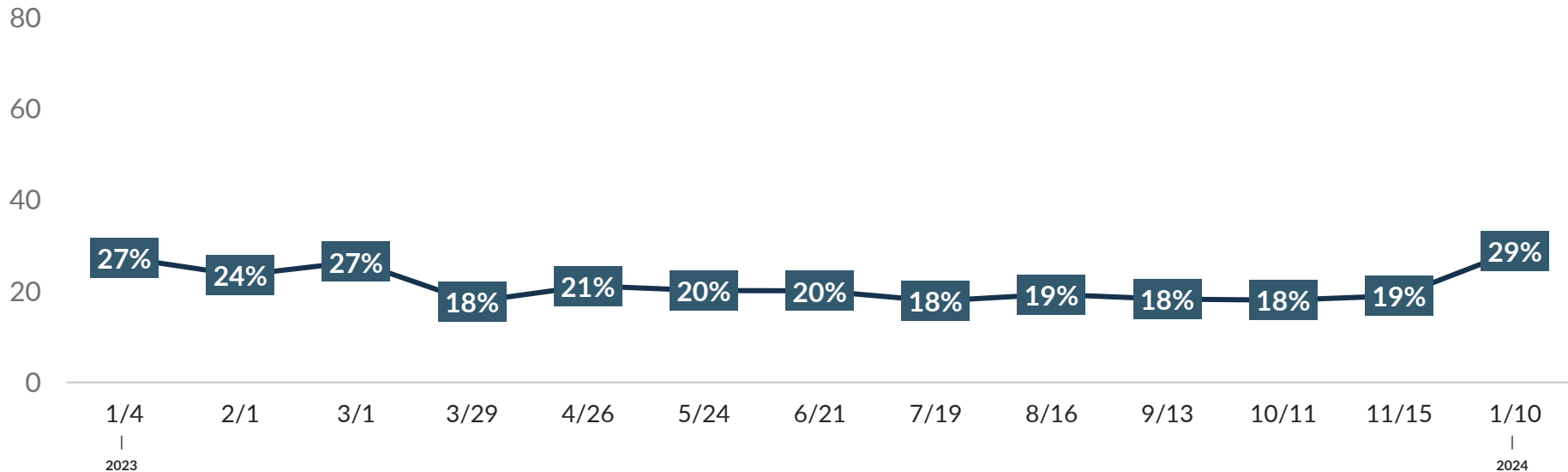


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IMPACT ON TRAVEL PLANS

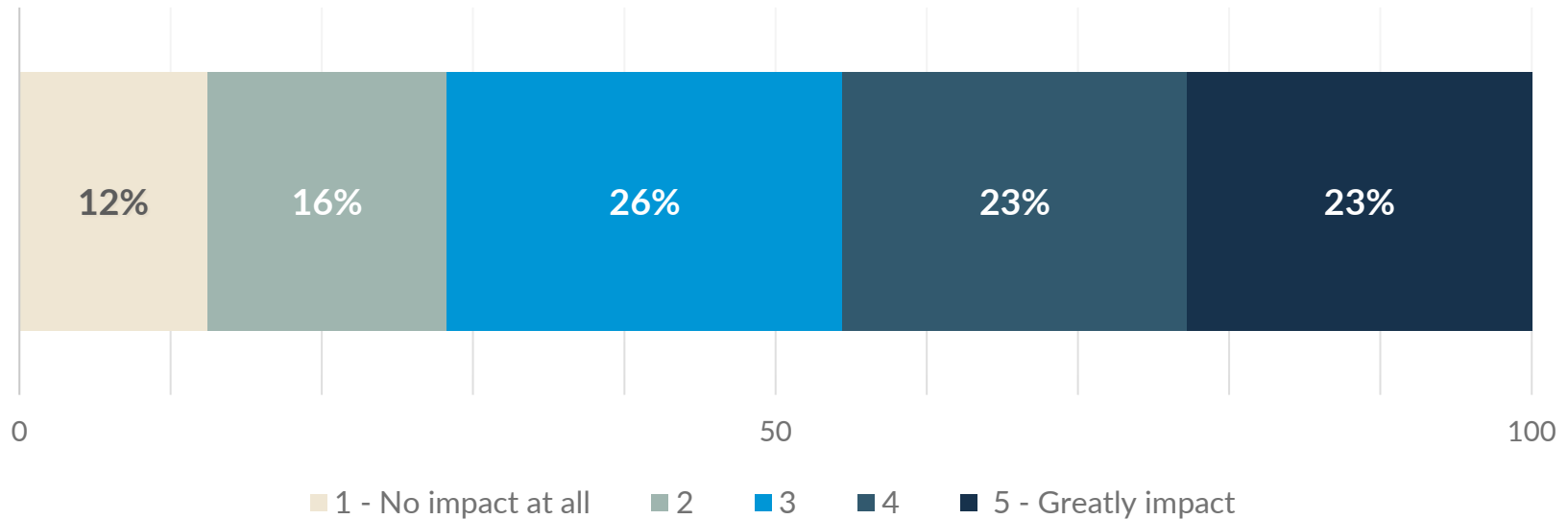
Indicated that Transportation Costs Would Greatly Impact their Decision to Travel in the Next Six Months



*Note: Data spanning multiple years, beginning from 1/4/2023.
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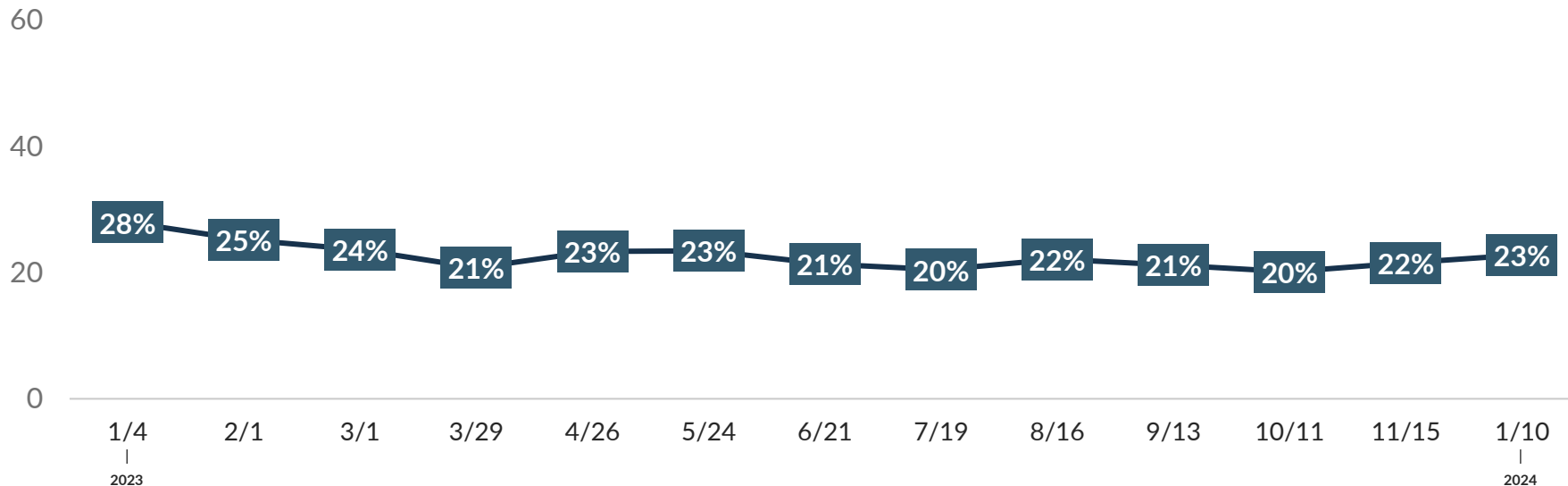
IMPACT ON TRAVEL PLANS

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

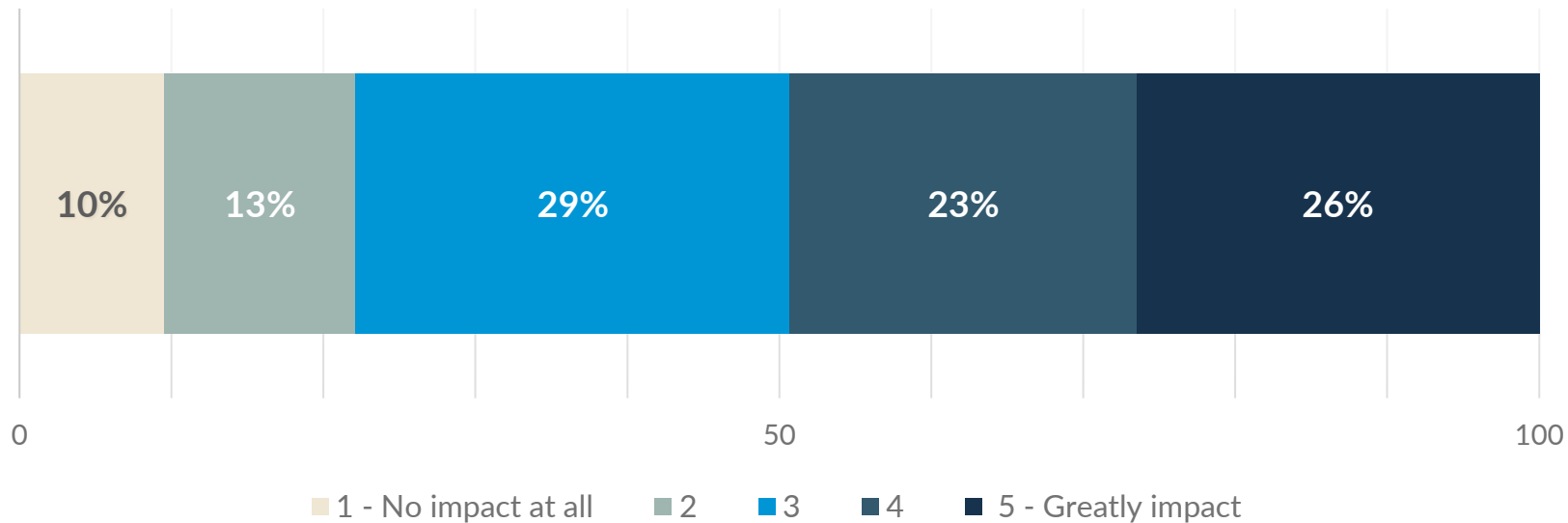


*Note: Data spanning multiple years, beginning from 1/4/2023.

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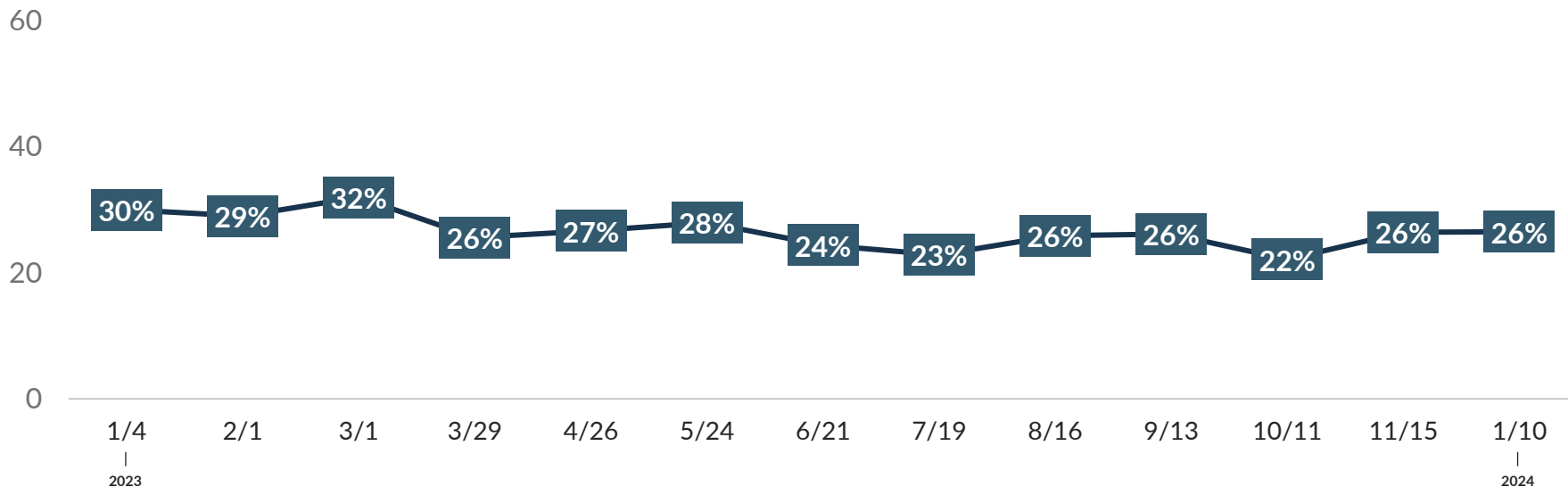
IMPACT ON TRAVEL PLANS

Impact of Inflation on Decisions to Travel in Next Six Months



IMPACT ON TRAVEL PLANS

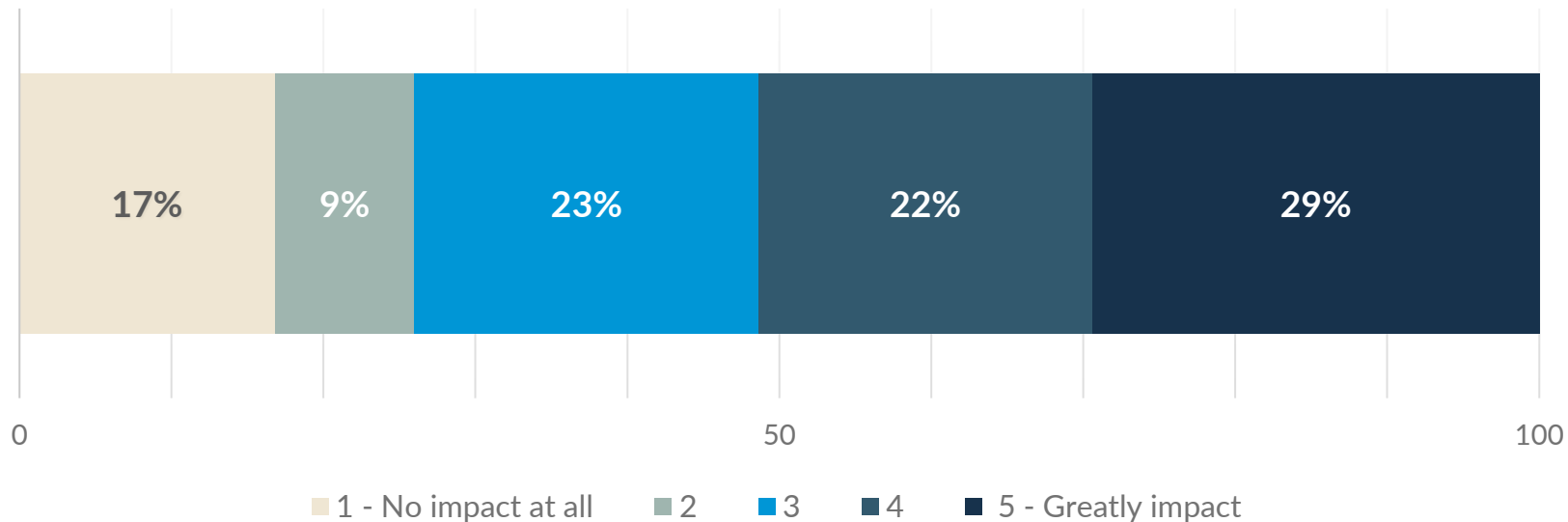
Indicated that Inflation Would Greatly Impact their Decision to Travel in the Next Six Months



*Note: Data spanning multiple years, beginning from 1/4/2023.
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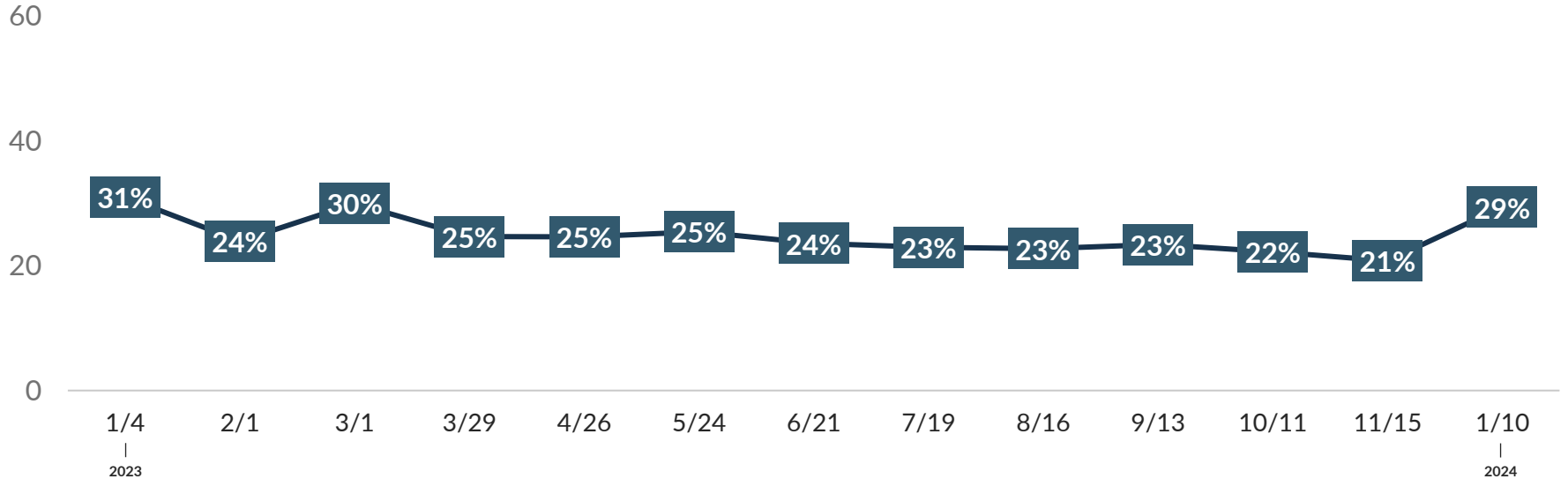
IMPACT ON TRAVEL PLANS

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

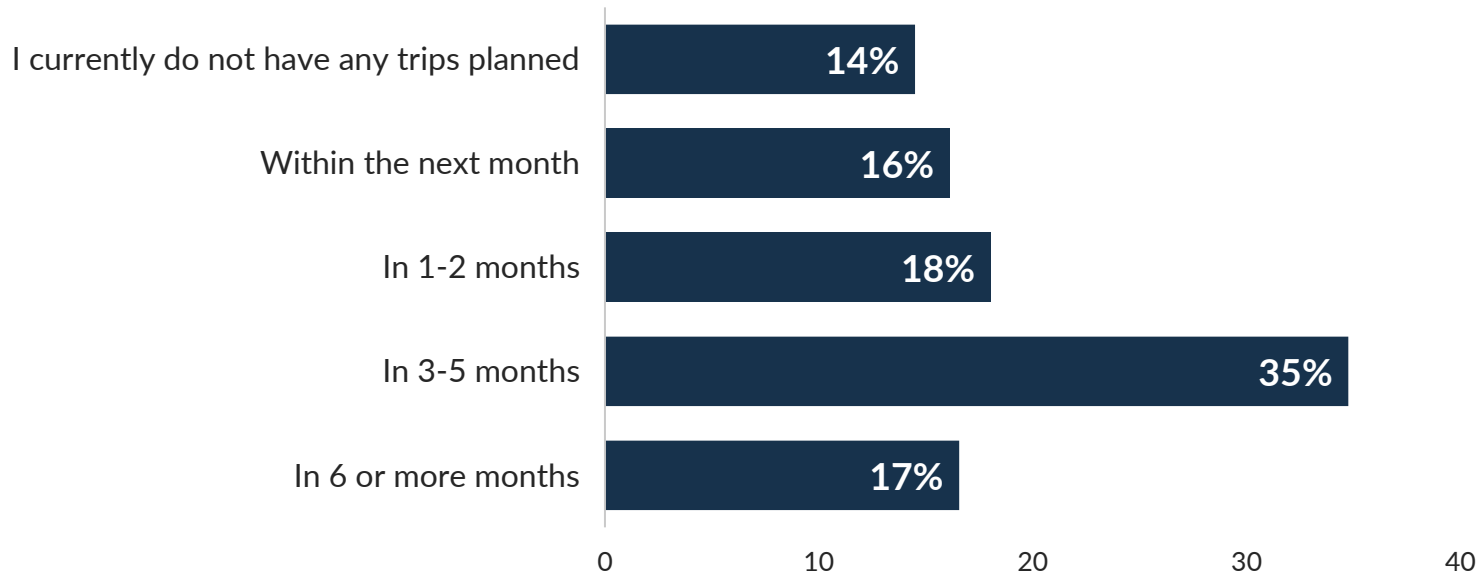


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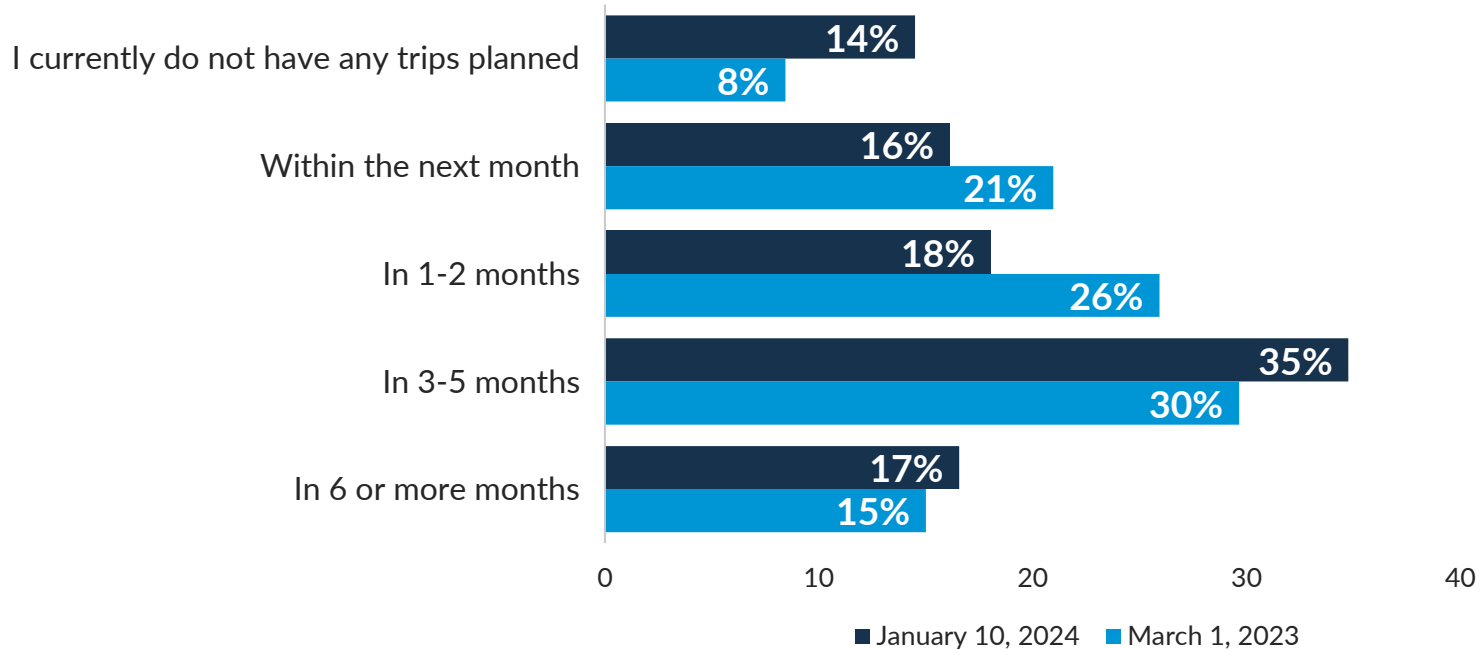
IMPACT ON TRAVEL PLANS

When Is Your Next Trip?



IMPACT ON TRAVEL PLANS

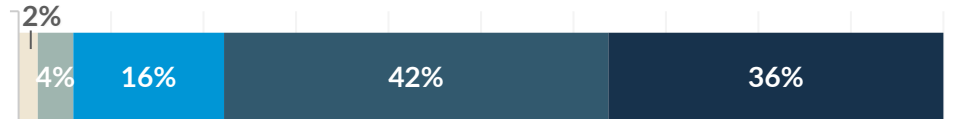
When Is Your Next Trip?



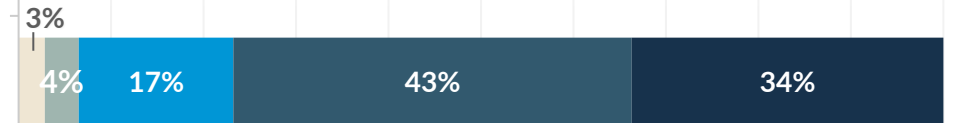
IMPACT ON TRAVEL PLANS

Perceptions of Travel

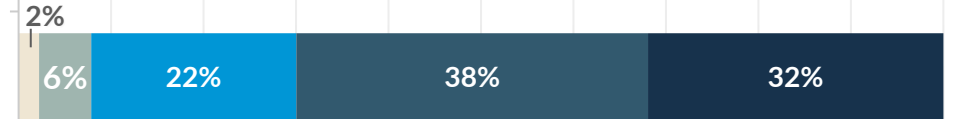
Vacations are one of the things I most look forward to each year



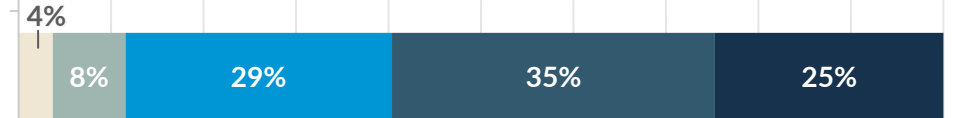
Traveling with my friends and family brings us closer together



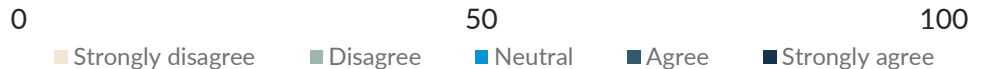
I value making experiences over acquiring more material belongings



I appreciate travel more now, after experiencing the COVID-19 pandemic travel limitations/restrictions

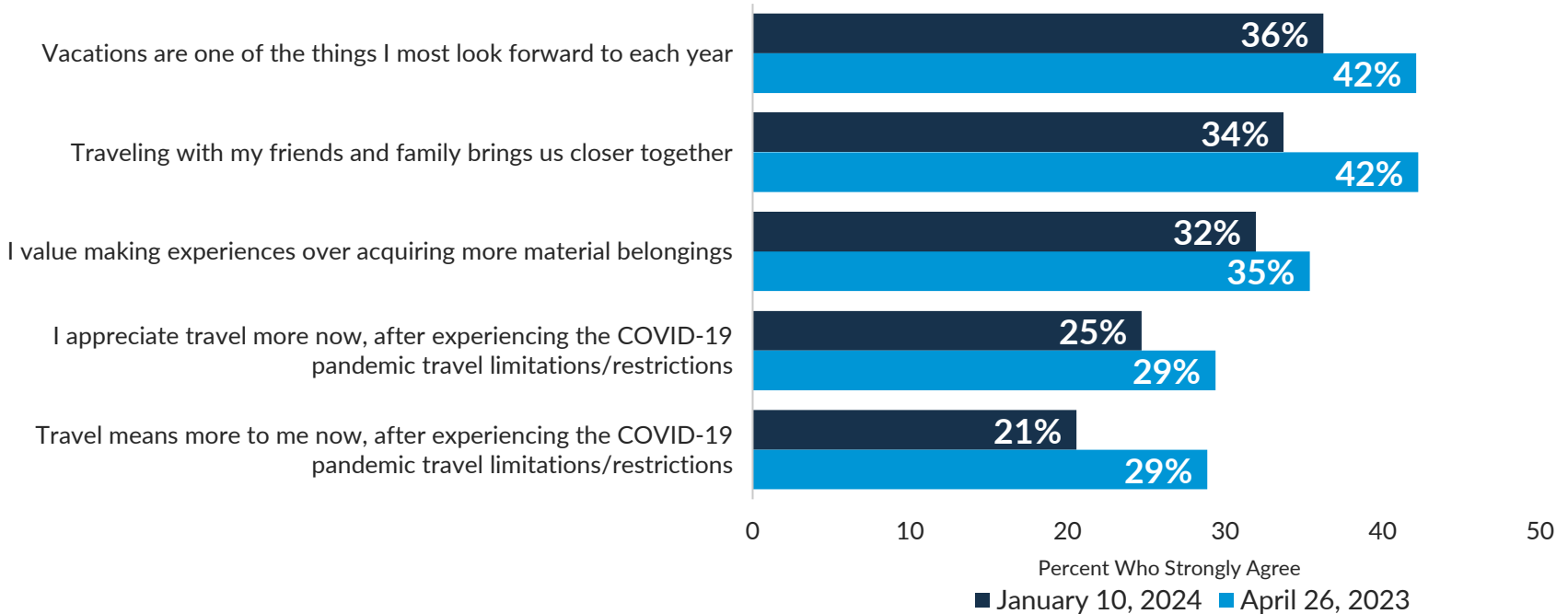


Travel means more to me now, after experiencing the COVID-19 pandemic travel limitations/restrictions



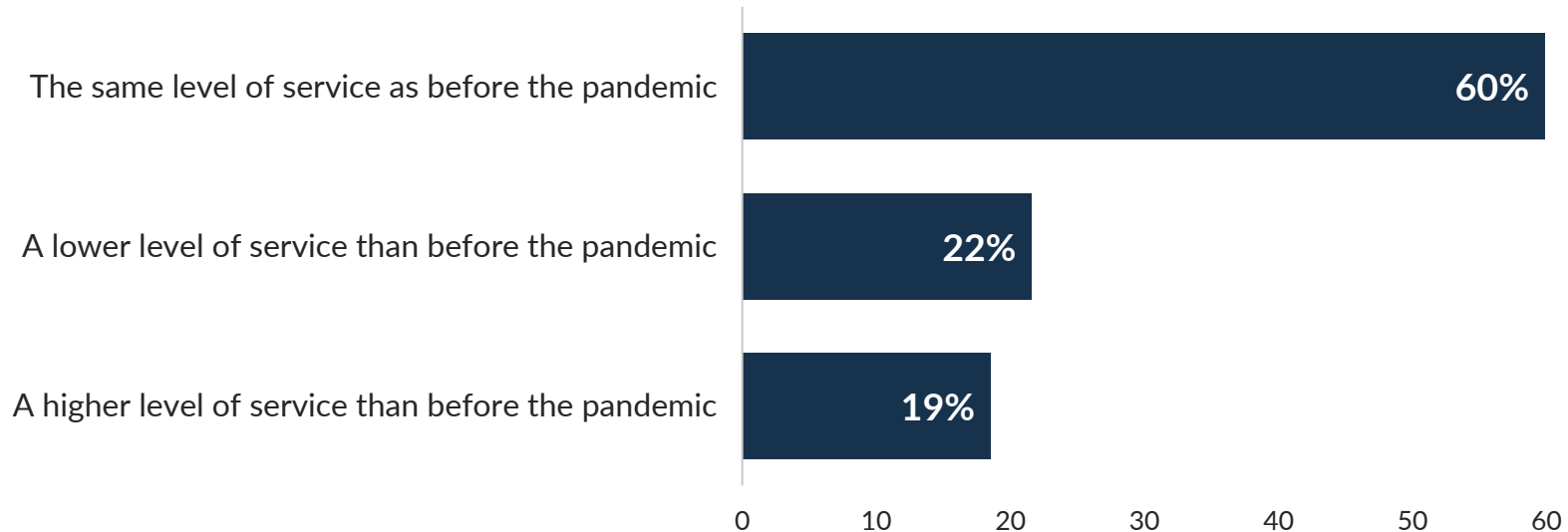
IMPACT ON TRAVEL PLANS

Perceptions of Travel



IMPACT ON TRAVEL PLANS

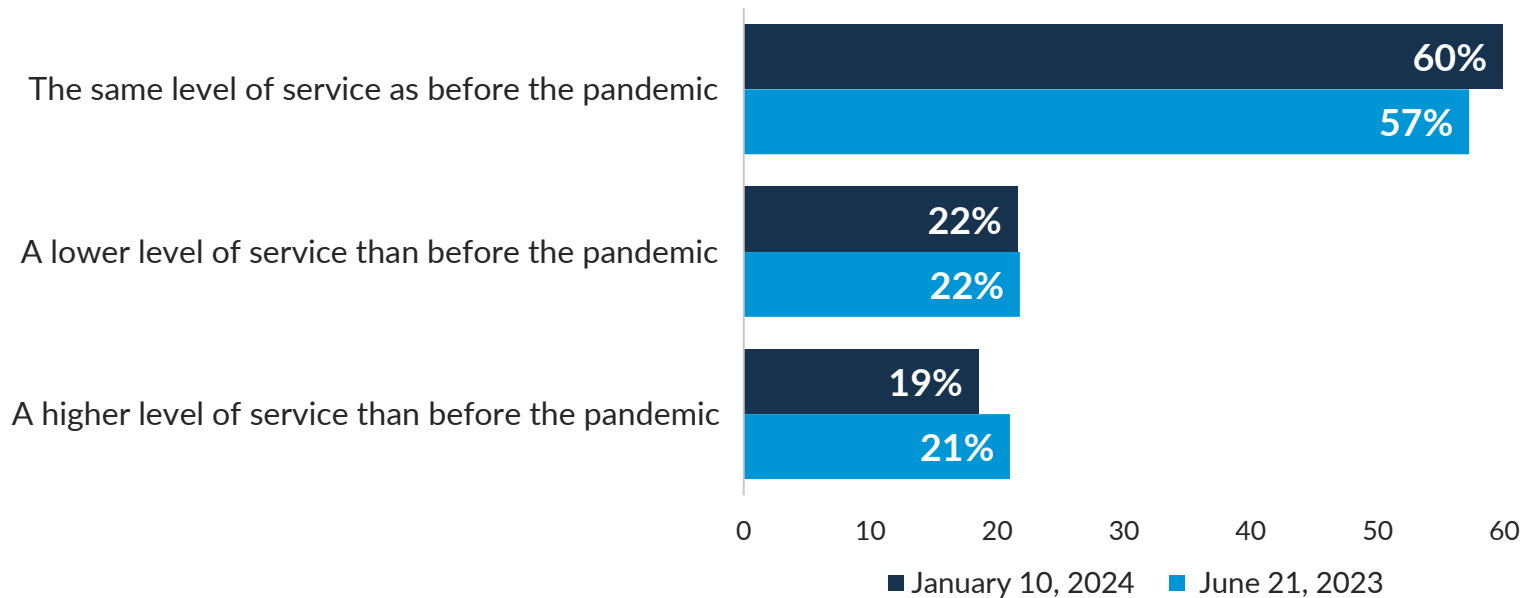
On your most recent trip in the last three months, what level of service did you receive from tourism and hospitality businesses?



14% Have not taken a trip in last three months

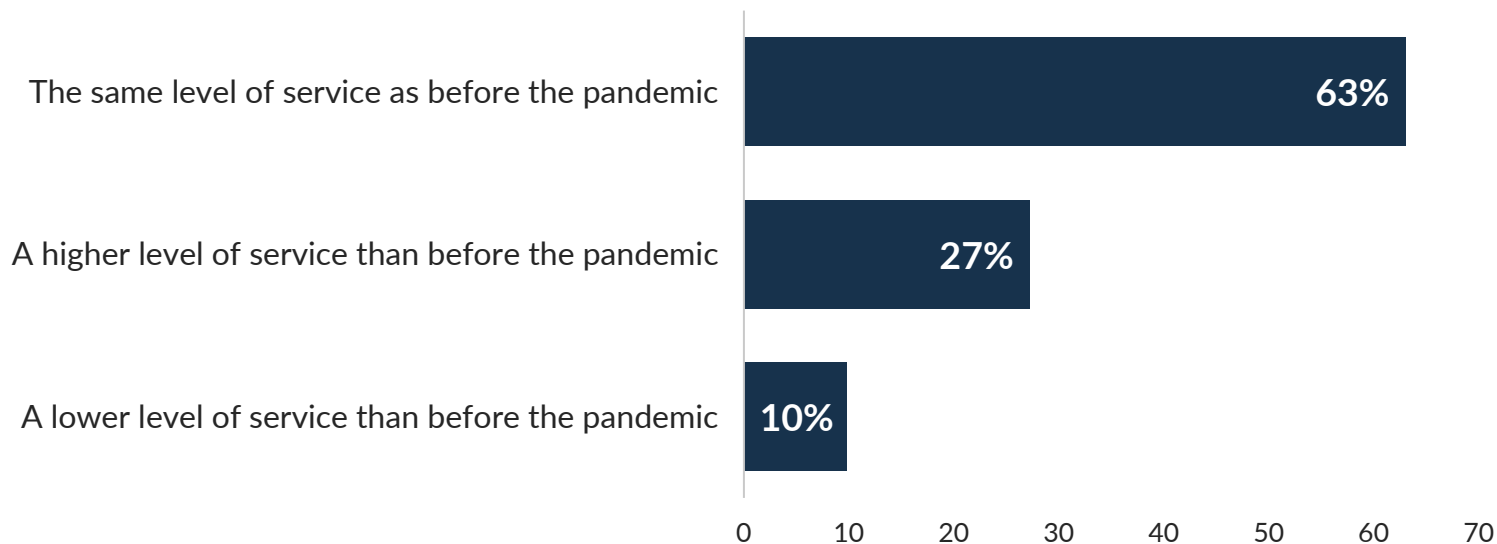
IMPACT ON TRAVEL PLANS

On your most recent trip in the last three months, what level of service did you receive from tourism and hospitality businesses?



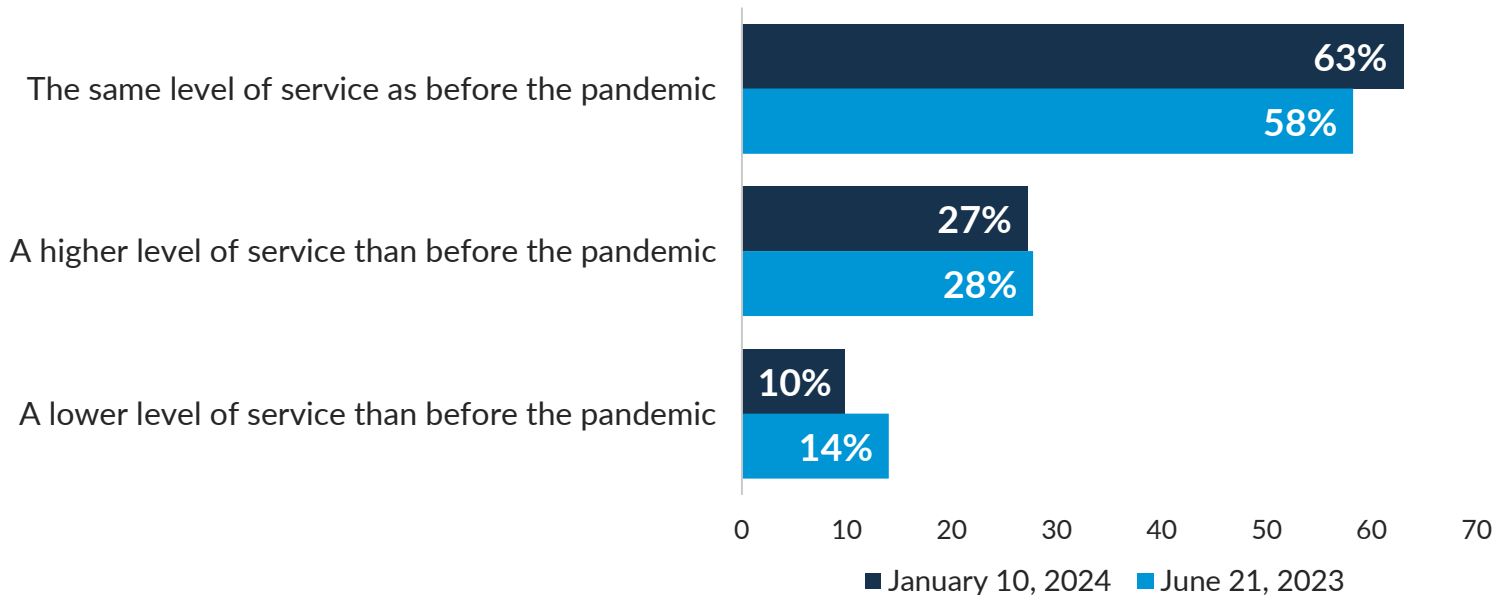
IMPACT ON TRAVEL PLANS

When traveling in the next three months, what level of service do you expect to receive from tourism and hospitality businesses?



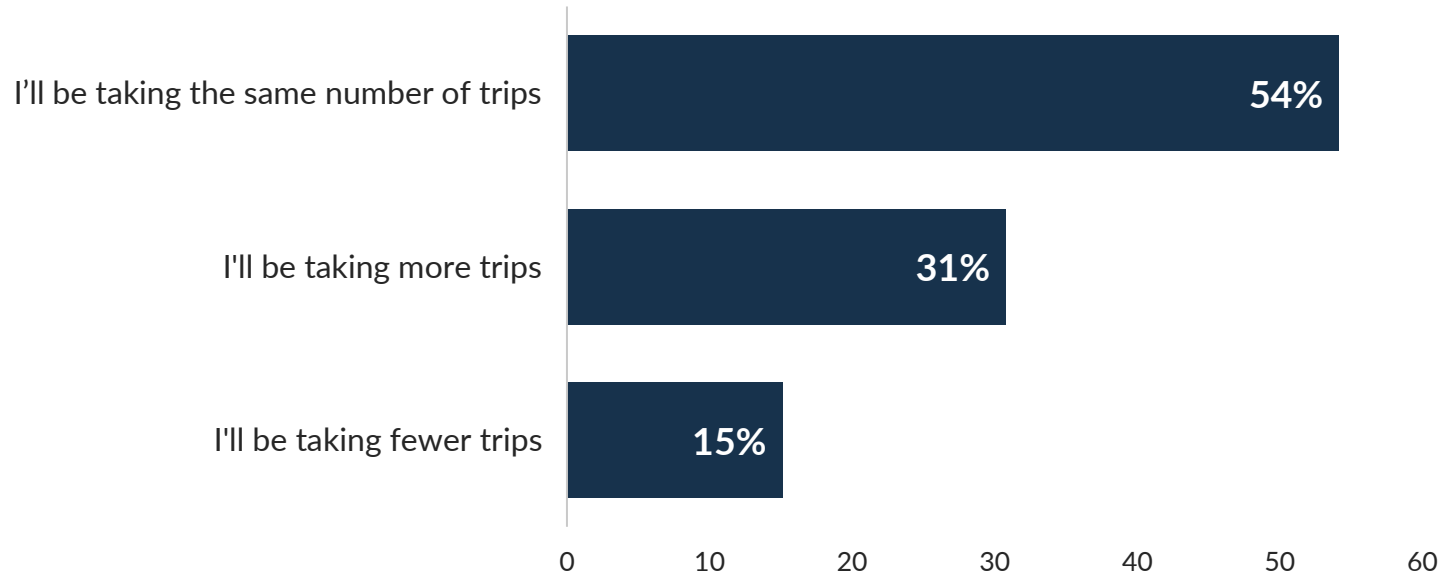
IMPACT ON TRAVEL PLANS

When traveling in the next three months, what level of service do you expect to receive from tourism and hospitality businesses?



IMPACT ON TRAVEL PLANS

Compared to last year, which of the following best describes your plans for leisure and vacation travel this year?



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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