

THE ROAD AHEAD

American Travel Sentiment Study

WAVE 86: EV Travel and Summer Activities

JUNE 21, 2024

Longwoods
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PARTNERSHIP

A person with their back to the camera, wearing a teal long-sleeved shirt, stands on a rocky ledge overlooking a vast, deep canyon. The sun is setting on the horizon, casting a warm, golden glow over the landscape. The sky is filled with scattered clouds, and the canyon walls are rugged and layered. A river or stream flows through the bottom of the canyon, reflecting the light from the sky.

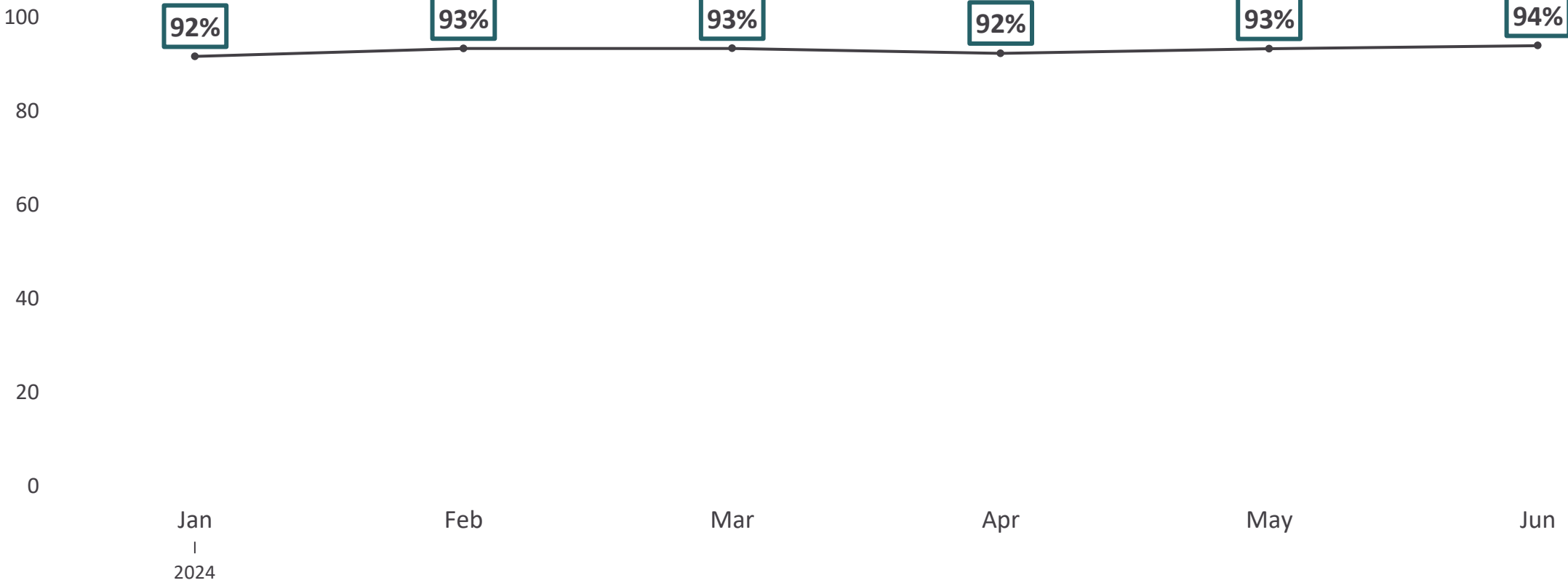
American Travel Sentiment Study

Fielded June 12, 2024

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

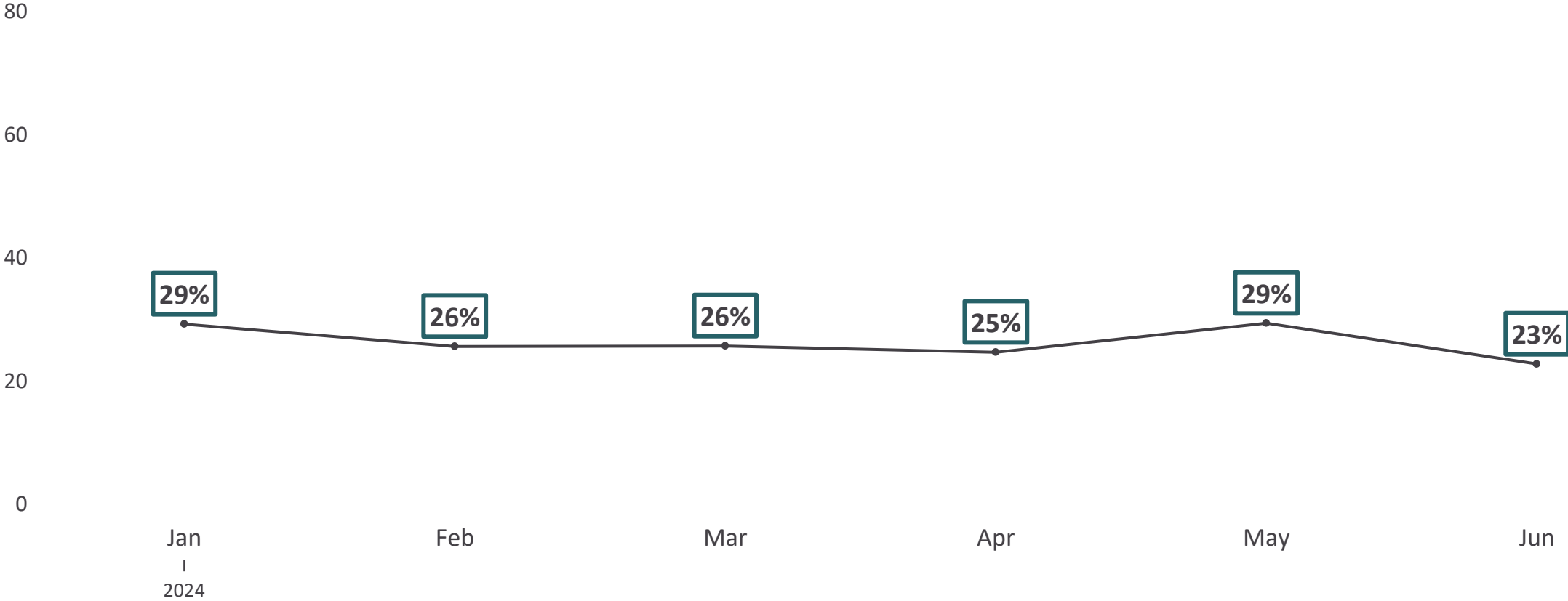
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



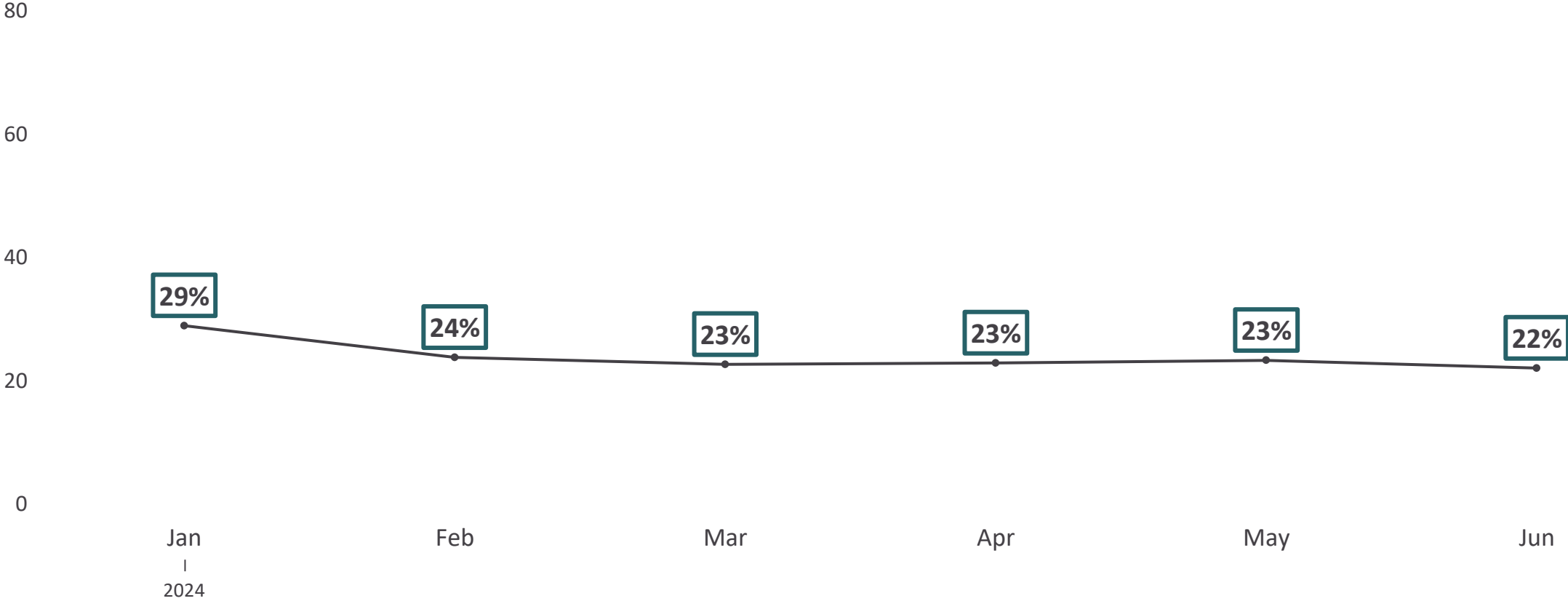
IMPACT ON TRAVEL PLANS

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



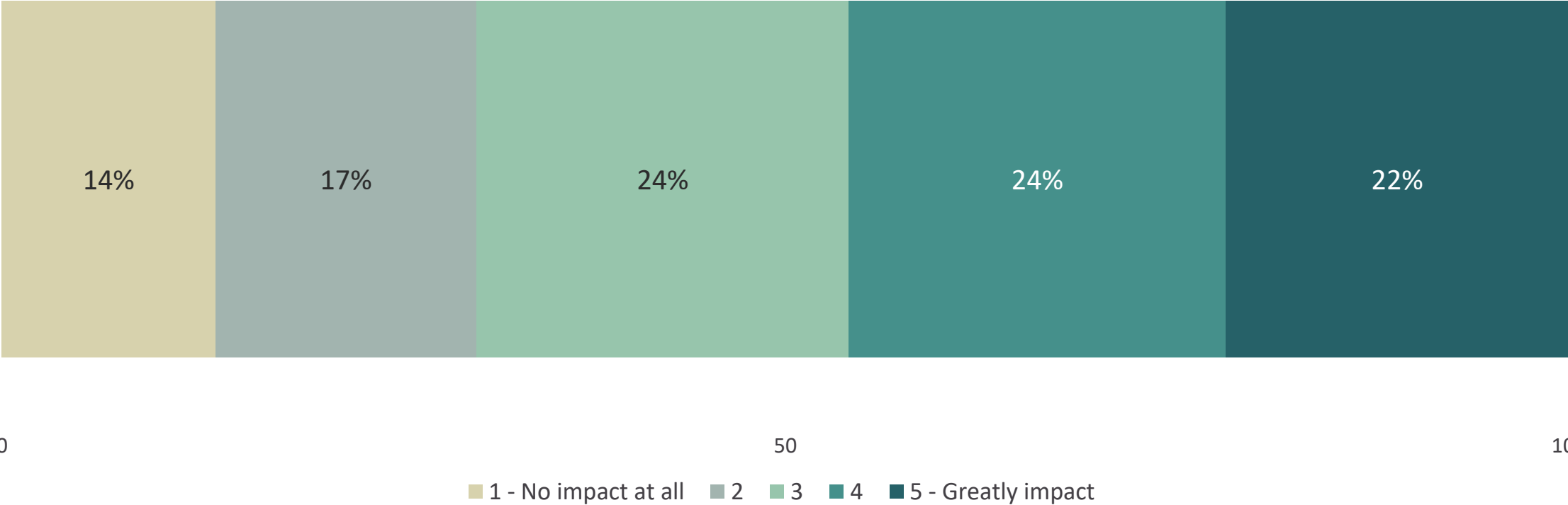
IMPACT ON TRAVEL PLANS

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



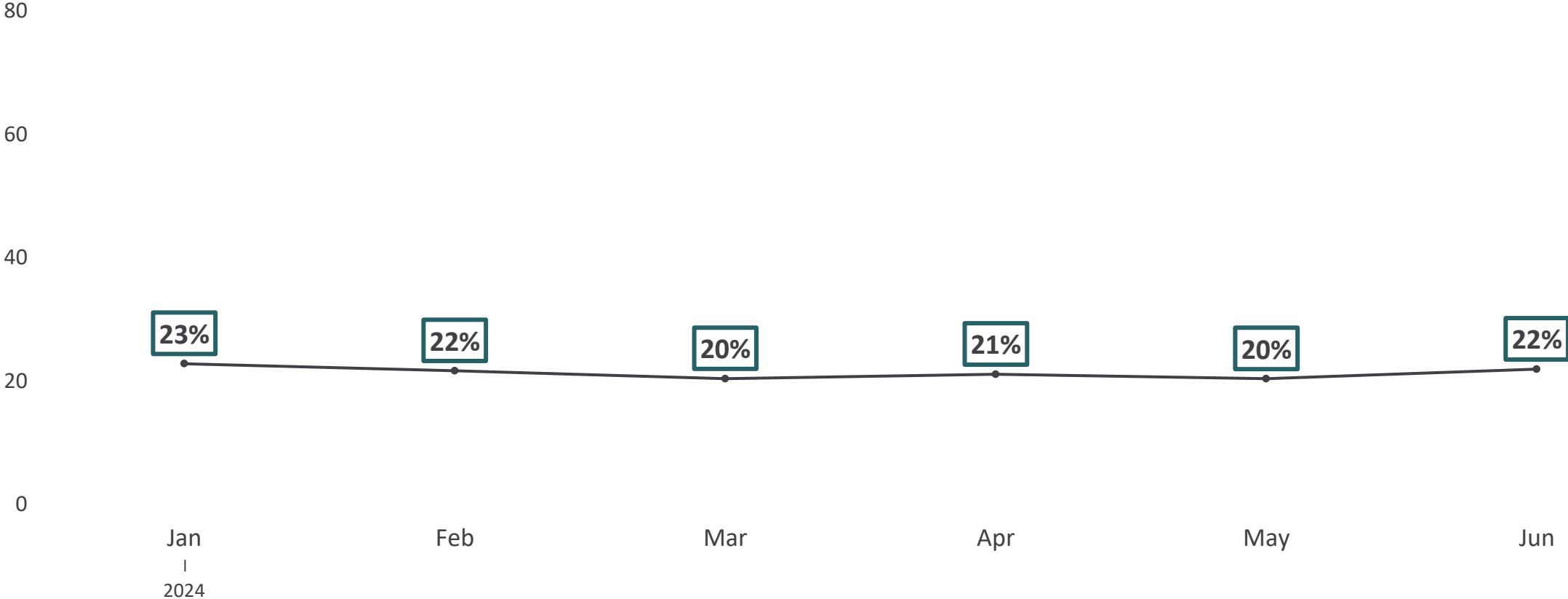
IMPACT ON TRAVEL PLANS

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



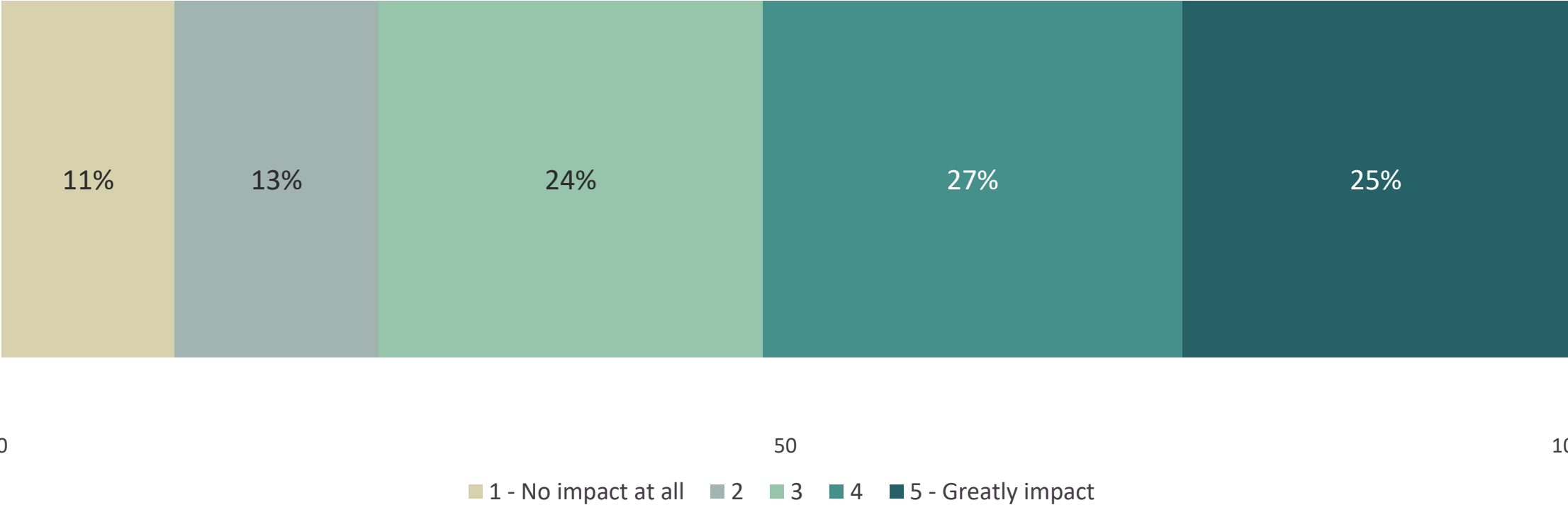
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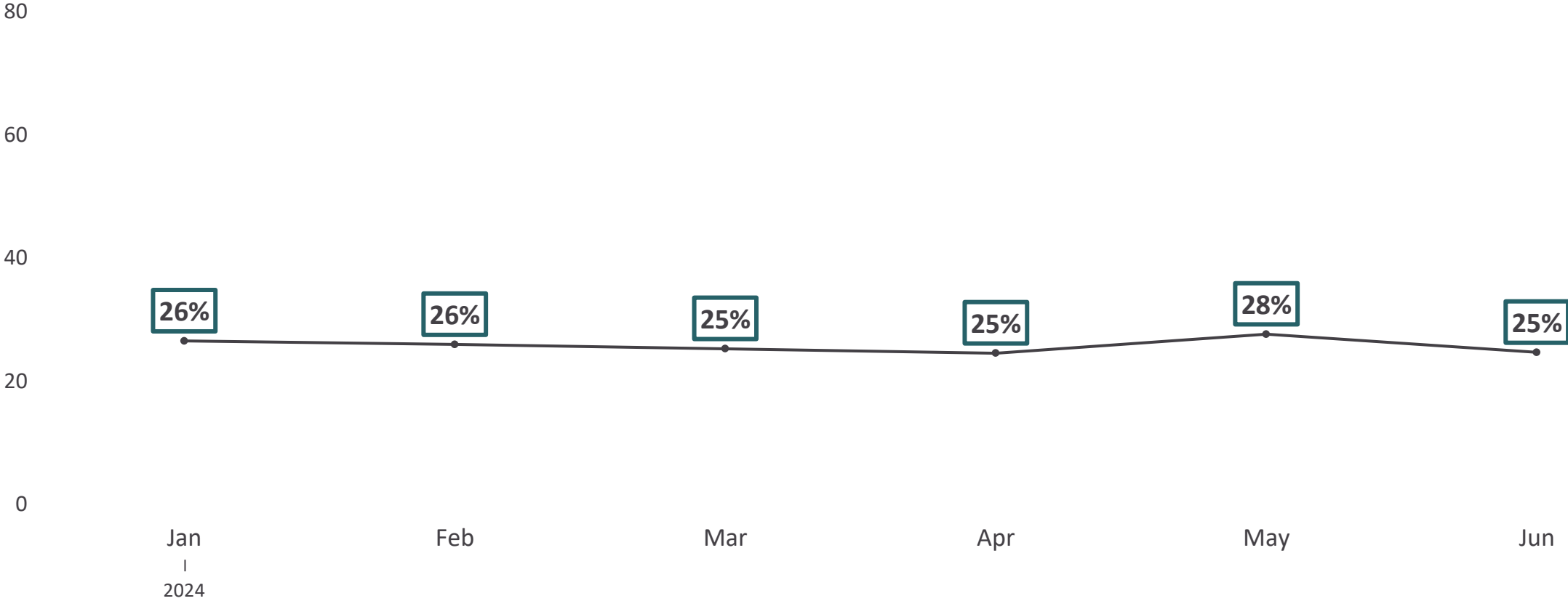
IMPACT ON TRAVEL PLANS

Impact of Inflation on Decisions to Travel in Next Six Months



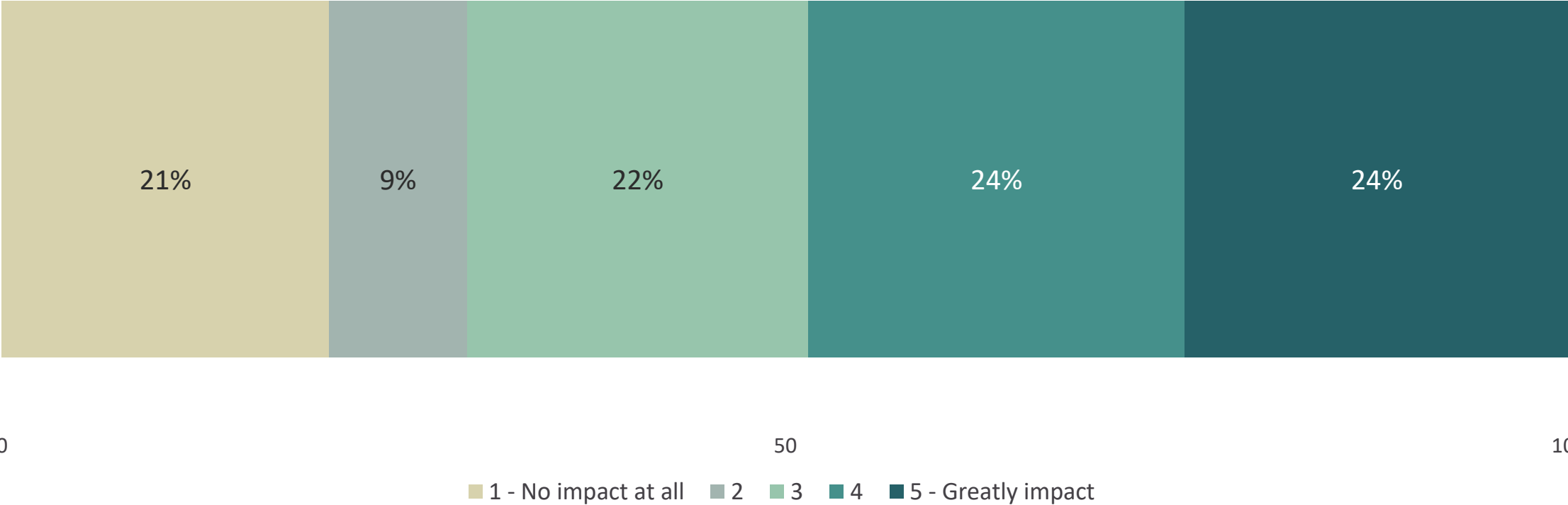
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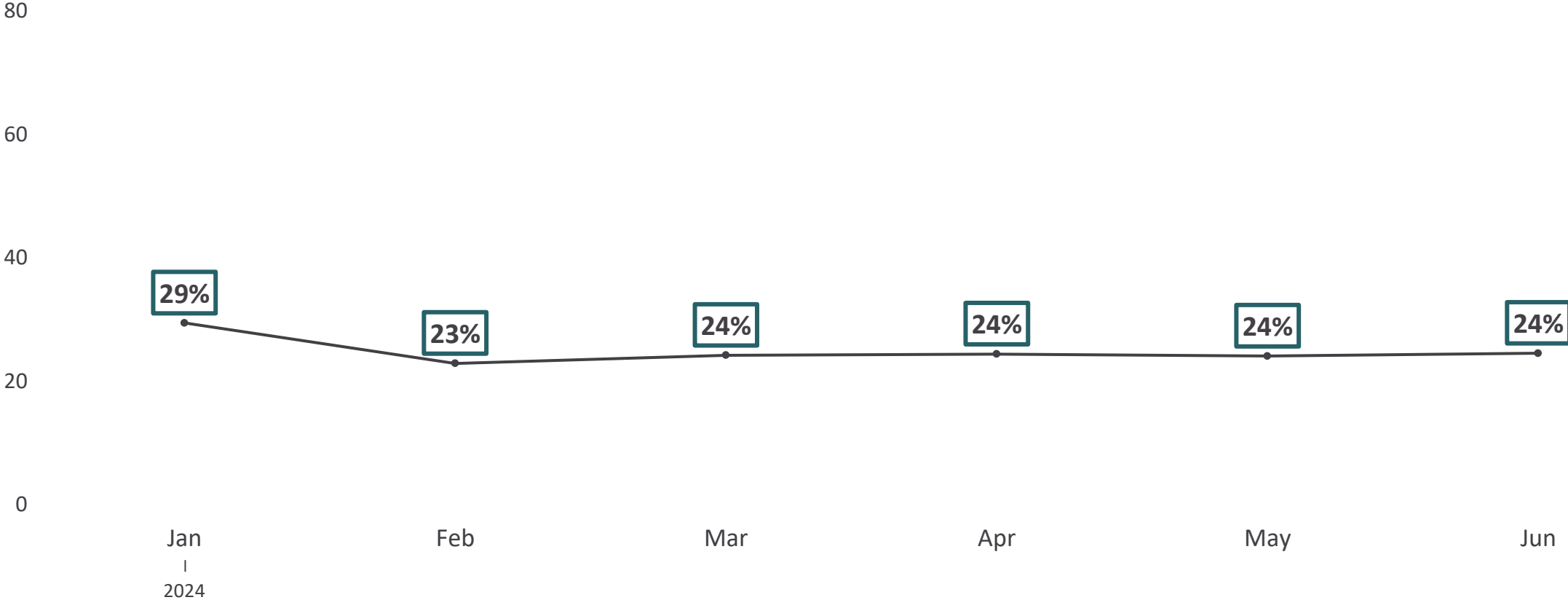
IMPACT ON TRAVEL PLANS

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



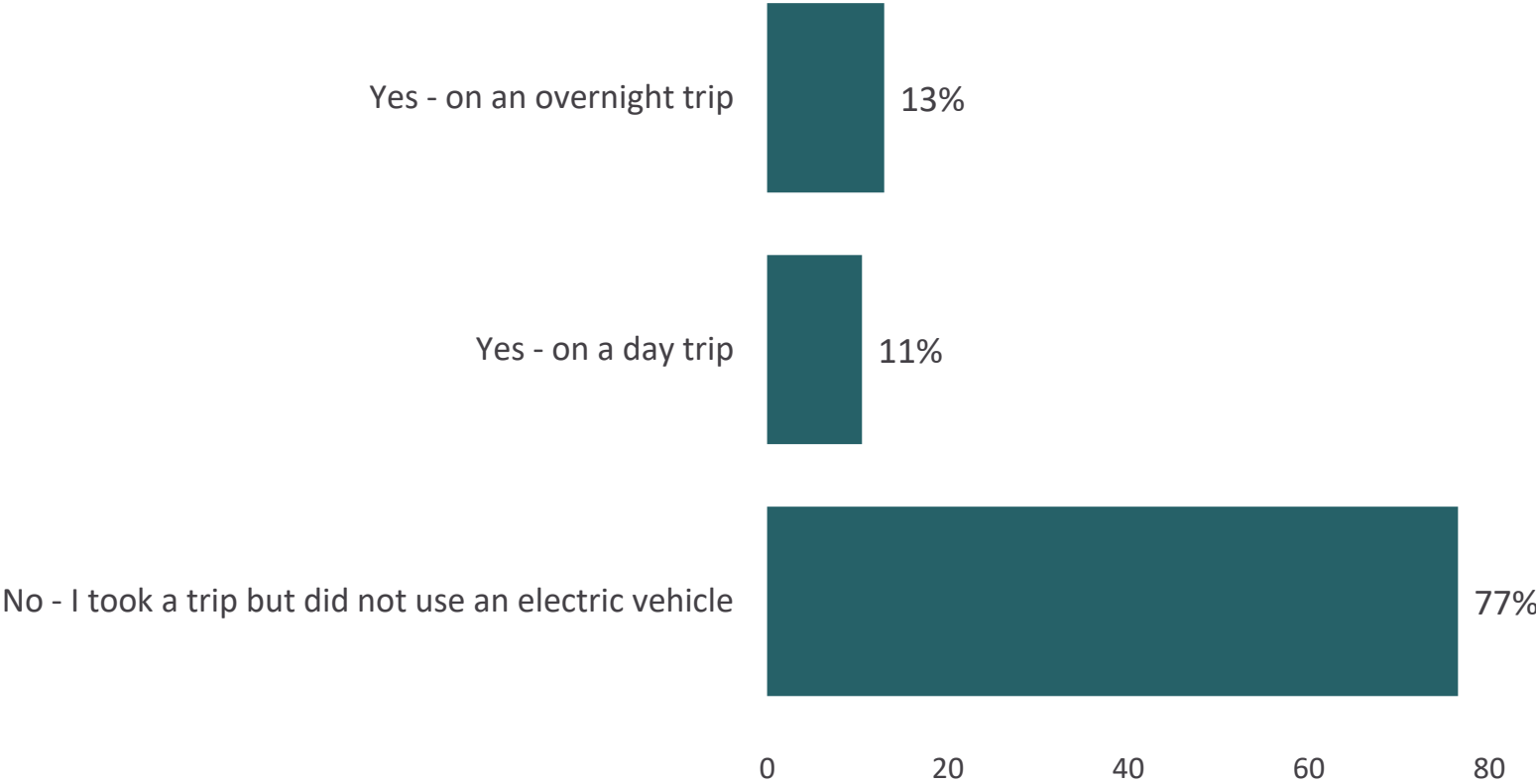
IMPACT ON TRAVEL PLANS

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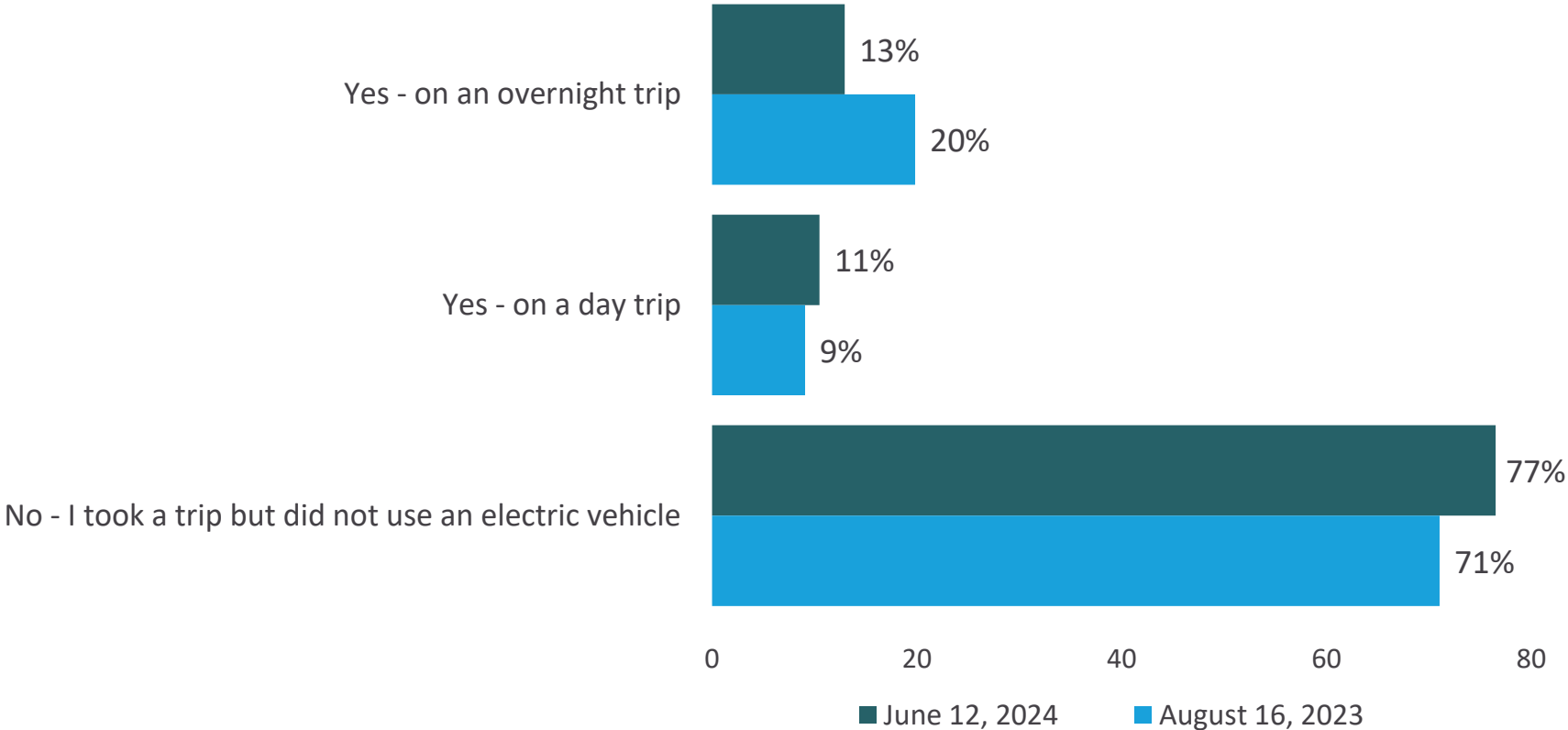
IMPACT ON TRAVEL PLANS

In the last six months, have you used an electric vehicle to travel on a trip?



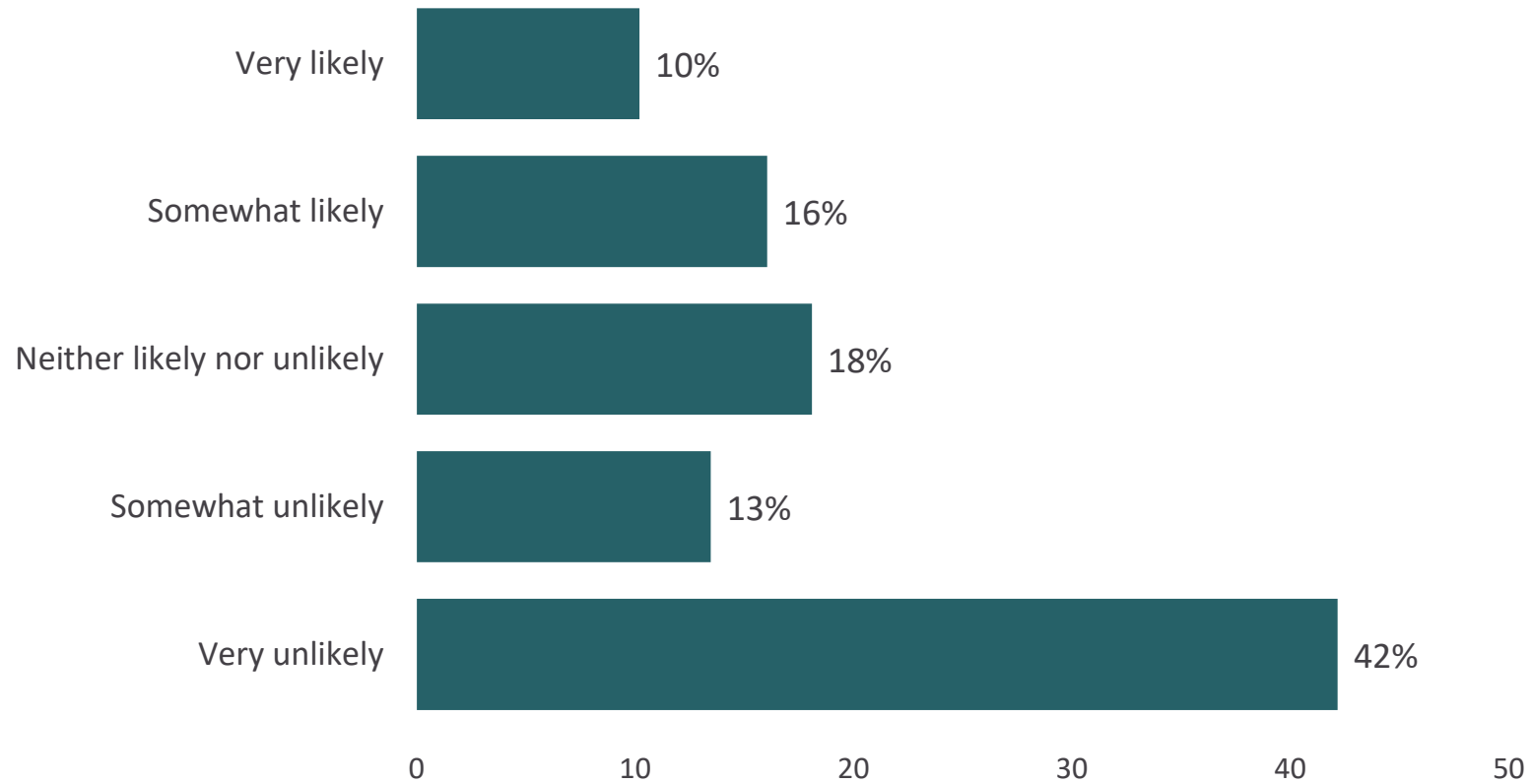
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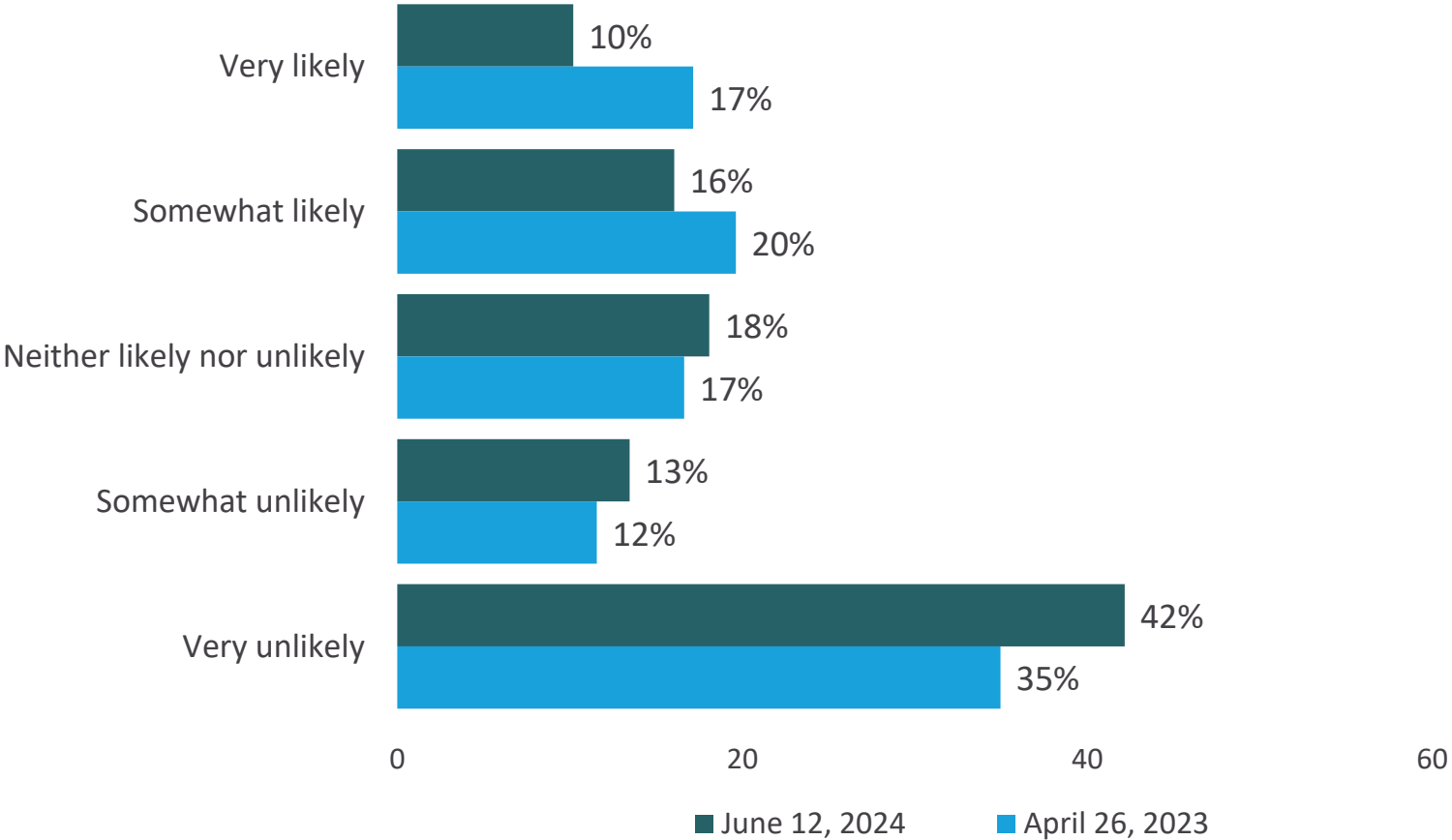
IMPACT ON TRAVEL PLANS

On your next trip, how likely are you to use an electric vehicle?



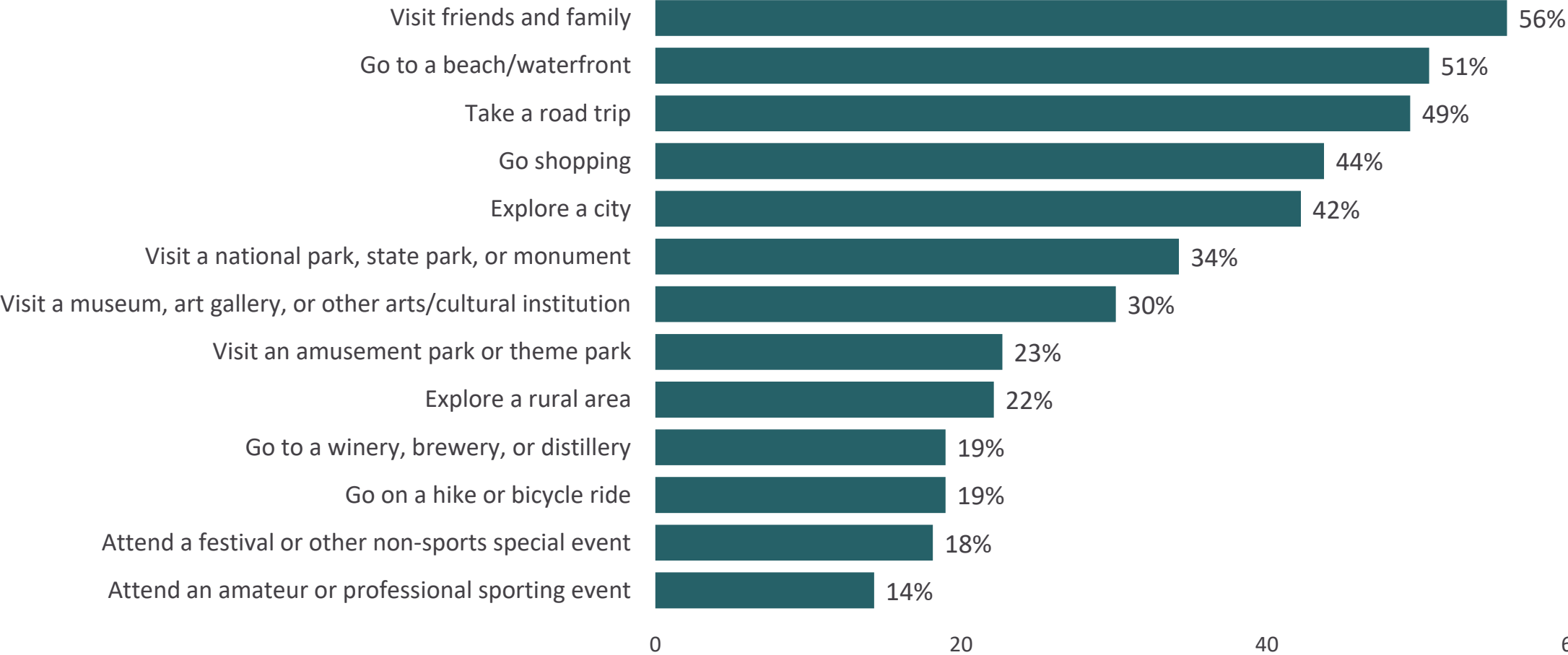
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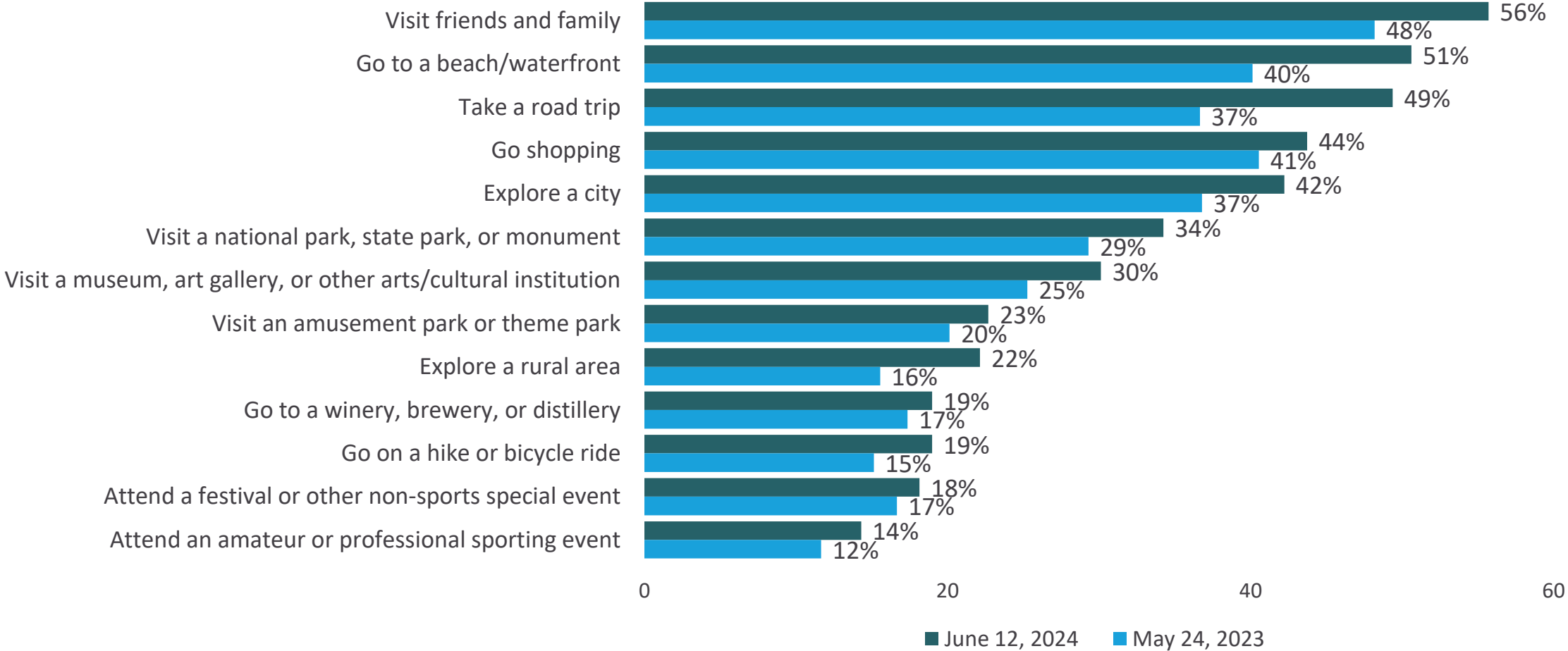
IMPACT ON TRAVEL PLANS

Activities Travelers Plan to Do on Next Leisure Trip



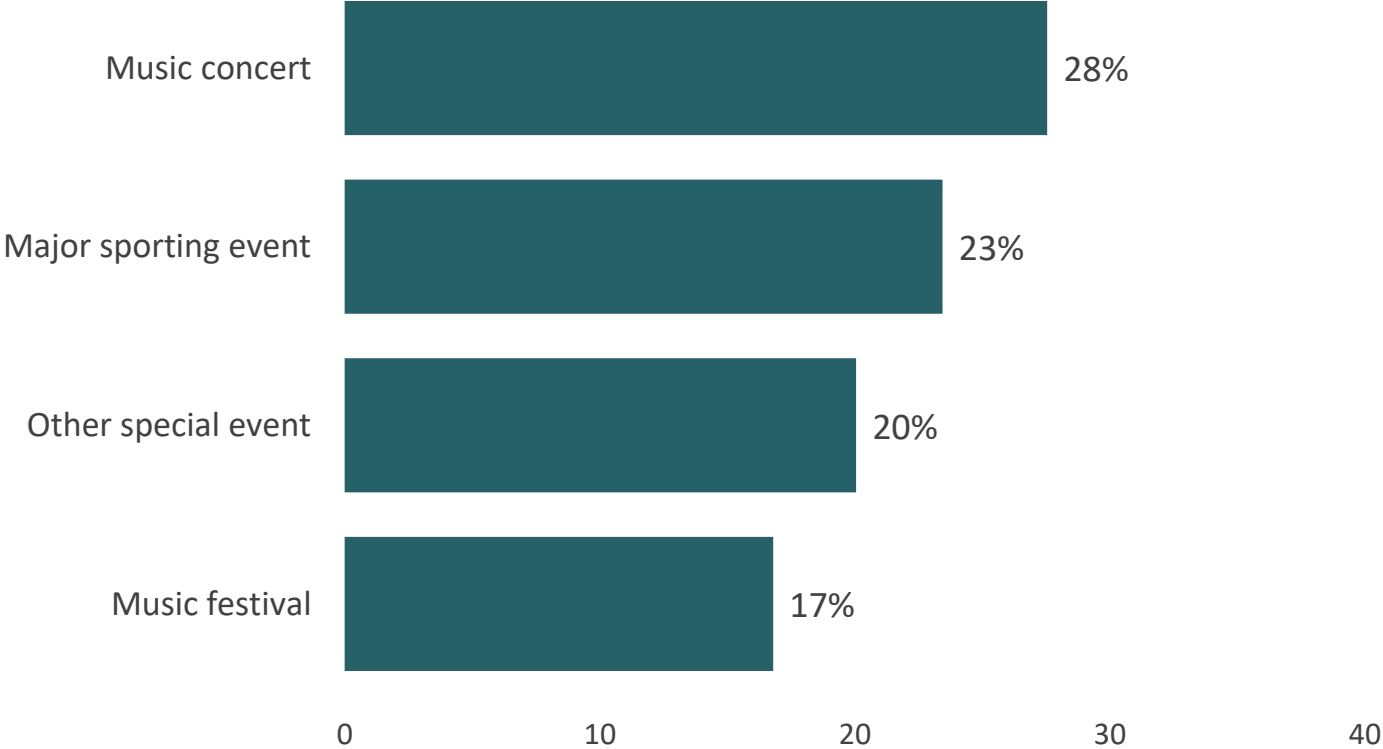
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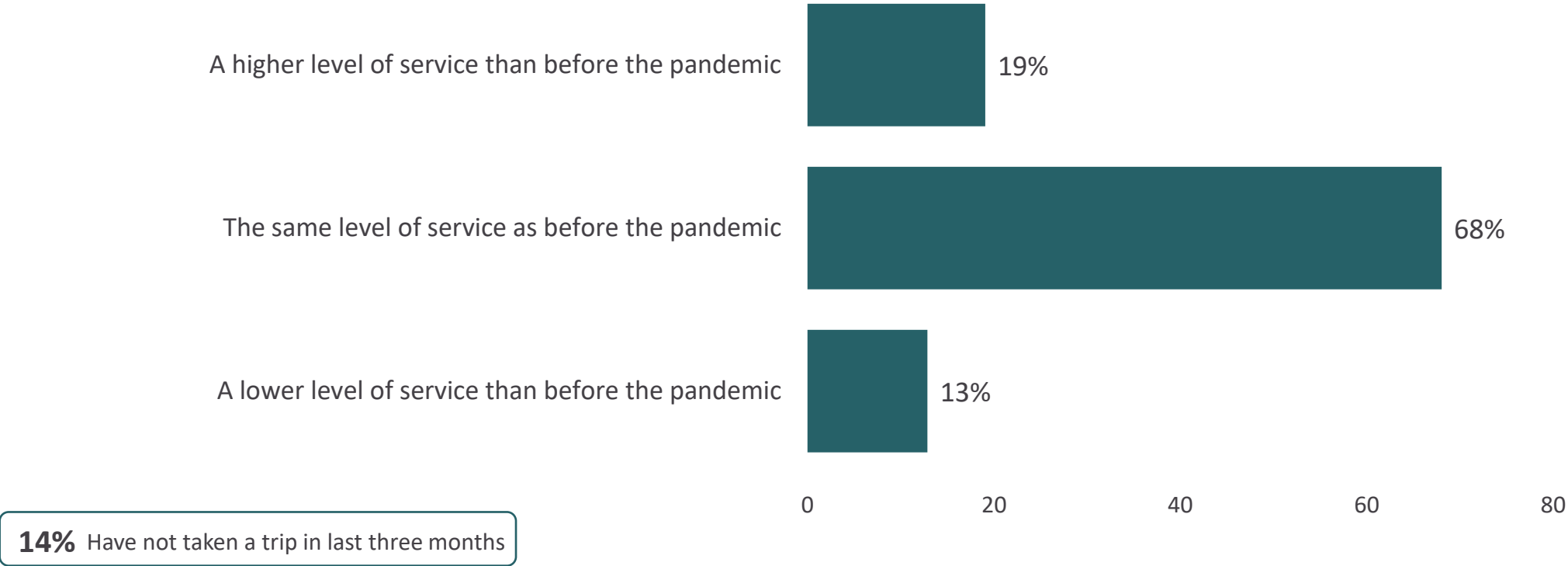
IMPACT ON TRAVEL PLANS

In the next six months, are you planning any trips for the purpose of attending one or more of the following:



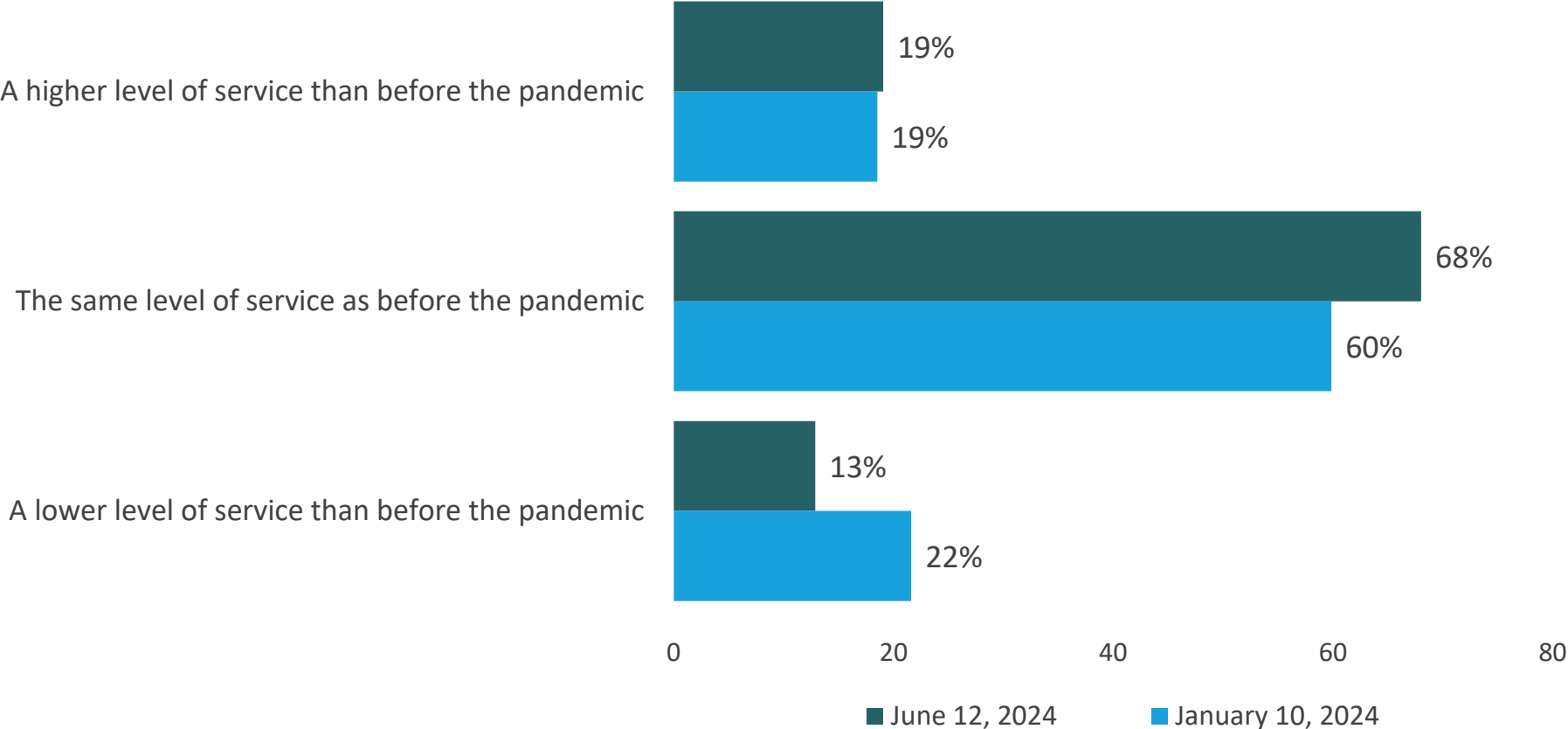
IMPACT ON TRAVEL PLANS

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



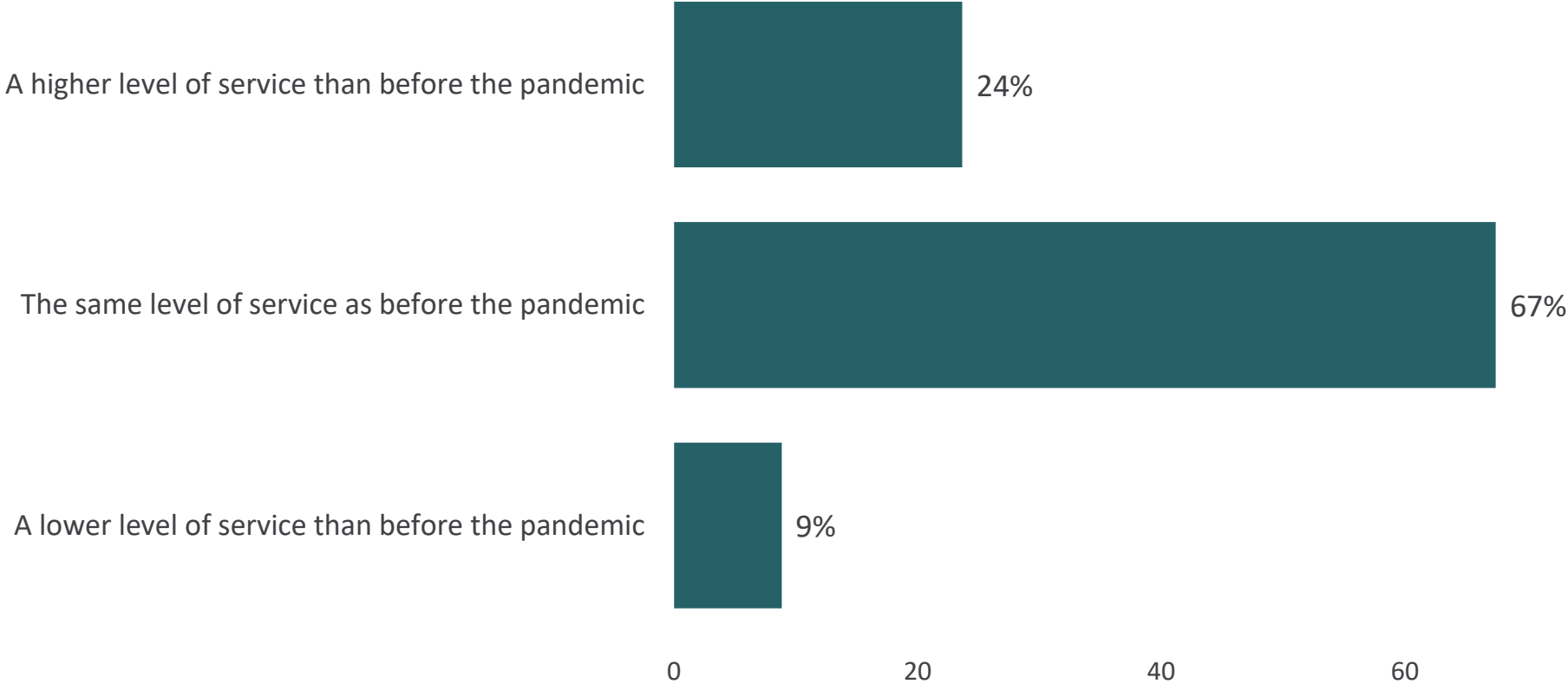
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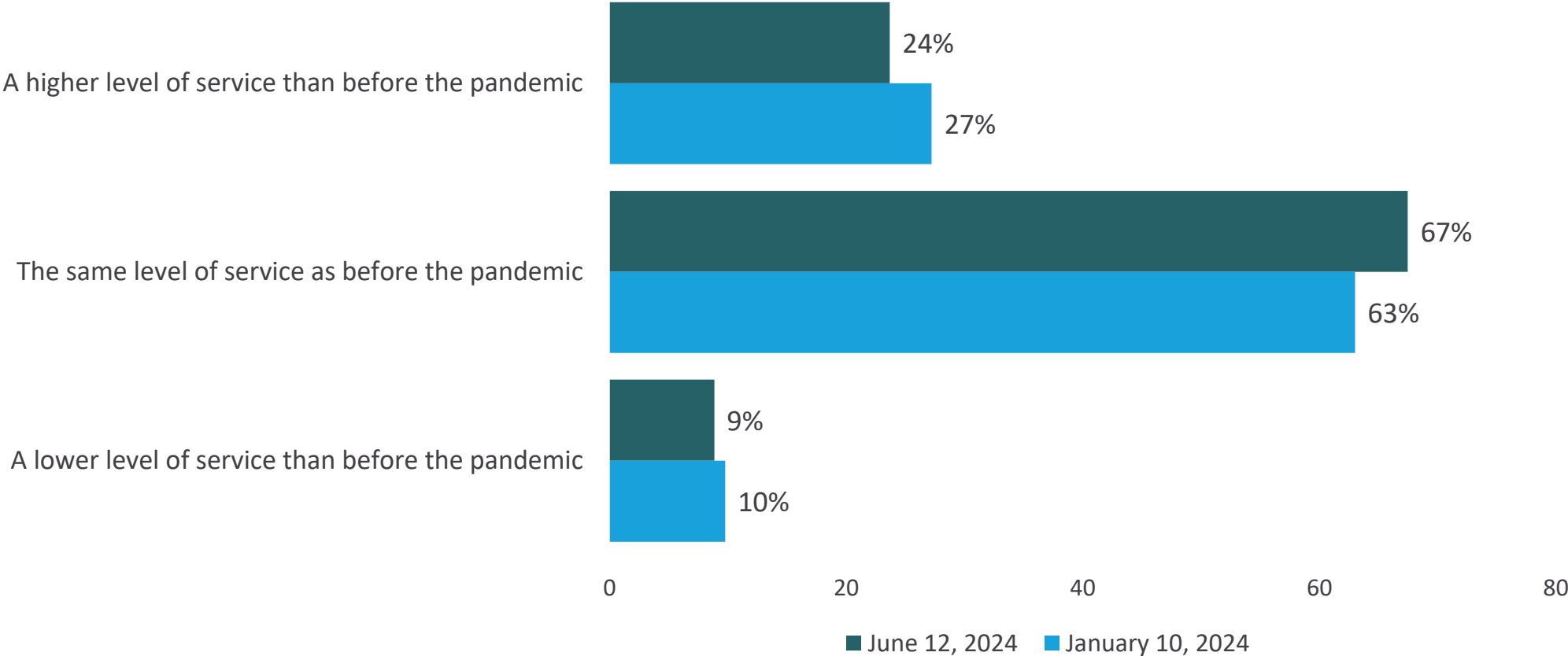
IMPACT ON TRAVEL PLANS

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?





Additional Resources

Longwoods International Research
www.longwoods-intl.com/travel-sentiment

Miles Partnership Research and Insights
www.MilesPartnership.com/How-We-Think

A woman with blonde hair in a ponytail, wearing a teal long-sleeved shirt, stands on a rocky ledge overlooking a deep canyon. The canyon walls are dark brown and layered, with a vibrant turquoise river winding through the bottom. The scene is captured from a high angle, looking down at the woman and the canyon.

Thank You!

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