

THE ROAD AHEAD

American Travel Sentiment Study

WAVE 88 : Customer Service , Artificial Intelligence, and Extreme Weather

August 22, 2024

Longwoods
INTERNATIONAL

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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 deep canyon. The sun is setting in the distance, casting a warm orange glow over the scene. The canyon walls are rugged and layered, with a river winding through the bottom. The sky is filled with soft, orange-tinted clouds.

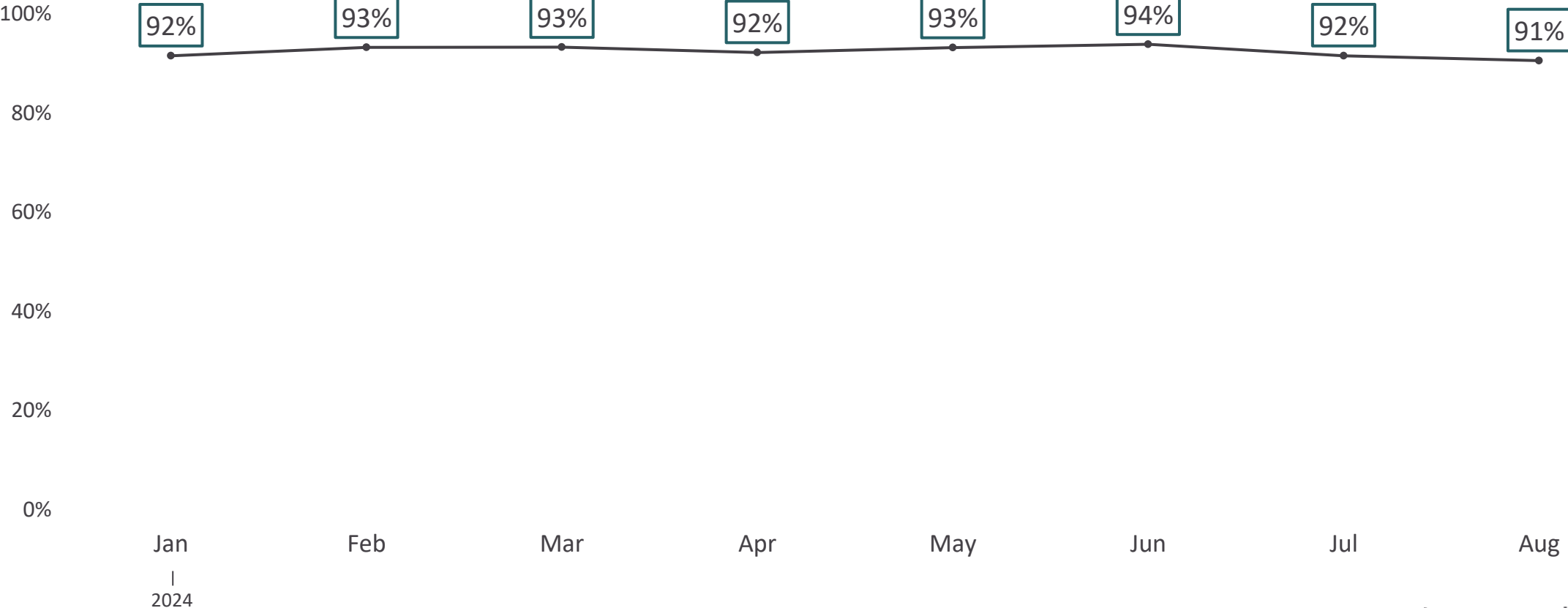
American Travel Sentiment Study

Fielded August 6, 2024

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

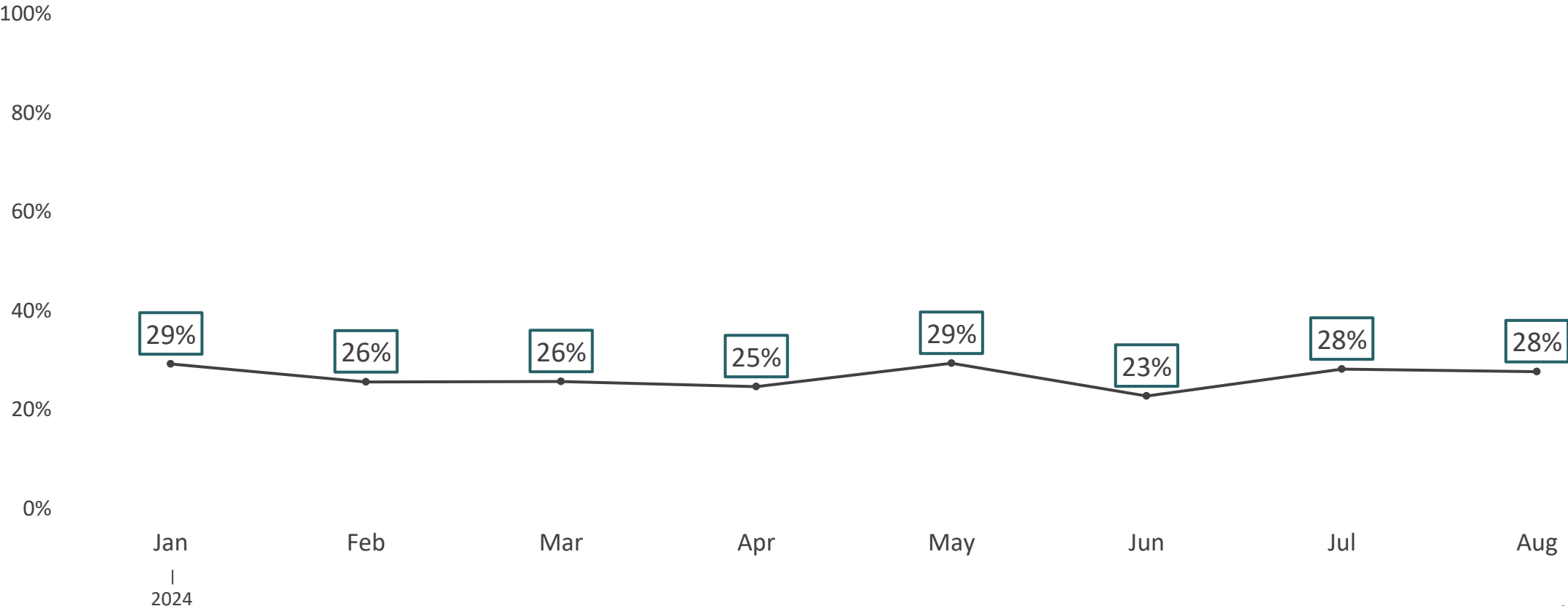
IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison



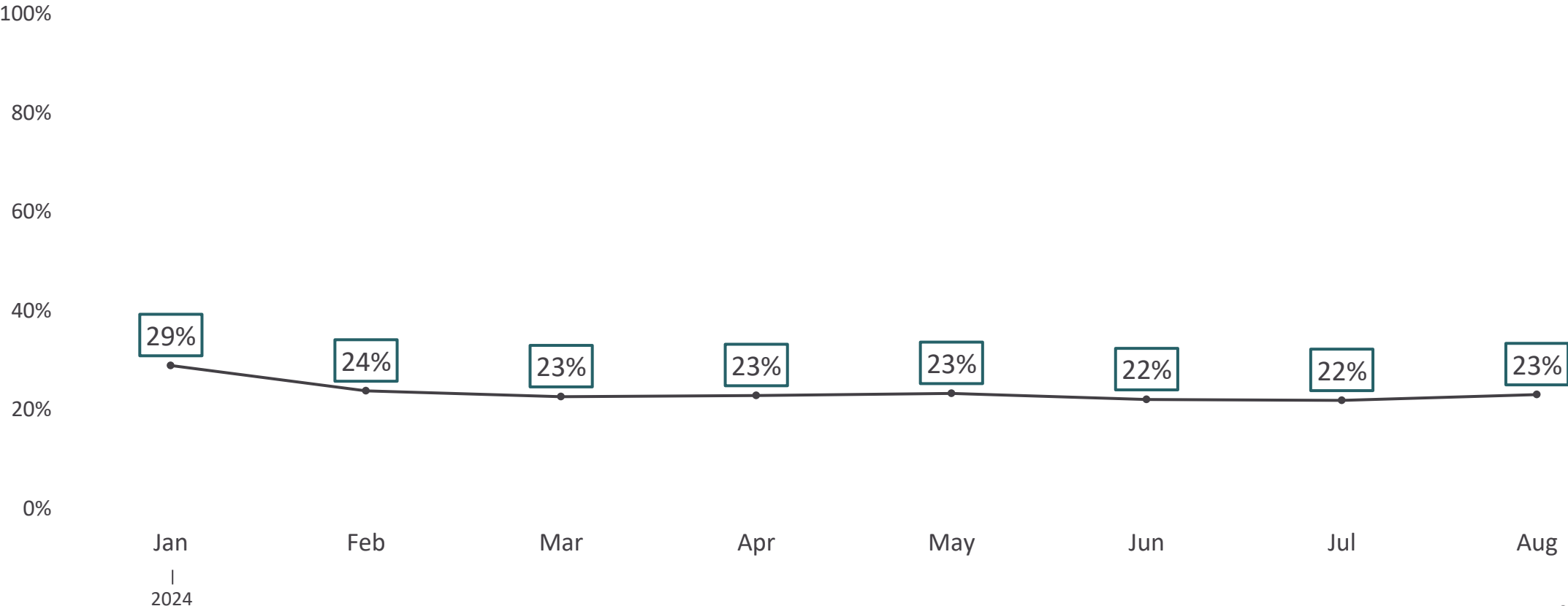
IMPACT ON TRAVEL PLANS

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

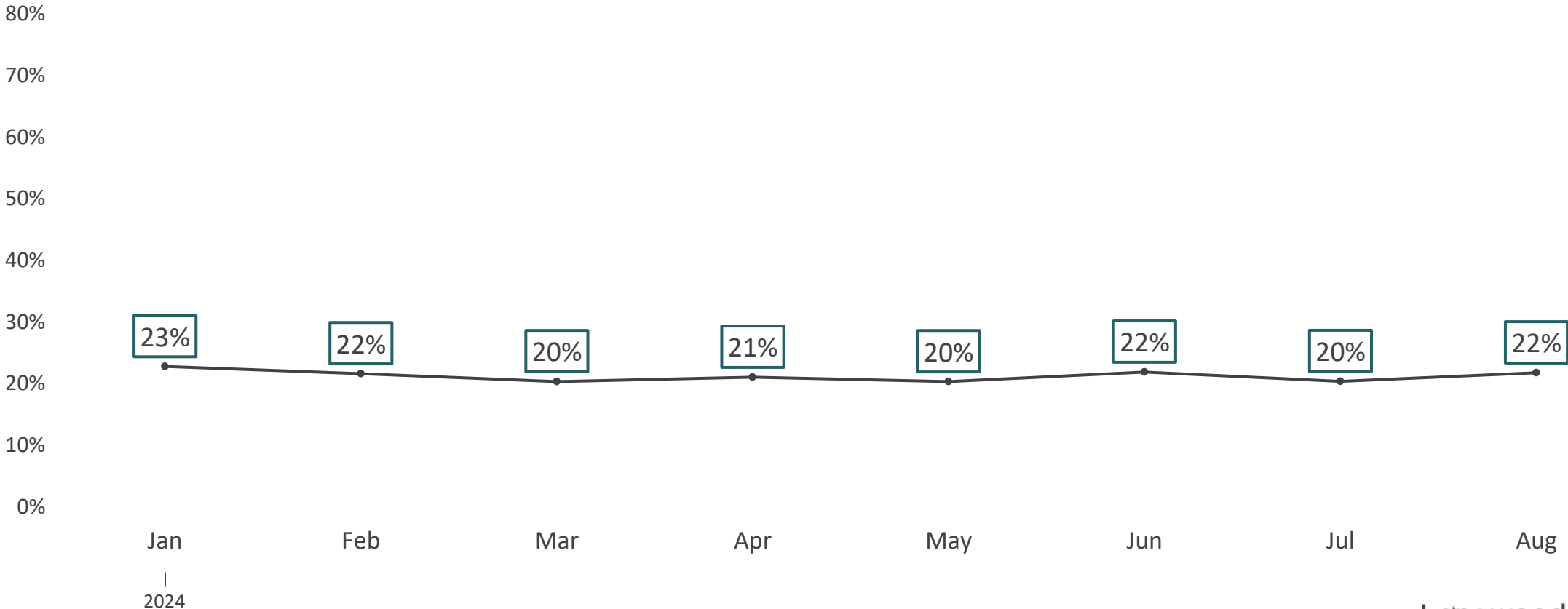


0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

No impact at all 1 2 3 4 Greatly impact 5

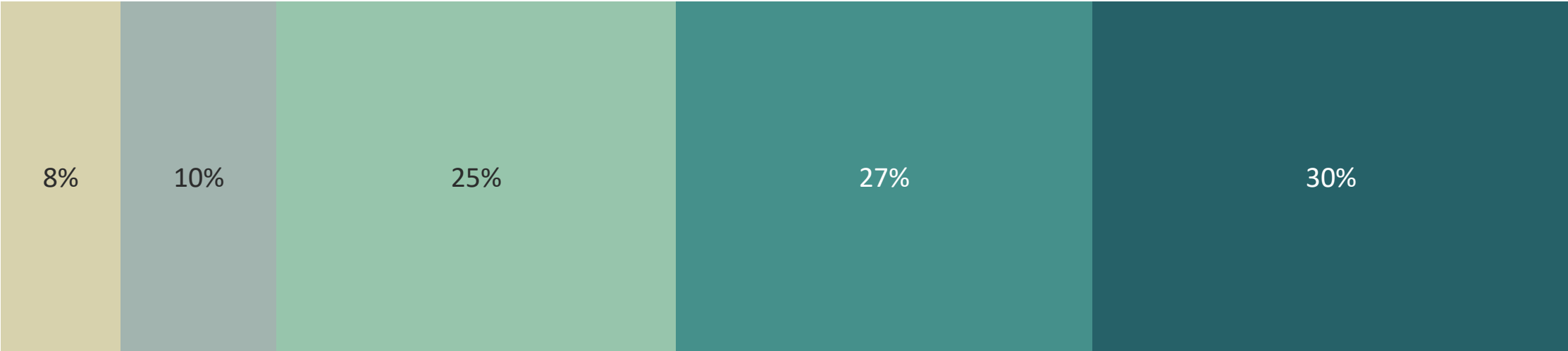
IMPACT ON TRAVEL PLANS

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



IMPACT ON TRAVEL PLANS

Impact of Inflation on Decisions to Travel in Next Six Months

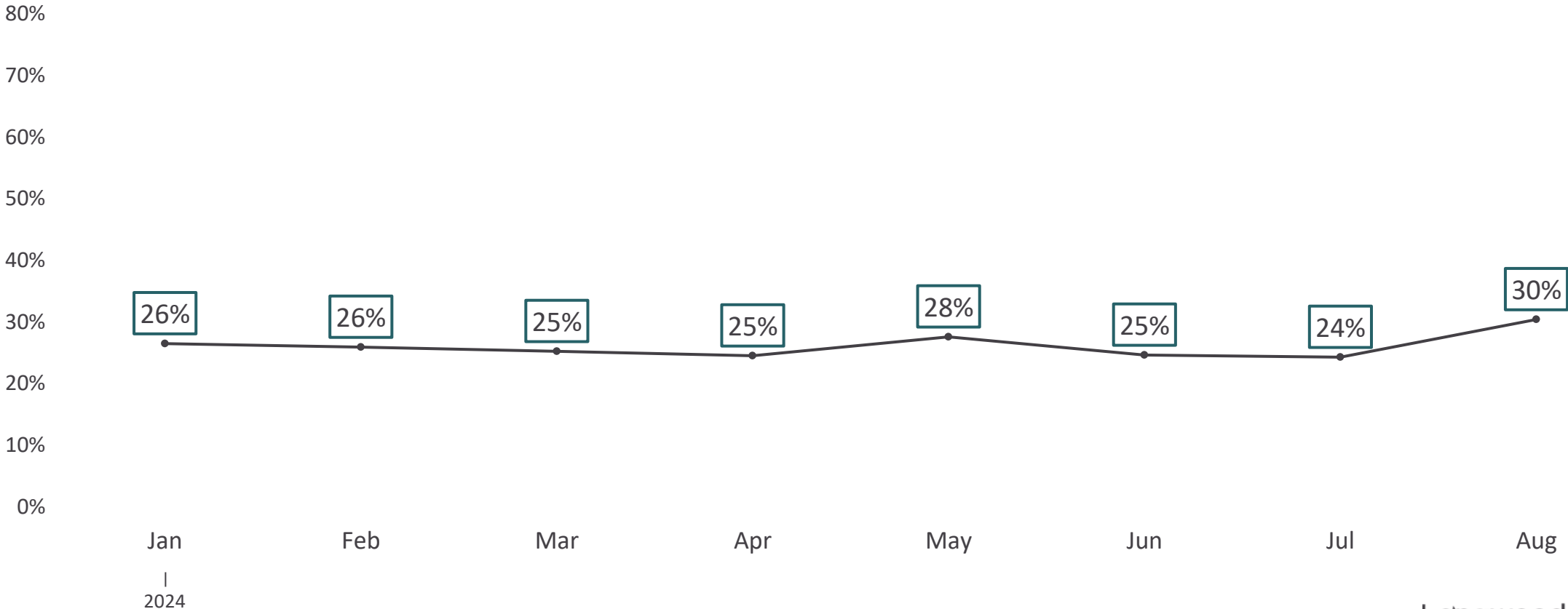


0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

No impact at all 1 2 3 4 Greatly impact 5

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

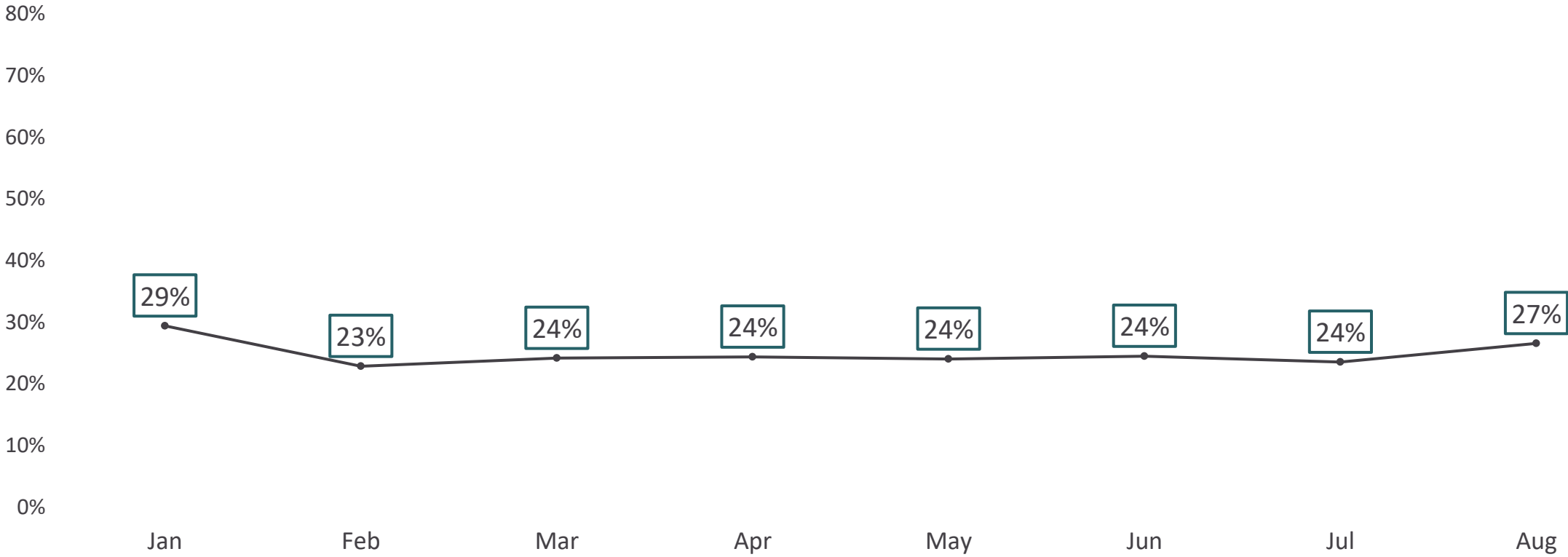


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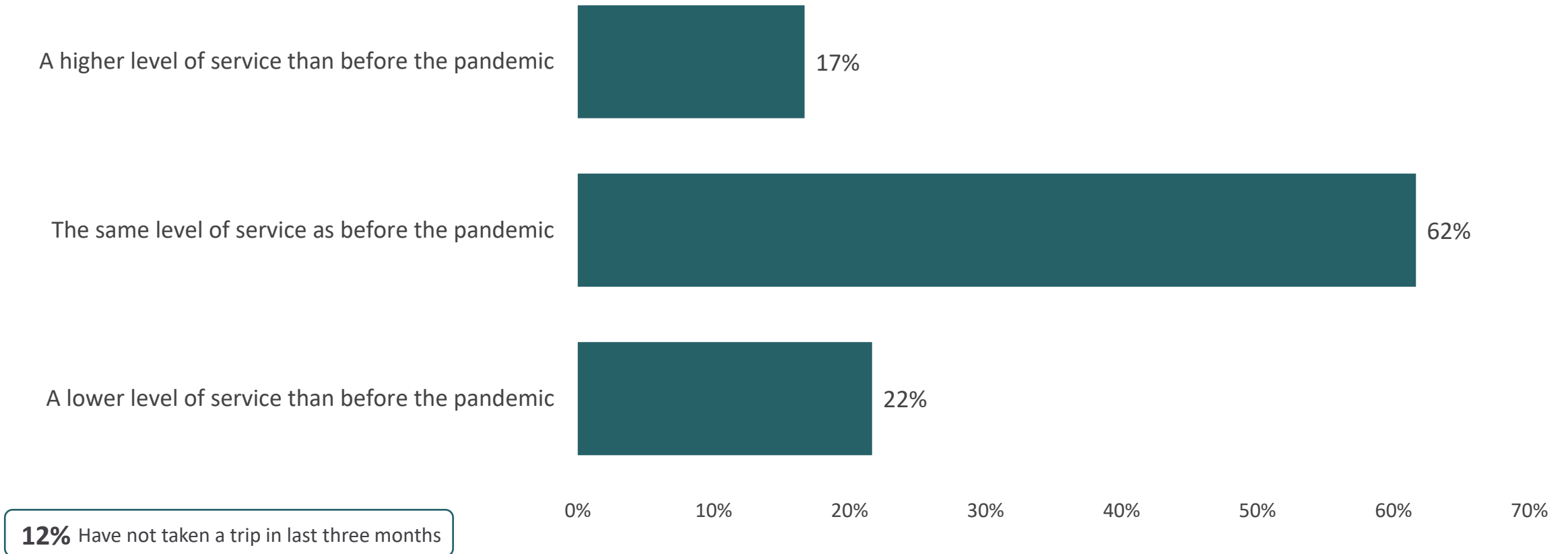
IMPACT ON TRAVEL PLANS

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



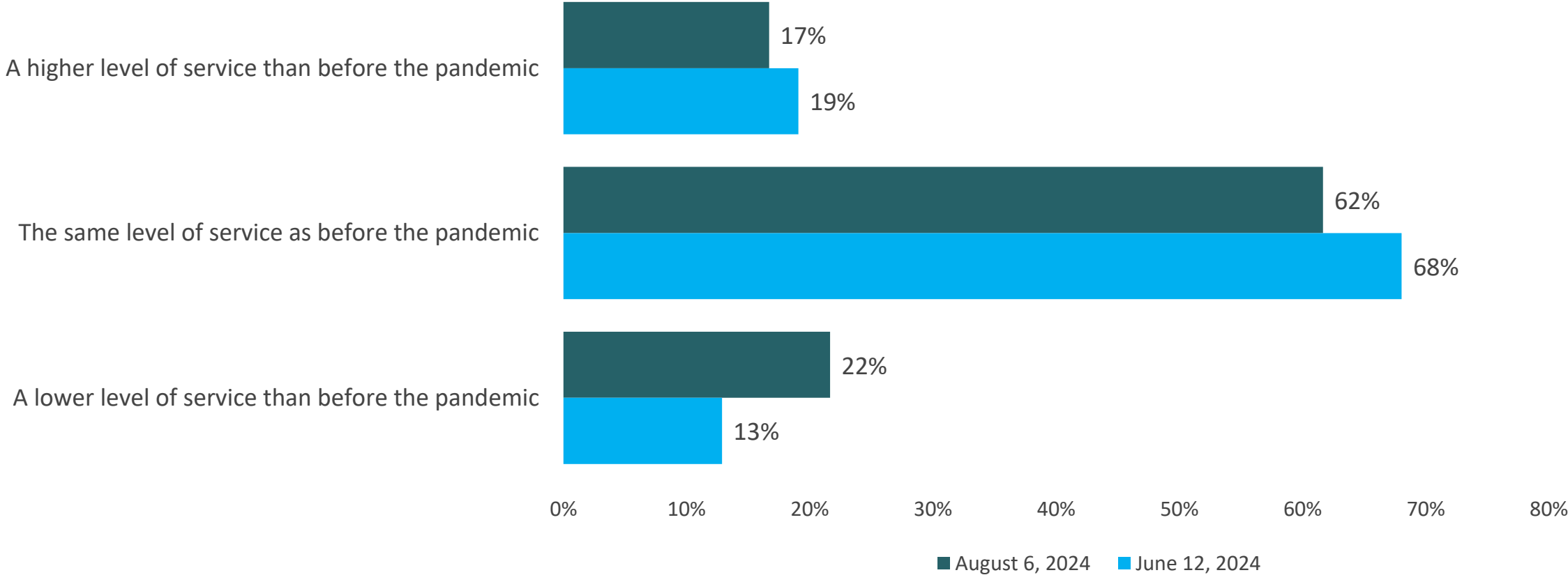
IMPACT ON TRAVEL PLANS

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



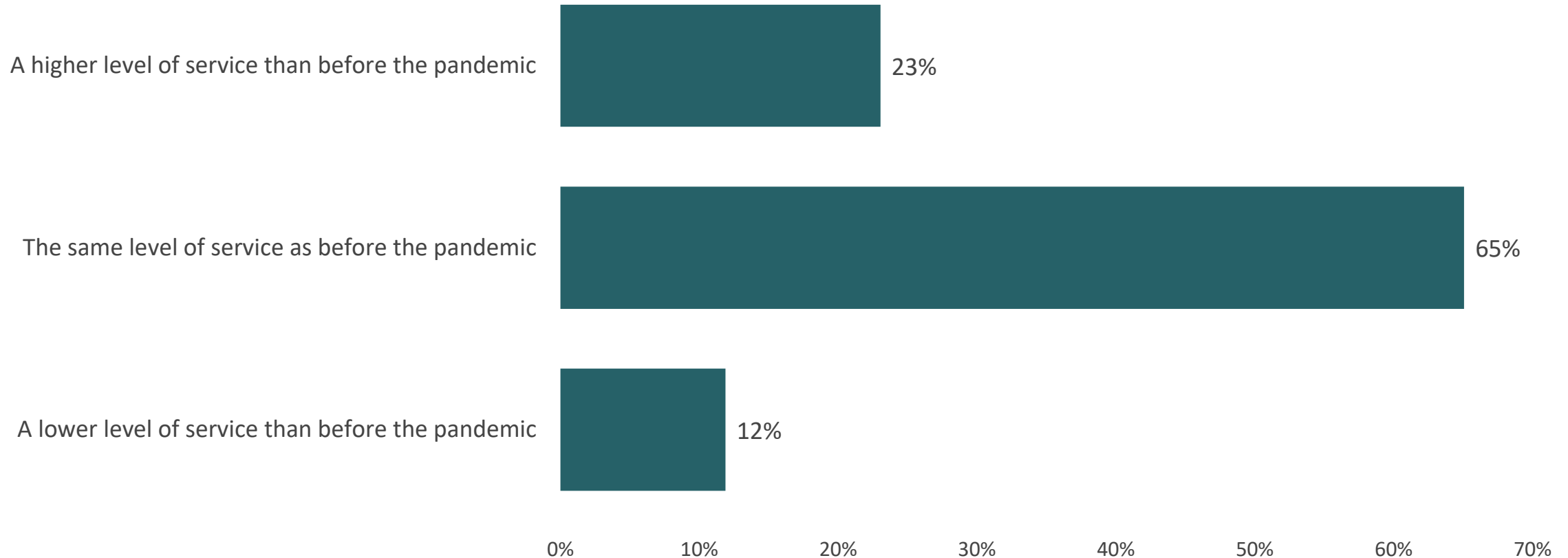
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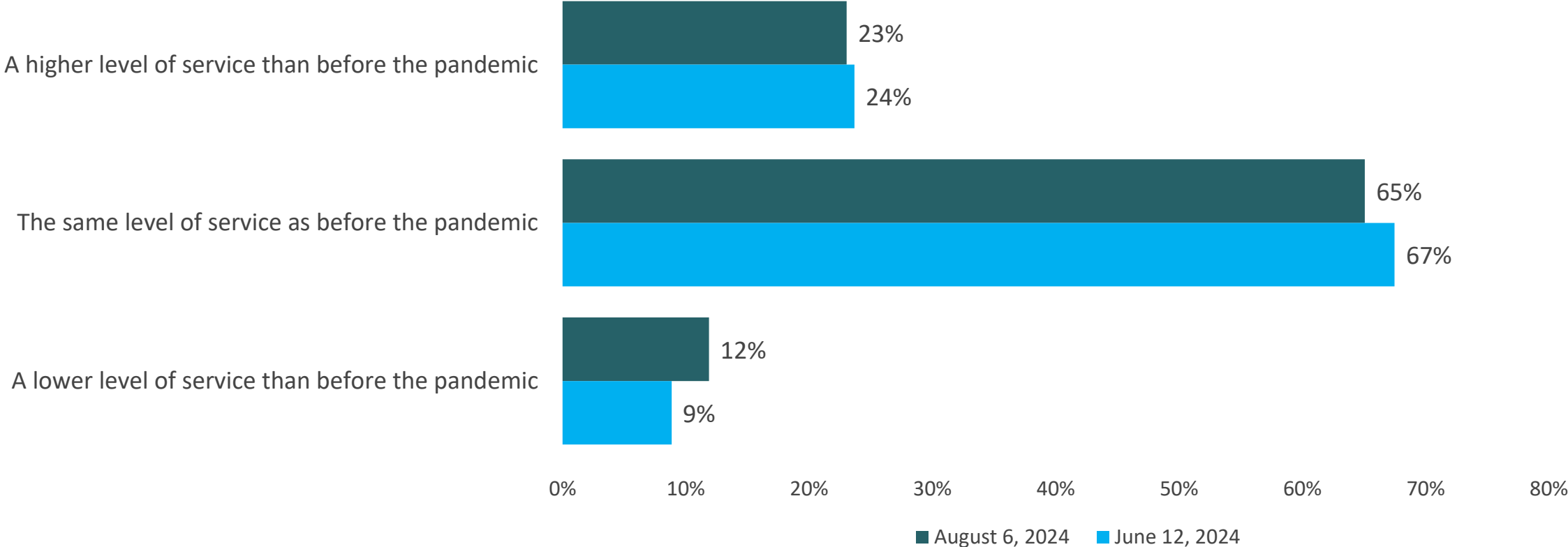
IMPACT ON TRAVEL PLANS

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



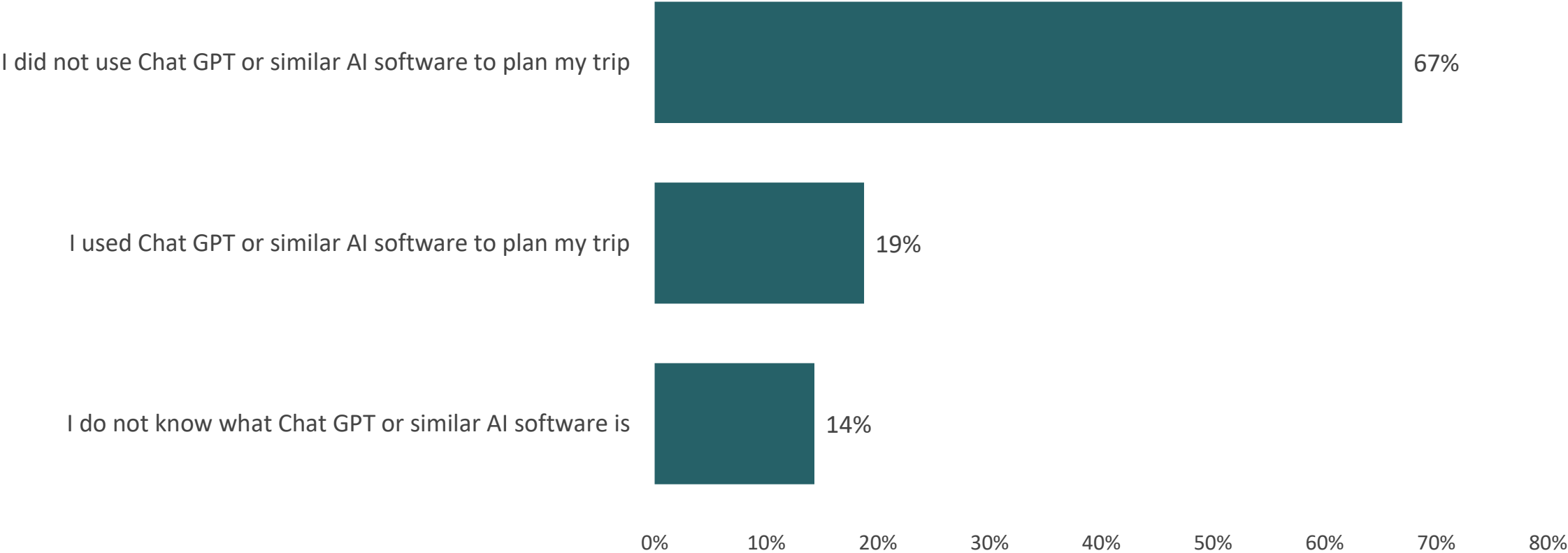
IMPACT ON TRAVEL PLANS

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



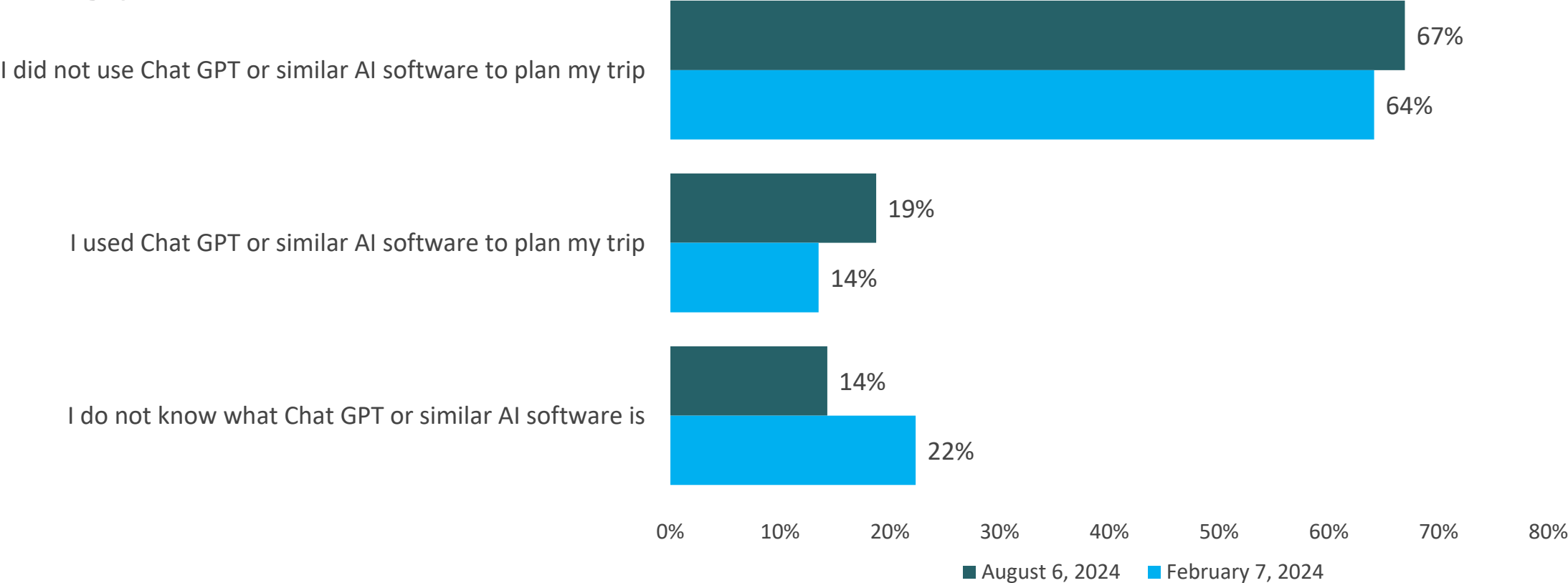
IMPACT ON TRAVEL PLANS

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



IMPACT ON TRAVEL PLANS

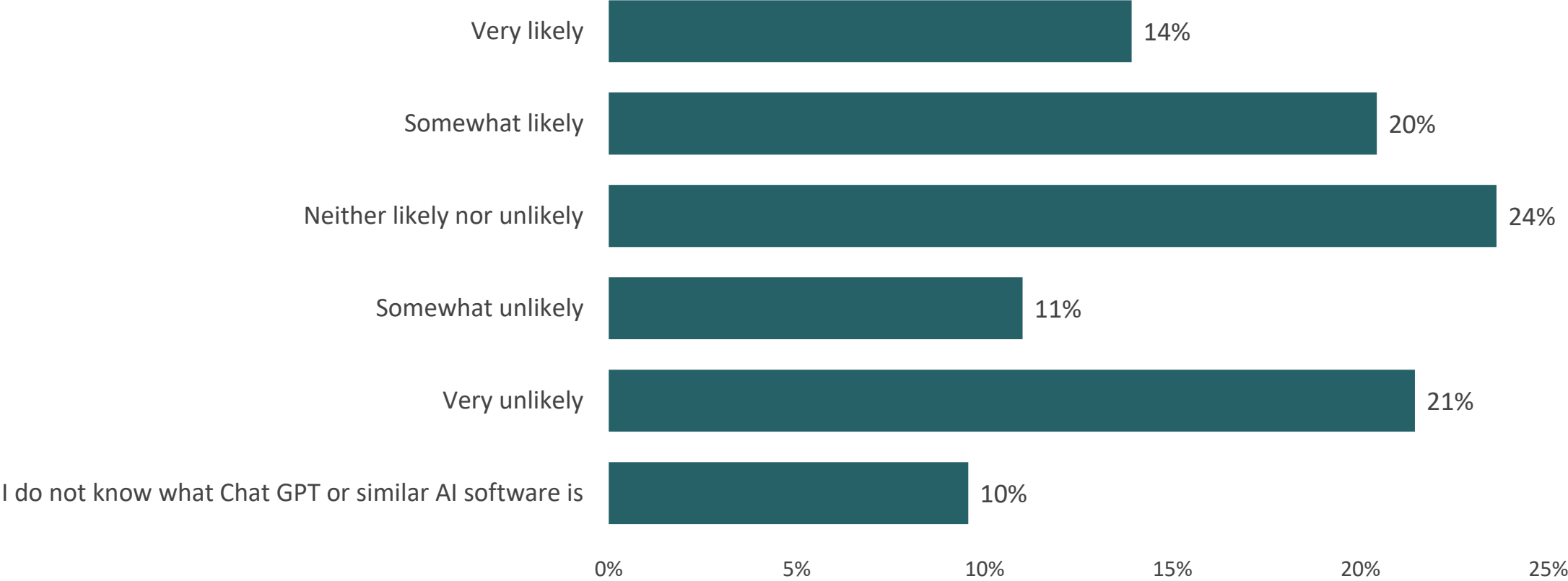
In the last six months, have you used Chat GPT or similar AI software in the trip planning process?*



*Note: Prior to 8/6, respondents were asked about *Chat GPT*. Beginning 8/6 or *similar AI software* was added to the question.

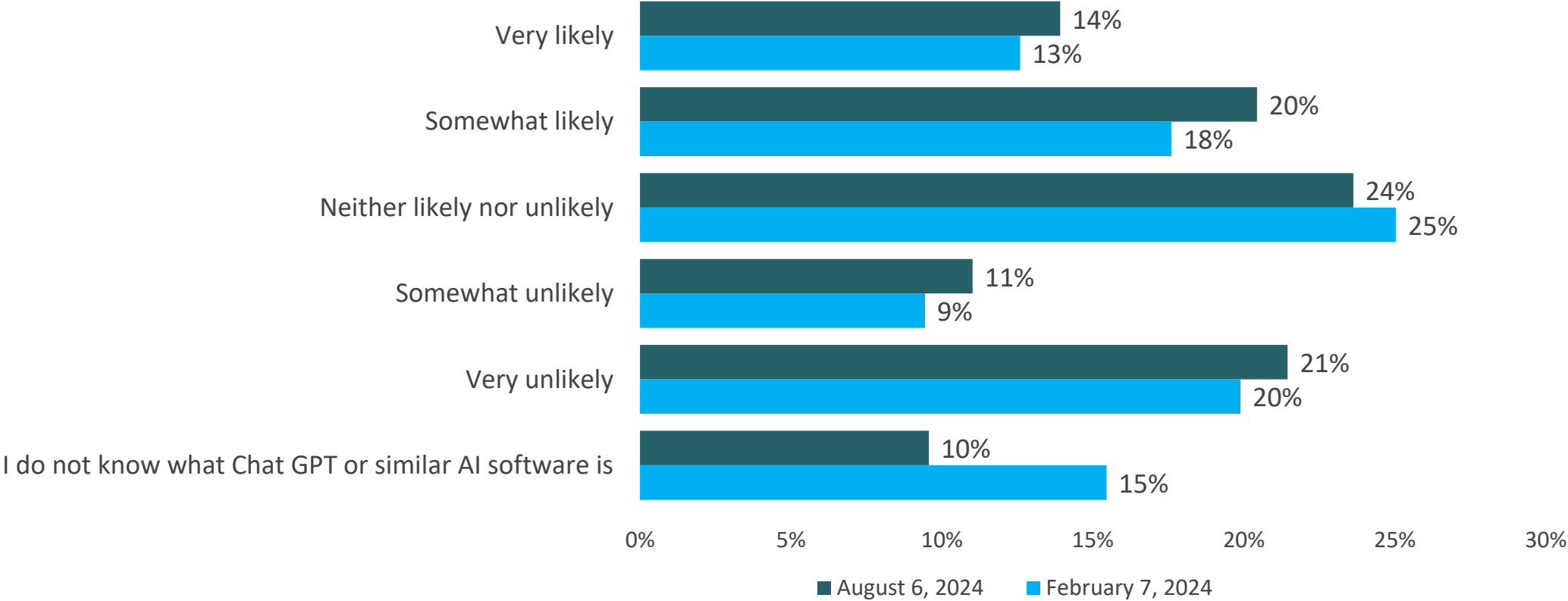
IMPACT ON TRAVEL PLANS

How likely are you to use Chat GPT or similar AI software in the planning process for your next trip?



IMPACT ON TRAVEL PLANS

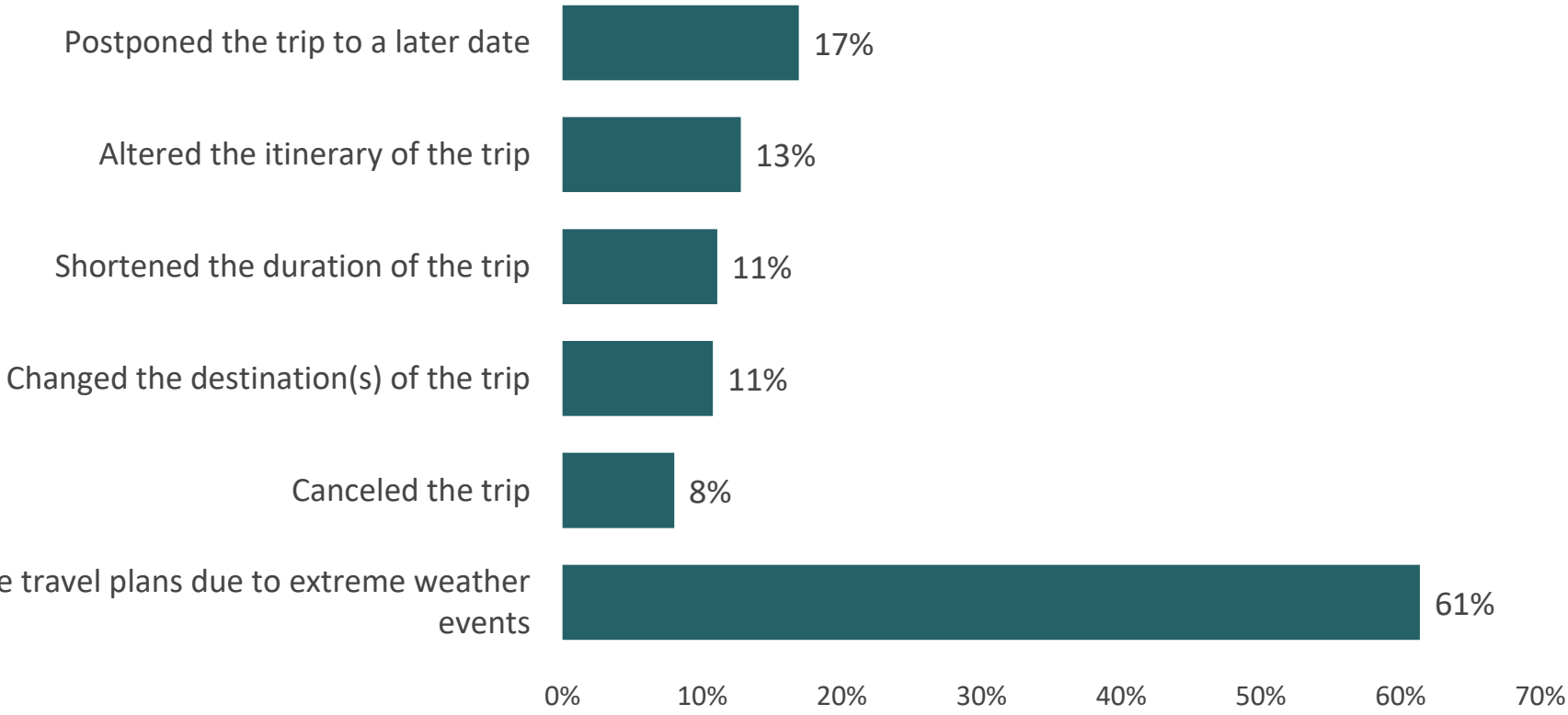
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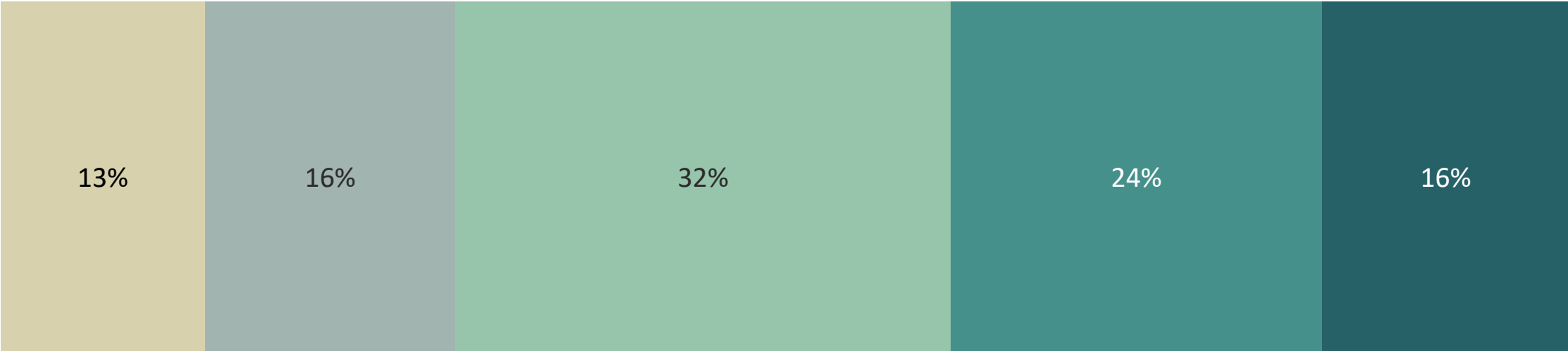
IMPACT ON TRAVEL PLANS

In the past year, have you changed your leisure travel plans due to extreme weather events, such as extreme heat, drought, flooding, hurricanes, etc?



IMPACT ON TRAVEL PLANS

Thinking about your leisure travel plans in the next 12 months, to what extent does the likelihood of extreme weather events at a destination impact your decision to travel there?



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

No impact at all 1 2 3 4 Greatly impact 5



Additional Resources

Longwoods International Research

www.longwoods-intl.com/travel-sentiment

Miles Partnership Research and Insights

www.MilesPartnership.com/How-We-Think

A person with long blonde hair tied back, wearing a teal long-sleeved shirt, stands on a rocky ledge overlooking a deep canyon. The canyon walls are dark and layered, and a vibrant turquoise river flows through the center. The scene is captured from a high angle, looking down at the person and across the canyon.

Thank You!

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