

THE ROAD AHEAD

# American Travel Sentiment Study

WAVE 90 : Local Businesses & First Look at Holiday Travel

OCTOBER 24, 2024

Longwoods  
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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 landscape. The canyon walls are rugged and layered, with a river winding through the bottom. The sky is filled with soft, orange-tinted clouds.

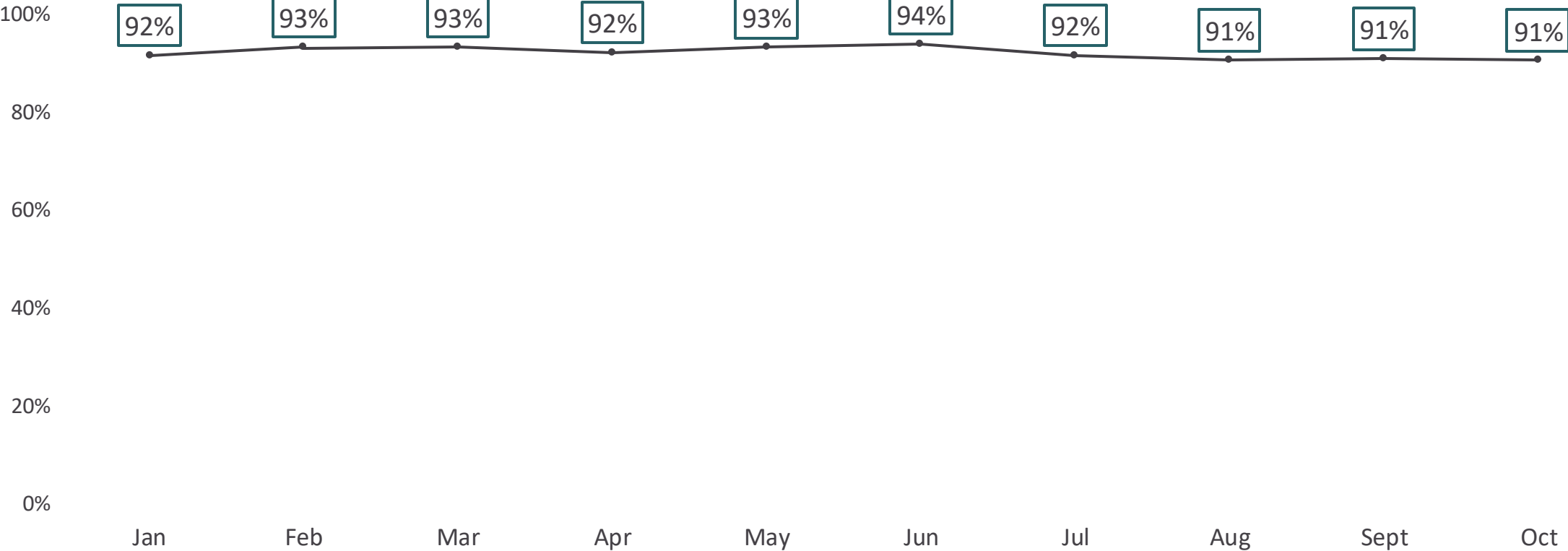
# American Travel Sentiment Study

Fielded October 9th, 2024

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

# IMPACT ON TRAVEL PLANS

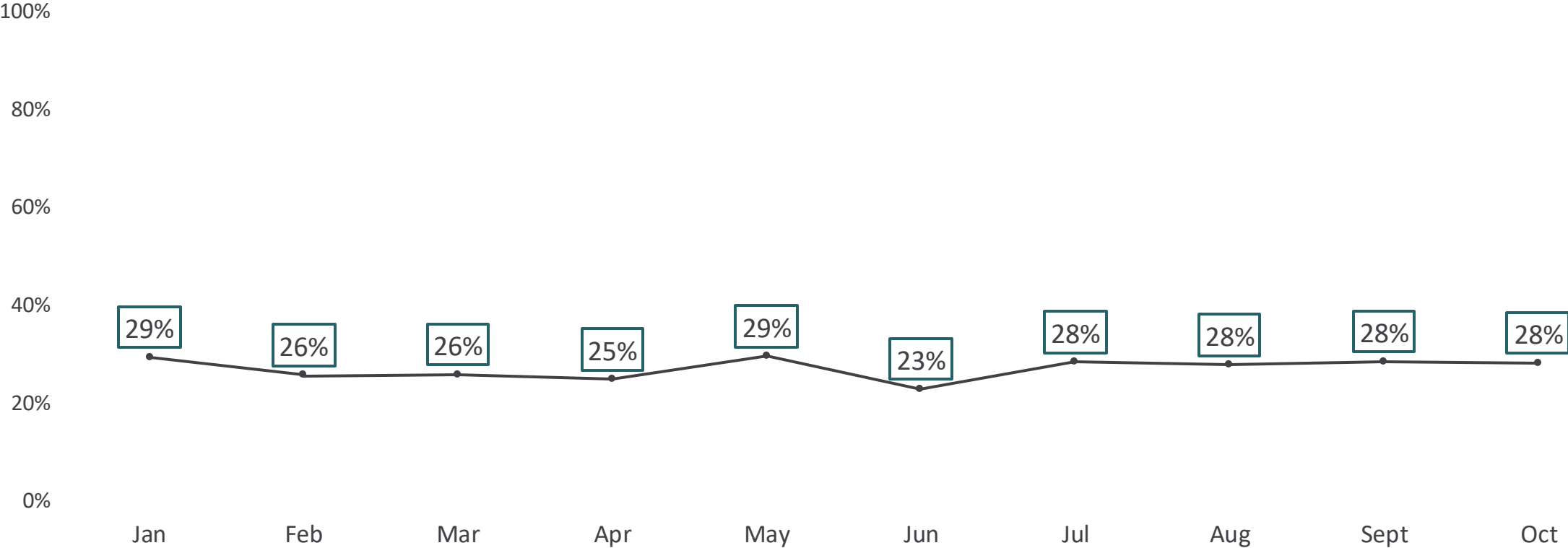
## Travelers with Travel Plans in the Next Six Months Comparison



2024

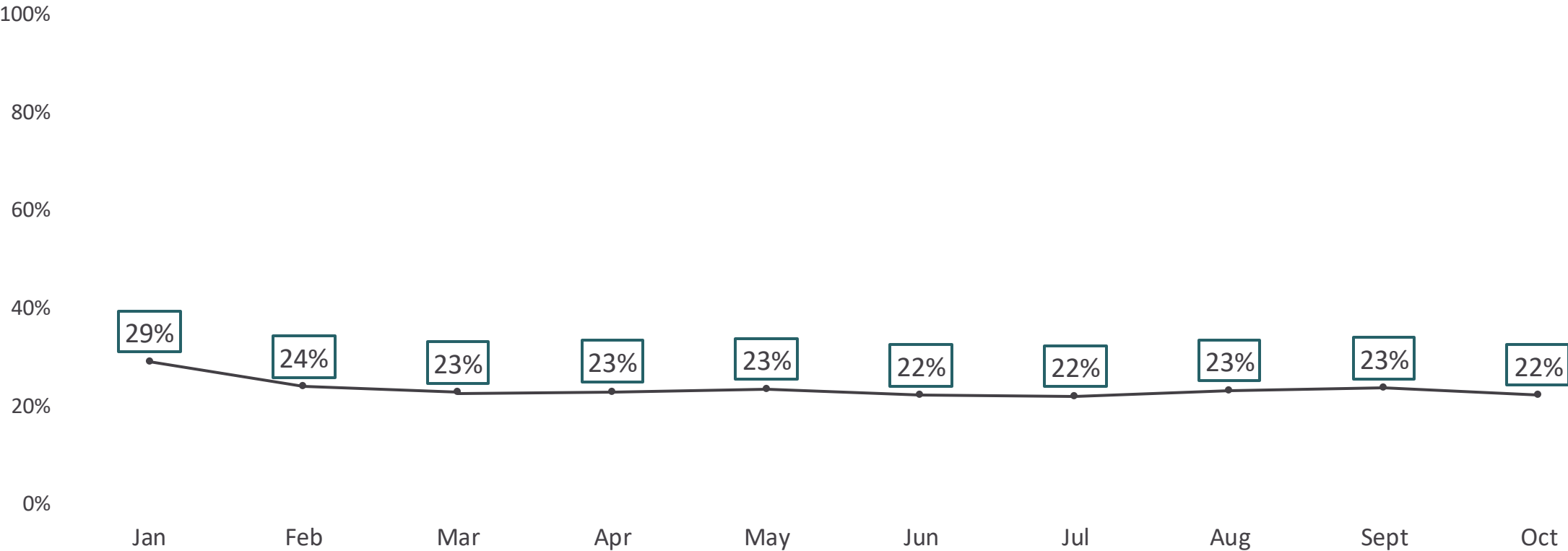
# IMPACT ON TRAVEL PLANS

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



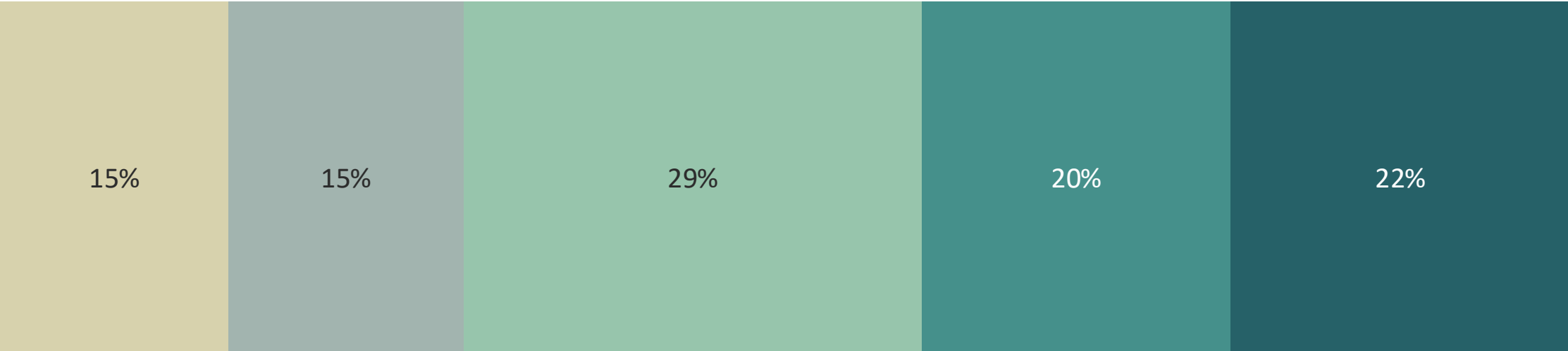
# IMPACT ON TRAVEL PLANS

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%

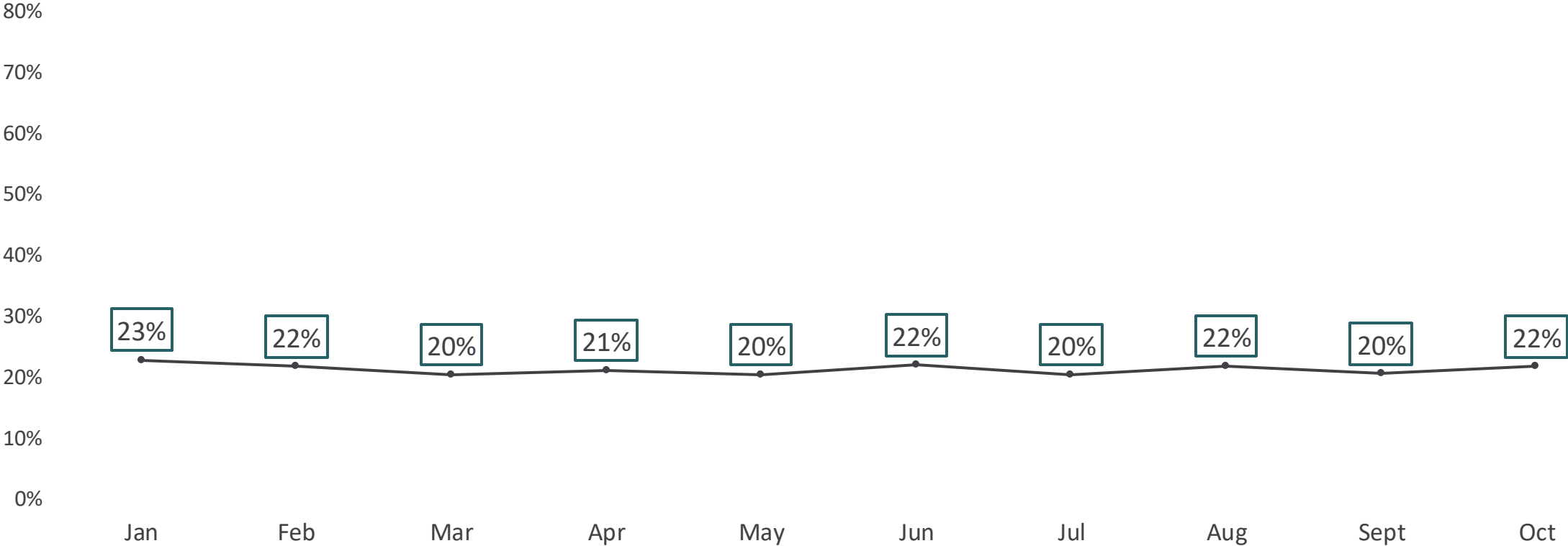
50%

100%

No impact at all 1 2 3 4 Greatly impact 5

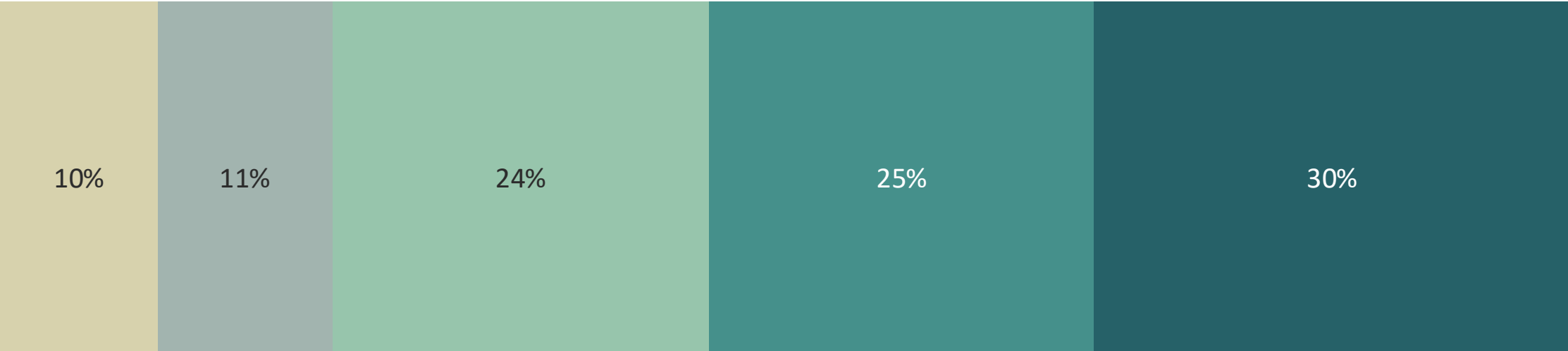
# IMPACT ON TRAVEL PLANS

## 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%

50%

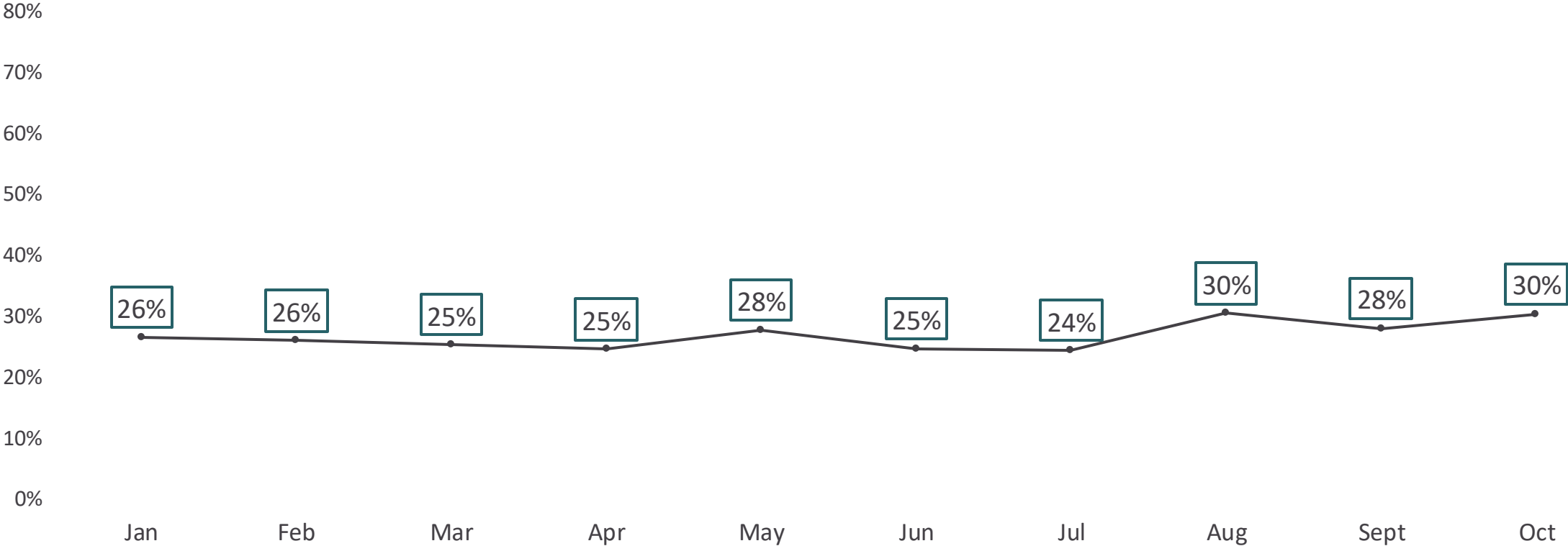
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No impact at all 1 2 3 4 Greatly impact 5



# IMPACT ON TRAVEL PLANS

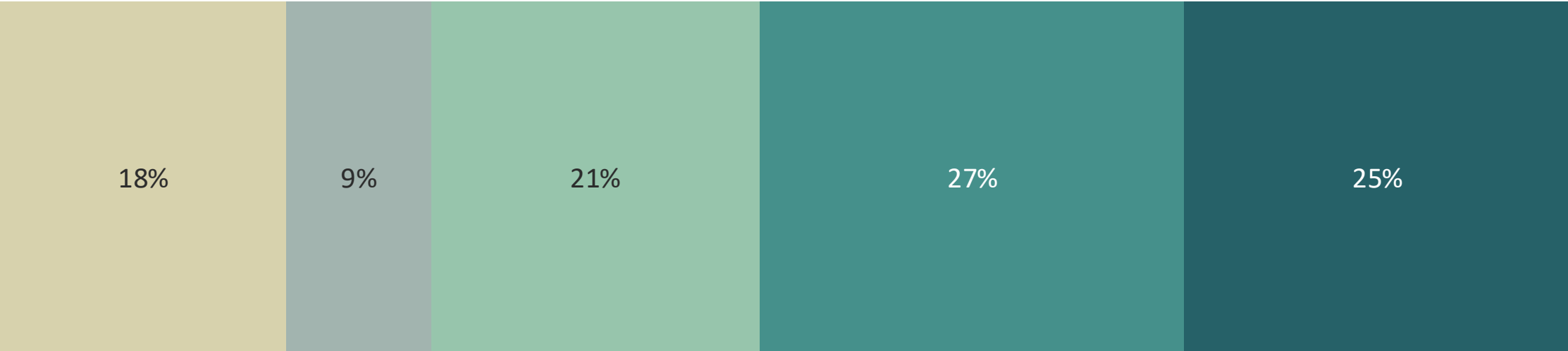
## Indicated that Inflation Would Greatly Impact their Decision to Travel in the Next Six Months



2024

# IMPACT ON TRAVEL PLANS

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



0%

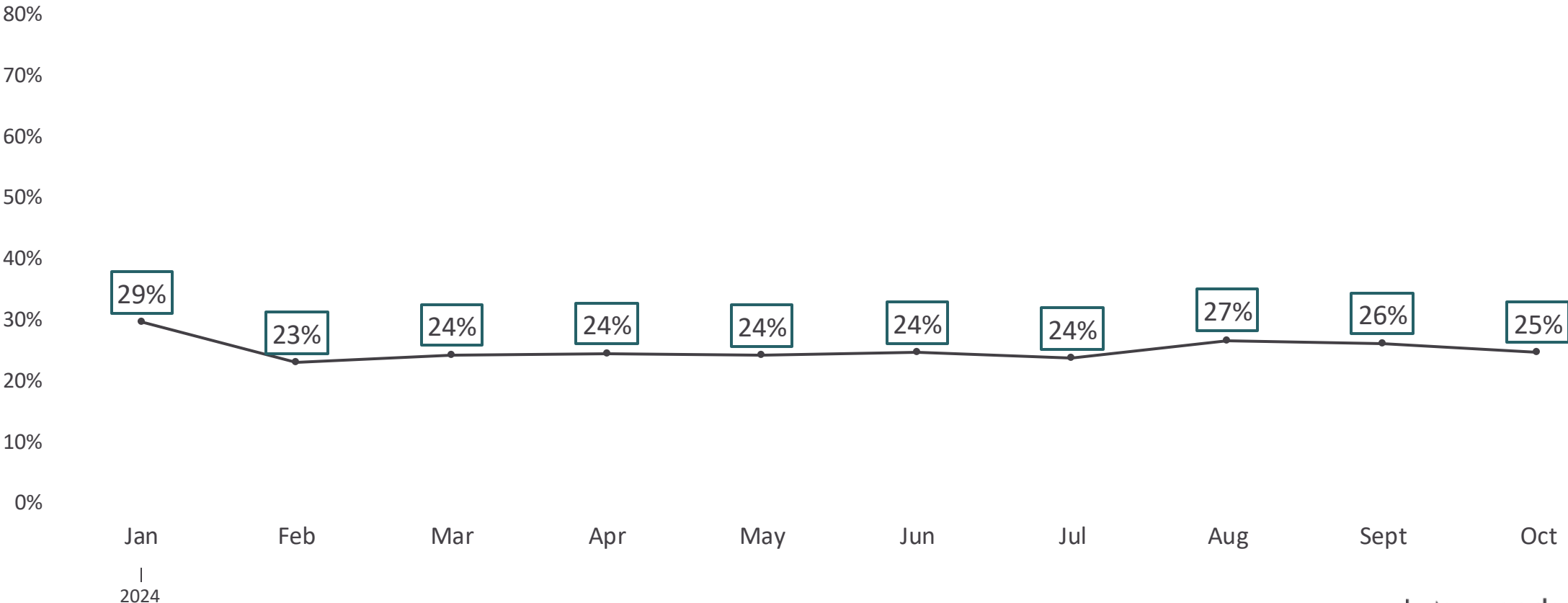
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No impact at all 1 2 3 4 Greatly impact 5

# IMPACT ON TRAVEL PLANS

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



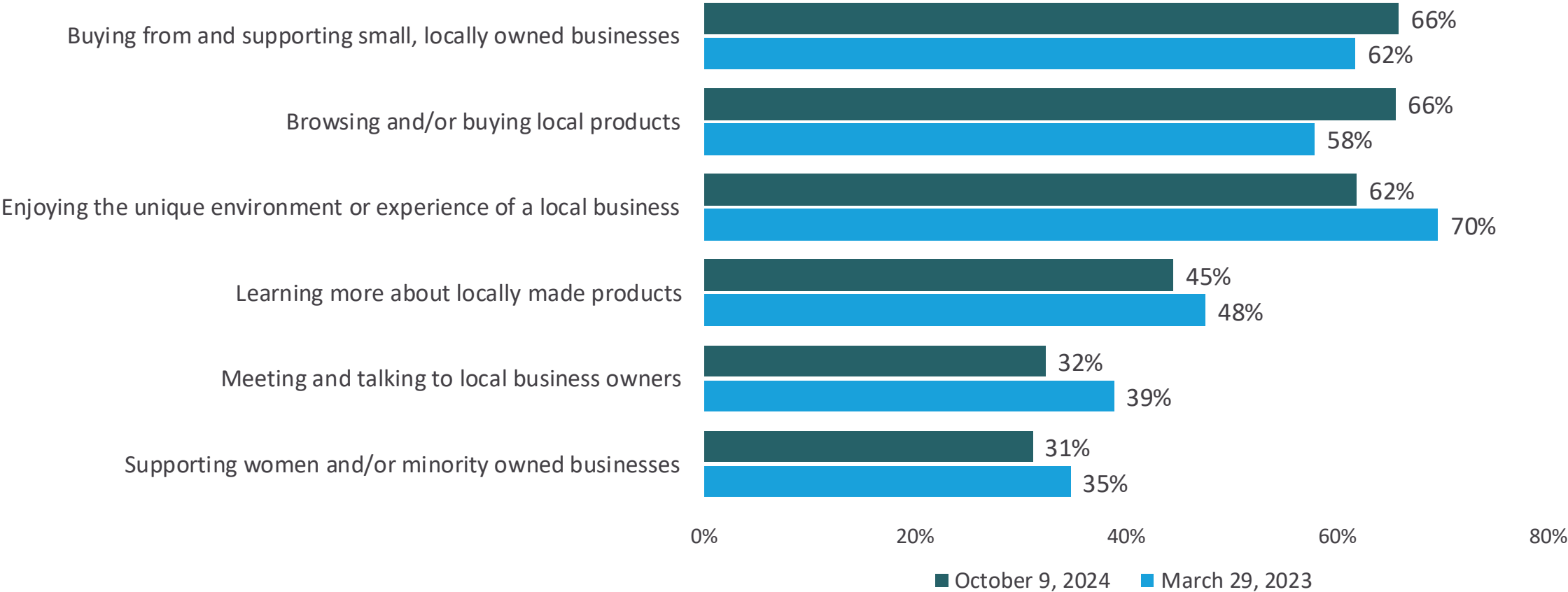
# IMPACT ON TRAVEL PLANS

## What are the most appealing reasons for visiting small, locally owned businesses while on vacation (e.g., local restaurants, shops, activities)?



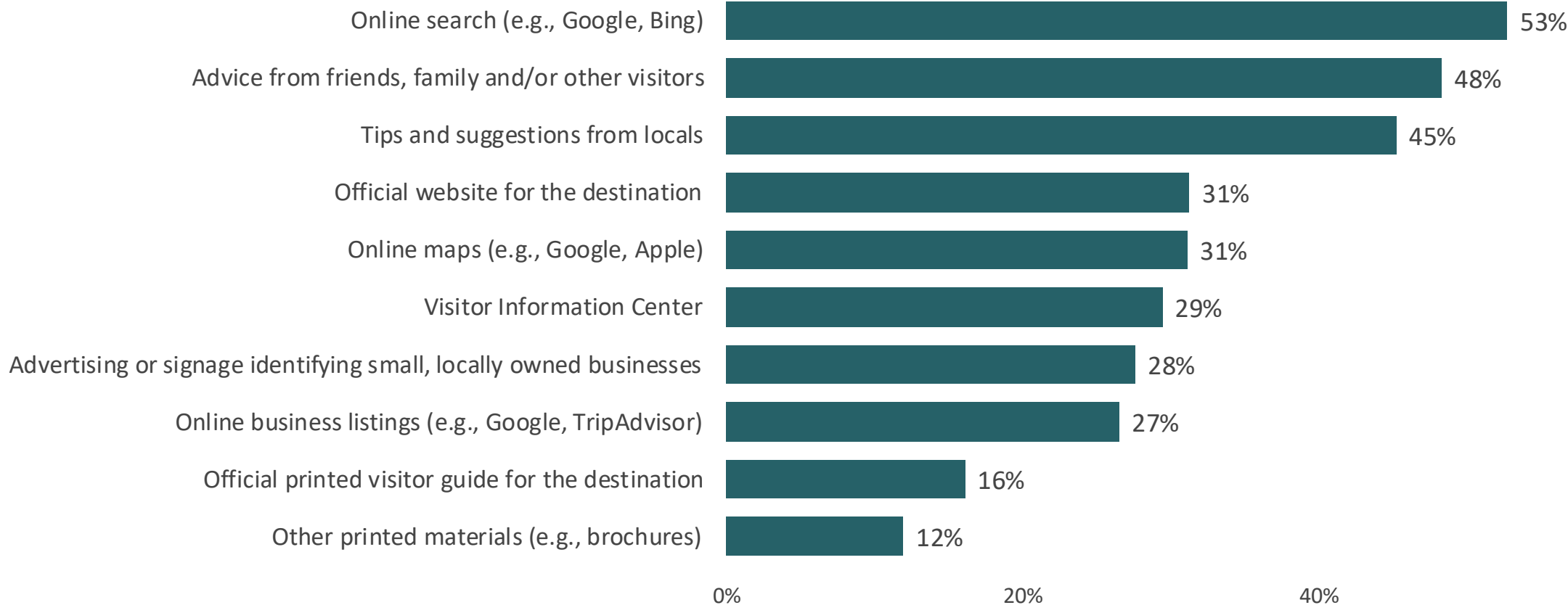
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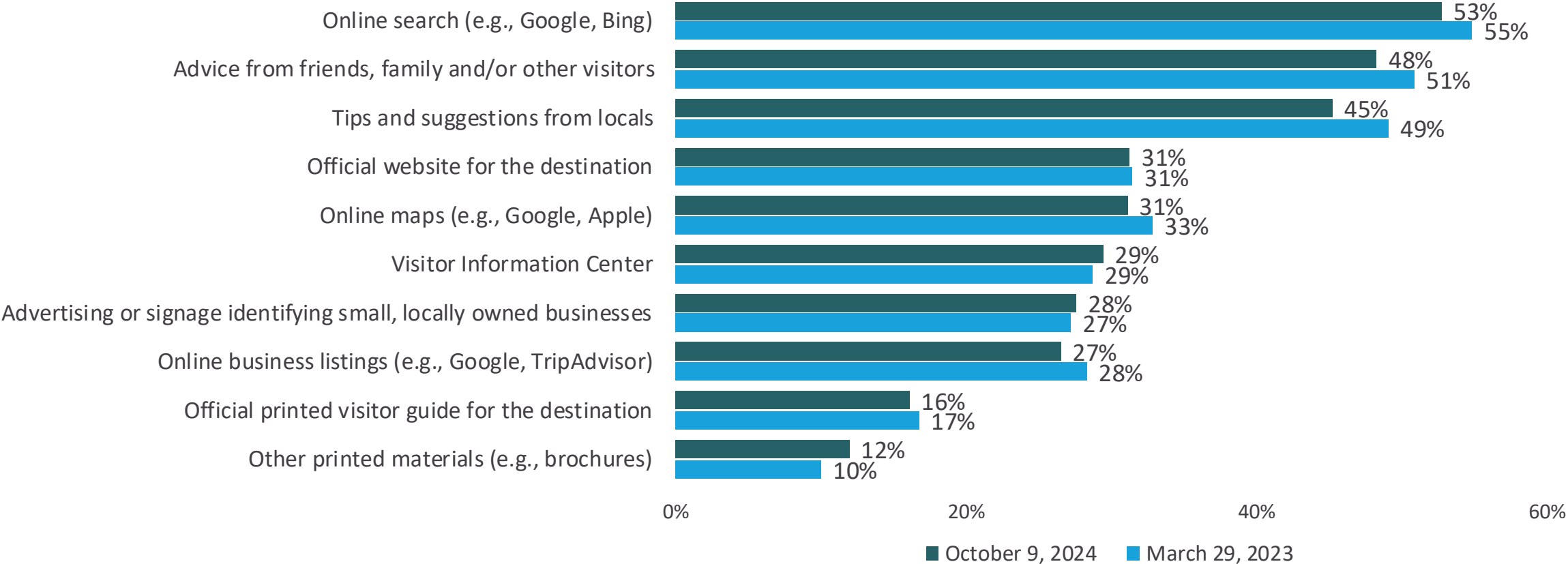
# IMPACT ON TRAVEL PLANS

## Where do you typically find information about small, locally owned businesses when planning or on your vacation (e.g., local restaurants, shops, activities)?



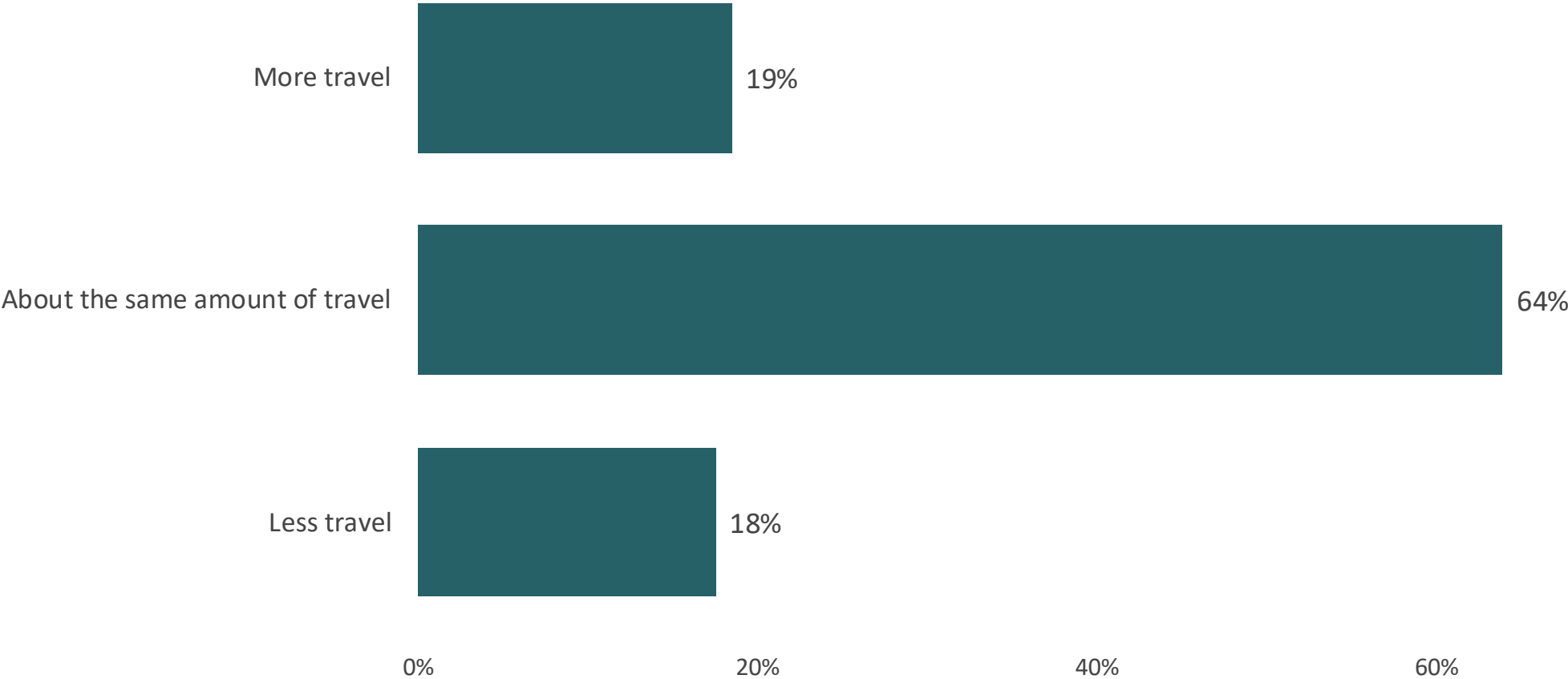
# IMPACT ON TRAVEL PLANS

## Where do you typically find information about small, locally owned businesses when planning or on your vacation (e.g., local restaurants, shops, activities)?



# IMPACT ON TRAVEL PLANS

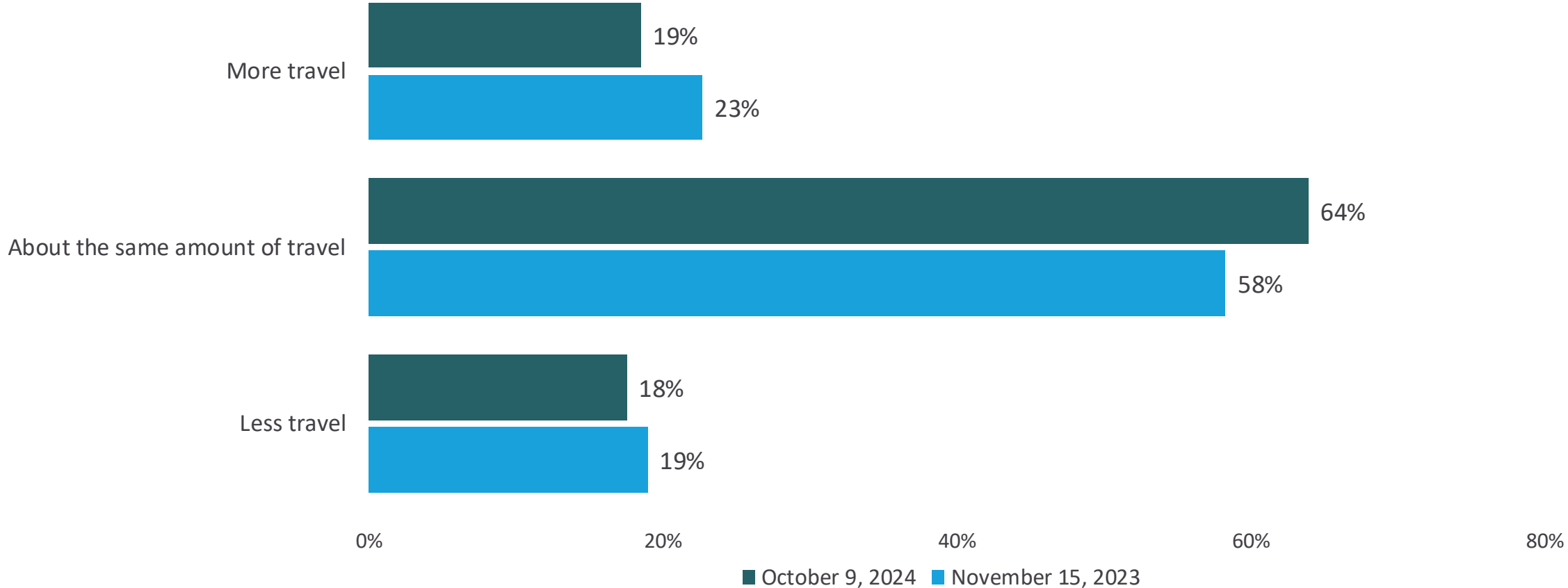
Compared to last year, how often do you plan to travel this holiday season?





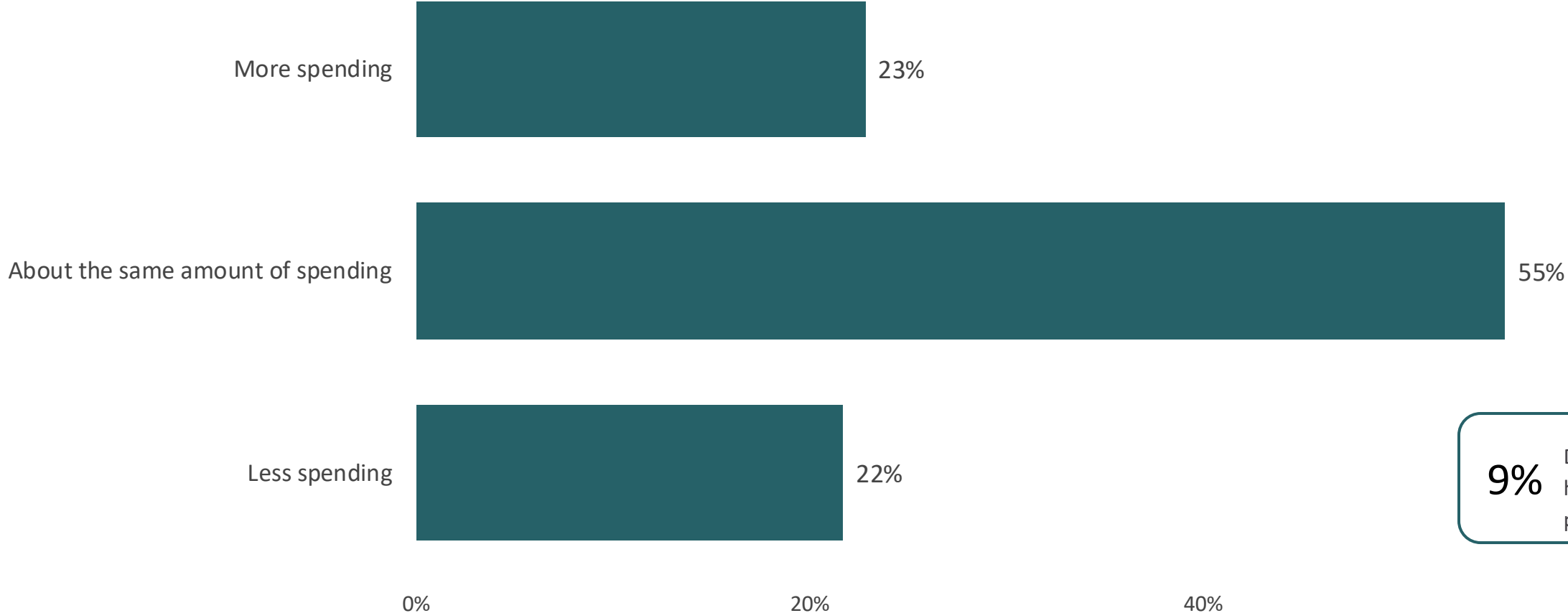
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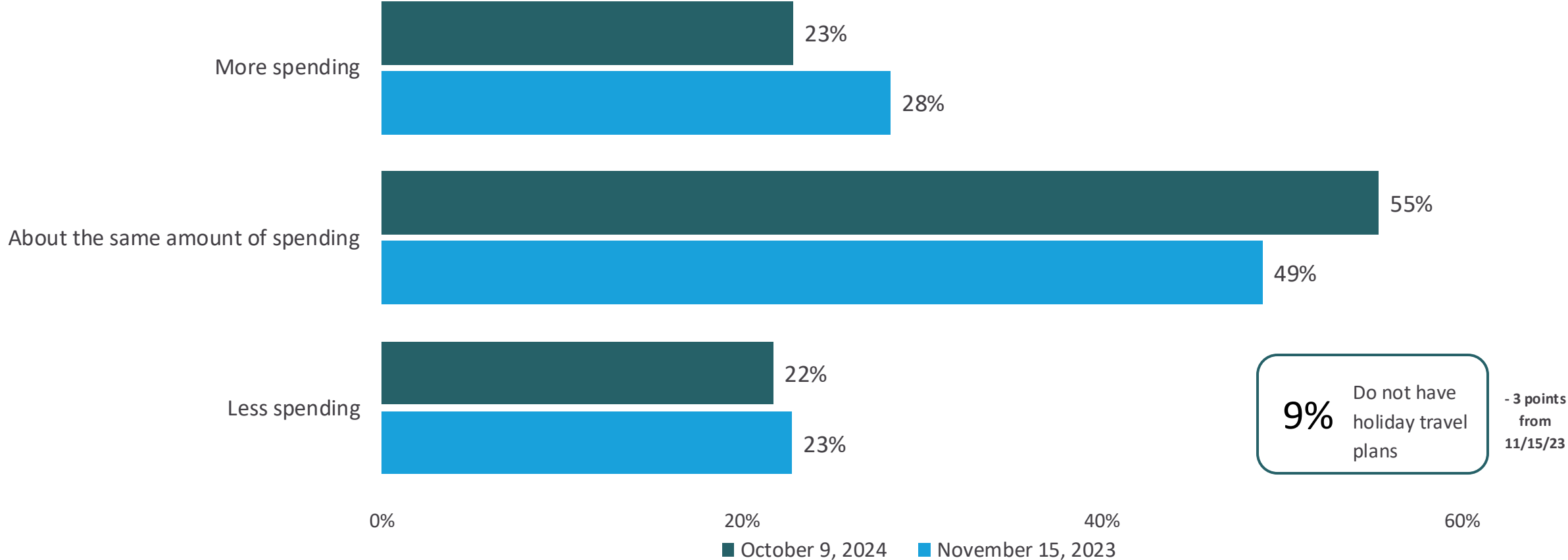
# IMPACT ON TRAVEL PLANS

## Compared to last year, how much do you plan to spend on travel this holiday season?



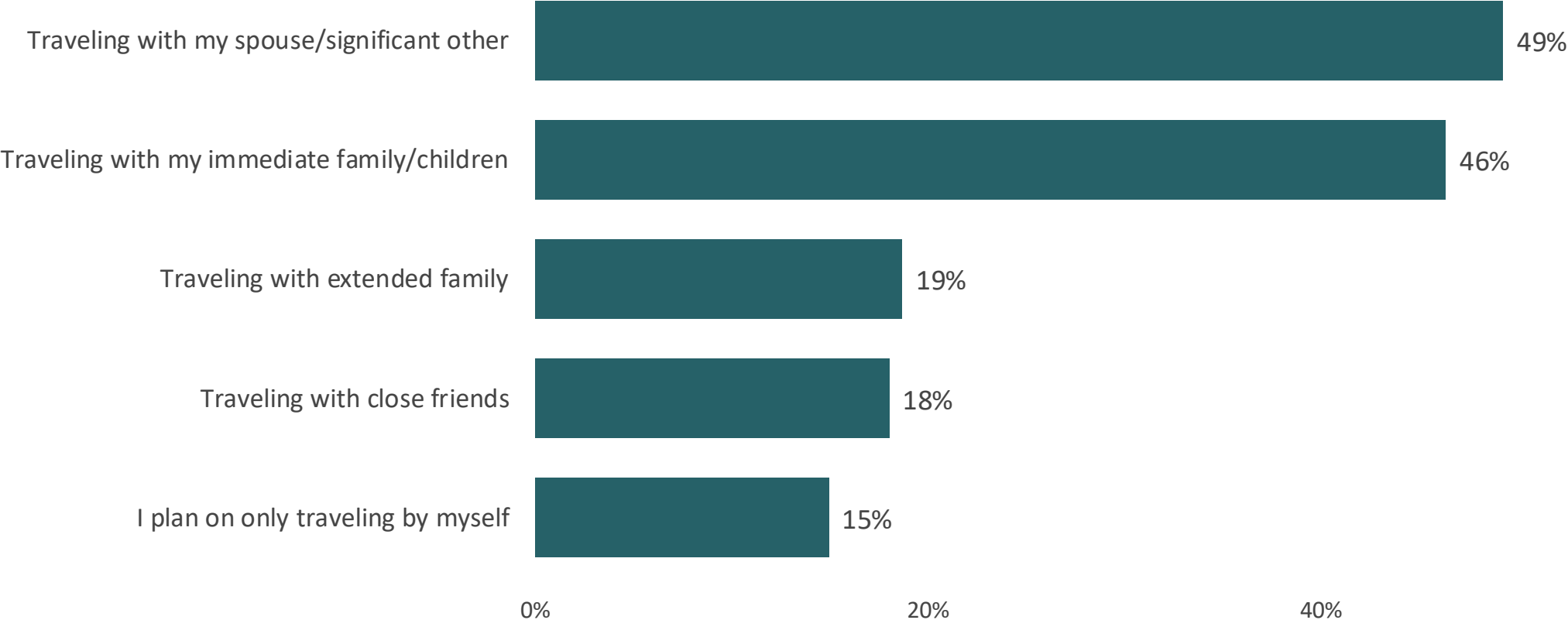
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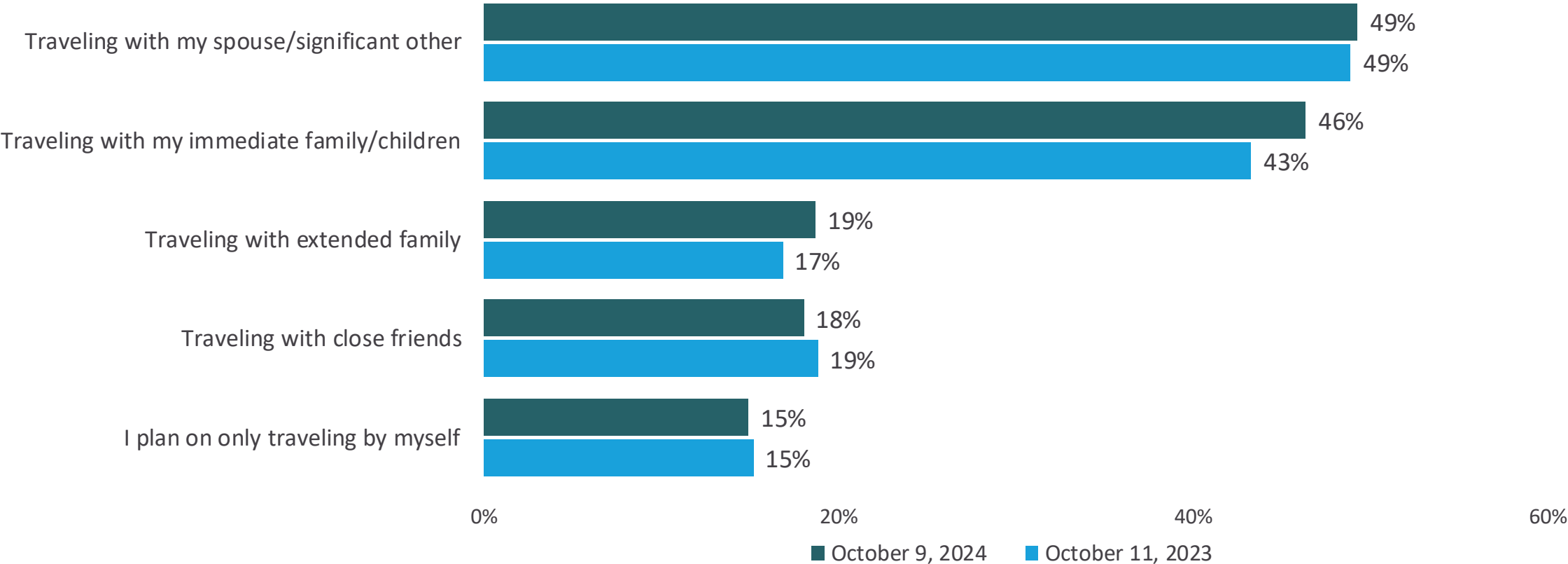
# IMPACT ON TRAVEL PLANS

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



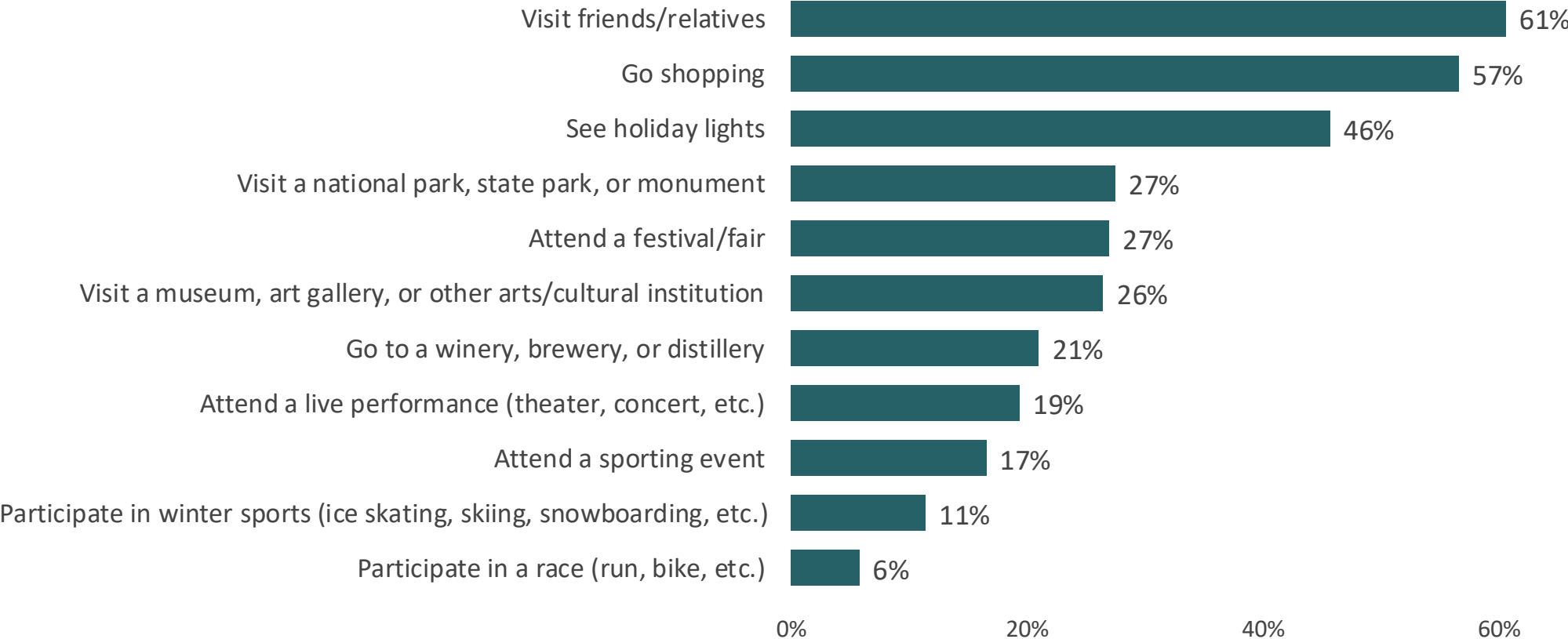
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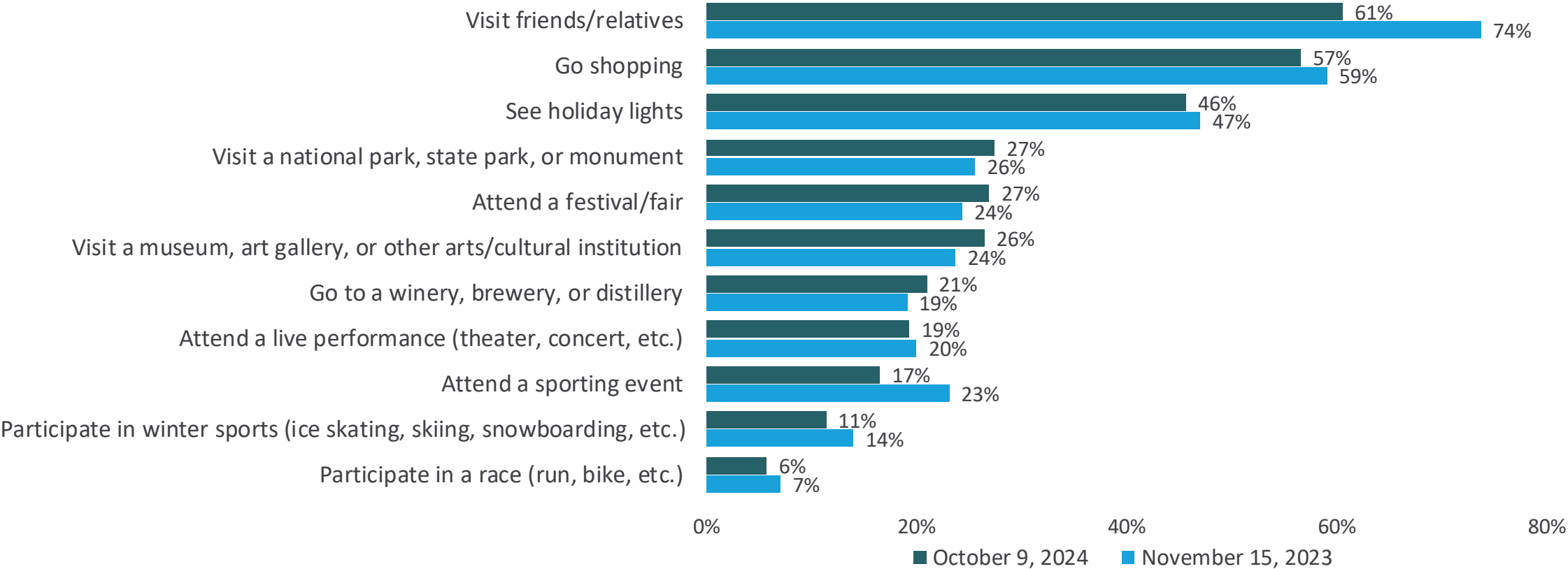
# IMPACT ON TRAVEL PLANS

Thinking about your travel plans for the holiday season which of the following activities are you planning to participate in during your trip:



# IMPACT ON TRAVEL PLANS

Thinking about your travel plans for the holiday season which of the following activities are you planning to participate in during your trip:





## Additional Resources

Longwoods International Research

[www.longwoods-intl.com/travel-sentiment](http://www.longwoods-intl.com/travel-sentiment)

Miles Partnership Research and Insights

[www.MilesPartnership.com/How-We-Think](http://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 brown and layered, with a vibrant turquoise river winding through the bottom. The scene is captured from a high angle, looking down at the person and across the canyon.

**Thank You!**

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