

THE ROAD AHEAD

American Travel Sentiment Study

Wave 91: Holiday Travel & Political Partisanship/Views

NOVEMBER 21, 2024

Longwoods
INTERNATIONAL

miles
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 on the horizon, 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.

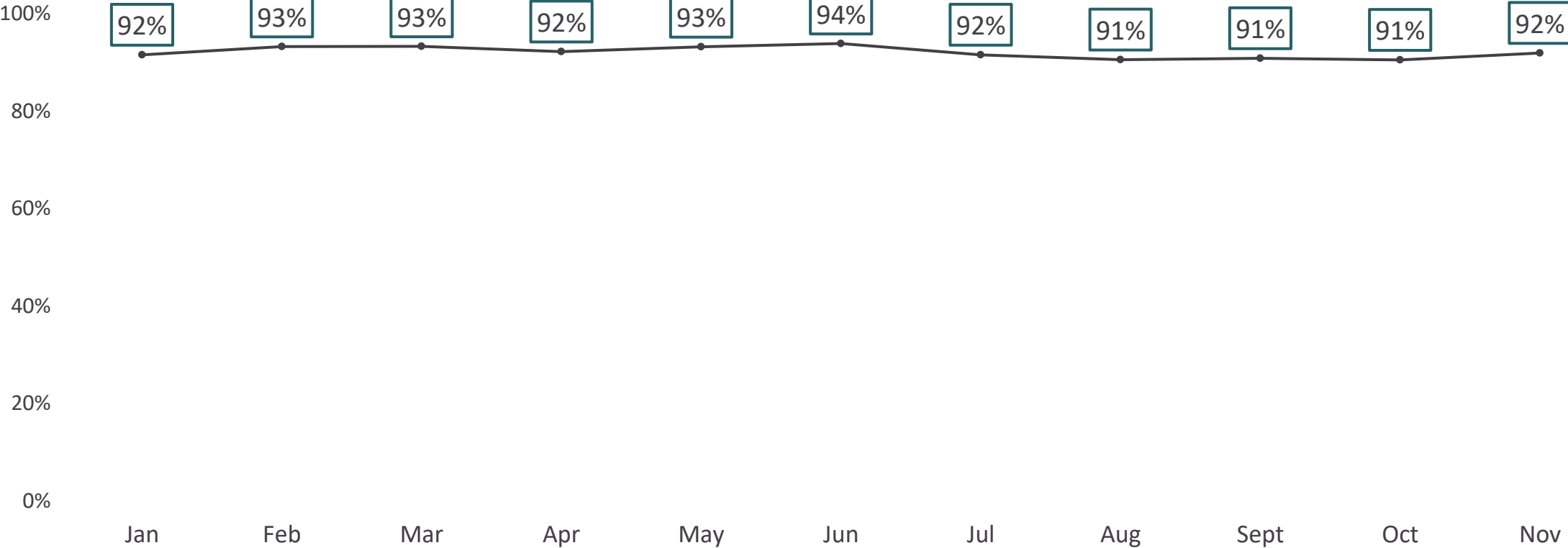
American Travel Sentiment Study

Fielded NOVEMBER 7, 2024

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

IMPACT ON TRAVEL PLANS

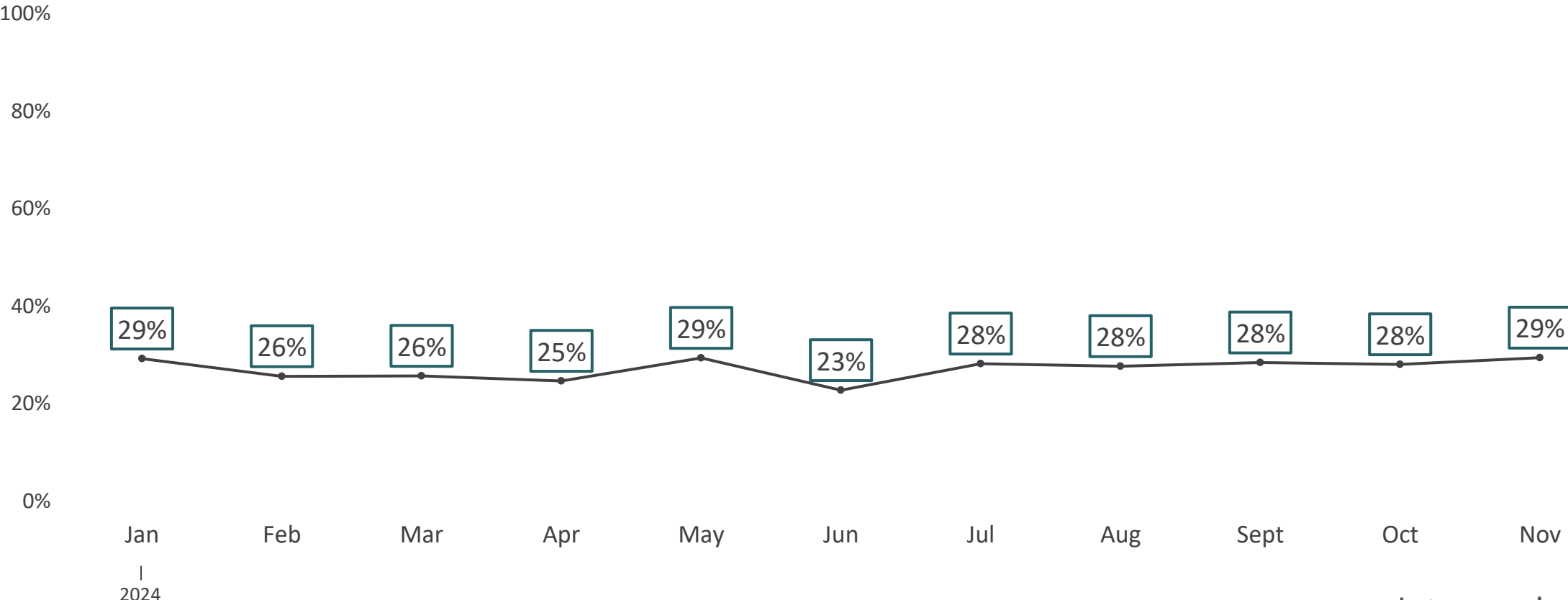
Travelers with Travel Plans in the Next Six Months Comparison



2024

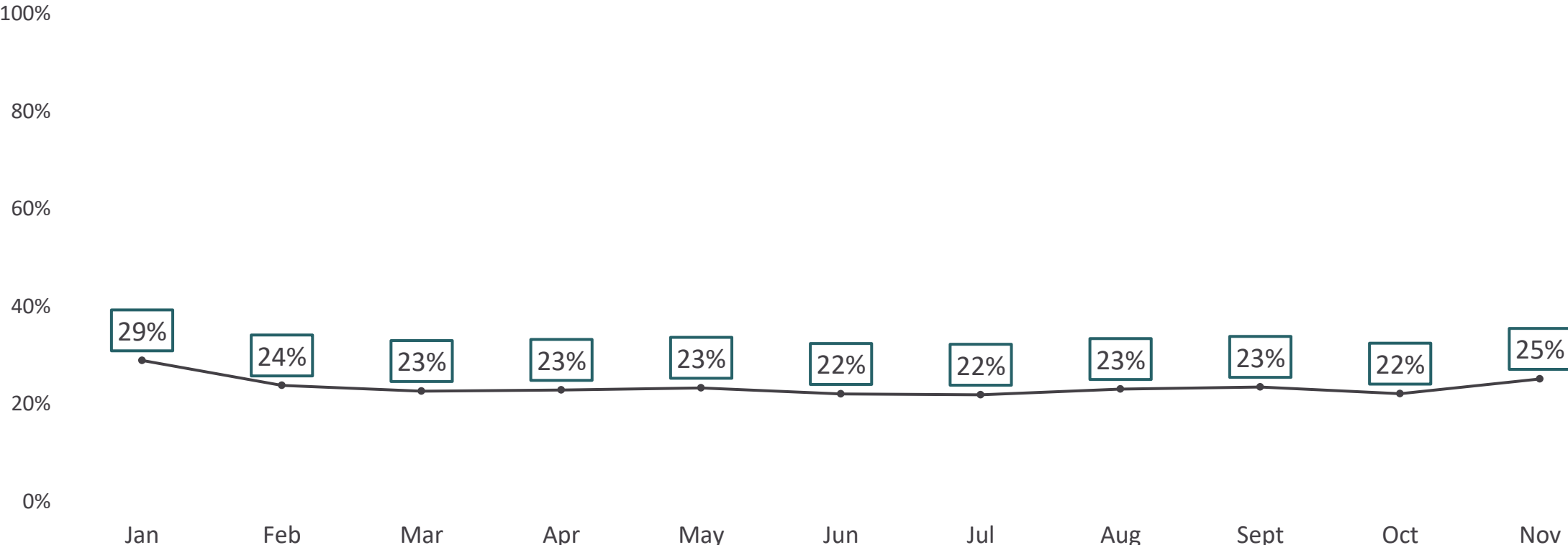
IMPACT ON TRAVEL PLANS

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



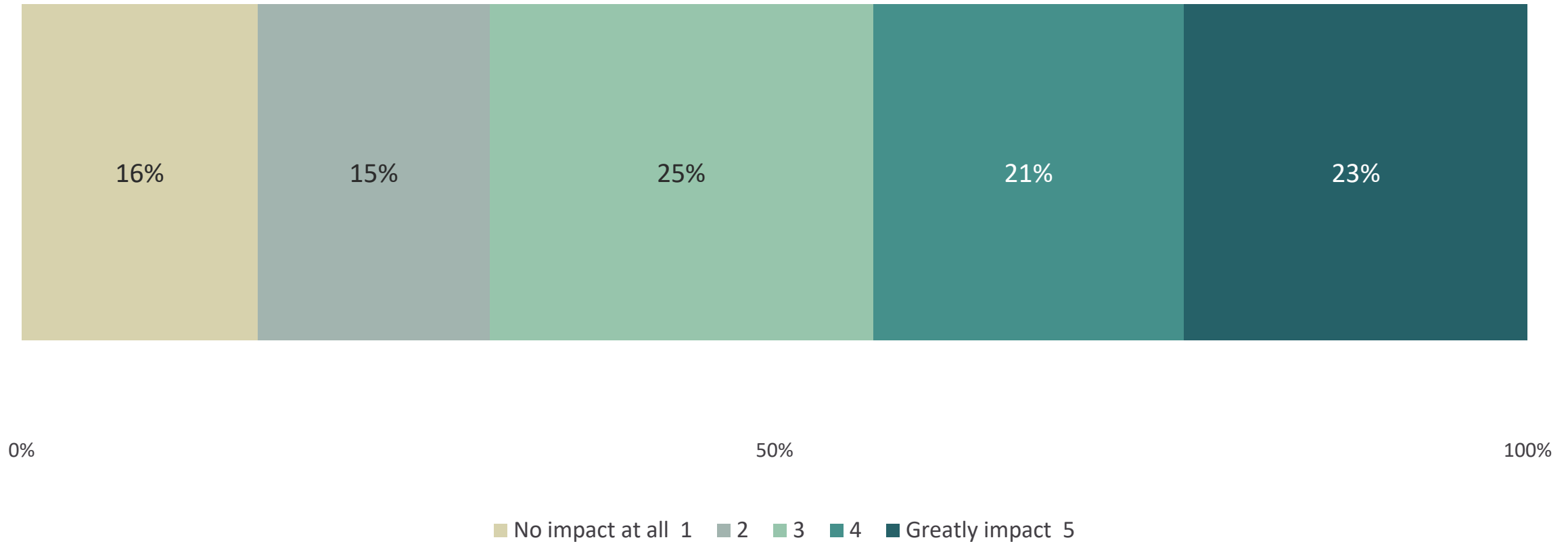
IMPACT ON TRAVEL PLANS

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



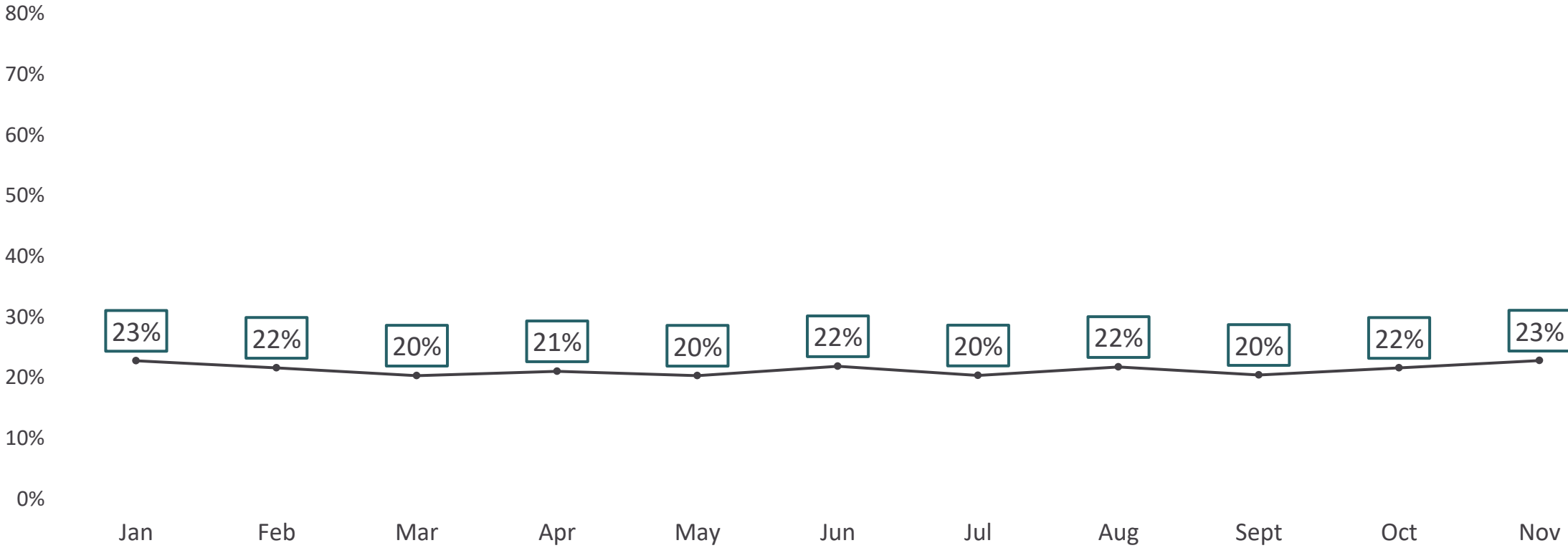
IMPACT ON TRAVEL PLANS

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



IMPACT ON TRAVEL PLANS

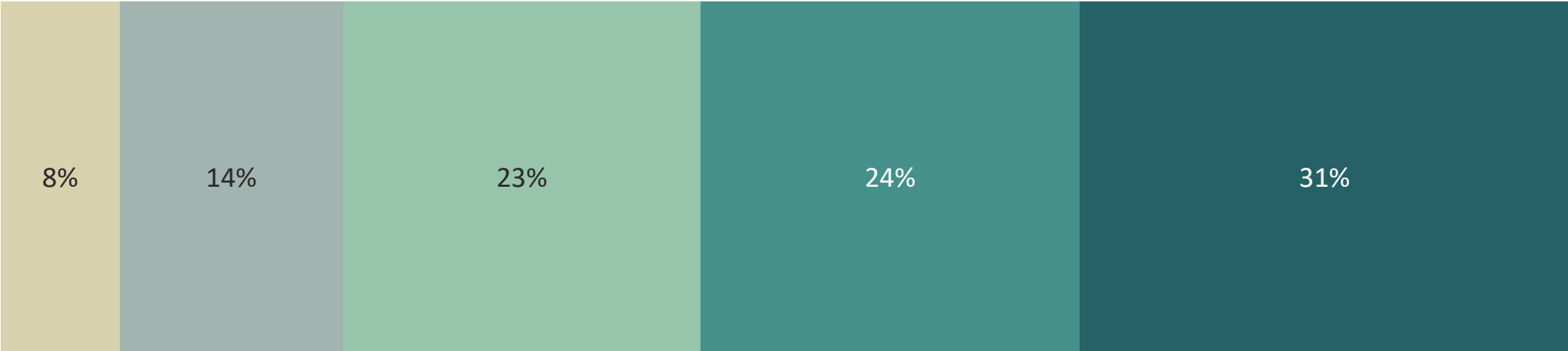
Indicated that Gas Prices Would Greatly Impact their Decision to Travel in the Next Six Months



2024

IMPACT ON TRAVEL PLANS

Impact of Inflation on Decisions to Travel in Next Six Months



0%

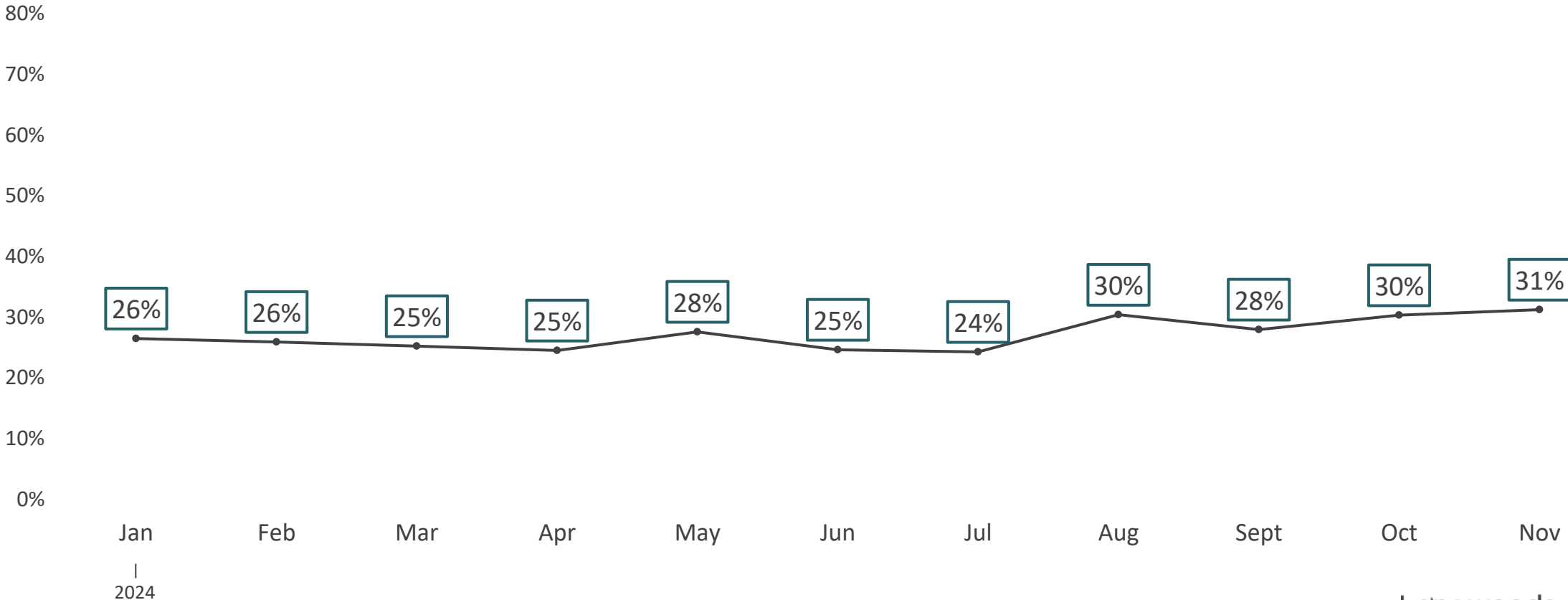
50%

100%

■ No impact at all 1 ■ 2 ■ 3 ■ 4 ■ Greatly impact 5

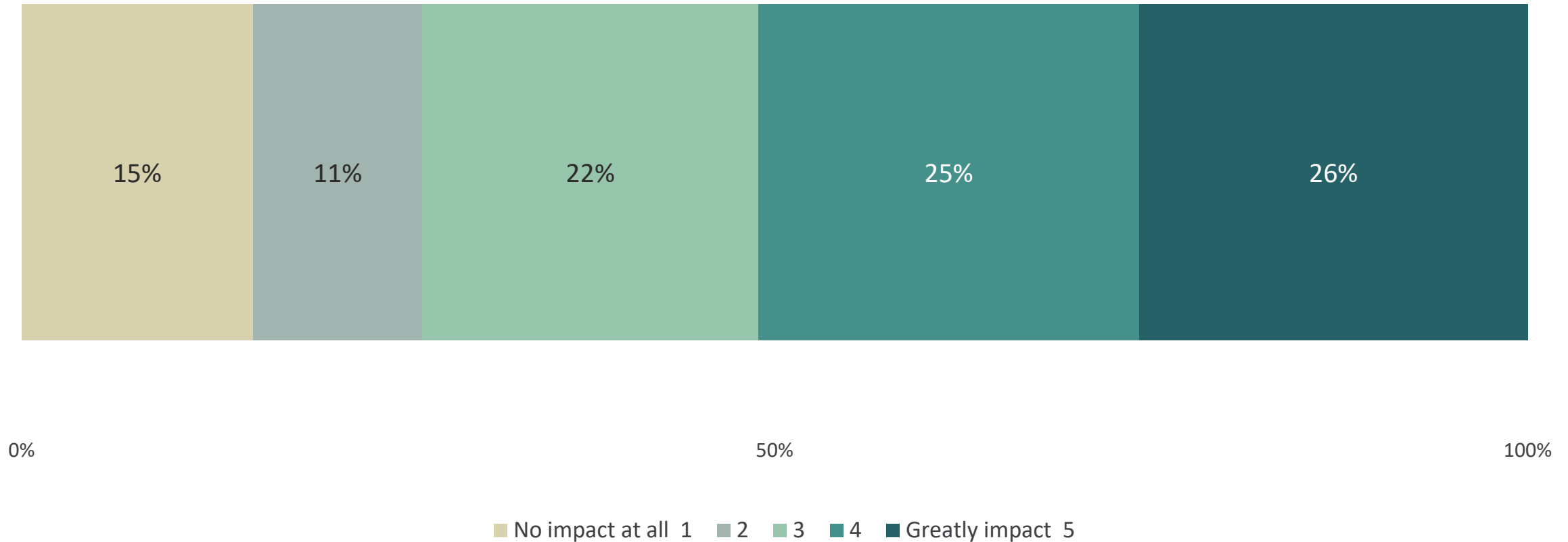
IMPACT ON TRAVEL PLANS

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



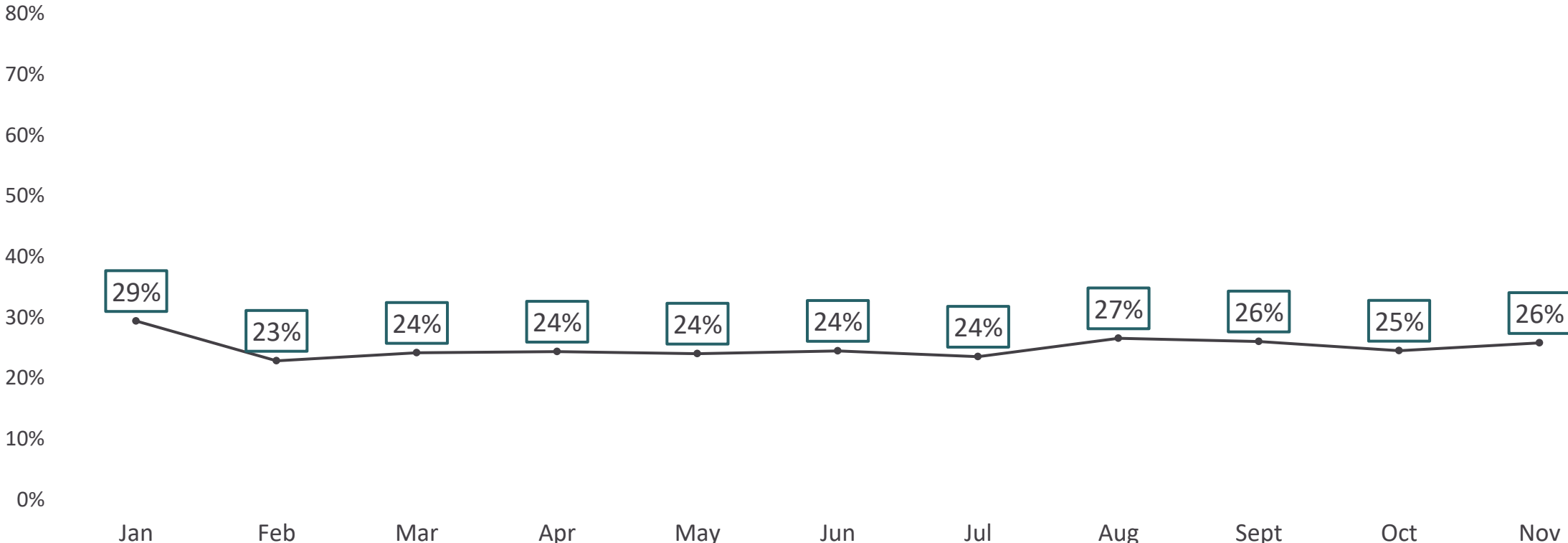
IMPACT ON TRAVEL PLANS

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



2024

IMPACT ON TRAVEL PLANS

Upcoming Holiday Travel Plans*



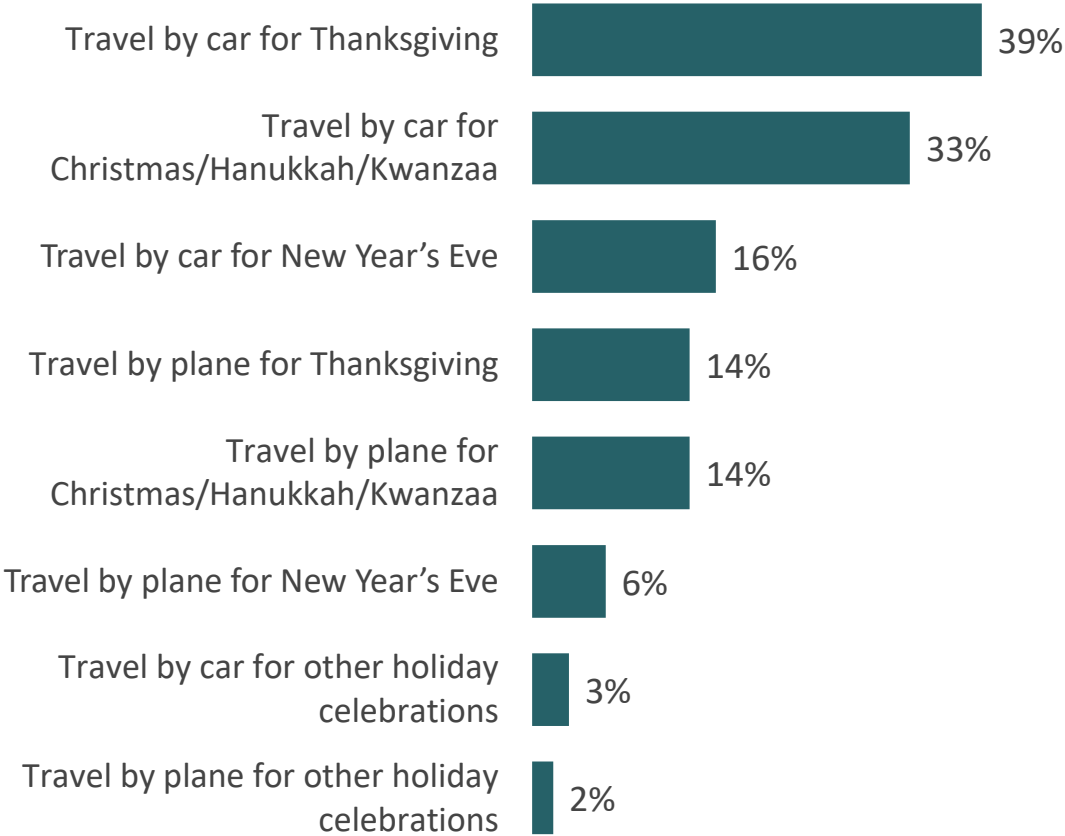
are not planning to take a trip this holiday season



57%
will travel by car



28%
will travel by plane

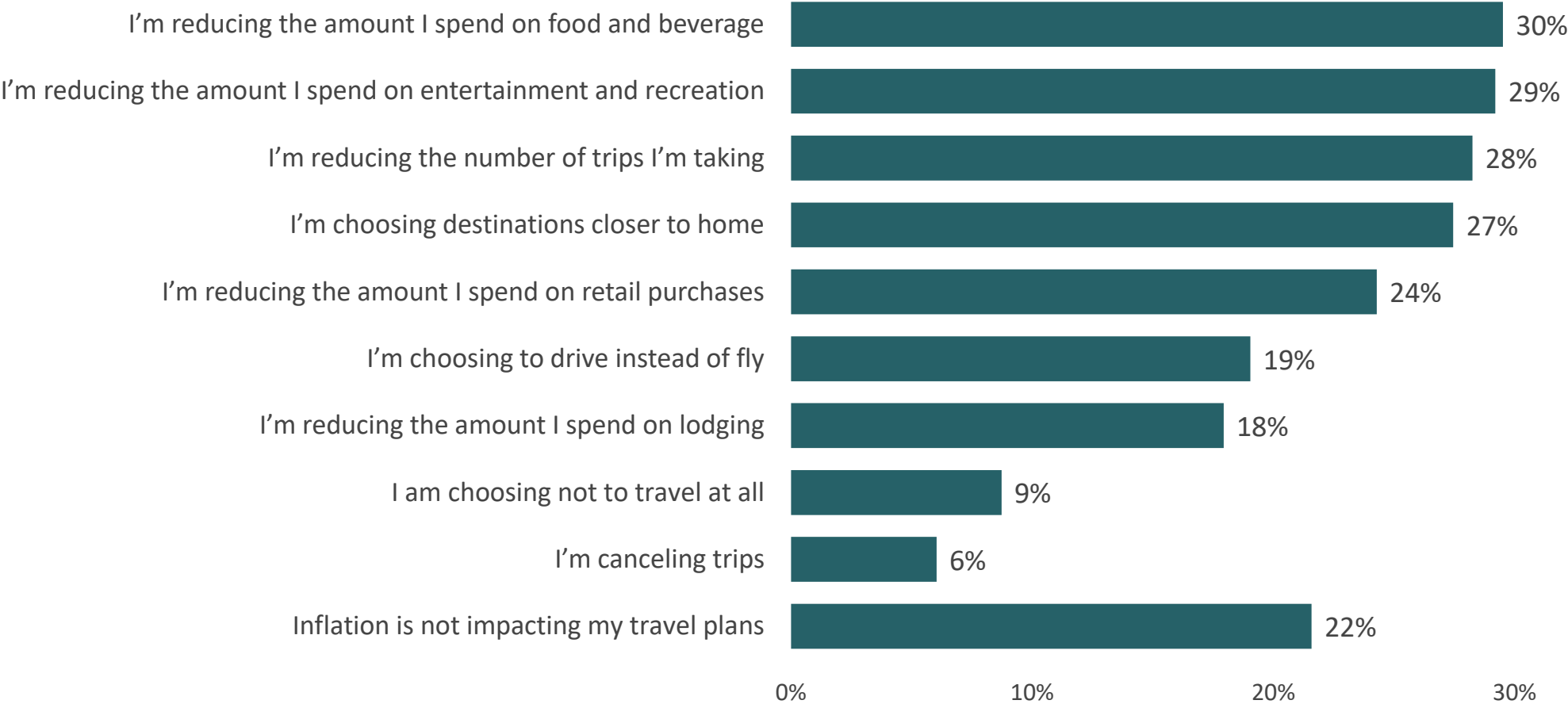


0% 20% 40% 60%

*Involving traveling at least 50 miles from home
U.S. Travel Sentiment Tracker: Wave 91

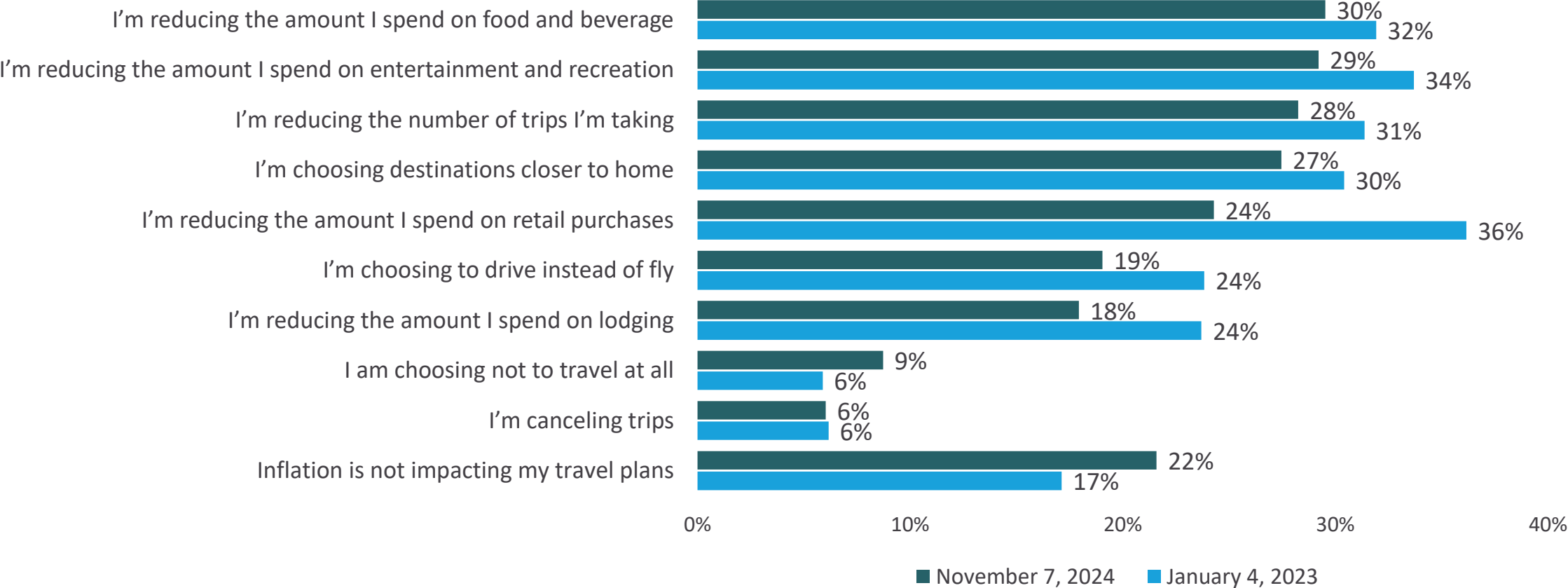
IMPACT ON TRAVEL PLANS

Impact of Inflation on Travel Plans



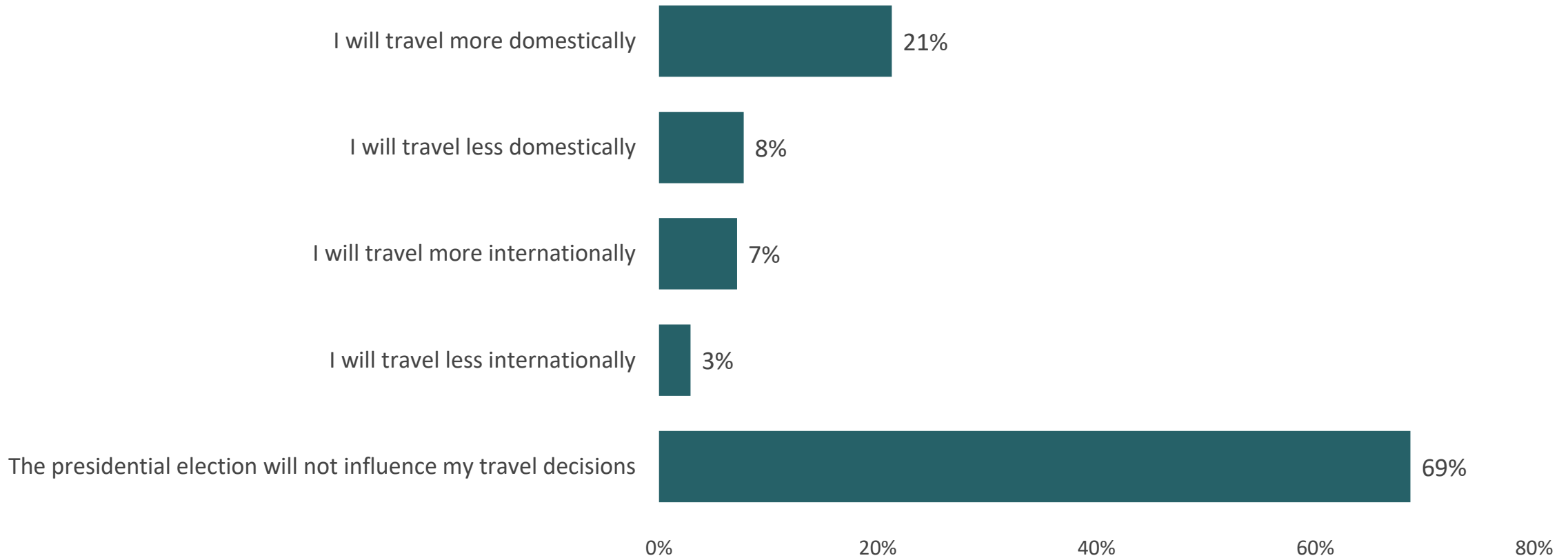
IMPACT ON TRAVEL PLANS

Impact of Inflation on Travel Plans



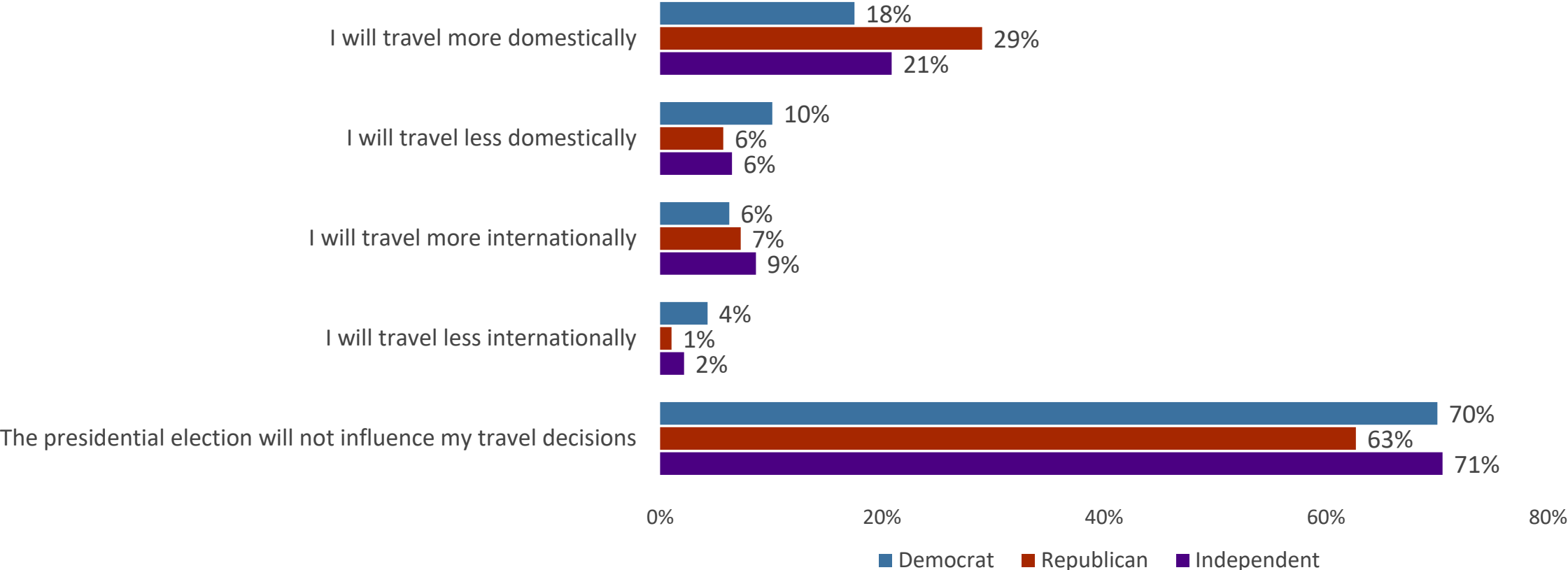
IMPACT ON TRAVEL PLANS

How will the outcome of the 2024 presidential election influence your leisure travel plans in the coming year?



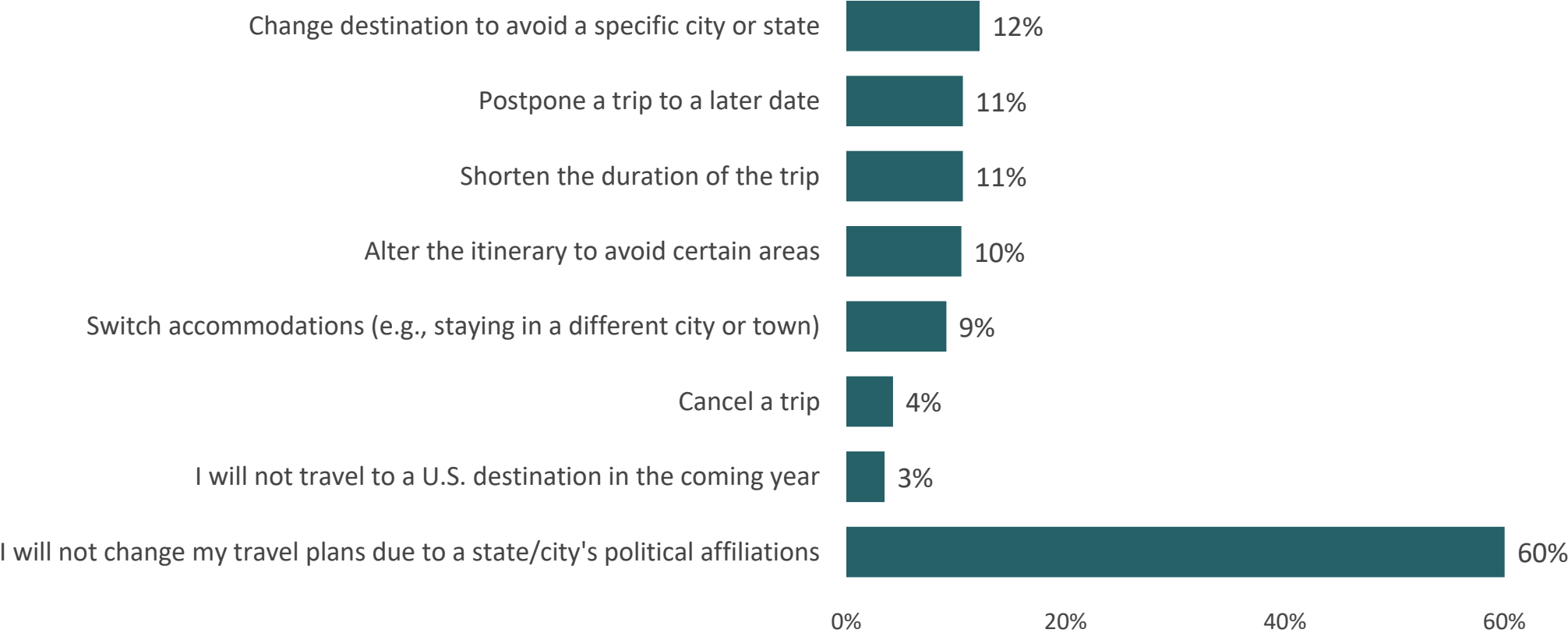
IMPACT ON TRAVEL PLANS

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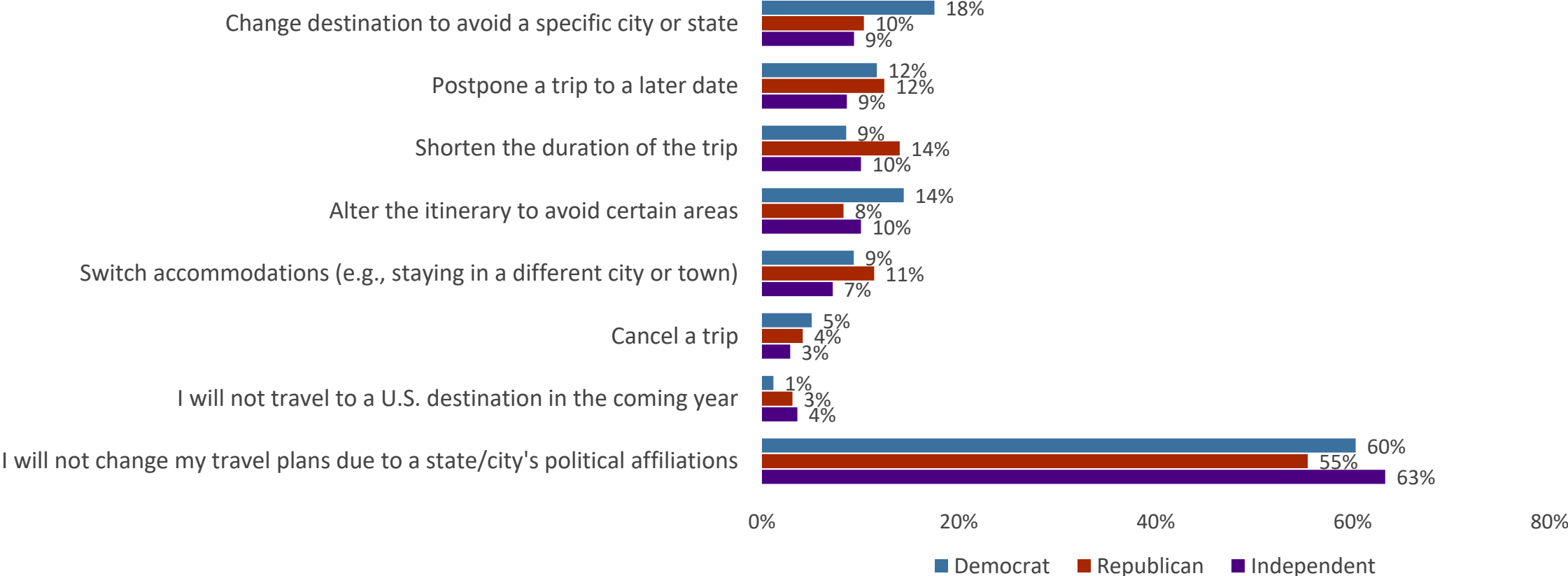
IMPACT ON TRAVEL PLANS

In the upcoming year, will you change your travel plans to a U.S. destination due to legislation, policies, or political affiliations?



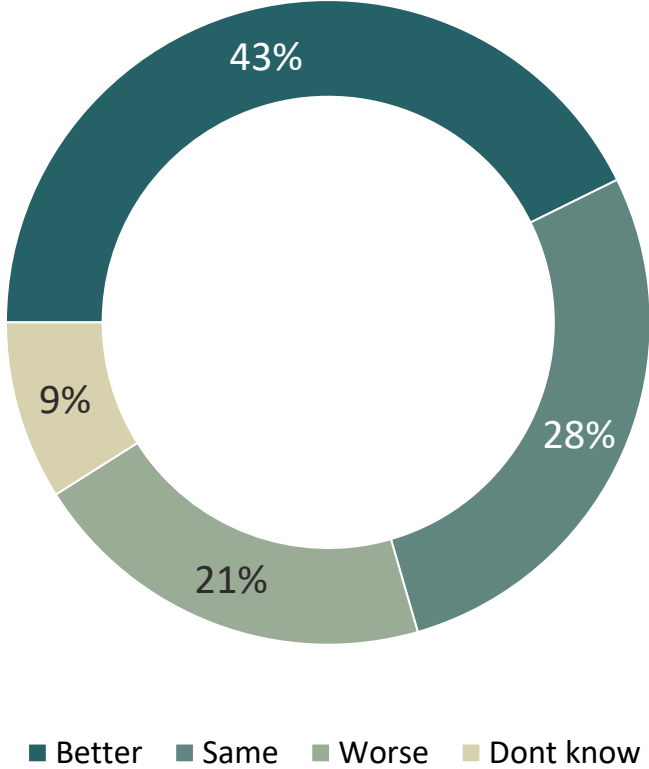
IMPACT ON TRAVEL PLANS

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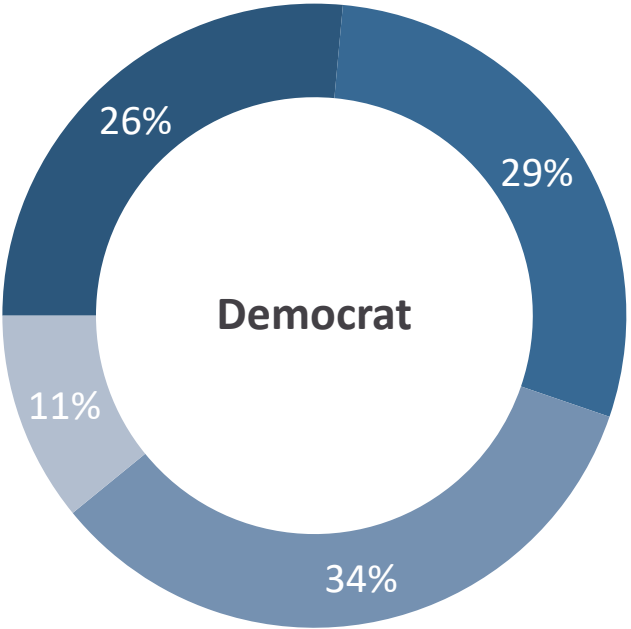
IMPACT ON TRAVEL PLANS

Thinking ahead, within the next 4 years do you expect you will be better off, worse off, or about the same compared to now?

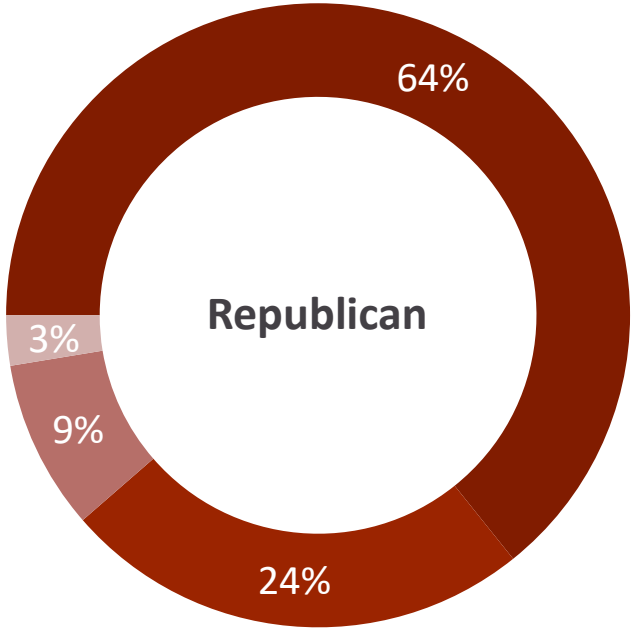


IMPACT ON TRAVEL PLANS

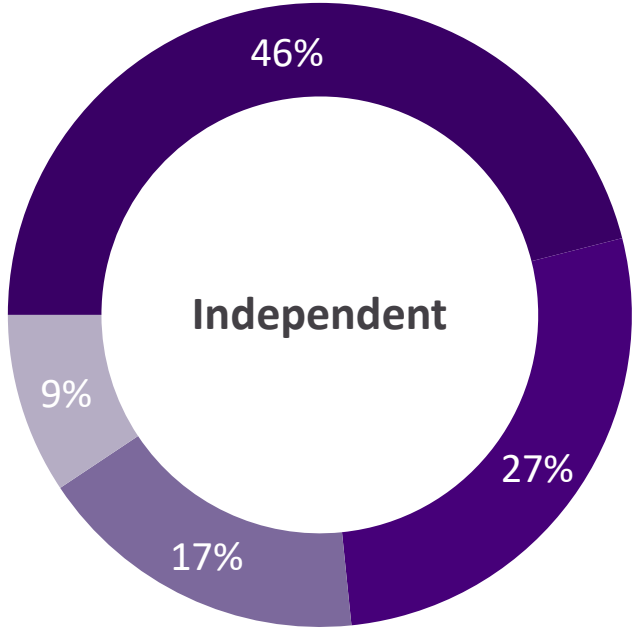
Thinking ahead, within the next 4 years do you expect you will be better off, worse off, or about the same compared to now?



■ Better ■ Same ■ Worse ■ Dont know



■ Better ■ Same ■ Worse ■ Dont know



■ Better ■ Same ■ Worse ■ Dont know



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. A vibrant turquoise river flows through the canyon below. The scene is captured from a high angle, looking down at the person and the river.

Thank You!

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