



Travel Sentiment Study Wave 75

JULY 12, 2023

Longwoods
INTERNATIONAL

miles
PARTNERSHIP

TRAVEL SENTIMENT STUDY WAVE 75

Fielded June 21, 2023

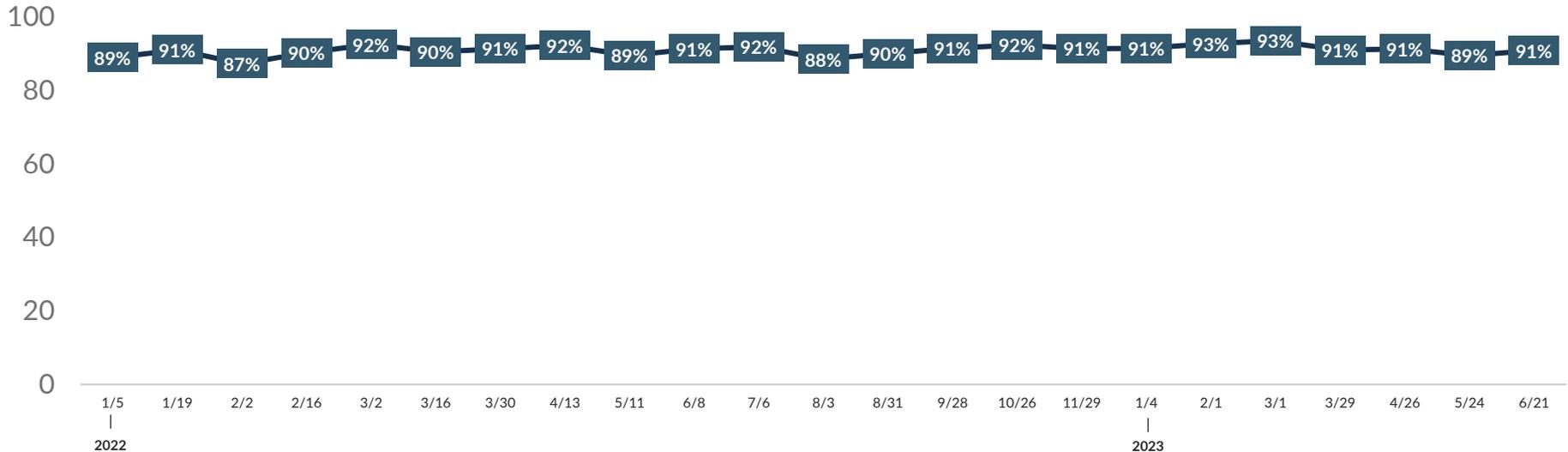
U.S. National Sample of 1,000 adults 18+

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IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

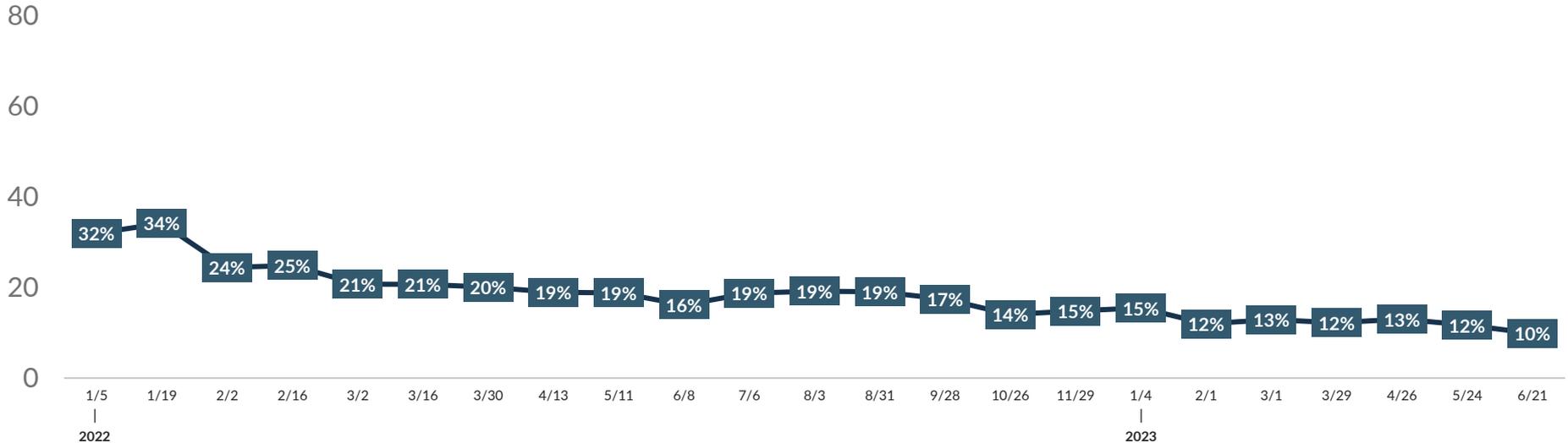


*Note: Data spanning multiple years, beginning from 1/5/2022.

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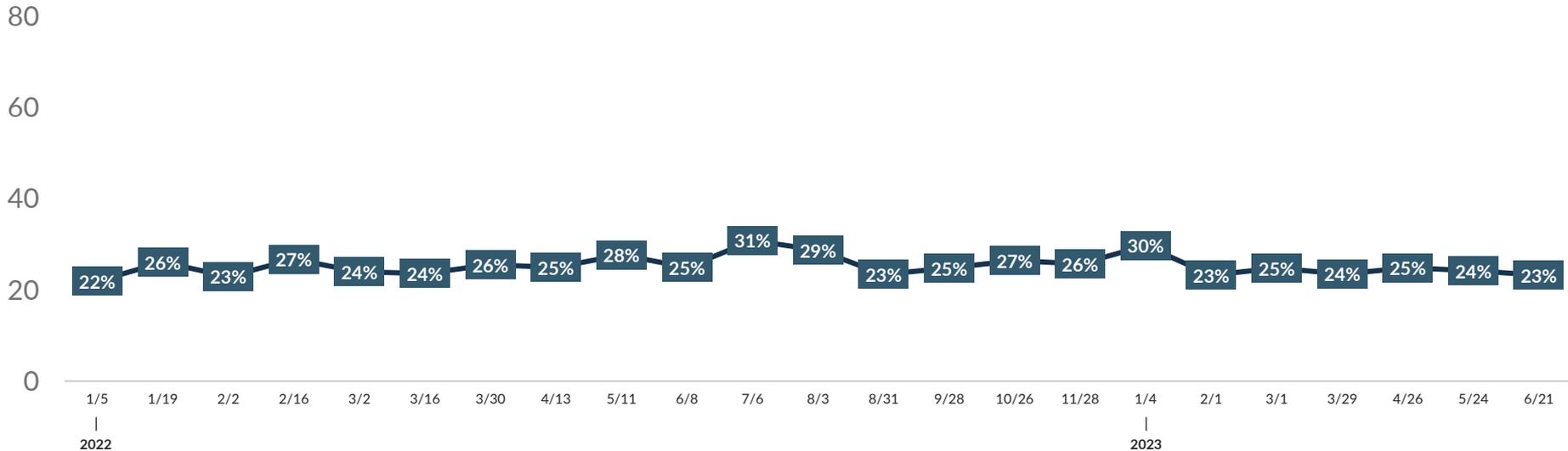
Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months



*Note: Data spanning multiple years, beginning from 1/5/2022.
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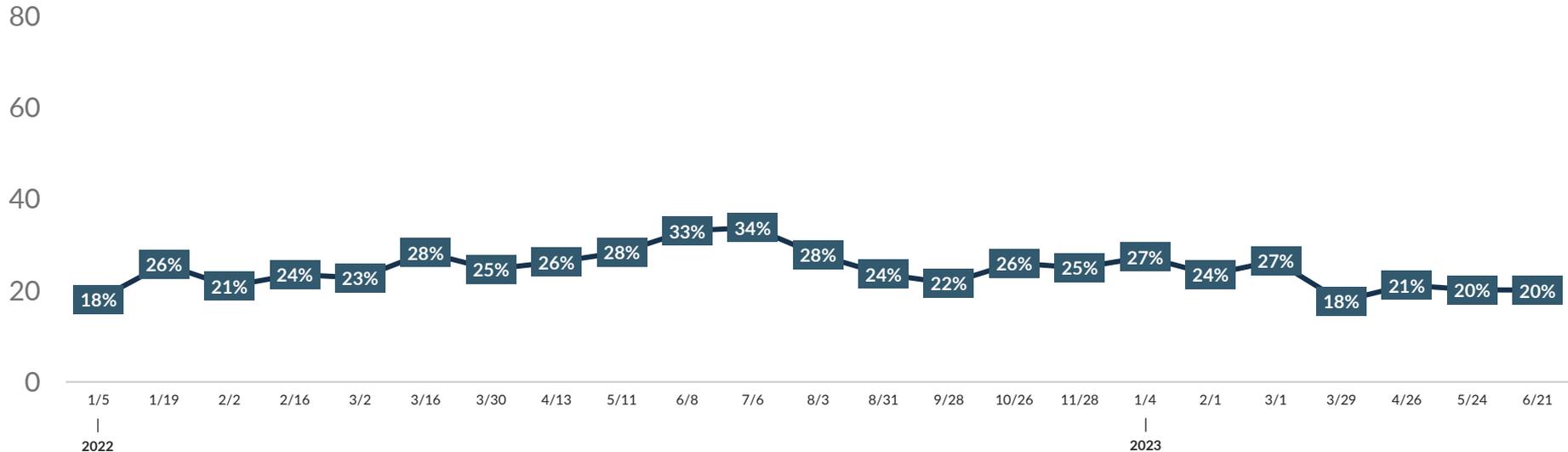
Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months



*Note: Data spanning multiple years, beginning from 1/5/2022.
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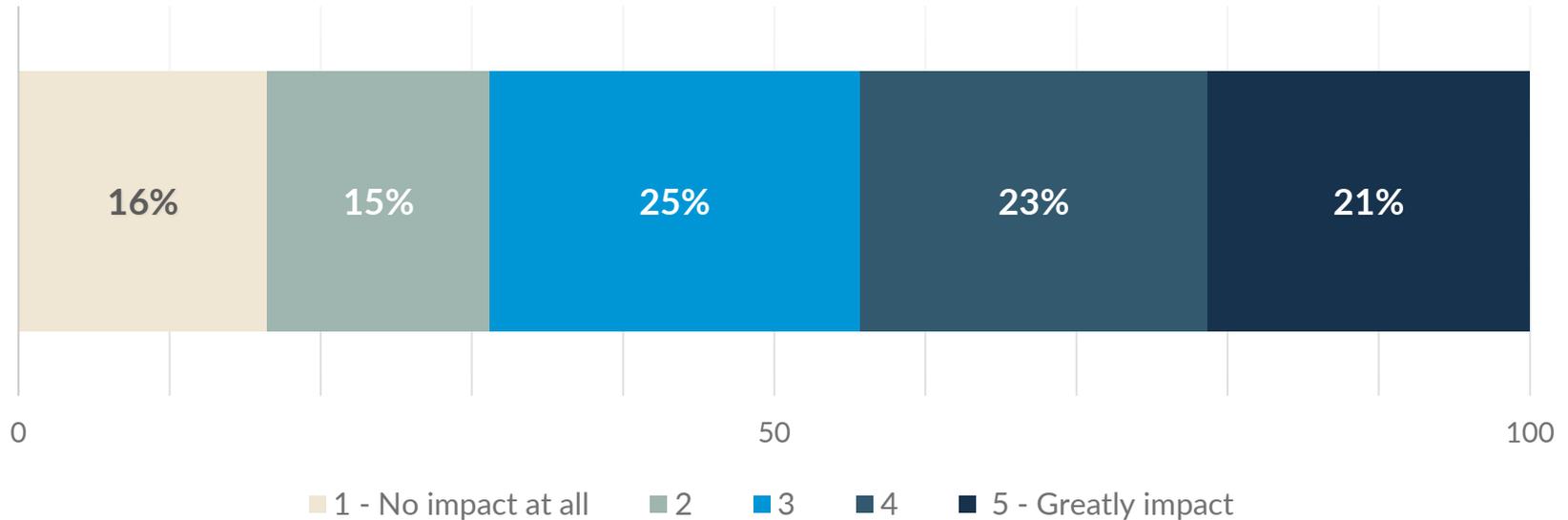
Indicated that Transportation Costs Would Greatly Impact their Decision to Travel in the Next Six Months



*Note: Data spanning multiple years, beginning from 1/5/2022.
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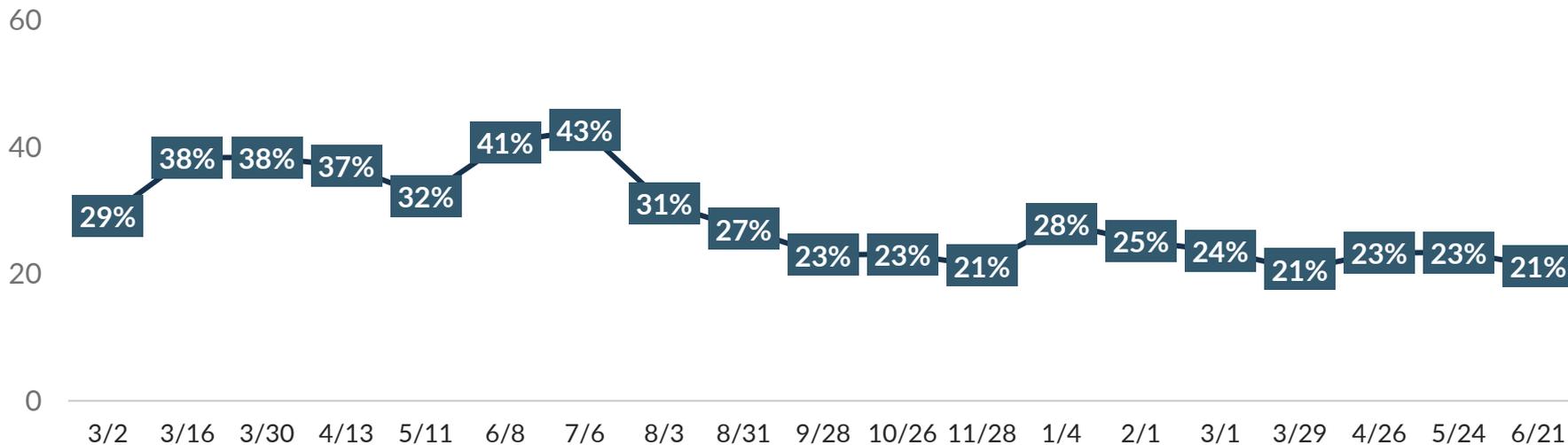
IMPACT ON TRAVEL PLANS

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



IMPACT ON TRAVEL PLANS

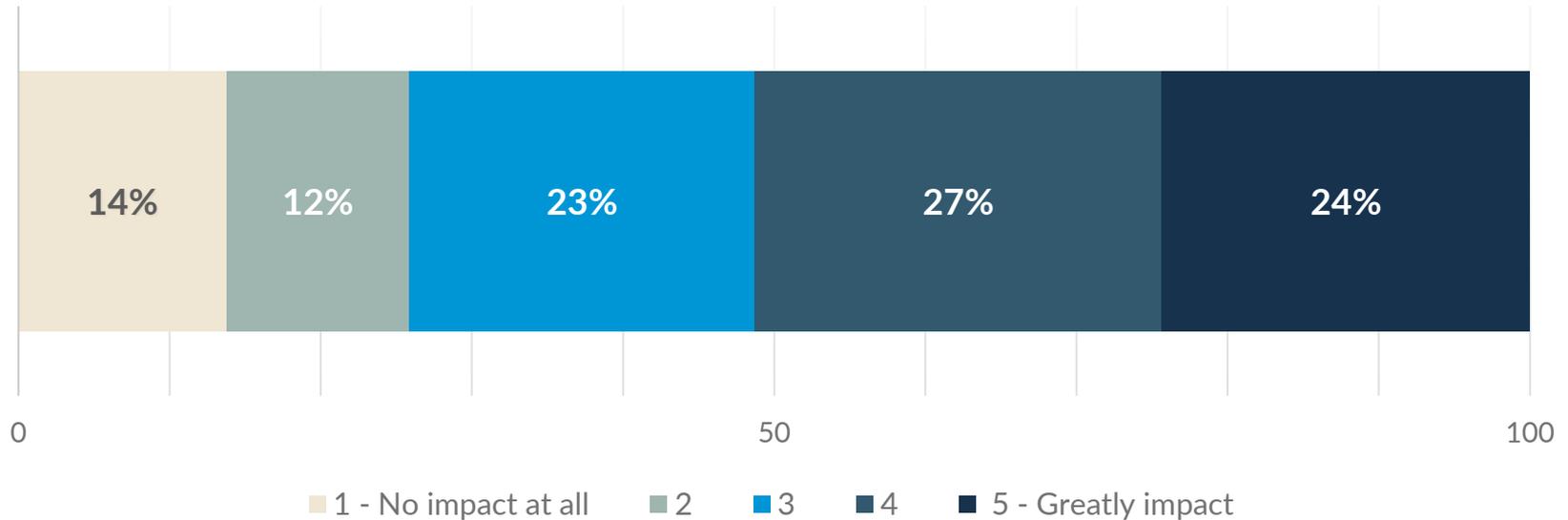
Indicated that Gas Prices* Would Greatly Impact their Decision to Travel in the Next Six Months



*Note: Prior to 8/31, respondents were asked about the impact of *rising* gas prices. Beginning on 8/31, *rising* was removed from the question.
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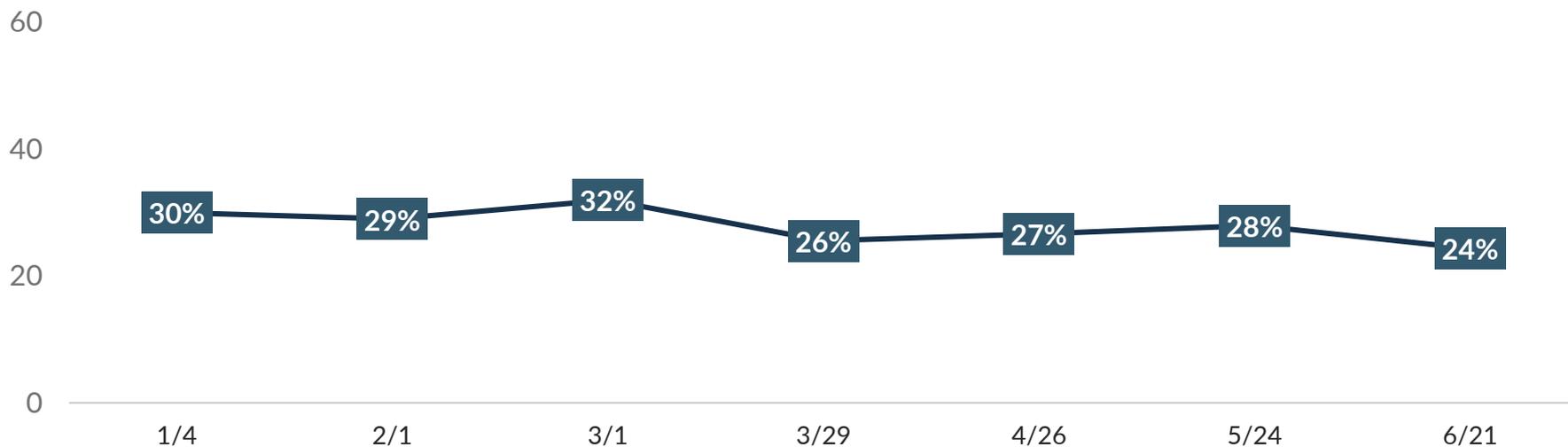
IMPACT ON TRAVEL PLANS

Impact of Inflation on Decisions to Travel in Next Six Months



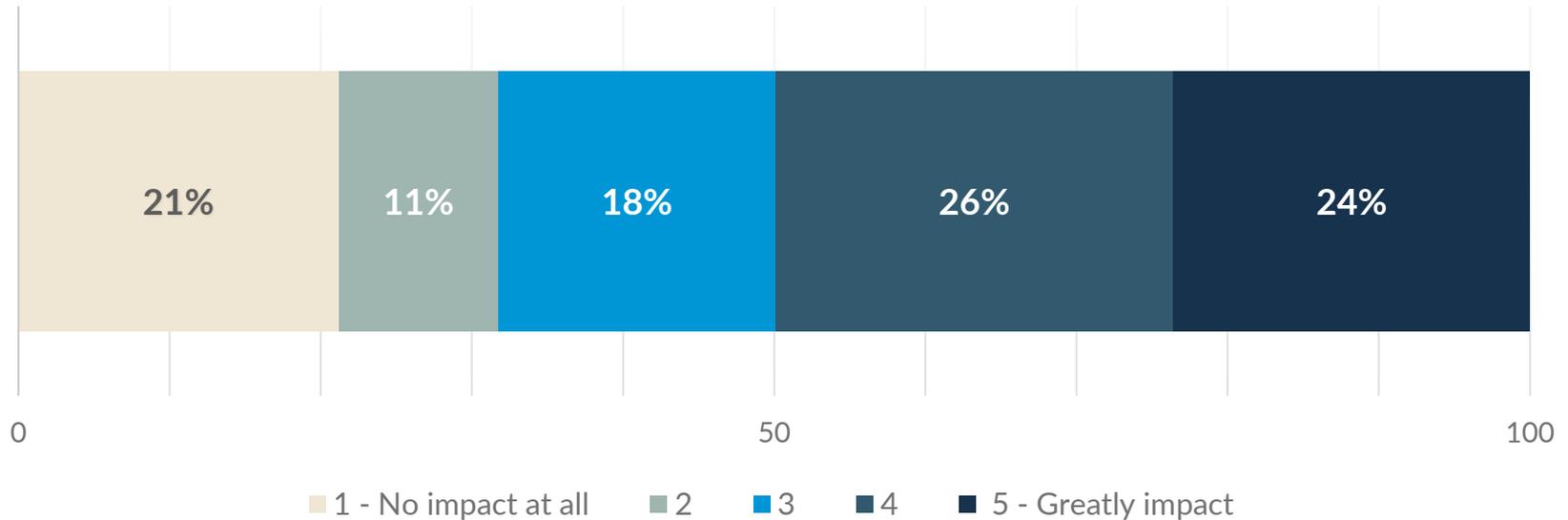
IMPACT ON TRAVEL PLANS

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



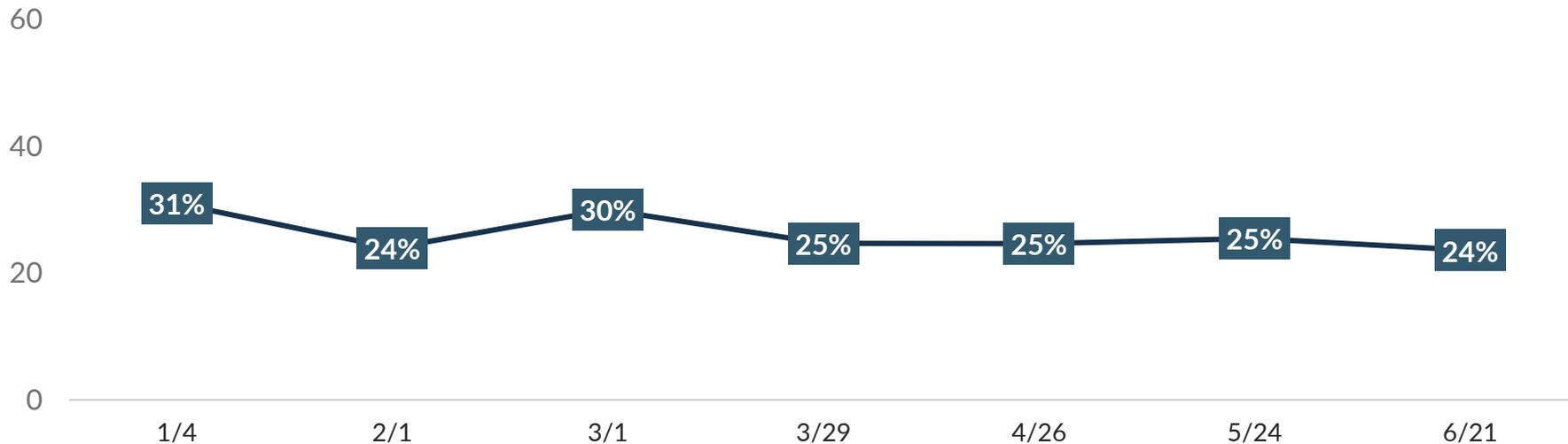
IMPACT ON TRAVEL PLANS

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



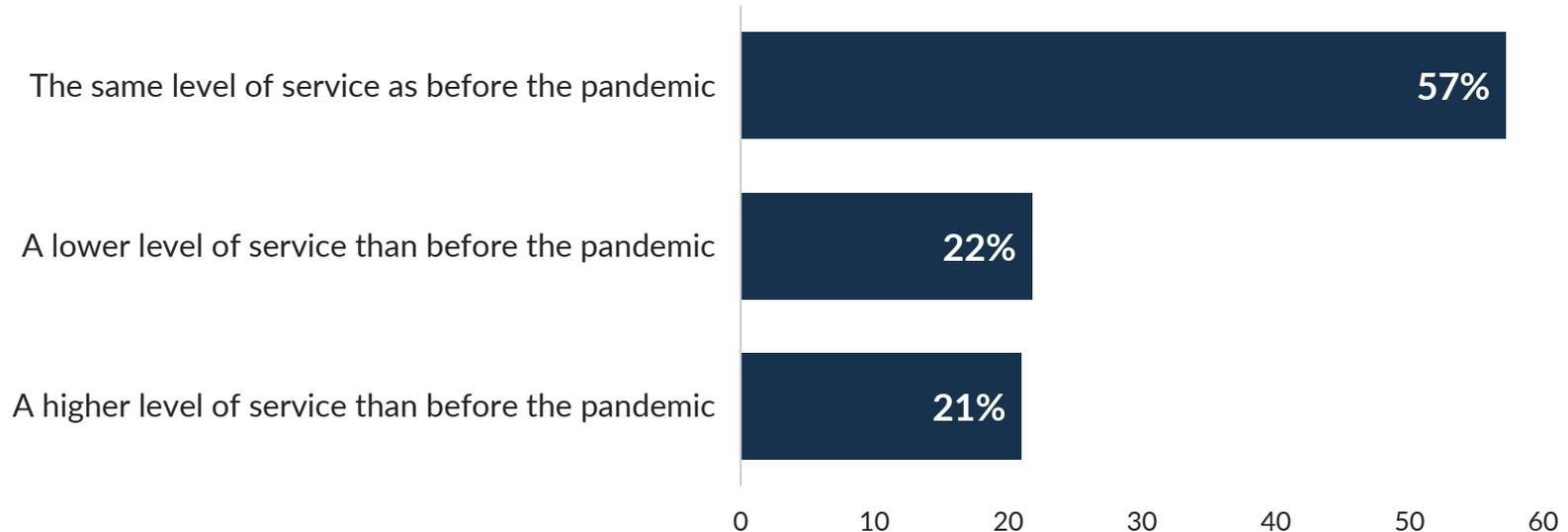
IMPACT ON TRAVEL PLANS

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



IMPACT ON TRAVEL PLANS

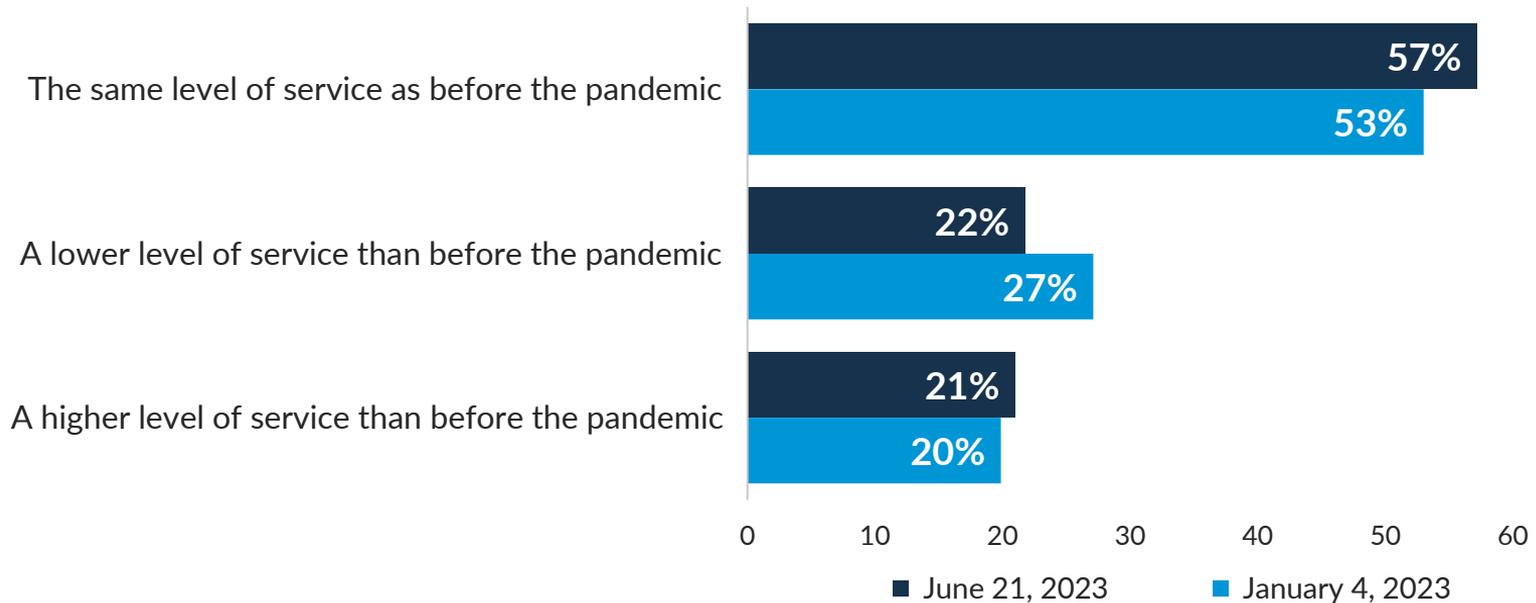
On your most recent trip in the last three months, what level of service did you receive from tourism and hospitality businesses?



10% Have not taken a trip in last three months

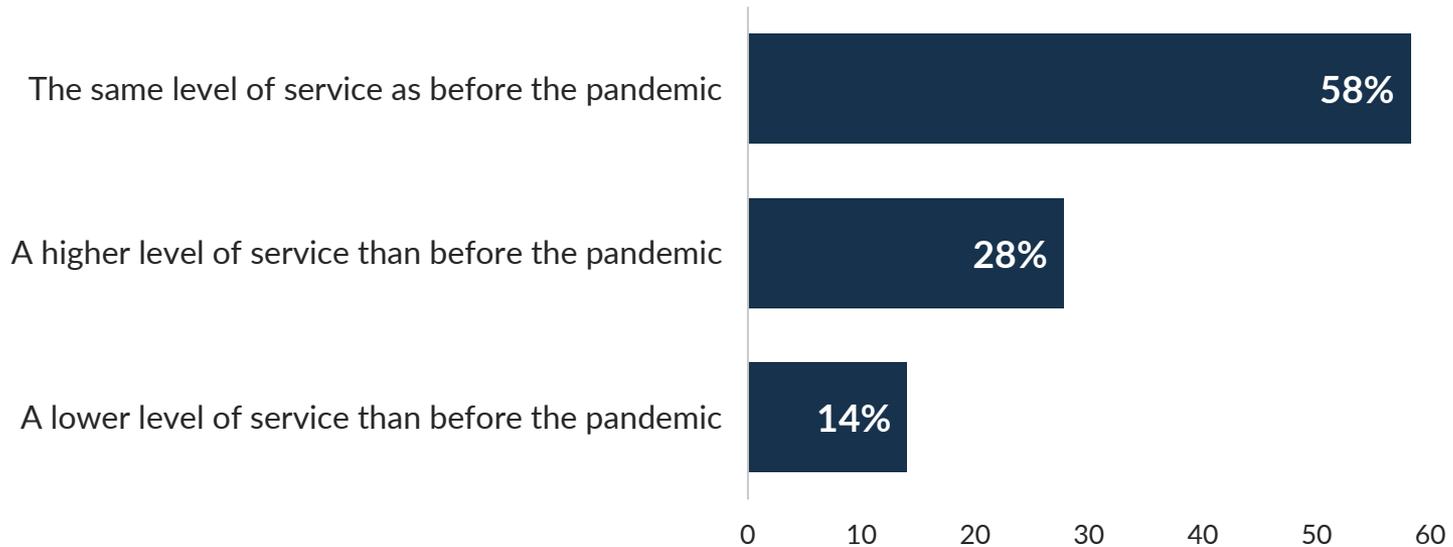
IMPACT ON TRAVEL PLANS

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



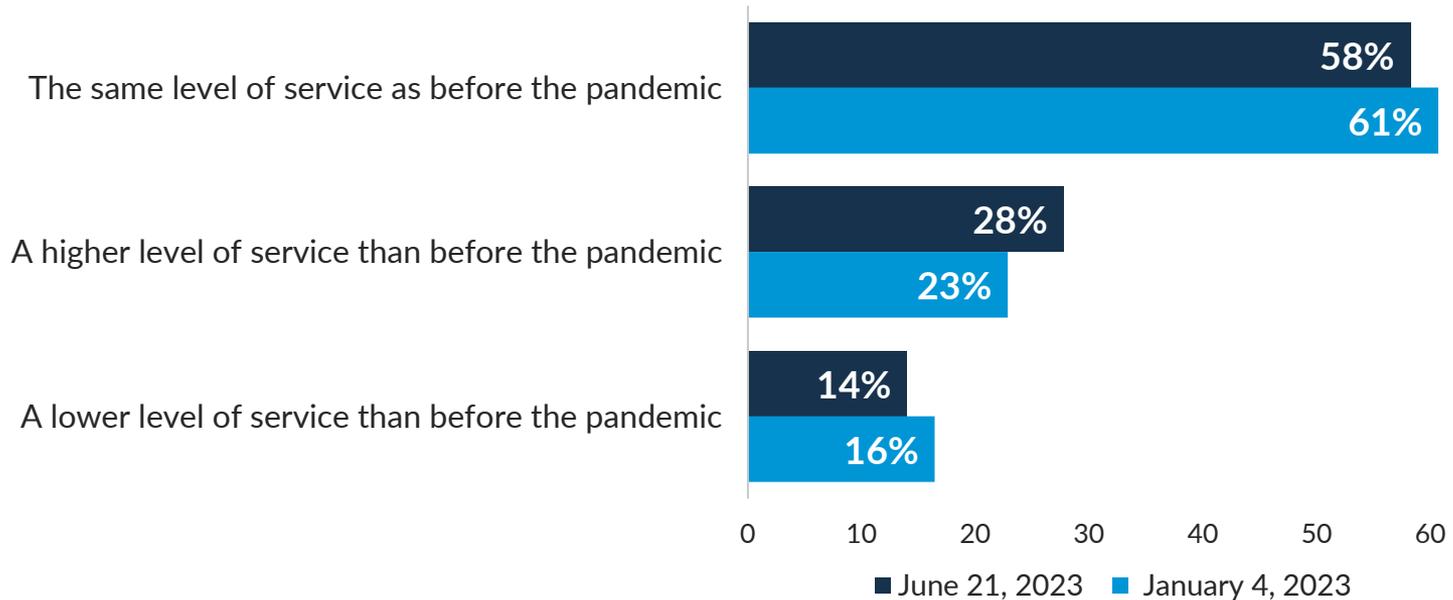
IMPACT ON TRAVEL PLANS

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



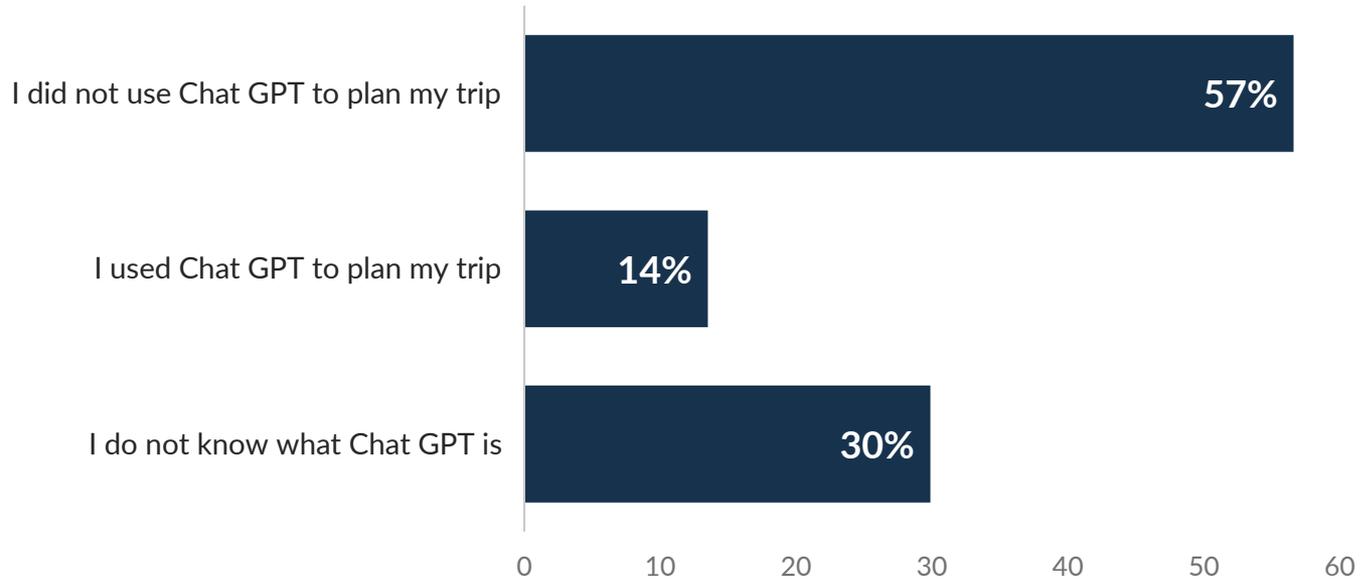
IMPACT ON TRAVEL PLANS

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



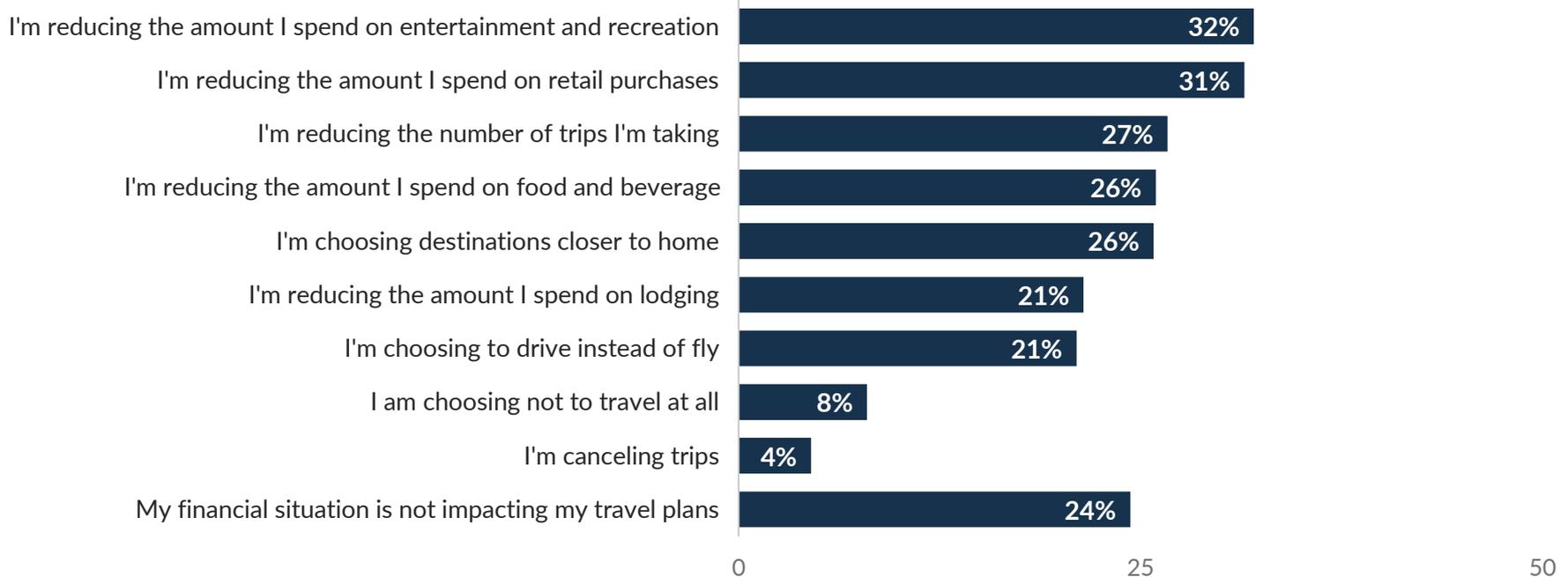
IMPACT ON TRAVEL PLANS

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



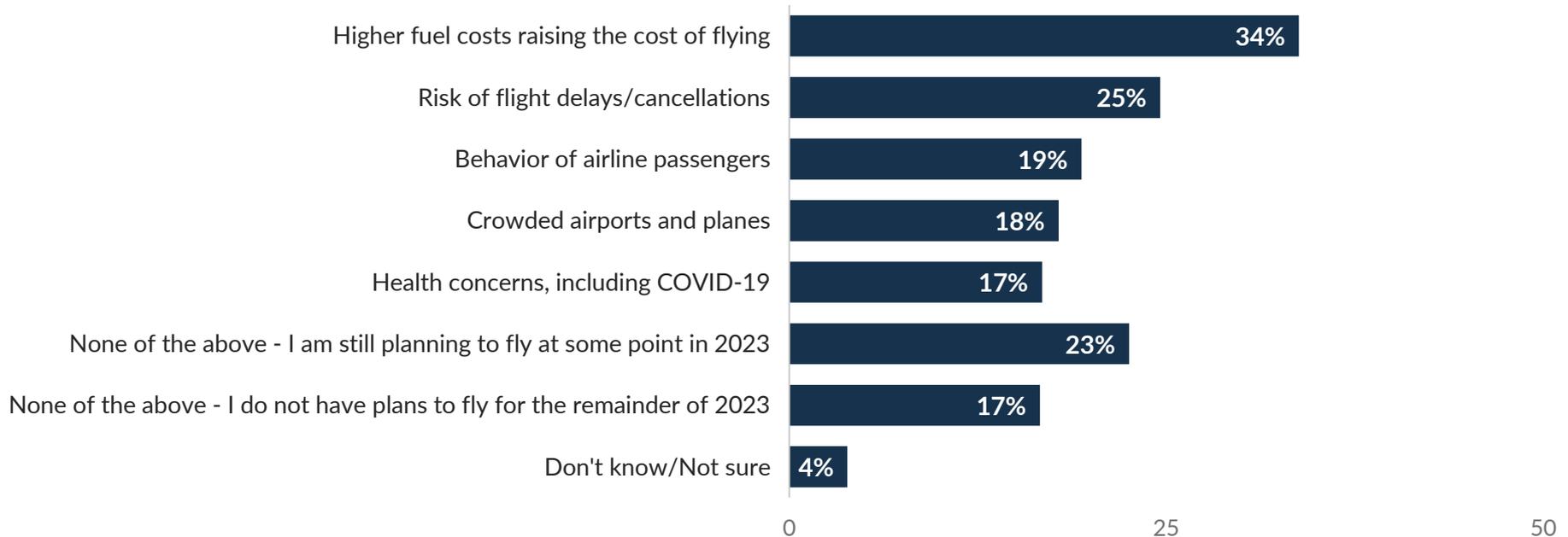
IMPACT ON TRAVEL PLANS

Impact of Personal Financial Situation on Travel Plans



IMPACT ON TRAVEL PLANS

Are any of the following factors reducing your likelihood of traveling by air at some point in 2023?



Additional Resources

Longwoods International Research
longwoods-intl.com/covid-19

Miles Partnership COVID-19 Communication Center
covid19.milespartnership.com





Thank You

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