



# Travel Sentiment Study Wave 76

AUGUST 1, 2023

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# TRAVEL SENTIMENT STUDY WAVE 76

Fielded July 19, 2023

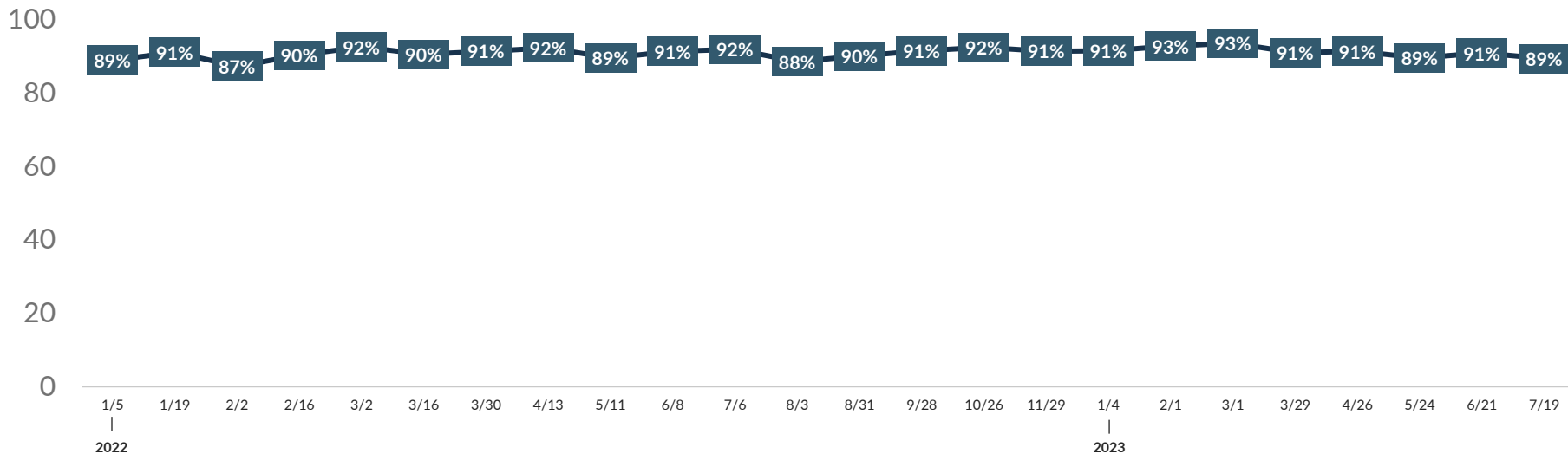
U.S. National Sample of 1,000 adults 18+

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# IMPACT ON TRAVEL PLANS

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

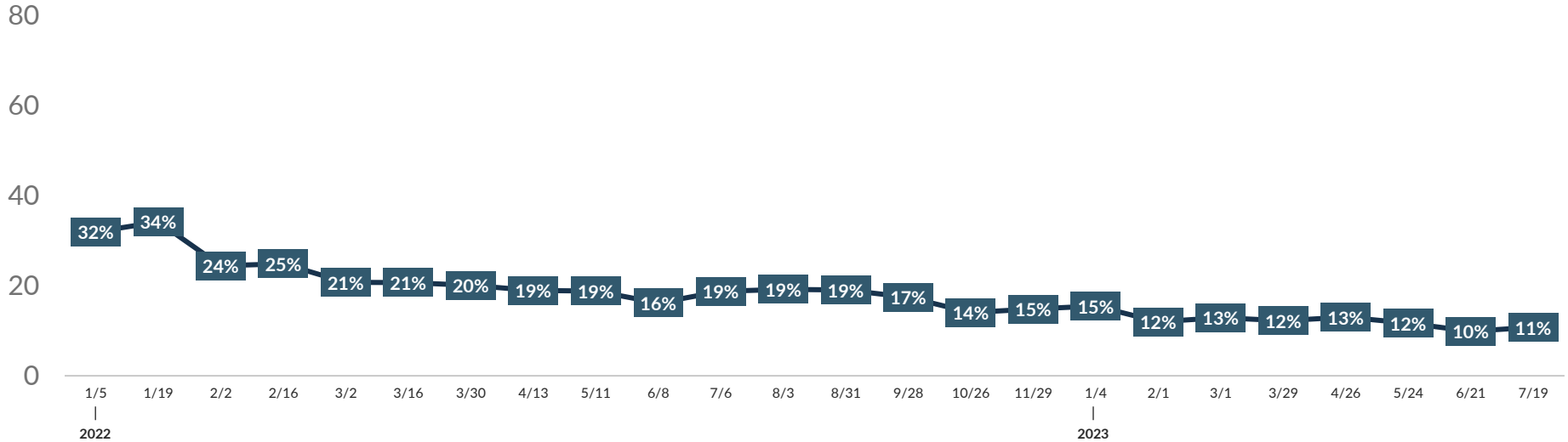


\*Note: Data spanning multiple years, beginning from 1/5/2022.

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# IMPACT ON TRAVEL PLANS

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

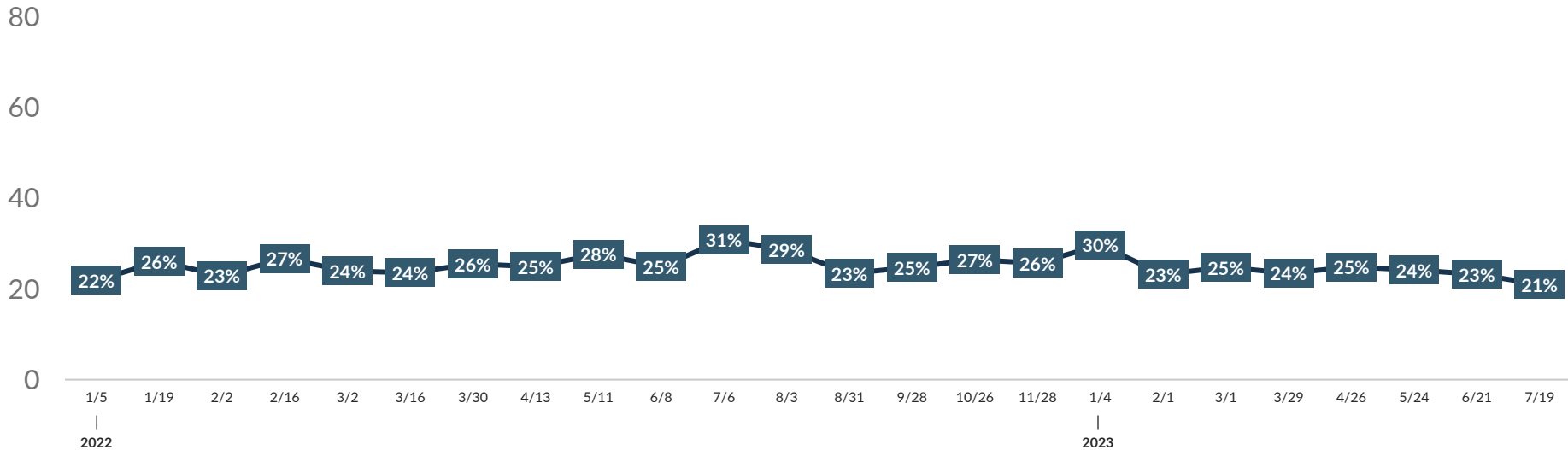


\*Note: Data spanning multiple years, beginning from 1/5/2022.

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# IMPACT ON TRAVEL PLANS

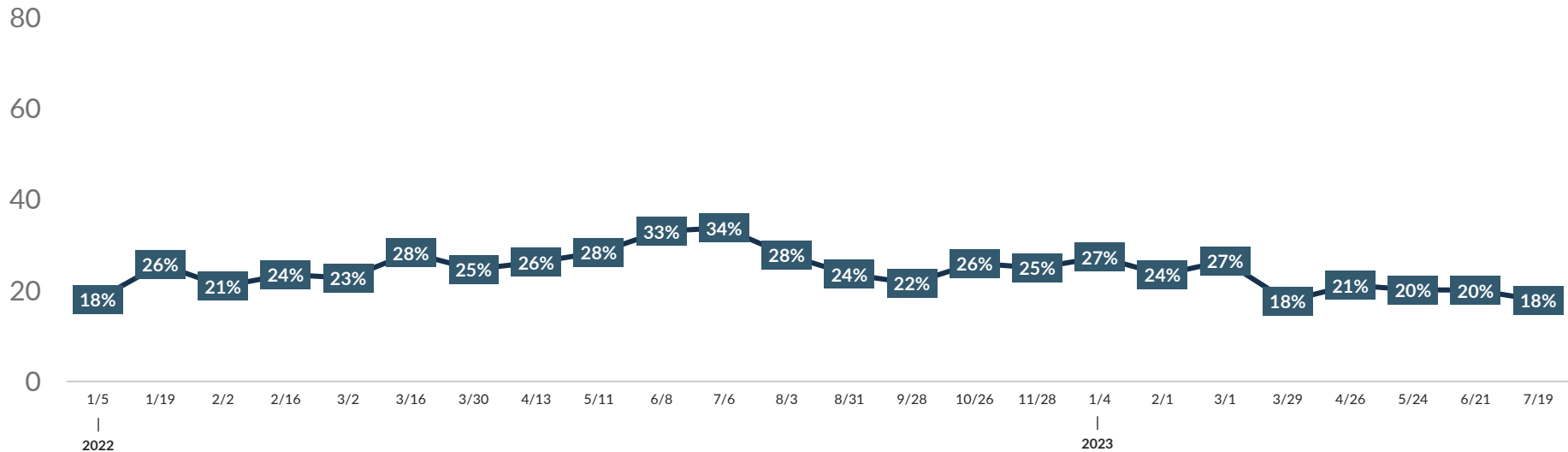
## Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months



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

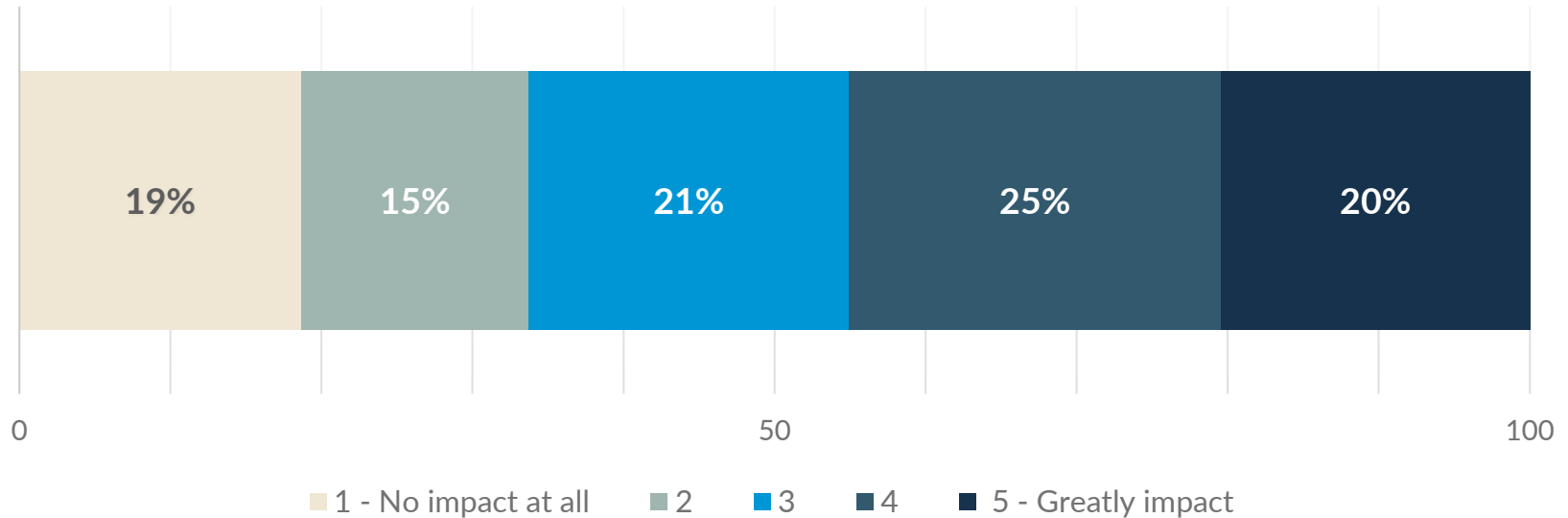
## Indicated that Transportation Costs Would Greatly Impact their Decision to Travel in the Next Six Months



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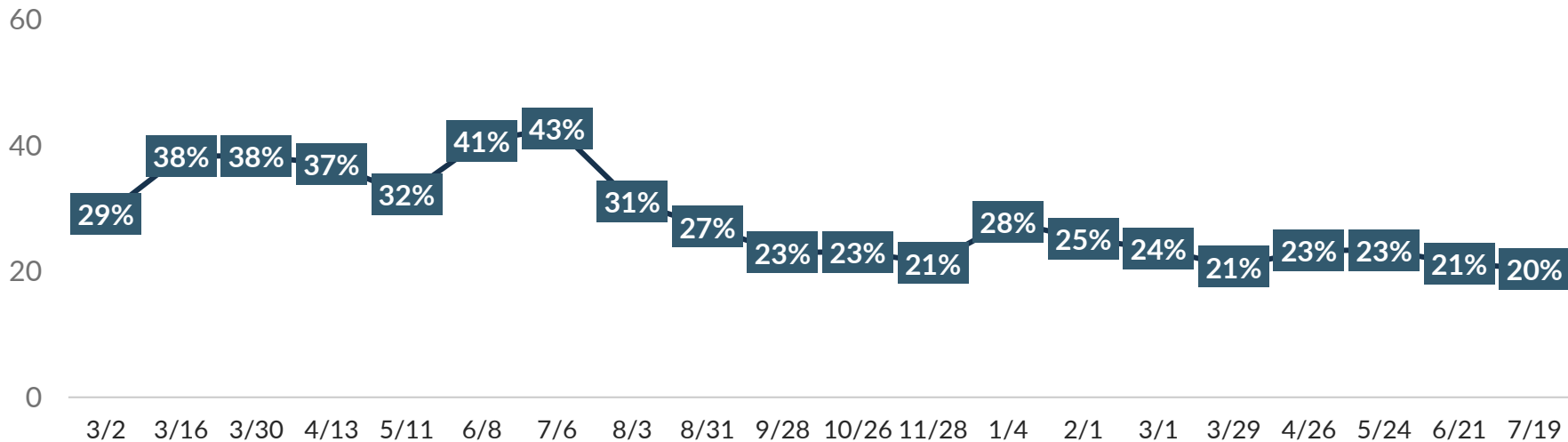
# IMPACT ON TRAVEL PLANS

## 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

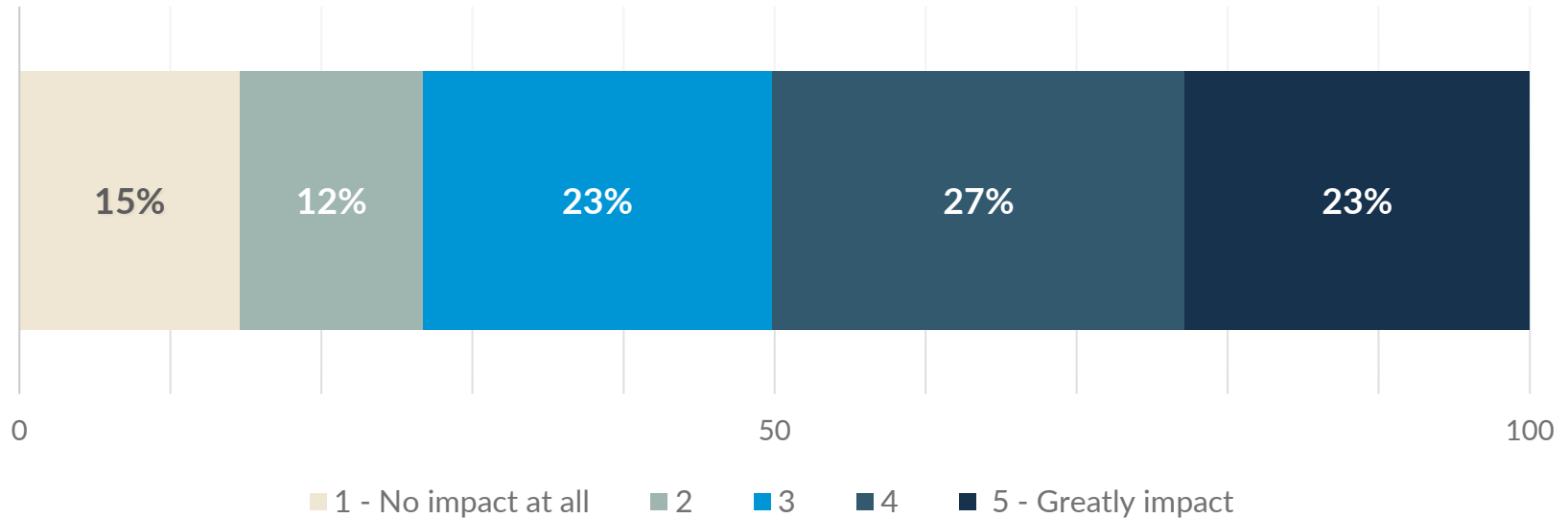


\*Note: Prior to 8/31, respondents were asked about the impact of *rising* gas prices. Beginning on 8/31, *rising* was removed from the question.  
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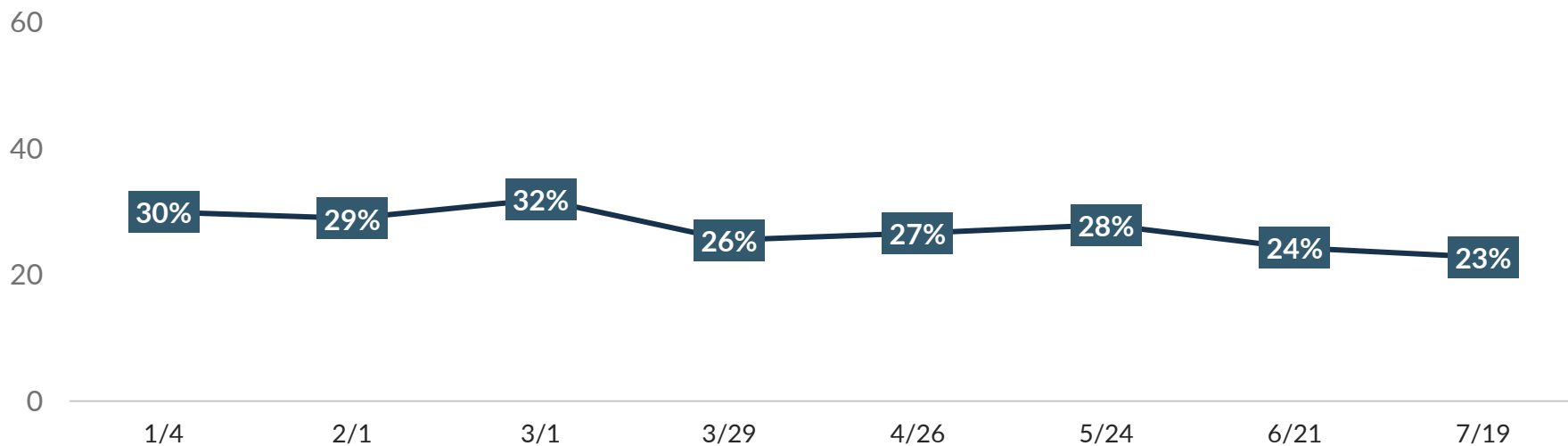
# IMPACT ON TRAVEL PLANS

## Impact of Inflation on Decisions to Travel in Next Six Months



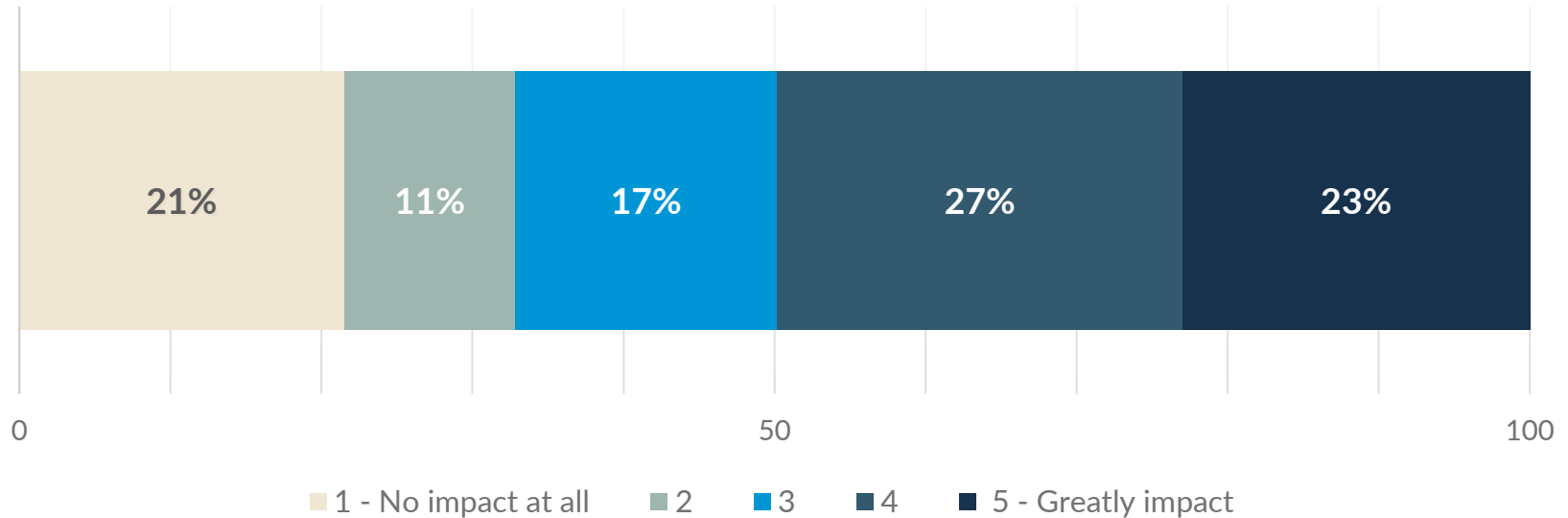
## IMPACT ON TRAVEL PLANS

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



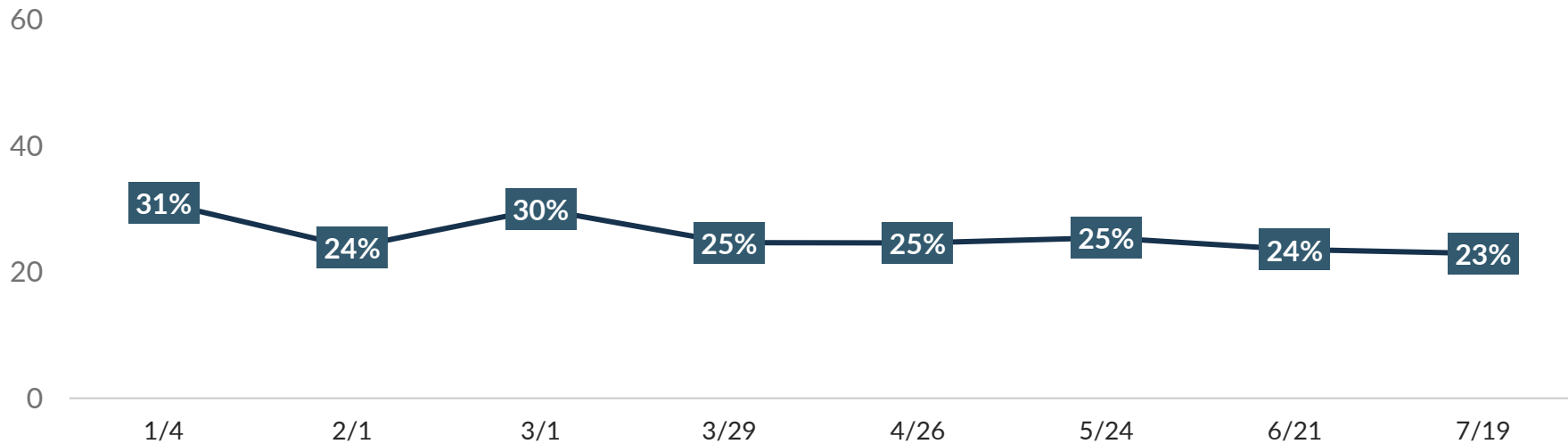
# IMPACT ON TRAVEL PLANS

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



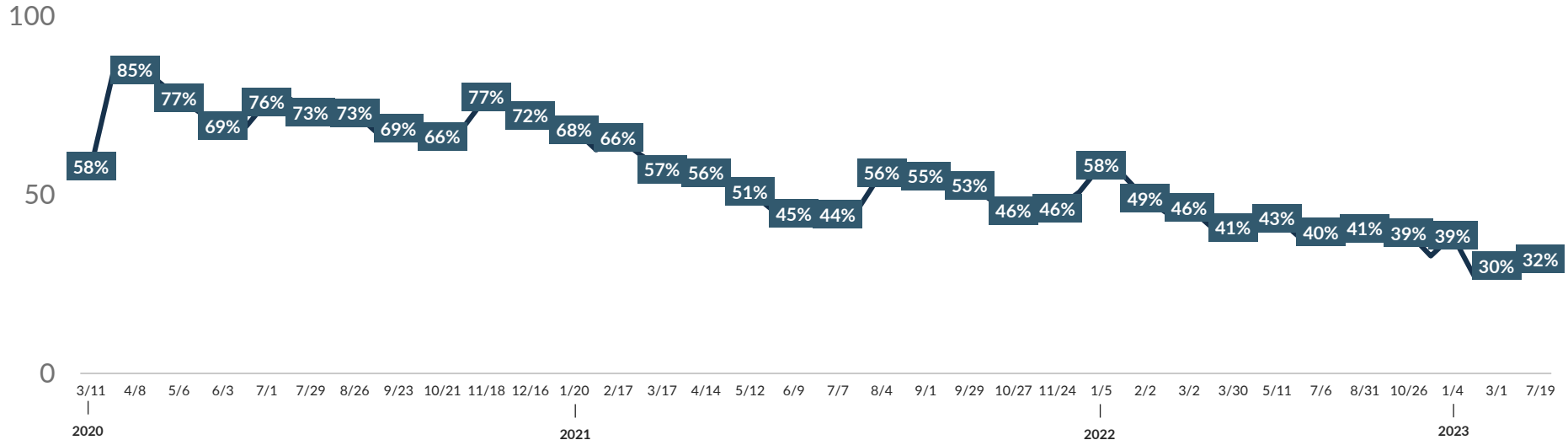
## IMPACT ON TRAVEL PLANS

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



# IMPACT ON TRAVEL PLANS

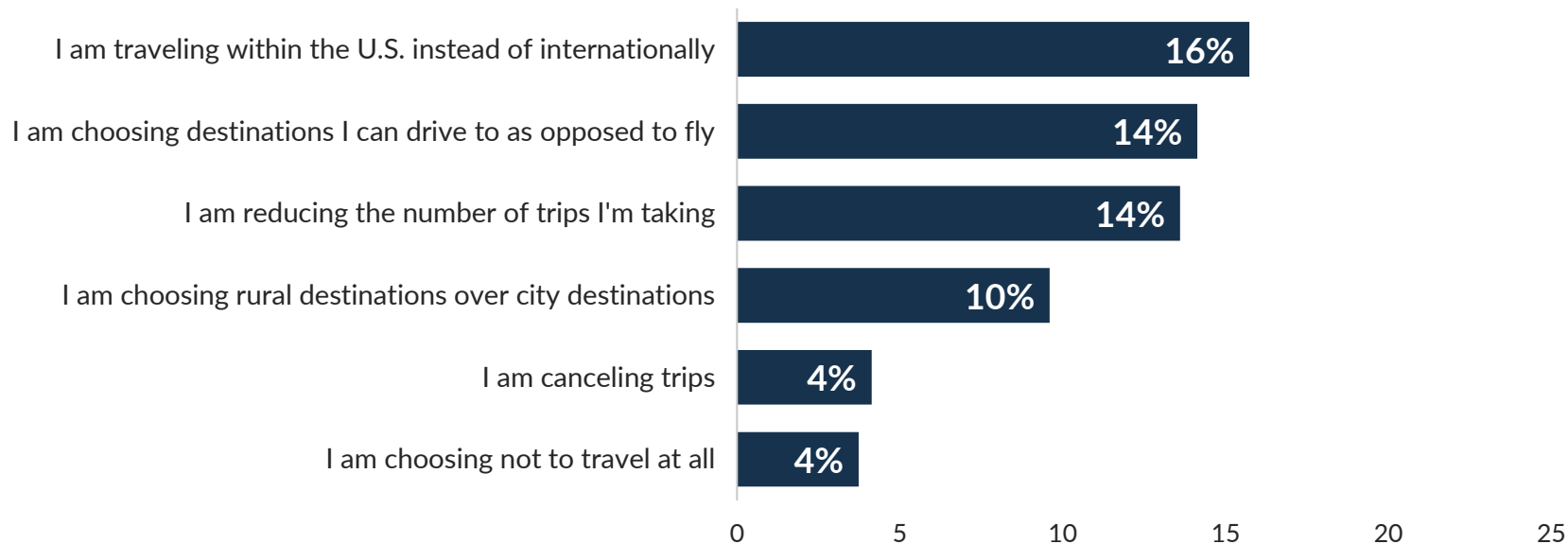
## Travelers Planning to Change Upcoming Travel Plans Due to COVID-19 Comparison



\*Note: Data spanning multiple years, beginning from 3/11/2020.

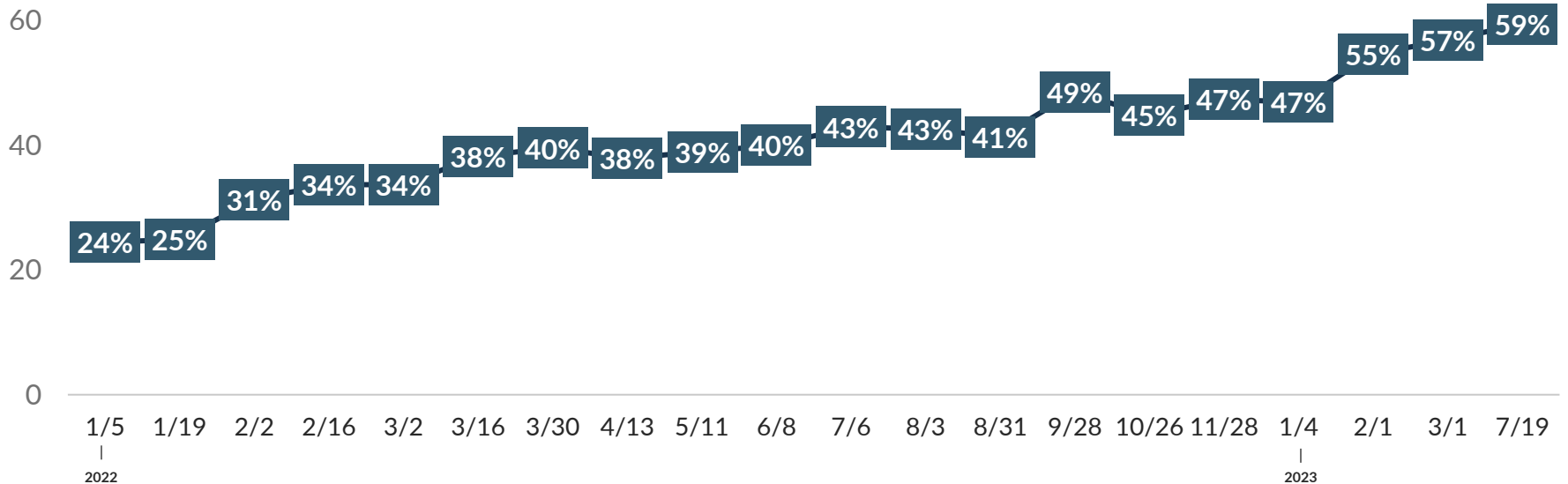
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### Influence of COVID-19 on Travel Plans in the Next Six Months



# IMPACT ON TRAVEL PLANS

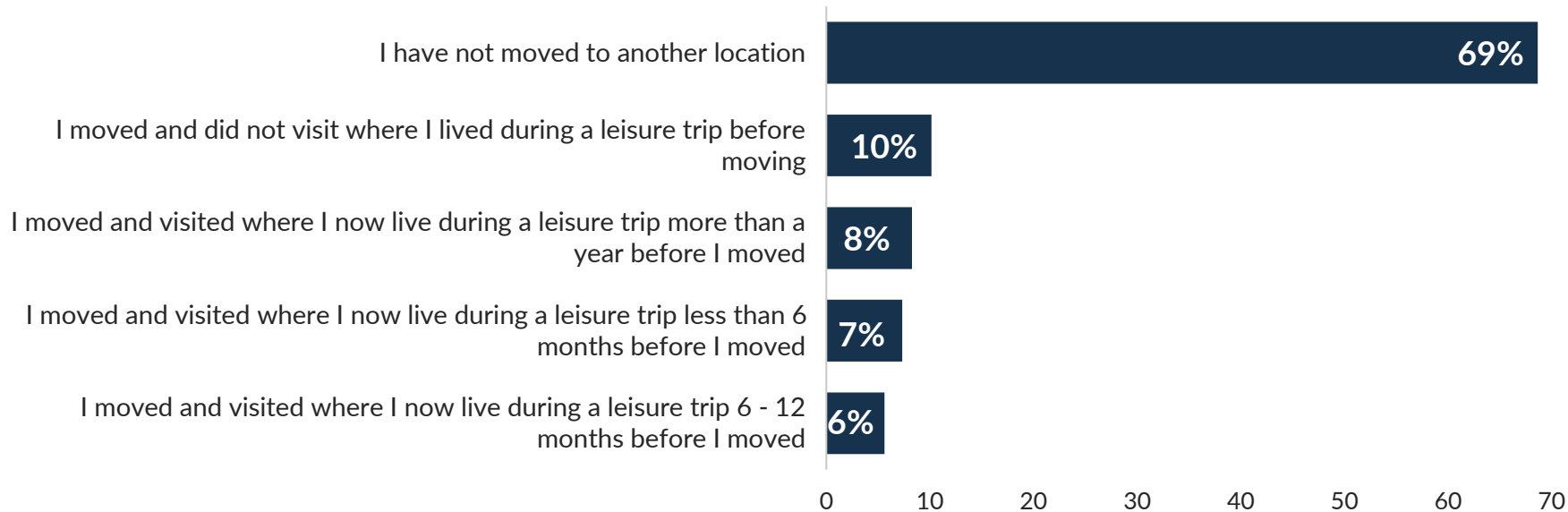
## Influence of COVID-19 on Travel Plans in the Next Six Months COVID-19 is Not Influencing my Travel Plans



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

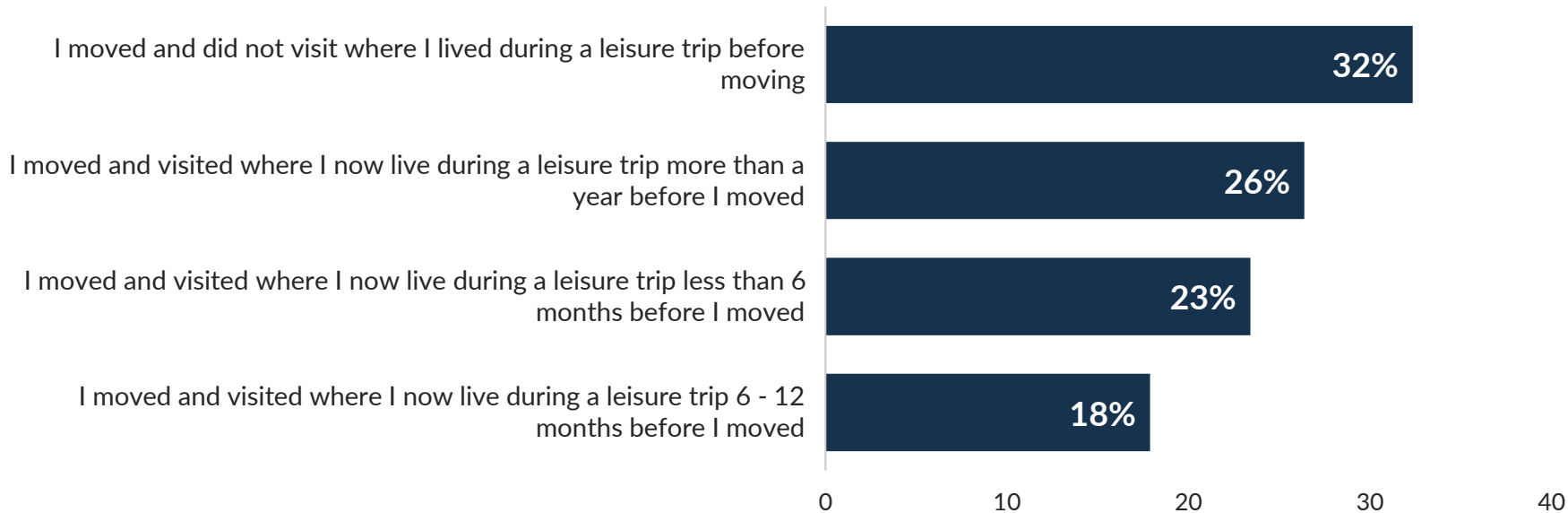
## During the past three years





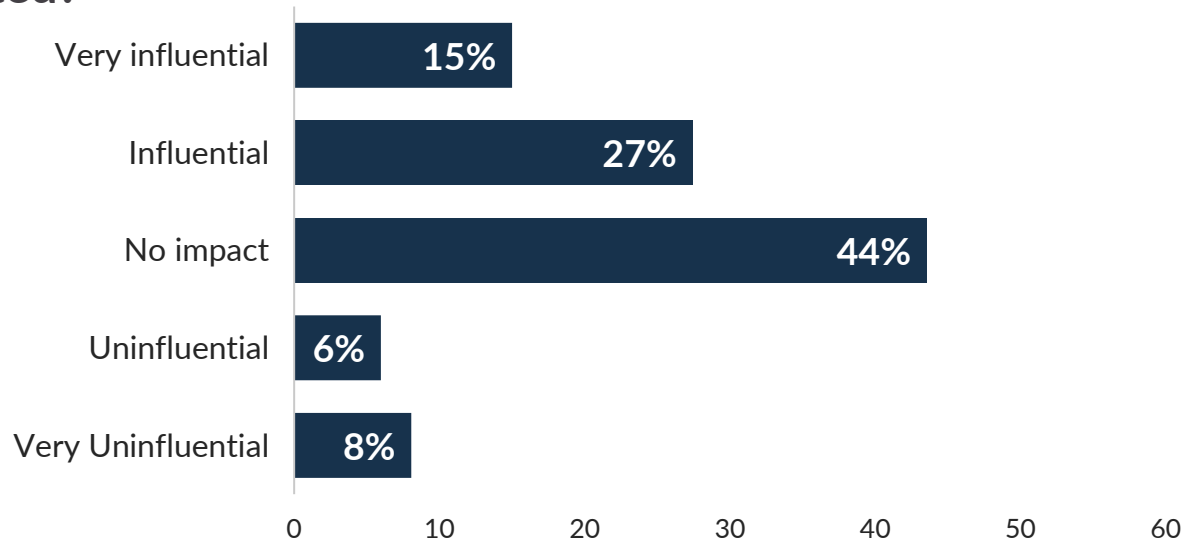
# IMPACT ON TRAVEL PLANS

## Among those who have moved During the past three years



## IMPACT ON TRAVEL PLANS

Thinking about leisure travel advertisements for destinations you have seen recently, how have they influenced your desire to move to the place/places being promoted?



## IMPACT ON TRAVEL PLANS

Please indicate if current issues (e.g., government, societal) have influenced you to boycott a travel destination.



## *Additional Resources*

Longwoods International Research  
[longwoods-intl.com/covid-19](https://longwoods-intl.com/covid-19)

Miles Partnership COVID-19 Communication Center  
[covid19.milespartnership.com](https://covid19.milespartnership.com)





# Thank You

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