



# Travel Sentiment Study Wave 78

OCTOBER 5, 2023

Longwoods  
INTERNATIONAL

miles  
PARTNERSHIP

# TRAVEL SENTIMENT STUDY WAVE 78

Fielded September 13, 2023

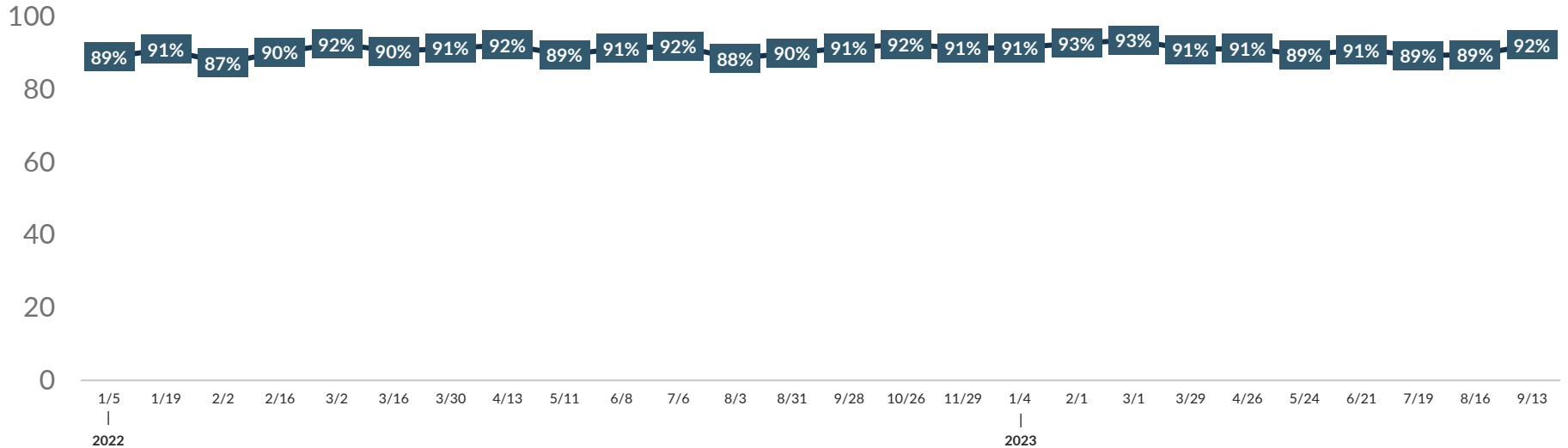
U.S. National Sample of 1,000 adults 18+

 Longwoods  
INTERNATIONAL

 miles  
PARTNERSHIP

# IMPACT ON TRAVEL PLANS

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

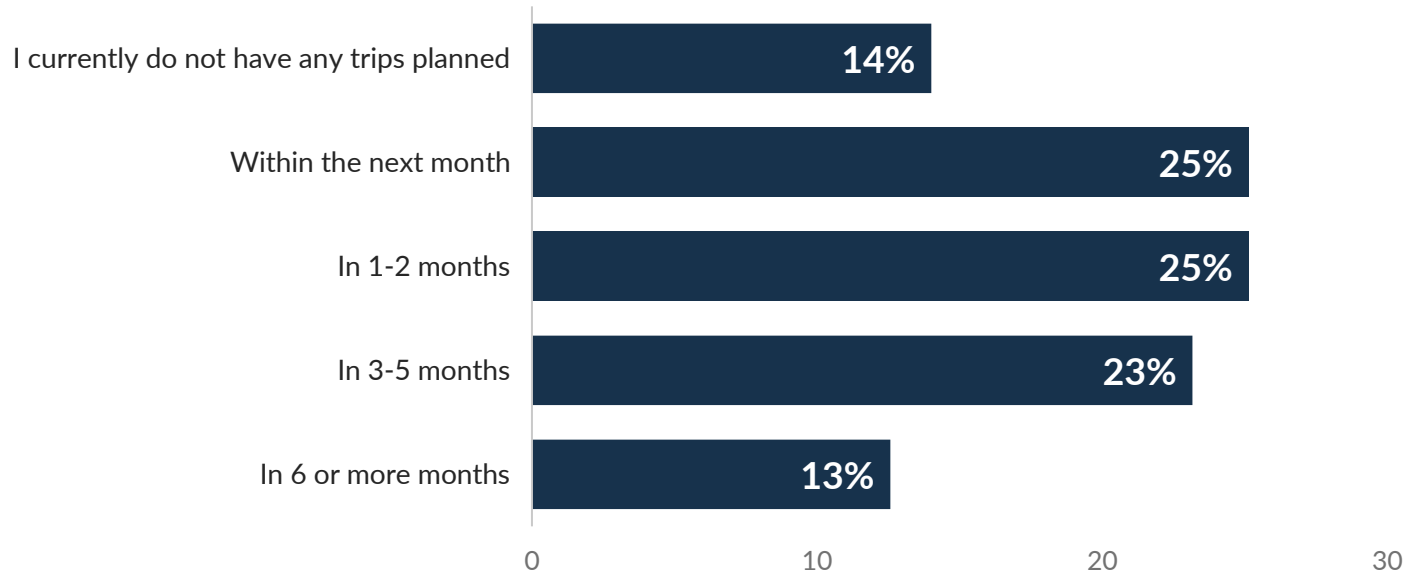


\*Note: Data spanning multiple years, beginning from 1/5/2022.

Travel Sentiment Study Wave 78

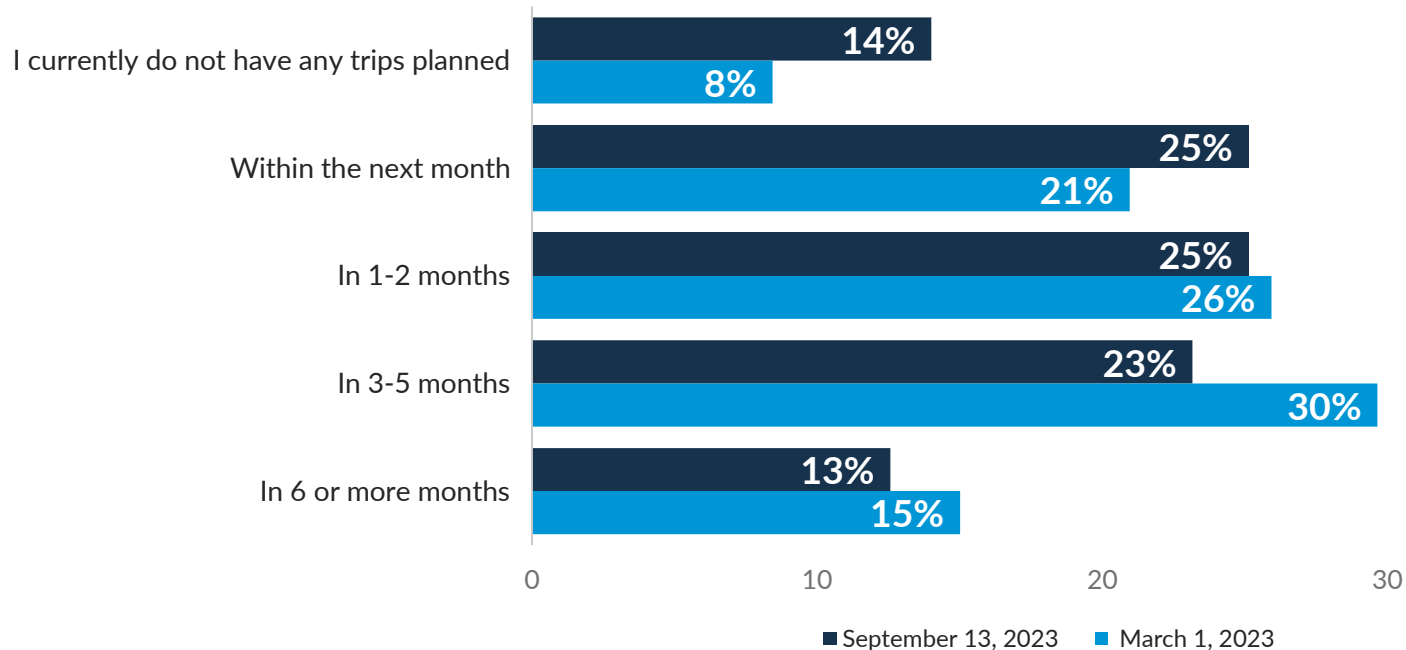
# IMPACT ON TRAVEL PLANS

## When Is Your Next Trip?



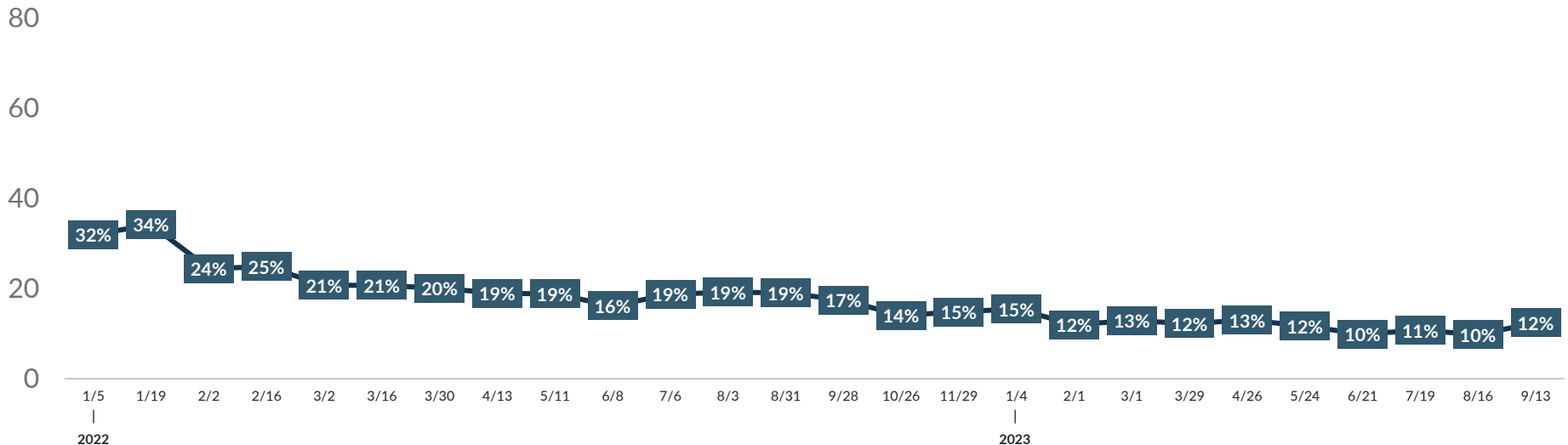
# IMPACT ON TRAVEL PLANS

## When Is Your Next Trip?



# IMPACT ON TRAVEL PLANS

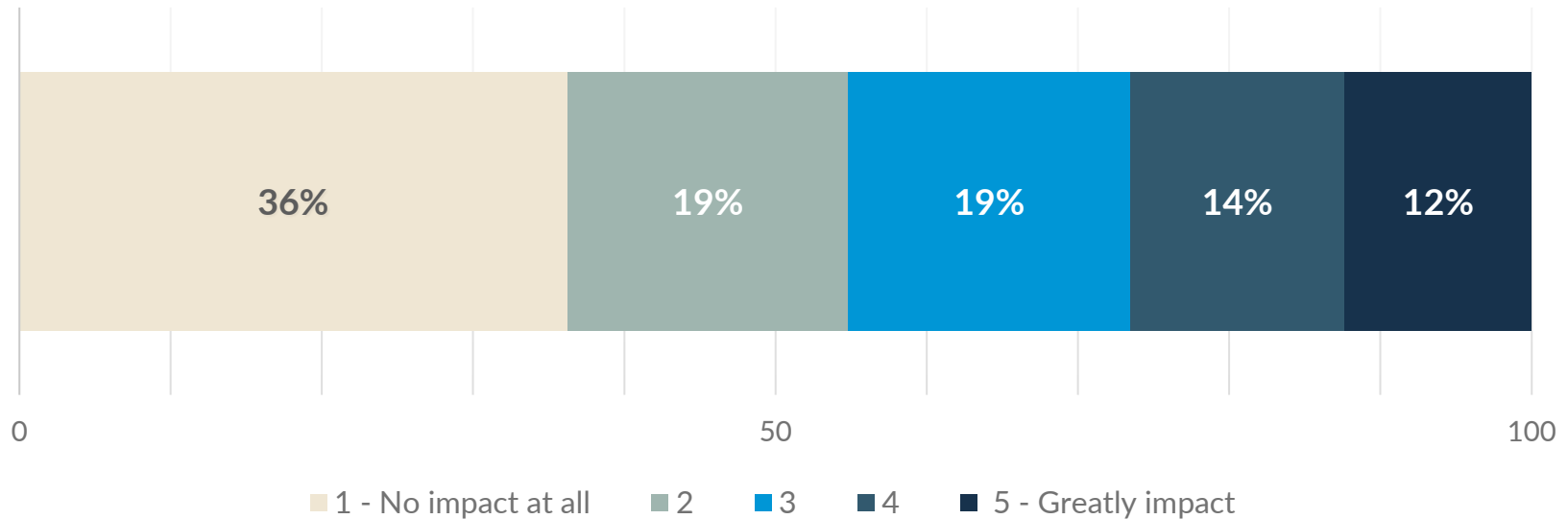
## Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months



\*Note: Data spanning multiple years, beginning from 1/5/2022.  
Travel Sentiment Study Wave 78

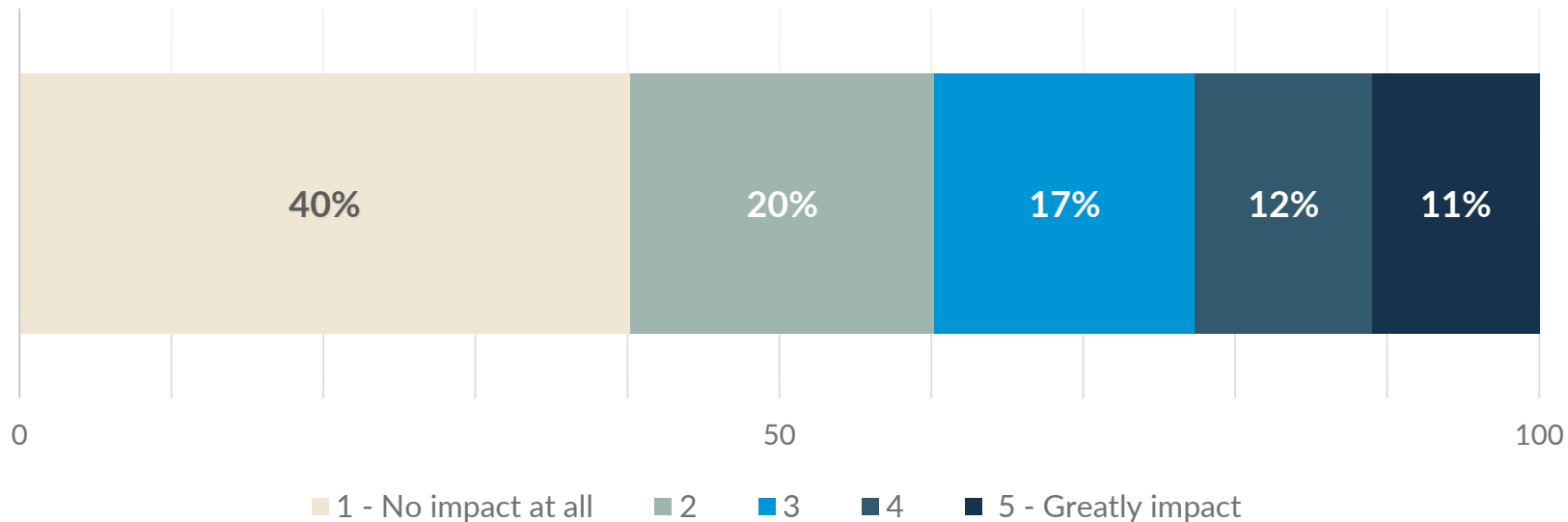
## IMPACT ON TRAVEL PLANS

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



## IMPACT ON TRAVEL PLANS

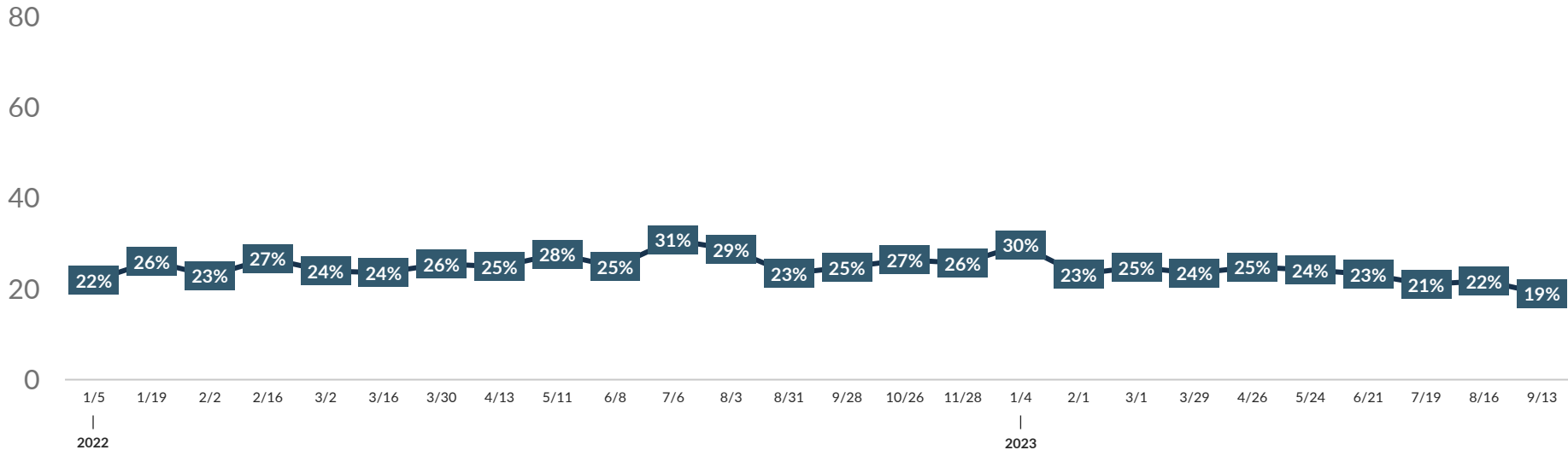
How has the Coronavirus spike impacted your decision to travel in the next 90 days?





# IMPACT ON TRAVEL PLANS

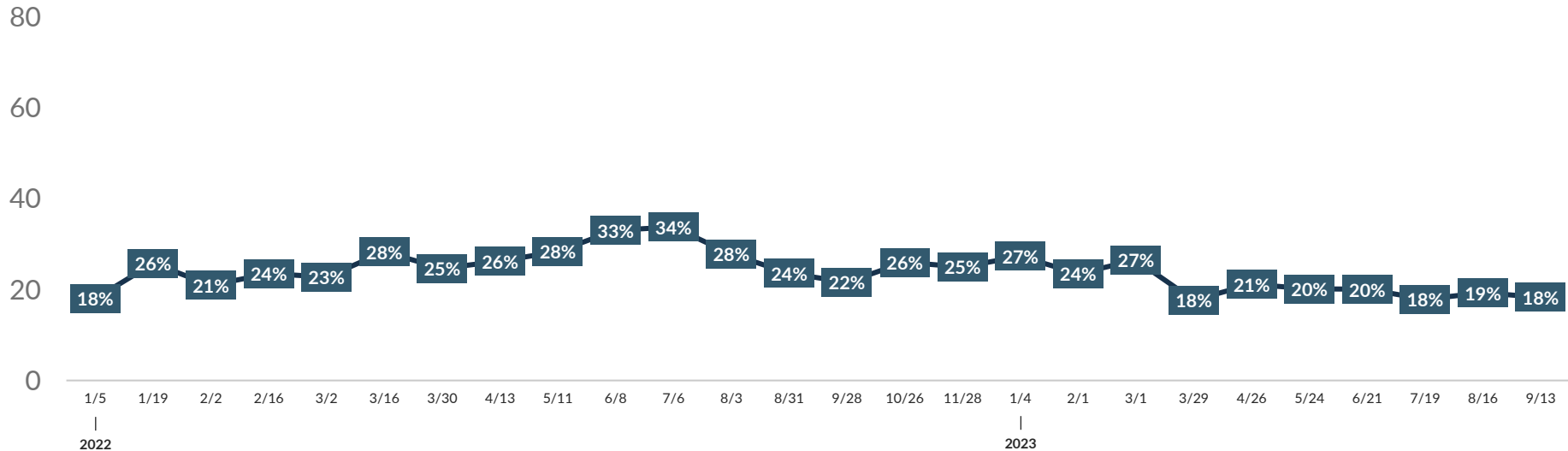
## Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months



\*Note: Data spanning multiple years, beginning from 1/5/2022.  
Travel Sentiment Study Wave 78

# IMPACT ON TRAVEL PLANS

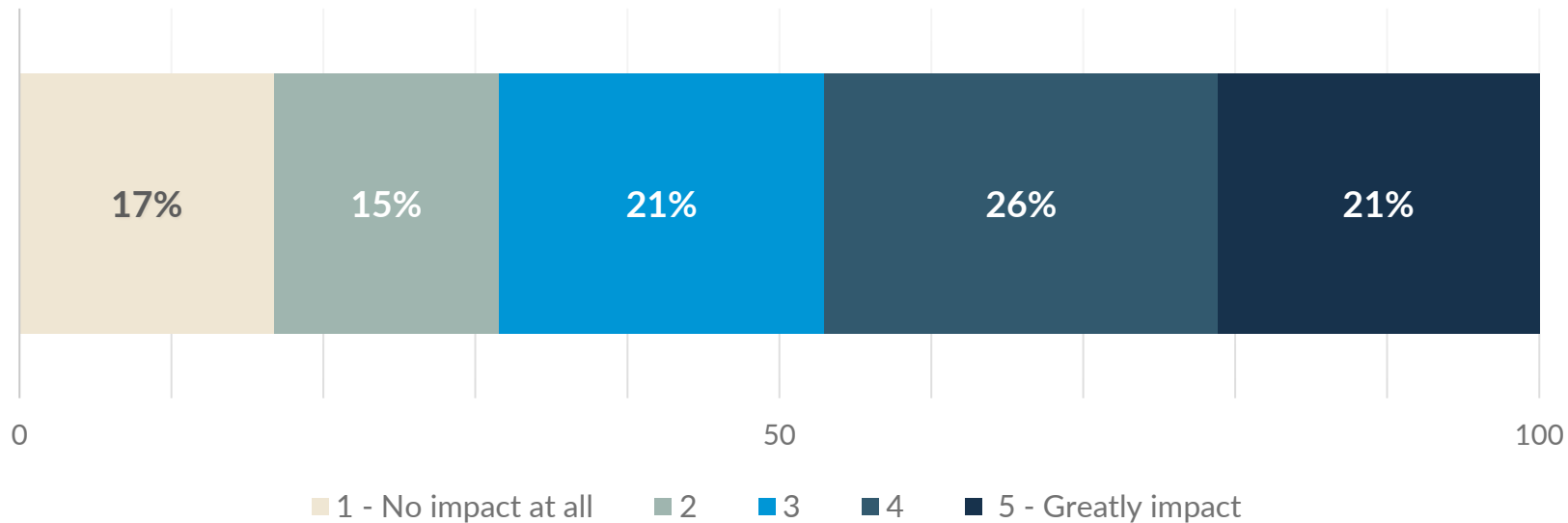
## Indicated that Transportation Costs Would Greatly Impact their Decision to Travel in the Next Six Months



\*Note: Data spanning multiple years, beginning from 1/5/2022.  
Travel Sentiment Study Wave 78

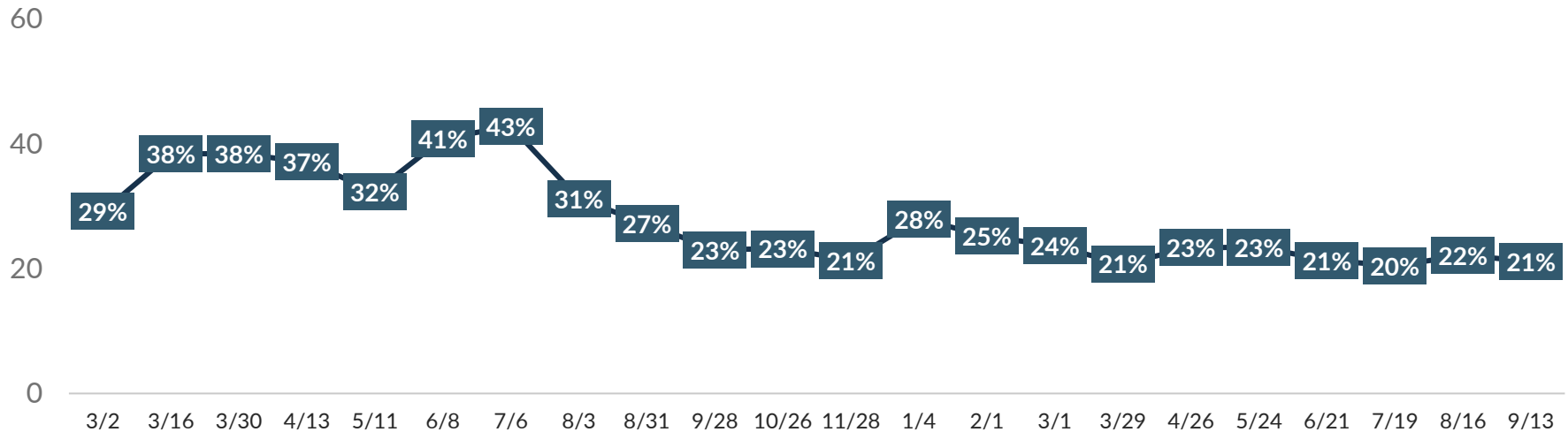
## IMPACT ON TRAVEL PLANS

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



# IMPACT ON TRAVEL PLANS

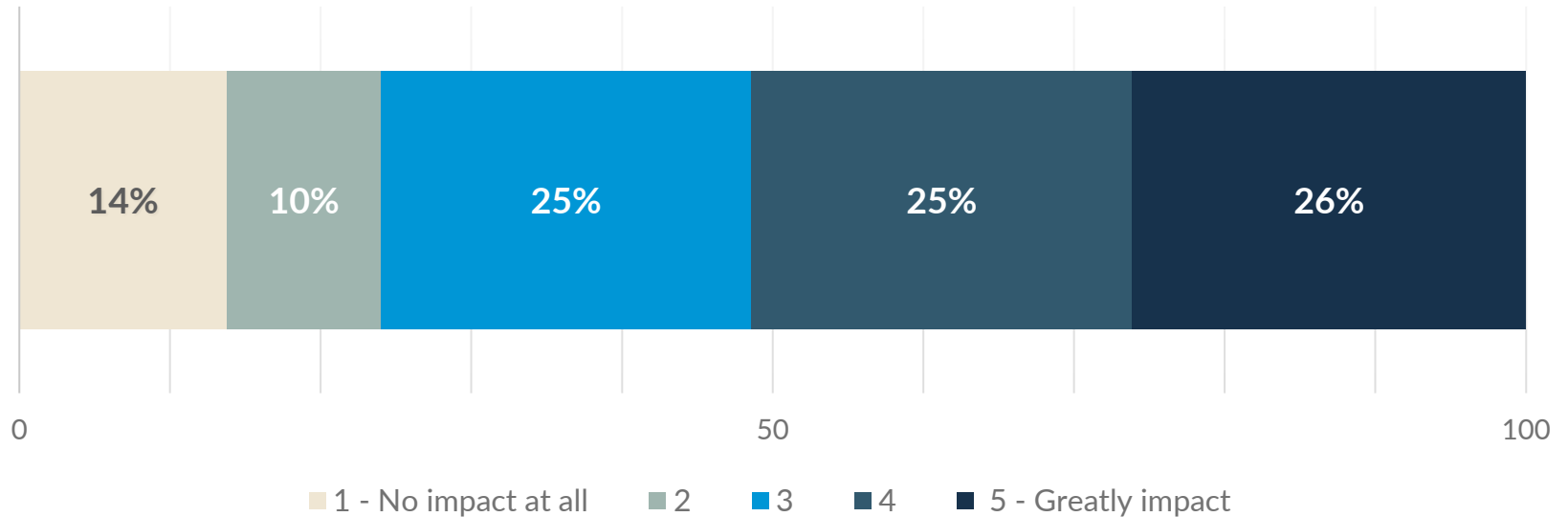
## Indicated that Gas Prices\* Would Greatly Impact their Decision to Travel in the Next Six Months



\*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.  
Travel Sentiment Study Wave 78

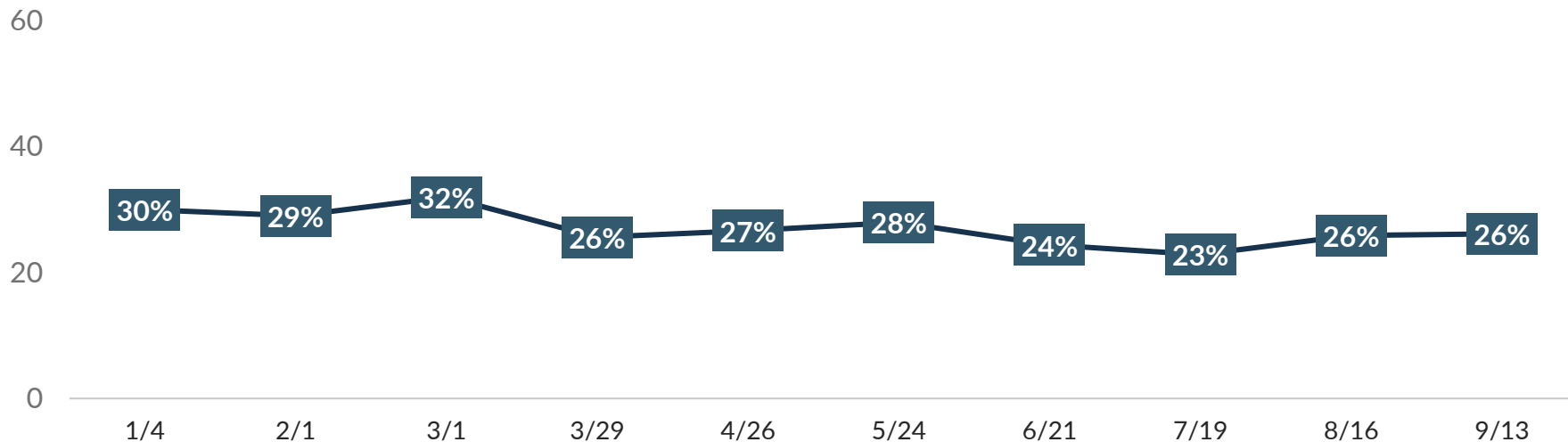
# IMPACT ON TRAVEL PLANS

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



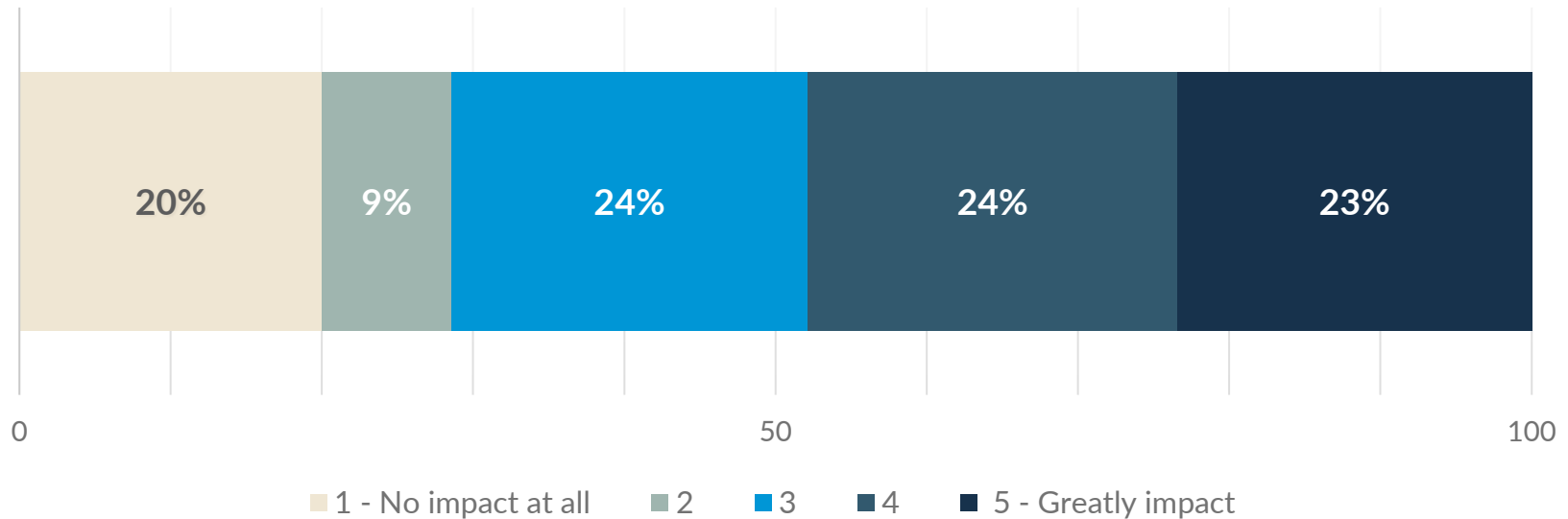
## IMPACT ON TRAVEL PLANS

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



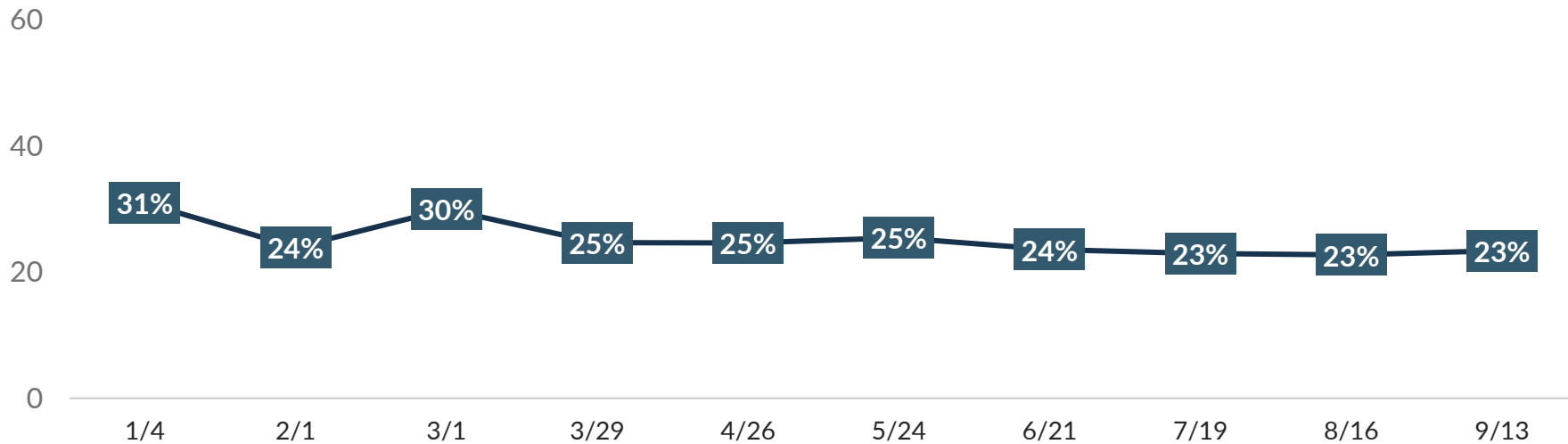
## IMPACT ON TRAVEL PLANS

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



## IMPACT ON TRAVEL PLANS

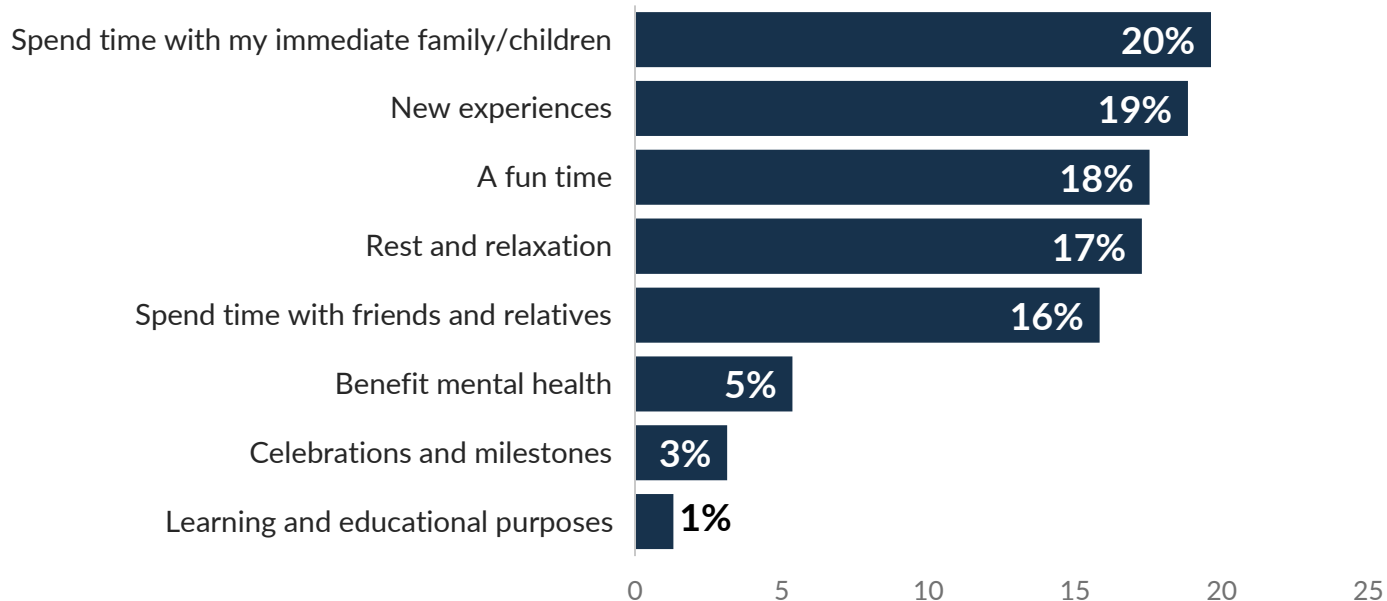
Indicated that Airfare Prices Would Greatly Impact their Decision to Travel in the Next Six Months





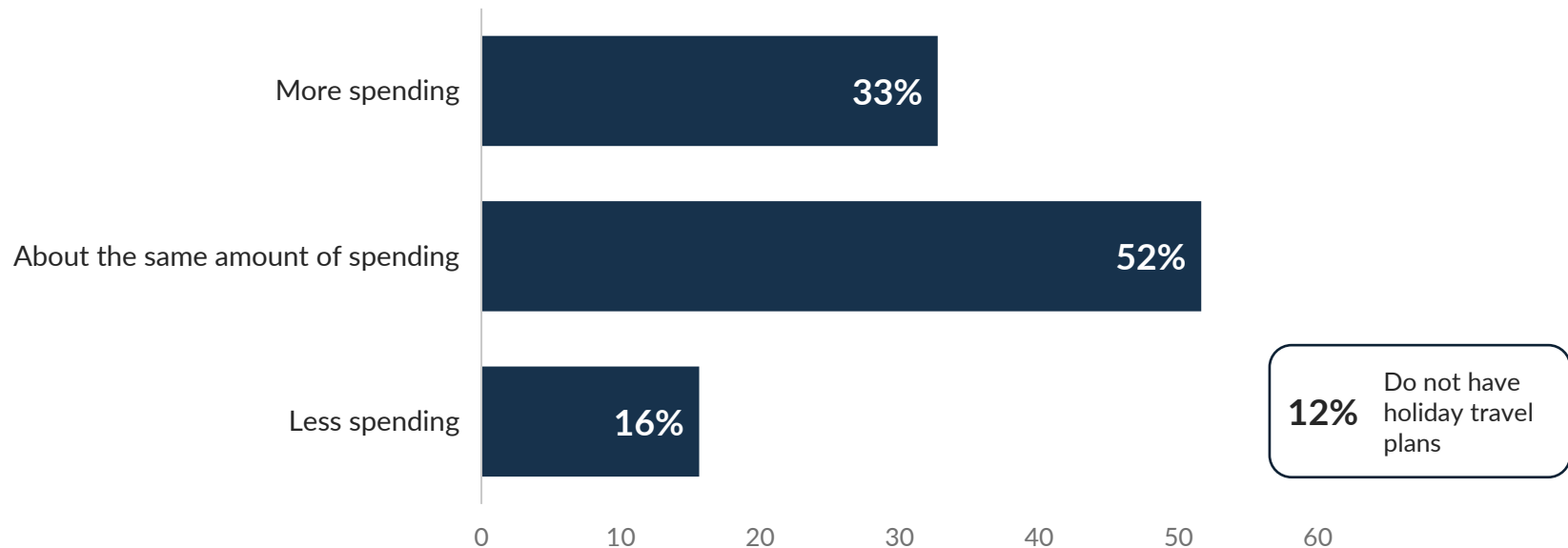
## IMPACT ON TRAVEL PLANS

### What is your main motivation for leisure travel?



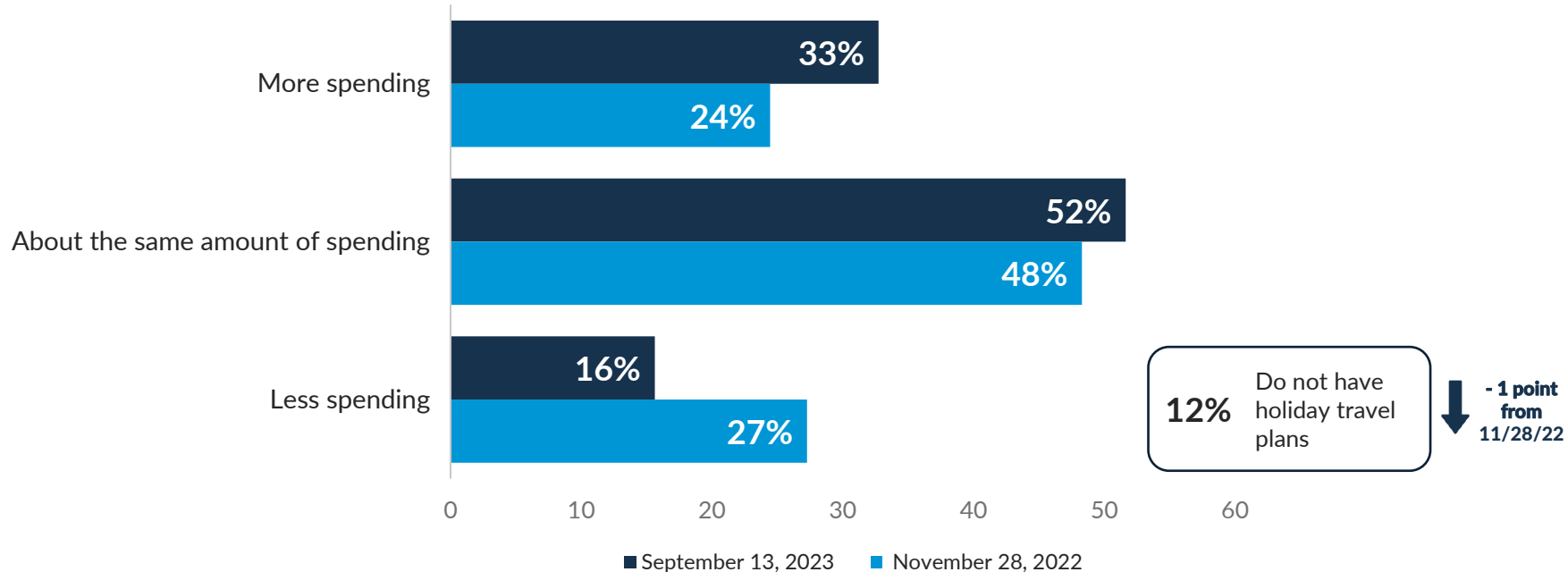
## IMPACT ON TRAVEL PLANS

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



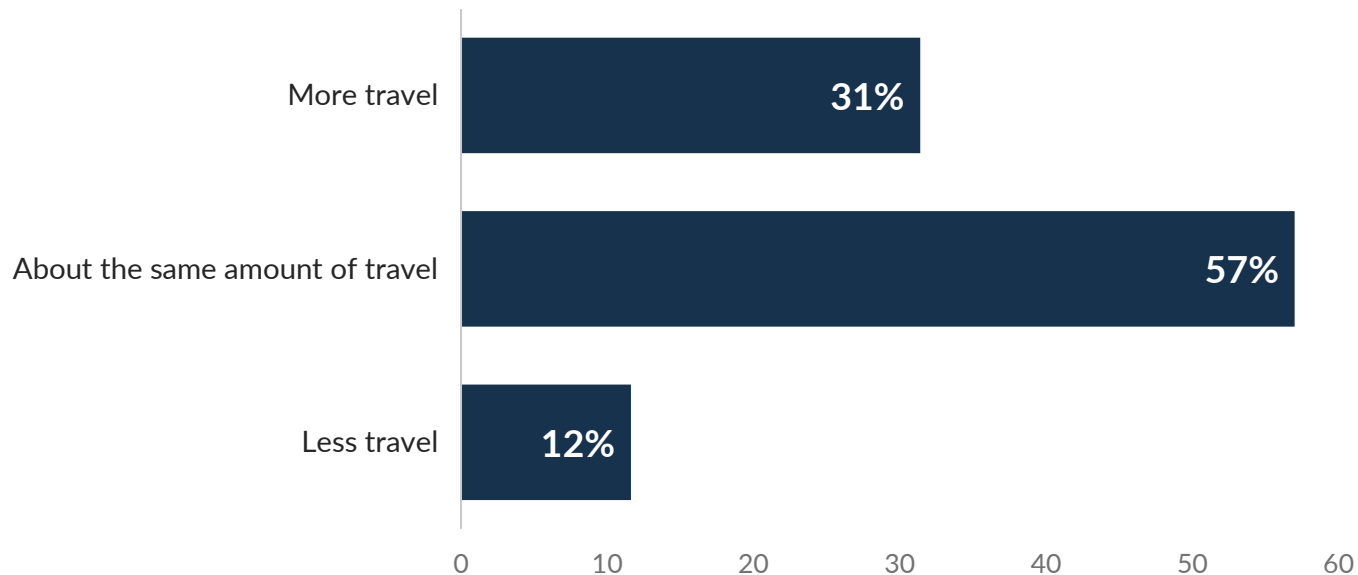
## IMPACT ON TRAVEL PLANS

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



## IMPACT ON TRAVEL PLANS

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



## *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)



A serene sunset scene over a calm body of water. The sun is a bright, glowing orb on the right side of the horizon, casting a long, shimmering reflection down the water's surface. The sky transitions from a deep orange near the horizon to a lighter, hazy yellow at the top. On the far left, the dark, out-of-focus silhouette of a tree is visible. The overall mood is peaceful and grateful.

# Thank You

**miles**  
PARTNERSHIP

| **Longwoods**  
INTERNATIONAL