



Travel Sentiment Study Wave 77

SEPTEMBER 8, 2023

Longwoods
INTERNATIONAL

miles
PARTNERSHIP

TRAVEL SENTIMENT STUDY WAVE 77

Fielded August 16, 2023

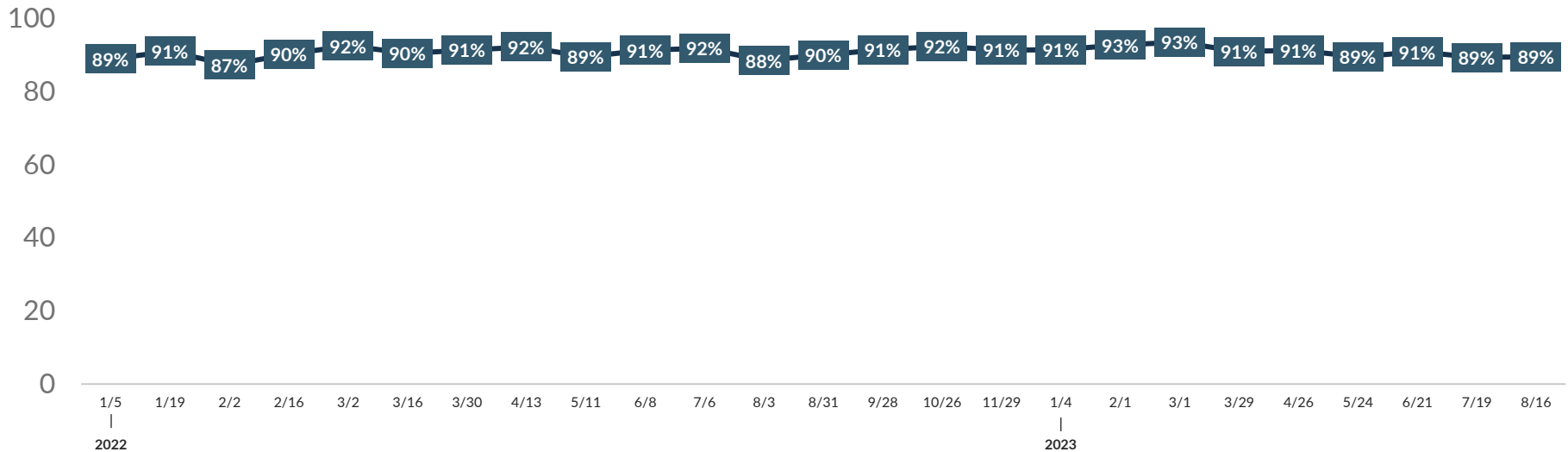
U.S. National Sample of 1,000 adults 18+

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IMPACT ON TRAVEL PLANS

Travelers with Travel Plans in the Next Six Months Comparison

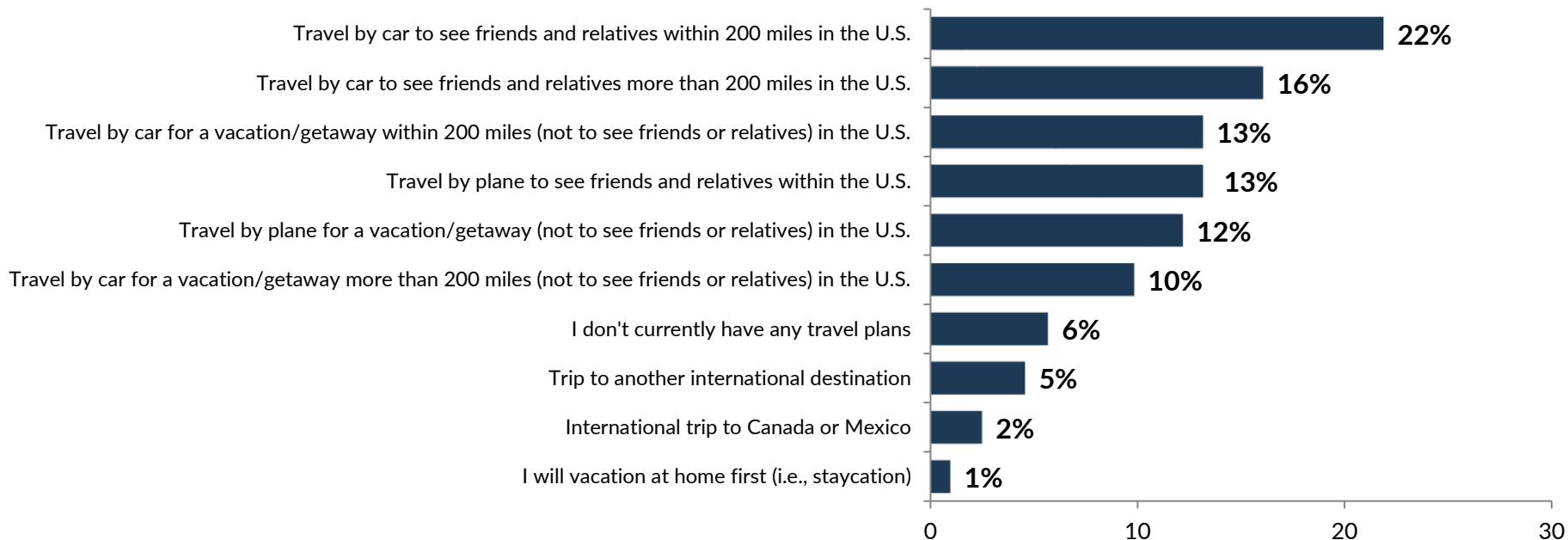


*Note: Data spanning multiple years, beginning from 1/5/2022.

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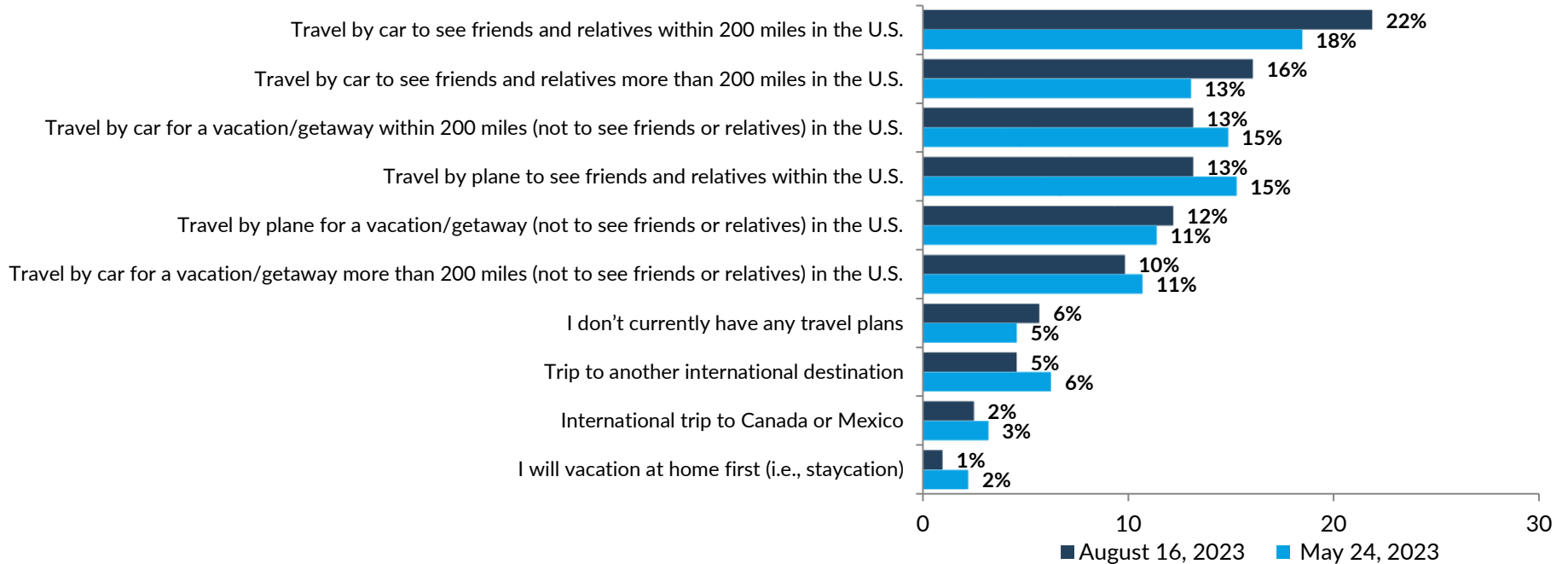
IMPACT ON TRAVEL PLANS

Next Trip Travelers Will Take



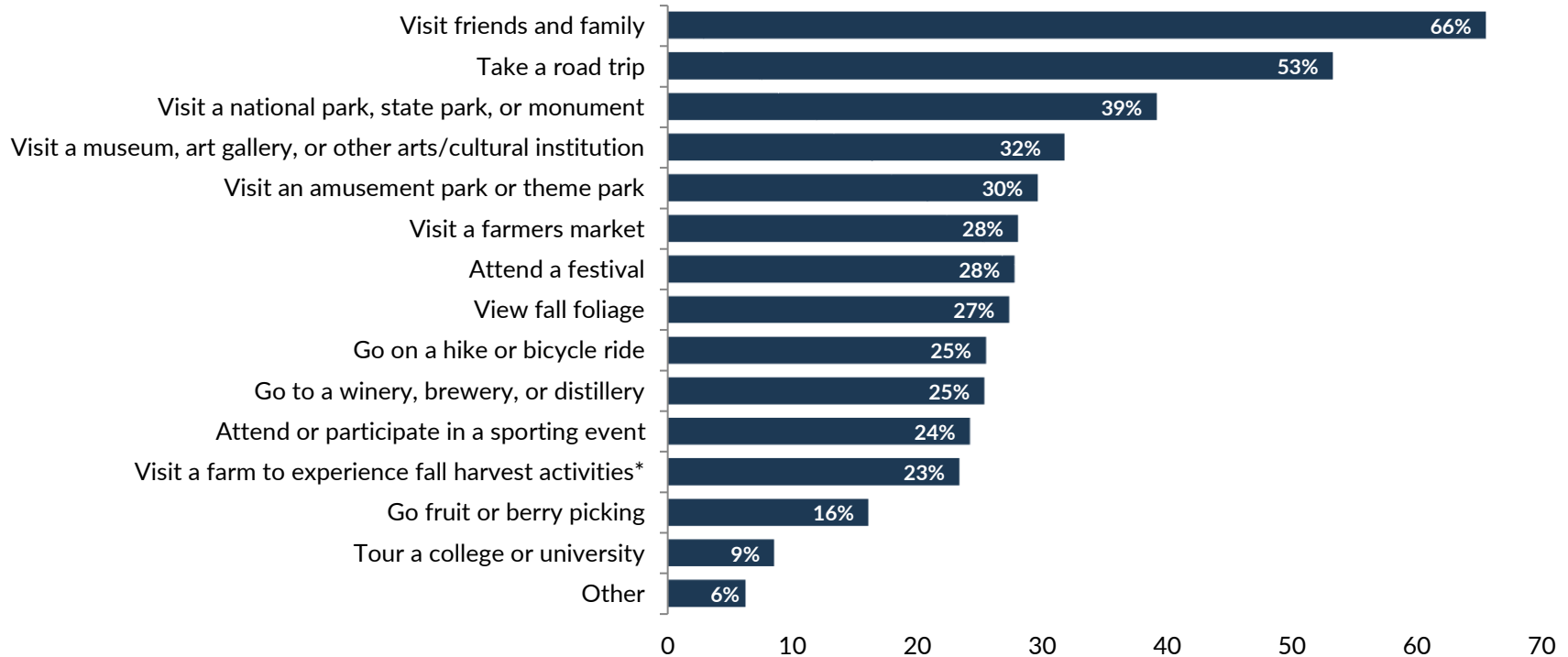
IMPACT ON TRAVEL PLANS

Next Trip Travelers Will Take



IMPACT ON TRAVEL PLANS

Activities Travelers Plan to Participate in During Their Fall Travels

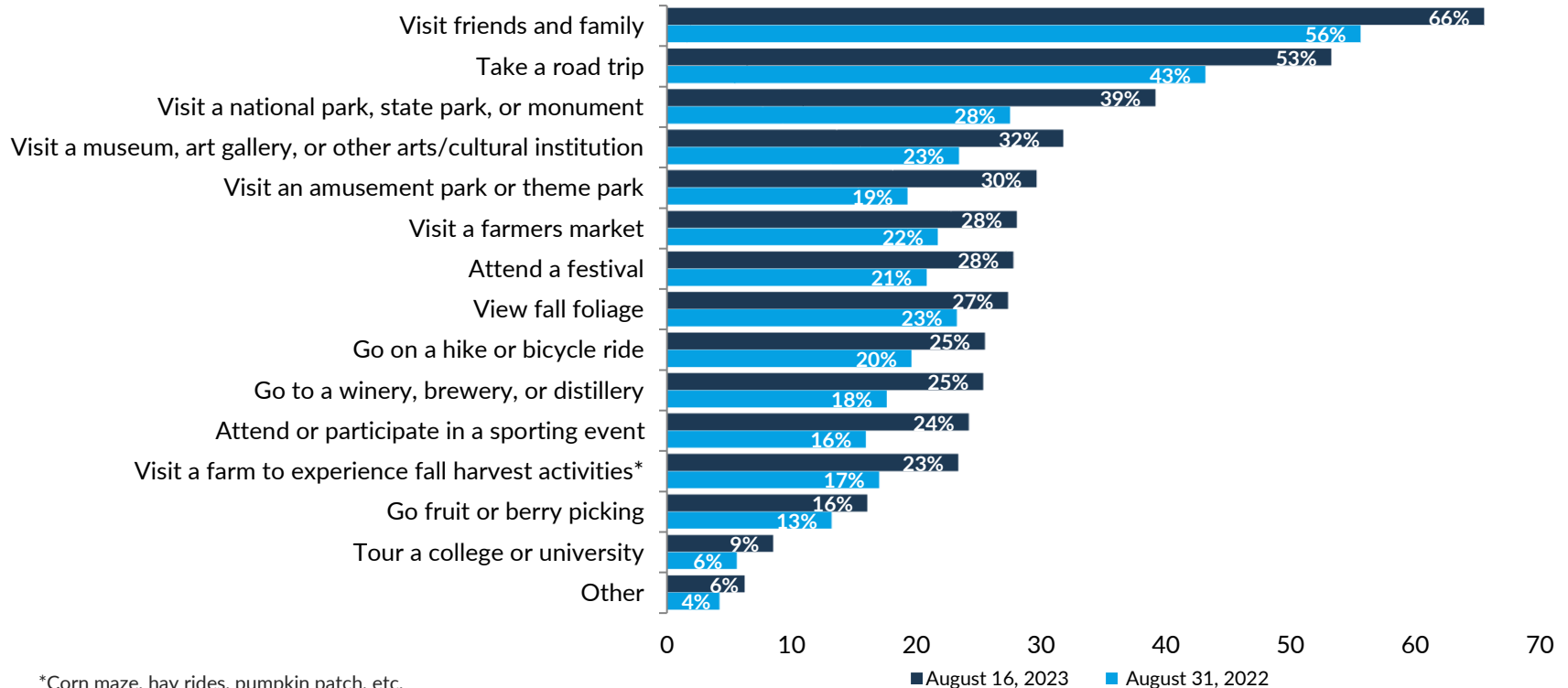


*Corn maze, hay rides, pumpkin patch, etc.

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IMPACT ON TRAVEL PLANS

Activities Travelers Plan to Participate in During Their Fall Travels

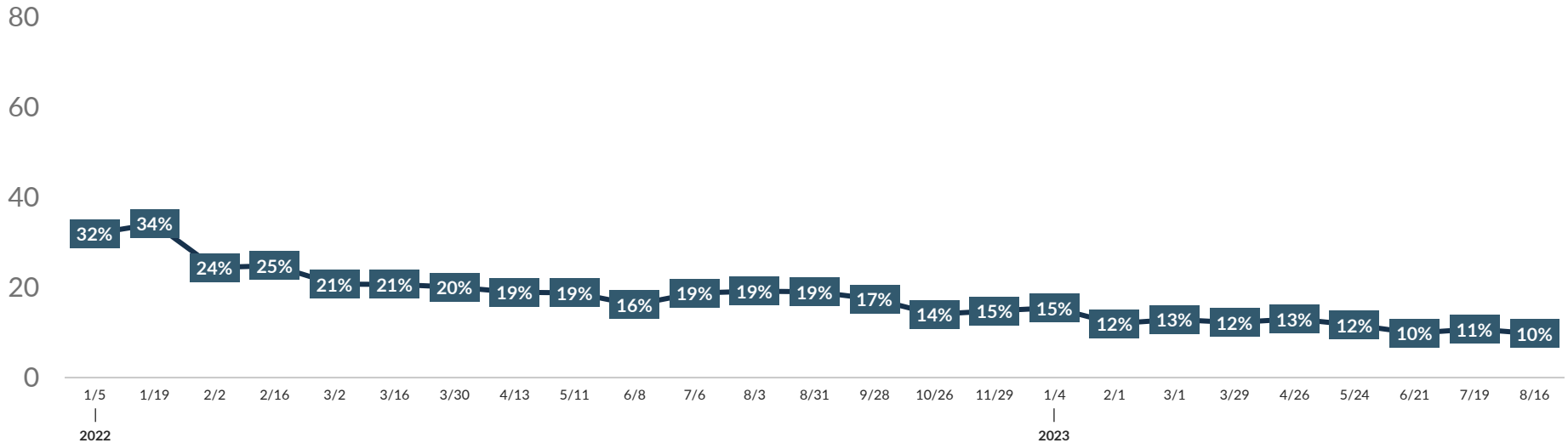


*Corn maze, hay rides, pumpkin patch, etc.

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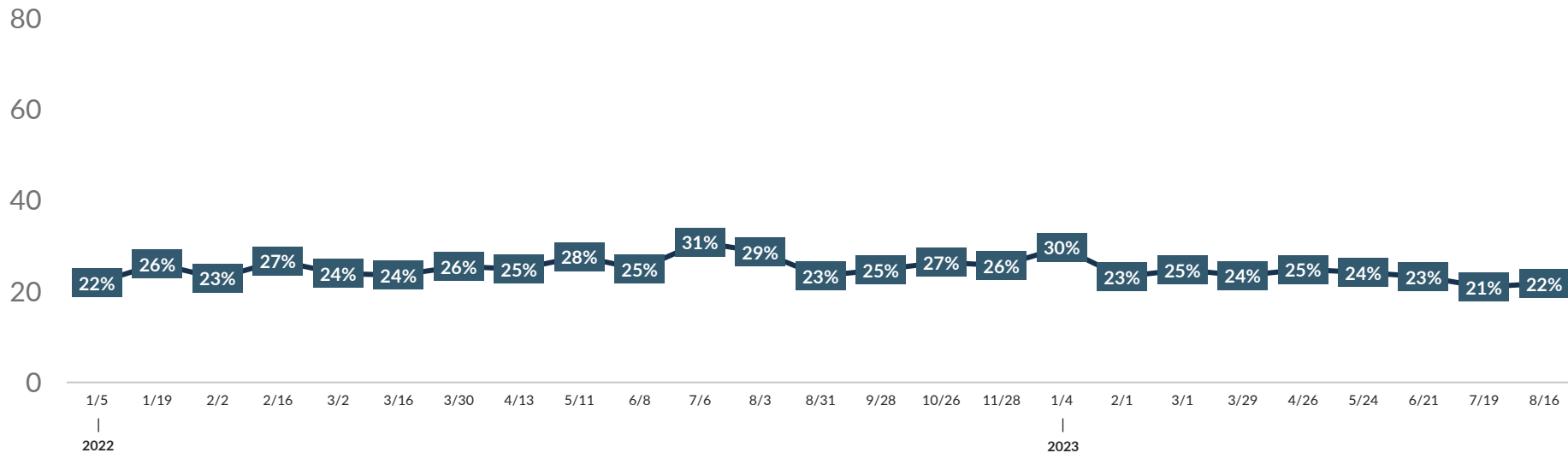
Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months



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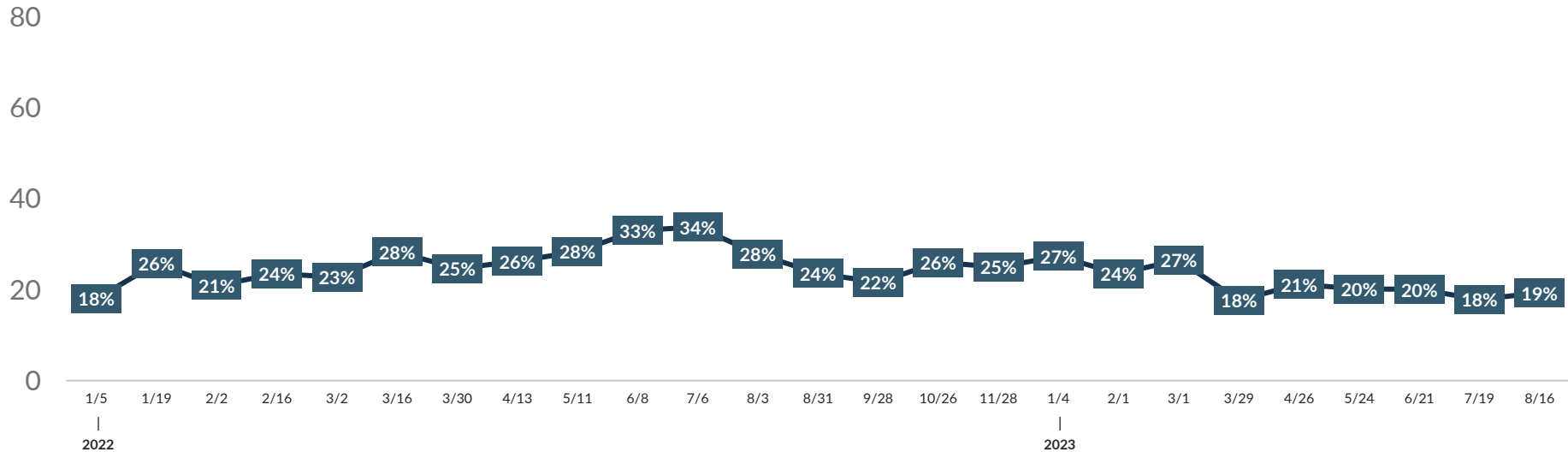
Indicated that Concerns About Personal Financial Situation Would Greatly Impact their Decision to Travel in the Next Six Months



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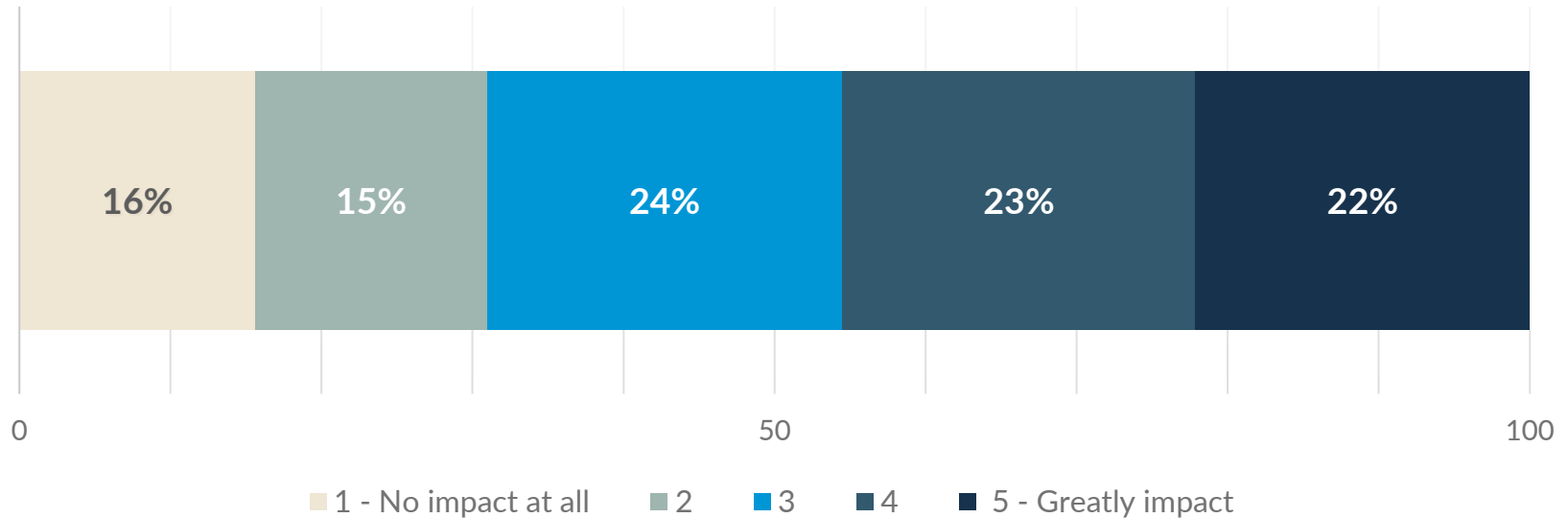
Indicated that Transportation Costs Would Greatly Impact their Decision to Travel in the Next Six Months



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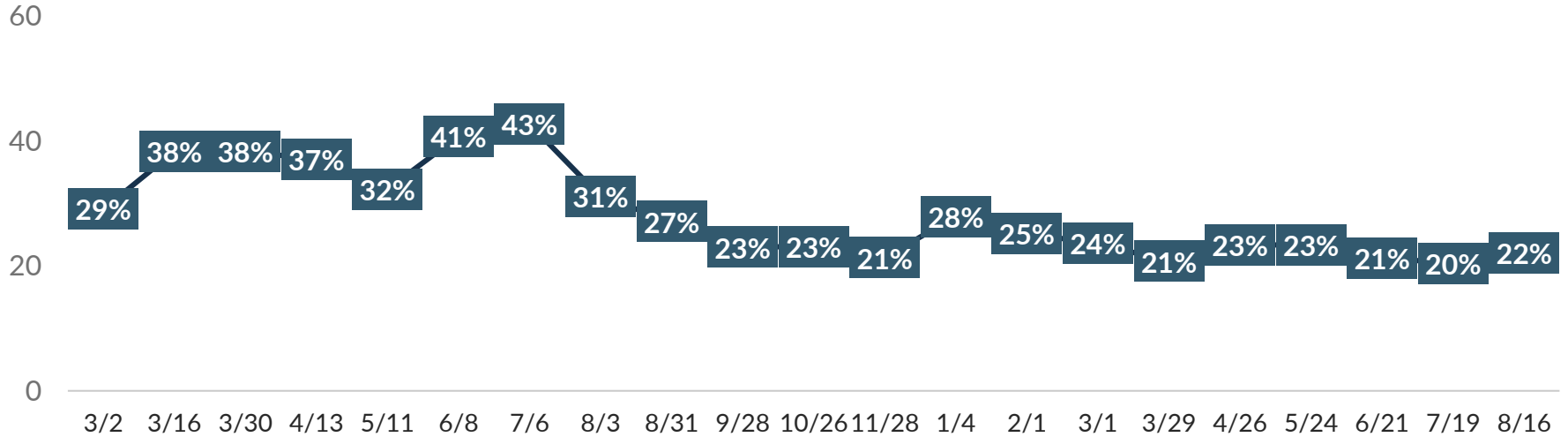
IMPACT ON TRAVEL PLANS

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



IMPACT ON TRAVEL PLANS

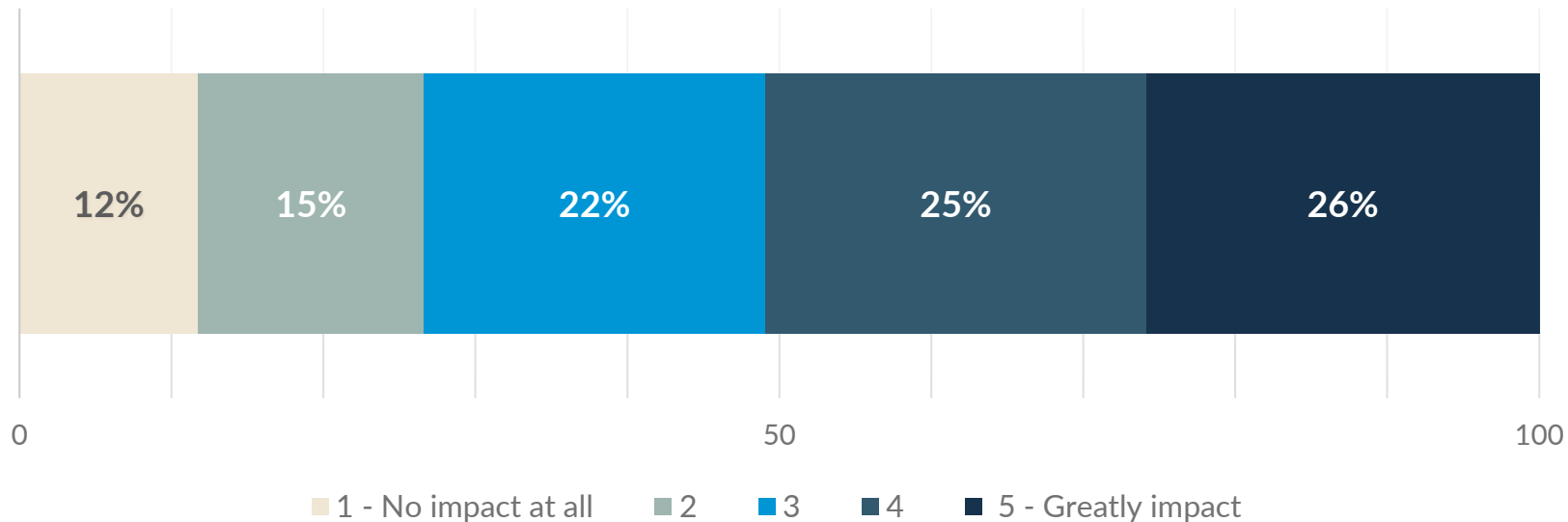
Indicated that Gas Prices* Would Greatly Impact their Decision to Travel in the Next Six Months



*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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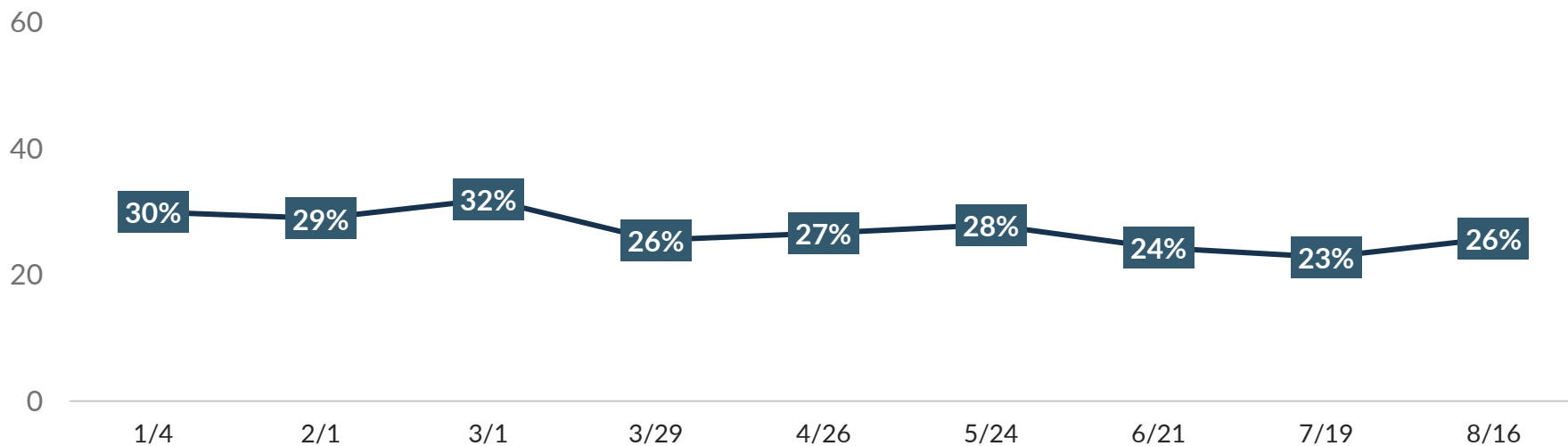
IMPACT ON TRAVEL PLANS

Impact of Inflation on Decisions to Travel in Next Six Months



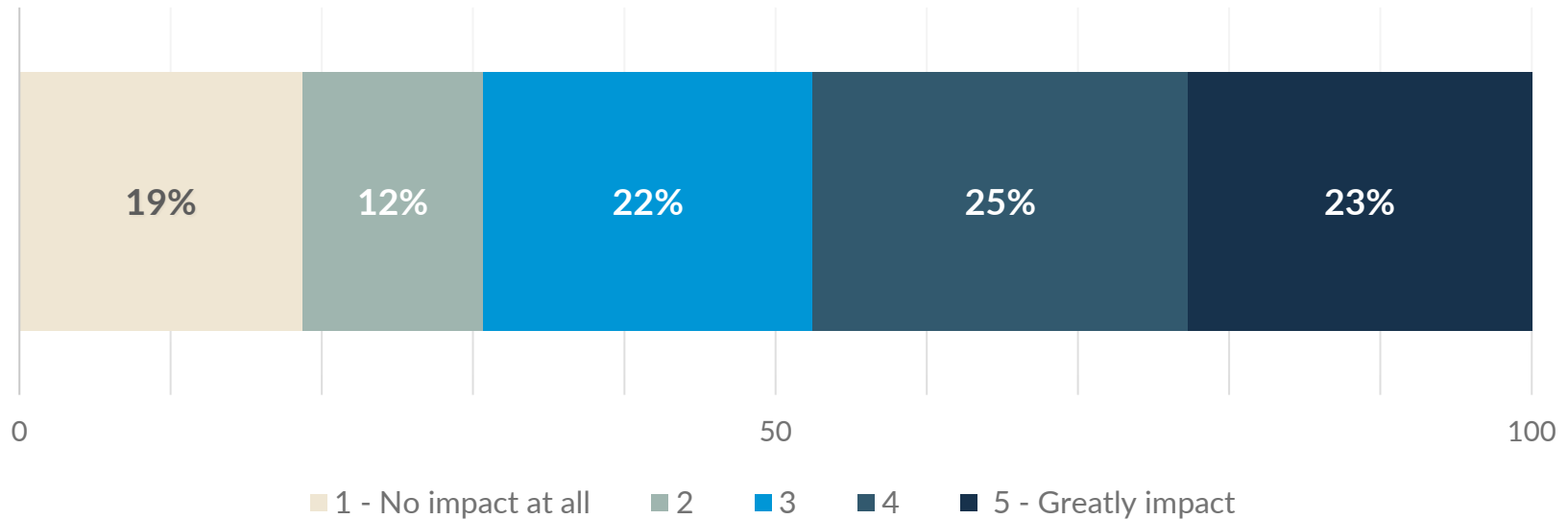
IMPACT ON TRAVEL PLANS

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



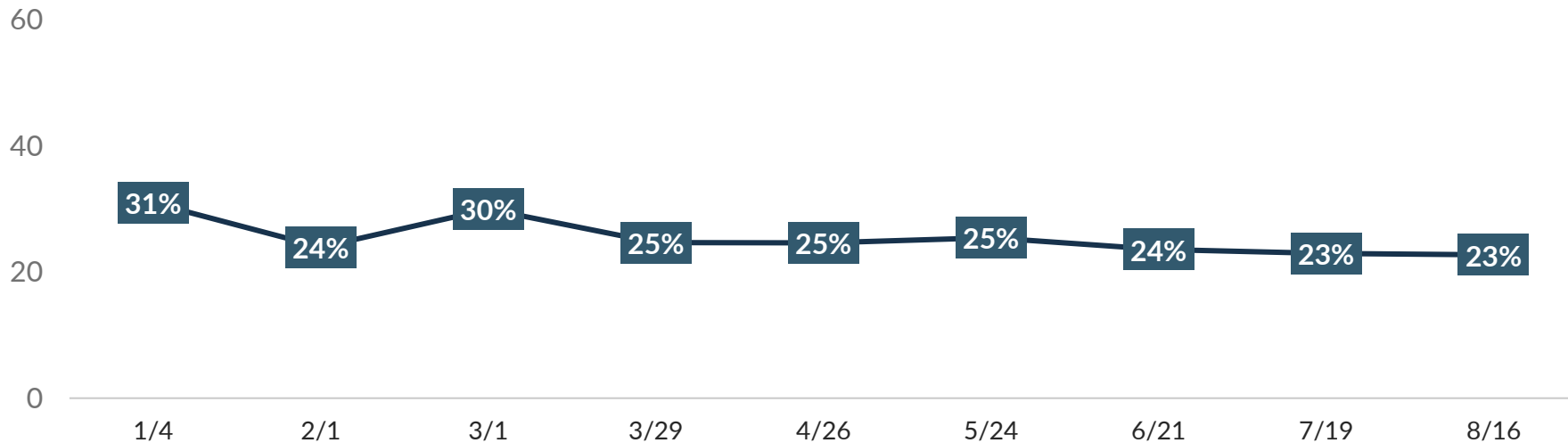
IMPACT ON TRAVEL PLANS

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



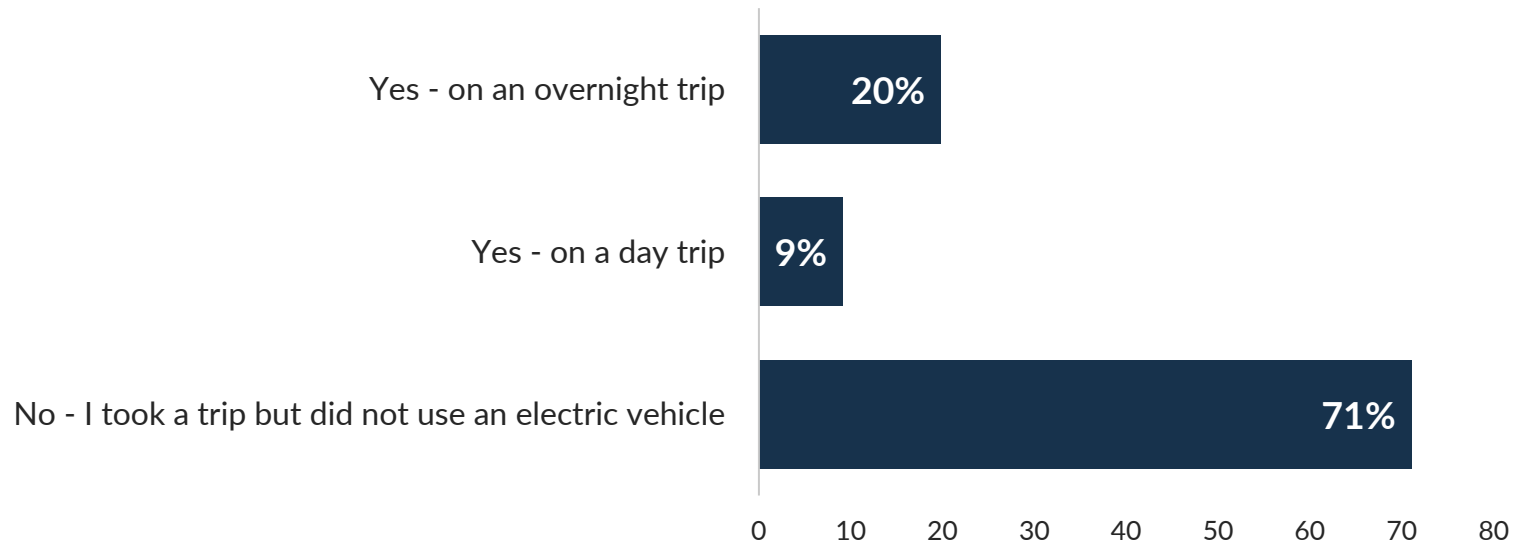
IMPACT ON TRAVEL PLANS

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



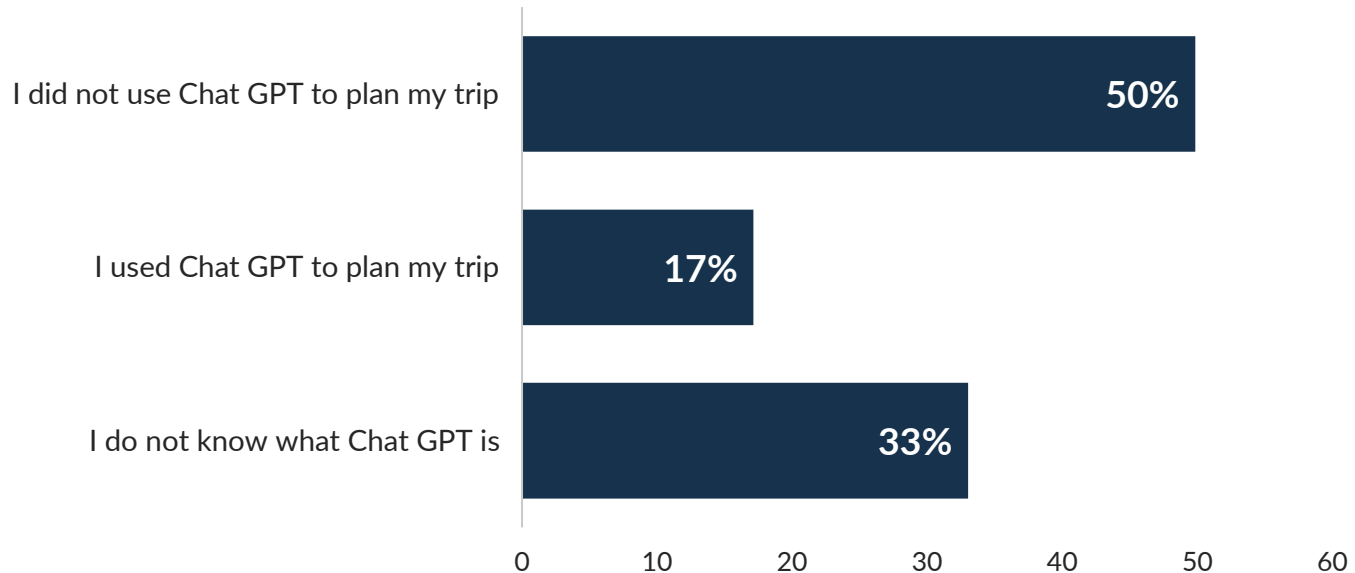
IMPACT ON TRAVEL PLANS

In the last six months, have you used an electric vehicle to travel on a trip?



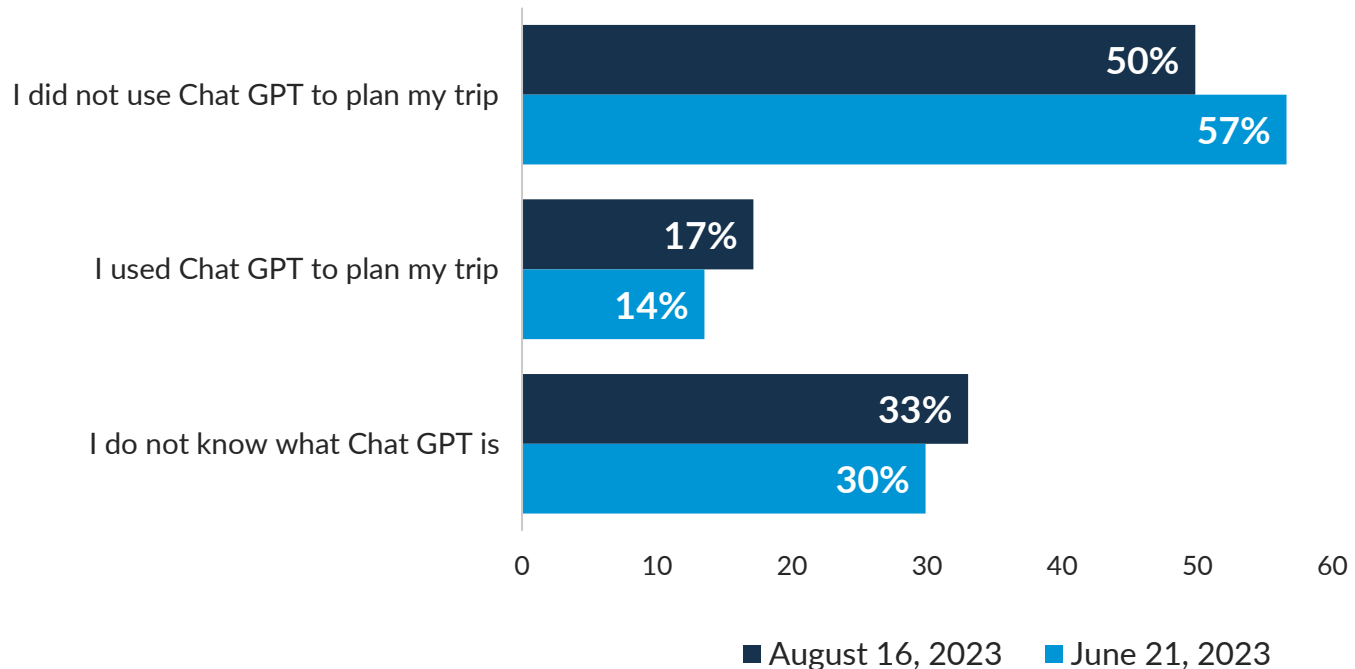
IMPACT ON TRAVEL PLANS

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



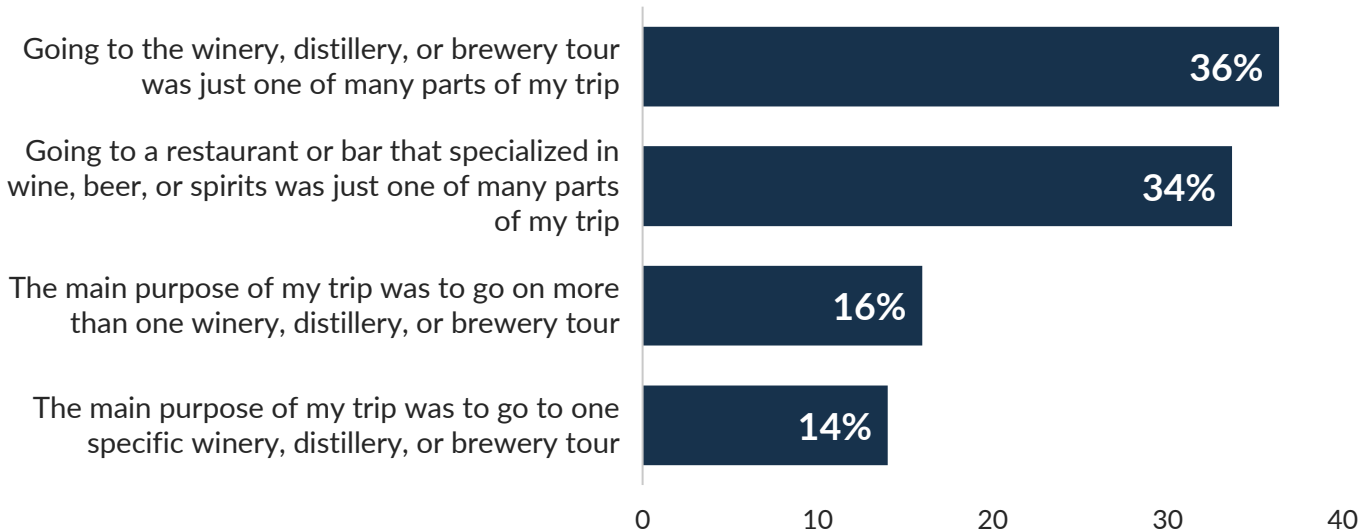
IMPACT ON TRAVEL PLANS

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



IMPACT ON TRAVEL PLANS

Thinking about an overnight trip where you've gone on at least one winery, distillery, or brewery tour during the past 12 months, which of the following best describes your experience?



44% Did not take an overnight trip in the last 12 months that included a winery, distillery, or brewery tour

Additional Resources

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

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



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