



# Travel Sentiment Study Wave 72

APRIL 13, 2023

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# TRAVEL SENTIMENT STUDY WAVE 72

Fielded March 29, 2023

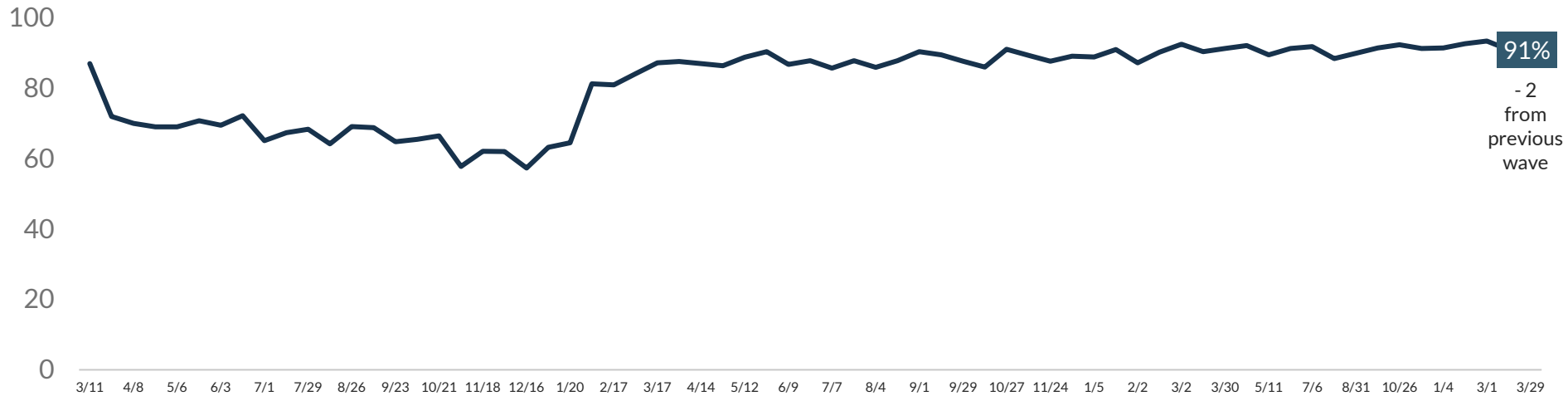
U.S. National Sample of 1,000 adults 18+

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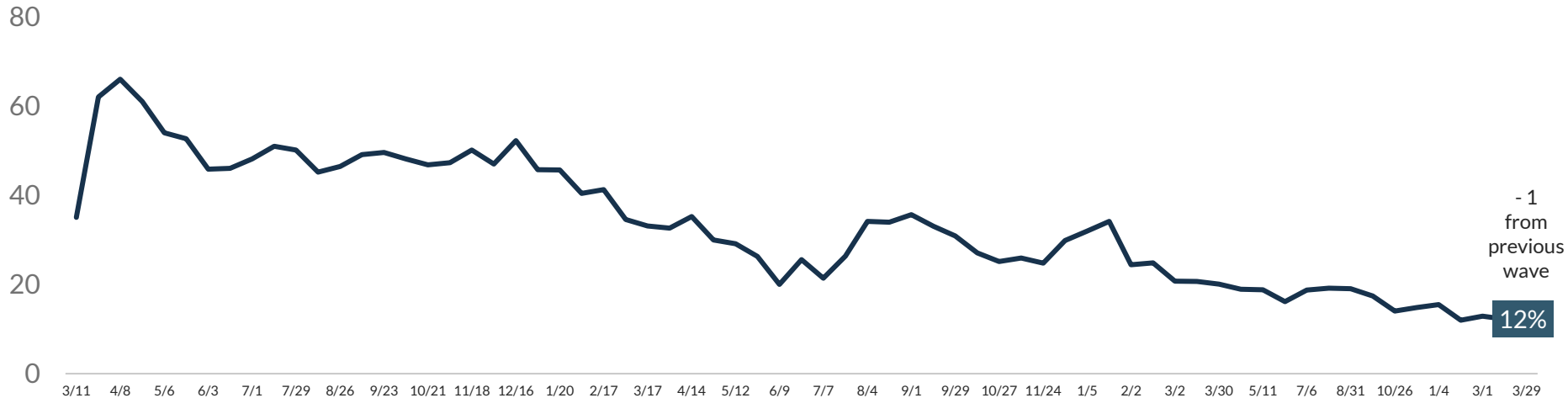
# IMPACT ON TRAVEL PLANS

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



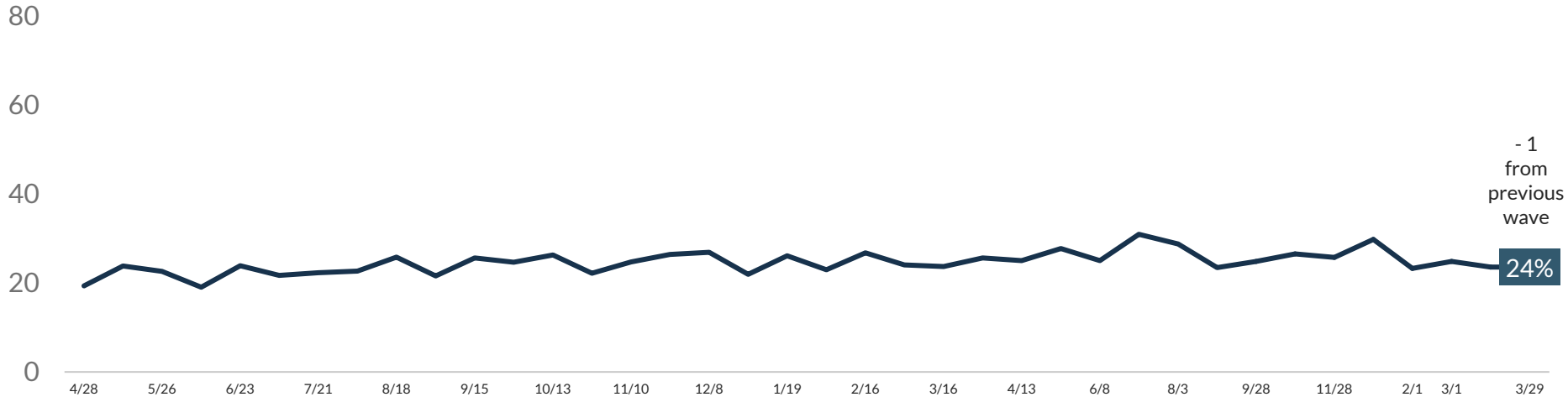
## IMPACT ON TRAVEL PLANS

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



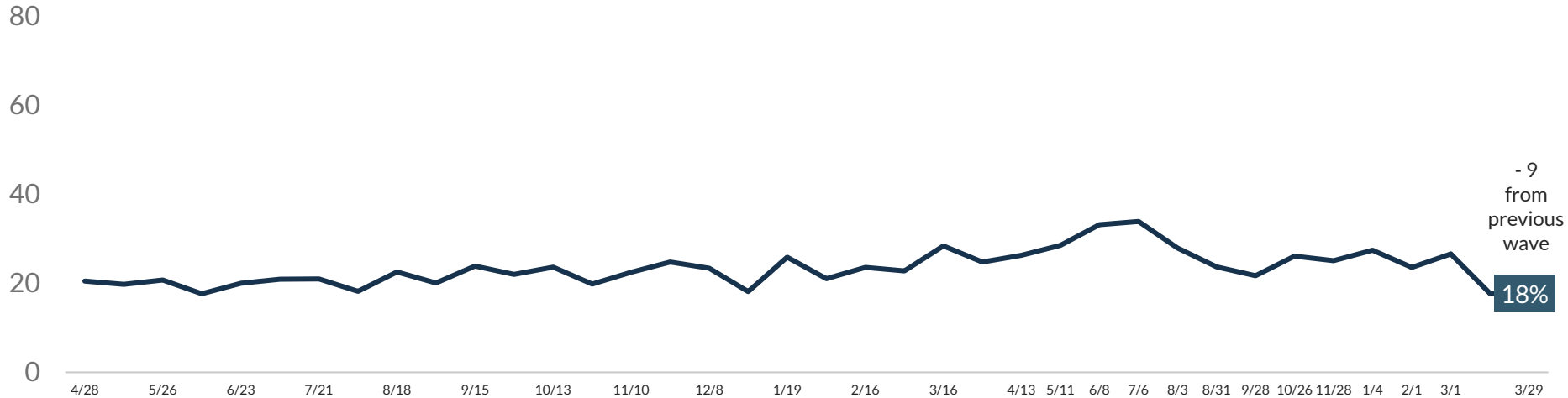
## IMPACT ON TRAVEL PLANS

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



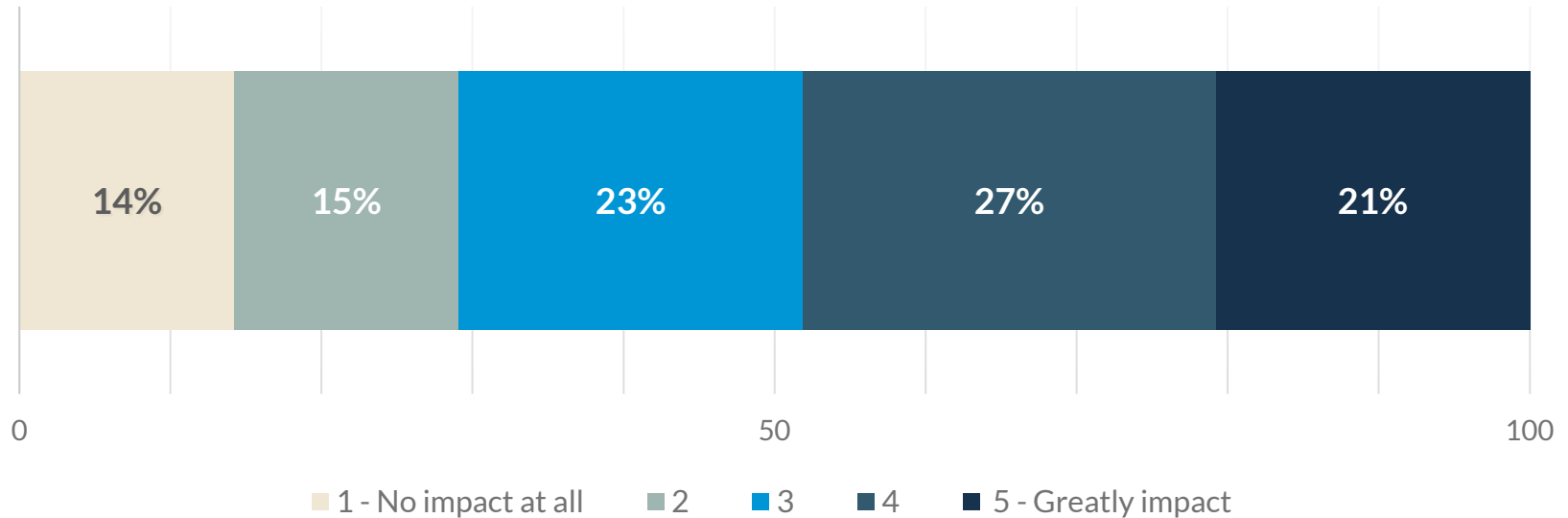
## IMPACT ON TRAVEL PLANS

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



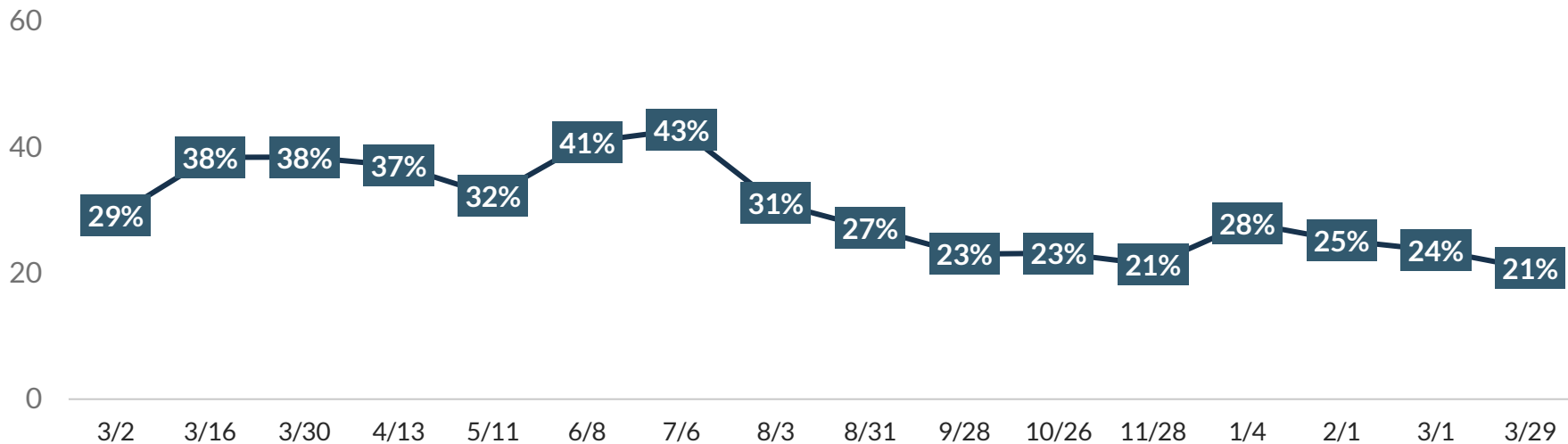
# IMPACT ON TRAVEL PLANS

## 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



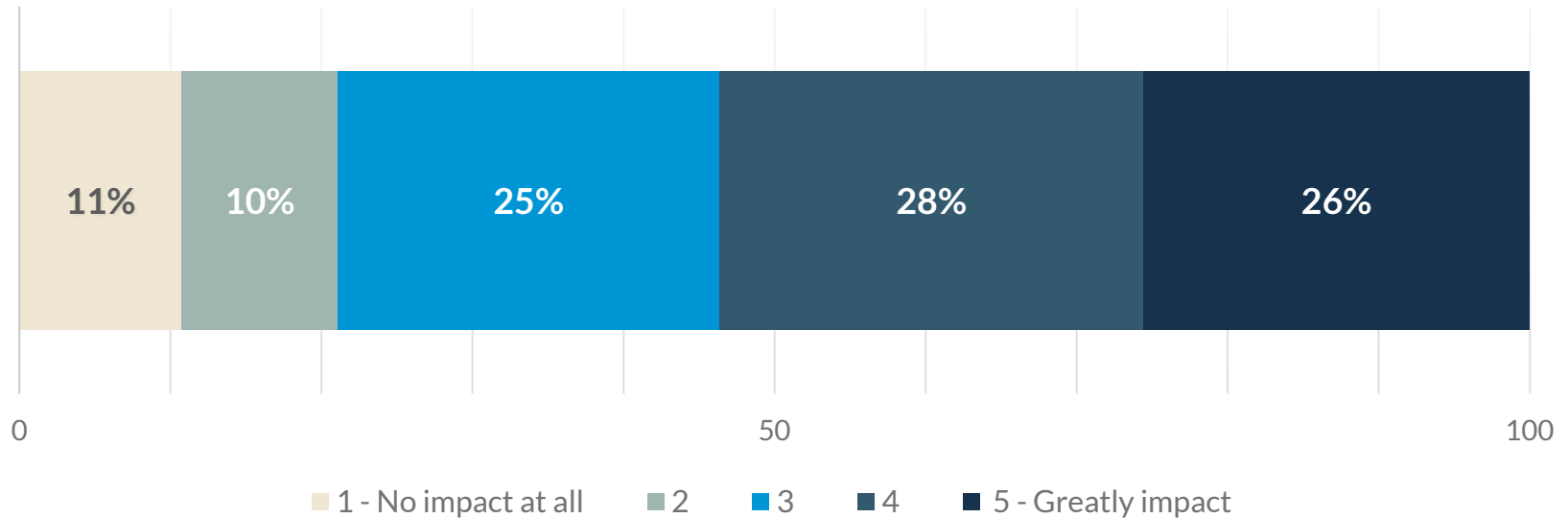
\*Note: Prior to 8/31, respondents were asked about the impact of *rising* gas prices. Beginning on 8/31, *rising* was removed from the question.

Travel Sentiment Study Wave 72



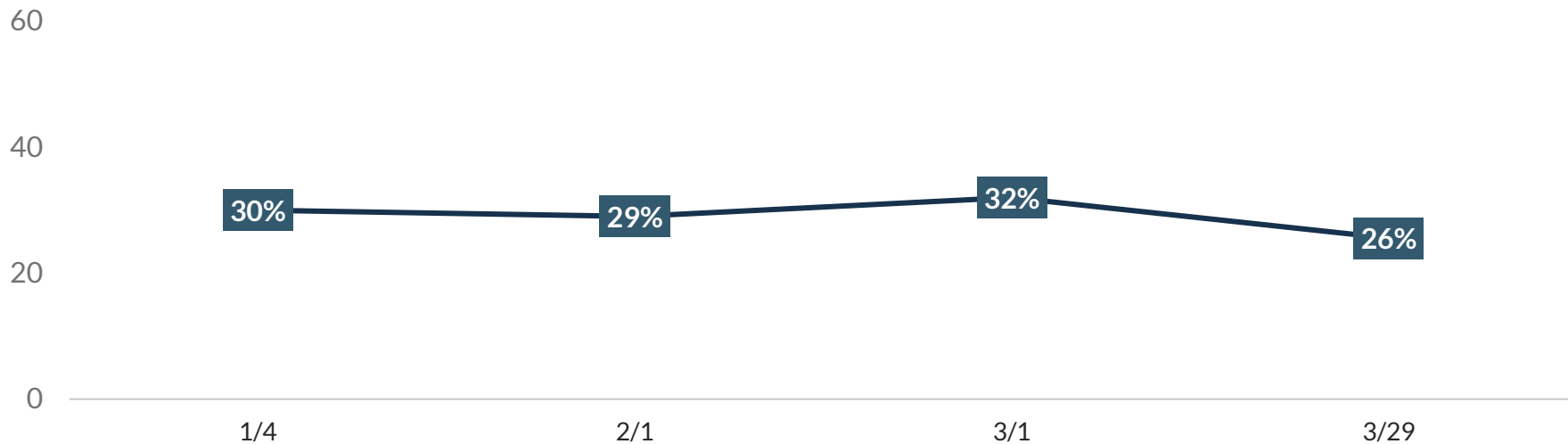
# IMPACT ON TRAVEL PLANS

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



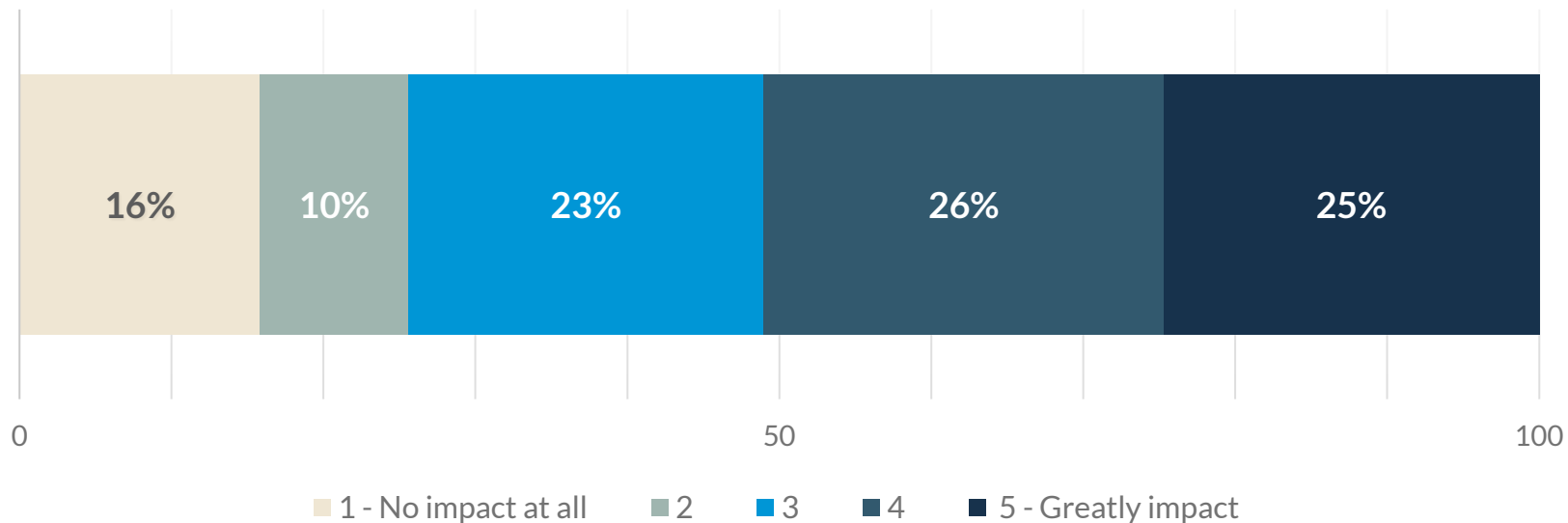
## IMPACT ON TRAVEL PLANS

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



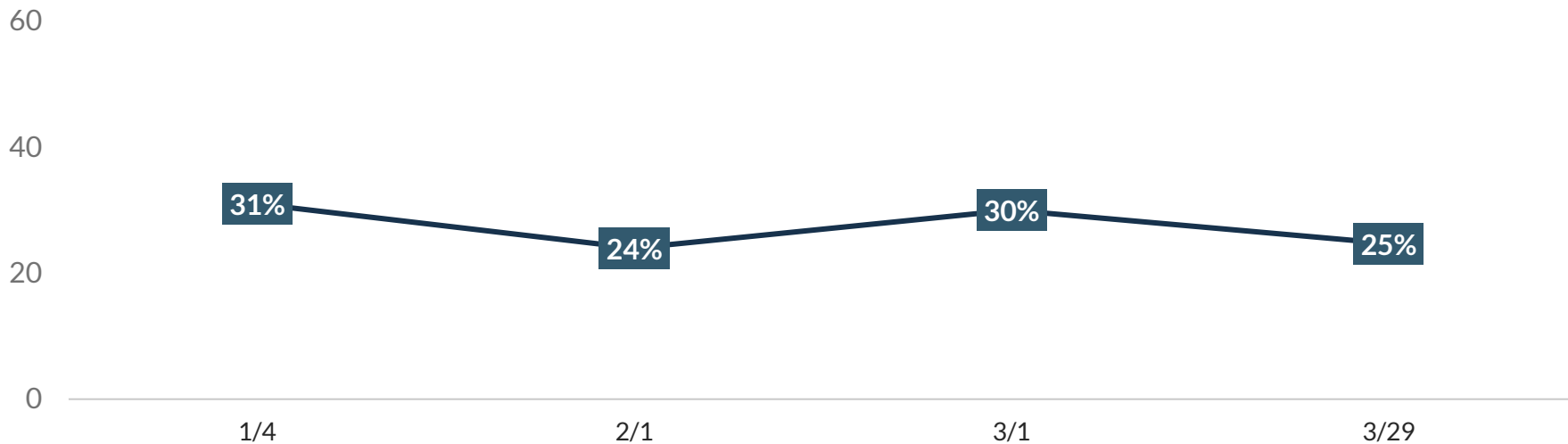
## IMPACT ON TRAVEL PLANS

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



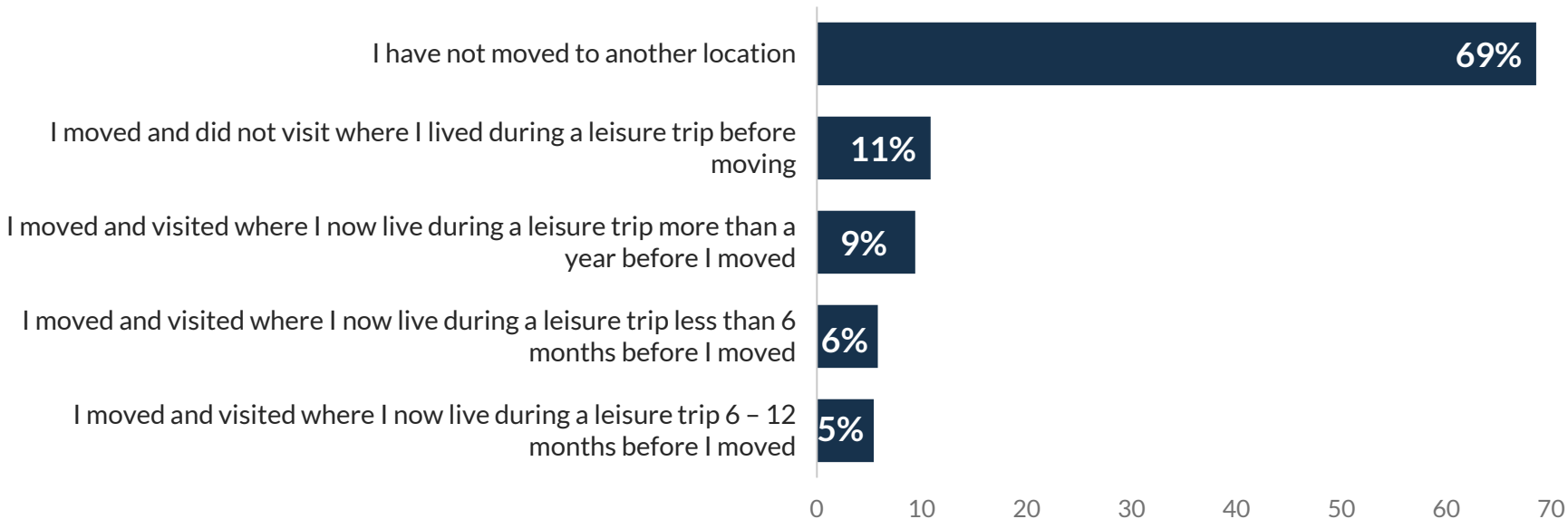
## IMPACT ON TRAVEL PLANS

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



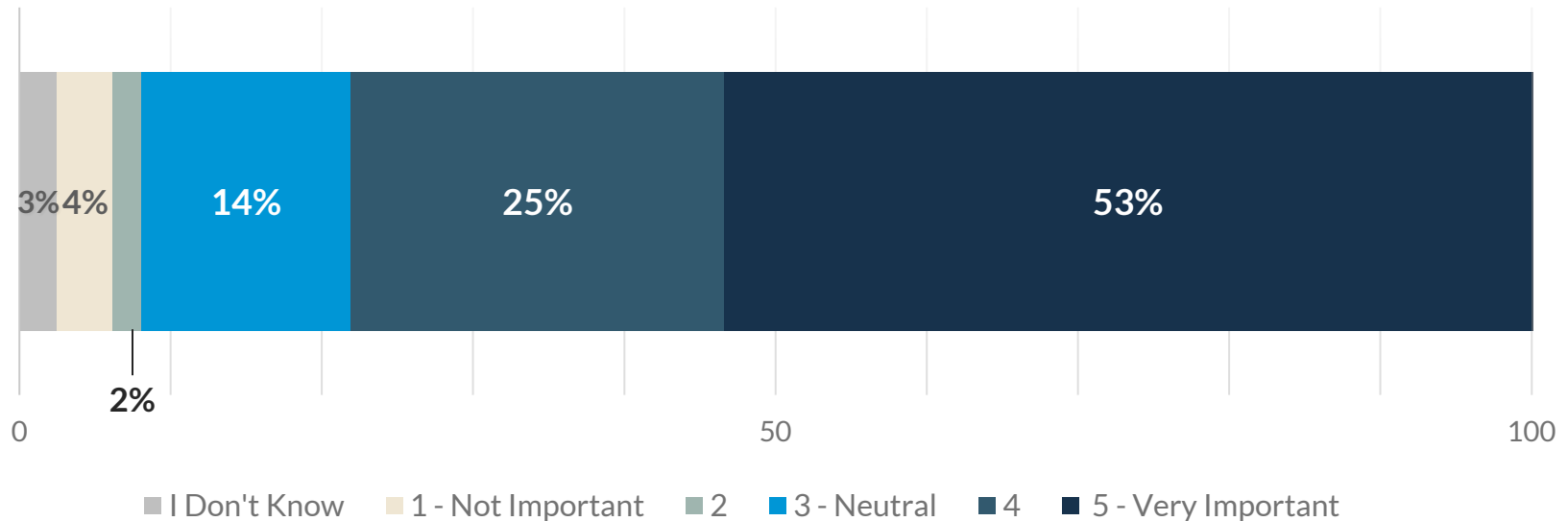
# IMPACT ON TRAVEL PLANS

## During the past three years



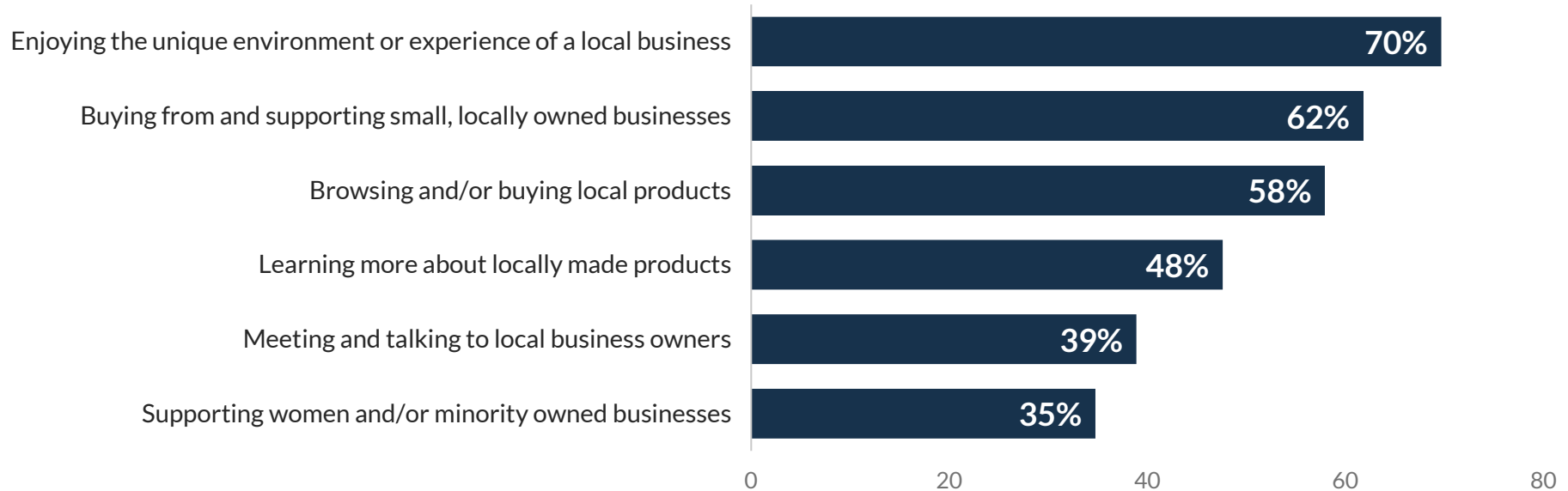
## IMPACT ON TRAVEL PLANS

### Importance of Visiting a New Area Before Moving



## IMPACT ON TRAVEL PLANS

What are the most appealing reasons for visiting small, locally owned businesses while on vacation (e.g., local restaurants, shops, activities)?



## IMPACT ON TRAVEL PLANS

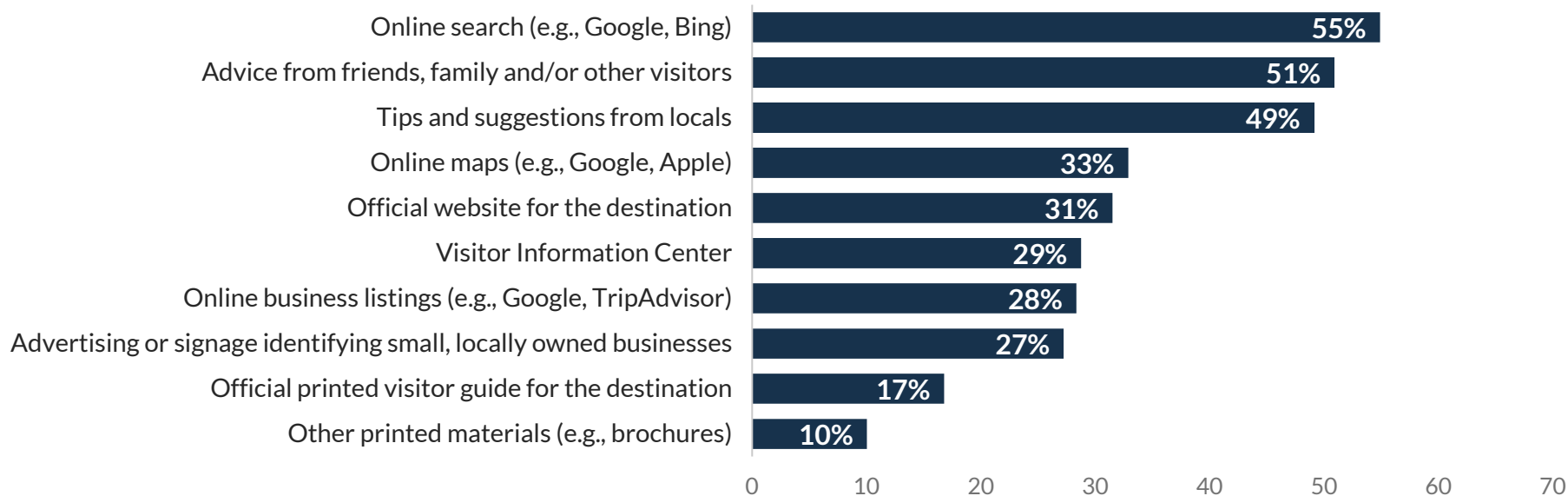
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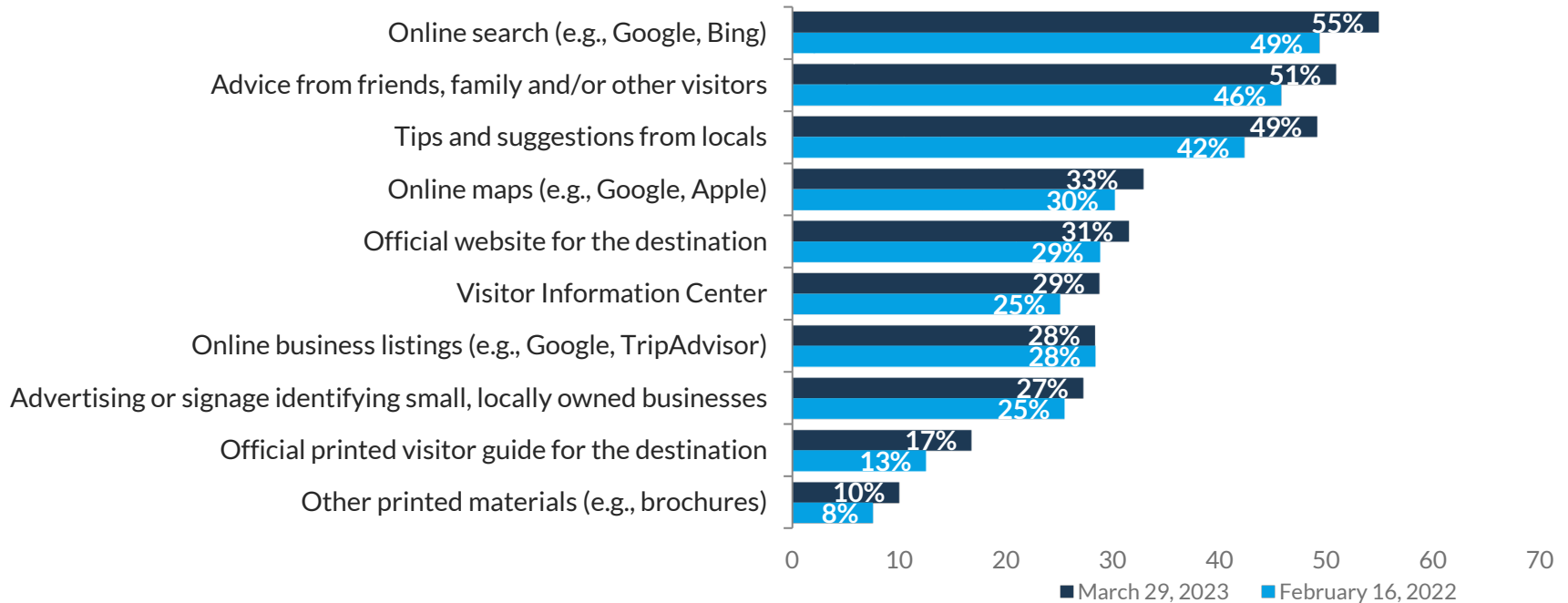
## IMPACT ON TRAVEL PLANS

Where do you typically find information about small, locally owned businesses when planning or on your vacation (e.g., local restaurants, shops, activities)?



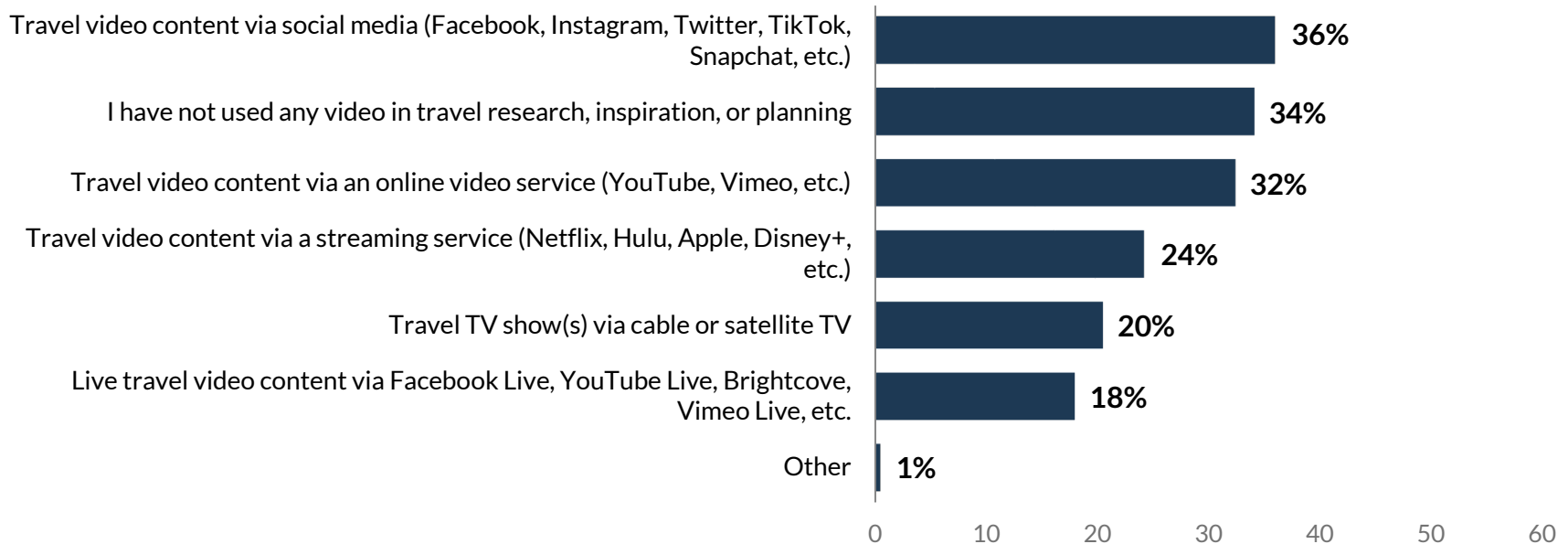
## IMPACT ON TRAVEL PLANS

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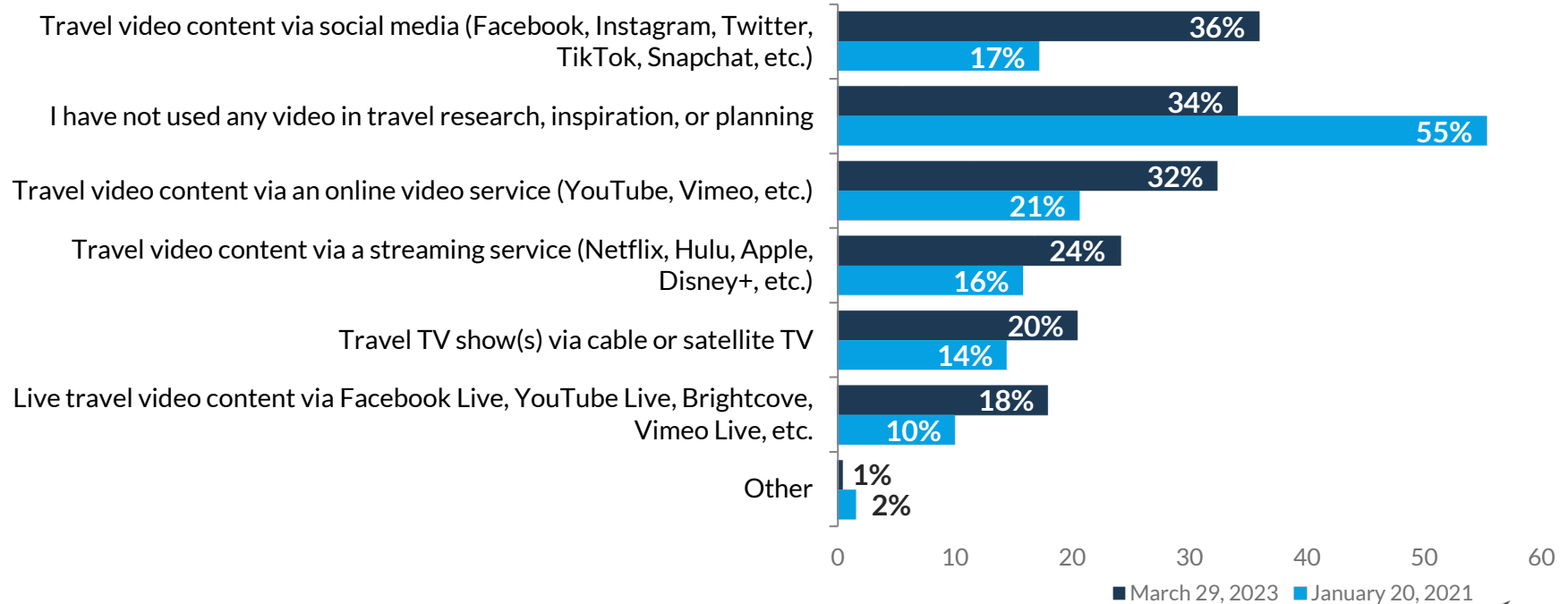
## IMPACT ON TRAVEL PLANS

In the last 12 months, what type of video content have you used to inspire, inform, or plan travel in the U.S. or internationally?



## IMPACT ON TRAVEL PLANS

In the last 12 months, what type of video content have you used to inspire, inform, or plan travel in the U.S. or internationally?



## *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 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 pale yellow near the horizon to a soft, hazy blue above. On the left side, the dark, out-of-focus silhouette of a tree is visible. The overall mood is peaceful and reflective.

# Thank You

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