

2023 Summer Travel Outlook

Preferences, Expectations, and Concerns
for Leisure and Business Travelers



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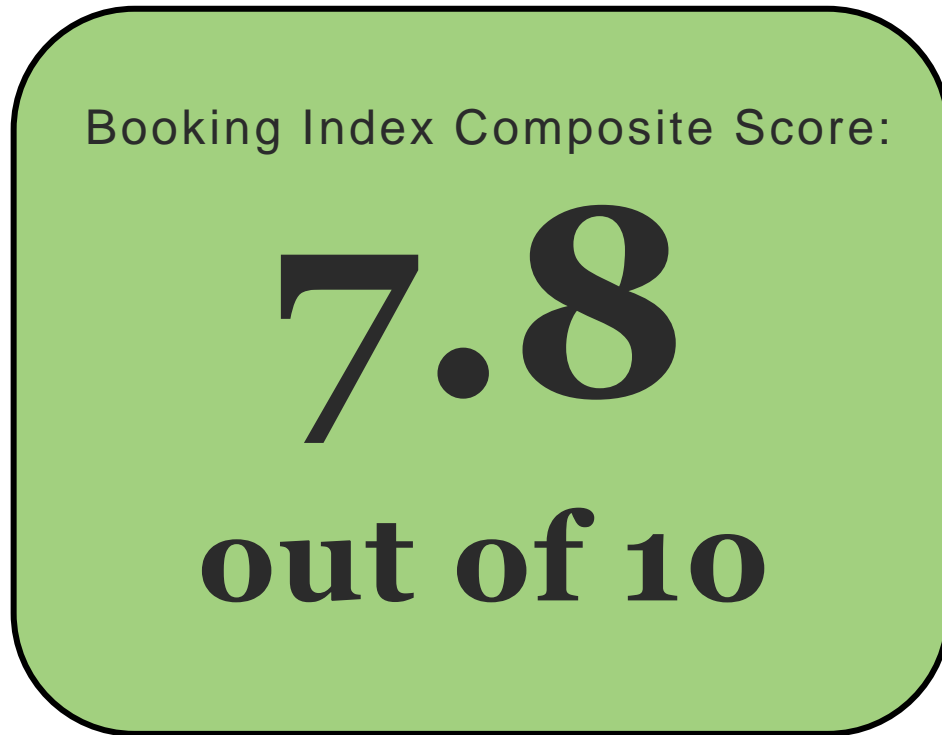
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Methodology: This survey was conducted by Morning Consult on behalf of AHLA from April 28 – May 3, 2023, among 4,117 U.S. adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on gender, age, race, educational attainment, and region. Topline results have a margin of error of plus or minus 2 percentage points.

Responses forecast a strong summer travel season for business and leisure travel alike, resulting in a *very good* short-term outlook for the hotel industry based on AHLA and Morning Consult's **Hotel Booking Index**.



10	Excellent
9	
8	Very good
7	
6	Good
5	
4	Fair
3	
2	Poor
1	
0	Very poor

Hotel Booking Index Calculation

Components

1. Travel likelihood (next three months) – 50%

1a Leisure travel likelihood – 23.5% ●

1b Business travel likelihood – 26.5% ●

Qtext: *How likely, if at all, are you to travel overnight for the following in the next three months?*

2. Self-assessment of household financial security – 30% ●

Qtext: *How would you rate your household's financial security right now?*

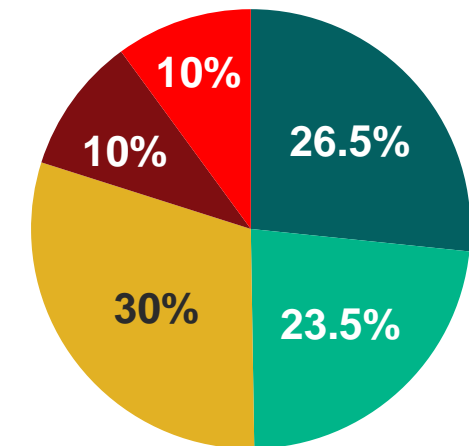
3. Preference to stay in hotels for travel (next three months) – 20%

3a Leisure travel hotel likelihood – 10% ●

3b Business travel hotel likelihood – 10% ●

Qtext: *If you were to travel overnight for _____ in the next three months, which of the following types of accommodations would you be most likely to stay in?*

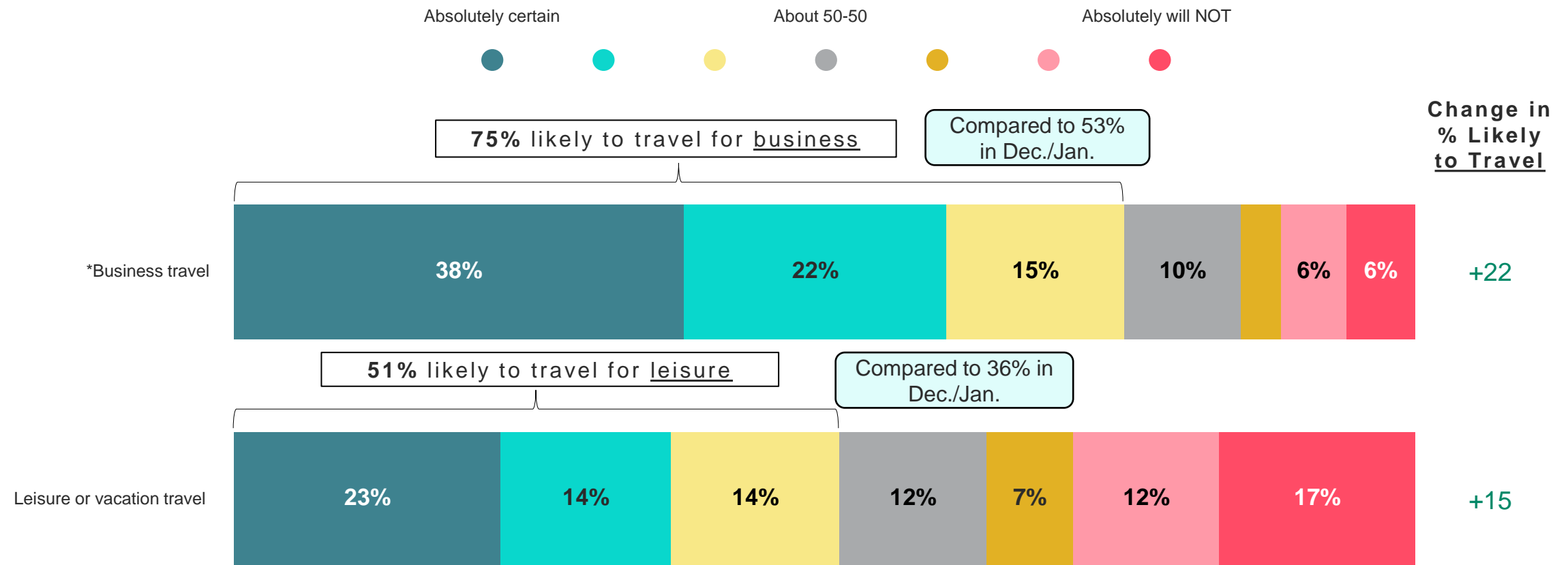
Factors Weighting in Index Calculation



UPCOMING TRAVEL

Three-in-four adults whose jobs involve traveling are likely to do so in the next 3 months, and about half of all adults (51%) are likely to travel overnight for leisure during that time.

How likely, if at all, are you to travel overnight for the following in the next three months?



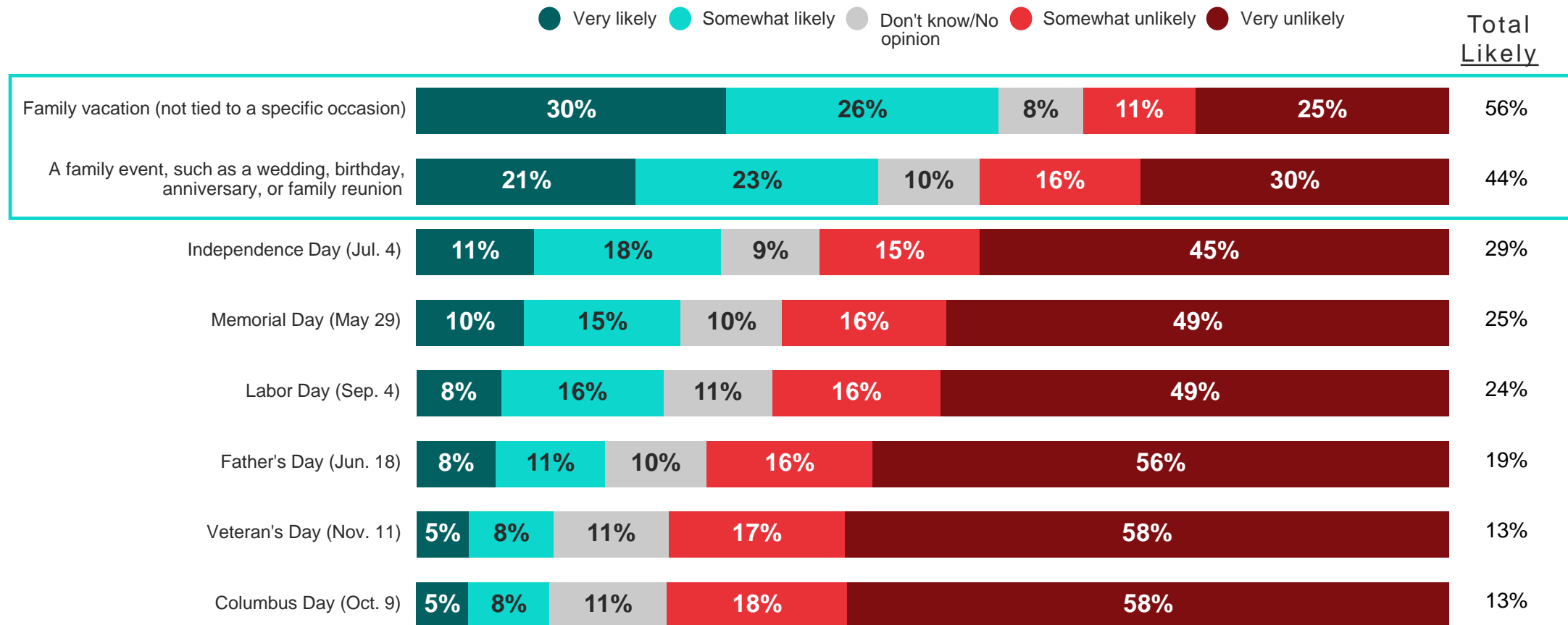
*Asked of employed adults whose jobs involve business travel (n=901)

Change column shows net difference in % likely to travel compared to December 2022 / January 2023

UPCOMING TRAVEL

Adults are more likely to travel overnight for family vacations and family events in the near future than for specific holidays.

How likely are you to travel overnight for the following occasions in the near future?

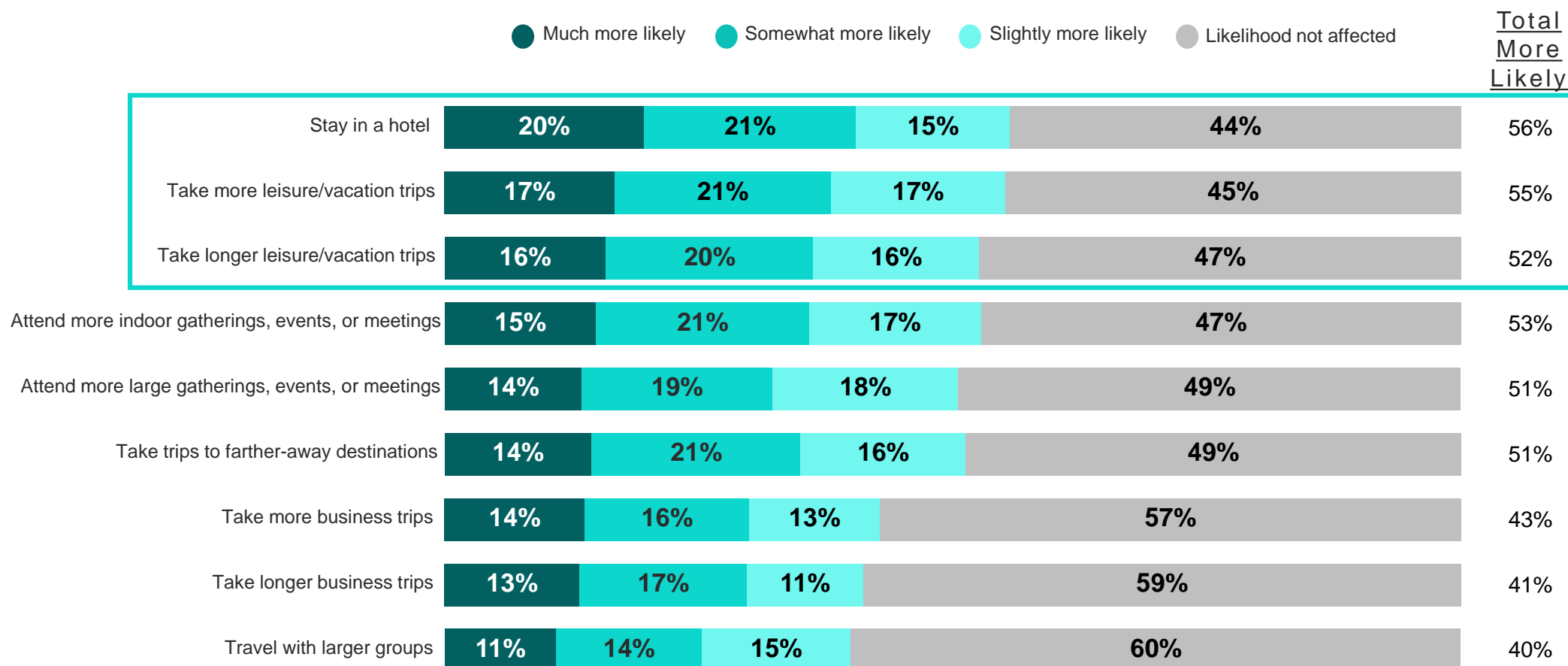


Total Likely = % Very likely + % Somewhat likely

UPCOMING TRAVEL

Over half of adults are more likely this summer than they were in 2022 to stay in a hotel (56%) and take more frequent (55%) and longer (52%) leisure or vacation trips.

How likely are you to do the following this summer compared to 2022?

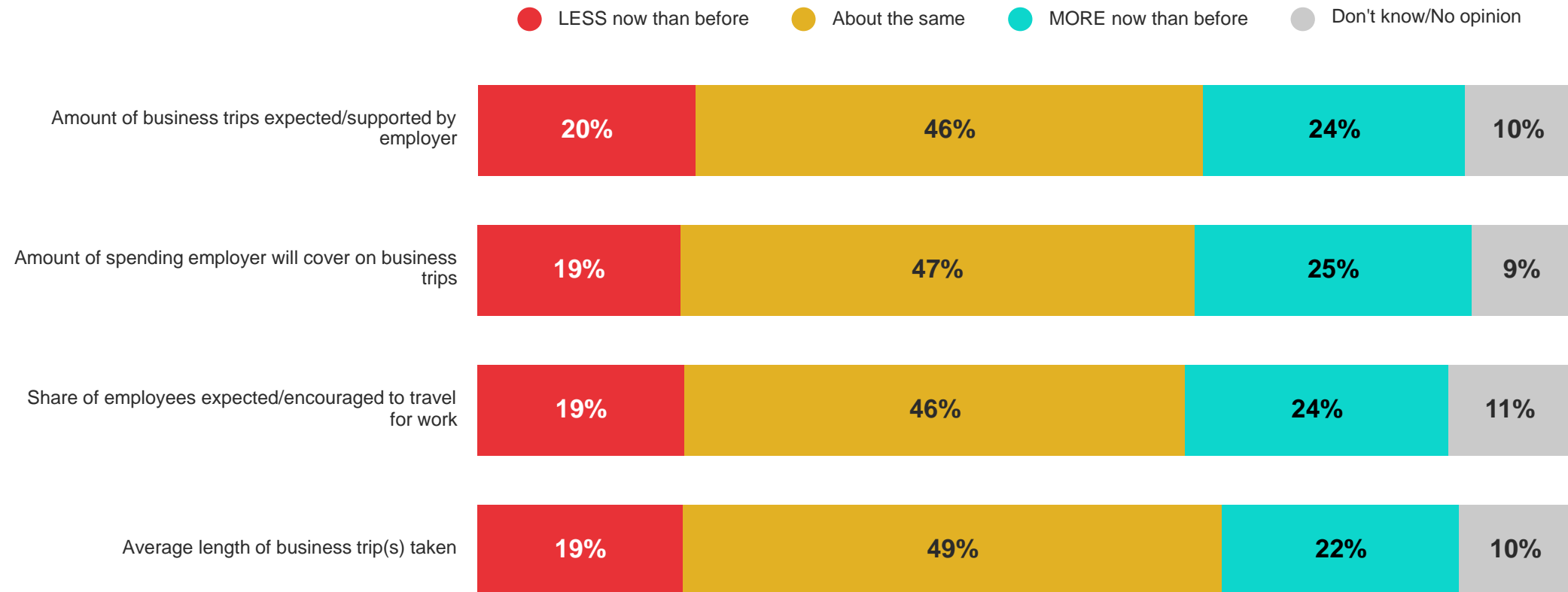


Total More Likely = % Much more likely + % Somewhat more likely + % Slightly more likely

BUSINESS TRAVEL

Nearly half of business travelers indicate the frequency, length, and number of employees expected to travel for work-related trips resembles pre-pandemic levels, while about one-fourth say these have increased. The same is true of the amount of spending employers will cover.

You indicated that your job typically involves some amount of business travel. Which of the following best describes your employer's approach to business travel NOW compared to before 2020 (that is, prior to the COVID-19 pandemic)?

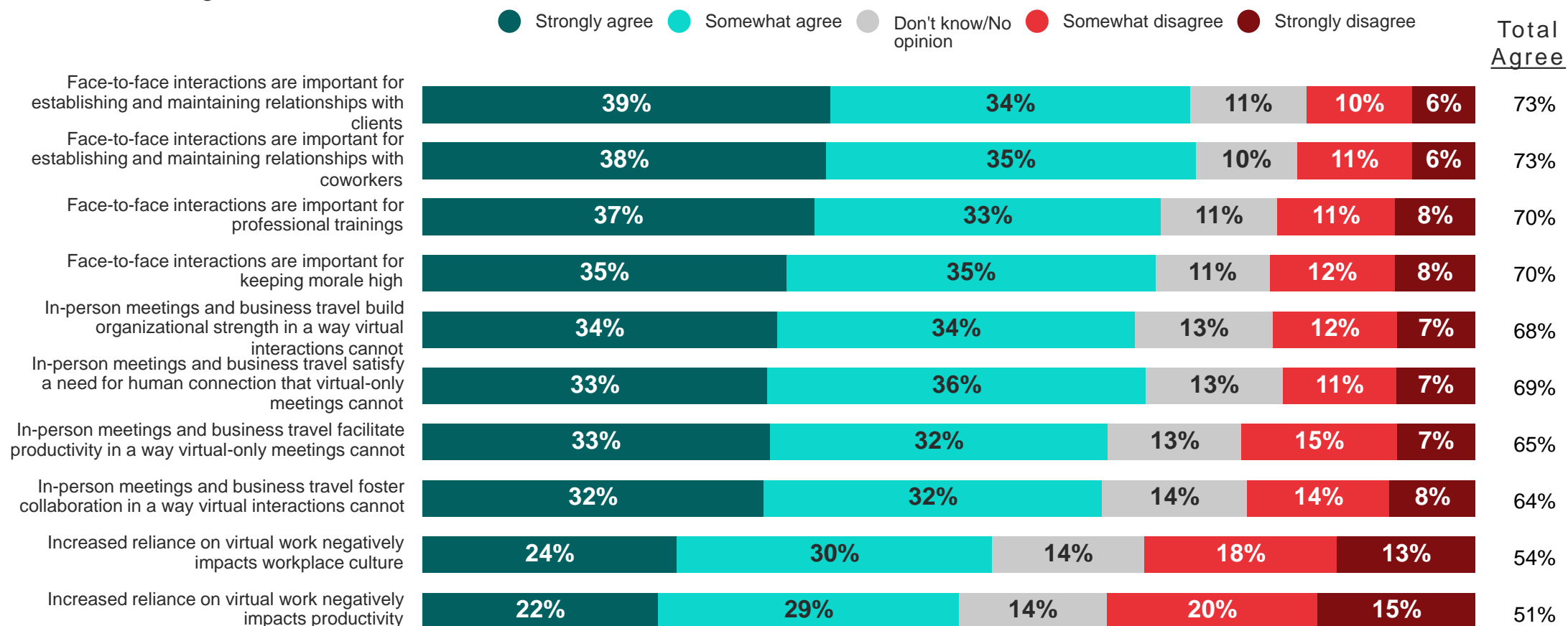


*Asked of employed adults whose jobs involve business travel (n=901)

BUSINESS TRAVEL

Three-in-four employed adults agree face-to-face interactions are important for client and coworker relationships. Fewer agree virtual work negatively impacts productivity.

Thinking about the recent transition some workplaces have made to virtual or hybrid work environments, would you agree or disagree with the following statements?

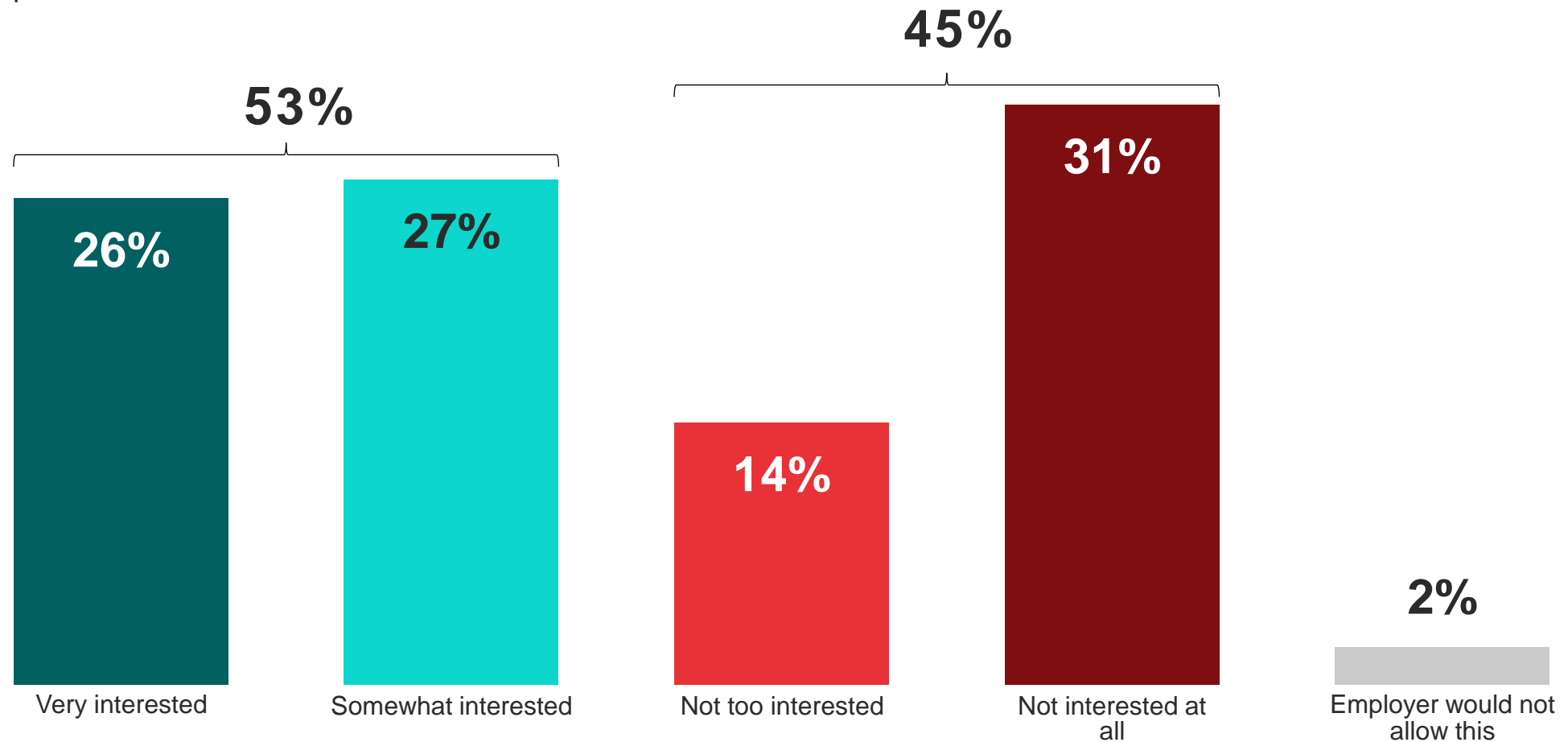


*Asked of employed adults (n=1,949) / Total agree = % Strongly agree + % Somewhat agree

BUSINESS TRAVEL

Half of adults are interested in being a digital nomad, including 26% who are *very interested*.

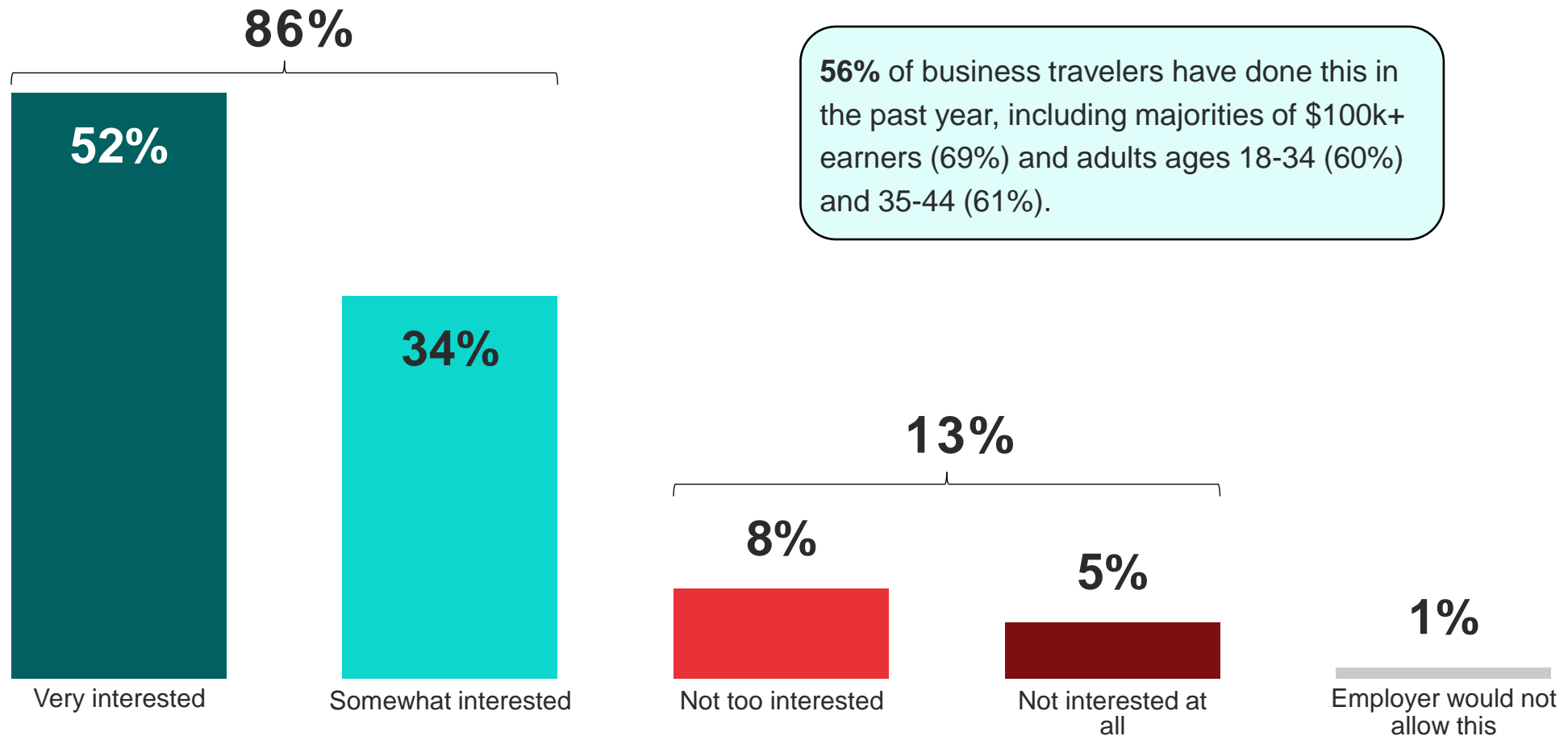
How interested, if at all, would you be in being a digital nomad — that is, working remotely, either full-time or part-time, while traveling to new places?



BUSINESS TRAVEL

The majority of business travelers are interested in 'bleisure', with 56% indicating they have extended a work trip for leisure purposes in the last year.

How interested, if at all, would you be in extending a business trip by a day or two for leisure purposes? This is sometimes referred to as 'bleisure' (business + leisure) travel.

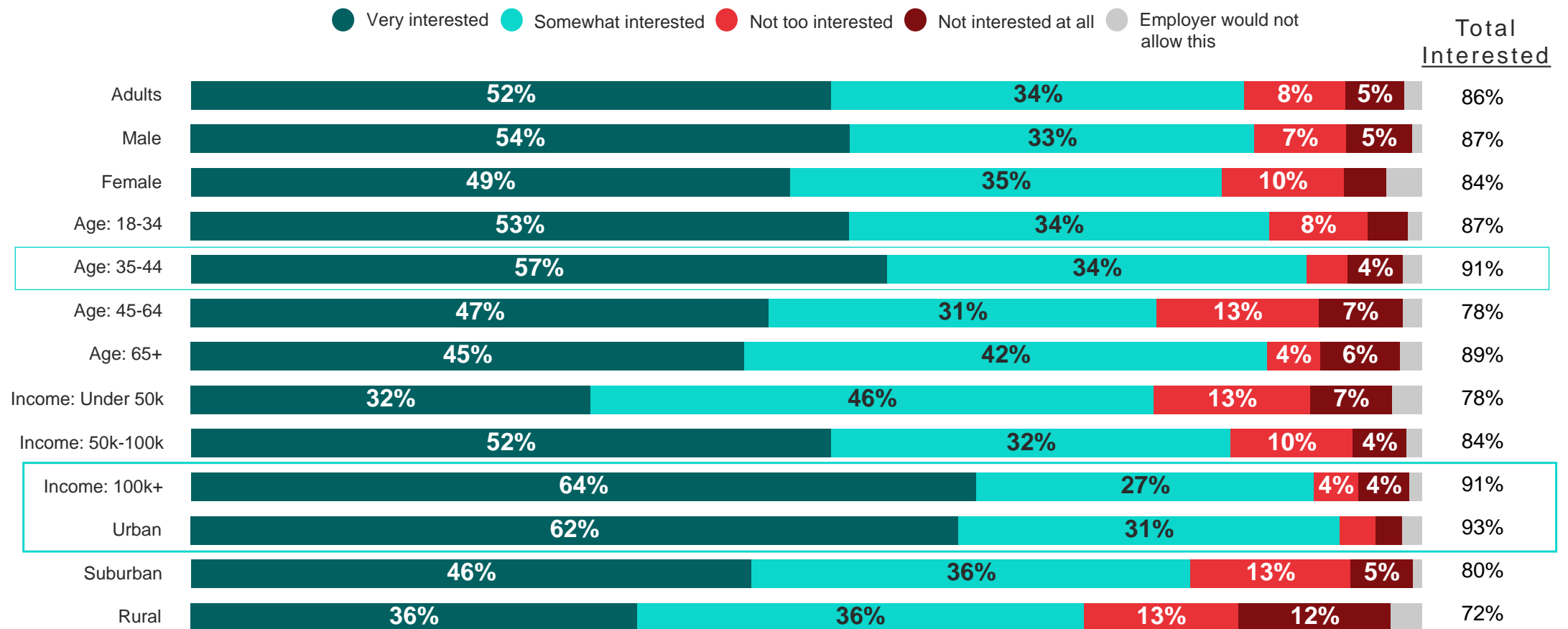


*Asked of employed adults whose jobs involve business travel (n=901)

BUSINESS TRAVEL

Higher earners, urban adults, and adults ages 35-44 are most likely to be very interested in extending a business trip by a couple of days for leisure.

How interested, if at all, would you be in extending a business trip by a day or two for leisure purposes? This is sometimes referred to as 'bleisure' (business + leisure) travel.

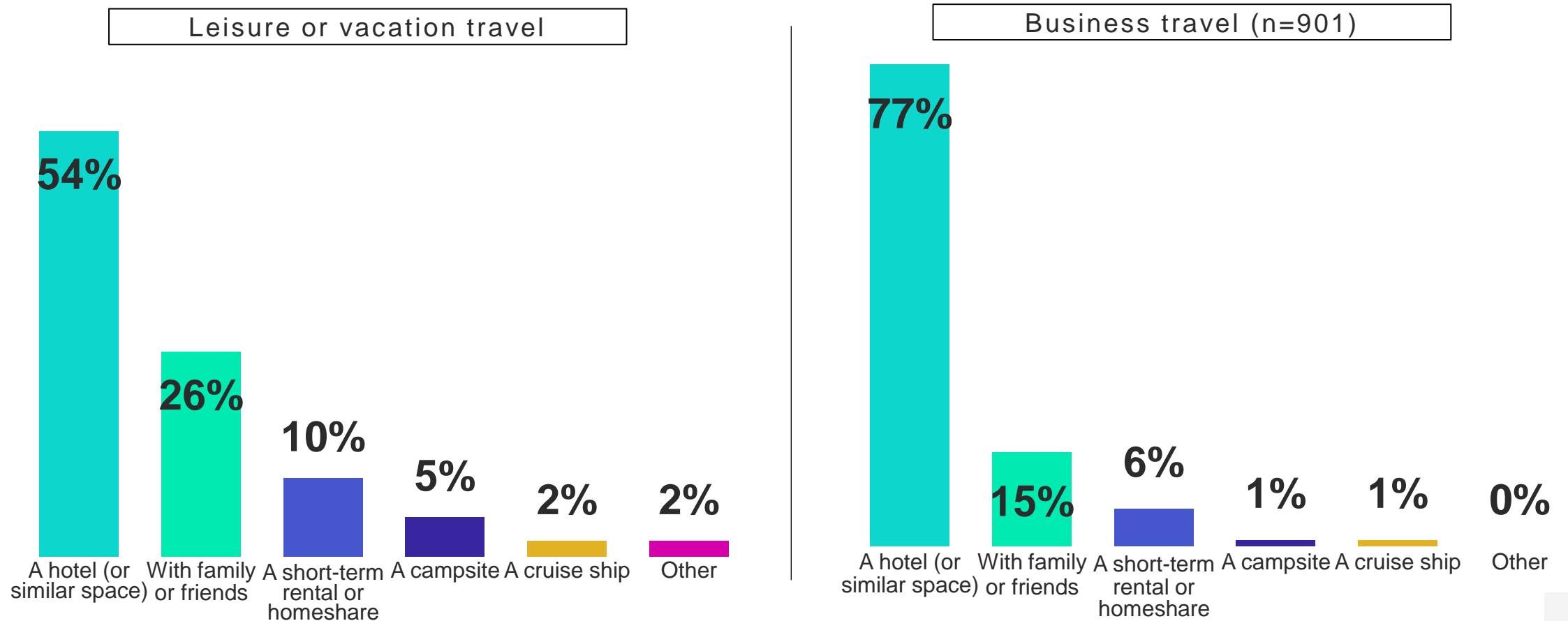


*Asked of employed adults whose jobs involve business travel (n=901) Total interested = % Very interested + % Somewhat interested

LODGING & TRANSPORTATION

Most leisure and business travelers would prefer hotels to any other type of accommodations when traveling overnight over the next three months.

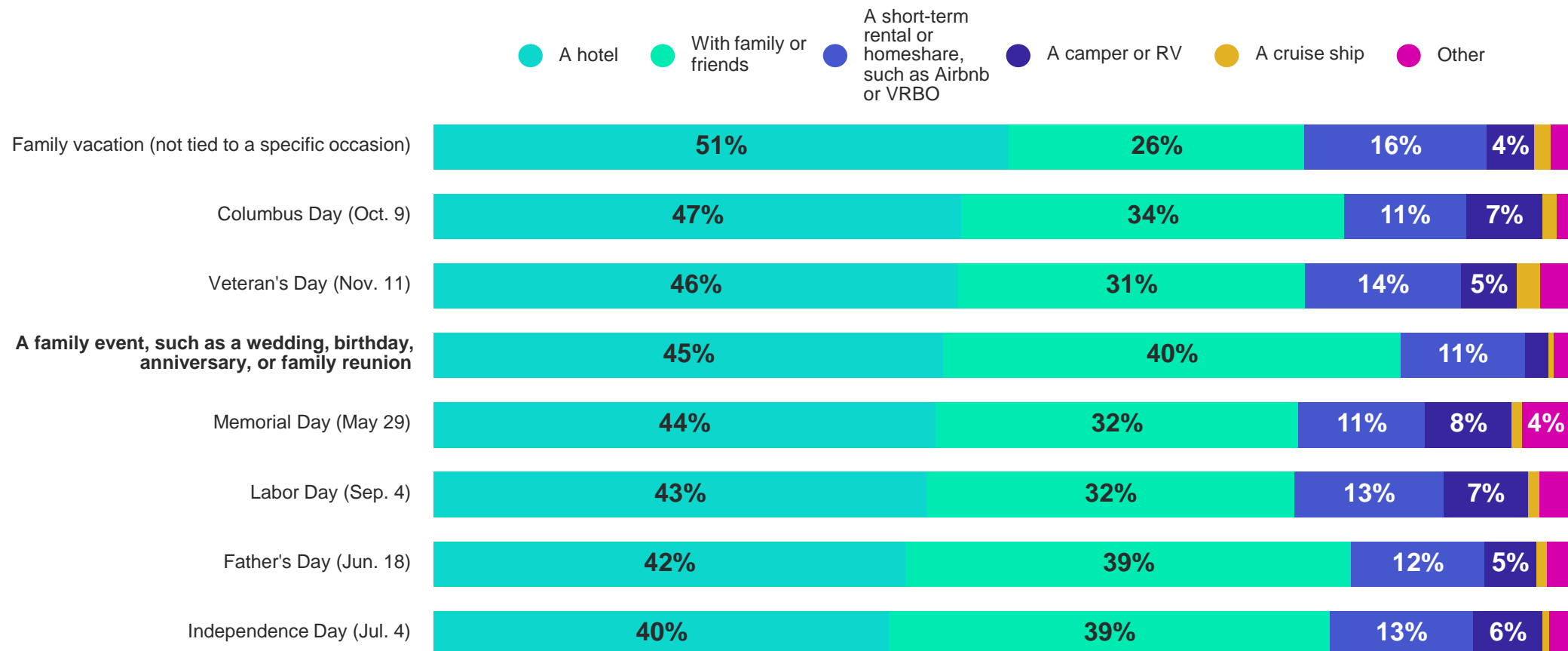
If you were to travel overnight for _____ in the next three months, which of the following types of accommodations would you be most likely to stay in?



LODGING & TRANSPORTATION

A plurality of likely overnight travelers would be most likely to stay in a hotel for each occasion tested. For family events like birthdays and reunions, respondents are divided between staying in hotels or with loved ones (45% vs. 40%).

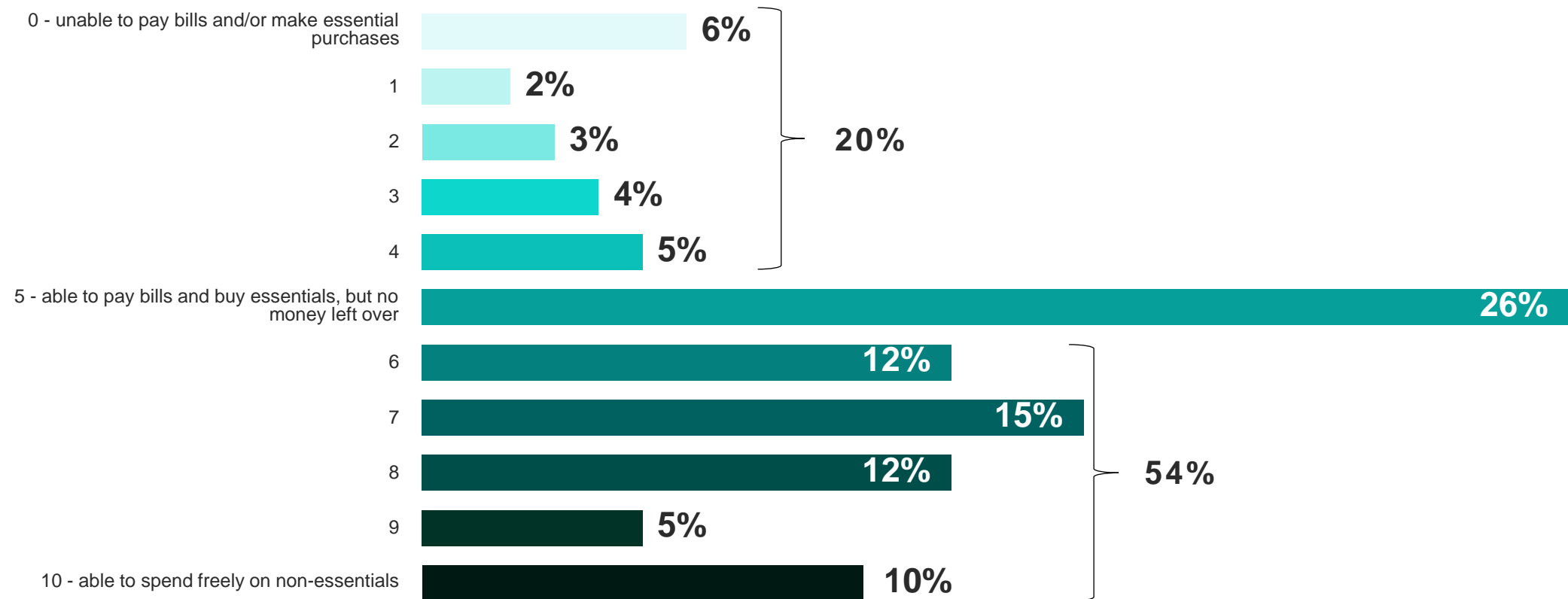
If you travel overnight for the following occasion(s), what type of accommodations would you be most likely to choose for your stay?



FINANCES & OTHER CONSIDERATIONS

Over half of adults report feeling financially secure (54%), while 46% of adults still rate their households 5 or lower.

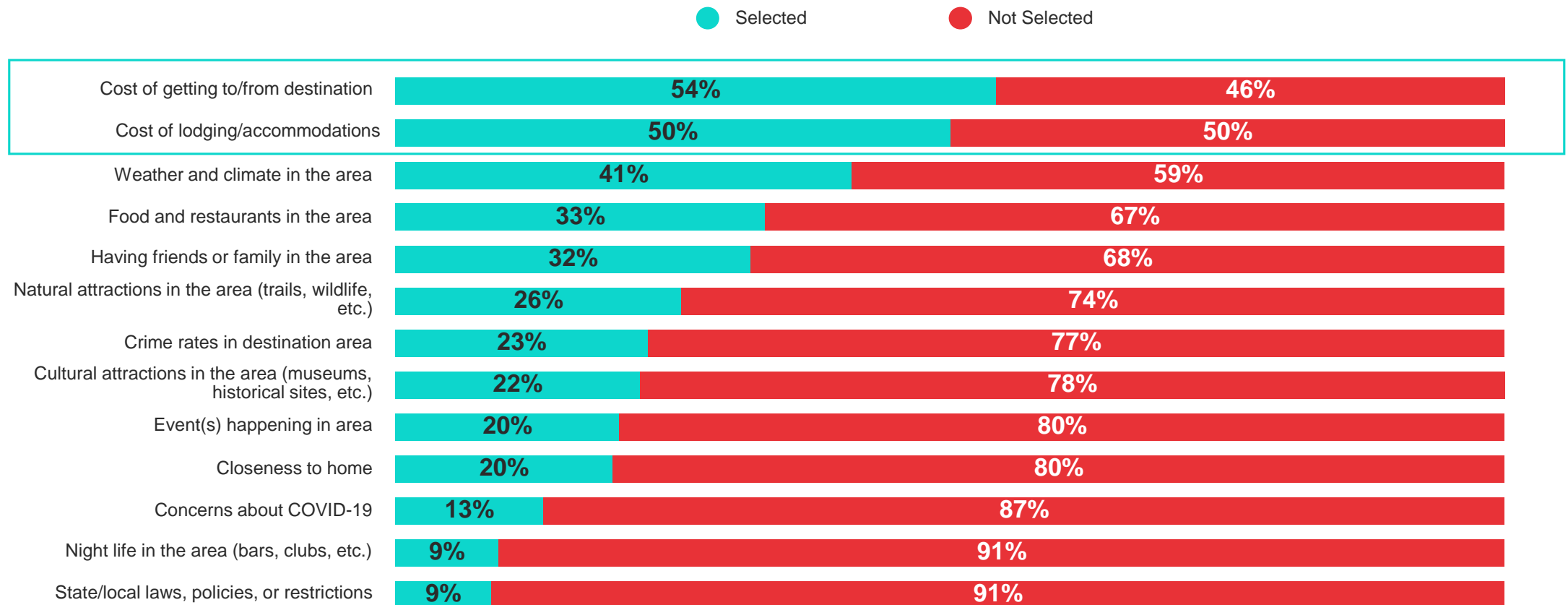
Financial security refers to your household's ability to comfortably pay for necessities while still having money left over for non-essentials. How would you rate your household's financial security right now? Please rate on a scale of 0 to 10, with 0 being 'unable to pay for basic monthly expenses' and 10 being 'able to spend freely on non-essentials'.



FINANCES & OTHER CONSIDERATIONS

Travel and accommodation costs are the biggest factors respondents consider when thinking about the destination they are most likely to travel to in the United States.

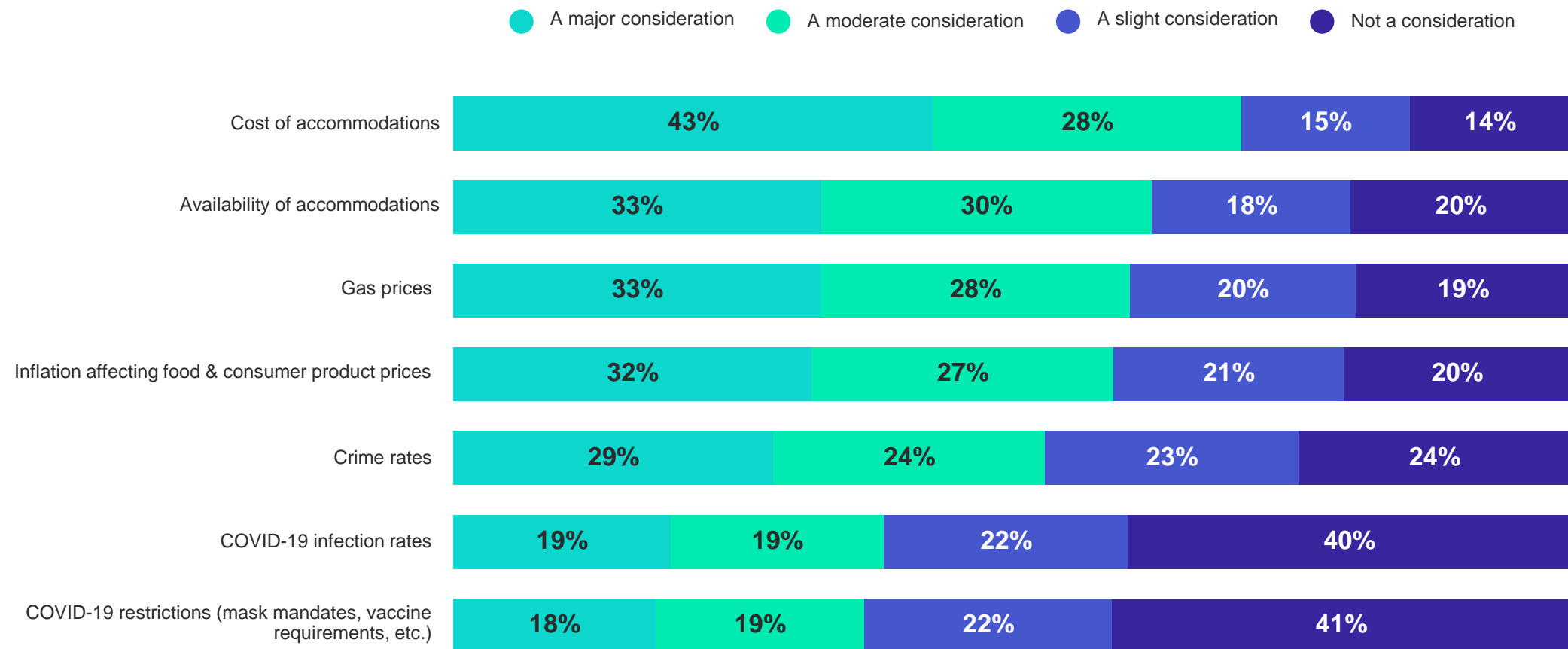
Which of the following considerations are the biggest factors when thinking about the destination(s) you would most like to travel to in the United States in the next three months? Select as many as five choices.



FINANCES & OTHER CONSIDERATIONS

When thinking about travel in the next three months, a plurality indicate the cost of accommodations is *a major consideration*.

How much of a consideration, if any, are the following in deciding whether or not to travel in the next three months?





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