



# 2024 Outlook: Travel Intent & Consumer Preferences

Polling by **Morning Consult** on behalf of **American Hotel & Lodging Association**

— JANUARY 2024





# Methodology

This poll was conducted between January 6-7, 2024, among a sample of 2,202 U.S. adults. The interviews were conducted online, and the data were weighted to approximate a target sample of adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 2 percentage points.

# Key Takeaways

1

**Most Americans plan to travel for leisure (53%) and/or business (32%) in the next 4 months, and hotels are the most popular lodging option for those likely travelers.**

Hotels remain the most popular lodging choice for likely travelers, including 71% of likely business travelers and 50% of likely leisure travelers.

Few business (8%) or leisure (11%) travelers say they would spend the night in a short-term rental or home share.

2

**Inflation is negatively affecting many Americans' likelihood of staying in hotels (56%), traveling by plane (48%), traveling overnight (53%), and renting a car (44%).**

3

**72% of Americans plan to maintain or increase their number of overnight vacations in 2024 compared to 2023. 72% of Americans also plan to maintain or increase the number of times they stay in a hotel in 2024 compared to last year.**



# Contents

1

**Upcoming Travel**

2

**Lodging & Hotel Features**

## UPCOMING TRAVEL

**Most adults are likely to spend at least one night away on travel in the next 4 months. Nearly one-third of employed adults plan to travel overnight for business during that time.**

Do you plan to spend one or more nights away from home for the following in the next four months?

**53%**

of adults plan to spend one or more nights away from home in the next 4 months for **vacation or leisure travel**.

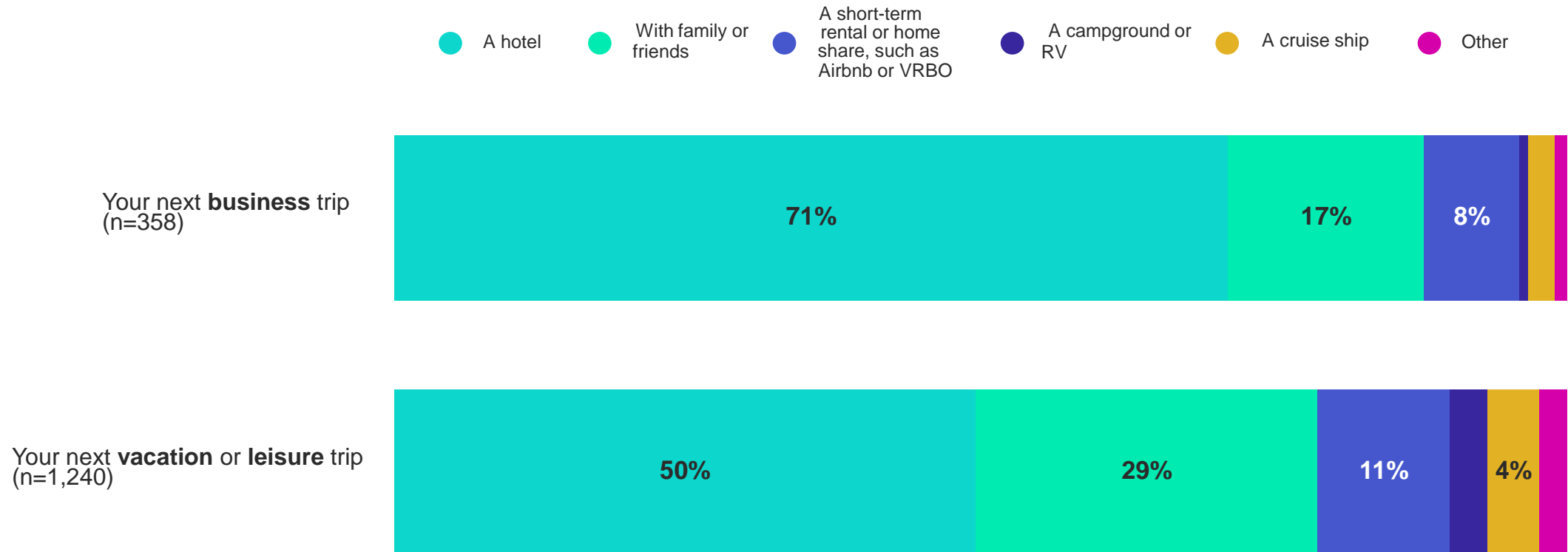
**32%**

of adults plan to spend one or more nights away from home in the next 4 months for **business travel** (n=1,090)\*

## UPCOMING TRAVEL

**Seven-in-ten likely business travelers are inclined to stay in a hotel for their work trip(s) in the near future. Half of leisure travelers plan to stay in hotels.**

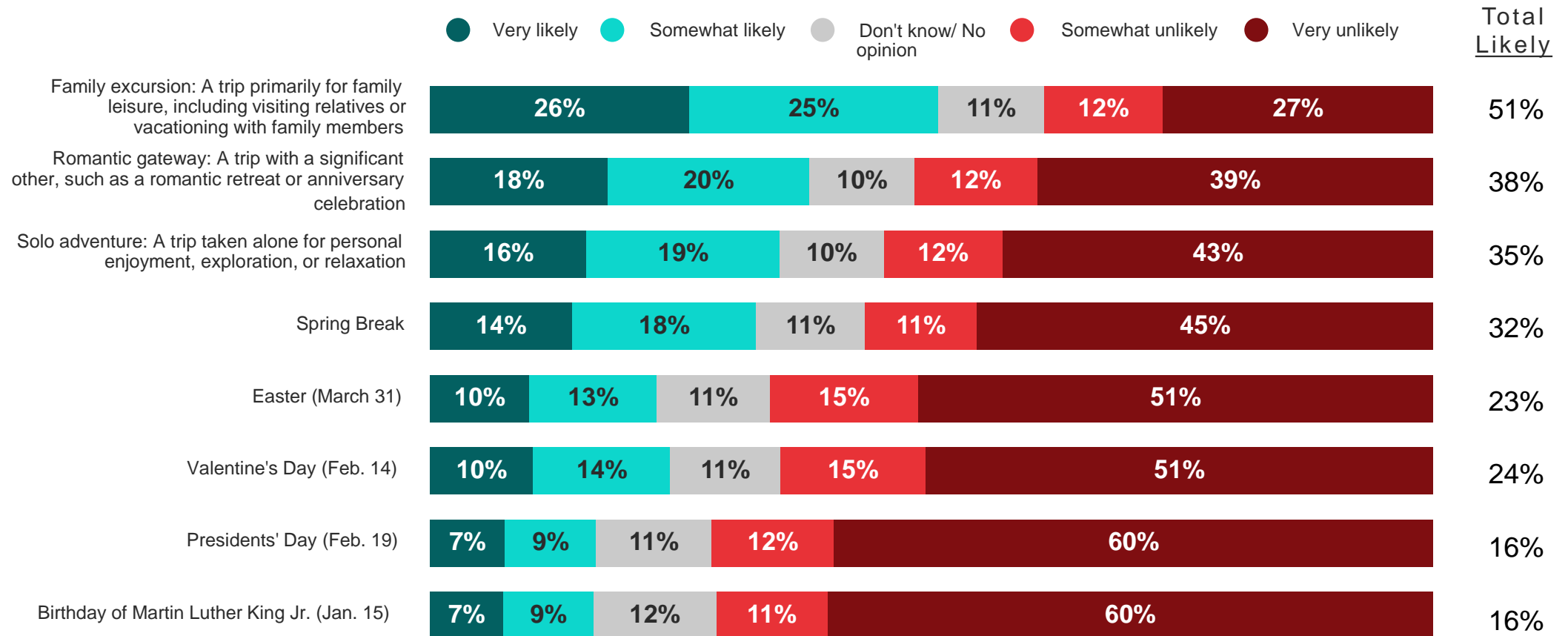
You indicated that you plan to travel overnight during the next four months. Where are you most likely to stay for the following?



## UPCOMING TRAVEL

Americans are most likely to travel for family excursions or romantic getaways in the next 4 months, while travel plans for President's Day and MLK day are less common.

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

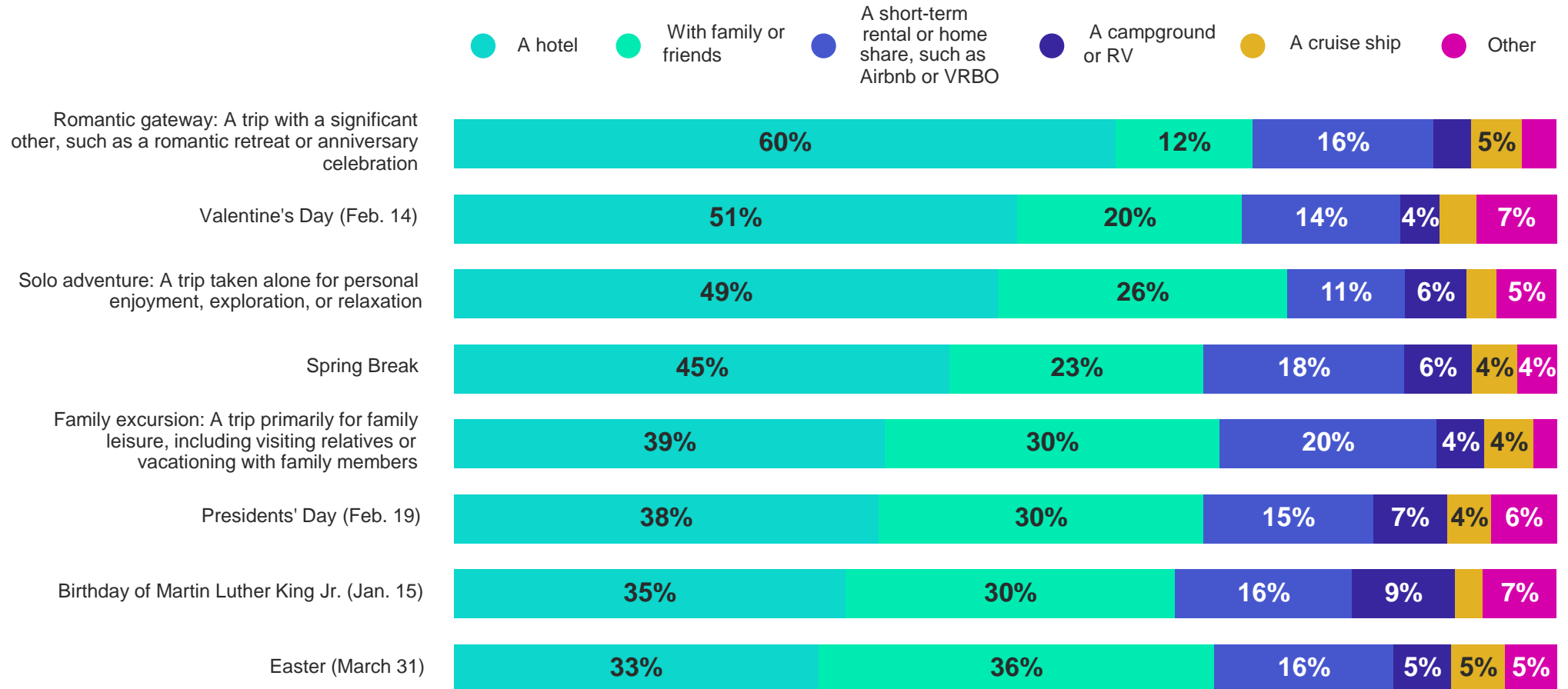


Total likely = % More likely + % Somewhat likely

## UPCOMING TRAVEL

# Aside from Easter, hotels are the most popular lodging option for Americans likely to travel for any of the occasions tested.

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

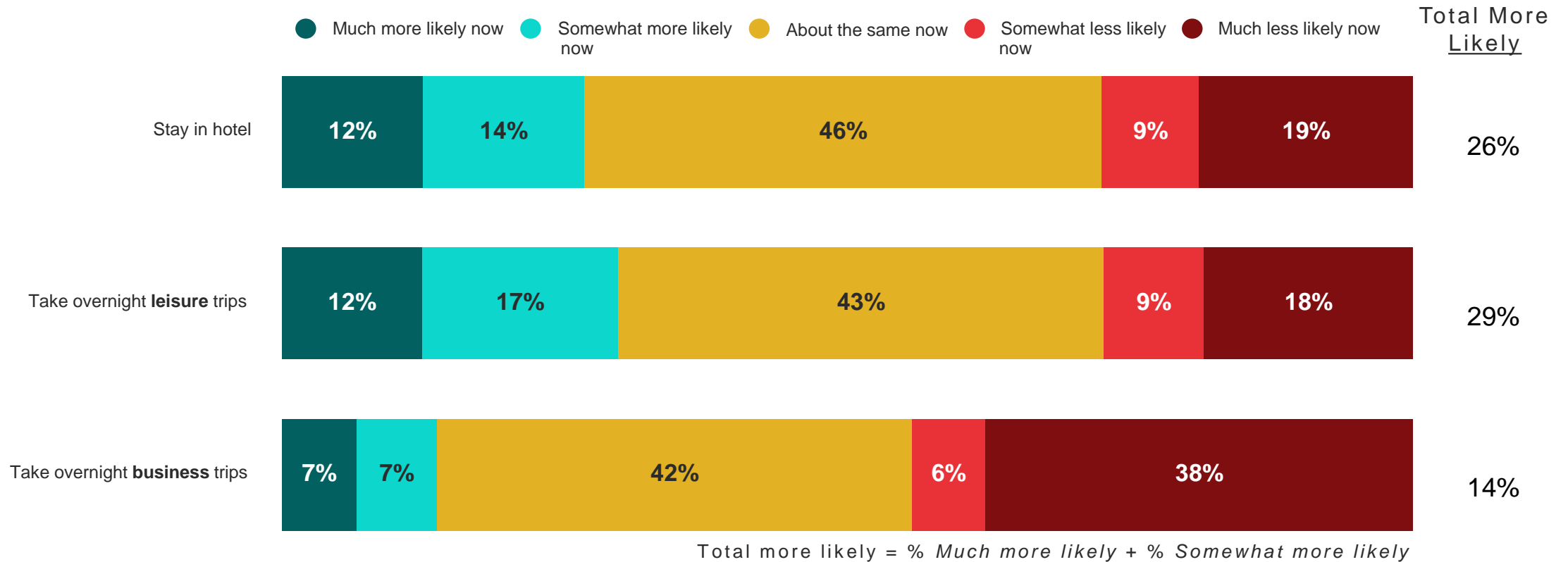




## UPCOMING TRAVEL

# 72% of Americans indicate similar or greater likelihood of taking overnight vacations and staying in a hotel in 2024 compared to last year.

How likely are you to do the following in 2024 compared to 2023?



## UPCOMING TRAVEL

**Younger adults are more likely than others to report increased travel likelihood in 2024 compared to 2023, as are those who earn \$50k-100k annually.**

How likely are you to do the following in 2024 compared to 2023?

	Adults	Gender: Male	Gender: Female	Age: 18-34	Age: 35-44	Age: 45-64	Age: 65+	Income: < \$50k	Income: \$50k-\$100k	Income: \$100k+
Take overnight <b>leisure</b> trips	29%	34%	26%	39%	33%	24%	24%	23%	33%	23%
Stay in hotel	26%	31%	23%	36%	27%	23%	20%	21%	29%	21%
Take overnight <b>business</b> trips	14%	19%	8%	25%	20%	8%	2%	9%	15%	9%

Table shows Total More Likely (% Much more likely + % Somewhat more likely)

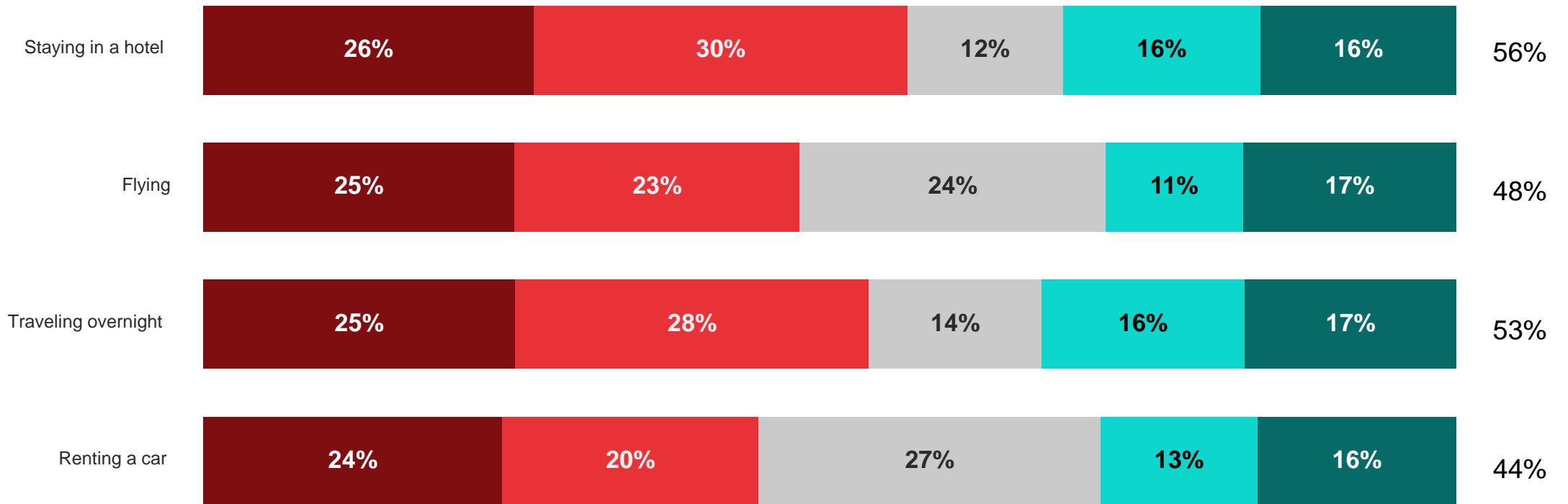
## UPCOMING TRAVEL

# Hotel stays and overnight travel are more likely to be affected by inflation than flying and renting a car, but not by much.

How likely, if at all, is inflation to reduce your chance of doing each of the following in the next four months?

● Very likely   
 ● Somewhat likely   
 ● Not applicable/ I would not do this anyway   
 ● Somewhat unlikely   
 ● Very unlikely

Total Likely



Total likely = % *Very likely* + % *Somewhat likely*

One-third of business travelers said inflation is *very likely* to reduce their chance of flying (35%), staying in a hotel (37%), and renting a car (32%) in the next four months.

## UPCOMING TRAVEL

**Inflation will play an especially significant role in the travel behavior of age 18-34 adults in the next 4 months, with at least three-in-five saying inflation is likely to reduce their chance of staying at a hotel, traveling overnight, and flying.**

How likely, if at all, is inflation to reduce your chance of doing each of the following in the next four months?

	Adults	Gender: Male	Gender: Female	Age: 18-34	Age: 35-44	Age: 45-64	Age: 65+	Income: Under 50k	Income: 50k-100k	Income: 100k+
Staying in a hotel	56%	59%	53%	69%	58%	53%	44%	56%	59%	51%
Traveling overnight	53%	55%	51%	63%	57%	50%	42%	52%	57%	49%
Flying	48%	51%	45%	60%	51%	43%	35%	44%	51%	51%
Renting a car	44%	47%	41%	53%	47%	43%	32%	44%	46%	42%

Table shows Total Likely (% Very likely + % Somewhat likely)



# Contents

1

**Upcoming Travel**

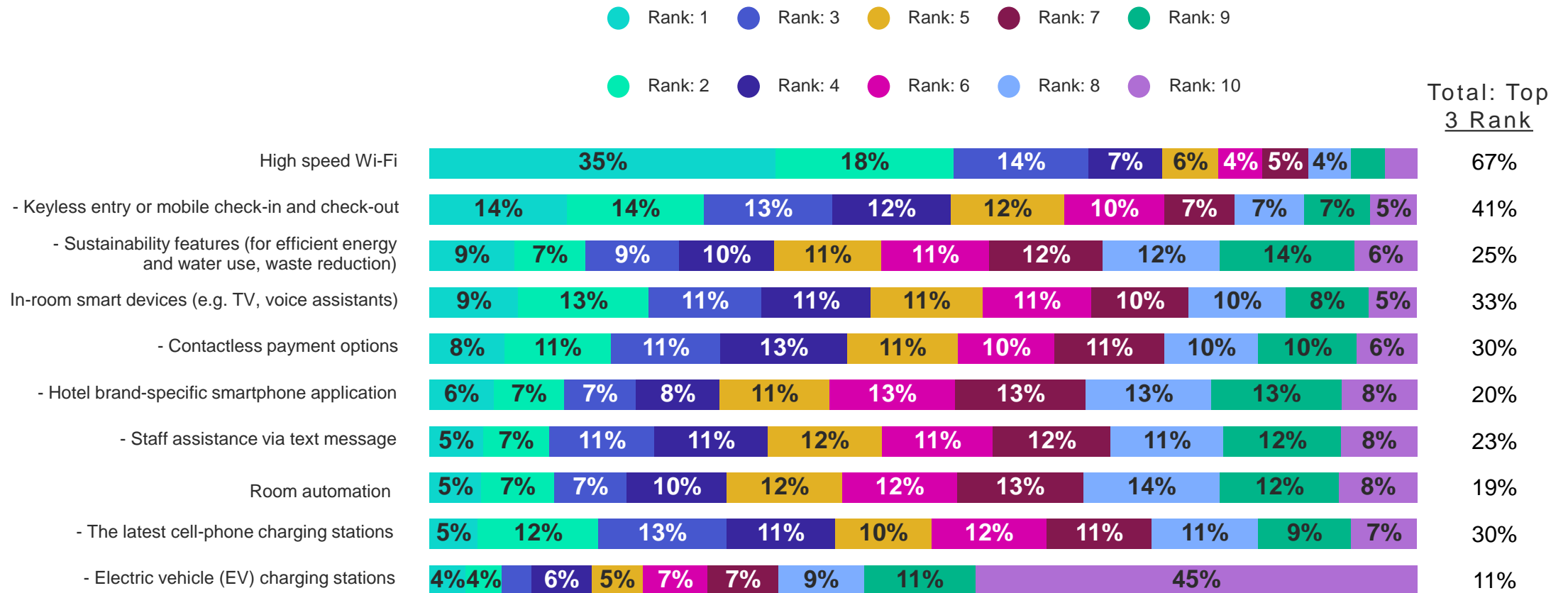
2

**Lodging & Hotel Features**

## LODGING & HOTEL FEATURES

# High-speed Wi-Fi is the most important technology feature travelers consider when evaluating hotels. Mobile check-in/check-out is also highly sought-after.

From most important to least important, please rank how important each of the following technologies are to you when selecting a hotel.



Total Rank 1-3 = % Rank 1 + % Rank 2 + % Rank 3



MORNING CONSULT®