## The State of the American Traveler

**Future Partners** 

March 2024

We're a creative insights firm shaping strategies that capture hearts, minds, and *market share*.

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## **Opportunity powered by insight.**

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# Bringing the future of travel within reach

Presentation deck and recording will be available on our website:

### FuturePartners.com





### Today's Agenda

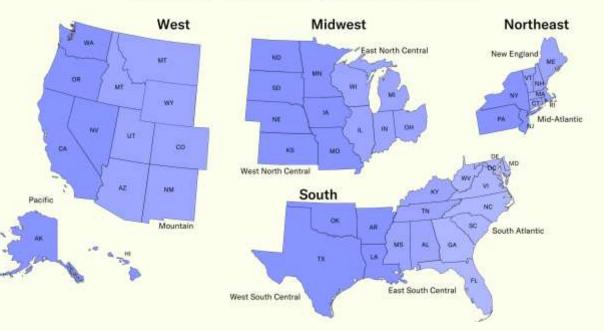




What's Up With the Eclipse? Travel Sentiment Overview Newer Marketing Platforms **Business and Group Meetings Travel** Meeting Planner Panel

### Methodology

- Monthly tracking survey
- Representative sample of adult American travelers in each of four U.S. regions
- Tracks traveler sentiment to generate insights into domestic travel trends
- Survey collected: February 19-23
- 4,000+ fully completed surveys collected each wave
- Confidence interval of +/- 1.55%
- Data is weighted to reflect the actual population of each region



#### **United States Census Regions and Divisions**

## Questions? Our Team is Online To Answer





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### What's Up With the Solar Eclipse?

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### Gas Stations in Austin







### **Eclipse Stories**

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#### INVESTIGATIONS

Clouds would ruin the April 2024 total eclipse. This map shows how likely that is by city.



A map of April 2024's total solar eclipse A total solar eclipse will cross North America in April. This animated map shows the path of totality across parts of Merico, the U.S. and Canada. (Feb. 29) (AP Animation: Panagiotis Mouzakis and Marshall Ritzel)

Cecifia Garzella and Yoonserk Pyun USA TODAY Published 5:30 a.m. ET March 6, 2024 | Updated 2:17 p.m. ET March 6, 2024

As the moon passes between the sun and Earth on April 8, observers across North America will have a chance to witness a solar eclipse. Depending on your location, though, clouds might obstruct your view of

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EARTH & SPACE Published Merch 9, 2024 8:t2pm EST

#### More Texas communities issue disaster declarations ahead of Great North American Eclipse

Communities across at least three countries have painned special viewing events to the total solar annual ecitize on April 8. More than 30 million Americans are estimated to live in the path of totality, with many millions more expected to travel to the 15 states when the avent will be fully visible.

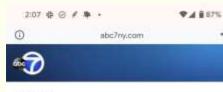
By Andrew Wulfeck Source FOX Weather





#### Eclipse travel searches spike 1,000% for stays along path of totality

We're officially less than one month away from America's total solar eclipse. The last total eclipse in the U/S, was back in 2017. After this one, the reent last will 2044, So how can you make sure you enjoy this celestial event to



#### SCIENCE

NEW JERSEY SCHOOL DISTRICT DISMISSING EARLY TO KEEP KIDS SAFE DURING TOTAL SOLAR ECLIPSE

<

œ,

Friday, March 8, 2024 5:16PM ET



Pedro Rivera has the story.

LIVINGSTON, New Jersey (WABC) – A school district in New Jersey is taking steps to protect children during next month's total solar eclipse and will send kids home early.

A letter from the school superintendent of Livingston Public Schools was sent home this week telling parents the school district will dismiss early



#### 'Considerably frightened': How Arkansans reacted during previous total solar eclipses

Kyler Swaim

4 days ago



FAYETTEVILLE, Ark. (KNWA/KFTA) — The Natural State is just weeks away from a total solar eclipse but what did the state look like during previous eclipses?

There have been two total solar eclipses with paths of totality through Arkansas before 2024.

### Awareness of the upcoming Eclipse grew sharply this month

42.1%

February

2024

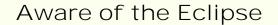
34.3%

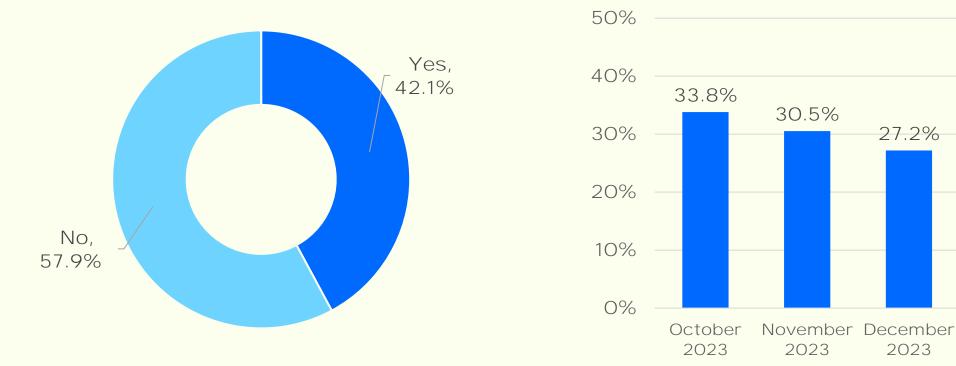
January

2024

27.2%

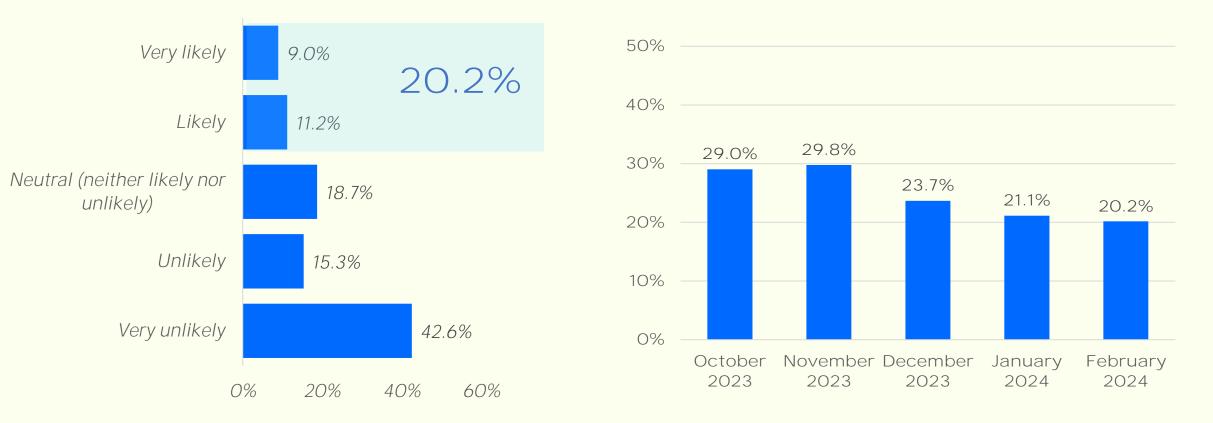
2023





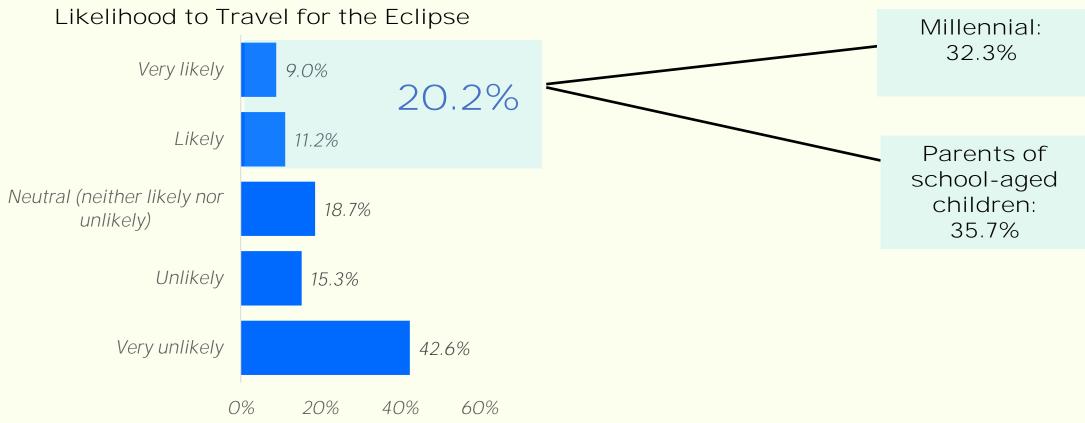
Question: Before taking this survey, were you aware that this total eclipse was happening in April?

One-in-five American travelers are likely to take a trip to witness the Eclipse, however expectations to travel for the Eclipse have declined over time



Question: How likely is it that you will travel (50 miles or more from your home) to experience the April 8, 2024 eclipse?

## Likely Eclipse trip takers skew Millennial and parents with school-age children



Question: Before taking this survey, were you aware that this total eclipse was happening in April?

### Texas and New York are the states Americans say they are most likely to travel to (or within) to experience the Eclipse

	Texas	41.3%
Question:	New York	30.6%
Which states or countries would	Canada	16.5%
you most likely travel to (or within)	Illinois	13.4%
to experience the April 8, 2024	Ohio Pennsylvania	13.1%
eclipse?	Kentucky	11.2%
	Indiana	10.8%
Question asked of respondents "likely" of	Michigan	9.9%
"Very likely" to travel for the event.	Arkansas	9.8%
Base = 5,045 travelers.	Missouri	9.5%
	Mexico	7.5%
	New Hampshire	6.2%
	Maine	6.0%
	Vermont	5.3%
	NONE OF THESE	7.5%

20%

0%

60%

### Current Sentiment

April Livestream Registration



**Travelers' sense of personal** financial well-being moved forward this month

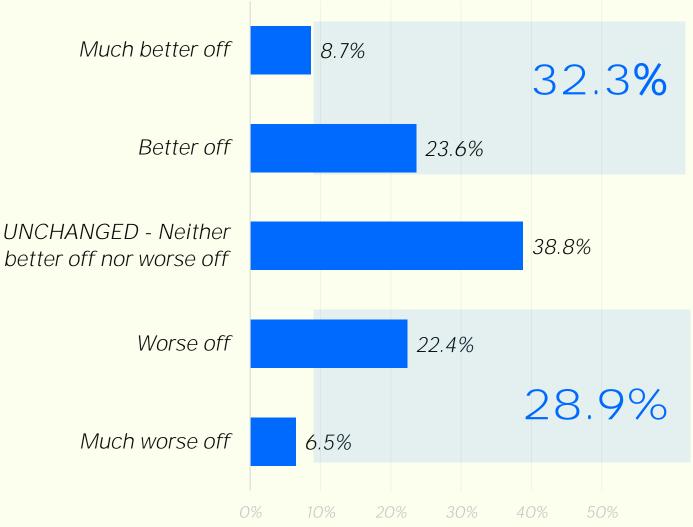
April Livestream

Registration

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## American travelers remain fairly split on their current financial situation

Question: Would you say that you (and your household) are better off or worse off financially than you were a year ago?



## The proportion of travelers feeling better off this year rebounded slightly this month.

Question:

Would you say that you (and your household) are better off or worse off financially than you were a year ago?



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American travelers are split in their belief that the present is a good time to spend on leisure travel



## The belief that the present is a good time to spend on leisure travel held steady this month

#### Question:

Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?



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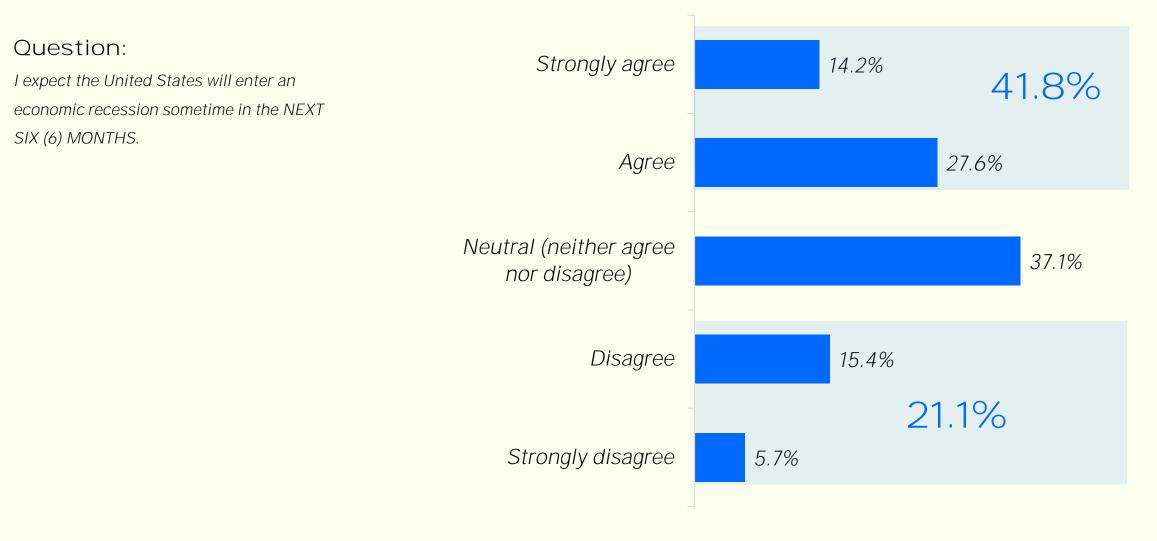
# Concerns about a coming recession are in steady decline



April Livestream Registration

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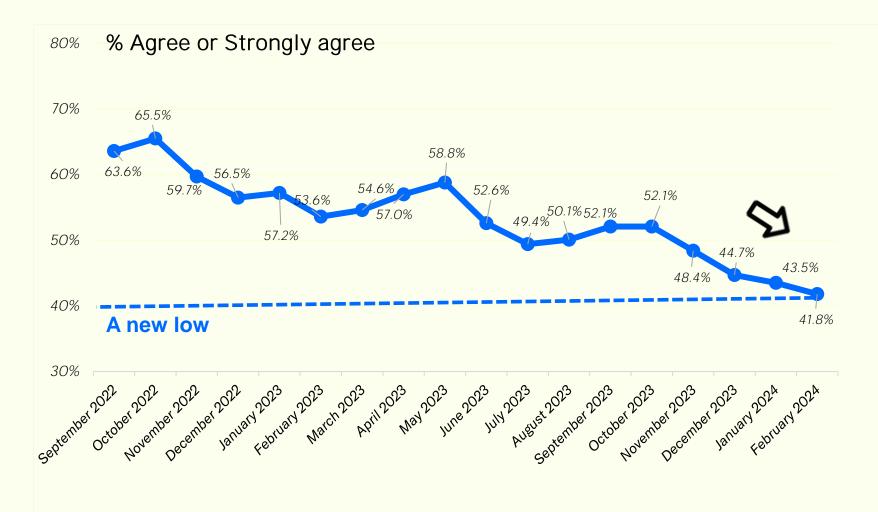
## Americans by a two to one margin still expect a coming recessionary period.



## However, the majority American travelers no longer expect a pending recession

#### Statement:

I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.



### High costs remain the top impediment to travel

Question:	Travel is too expensive right now	35.9%
In the PAST SIX (6) MONTHS, which (if any) of	Personal financial reasons	35.1%
the following have kept you from traveling	Airfare was too expensive	24.4%
more than you would have otherwise	Gasoline was too expensive	24.3%
preferred? (Select all that apply)	I'm too busy at work	22.3%
	Not enough PTO/vacation time	14.3%
	Crowds - too many people traveling	11.8%
	Weather	11.6%
	Safety concerns - risk of contracting the COVID virus	11.3%
	Safety concerns (other non-COVID related)	9.1%
	Health/Illness	8.9%
	The possibility of flight cancellations	7.4%
	The pandemic is not 100% over	6.2%
	Lack of availability (at hotels, golf courses, spas, etc.)	4.1%
	Sold out/No reservations available	3.4%
	NONE OF THESE	18.9%

# Travel being too expensive lessened as a deterrent starting last Fall—Personal financial reasons began an uptick

Question:

In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred? (Select all that apply)

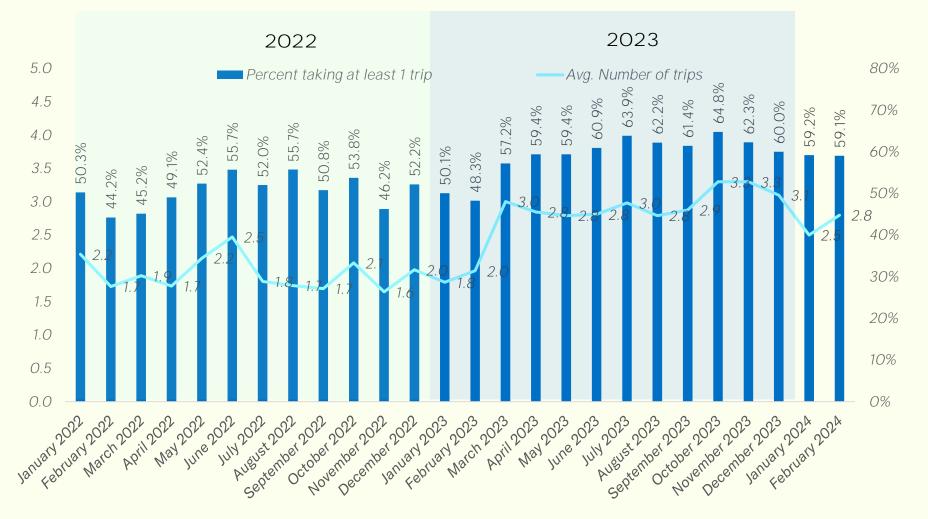




## Overnight trip volume increased in the past month

#### Question:

How many OVERNIGHT trips of each type have you taken in the PAST MONTH?



### Janue oprie Mar At Mr 11

### Day trip volume also increased

#### Question:

How many DAY TRIPS (i.e., no overnight stay) of each type have you taken in the PAST MONTH?



### Looking Forward

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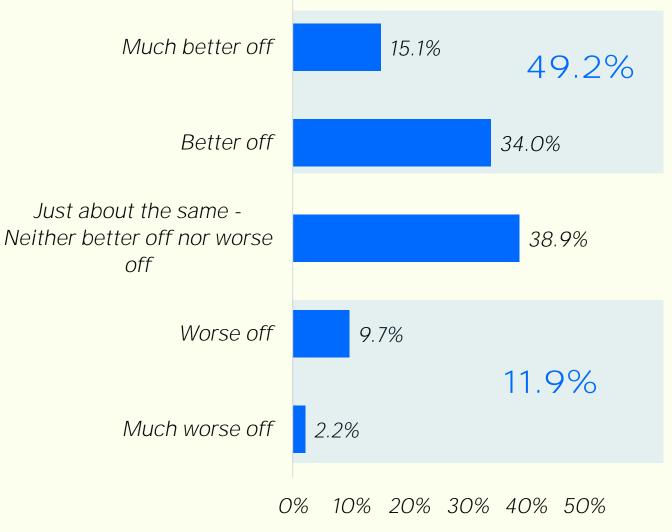
Travelers are still largely optimistic about their future finances--and continue to hold high levels of excitement for travel.

> April Livestream Registration

## Most travelers maintain a sense of optimism about their future finances.

### Question:

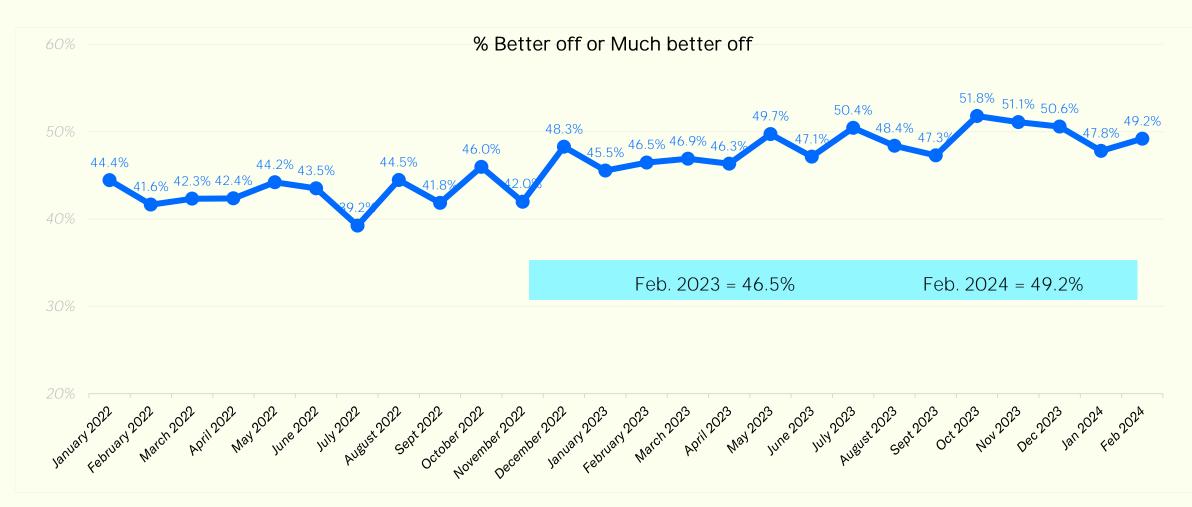
LOOKING FORWARD - Do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?



### Financial optimism is up relative to last year

Question:

LOOKING FORWARD - Do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?



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### Anticipated leisure travel budgets are at \$3996



#### Question:

How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?

Maximum I would spend on leisure travel (next 12 months):

## Travel budgets decreased sharply this month but are near their recent average

#### Question:

How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS? Maximum I would spend on leisure travel (next 12 months):



#### Mean Maximum Expected Spending

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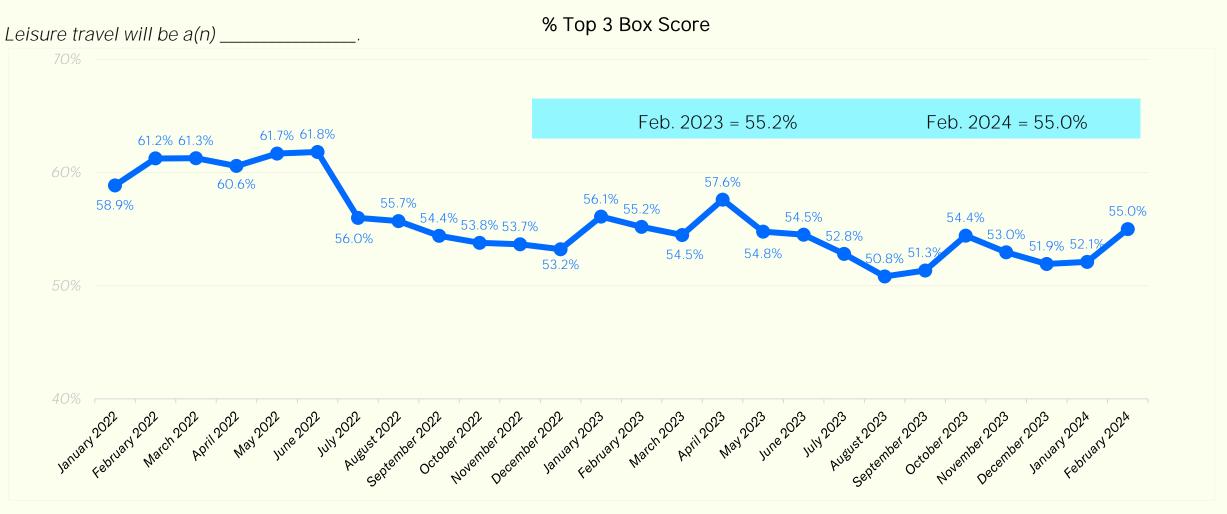
### Over half of American travelers intend to make leisure travel a spending priority in the next three months

	Extremely high priority	12.0%
Question: Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.	High priority	19.6% 55.0%
Leisure travel will be a(n)	Somewhat high priority	23.4%
	Neutral - neither high nor low priority	20.7%
	Somewhat low priority	9.4%
	Low priority	7.1%
	Extremely low priority	7.7%
	C	0% 5% 10% 15% 20% 25% 30%

### Budget prioritization of travel is on par with 2023 levels

#### Question:

Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.



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### Excitement for travel remains elevated

Question:

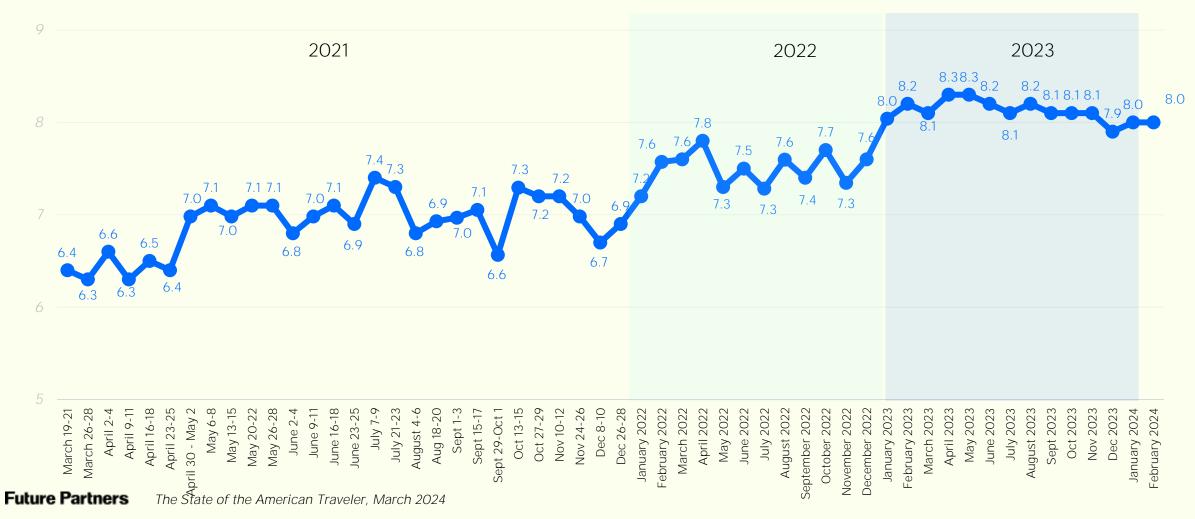
Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS? (Please answer using the 11point scale below) 10 - I am extremely excited 39.4% 9 11.5% 85.5% 8 18.1% 10.2% 6.4% 6 7.0% 5 1.4% 4 3 1.7% 1.3% 2 *O.*7% 0 - I am not at all excited 2.5% 0% 10% 20% 30% 40% 50%

### Excitement for travel is holding steady

Question:

Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS?

#### Mean Score on 11-point Scale



# Expectations for future travel decreased slightly this month



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# Future trip volume expectations decreased in the last month but are above 2023 levels

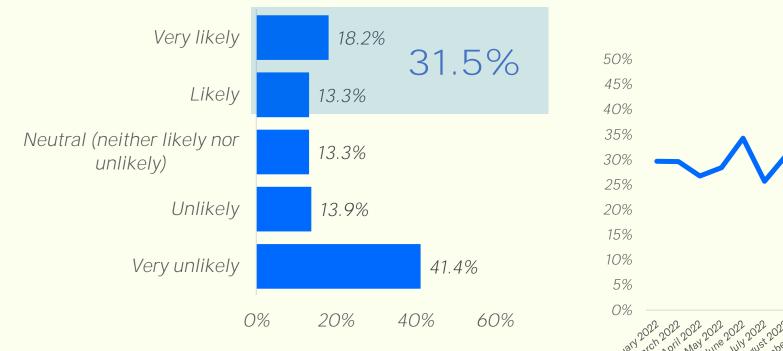
Question:

IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?

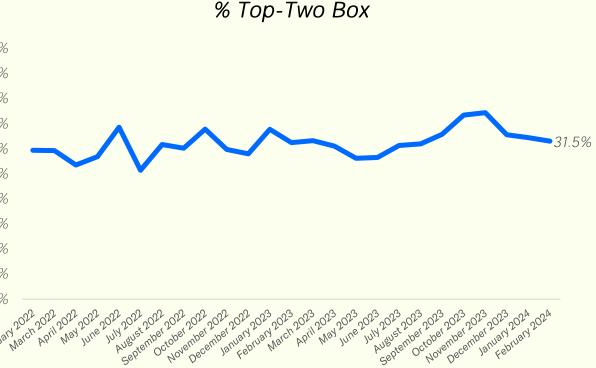


# Expectations to travel internationally in the next 12 months dipped very slightly this month

Question: How likely are you to travel outside the United States for leisure in the NEXT TWELVE (12) MONTHS?



Historical data



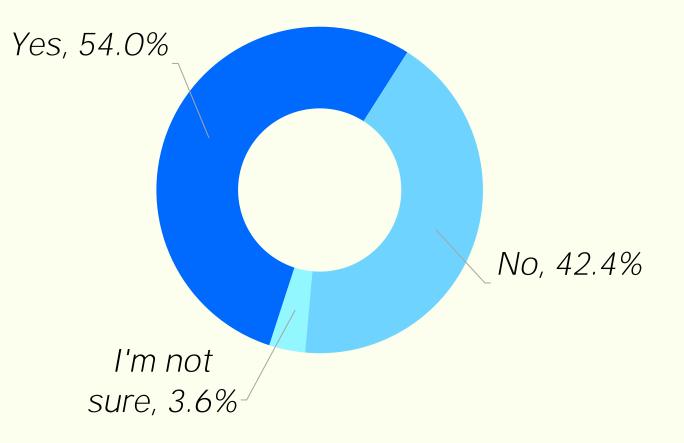
### Travel & Michelin-Starred Restaurants

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## 54% of American Travelers have Awareness of the Michelin Restaurant Rating System

Question: Prior to taking this survey, had you heard of the Michelin restaurant rating system?

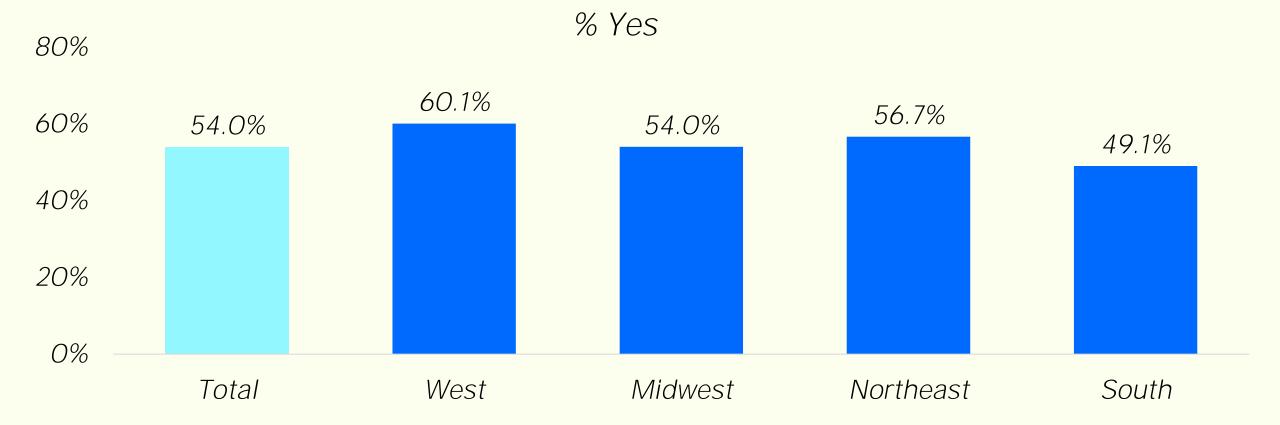


(Base: All respondents, 4,081 completed surveys. Data collected February 16-24, 2024.)

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### Awareness of the Michelin Restaurant Rating System By Region is Highest among Travelers in the West and Northeast

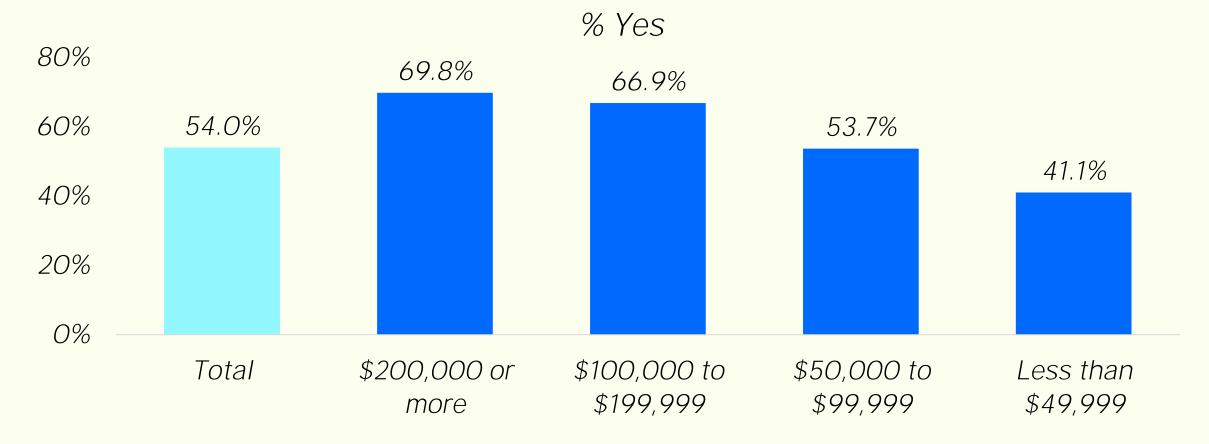
Question: Prior to taking this survey, had you heard of the Michelin restaurant rating system?



(Base: All respondents, 4,081 completed surveys. Data collected February 16-24, 2024.)

### Awareness of Michelin Restaurant Rating System is Strongest among Higher-Income Households

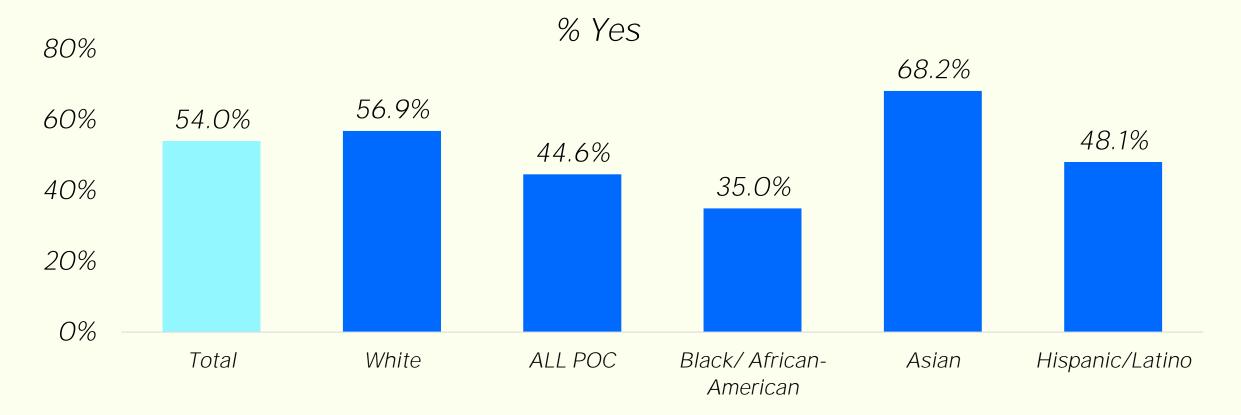
Question: Prior to taking this survey, had you heard of the Michelin restaurant rating system?



(Base: All respondents, 4,081 completed surveys. Data collected February 16-24, 2024.)

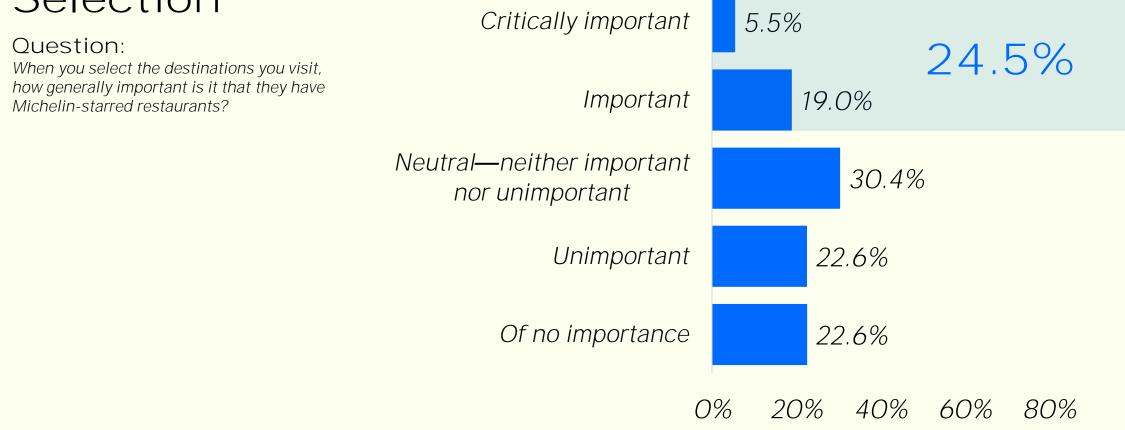
### Awareness of the Michelin Restaurant Rating System is Highest among Asian-American Travelers

Question: Prior to taking this survey, had you heard of the Michelin restaurant rating system?



(Base: All respondents, 4,081 completed surveys. Data collected February 16-24, 2024.)

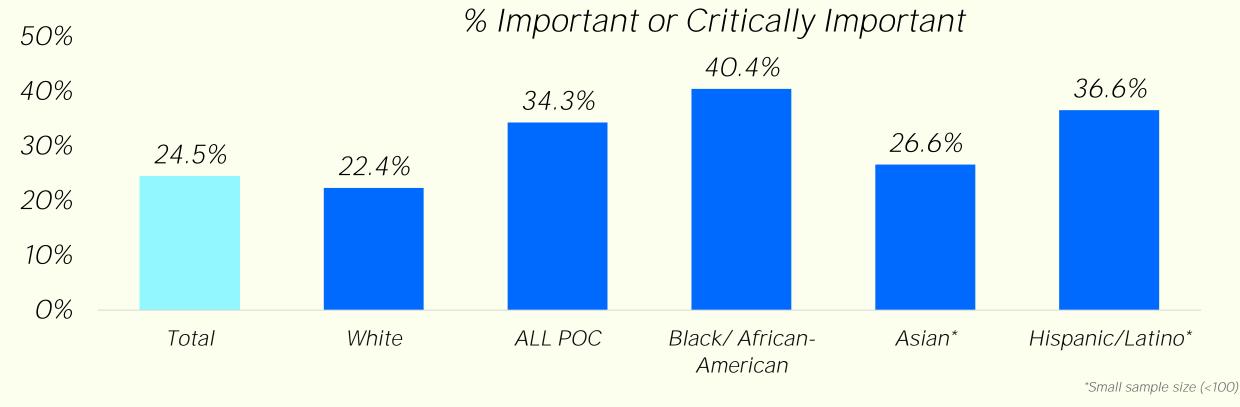
Among Michelin-Aware Travelers, a Quarter say that the Existence of Michelin-Starred Restaurants is Important to their Destination Selection



(Base: Respondents who are aware of the Michelin rating system, 2,258 completed surveys. Data collected February 16-24, 2024.)

### The Importance of Michelin-Starred Restaurants in Destination Selection is Higher among BIPOC Travelers (who are Michelin-aware)

Question: When you select the destinations you visit, how generally important is it that they have Michelin-starred restaurants?



(Base: Respondents who are aware of the Michelin rating system, 2,258 completed surveys. Data collected February 16-24, 2024.)

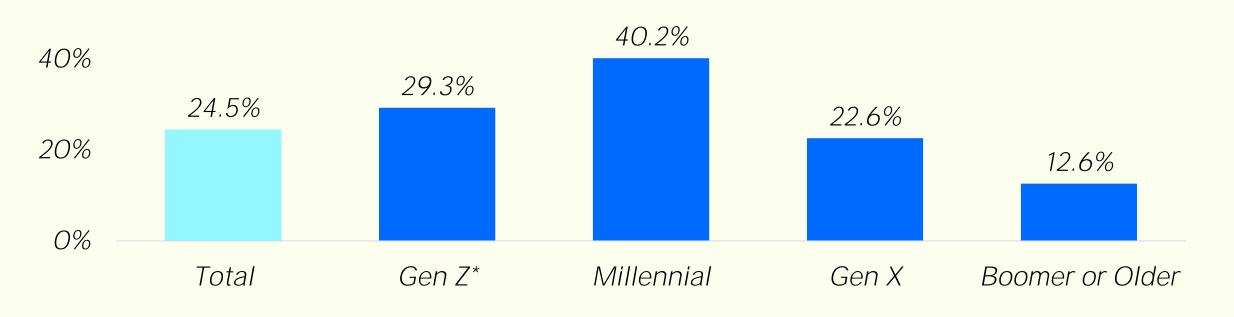
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### The Importance of Michelin-Starred Restaurants in Destination Selection is Strongest among Millennial-age Travelers

Question: When you select the destinations you visit, how generally important is it that they have Michelin-starred restaurants?

60%

#### % Important or Critically Important



\*Small sample size (<100)

### Ways in which the Michelin Restaurant Rating System is Used by Michelin-Aware Travelers

#### **Ouestion**: Discover the high-quality dining Which (if any) describes how you use the 23.8% establishments Michelin restaurant rating program? (Select all that accurately complete the Stay informed about emerging sentence) 16.4% culinary trends When traveling, I use the Michelinrestaurant rating program to \_\_\_\_\_. Plan the culinary elements of my 14.1% trips Identify up-and-coming chefs in 12.0% the places I visit Select the destinations I visit 11.1% NONE OF THESE 54.7% 0% 20% 40% 80% 60%

(Base: Respondents who are aware of the Michelin rating system, 2,258 completed surveys. Data collected February 16-24, 2024.)

### Michelin-**Aware Travelers' Opinions on the** Michelin Restaurant Rating System

Question:

Which of these statements accurately describe your opinion of Michelin restaurant rating system?

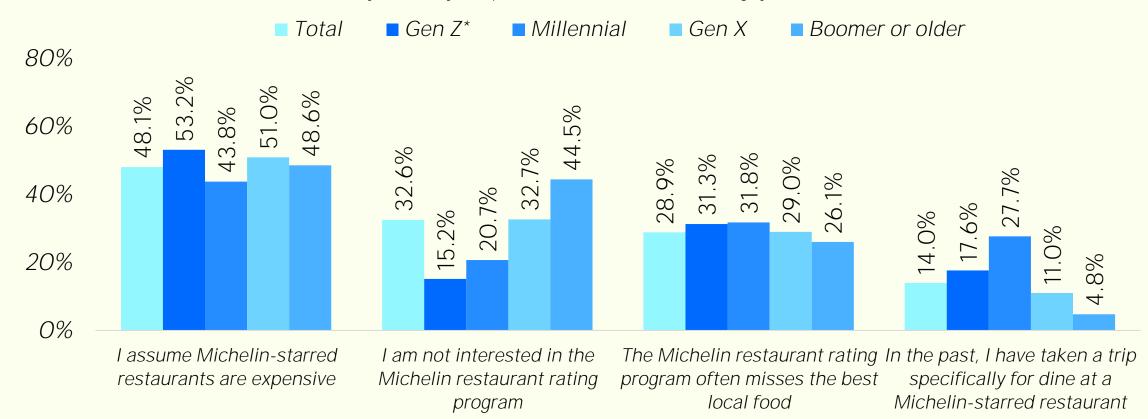
Lassume Michelin-starred 48.1% restaurants are expensive I am not interested in the Michelin restaurant rating 32.6% program The Michelin restaurant rating program often misses the best 28.9% local food In the past, I have taken a trip specifically for dine at a 14.0% Michelin-starred restaurant 0% 20% 40% 60% 80%

(Base: Respondents who are aware of the Michelin rating system, 2,258 completed surveys. Data collected February 16-24, 2024.)

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### Millennial-age Michelin-**Aware Travelers' are Most** Likely Generation to have Taken a Trip Specifically to Dine at a Michelin-Starred Restaurant

Question: Which of these statements accurately describe your opinion of Michelin restaurant rating system?



(Base: Respondents who are aware of the Michelin rating system, 2,258 completed surveys. Data collected February 16-24, 2024.)

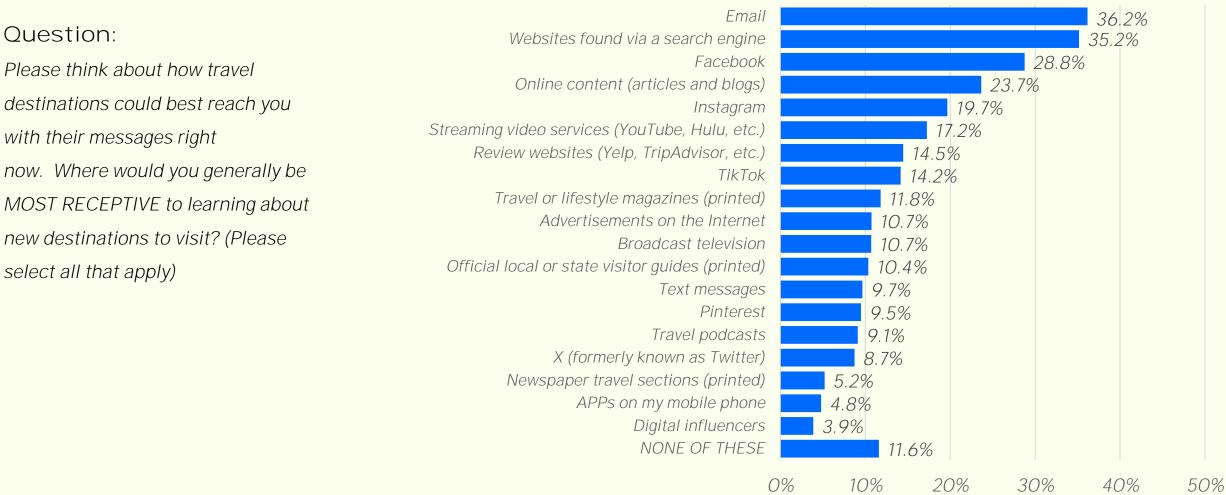
# New Technologies and the American Traveler



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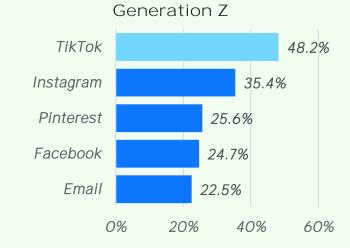
Generally, email, search engines and Facebook are seen as the most effective resources to inspire travelers

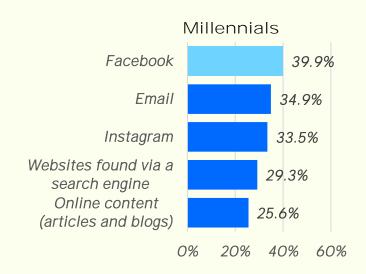


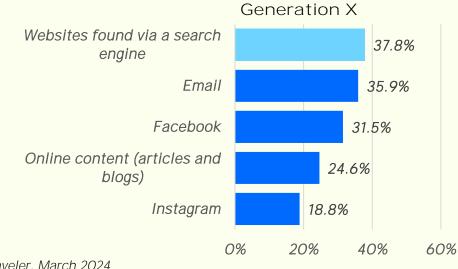
### TikTok's power with GenZ is unrivaled

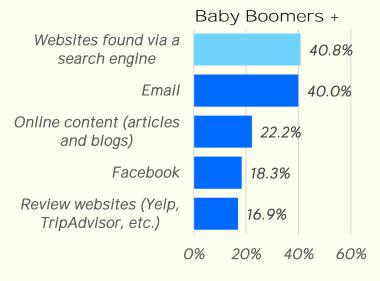
#### Question:

Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)



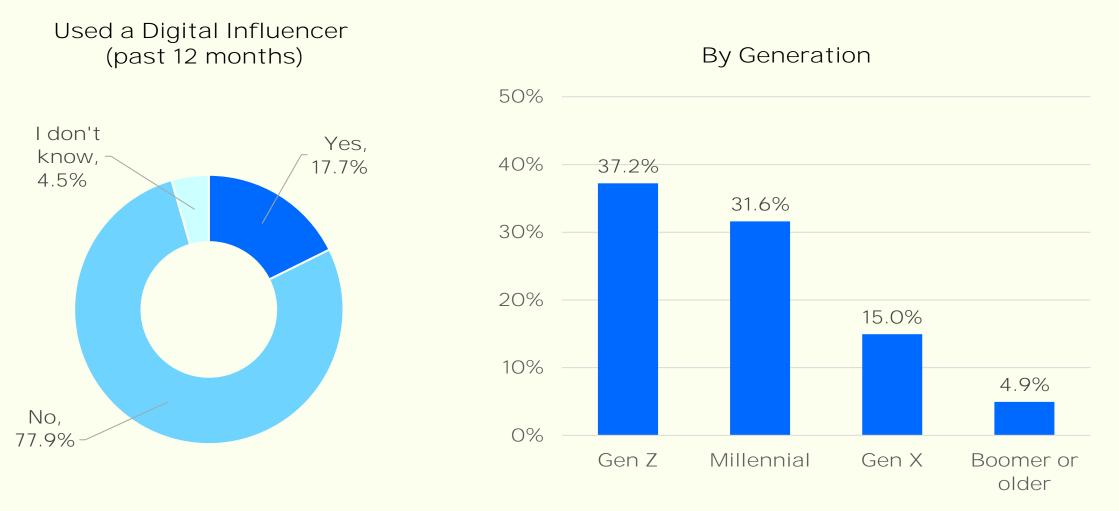






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### Digital influencers are used by almost 1-in-5 travelers.

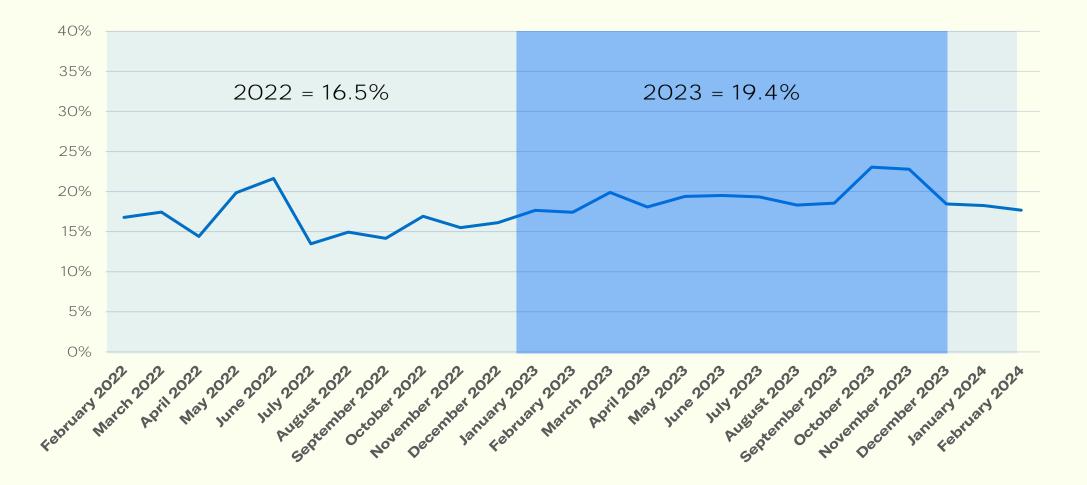


Question: In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?

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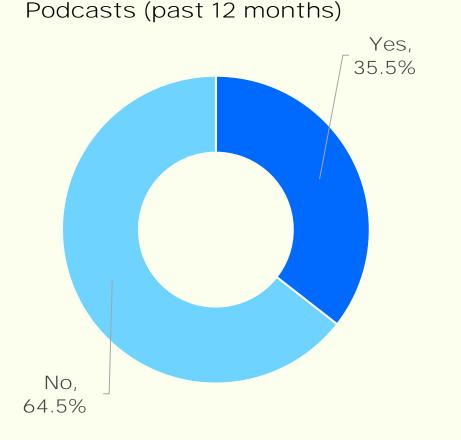
### Use of digital influencers increased slightly last year.

Question: In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?

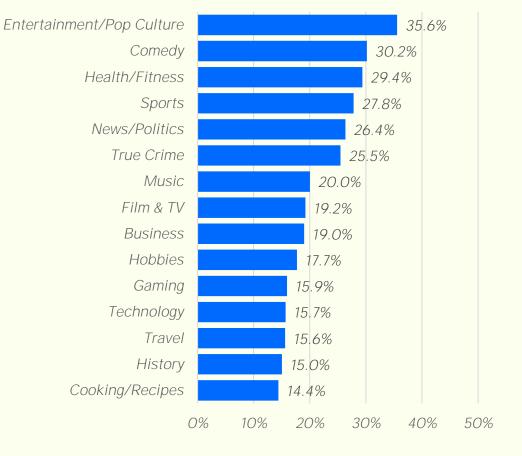


### One-third of travelers regularly listen to podcasts

Question: What podcast genres do you listen to on a regular basis? (Select all that apply)



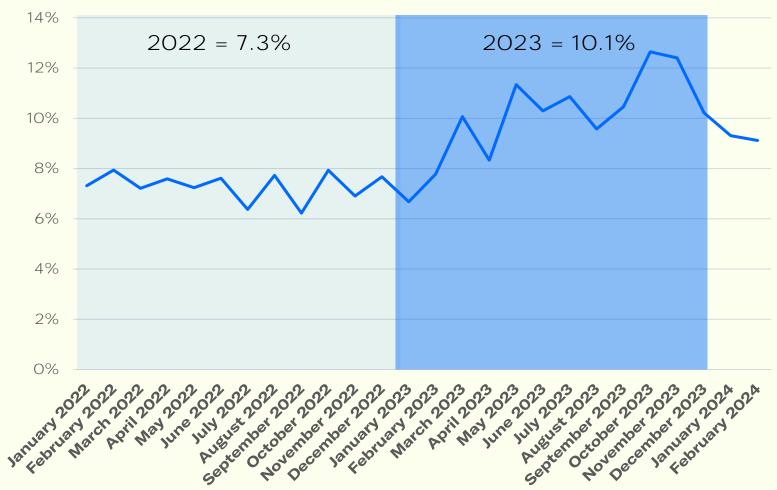
#### Top Podcast Genres



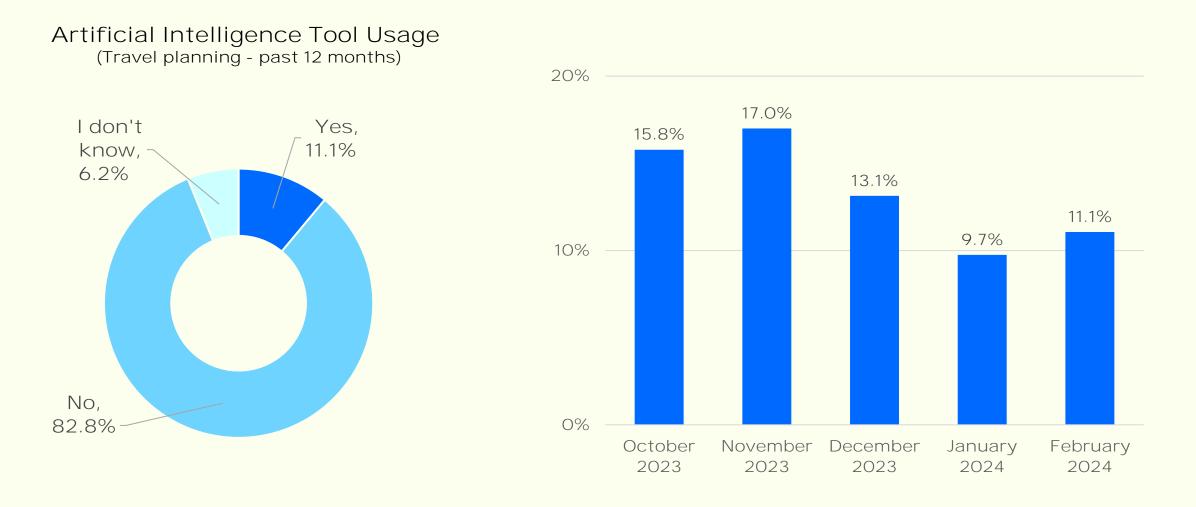
# Podcasts as an influencing channel also gained some strength in 2023

#### Question:

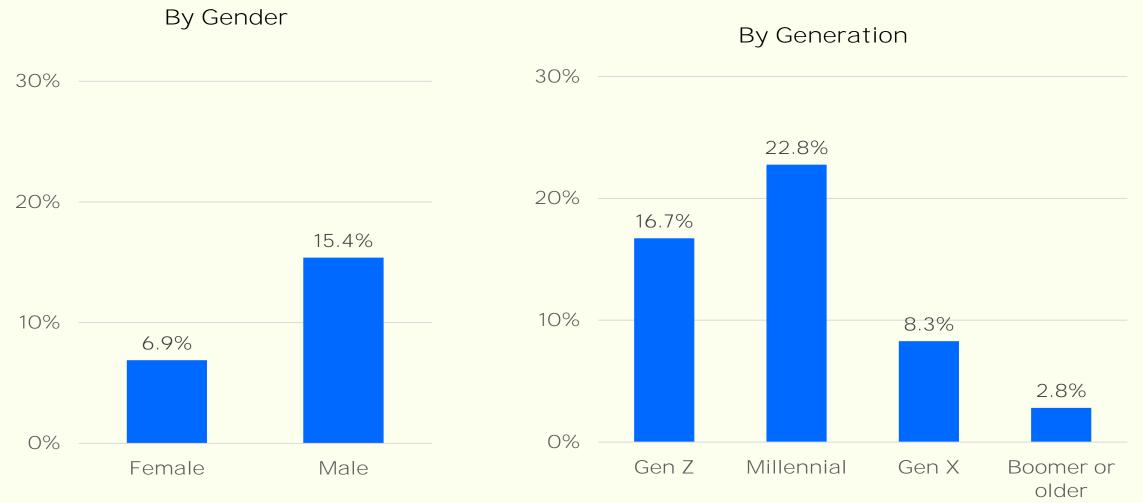
Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply) % identifying Podcasts are a top place they'd be receptive to learning about travel destinations



## Use of artificial intelligence tools as a travel planning resource is at about 1-in-10 travelers.

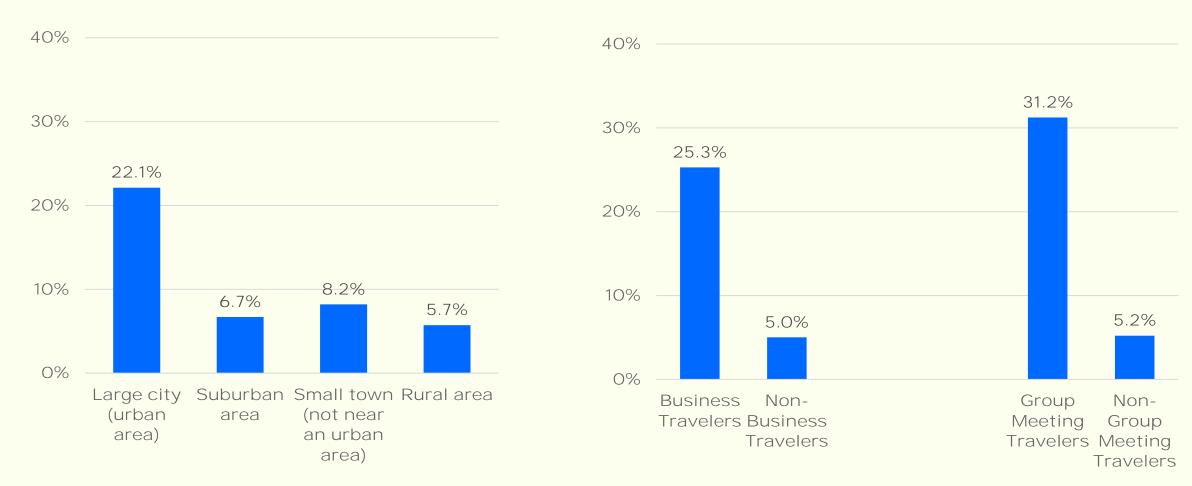


# Use of AI tools in travel is being driven by Millennial **men...**



# **...urbanites and business and group meetings** travelers.

#### By Place of Residence



### Business & Meetings Travel

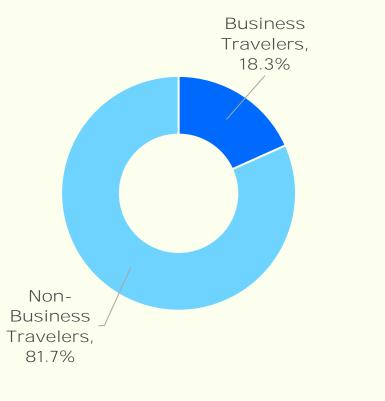
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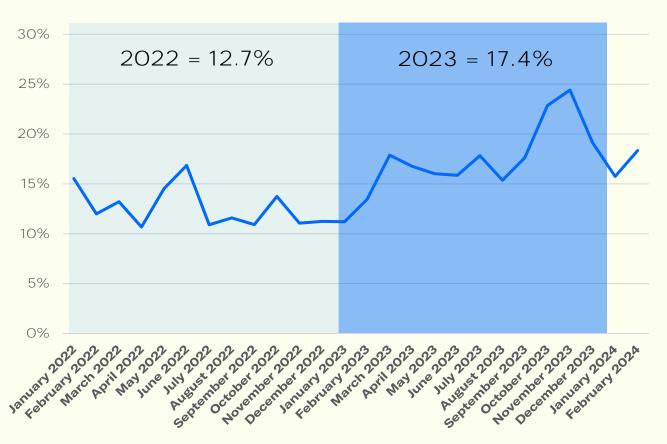
### Overnight business travel grew last year.

Question: How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)

Took 1 or More Overnight Business Trips

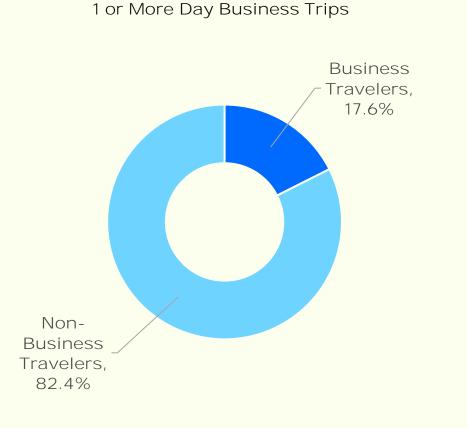


Percent of All Travelers Taking Business Trips

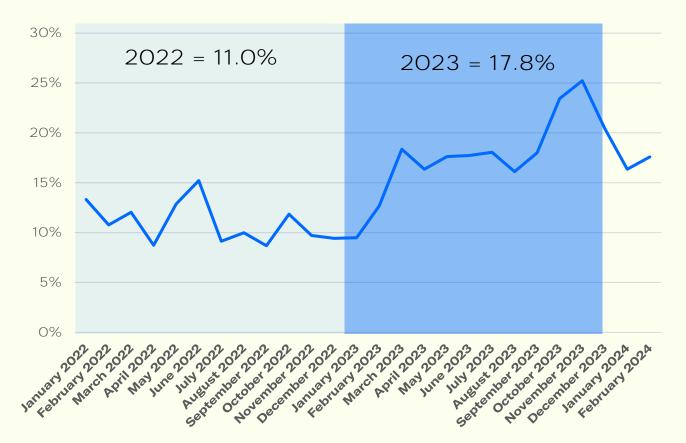


### Day trip business travel followed a similar path.

Question: How many DAY TRIPS of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)



Percent of All Travelers Taking Business Trips

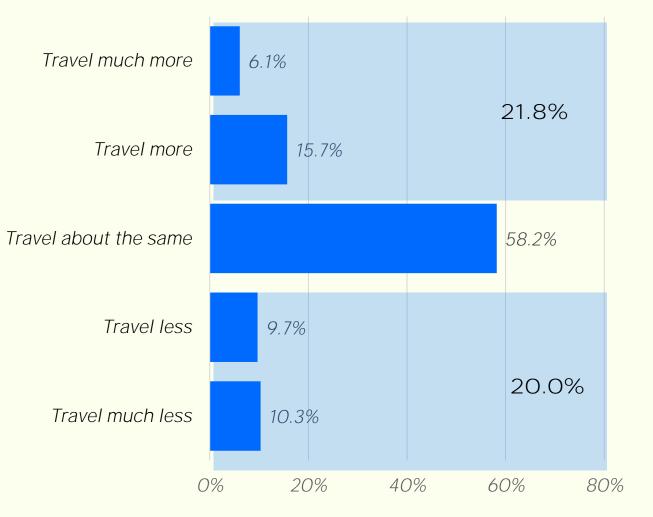


# If expectations are realized, business travel will hold steady this year.

Question: In the NEXT 12 MONTHS, will people at your company/organization travel more or less for business purposes than the last 12 months? (Select one to complete the sentence)

The people in my company will most likely \_\_\_\_\_ for business.

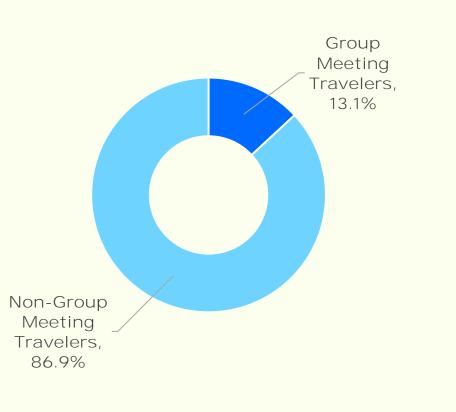
Base: All employed travelers. N = 3,105 travelers.

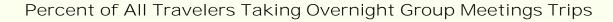


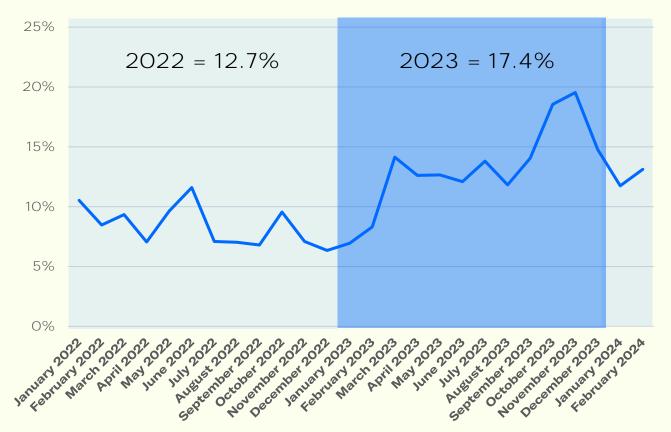
### Overnight group meetings travel improved last year.

Question: How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)

1 or More Overnight Group Meetings Trips



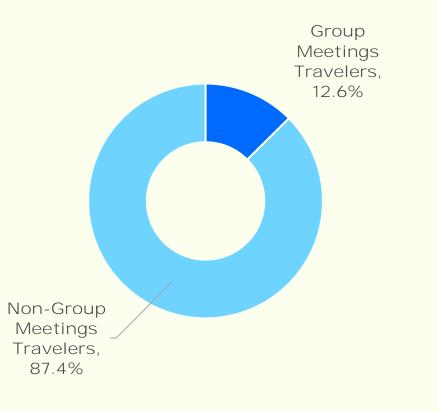




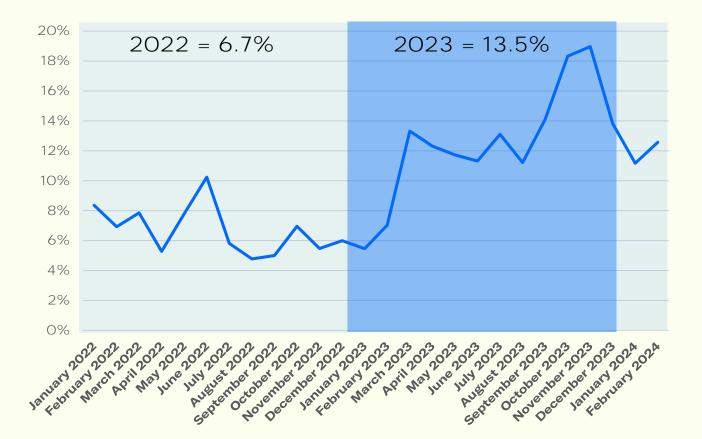
### Day group meetings also followed a similar path.

Question: How many DAY TRIPS trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)

1 or More Group Meetings Day Trips

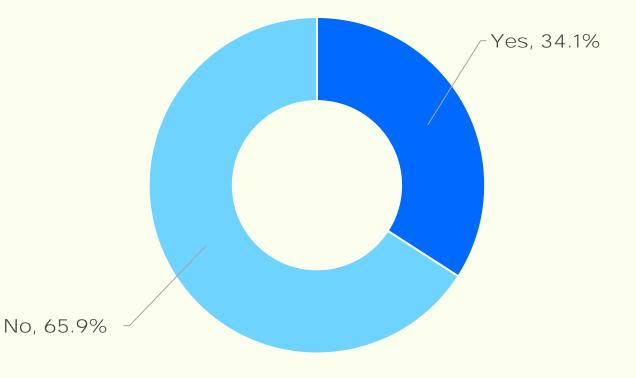


Percent of All Travelers Taking Group Meetings Day Trips



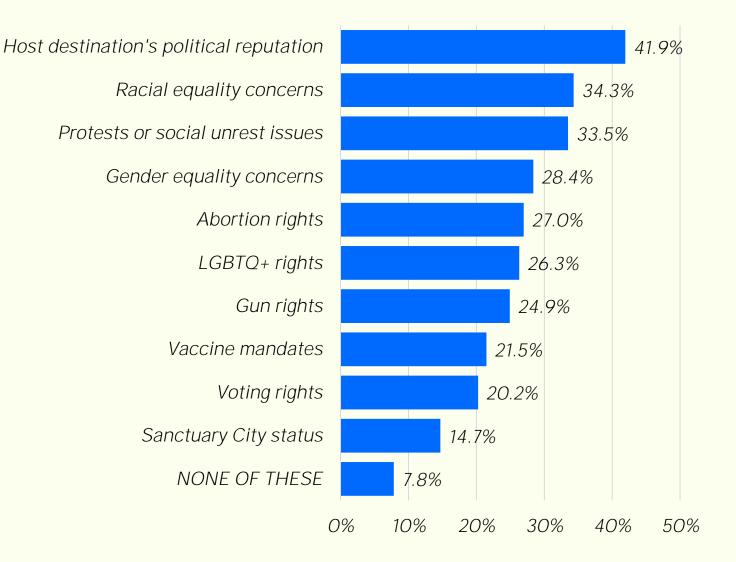
Political issues have caused about 1-in-3 group meetings travelers to reconsider a destination.

Question: Have political issues, such as state or local laws, caused you to reconsider traveling to a destination for a conference/convention?

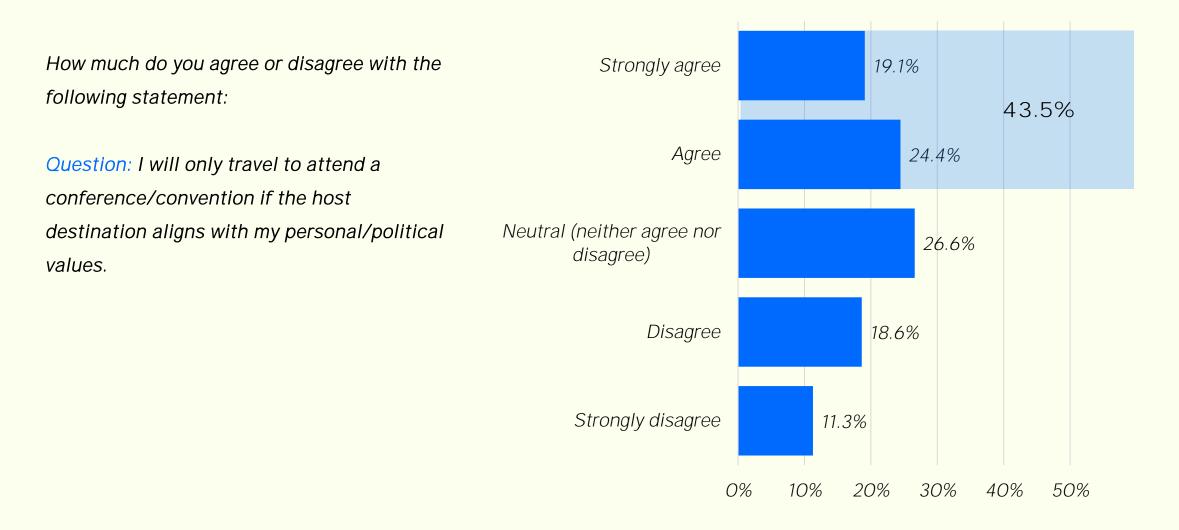


## A wide-variety of political issues arise that lead travelers to reconsider destinations.

Question: Which of the following issues led you to reconsider traveling for a conference/convention?



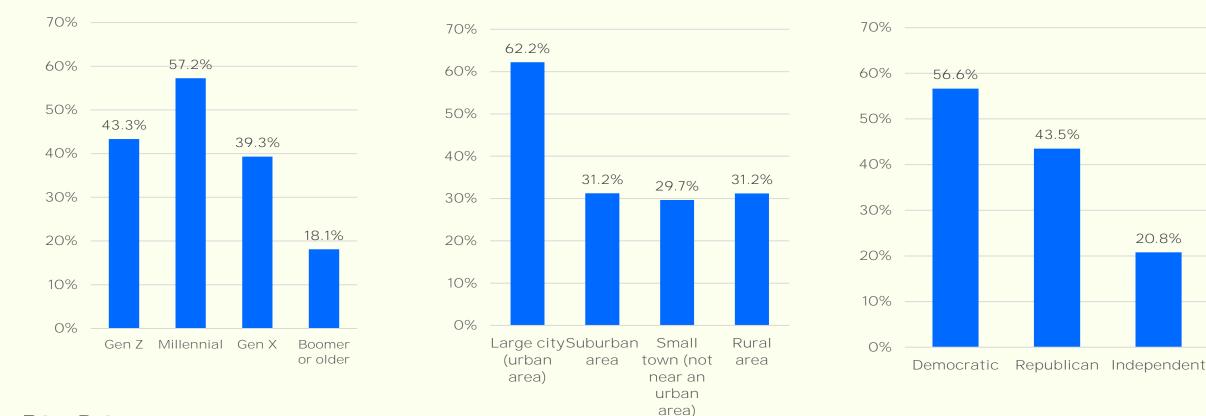
## At a higher-level, politics play an important role in where travelers are will to attend meetings.



### Millennials, urbanites and those identifying with a political party are most likely to say they'll only travel to certain meetings destinations due to politics.

Question: How much do you agree or disagree with the following statement: I will only travel to attend a conference/convention if the host destination aligns with my personal/political values.

20.8%



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### Our Research Services

- Visitor & Target Audience Profiles
- Audience Persona Identification
- Visitor Activity Analysis & Segmentation
- Brand Performance
- Resident + Stakeholder Research
- Advertising Testing & ROI
- Hotel & Attractions Research



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# **Passion Profiles**



### Passion Profiles

- Agri-tourism
- Art museums
- Asian pop culture (Anime, Manga, K-Pop, etc.)
- Attending college sports
- Attending professional sports
- Bars, nightclubs
- Birdwatching Birding
- Camping
- Canoeing, kayaking or rafting
- Craft beers
- Crafting, DIY or creative projects
- Enjoying theme or amusement parks
- Fashion
- Fishing (Freshwater)
- Fishing (Saltwater or deep sea)
- Fitness, health and wellness
- Food and cuisine
- Gaming or gambling
- Geocaching
- Golf
- Hiking (day hikes)

- Hiking (over-night on trail, longer haul)
- Hunting (Big game)
- Hunting (Birds, small game)
- International travel (taking trips outside the USA)
- Marijuana or cannabis-related products
- Motorcycle touring
- Mountain biking (off road or gravel)
- Music festivals (multi-day events)
- Musical concerts (classical, symphonies, etc.)
- Musical concerts (pop, rock, hip hop, alternative, modern, etc.)
- Photography
- Recreational vehicle travel
- Sailing or boating
- Shopping
- Skiing or snowboarding
- Theater or plays, (on- or off-Broadway productions)
- Vegan foods & lifestyle
- Video games Video gaming
- Visiting historical sites and attractions
- Voluntourism activities (Volunteering while traveling)
- Wine

### Passion Profiles





#### Scan to learn more

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### The State of the International Traveler Study

Available March 2024



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# Let's keep the conversation going



instagram.com/futurepartners.tourism/



Info@futurepartners.com



tiktok.com/@future.partners



April Livestream Registration

### Meeting Planner Discussion

April Livestream Registration



Top Upcoming Trends, including AI
Serving GenZ attendees
Best Ways to Get Noticed by Meeting Planners

# Thank You!

### April Livestream Registration



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