



Summer 2024 Outlook: Travel Intent & Consumer Preferences

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

— **APRIL 2024**



Methodology

This poll was conducted between April 25 - 28, 2024, among a sample of 2202 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

More adults plan to travel for leisure (61%) than for business (35%) in the next 4 months, and hotels are the most popular lodging option for those likely travelers.

Hotels continue to be the most popular lodging choice for leisure (46%) and business (60%) travelers. Yet, a third of leisure travelers would stay with family or friends; mainly when in relation to holiday traveling.

Few business and leisure travelers would opt to stay at a short-term rental like Airbnb when traveling.

2

Inflation continues to negatively impact growth for hoteliers and other travel-related businesses.

Adults are less likely to stay in a hotel (55%), travel overnight (51%), travel by airplane (46%), and rent cars (44%) because of inflation.

3

One-third of travelers (34%) plan to increase the amount of leisure travel they take this summer compared to last summer.

31% said they are more likely to stay in a hotel this summer compared to last summer.



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UPCOMING TRAVEL

Three-in-five adults plan to spend one or more nights away from home for vacation or leisure travel in the next four months. One-third of employed adults plan to travel 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?

61%

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

35%

of adults plan to spend one or more nights away from home in the next 4 months for **business travel** (n=1,033)*

UPCOMING TRAVEL

Most travelers plan to stay in a hotel when traveling overnight in the next four months. Yet, leisure travelers are more likely to stay with family or friends than business travelers.

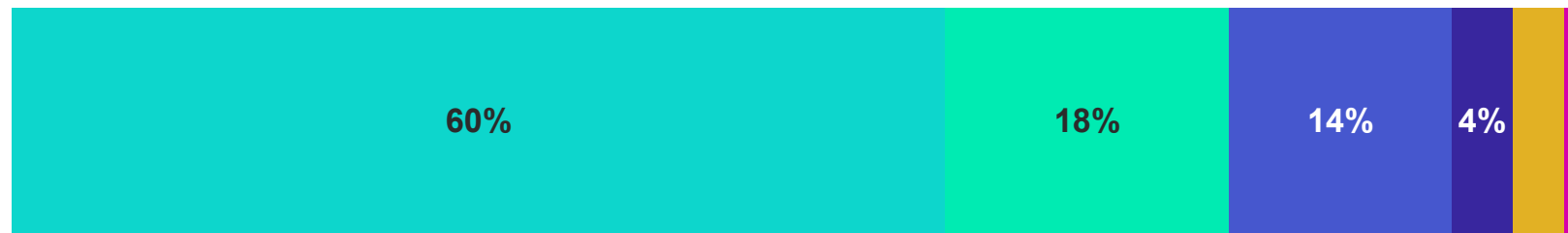
You indicated that you plan to travel overnight during the next four months. Where are you most likely to stay for the following?



Your next **vacation or leisure** trip
(n=1,344)



Your next **business** trip
(n=361)

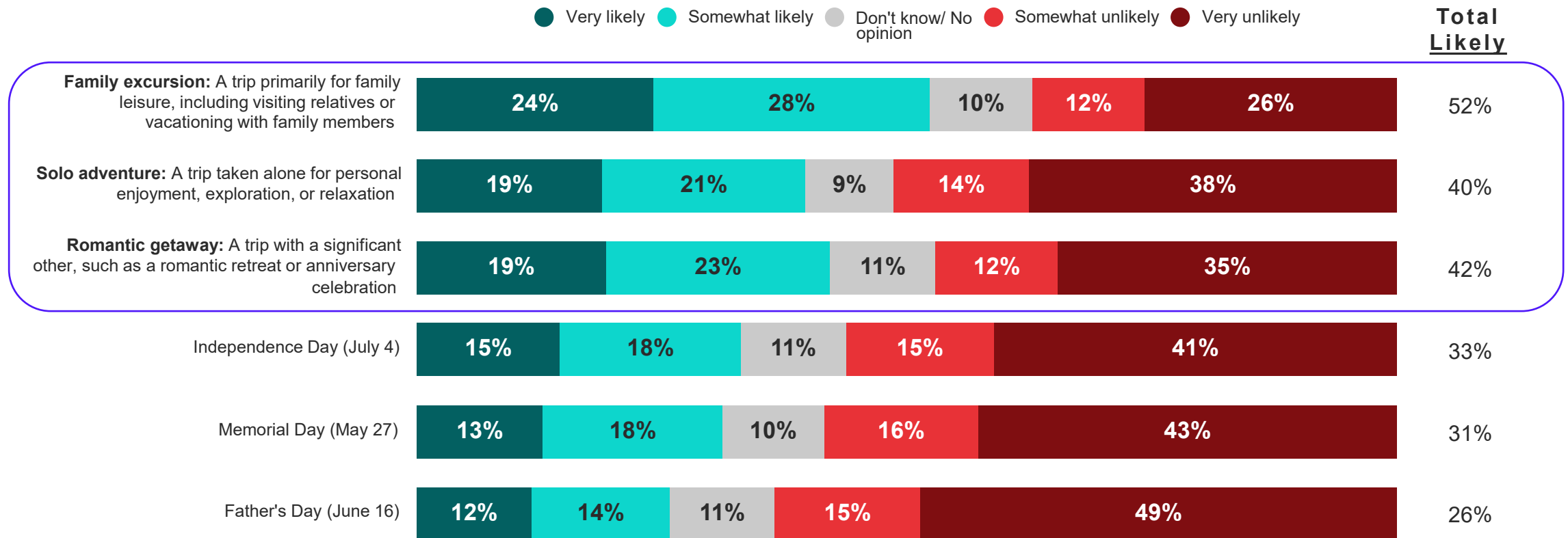


Asked of adults likely to travel overnight for either reason in the next 4 months.

UPCOMING TRAVEL

Adults are most likely to travel for family excursions in the next four months. Two-in-five adults will either take solo adventures or romantic getaways this summer.

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

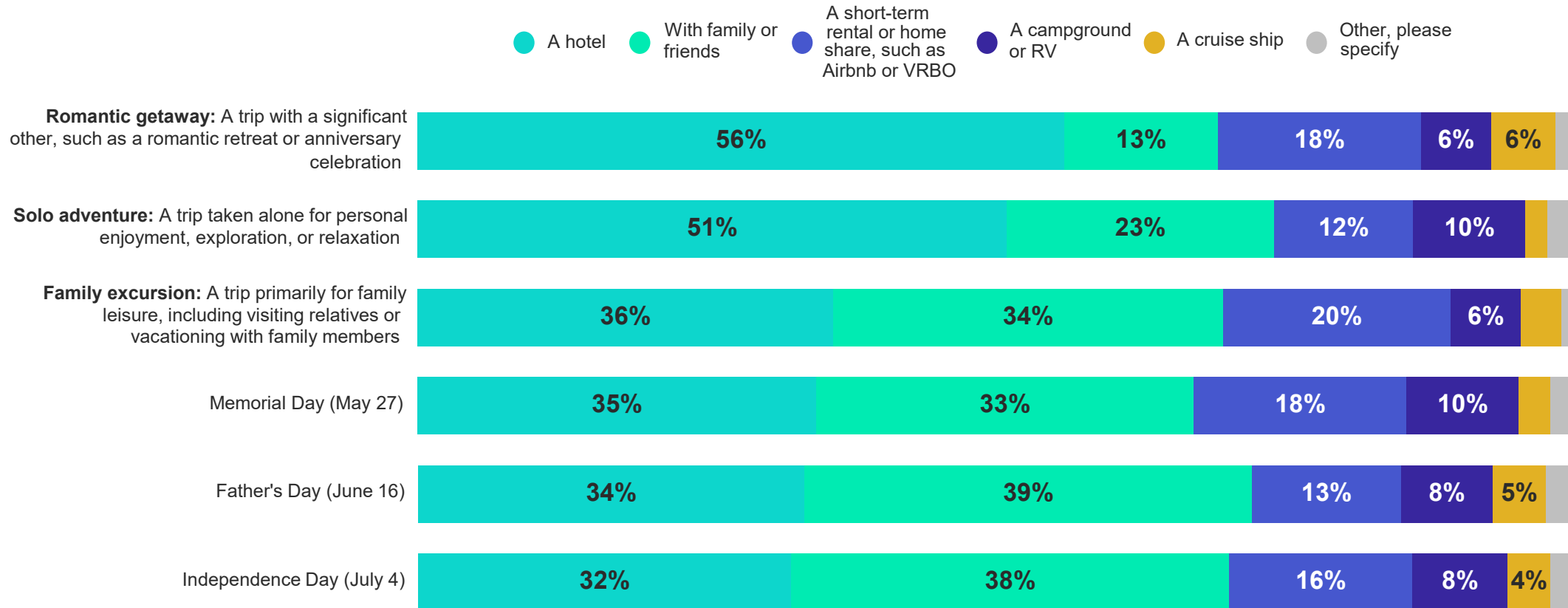


Total likely = % More likely + % Somewhat likely

UPCOMING TRAVEL

Those traveling for romantic getaways or solo adventures are more likely to stay at a hotel than those traveling for family excursions or upcoming holidays.

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



Asked of adults very + somewhat likely to travel overnight for any of the occasions

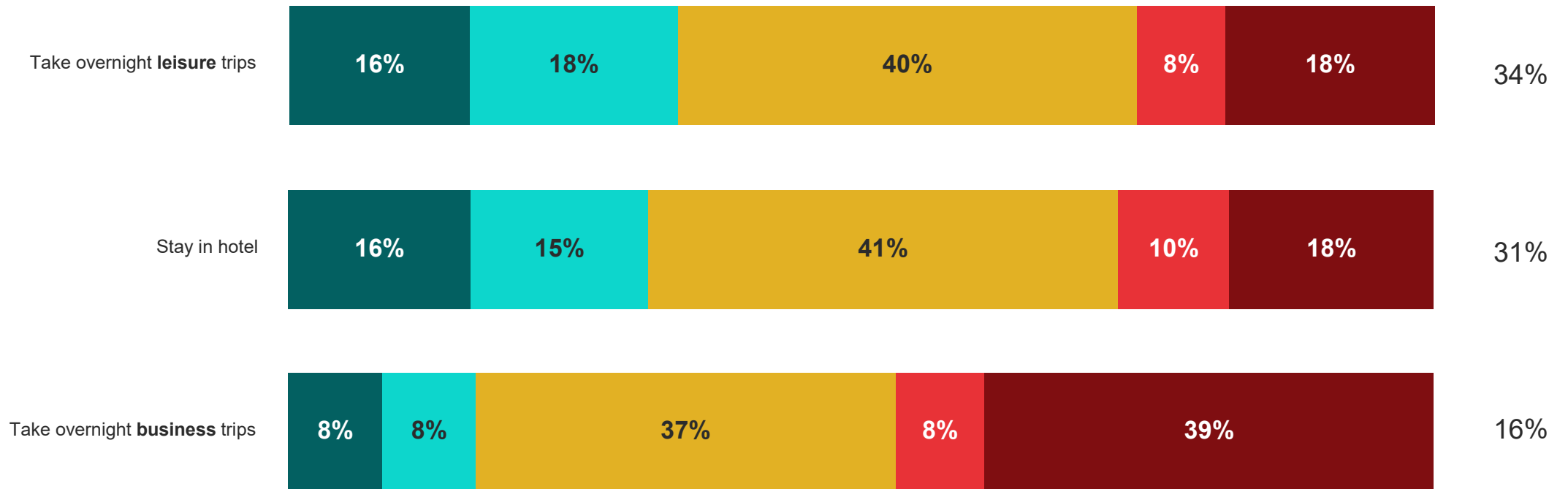
UPCOMING TRAVEL

Compared to last summer, nearly one-third of travelers are more likely to stay in a hotel and take overnight leisure trips. Adults report less likelihood to travel for business in the next few months.

How likely are you to do the following this summer compared to the summer of 2023?

● Much more likely now ● Somewhat more likely now ● About the same now ● Somewhat less likely now ● Much less likely now

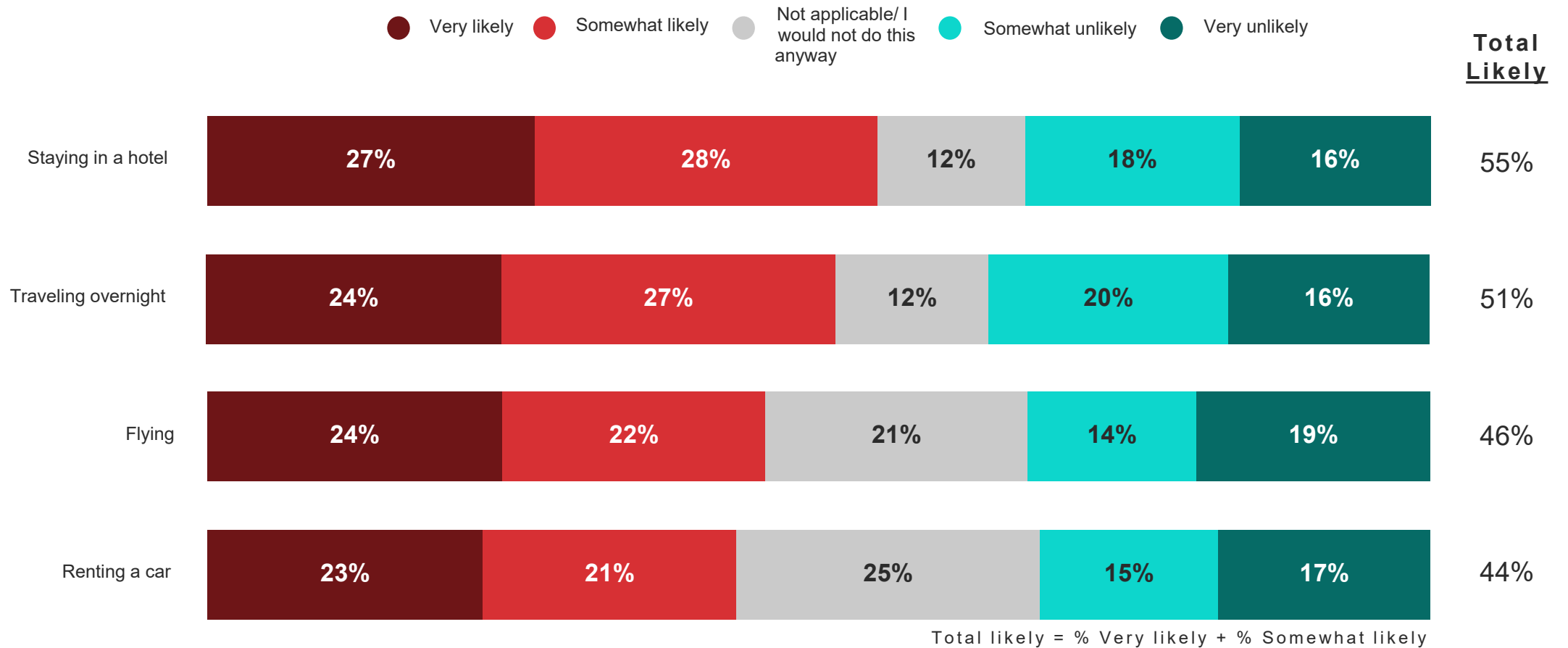
Total More Likely



UPCOMING TRAVEL

About half of adults say inflation is likely to reduce their chance of staying in a hotel and traveling overnight in the next four months.

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



UPCOMING TRAVEL

Inflation will play a significant role in the travel behavior of young adults (18-34) in the next four months. Men and those earning \$50-\$100k annually also say inflation is likely to affect their chances of staying in a hotel.

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

	Adults	Gender		Age				Income		
		Male	Female	18-34	35-44	45-64	65+	<50k	50k-100k	100k+
Staying in a hotel	55%	57%	53%	67%	63%	50%	39%	54%	59%	51%
Traveling overnight	51%	54%	49%	60%	61%	47%	39%	50%	53%	53%
Flying	46%	49%	42%	55%	58%	39%	34%	40%	54%	49%
Renting a car	44%	49%	38%	54%	56%	38%	27%	40%	48%	44%

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



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Upcoming Travel

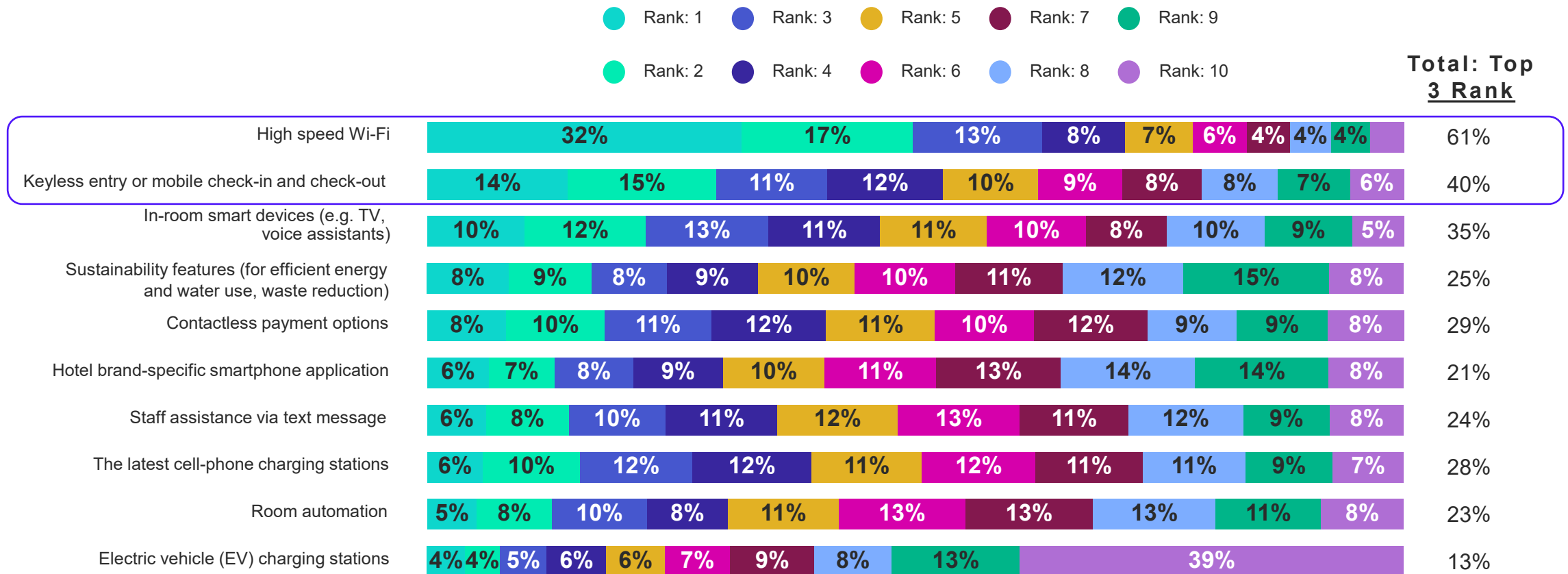
2

Lodging & Hotel Features

LODGING & HOTEL FEATURES

High speed Wi-Fi followed by keyless entry are the most important features travelers look for when selecting a hotel.

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

