



12:08

FLIGHT	STATUS	DESTINATION	DEPARTURE	ARRIVAL
AA 100	ON TIME	NEW YORK	12:00	12:30
DL 200	DELAYED	ATLANTA	12:15	12:45
UA 300	ON TIME	CHICAGO	12:30	13:00
SW 400	ON TIME	MIAMI	12:45	13:15
AA 500	ON TIME	LOS ANGELES	13:00	13:30
DL 600	ON TIME	PHOENIX	13:15	13:45
UA 700	ON TIME	DENVER	13:30	14:00
SW 800	ON TIME	PHOENIX	13:45	14:15
AA 900	ON TIME	LOS ANGELES	14:00	14:30
DL 1000	ON TIME	PHOENIX	14:15	14:45
UA 1100	ON TIME	DENVER	14:30	15:00
SW 1200	ON TIME	PHOENIX	14:45	15:15
AA 1300	ON TIME	LOS ANGELES	15:00	15:30
DL 1400	ON TIME	PHOENIX	15:15	15:45
UA 1500	ON TIME	DENVER	15:30	16:00
SW 1600	ON TIME	PHOENIX	15:45	16:15
AA 1700	ON TIME	LOS ANGELES	16:00	16:30
DL 1800	ON TIME	PHOENIX	16:15	16:45
UA 1900	ON TIME	DENVER	16:30	17:00
SW 2000	ON TIME	PHOENIX	16:45	17:15
AA 2100	ON TIME	LOS ANGELES	17:00	17:30
DL 2200	ON TIME	PHOENIX	17:15	17:45
UA 2300	ON TIME	DENVER	17:30	18:00
SW 2400	ON TIME	PHOENIX	17:45	18:15
AA 2500	ON TIME	LOS ANGELES	18:00	18:30
DL 2600	ON TIME	PHOENIX	18:15	18:45
UA 2700	ON TIME	DENVER	18:30	19:00
SW 2800	ON TIME	PHOENIX	18:45	19:15
AA 2900	ON TIME	LOS ANGELES	19:00	19:30
DL 3000	ON TIME	PHOENIX	19:15	19:45
UA 3100	ON TIME	DENVER	19:30	20:00
SW 3200	ON TIME	PHOENIX	19:45	20:15
AA 3300	ON TIME	LOS ANGELES	20:00	20:30
DL 3400	ON TIME	PHOENIX	20:15	20:45
UA 3500	ON TIME	DENVER	20:30	21:00
SW 3600	ON TIME	PHOENIX	20:45	21:15
AA 3700	ON TIME	LOS ANGELES	21:00	21:30
DL 3800	ON TIME	PHOENIX	21:15	21:45
UA 3900	ON TIME	DENVER	21:30	22:00
SW 4000	ON TIME	PHOENIX	21:45	22:15
AA 4100	ON TIME	LOS ANGELES	22:00	22:30
DL 4200	ON TIME	PHOENIX	22:15	22:45
UA 4300	ON TIME	DENVER	22:30	23:00
SW 4400	ON TIME	PHOENIX	22:45	23:15
AA 4500	ON TIME	LOS ANGELES	23:00	23:30
DL 4600	ON TIME	PHOENIX	23:15	23:45
UA 4700	ON TIME	DENVER	23:30	24:00
SW 4800	ON TIME	PHOENIX	23:45	24:15
AA 4900	ON TIME	LOS ANGELES	24:00	24:30
DL 5000	ON TIME	PHOENIX	24:15	24:45
UA 5100	ON TIME	DENVER	24:30	25:00
SW 5200	ON TIME	PHOENIX	24:45	25:15
AA 5300	ON TIME	LOS ANGELES	25:00	25:30
DL 5400	ON TIME	PHOENIX	25:15	25:45
UA 5500	ON TIME	DENVER	25:30	26:00
SW 5600	ON TIME	PHOENIX	25:45	26:15
AA 5700	ON TIME	LOS ANGELES	26:00	26:30
DL 5800	ON TIME	PHOENIX	26:15	26:45
UA 5900	ON TIME	DENVER	26:30	27:00
SW 6000	ON TIME	PHOENIX	26:45	27:15
AA 6100	ON TIME	LOS ANGELES	27:00	27:30
DL 6200	ON TIME	PHOENIX	27:15	27:45
UA 6300	ON TIME	DENVER	27:30	28:00
SW 6400	ON TIME	PHOENIX	27:45	28:15
AA 6500	ON TIME	LOS ANGELES	28:00	28:30
DL 6600	ON TIME	PHOENIX	28:15	28:45
UA 6700	ON TIME	DENVER	28:30	29:00
SW 6800	ON TIME	PHOENIX	28:45	29:15
AA 6900	ON TIME	LOS ANGELES	29:00	29:30
DL 7000	ON TIME	PHOENIX	29:15	29:45
UA 7100	ON TIME	DENVER	29:30	30:00
SW 7200	ON TIME	PHOENIX	29:45	30:15
AA 7300	ON TIME	LOS ANGELES	30:00	30:30
DL 7400	ON TIME	PHOENIX	30:15	30:45
UA 7500	ON TIME	DENVER	30:30	31:00
SW 7600	ON TIME	PHOENIX	30:45	31:15
AA 7700	ON TIME	LOS ANGELES	31:00	31:30
DL 7800	ON TIME	PHOENIX	31:15	31:45
UA 7900	ON TIME	DENVER	31:30	32:00
SW 8000	ON TIME	PHOENIX	31:45	32:15
AA 8100	ON TIME	LOS ANGELES	32:00	32:30
DL 8200	ON TIME	PHOENIX	32:15	32:45
UA 8300	ON TIME	DENVER	32:30	33:00
SW 8400	ON TIME	PHOENIX	32:45	33:15
AA 8500	ON TIME	LOS ANGELES	33:00	33:30
DL 8600	ON TIME	PHOENIX	33:15	33:45
UA 8700	ON TIME	DENVER	33:30	34:00
SW 8800	ON TIME	PHOENIX	33:45	34:15
AA 8900	ON TIME	LOS ANGELES	34:00	34:30
DL 9000	ON TIME	PHOENIX	34:15	34:45
UA 9100	ON TIME	DENVER	34:30	35:00
SW 9200	ON TIME	PHOENIX	34:45	35:15
AA 9300	ON TIME	LOS ANGELES	35:00	35:30
DL 9400	ON TIME	PHOENIX	35:15	35:45
UA 9500	ON TIME	DENVER	35:30	36:00
SW 9600	ON TIME	PHOENIX	35:45	36:15
AA 9700	ON TIME	LOS ANGELES	36:00	36:30
DL 9800	ON TIME	PHOENIX	36:15	36:45
UA 9900	ON TIME	DENVER	36:30	37:00
SW 10000	ON TIME	PHOENIX	36:45	37:15

provoke

insights

Travel: Fall 2021 Trends

JCDecaux Airport

Decaux

GATE

IF YOUR PASSPORT AND BOARDING PASS ARE READY

FAST TRACK

10L



Background & Objectives

Since the start of the pandemic in March 2020, new trends have emerged, and consumers have modified their behaviors.

As the environment changes, brands now need to understand consumer purchasing habits and trends that impact their industry.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers. The study covers multiple industries, including travel.



Methodology

Provoke Insights conducted a 15-minute survey among 1,504 Americans between the ages of 21 and 65. The study was in-field from September 22nd to September 28th, 2021.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).¹

Results based on this sample have a maximum margin of sampling error of $\pm 2.5\%$ at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

Overview



Travel Concerns

Half of Americans are concerned about traveling. Compared to their younger counterparts, Generation X and Baby Boomer are most likely to avoid travel in the next six months. Those unvaccinated have the same sentiment.



Travel Patterns

People traveling are often avoiding airplanes. Vacations are being taken closer to home with most people going to places that are within driving distance.



Business Travel

Few professionals are traveling for business. Those who are booking these trips typically are working fully in the office versus a hybrid or completely virtual option.

Overview



Visiting Friends and Family

Half of Americans plan to travel to visit friends or family in the next 6 months. Those with such plans are likely more affluent, slightly younger, and have children. People traveling to visit friends and family are most likely to be traveling around the winter holidays and are probably traveling by car.



Vacations

Just under half of Americans are planning vacations in the next six months. Those who are tend to be vaccinated against COVID-19, more affluent, slightly younger, and from suburban areas. Travelers in this category are likely avoiding peak travel season, choosing drivable destinations, and sleeping at hotels.



Travel for Business

People traveling for business are likely working in-person as opposed to a hybrid or work-from-home model. They are likely traveling via airplane and staying at hotels. These individuals tend to be vaccinated, are older, and have higher household incomes.

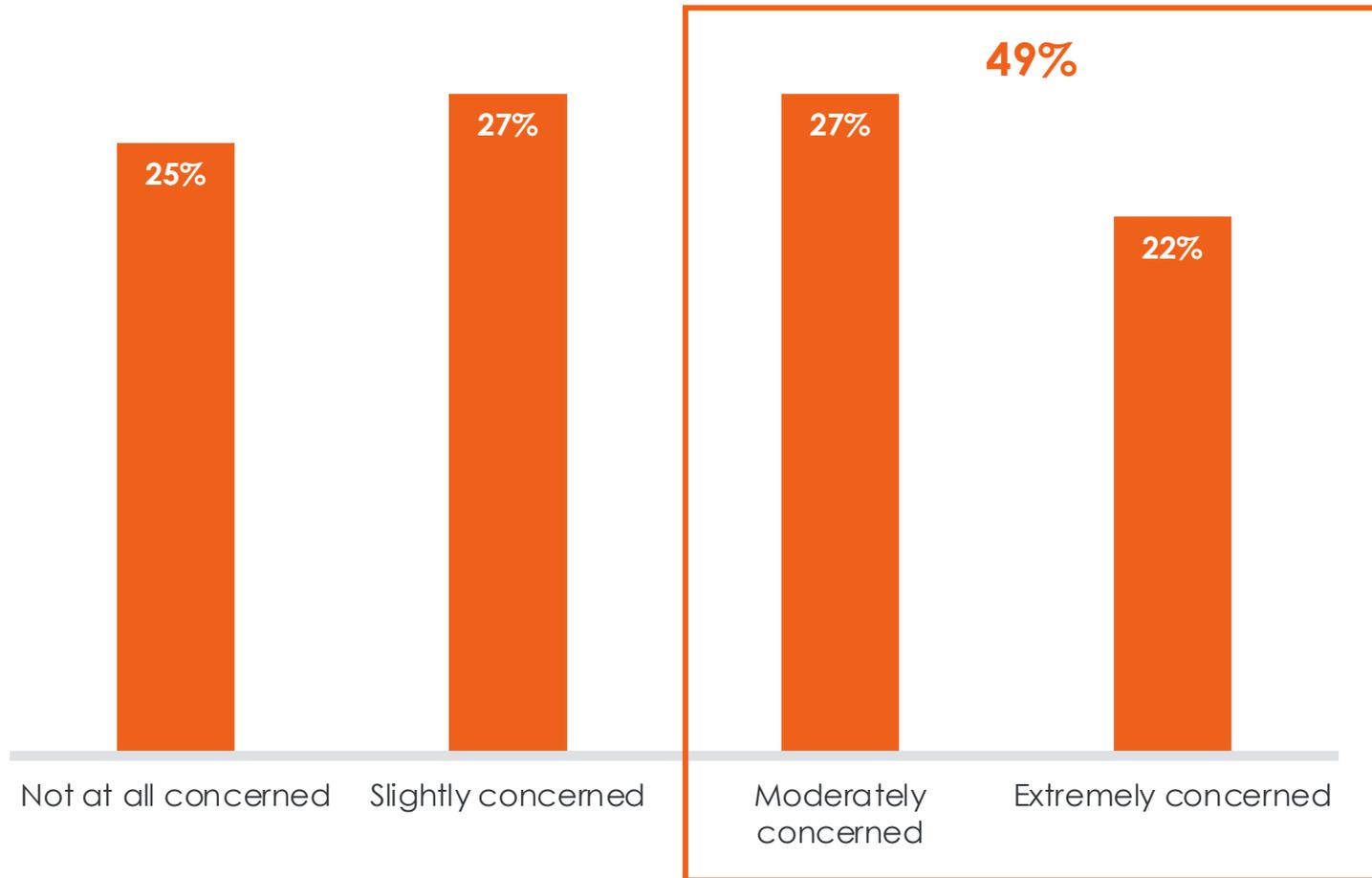


COVID-19 and Restaurant Attendance

Almost half of Americans still have reservations about traveling due to COVID-19. This is particularly true among African-Americans, Democrats, and those who are vaccinated.

Concerns About Taking a Vacation

Half of Americans have apprehension about taking a vacation due to COVID-19.



Who's Most Concerned with Traveling?

African-Americans, Democrats, and those who are vaccinated are more worried about taking vacations due to COVID-19.

Moderately/Extremely Concerned *4-Point Scale*



Black **62%**

vs.



White **46%**



Democrats **60%**

vs.



Republicans **37%**



Vaccinated **52%**

vs.

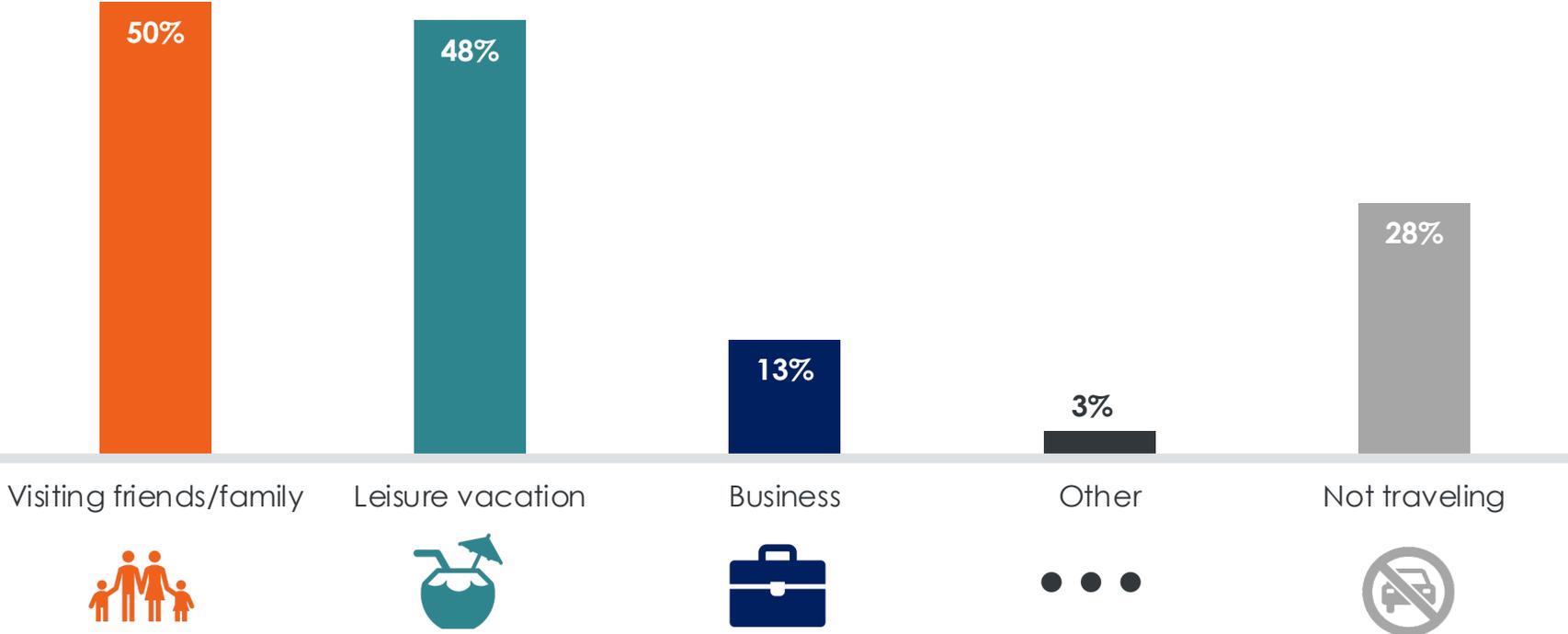


Unvaccinated **41%**

Upcoming Travel Plans



Half of Americans plan to travel to take a vacation in the next six month. However, business travel is not as popular.



Who is Not Traveling?

Older Americans and those who are unvaccinated have been more hesitant to travel.



28%



People with these characteristics are significantly more likely not to be traveling:

\$	Under \$50K household income 37%
	Rural 34%
♀	Female 33%
B	Baby Boomers 32%
	Not vaccinated 32%
X	Gen X 31%

Who's Visiting Friends & Family

The young wealthy parents are more often taking trips to visit family.



50%

of Americans are
visiting family/friends



People with these characteristics are significantly more likely to be visiting family and friends:

-  \$100K+ household income 58%
-  Millennials 57%
-  Northeast 56%
-  Males 54%
-  Children living in the household 53%

Visiting Friends & Family



Road trips are the primary method of travel, and these individuals are not staying at hotels.

When are they going?



37%

Plan to travel for the winter holidays

vs.

Thanksgiving **32%**
Other times **30%**

How are they getting there?



69%

Plan to travel by car

vs.

Airplane **27%**
Train **3%**
Other **1%**

Where are they staying?



67%

Plan to stay with their friends/family

vs.

Hotel **24%**
Rental property **9%**

Leisure Vacations

People planning leisure vacations are much more likely to be wealthy.



48%

of Americans are
taking leisure
vacations



People with these characteristics are significantly more likely to be going on vacations:



\$100K+ household
income 64%



Males 52%



Millennials 52%



Vaccinated 51%

Leisure Vacations



Vacation are being taken closer to home with most people going to places that are in driving distance.

When are they going?



41%

Plan to travel outside of Holiday peak dates

vs.

Winter Holidays **28%**
Thanksgiving **18%**

How are they getting there?



55%

Plan to travel by car

vs.

Airplane **42%**
Train **2%**
Other **1%**

Where are they staying?



58%

Plan to stay at a hotel

vs.

Family/friends **24%**
Rental property **18%**

Business Travel

The few professionals taking business trips are more often wealthier men.



13%

of Americans are taking business trips



People with these characteristics are significantly more likely to be traveling for business:

\$	\$100K+ household income 21%
♂	Males 21%
👤	Children living in the household 18%
M	Millennials 18%
🏙️	Urban 17%
🗺️	West 16%

Business Travel



The few taking business trips are traveling by plane. These professionals are currently fully working from the office versus a virtual option..

Where are they working?

Base: currently employed (n=189)



41%

Work fully from an office

VS.

Hybrid **34%**
Work from home **20%**
Other **5%**

How are they getting there?



63%

Plan to travel by airplane

VS.

Car **31%**
Train **6%**
Other **1%**

Where are they staying?



79%

Plan to stay at a hotel

VS.

Family/friends **11%**
Rental property **10%**

Respondent Overview

Gender



52%
Female



48%
Male

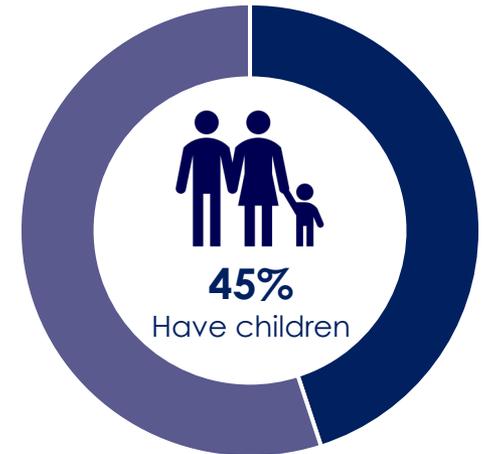
Generation

42 years old
Average Age

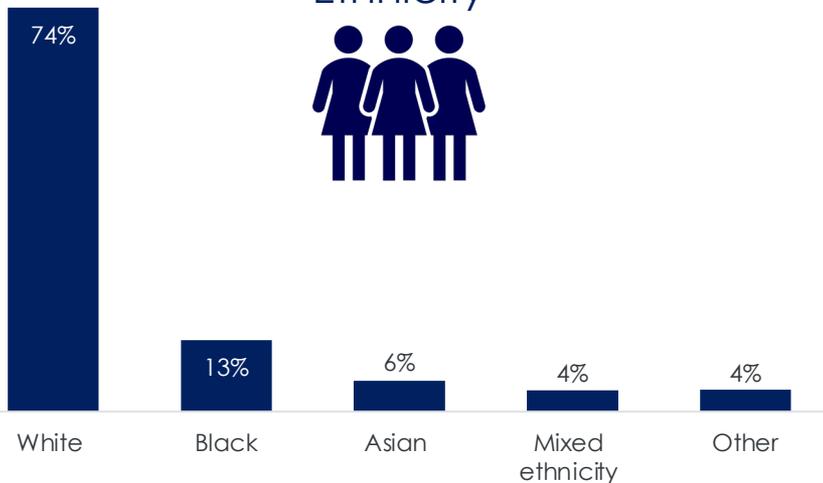


M 43% Millennials **X** 33% Gen X
B 18% Baby Boomers **Z** 6% Gen Z

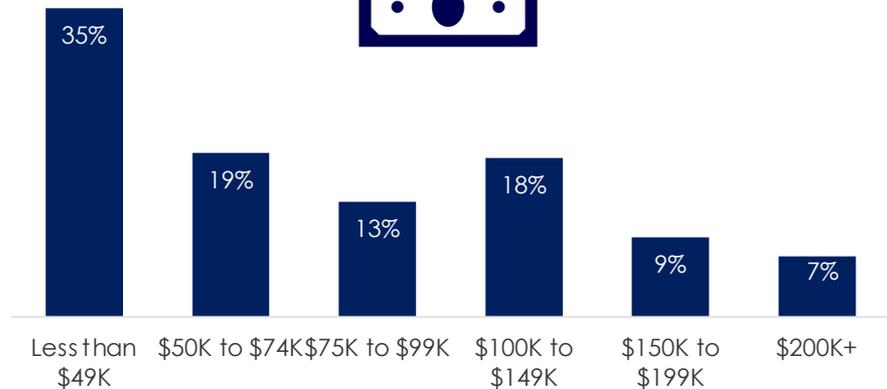
Parental Status



Ethnicity



Household Income



Respondent Overview (Continued)

Vaccinated



68%

Vaccinated

30%

Unvaccinated

2% Prefer not to say

Region



44% South



22% Midwest

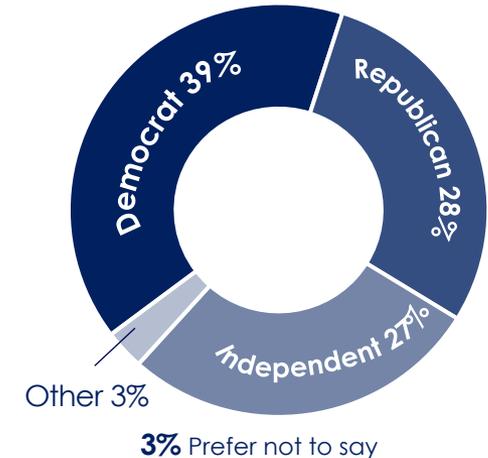


17% Northeast

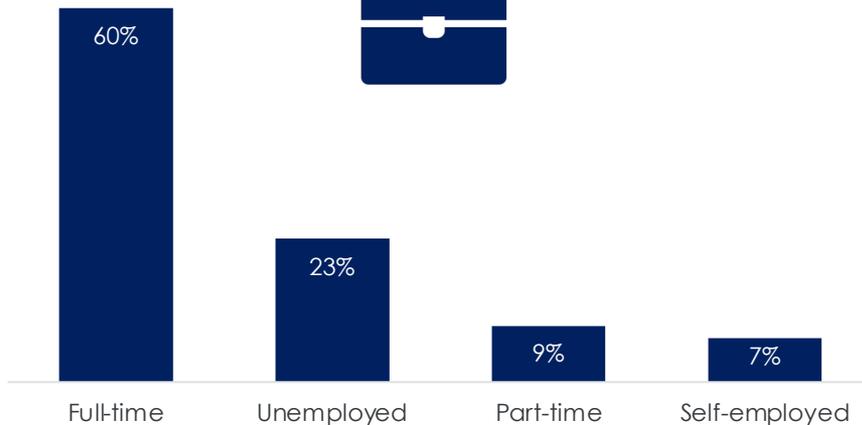


17% West

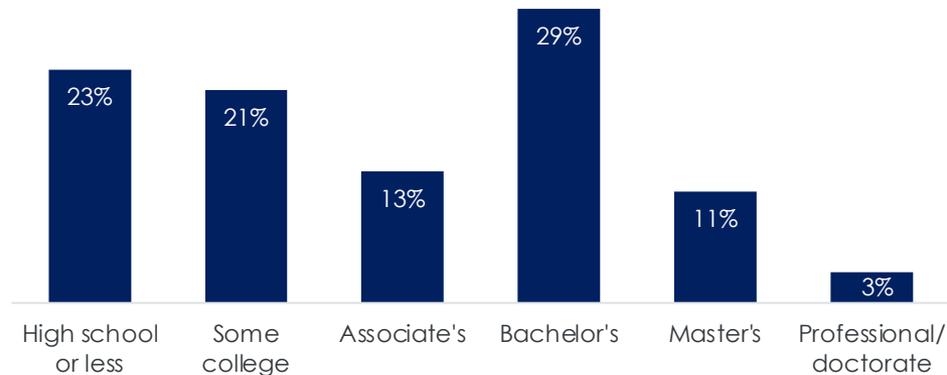
Political Party



Employment Status



Highest Level of Education



About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding, advertising, and content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to breda@provokeinsights.com.