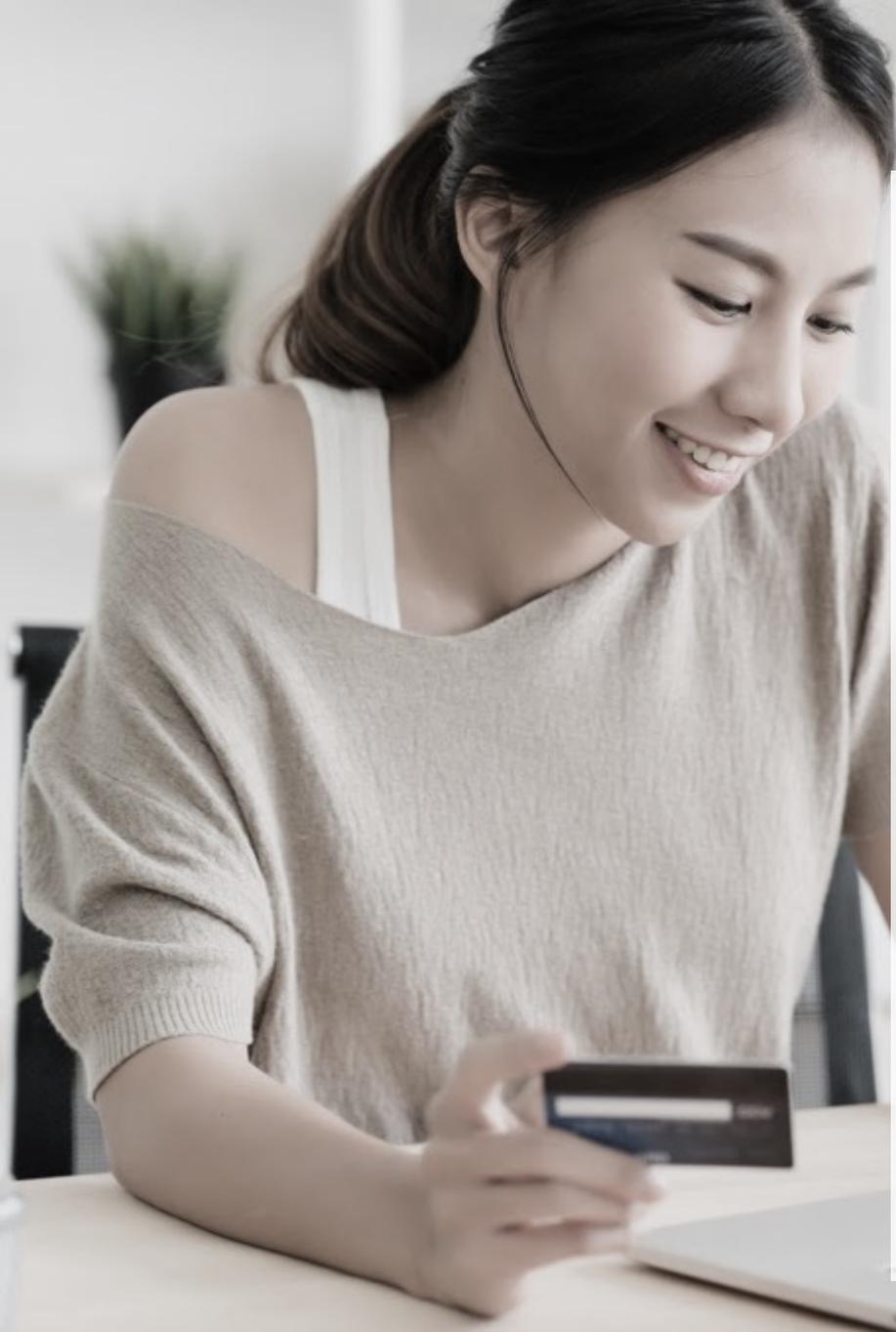




provoke
insights

Travel: Brand Loyalty
Spring 2022



Background & Objectives

In today's increasingly digital world, it has become easier for brands to increase consumers' awareness. However, this is useless without loyal customers.

Understanding brand loyalty and consumer mindsets is vital in helping brands manage and grow in today's ever-changing markets.

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 and their loyalty to brands. The study covers multiple industries, including travel.



Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field from March 1st to March 10th, 2022.

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.

Overview



Who's Vacationing?

Though there is still concern about taking a vacation due to COVID, more Americans are planning to travel domestically. International travel is still quite slow and is not returning to pre-pandemic levels soon.

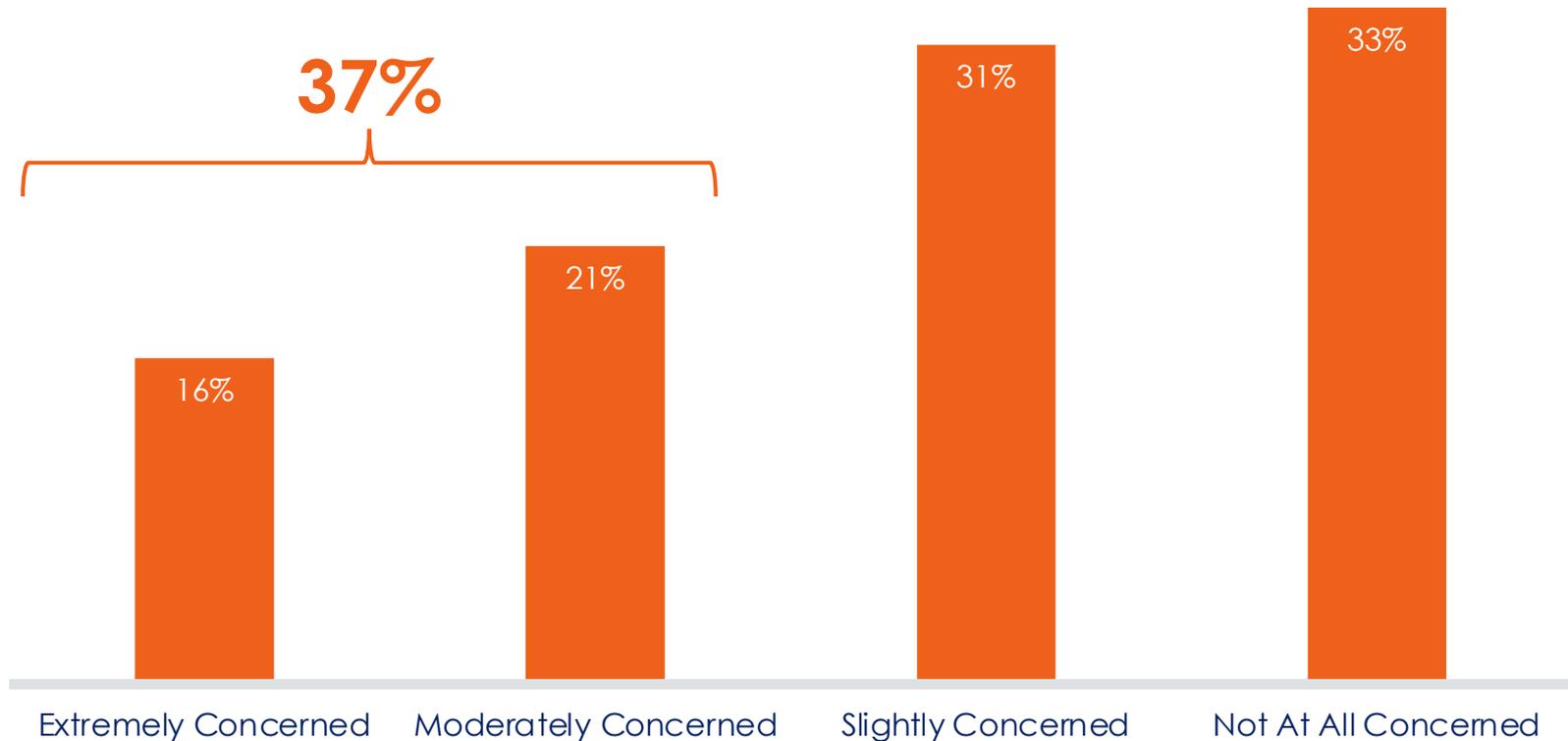
Americans who are planning on domestic travel tend to be married and have made significant purchases in the last three months, such as buying/leasing a car.



Brand Loyalty

Americans are more loyal to airplane brands than they are to hotel brands. Though a very small percentage of Americans have purchased cruise vacations in the last month, they tend to be loyal to the brands.

Over a Third of Americans are Concerned About Taking a Vacation Due to Covid



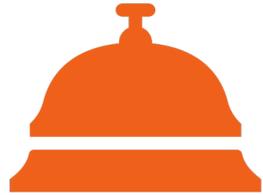


21% of Americans took a Domestic Vacation in the Last 3 Months



Only **4%** of Americans Vacationed Internationally in the Last 3 Months

In the Last Month...



21%

of Americans
booked a hotel
stay



15%

of Americans
purchased an
airplane ticket



2%

of Americans
bought a cruise
trip



Domestic travel will increase:
34% of Americans are Planning to Take a Domestic
Vacation in the Next 3 Months



Who's Planning on Domestic Travel?



Pay more for sustainably sourced items **69%** vs. 43%



Married **61%** vs. 48%



Made a major home improvement in the last 3 months **27%** vs. 10%



Bought or leased a car in the last 3 months **23%** vs. 5%



International travel will increase:

7% of Americans are Planning to Take an International Vacation in the Next 3 Months

Who's Planning on International Travel?



Very/Moderately optimistic **85%** vs. 71%



Concerned about the pandemic's effect on the economy **81%** vs. 70%



Have children in the household **48%** vs. 35%



Household income \$100K+ **46%** vs. 33%



Lives in urban area **40%** vs. 25%



Consumers are Loyal to Airlines & Cruise Lines. They are More Open to Trying Multiple Hotel Brands.

The loyalty score is calculated by the mean overall industry score minus the individual category score.

	Industry	Loyalty Score
1	Automobiles	14.31
2	Major appliances	12.61
3	Airline	11.11
4	Cruise line	9.01
5	Power tools	7.71
6	Skincare	6.11
7	Electronics	6.01
8	Fine jewelry/watches	2.41
9	Beauty supplies	2.51
10	Hotel	-7.19
11	Fitness gear	-8.39
12	Furniture	-9.39
13	Outdoor gear	-11.89
14	Apparel	-15.99
15	Toys	-19.99

Respondent Overview

Gender



53%
Female



47%
Male

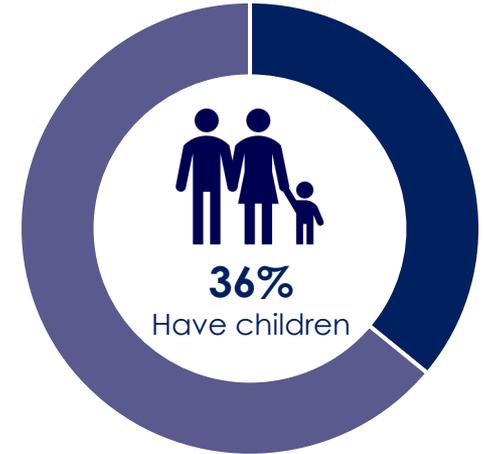
Generation

44 years old
Average Age

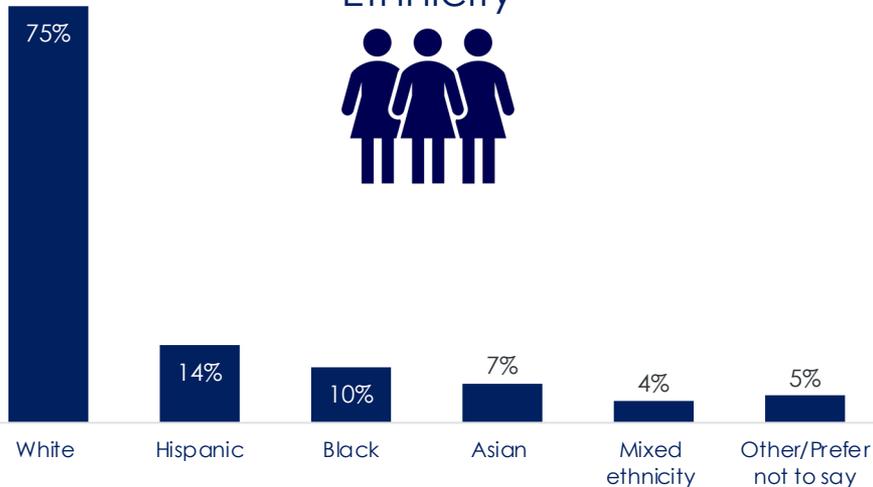


Z 7% Gen Z **X** 34% Gen X
M 38% Millennials **B** 21% Baby Boomers

Parental Status



Ethnicity



Household Income



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

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