

provoke

insights

Consumer Trends
Travel
Winter 2023



Background & Objectives

Overview

Provoke Insights, a leader in research for branding, advertising, media, and content marketing initiatives, conducts a bi-annual consumer trends study to keep a pulse on the market across multiple industries. The extensive study allows Provoke Insights to stay ahead of the trends and understand consumer mindset in the current moment.

Winter 2023 Wave

Three years since Covid began, fears of the pandemic have decreased, but consumers have other growing concerns, from inflation to the economy. Provoke Insights wants to understand how these new issues impact consumers' buying behavior. In this wave, Provoke Insights dives deep to understand how these new issues have impacted category buying behavior.

This deck focuses on the travel industry.

Methodology

Provoke Insights conducted a 15-minute survey among 1,500 Americans between the ages of 21 and 65. The study was in-field in Autumn 2022.

A random stratified sample was used followed by weighting 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



Current State of the Market

Consumers fear their financial future as the economy and inflation are major concerns. They are experiencing price increases first-hand, particularly at supermarkets and restaurants. As a result, budgets are tightening. Consumers are eating more at home, making fewer impulse purchases, and buying store-label brands. One in ten say they are cutting down travel for pleasure due to economic concerns.



The State of the Travel Industry

Travel has remained flat since Spring 2022, with International trips remaining low.

However, it is expected that travel will drop from summer levels soon as fewer people are booking hotels and airline tickets.

Nearly one-quarter of Americans plan to travel domestically in the next three months. The expectation is down 12% from last Spring. These individuals are more likely wealthier, older, and female.

Less than 5% of consumers expect to travel abroad in the next three months. Interestingly, these internationally-minded individuals are more likely Generation Z.



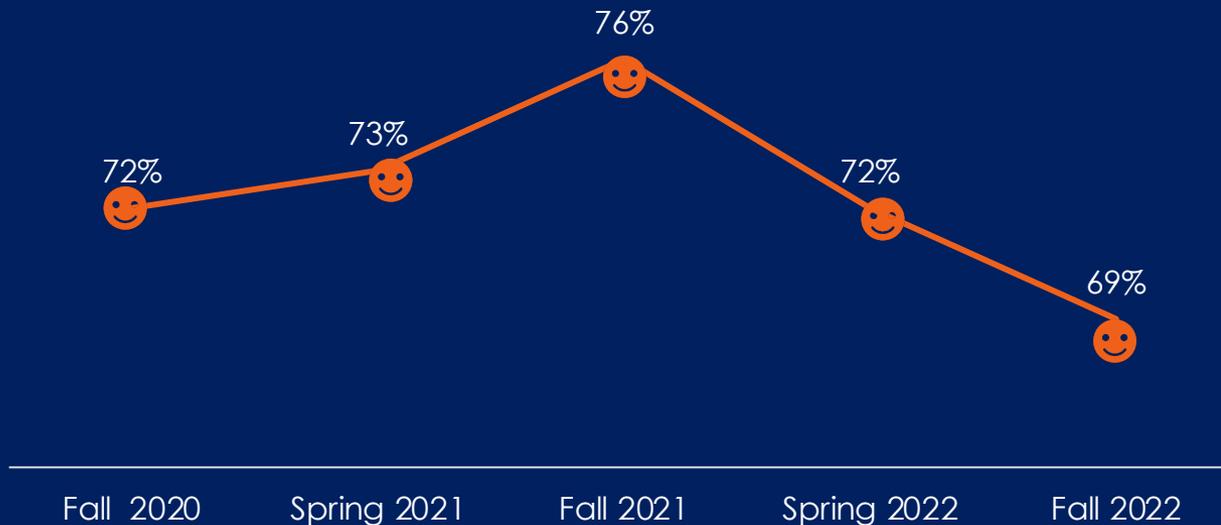
What External Trends are Impacting Brands Today?



Consumer Optimism

Optimism levels have declined to below where they were during the peak of the Pandemic.

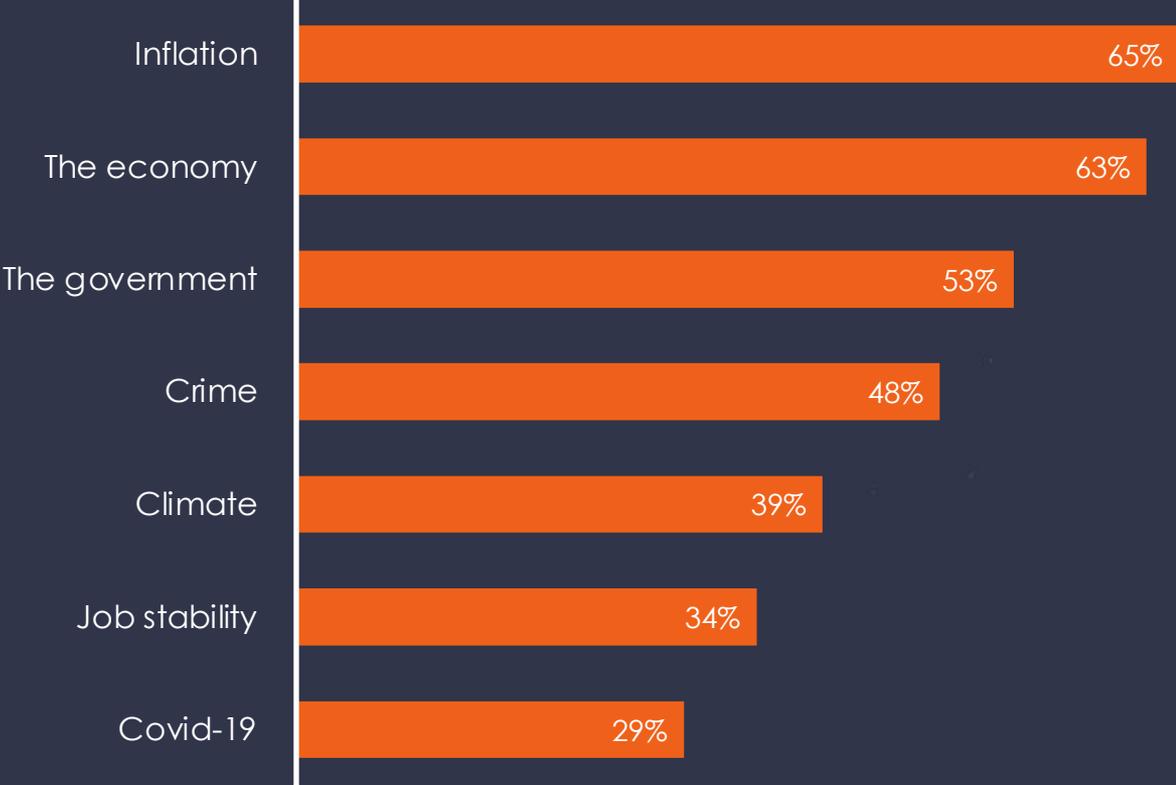
Very/Moderately Optimistic



Top Concerns Impacting Consumers

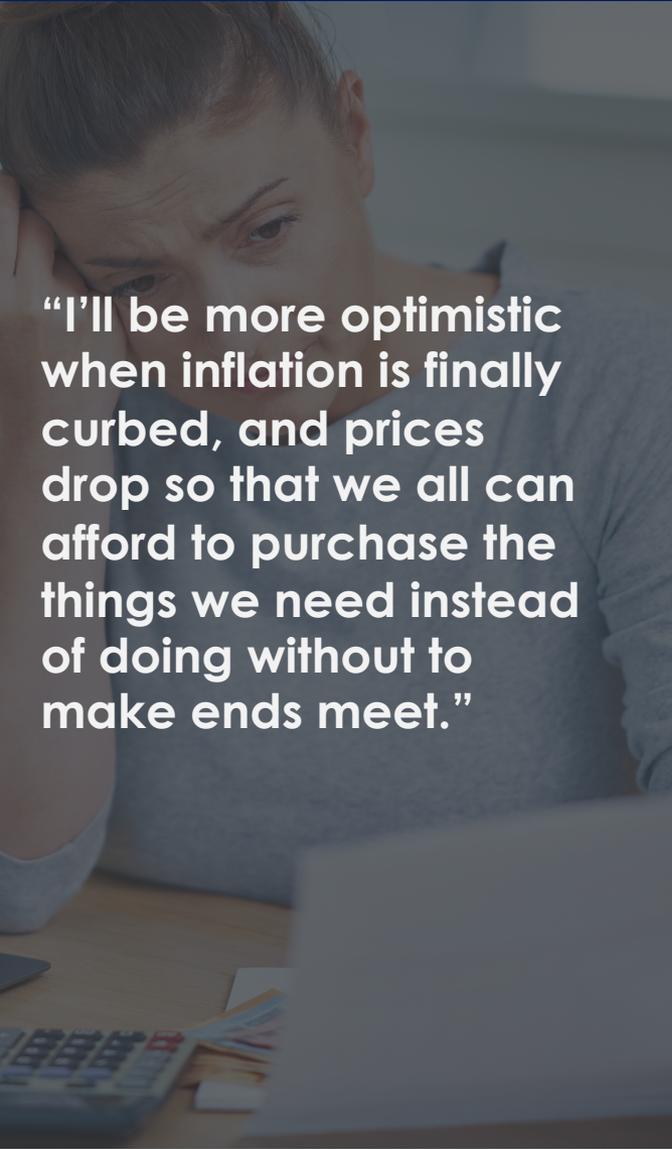
Inflation and the economy are major issues for most Americans. Job stability and Covid-19 are not key worry areas.

Extremely/Very Concerned

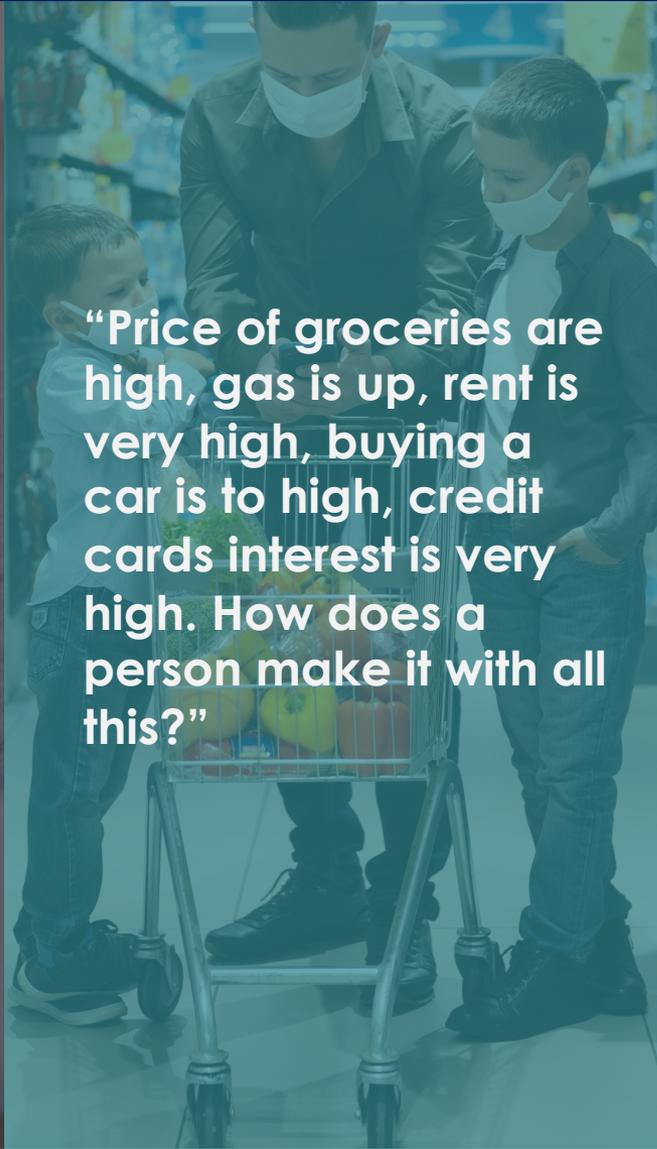


provoke
insights

Optimism Will Grow As The Economy Improves



“I’ll be more optimistic when inflation is finally curbed, and prices drop so that we all can afford to purchase the things we need instead of doing without to make ends meet.”



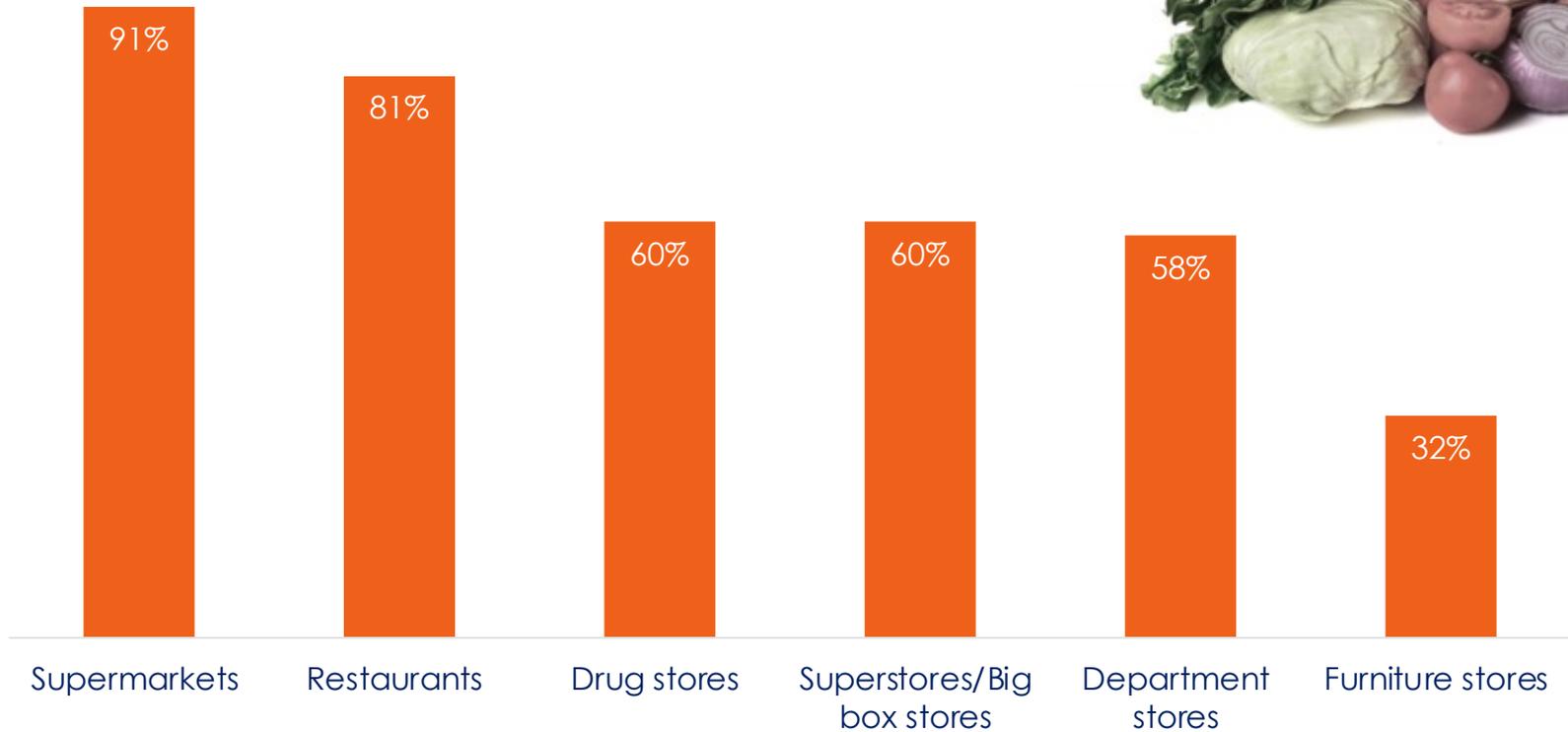
“Price of groceries are high, gas is up, rent is very high, buying a car is too high, credit cards interest is very high. How does a person make it with all this?”



“Personally, I am optimistic about my future. The future of the country leaves me in doubt. I think fixing the economy would be a first step of many this country needs for some recovery.”

Price Increases

Americans see the impact of inflation at food establishments such as supermarkets and restaurants.



Consumers are in saving-mode; using multiple techniques to reduce their spend.



More Budget Conscious in the Last 6 Months

Base: All Qualified Respondents (N=1,500)

Top Ways They're More Budget Conscious



Base: Slightly/More Budget Concern (n=1,051)

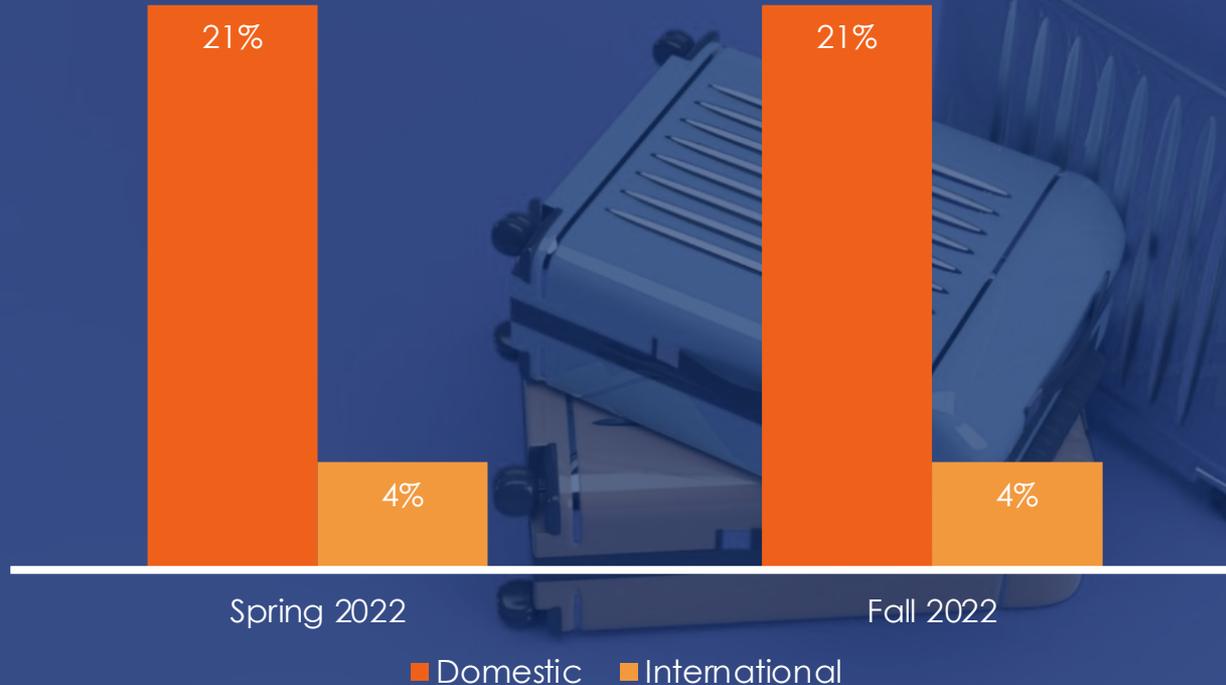


Trends in the Travel Industry

Monthly Domestic & International Travel

Travel has not budged since Spring 2022. International trips remains low.

Traveled in the Last Three Months



22% 

of Americans plan to travel domestically in the next three months. The expectation is down 12% from last Spring.

Significantly more likely to plan a domestic vacation

-  33% Household income \$100K+
-  27% Baby Boomers
-  25% Female
-  24% Gen X
-  24% Optimistic for the Future

7% 

of Americans are planning to travel internationally in the next three months. The expectation is same as last Spring.

Significantly more likely to plan an international vacation

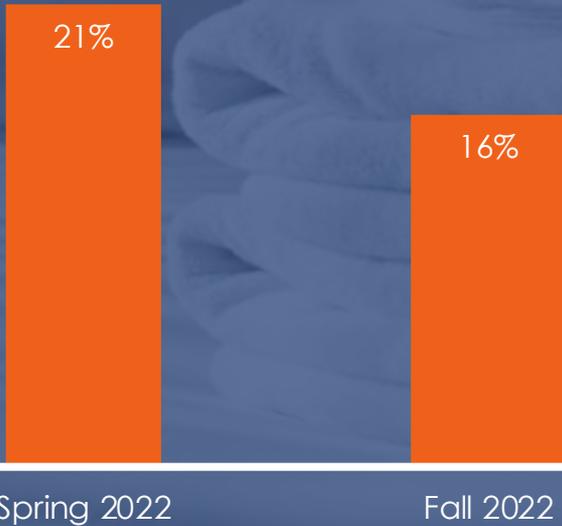
Z 12% Gen Z

\$ 9% Household income \$50K+

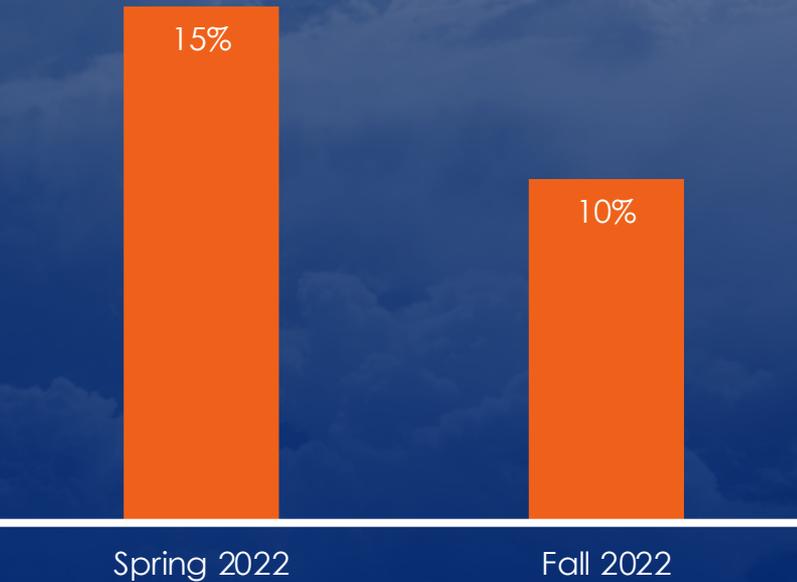
Spending on Vacation

Spending on trips has declined as Americans enter the fall season.

Booked Hotel Stays in the Last Month

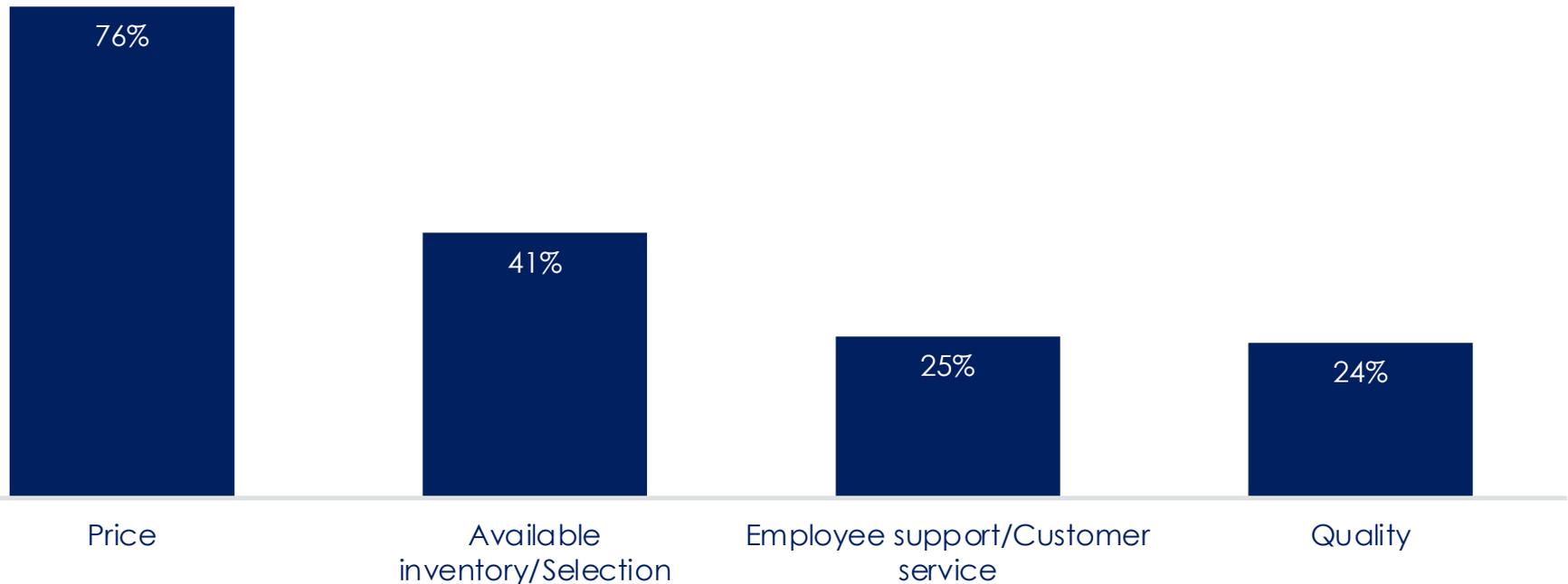


Purchased Airline Tickets in the Last Month



Airline Ticket Purchase Influencers

Quality is not a key decision driver when buying flights. Price and availability are the critical factors when deciding an airline ticket.



Impacts on the Airline Industry

The lack of customer service impacts consumers ability to purchase airline tickets.

Compared to their other purchases, the decision to purchase airline tickets were more impacted by...



14%

Customer service/staffing

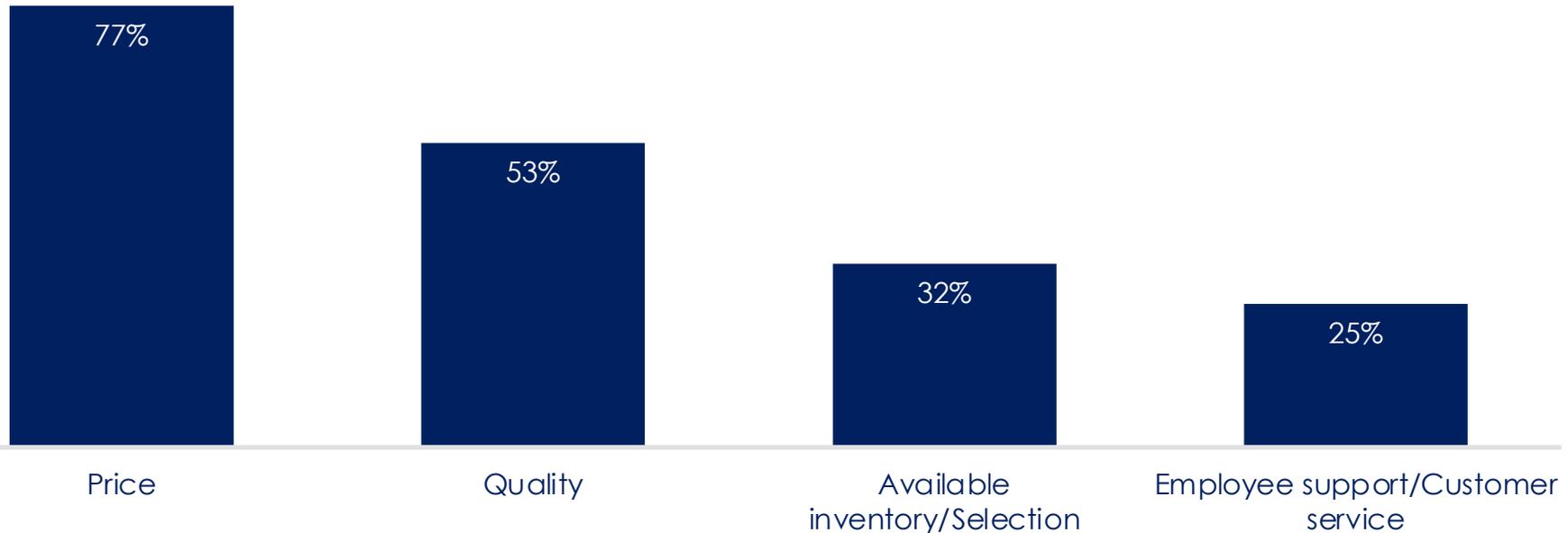


8%

lack of inventory

Hotel Bookings Influencers

Price and quality impact the decision to book a hotel room.





Purchase Influencers Index

Industry Comparison



Influence of *Quality* on Purchase Decision Industry Comparison

Index

1.	Hotels	37%
2.	Fine jewelry/watches	20%
3.	Fitness gear	17%
4.	Electronics	10%
5.	Outdoor gear	7%
6.	Apparel	6%
7.	Beauty/Skincare products	0%
8.	Toys	-1%
9.	Major Appliances	-2%
10.	CBD products	-5%
11.	Automobiles	-22%
12.	Alcohol	-29%
13.	Airlines	-38%

**Index is calculated by dividing the industry percent by the average and then deducting 100%*



Influence of *Customer Service* on Purchase Decision *Industry Comparison*

Index

1.	Airlines	51%
2.	Fitness gear	50%
3.	Hotels	47%
4.	Electronics	17%
5.	Fine jewelry/watches	12%
6.	Major Appliances	11%
7.	CBD products	4%
8.	Automobiles	3%
9.	Outdoor gear	-20%
10	Apparel	-30%
11.	Toys	-41%
12.	Beauty/Skincare products	-43%
13.	Alcohol	-61%

**Index is calculated by dividing the industry percent by the average and then deducting 100%*



Influence of **Available Inventory** on Purchase Decision *Industry Comparison*

Index

1.	Airlines	19%
2.	Apparel	16%
3.	Outdoor gear	16%
4.	Electronics	14%
5.	Toys	6%
6.	CBD products	-4%
7.	Beauty/Skincare products	-5%
8.	Fine jewelry/watches	-6%
9.	Alcohol	-8%
10	Hotels	-8%
11.	Major Appliances	-10%
12.	Automobiles	-14%
13.	Fitness gear	-15%

**Index is calculated by dividing the industry percent by the average and then deducting 100%*



Influence of **Price** on Purchase Decision

Industry Comparison

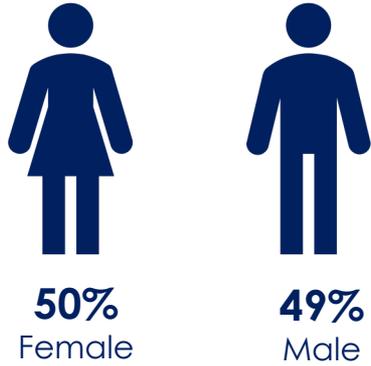
Index

1.	Hotels	18%
2.	Airlines	17%
3.	Toys	8%
4.	Apparel	8%
5.	Outdoor gear	7%
6.	Beauty/Skincare products	3%
7.	Major Appliances	1%
8.	Electronics	-4%
9.	Fitness gear	-5%
10.	Alcohol	-11%
11.	Automobiles	-12%
12.	Fine jewelry/watches	-12%
13.	CBD products	-17%

**Index is calculated by dividing the industry percent by the average and then deducting 100%*

Respondent Overview

Gender



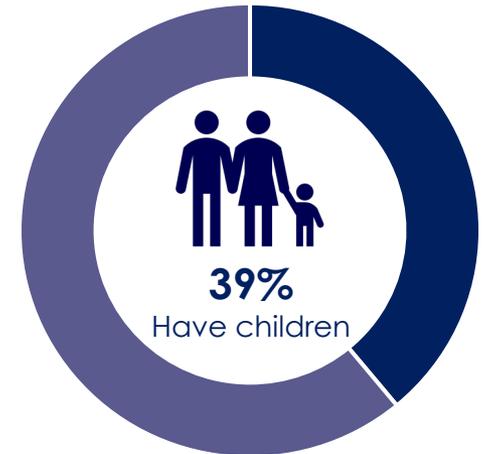
*1% other identity

Generation

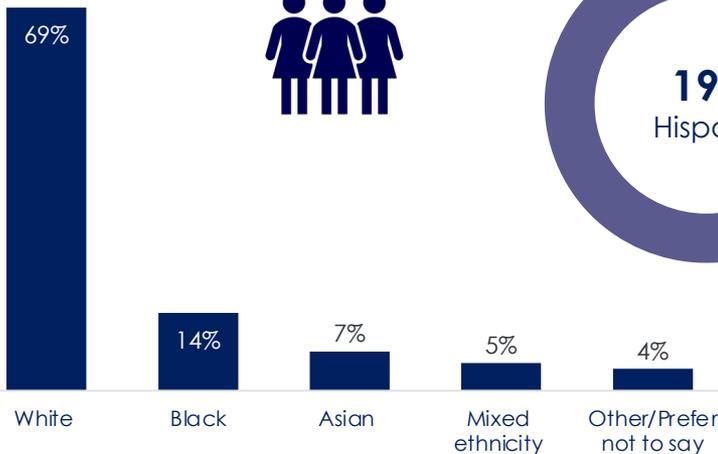
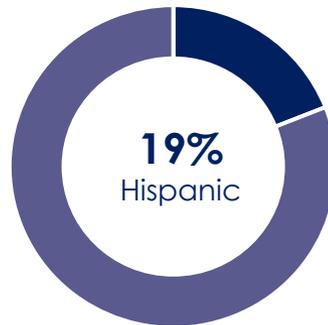
42 years old
Average Age



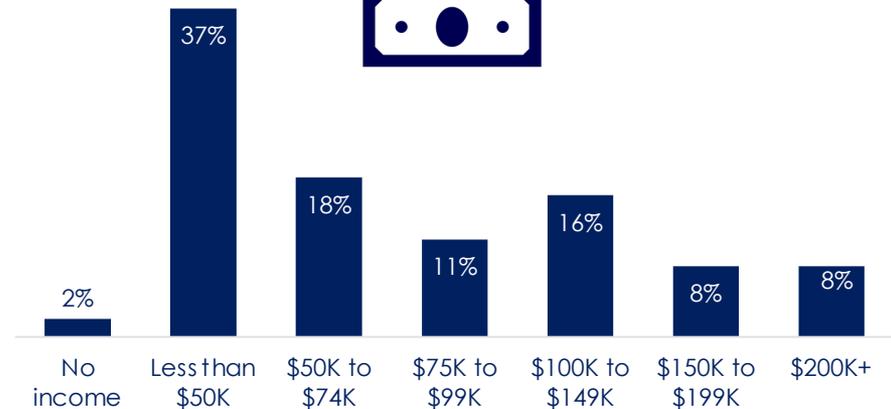
Parental Status



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 info@provokeinsights.com.