



provoked
insights

Travel Consumer Trends

Summer 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.

Summer 2023 Wave

As economic uncertainty looms, American consumers are changing their buying habits. Travel brands need to understand how this is impacting purchase decisions and budgets for 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 in April 2023.

A random stratified sample methodology was used to ensure the sample represented 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.

A star “*” indicates statistical differences between subgroups at a 95% confidence level.

Overview



Domestic travel among Americans has remained at the same levels since spring 2022. International trips have seen a slight uptick in the last three months. This was more common among younger cohorts.



Spending on hotels remains flat compared to a year ago, while airline ticket purchases have experienced an increase. However, one-quarter of Americans will continue to spend in these areas in summer 2023. This is especially true among affluent young travelers.



Price is a large influence on both airline ticket purchases and hotel stays. Consumers will sacrifice quality to be more cost-effective. Furthermore, if a recession occurs, Americans are confident they could cut out hotel stays. However, most consumers could only live without flying to a destination for a little while.

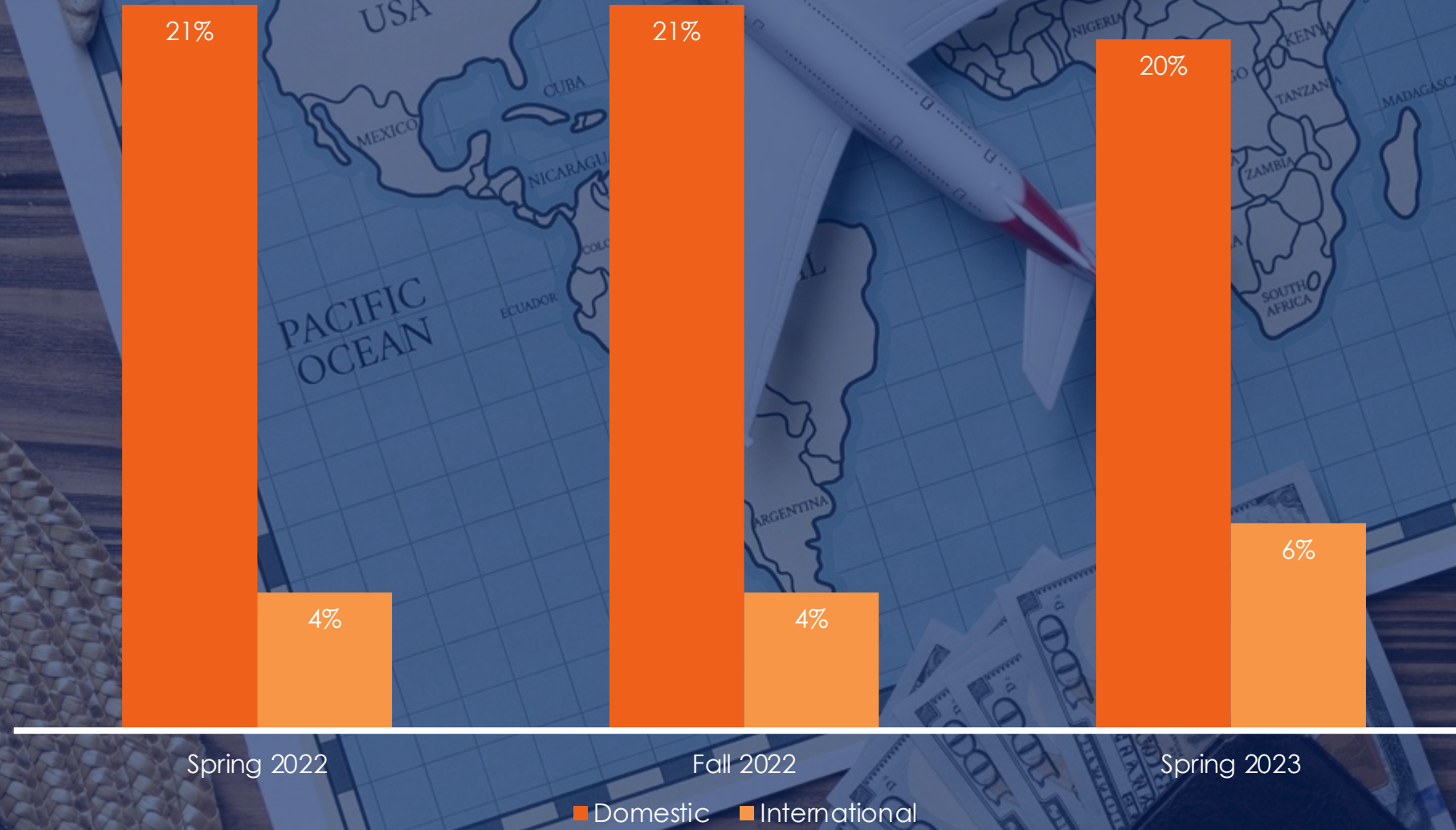
A man in a light blue shirt and khaki pants is taking a photograph with a black camera. A woman with long dark hair, wearing a white t-shirt, a straw hat, and a backpack, is looking at a map. They are outdoors in a park-like setting with trees and a building in the background.

Travel Trends

Monthly Domestic & International Travel






Domestic travel has not budged since Spring 2022; however, International trips have seen a slight uptick.

Traveled in the Last Three Months



20% of
Americans have
traveled
domestically in the
last 3 months

Groups Significantly More Likely to Travel Domestically...

-  35% HHI \$150K+
-  25% Parents
-  24% Urban
-  24% Millennials
-  23% Male

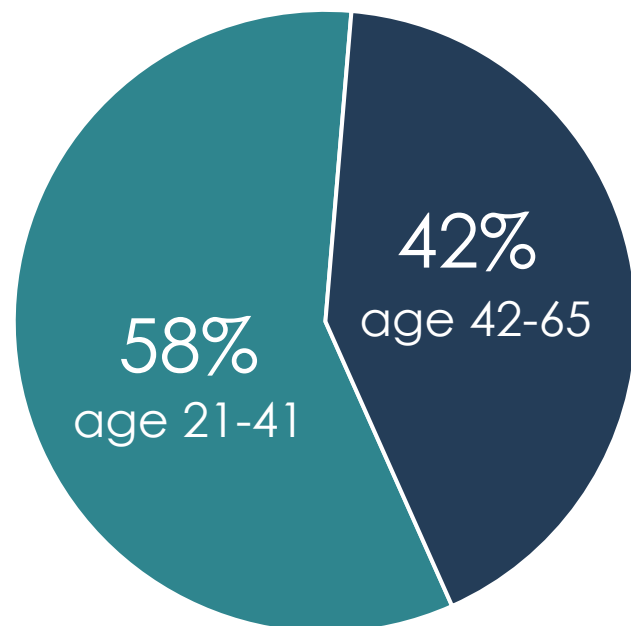
International Travel

Traveling internationally is much more common among younger generations.

6% 

Of Americans traveled internationally in the past 3 months

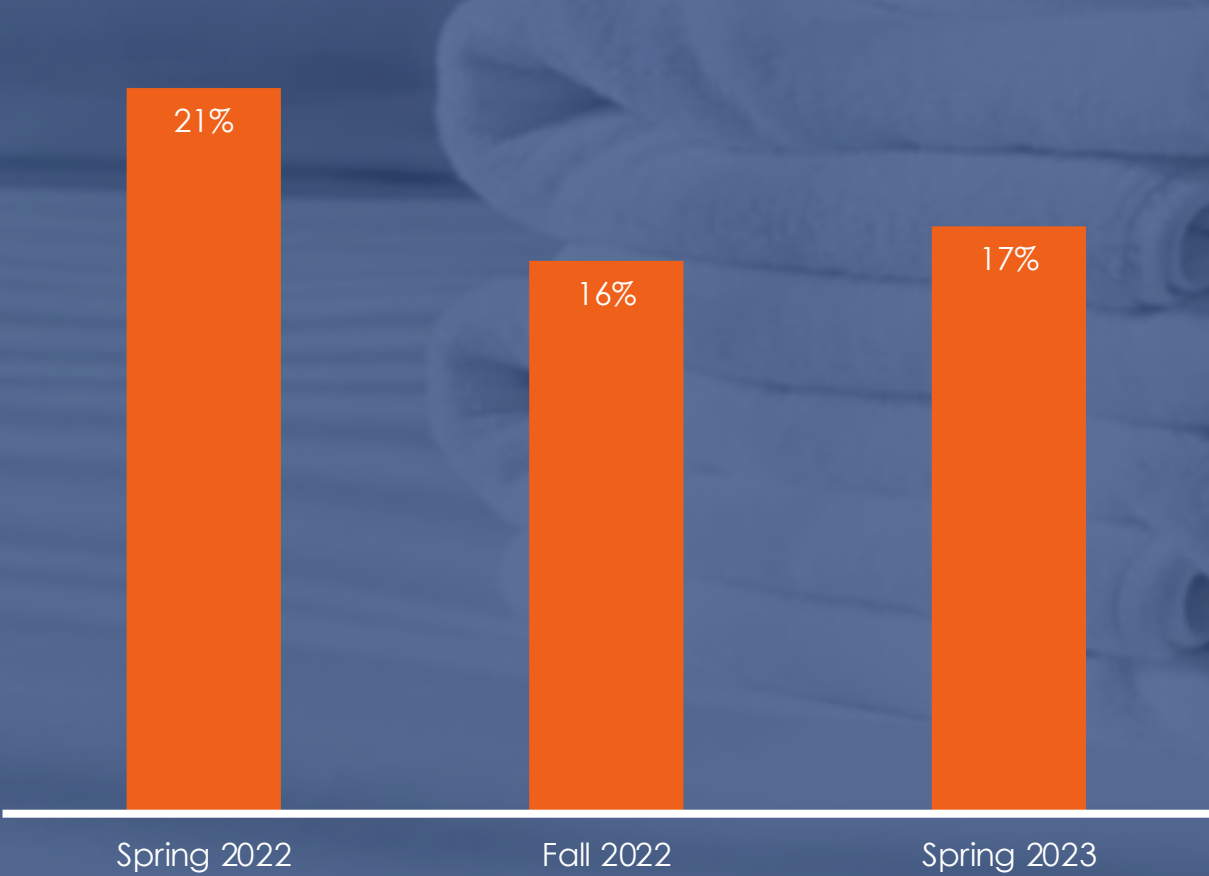
Among those who traveled internationally:



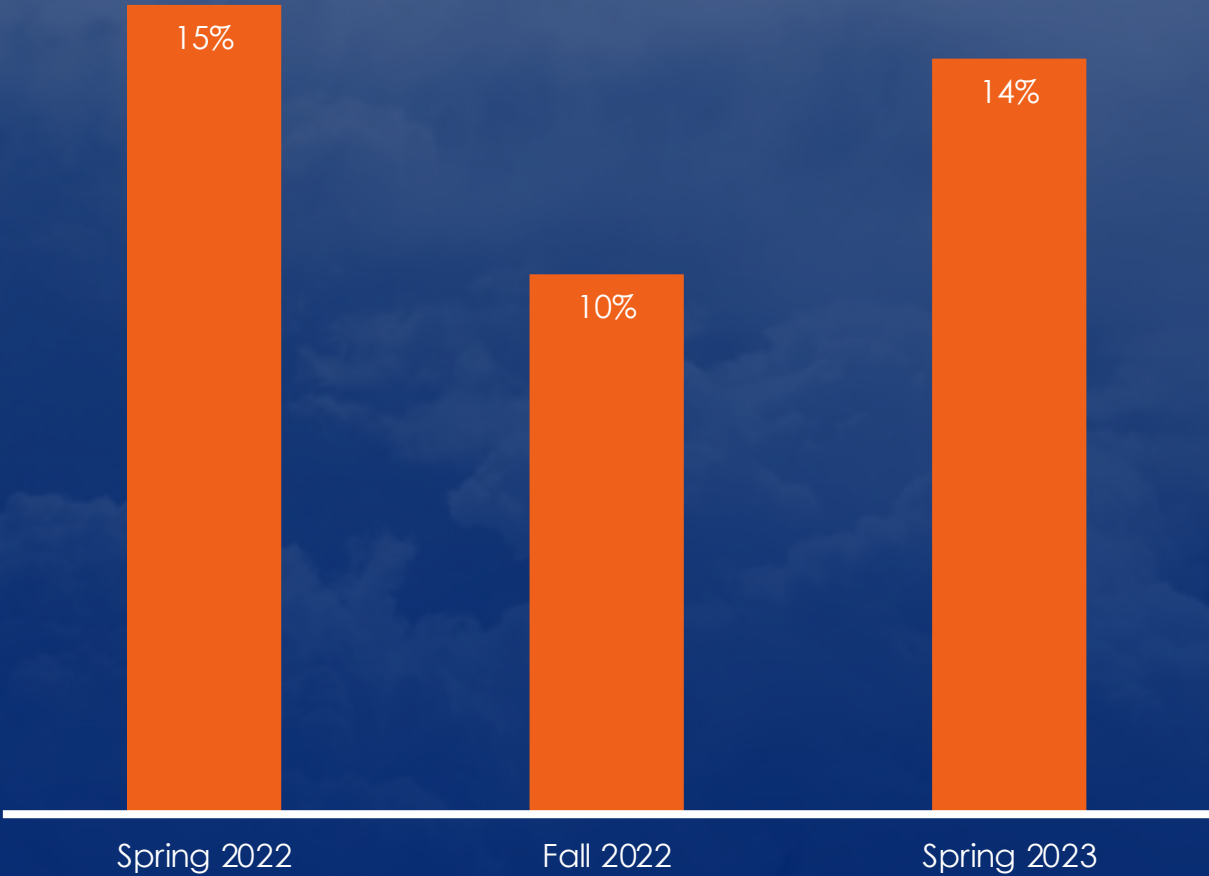
Spending on Vacation

Spending on hotels remains flat, while air travel has experienced an increase this spring season.

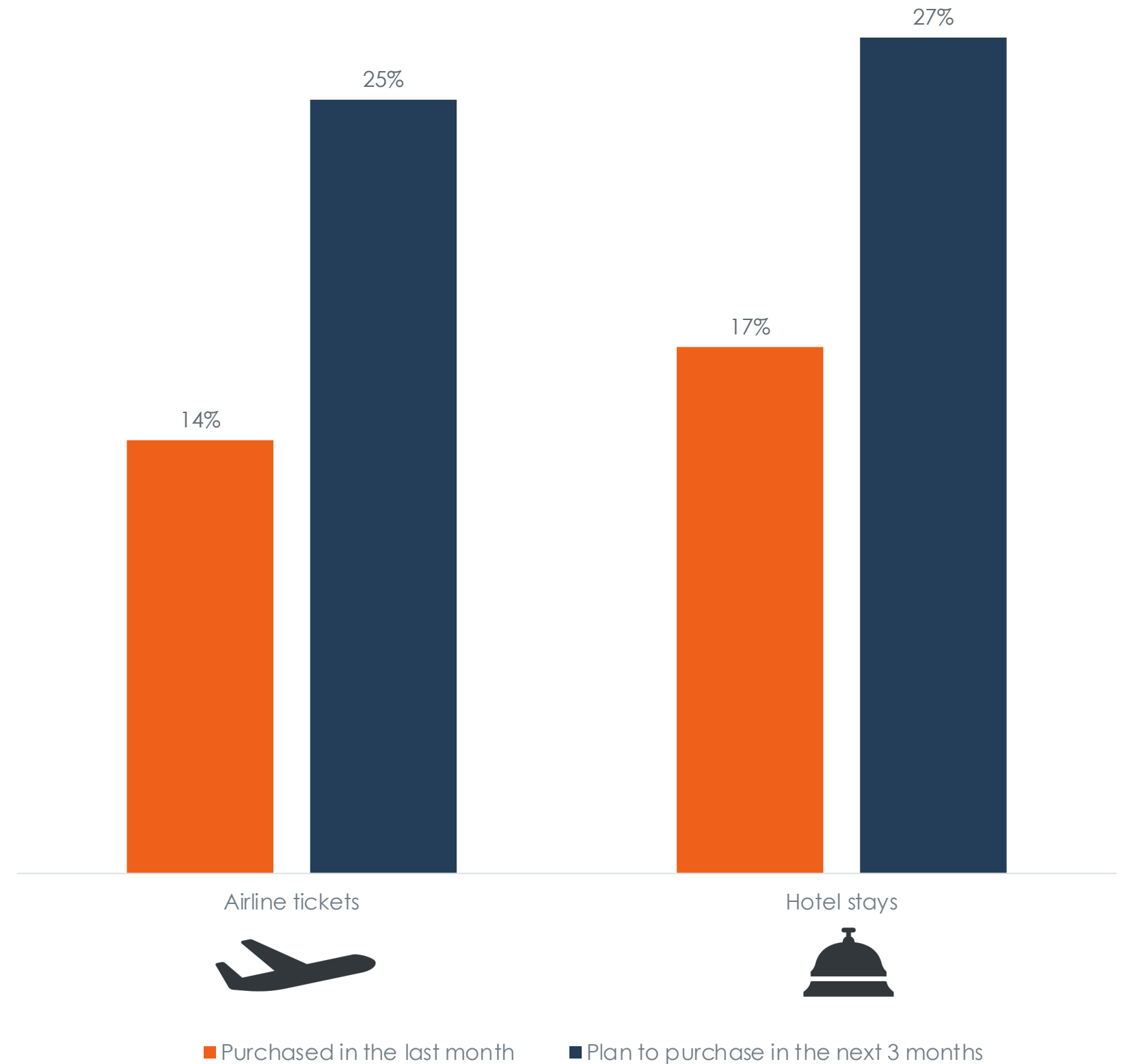
Booked Hotel Stays in the Last Month



Purchased Airline Tickets in the Last Month



Americans will continue to spend on travel in summer 2023.



Groups Significantly More Likely to Spend on Travel...

37% of Americans are planning to spend on travel in the next 3 months

(purchase airline tickets or hotel stays)



56% HHI \$150K+



44% Urban



42% Millennials



42% Live in the West

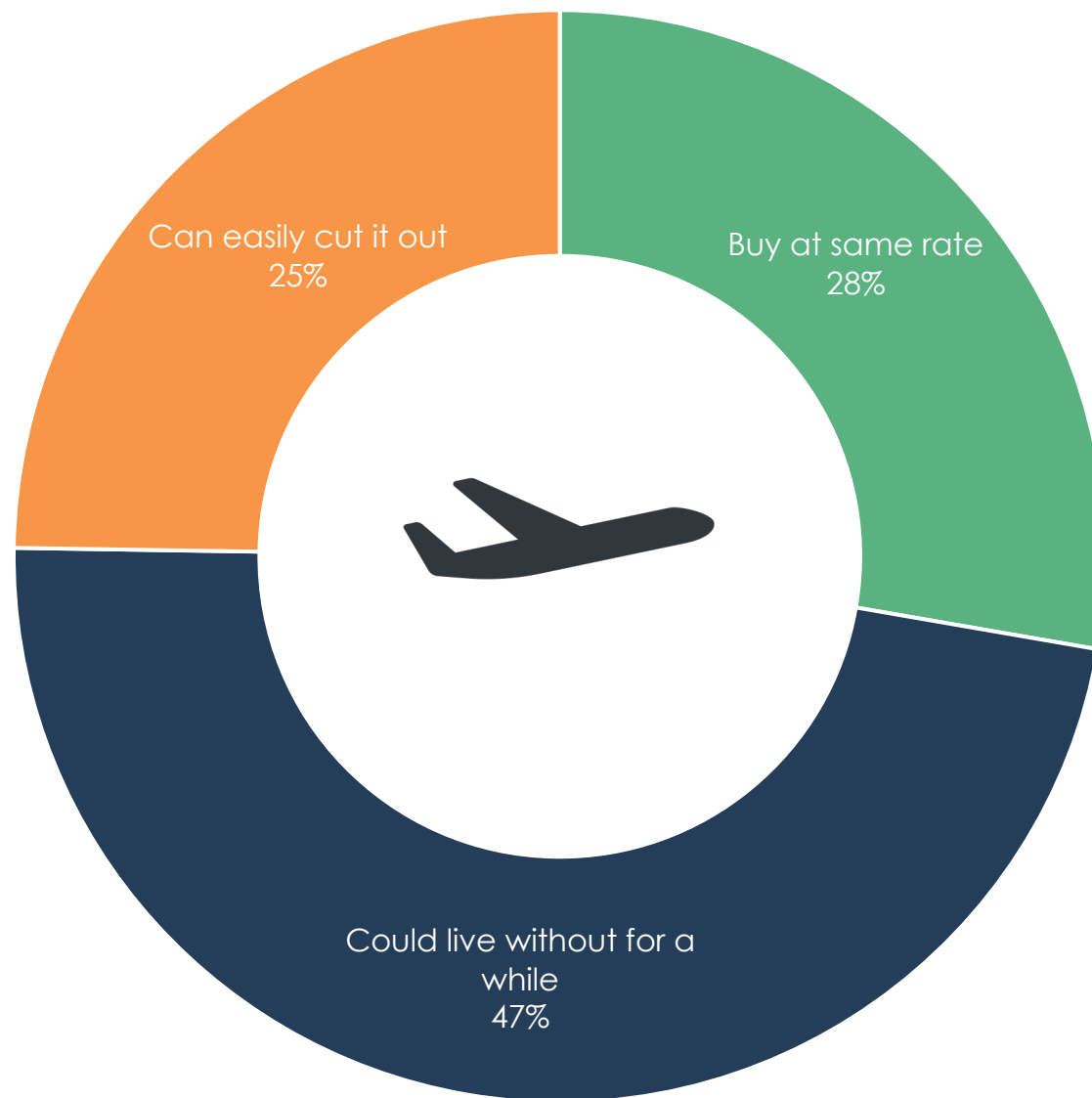


42% Parents

Travel Spending Behavior Change

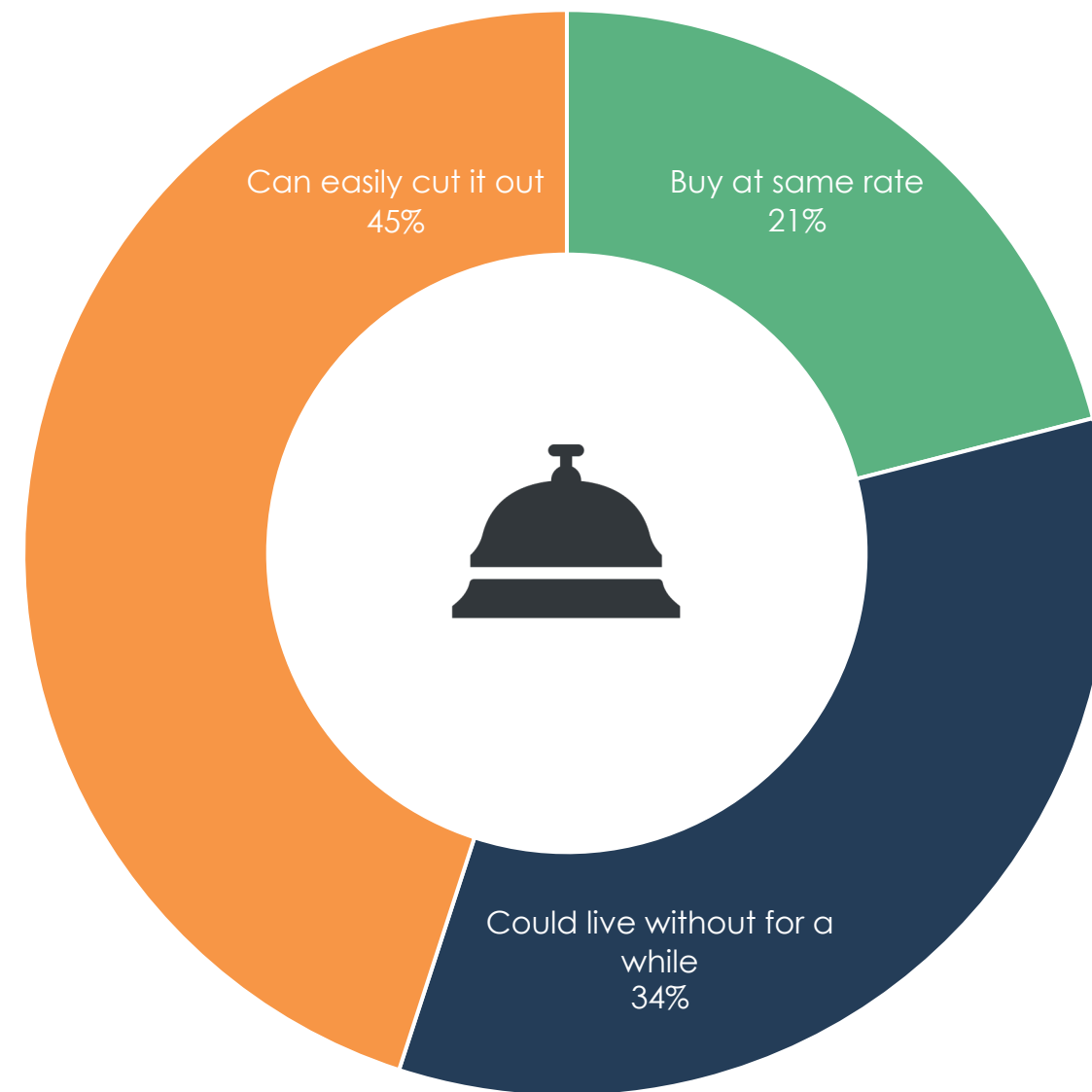
If a recession occurs, Americans are confident they could cut out hotel stays. However, most consumers could only live without flying to a destination for a little while.

Airline Tickets



Base: Purchase or plan to purchase airline tickets (n=464)

Hotel Stays



Base: Purchase or plan to purchase hotel stays (n=490)

Quality vs. Price

Most consumers will compromise quality over price for airline tickets and hotel stays. Airline tickets are the most influenced by price compared to other industries, including toys, alcohol, and fitness gear.

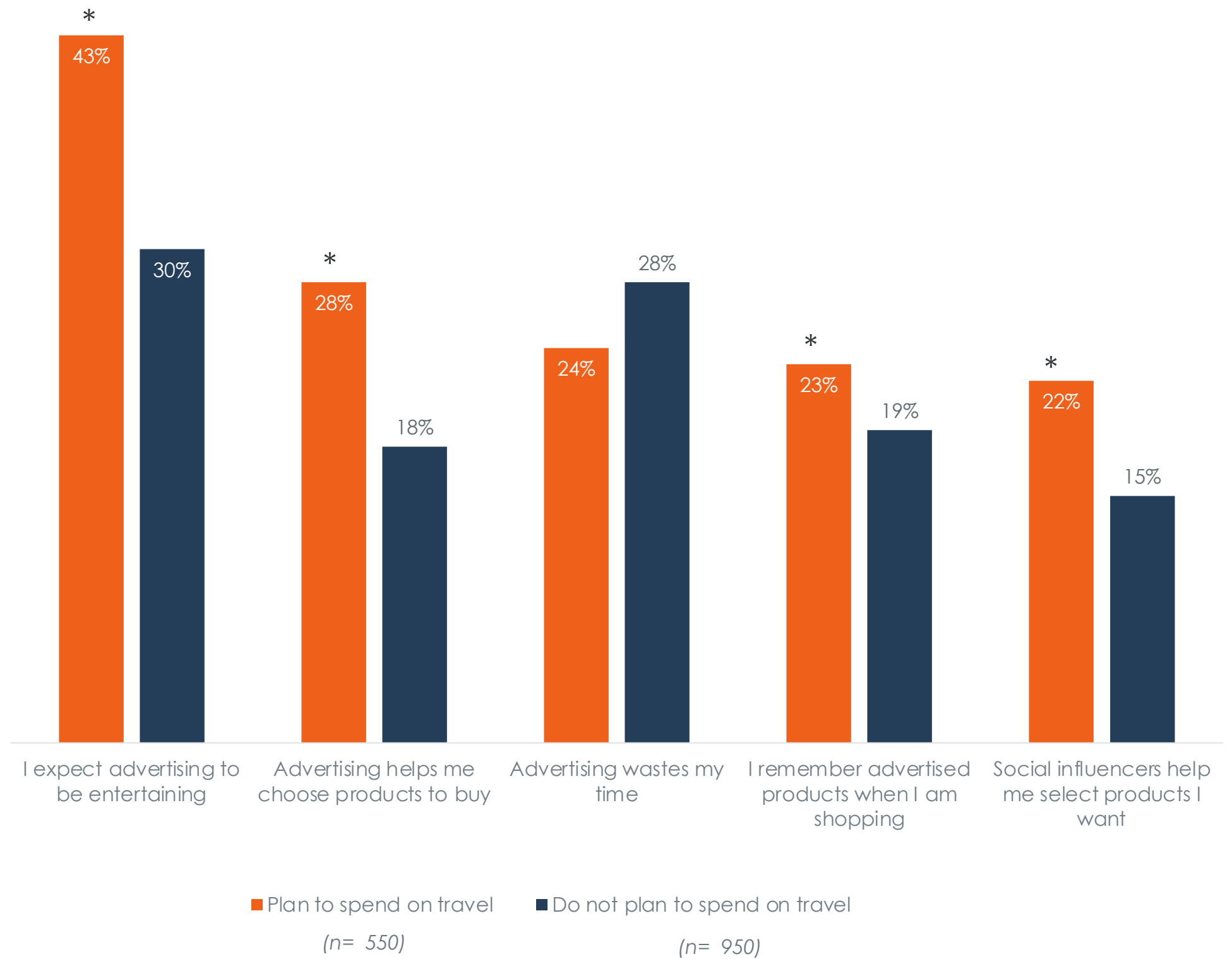
Quality Index By Industry	
Skincare	15%
Major appliances	14%
Electronics	14%
Furniture	14%
Home improvement items	9%
Fine jewelry/watches	4%
Beauty supplies	2%
Outdoor gear	1%
Apparel	0%
Fitness gear	-6%
Hotel stays	-7%
Alcohol	-12%
Toys	-16%
Airline tickets	-34%

Index created by percent who stated quality over price minus the average

Price Index By Industry	
Airline tickets	34%
Toys	16%
Alcohol	12%
Hotel stays	7%
Fitness gear	6%
Apparel	0%
Outdoor gear	-1%
Beauty supplies (not skincare)	-2%
Fine jewelry/watches	-4%
Home improvement items	-9%
Furniture	-14%
Electronics	-14%
Major appliances	-14%
Skincare	-15%

Index created by percent who stated price over quality minus the average

Those who plan to spend on travel are more receptive to advertising.



* Indicates a significant difference

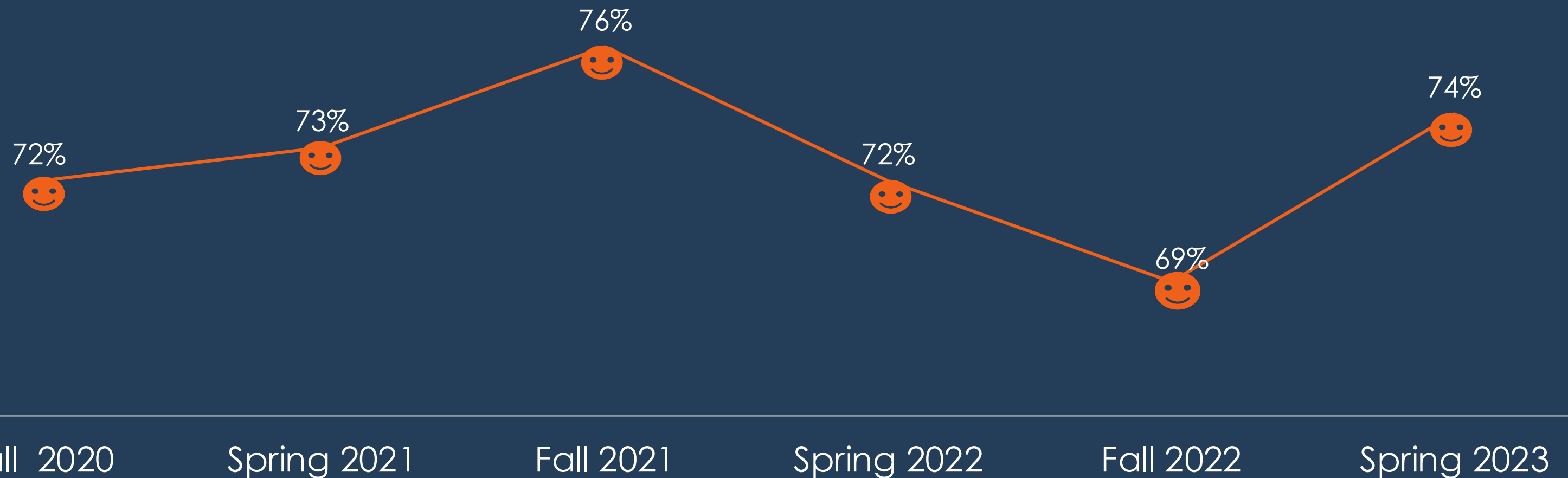
A man with dark hair and a beard, wearing a light blue dress shirt and a dark tie, is sitting at a desk. He is looking down at a document he is holding, with his right hand resting on his chin in a thoughtful pose. The desk is cluttered with papers, a pair of glasses, and a blue folder. The background is slightly blurred, showing an office environment.

External Trends Impacting Brands in Spring/Summer 2023

Consumer Optimism


Optimism levels are at the highest levels since Fall 2021.

Very/Moderately Optimistic




Finding the optimism in everyday

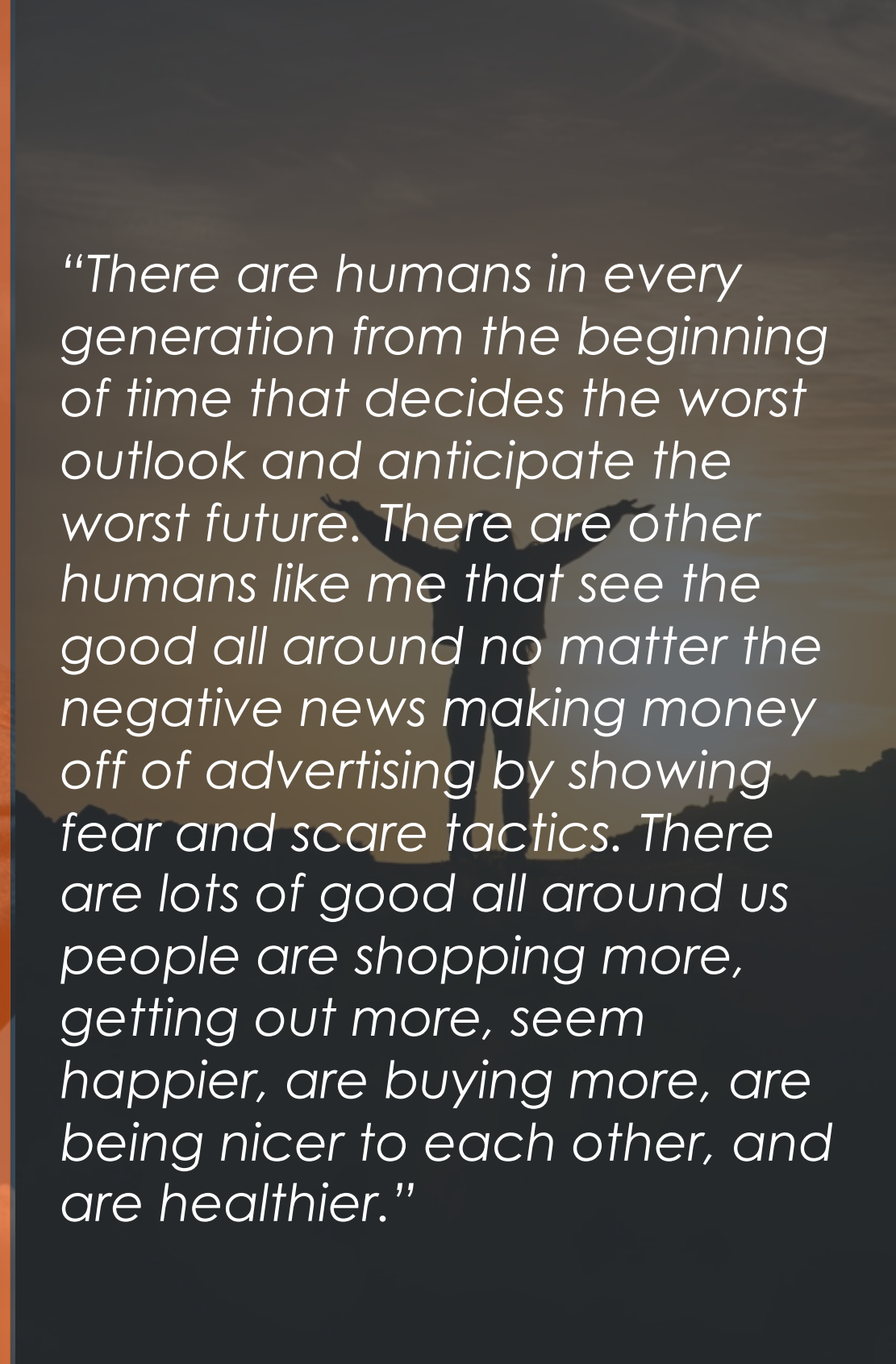
"I am optimistic about the future because of the younger generation. Today's youth are growing up in a more inclusive, diverse, and progressive world than ever before. They are passionate, informed, and eager to make a positive impact. Young people are driving change through activism, innovation, and social entrepreneurship. They advocate for a better future, demand action on important issues, and challenge the status quo."



"I am generally optimistic and believe that "tomorrow is another day", meaning every day is an opportunity to improve upon the past and make a brighter future."



"There are humans in every generation from the beginning of time that decides the worst outlook and anticipate the worst future. There are other humans like me that see the good all around no matter the negative news making money off of advertising by showing fear and scare tactics. There are lots of good all around us people are shopping more, getting out more, seem happier, are buying more, are being nicer to each other, and are healthier."



Government & inflation fuel lack of optimism

Divisive Government

“If our country were less politically and economically divisive, I would feel more optimistic. People have lost the ability to disagree in a civil manner. Our healthcare system is a nightmare. We do not take care of our society's most vulnerable.”

“People stop hating each other over politics & race, opinions. Get rid of political parties only interested in themselves.”

“Government that works for the majority of the people not just the interests that give them money.”

Inflation

“What would make me more optimistic about the future is an increase in personal finances and a decrease in the cost of everyday items and necessary products and services such as gas, clothing, utilities, and food”

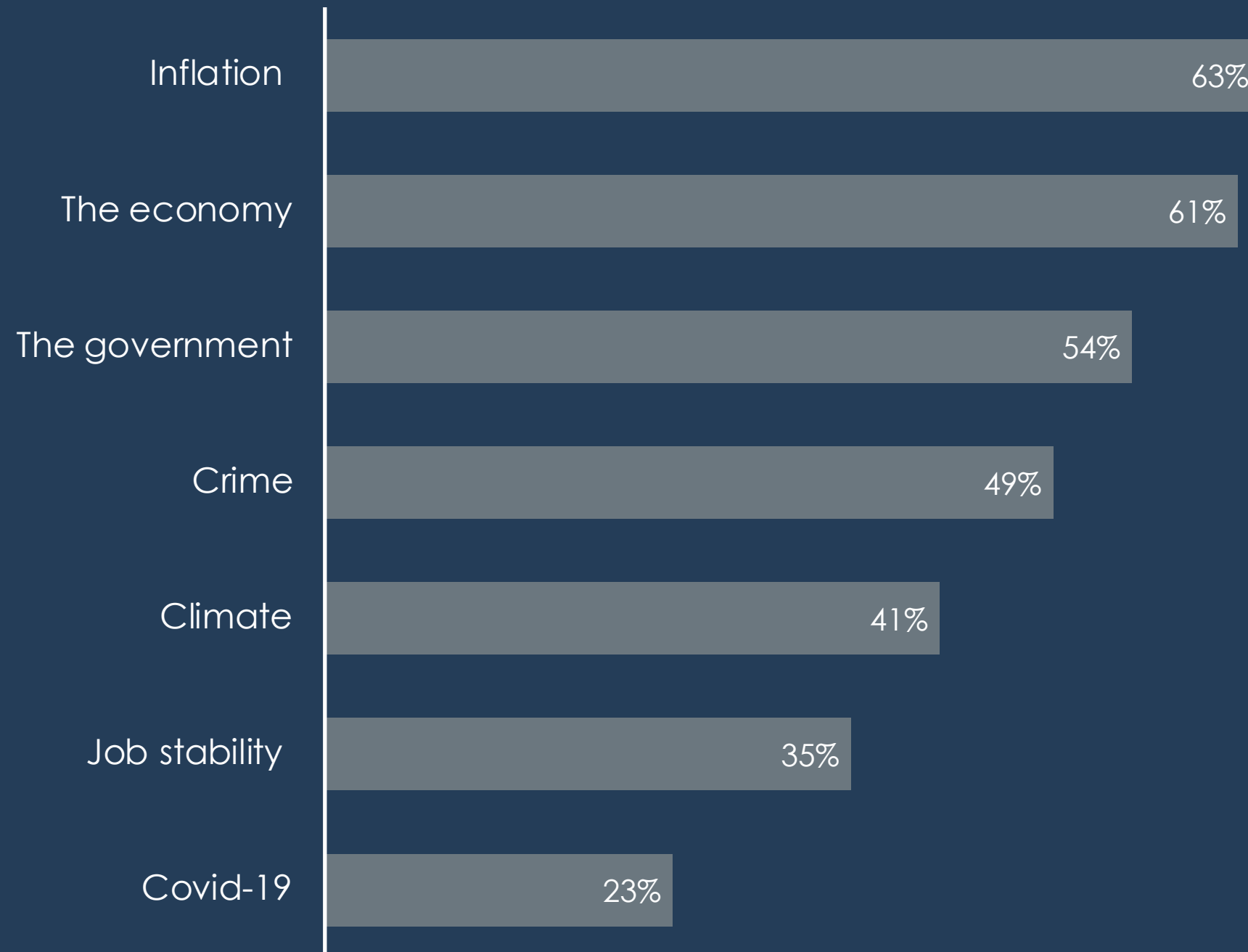
“If inflation were to go down.”

“Making sure I am financially stable and have money for my son.”

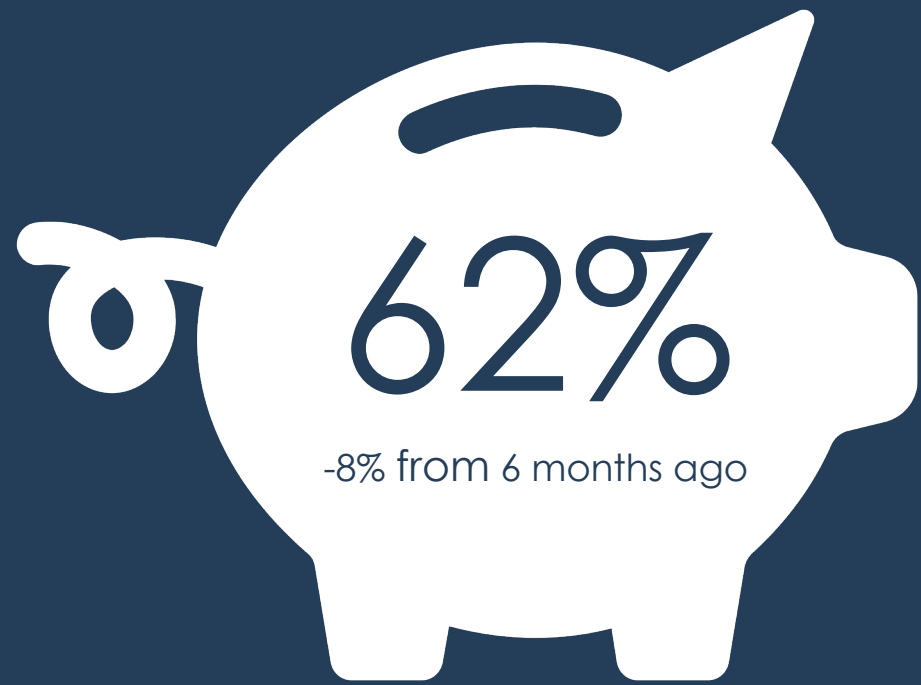
Top Concerns Impacting Consumers

Inflation and the economy are the leading issues impacting Americans.

Extremely/Very Concerned
(5-point scale)



Consumers are still in saving mode, particularly those who live in rural areas out West.



**More Budget
Conscious in the Last 6
Months**

Who is Significantly More Likely to Be in Saving Mode



69% Live in Rural area



66% Live in the West

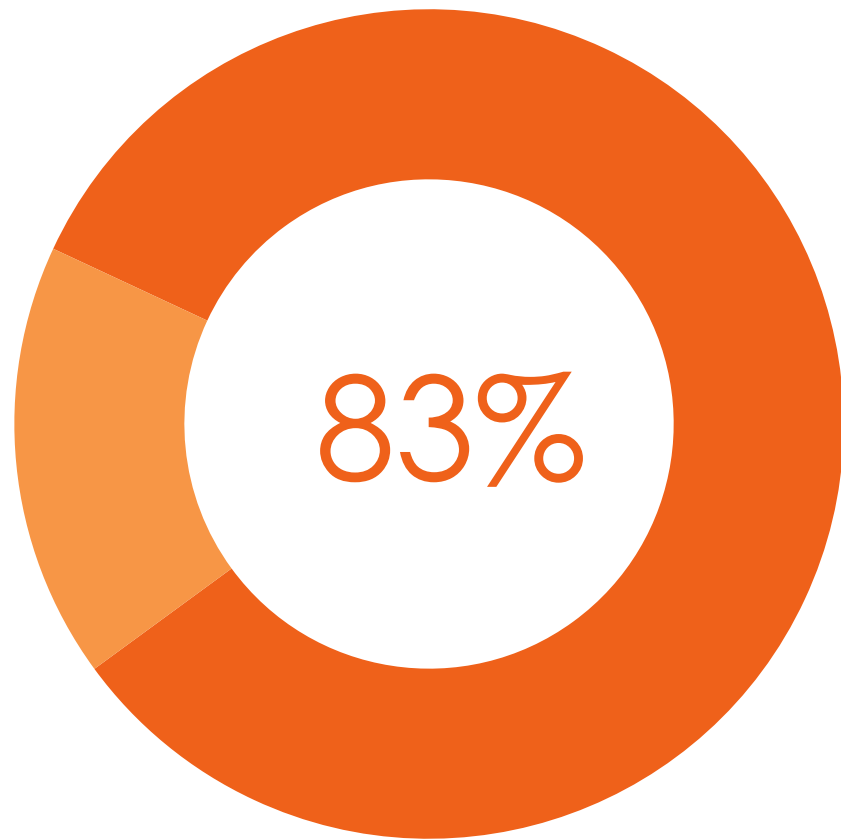
B

65% Baby boomers

Spending Behavior Changes

Consumers are couponing and shopping at discount stores more. ?

Changed Spending Behavior in the Last 3 Months



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



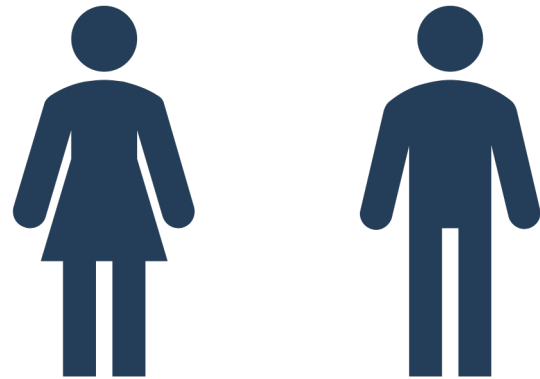
Ways Spending Behaviors Have Changed



Base: Spending behavior has changed (n=1,250)

Respondent Overview

Gender



51%
Female

49%
Male

*<1% other identity

Generation

42 years old
Median Age

Z 16% Gen Z

X 30% Gen X

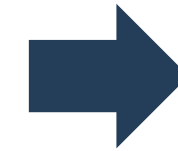
M 35% Millennials

B 18% Baby Boomers

Parental Status



40%
Have children

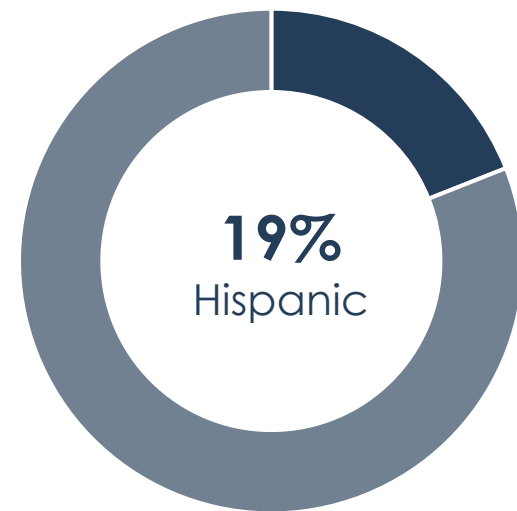


57%
Moms

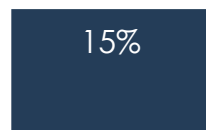


43%
Dads

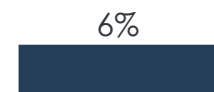
Ethnicity



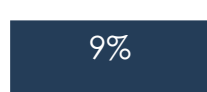
White



Black



Asian



Mixed/Other/Prefer not to say

Household Income

