

Bespoke Market Intelligence

Spending Comfort & Travel Intentions

April 2022

Consumer Spending & Travel

Key Takeaways:

Spending Sentiment – Net Negative

- Consumers report a net negative sentiment toward spending money at the moment relative to what they would consider to be normal.
- Factors like Inflation and Gas Prices are having a much more of a negative impact than the lift respondents are getting from positives we asked them about (increased wages, WFH flexibility, tax refund checks, saved money during pandemic, Covid ending, home value, investments performance).

Spending Color Varies By Income Band

- Comfort spending money varies greatly by income band. The lower the income, the tighter the wallet is right now.

Mixed Feedback on Travel

- Interest in taking trips/vacations is significantly greater than interest levels in 2021 and 2020. Interest in taking trips in 2022 even eclipses interest levels in 2019 (pre-pandemic). Consumers are considerably more likely to take domestic travel compared to international. Despite the increased interest in travel this year, travel is one of the top areas consumers are delaying or cancelling because of inflation/gas prices.

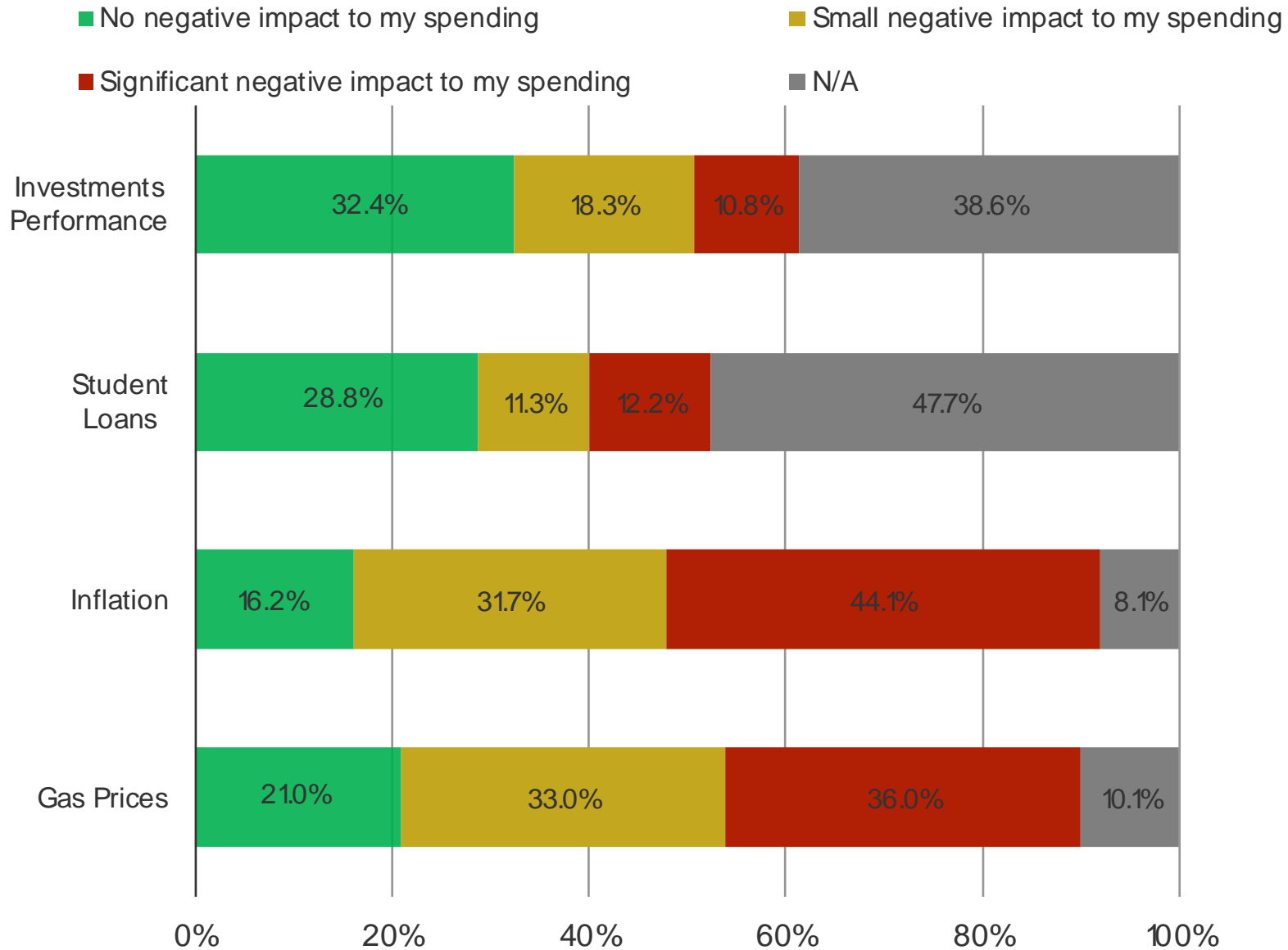
Travel Plans Tracked Sequentially

- From our monthly tracker, bookings and planned travel / theme park visits ran up through the end of 2021, but have pulled back in the early months of 2022.

Consumer Spending & Travel

Are any of the following currently negatively impacting your ability to spend money on discretionary (ie, non-essential) items?

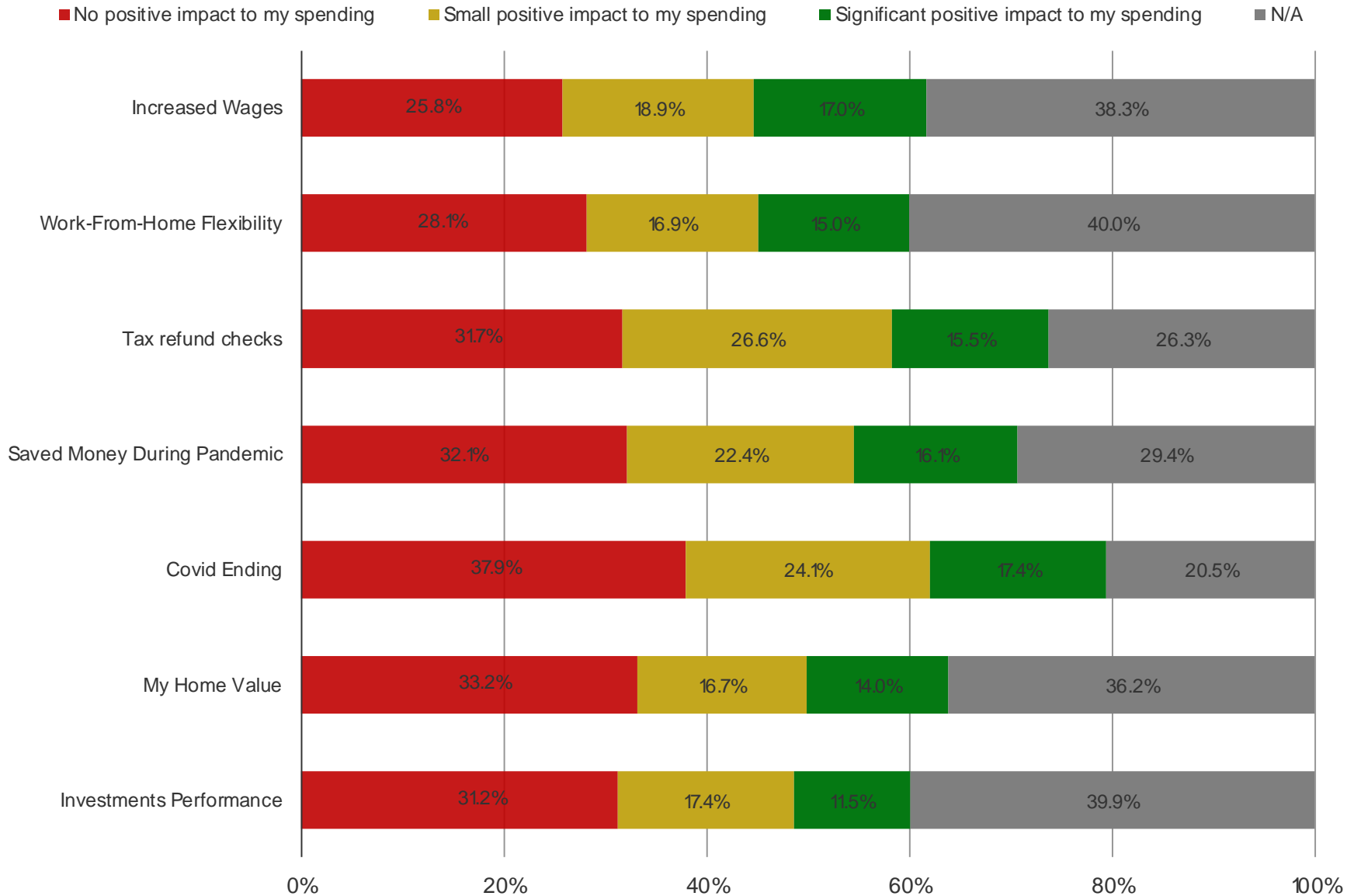
Posed to all respondents. (N=9953)



Consumer Spending & Travel

Are any of the following currently positively impacting your ability to spend money on discretionary (ie, non-essential) items?

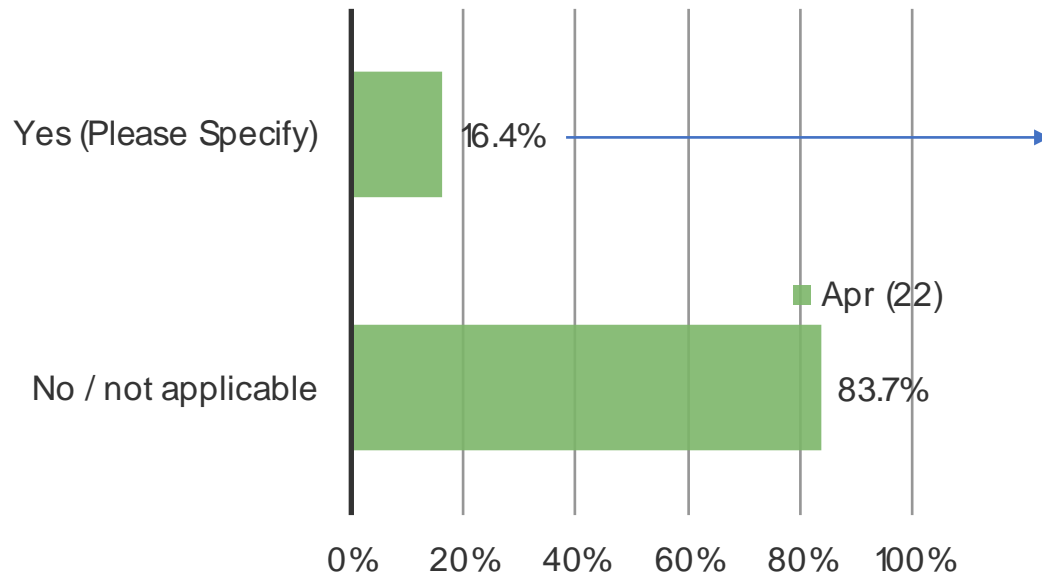
Posed to all respondents. (N= 9953)



Consumer Spending & Travel

Is there anything you can specifically think of that you have been spending more on recently as a result of either Covid ending or positive financial developments for you personally?

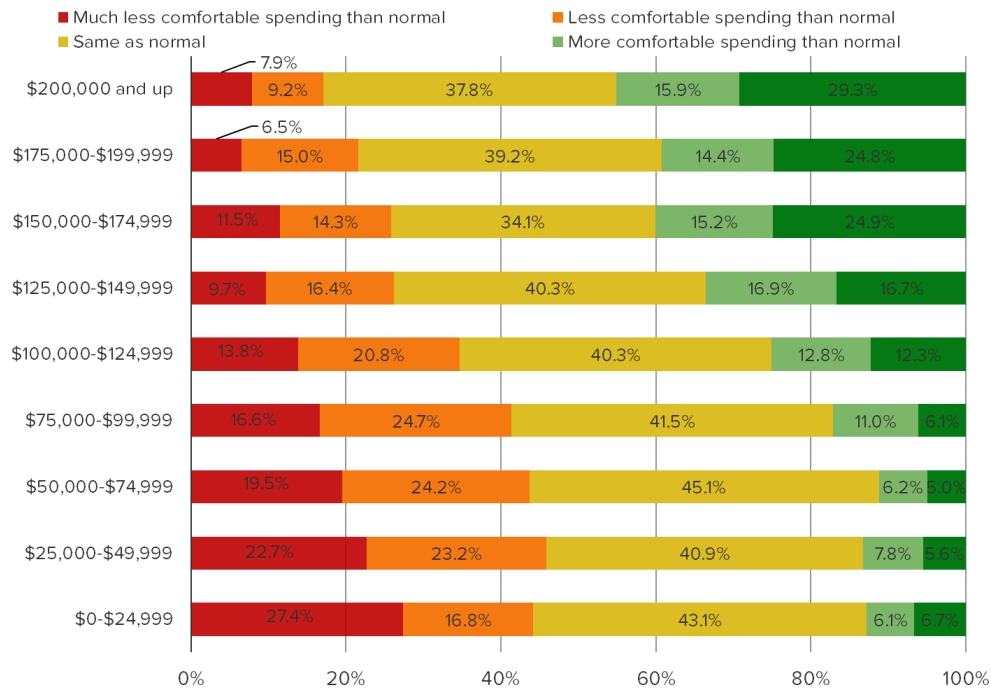
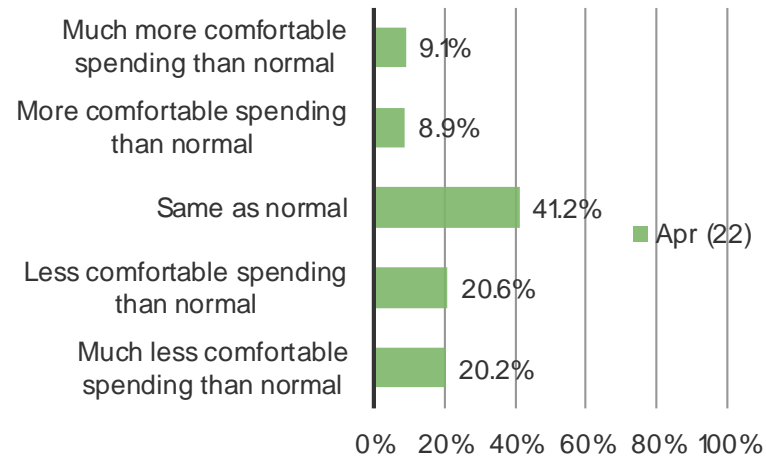
Posed to all respondents. (N=9953)



Consumer Spending & Travel

Taking all factors into consideration, how comfortable do you currently feel in spending on discretionary (ie, non-essential) items, compared to what you would consider to be normal for you?

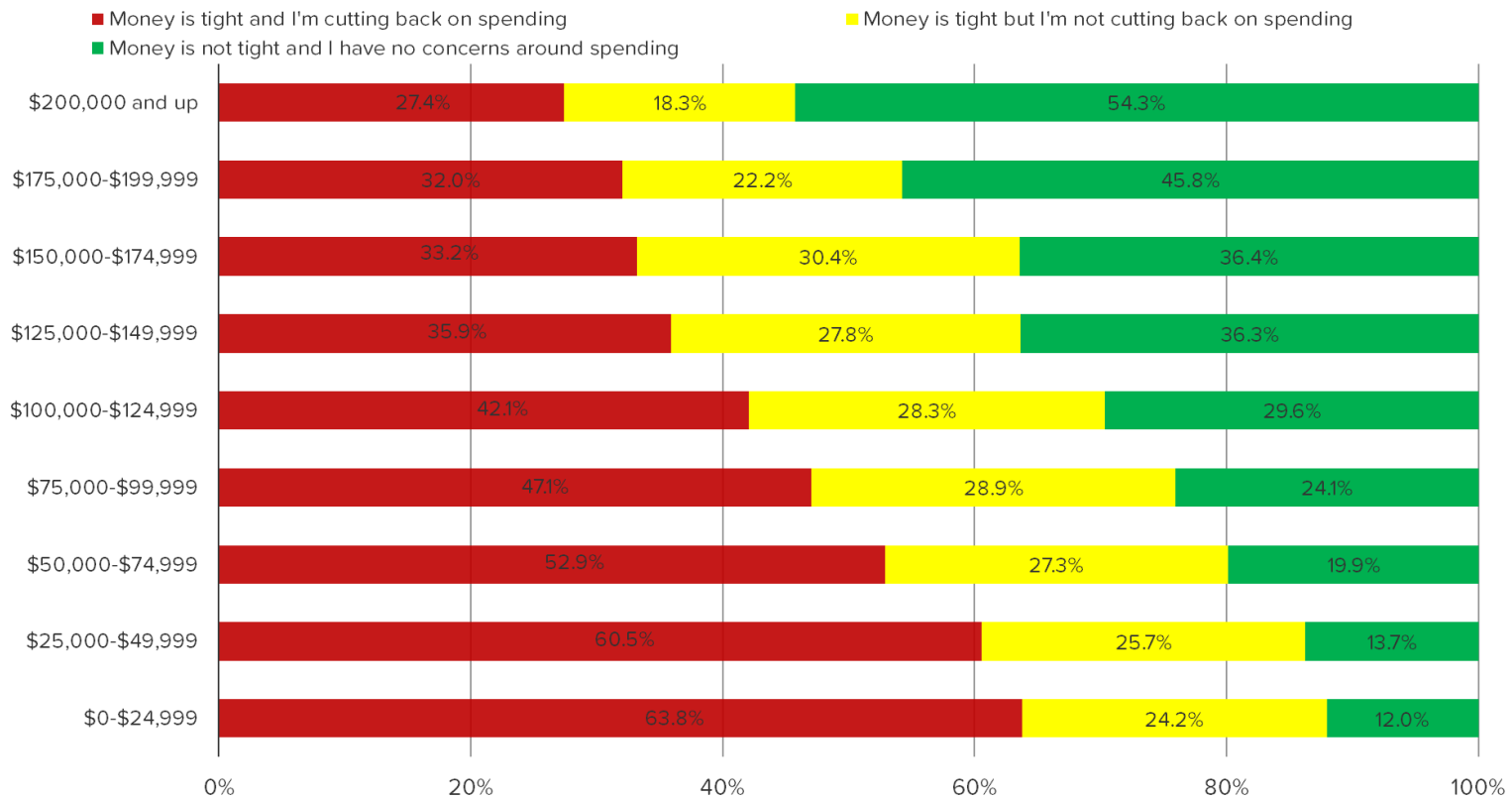
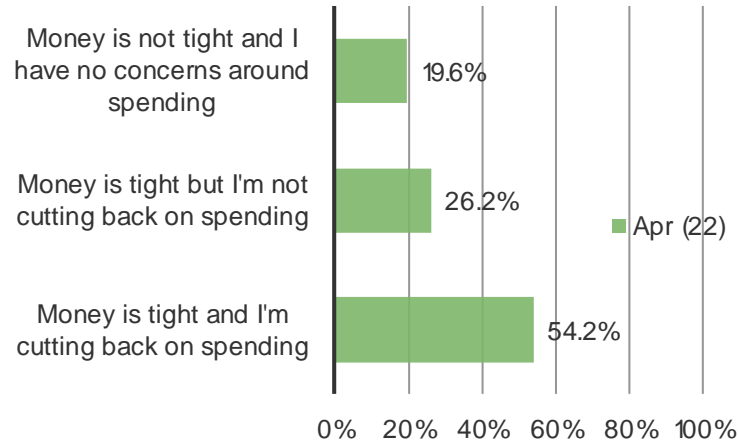
Posed to all respondents. (N=9953)



Consumer Spending & Travel

Which of the following best describes you:

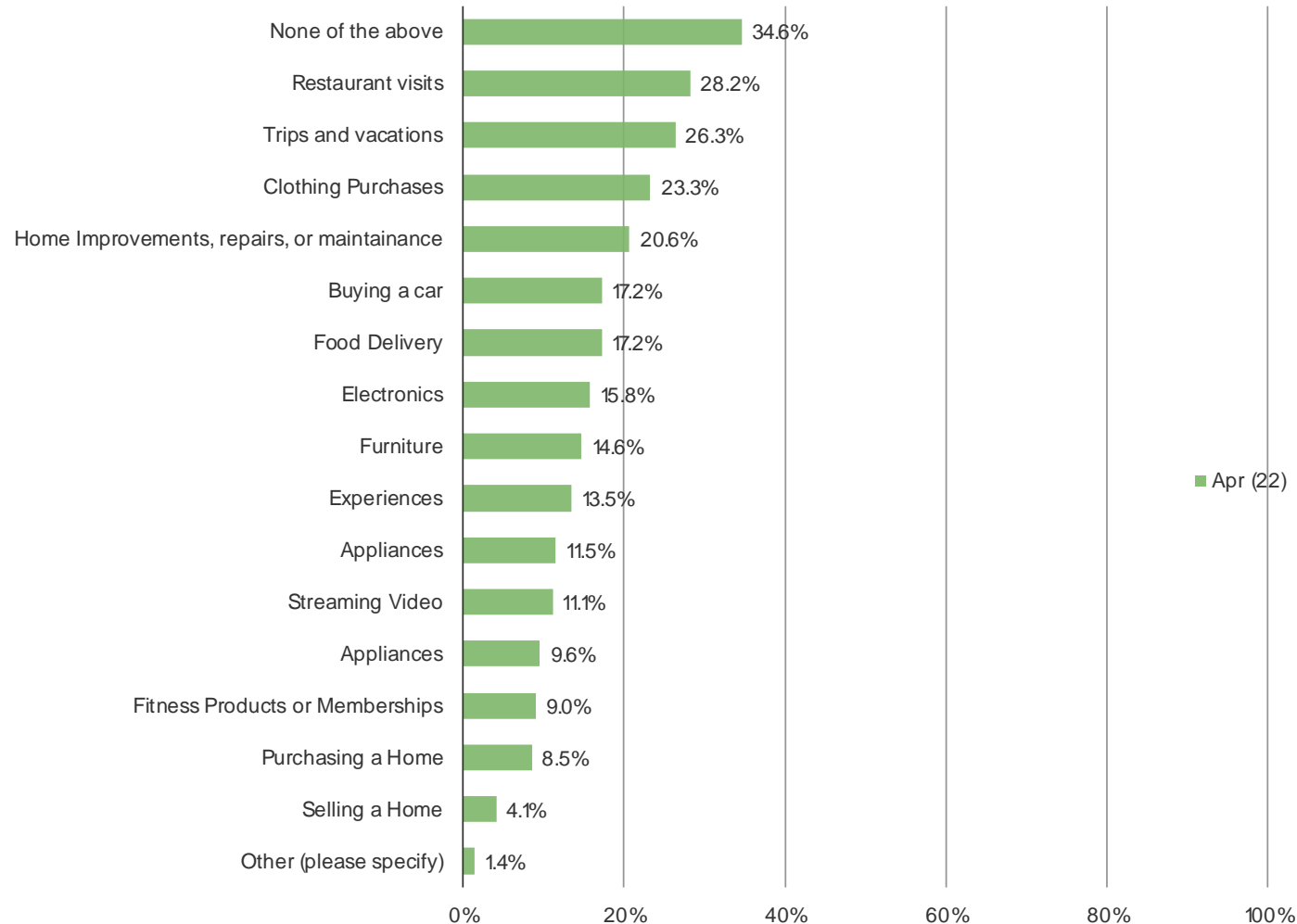
Posed to all respondents. (N=9953)



Consumer Spending & Travel

Have you canceled or delayed spending on any of the following in the past month? Please select all that apply IE - you were planning or looking into spending on the following and decided to cancel or delay spending on it.

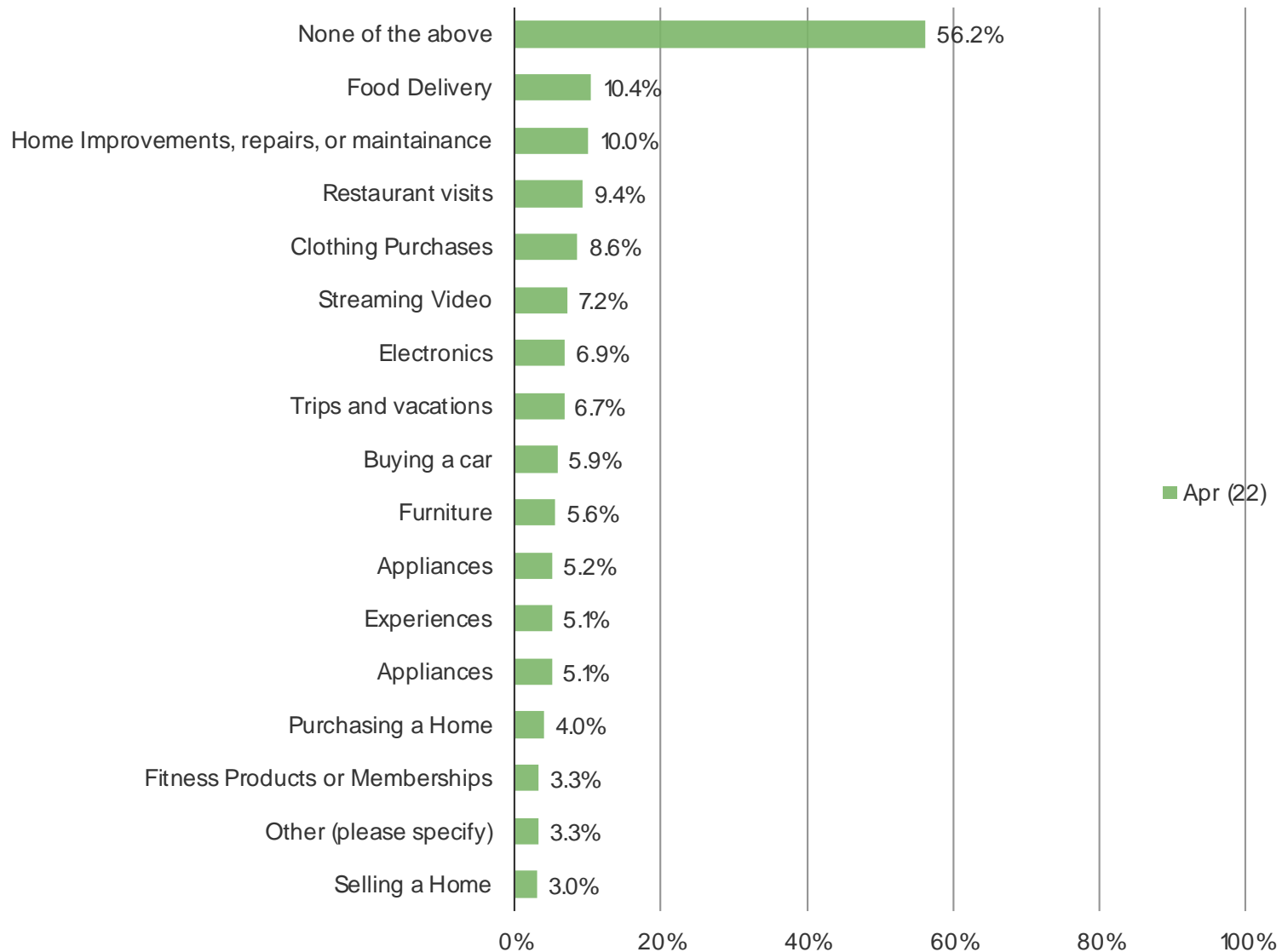
Posed to all respondents. (N=9953)



Consumer Spending & Travel

Have you recently or are you currently increasing spending on any of the following? Please select all that apply

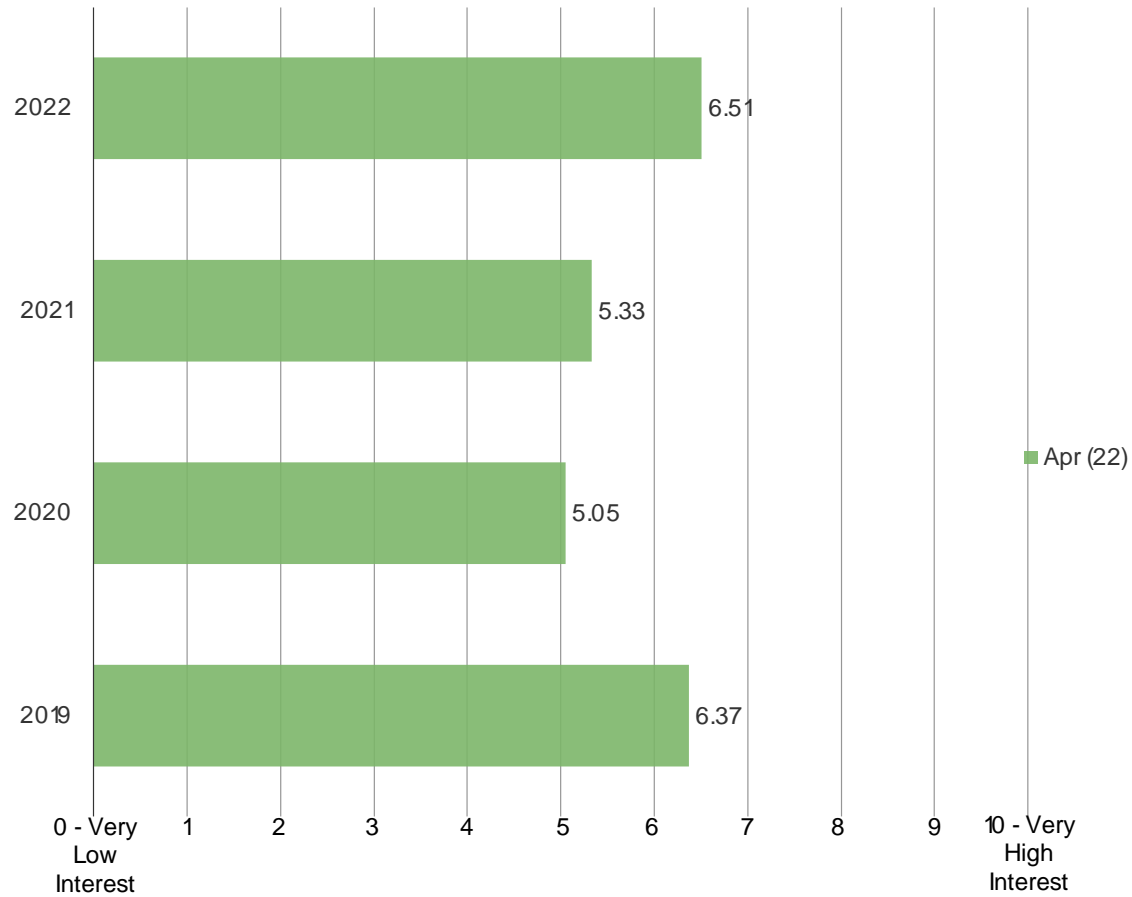
Posed to all respondents. (N=9953)



Consumer Spending & Travel

Please describe your interest level in taking trips/vacations during the following years...?

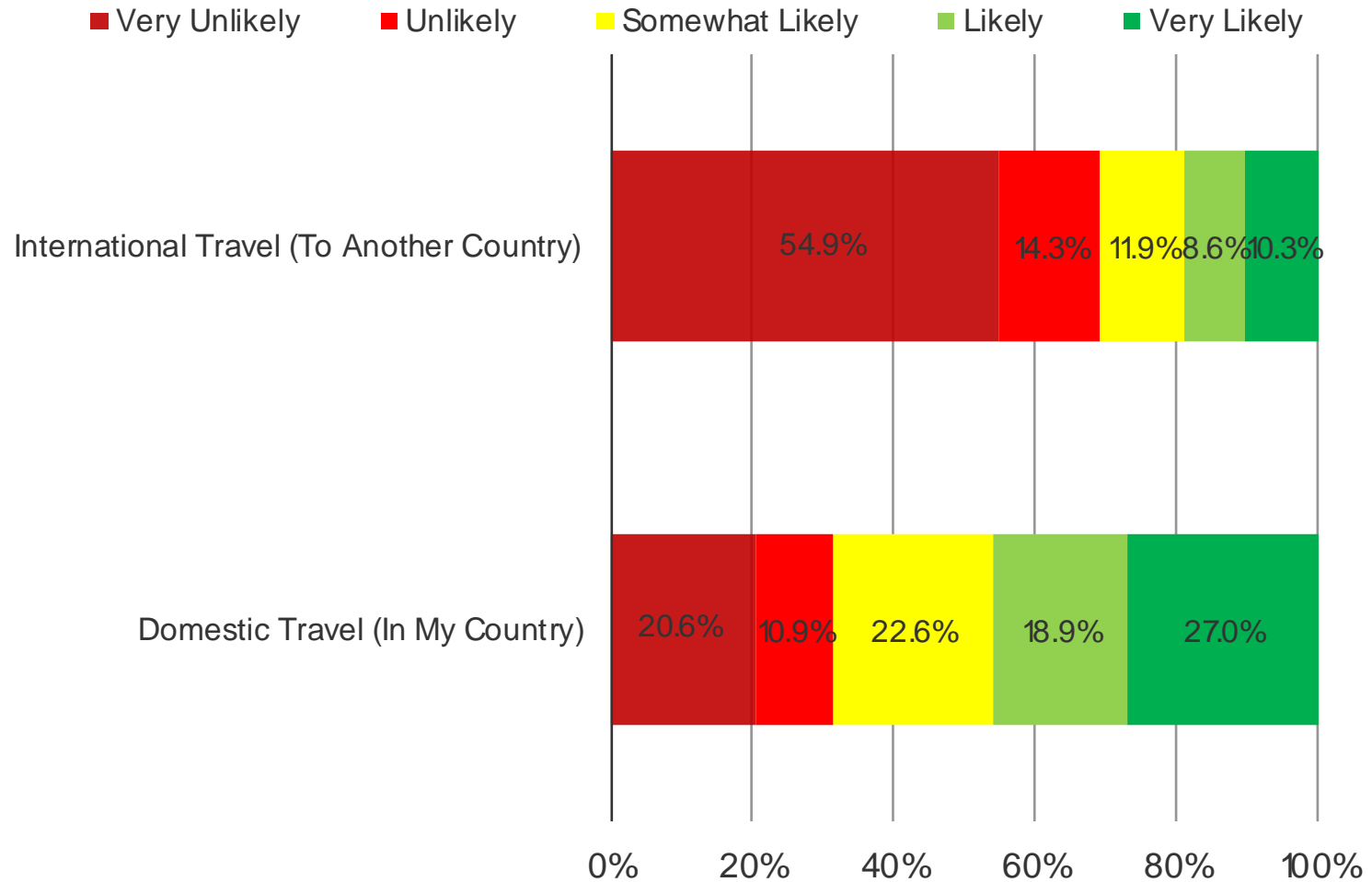
Posed to all respondents. (N=9603)



Consumer Spending & Travel

How likely are you to take a trip/vacation between now and the end of the year?

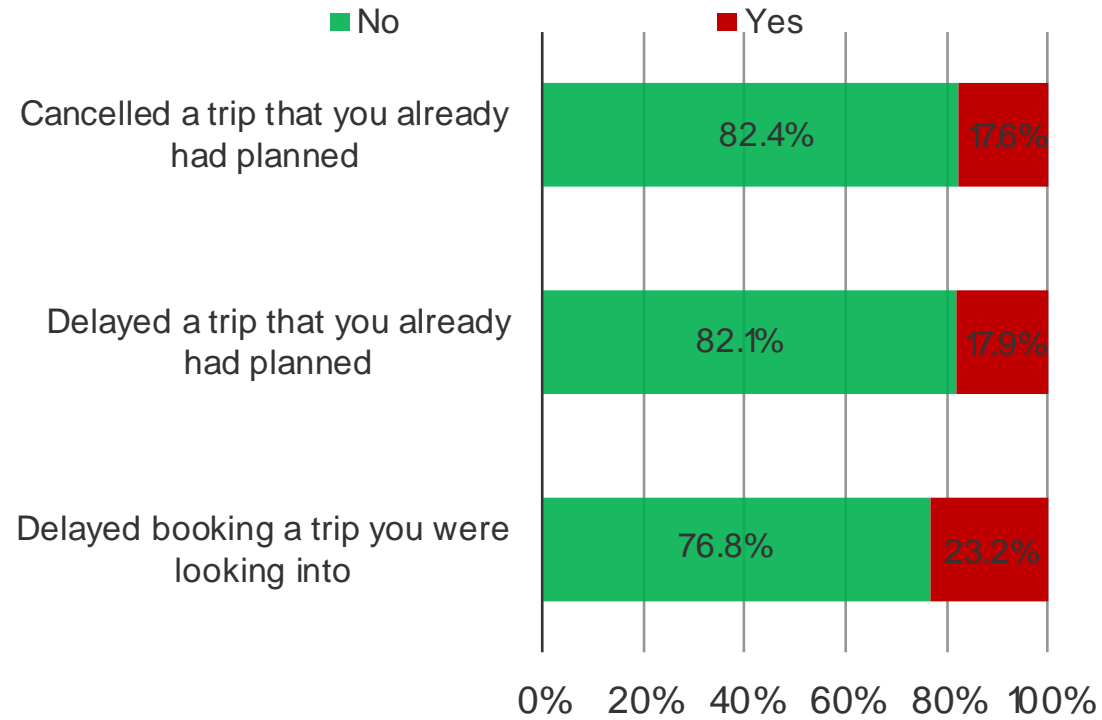
Posed to all respondents. (N=9603)



Consumer Spending & Travel

Have you done any of the following in the past 1 month:

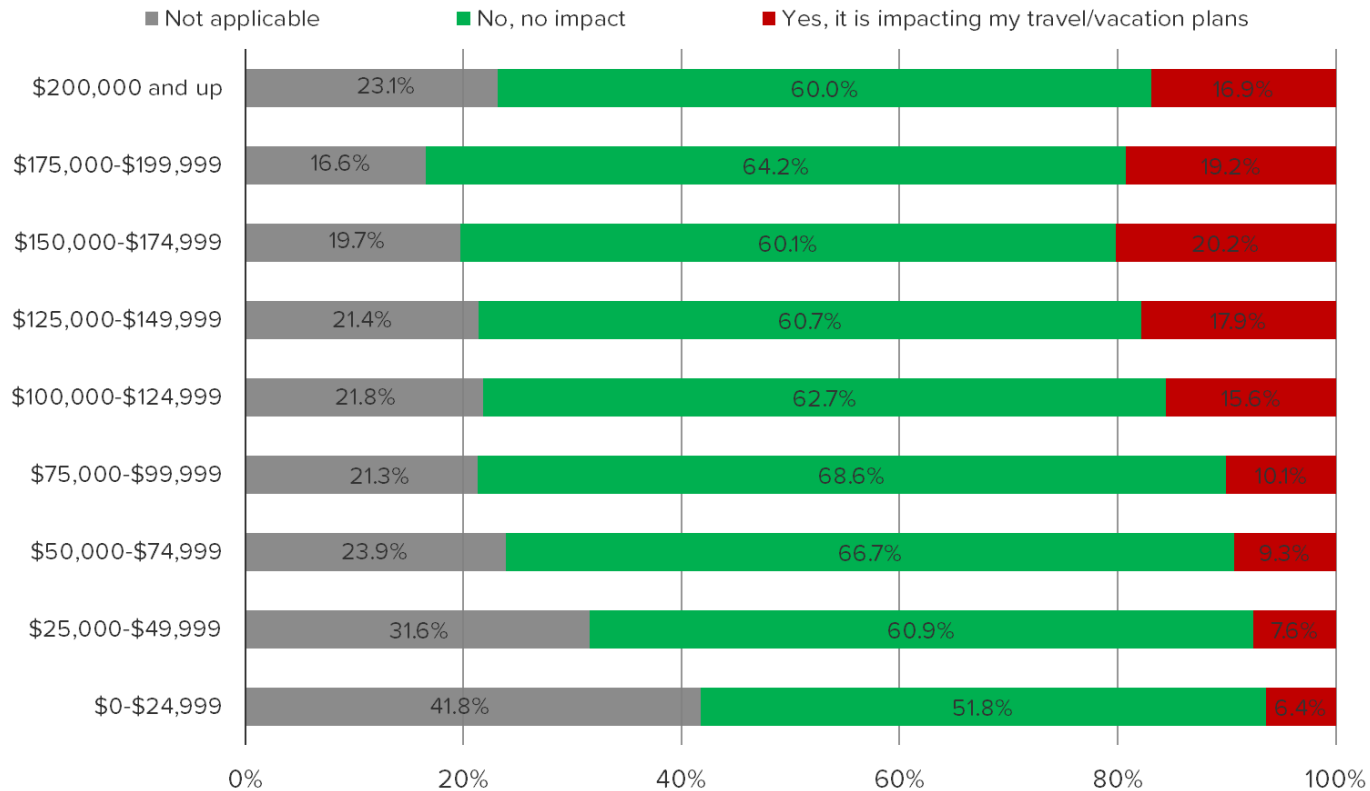
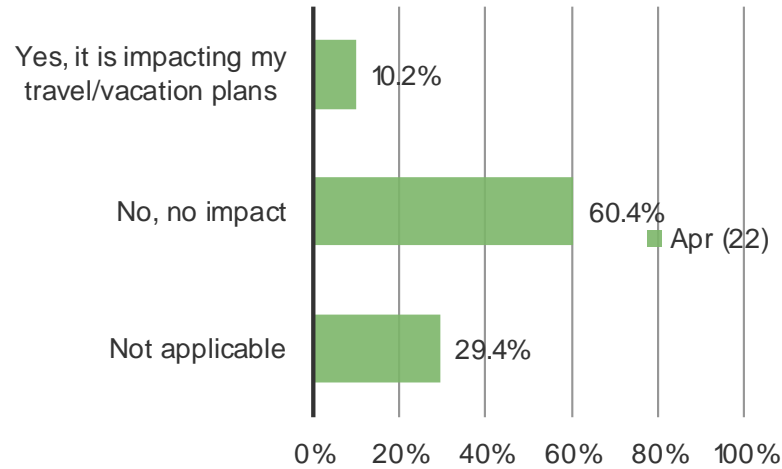
Posed to all respondents. (N=9603)



Consumer Spending & Travel

Is the war in the Ukraine impacting your travel/vacation plans this year?

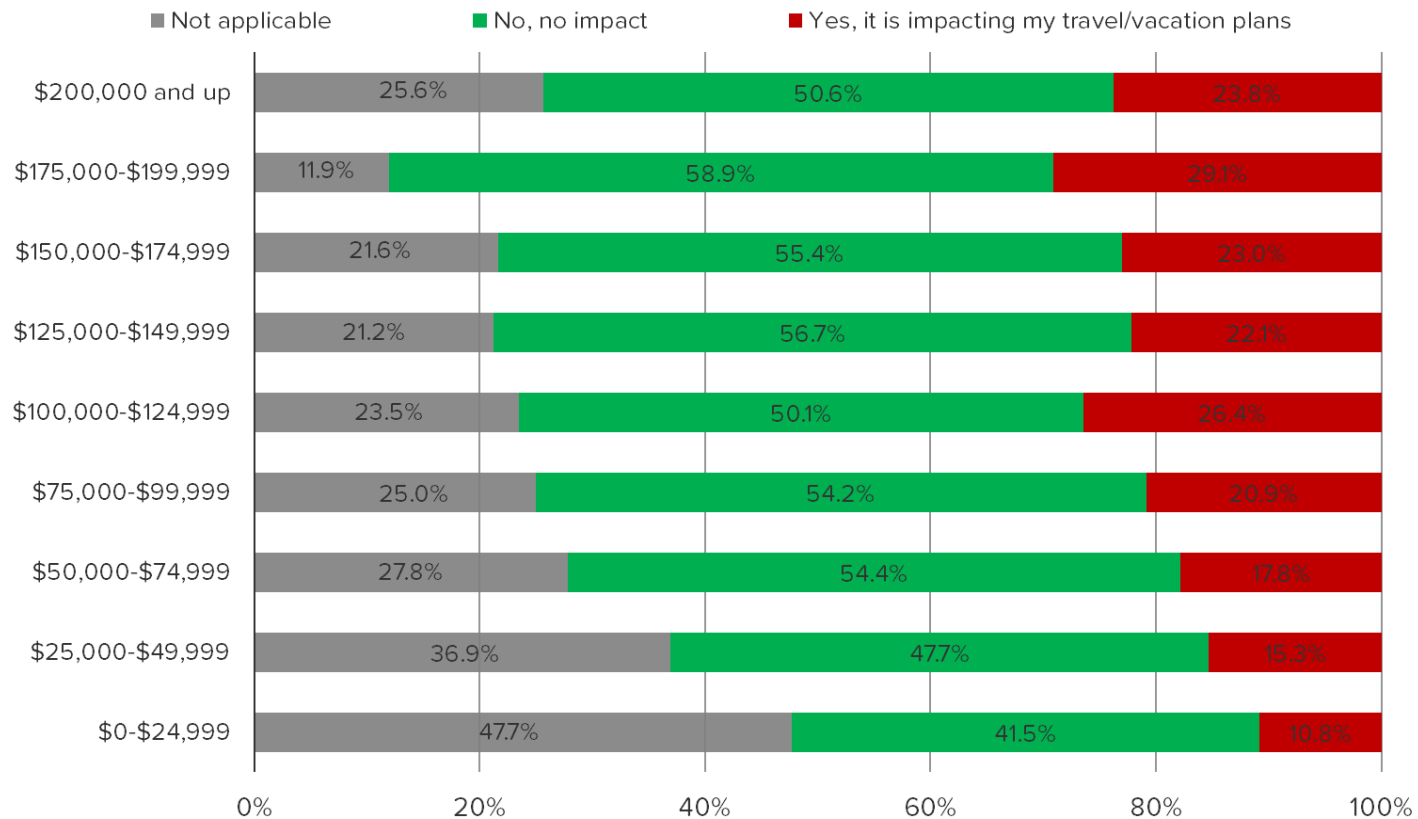
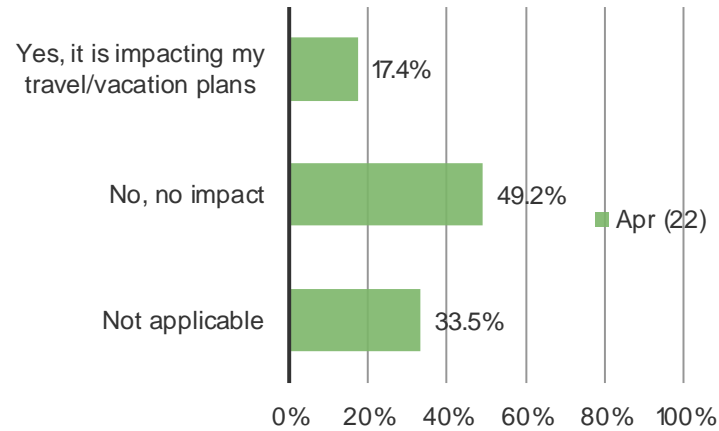
Posed to all respondents. (N=9603)



Consumer Spending & Travel

Are flight costs impacting your travel/vacation plans this year?

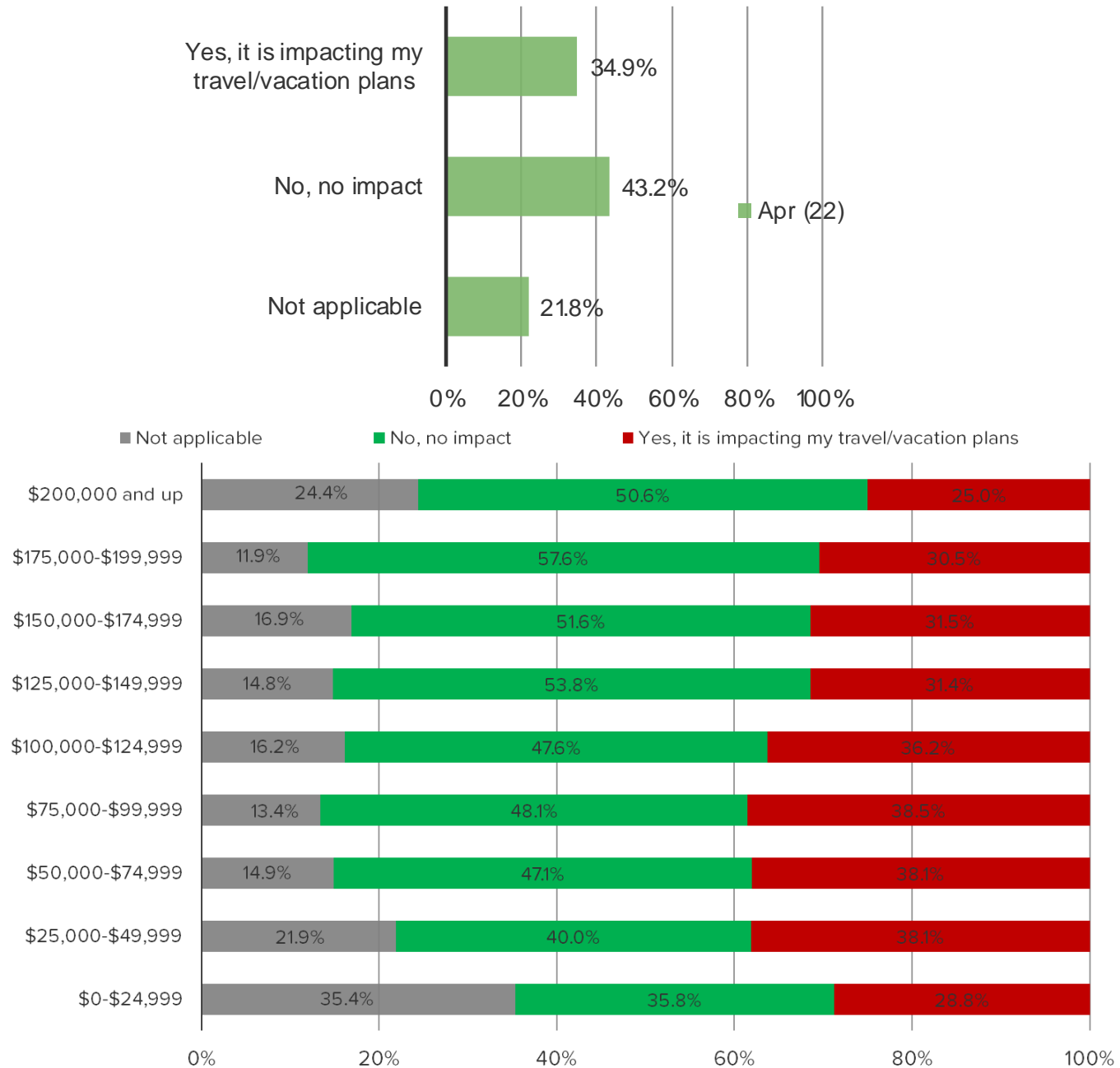
Posed to all respondents. (N=9603)



Consumer Spending & Travel

Are gas prices impacting your travel/vacation plans this year?

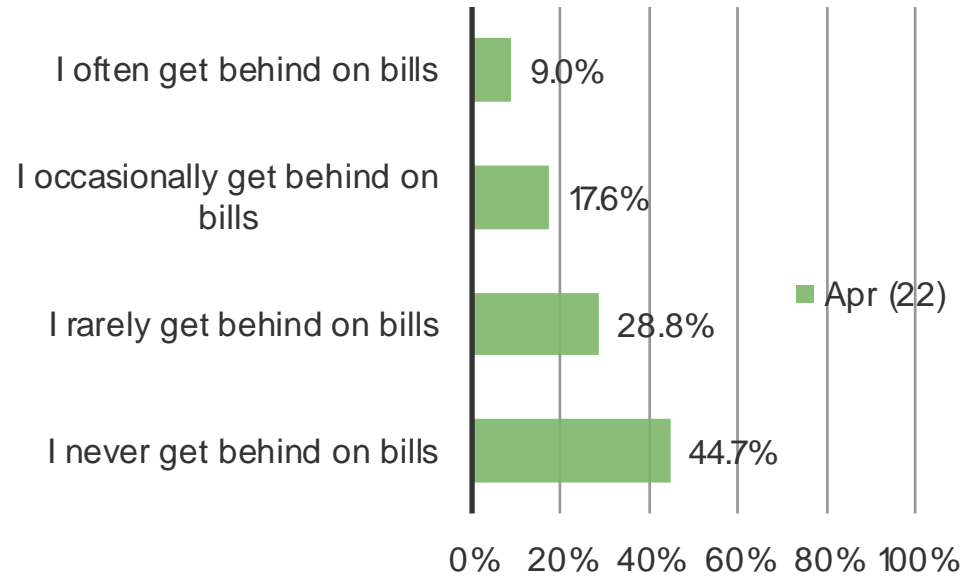
Posed to all respondents. (N= 9603)



Consumer Spending & Travel

Which of the following best describes you currently:

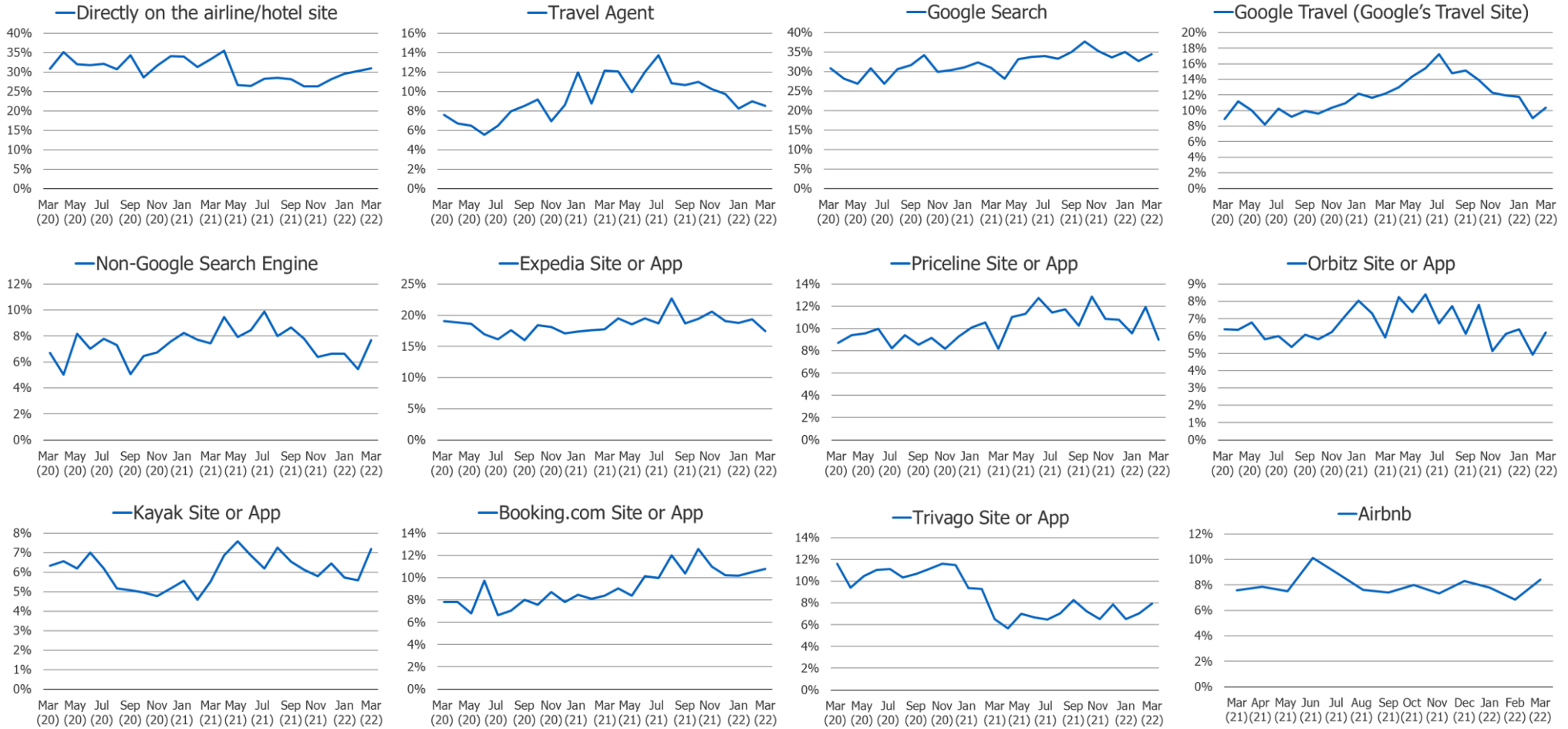
Posed to all respondents. (N=9953)



Consumer Spending & Travel

If you were looking to book travel today (hotel or flight), where would you start your search?

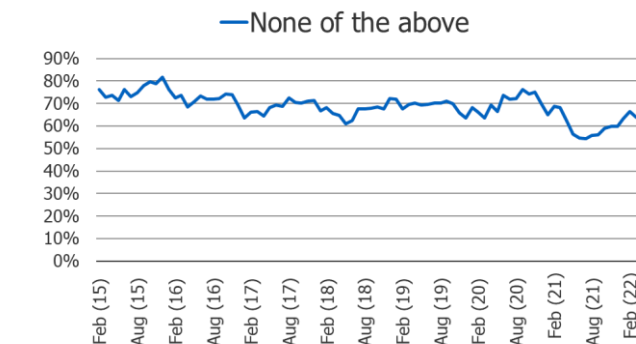
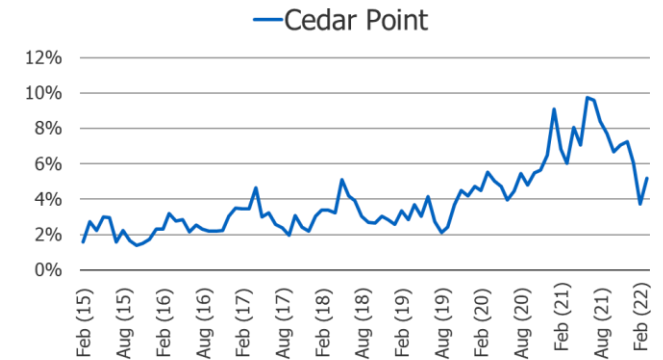
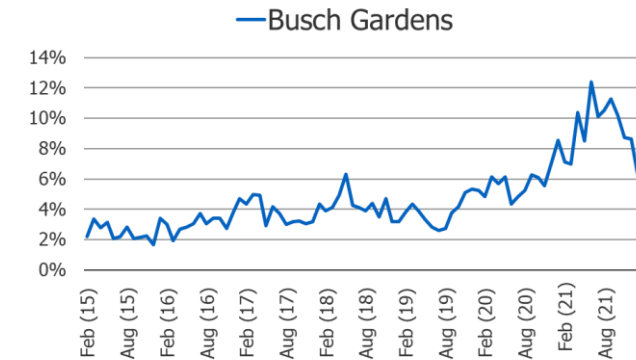
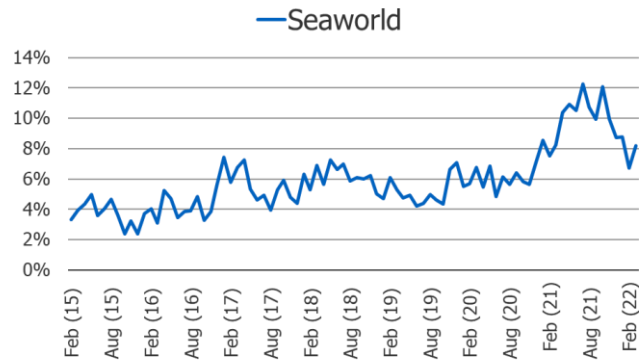
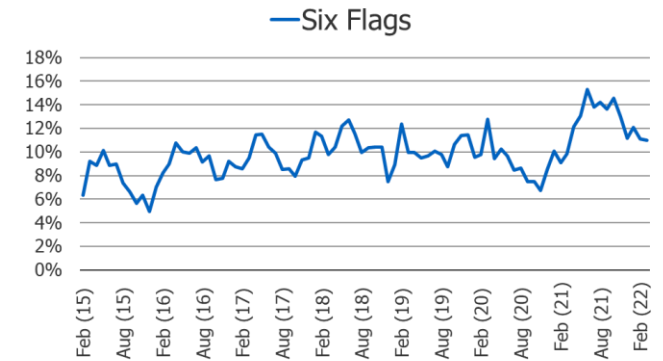
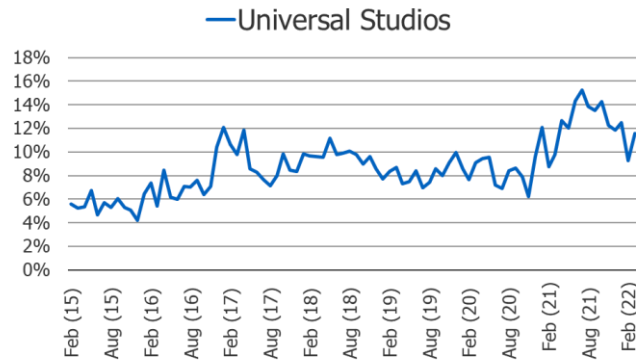
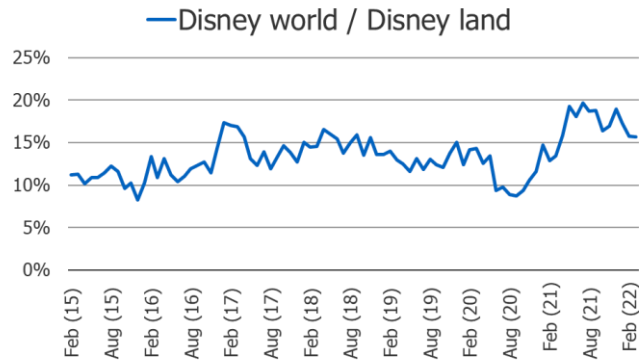
Posed to all respondents (N = 1,500)



Consumer Spending & Travel

Do you plan to visit any of the following in the next six months?

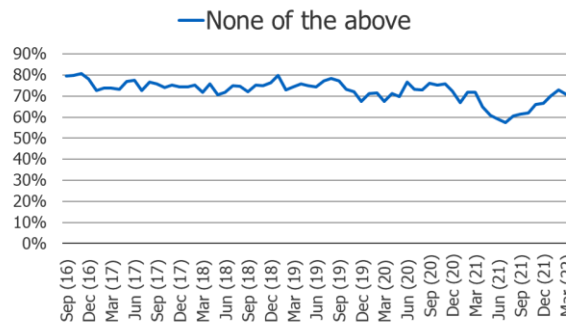
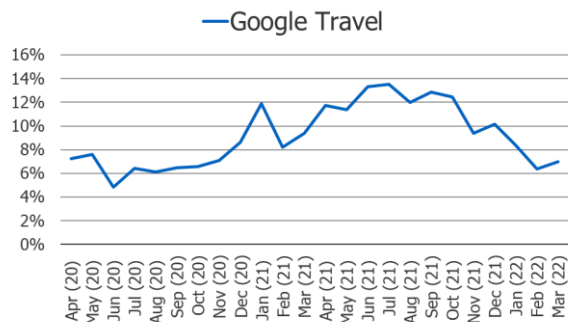
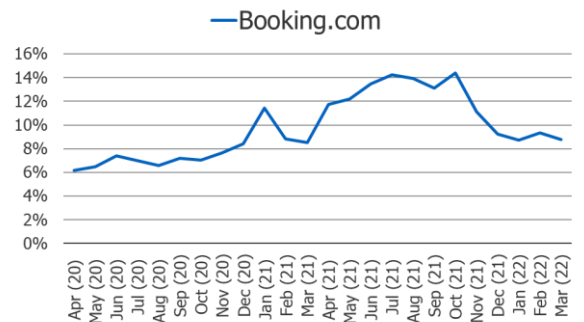
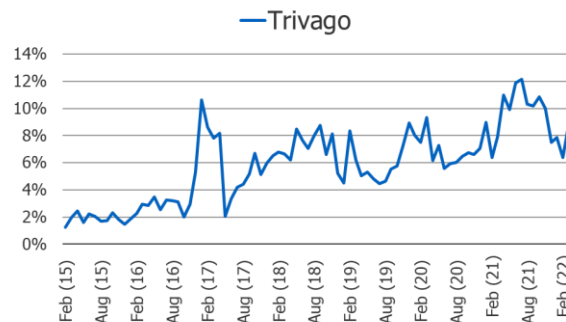
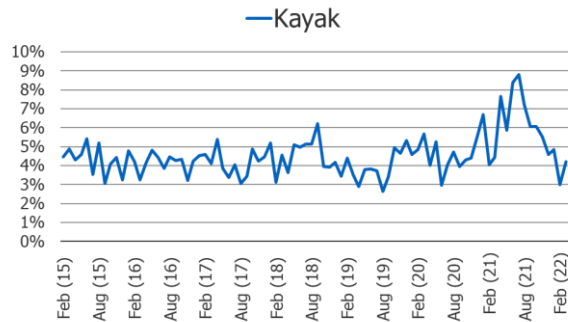
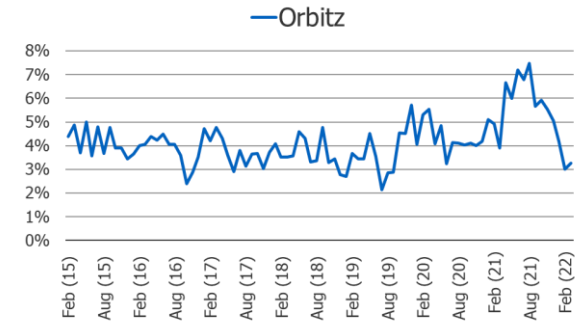
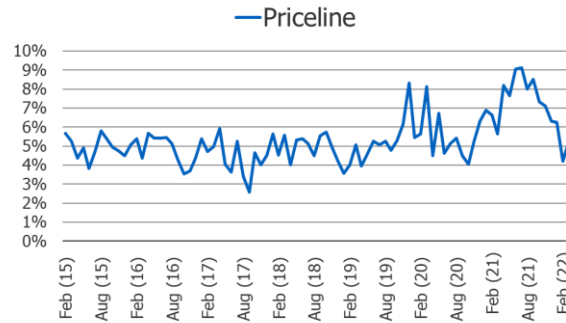
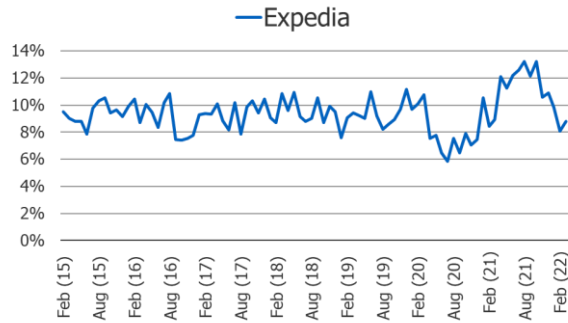
Posed to all respondents (N = 1,500)



Consumer Spending & Travel

Have you booked a flight through any of the following in the past three months?

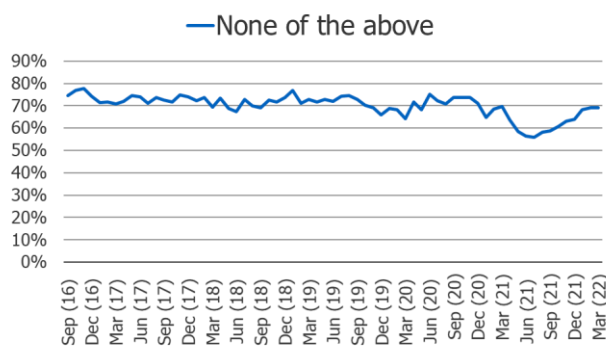
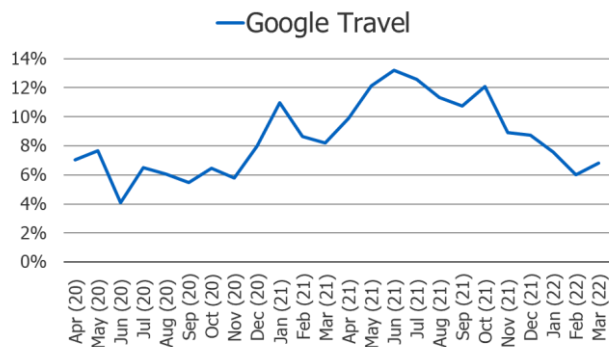
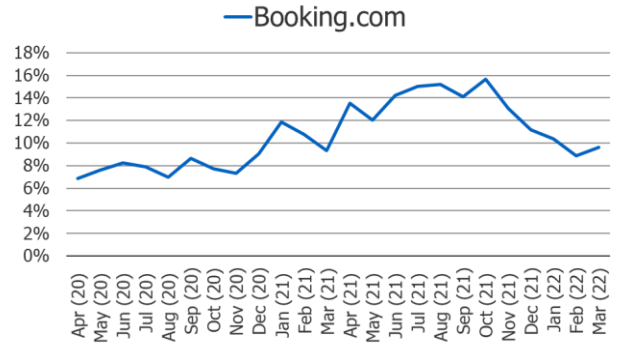
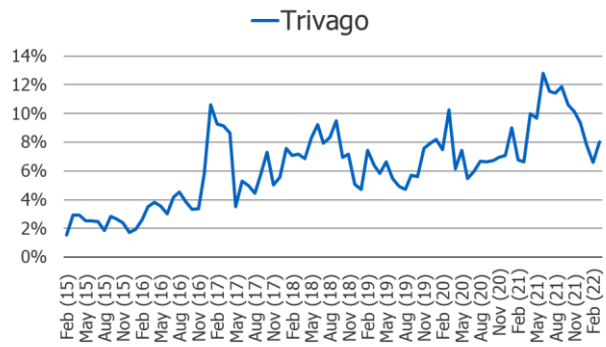
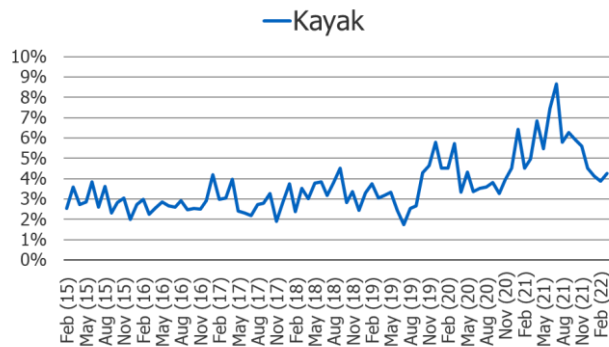
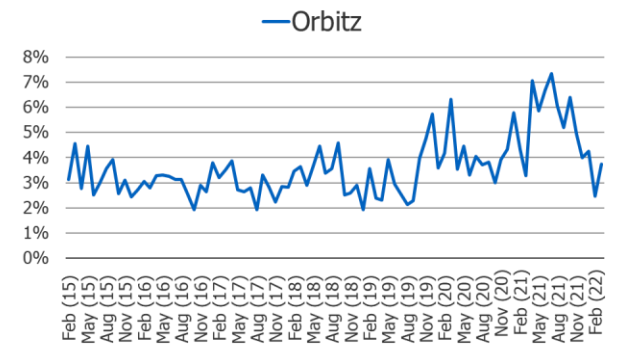
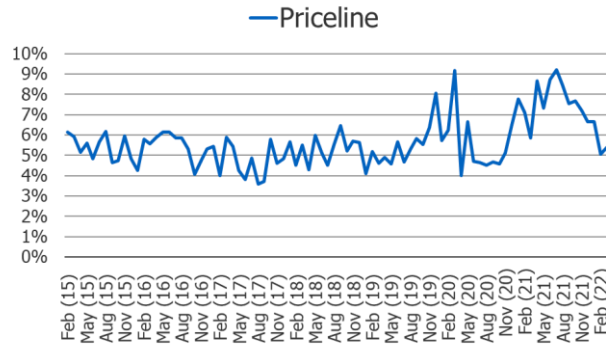
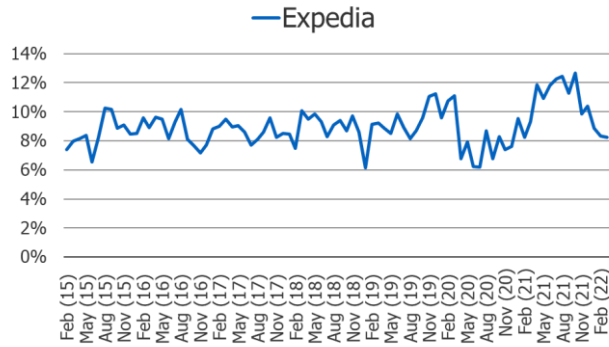
Posed to all respondents (N = 1,500)



Consumer Spending & Travel

Have you booked a hotel through any of the following in the past three months?

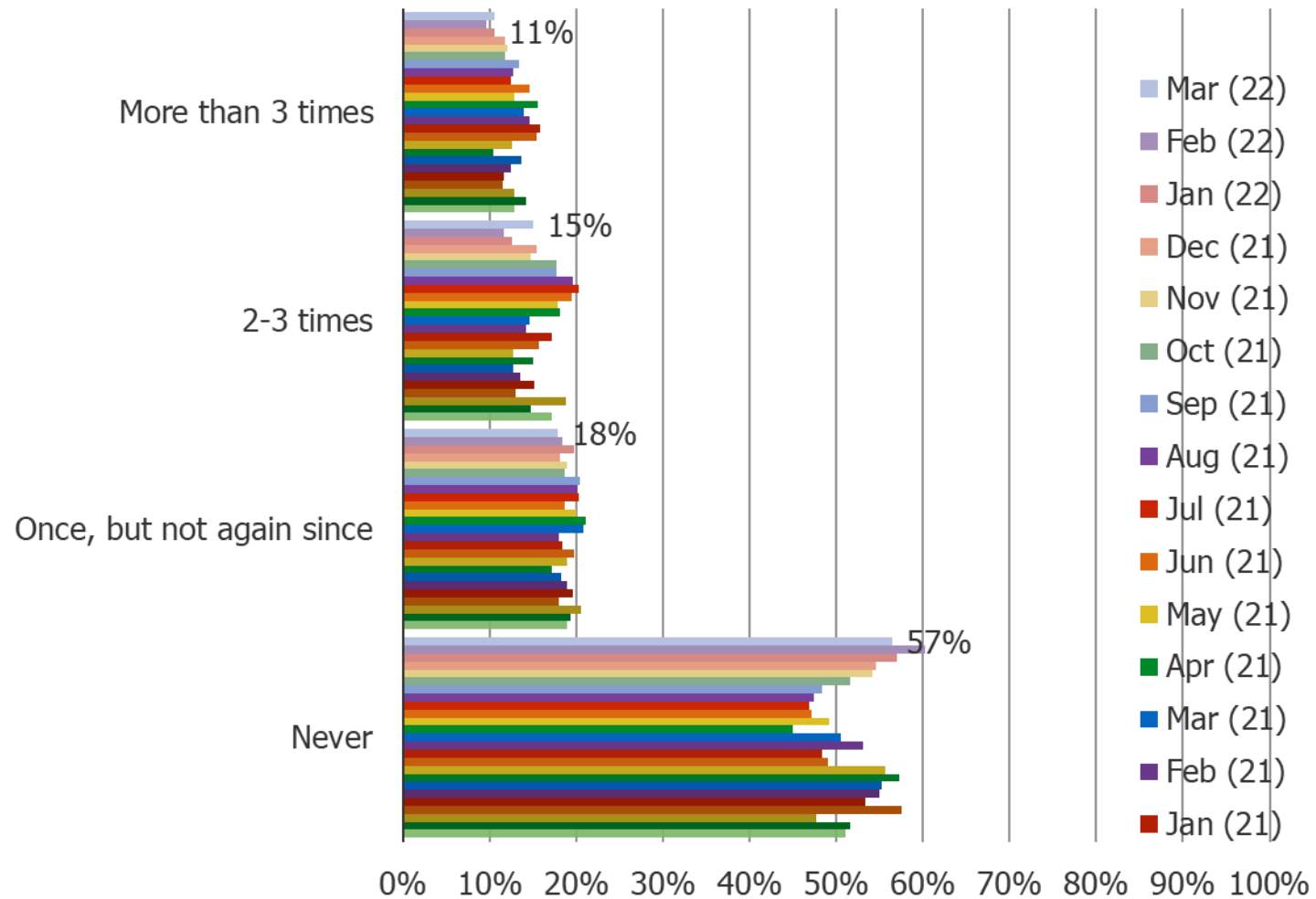
Posed to all respondents (N = 1,500)



Consumer Spending & Travel

Have you ever gone on a cruise?

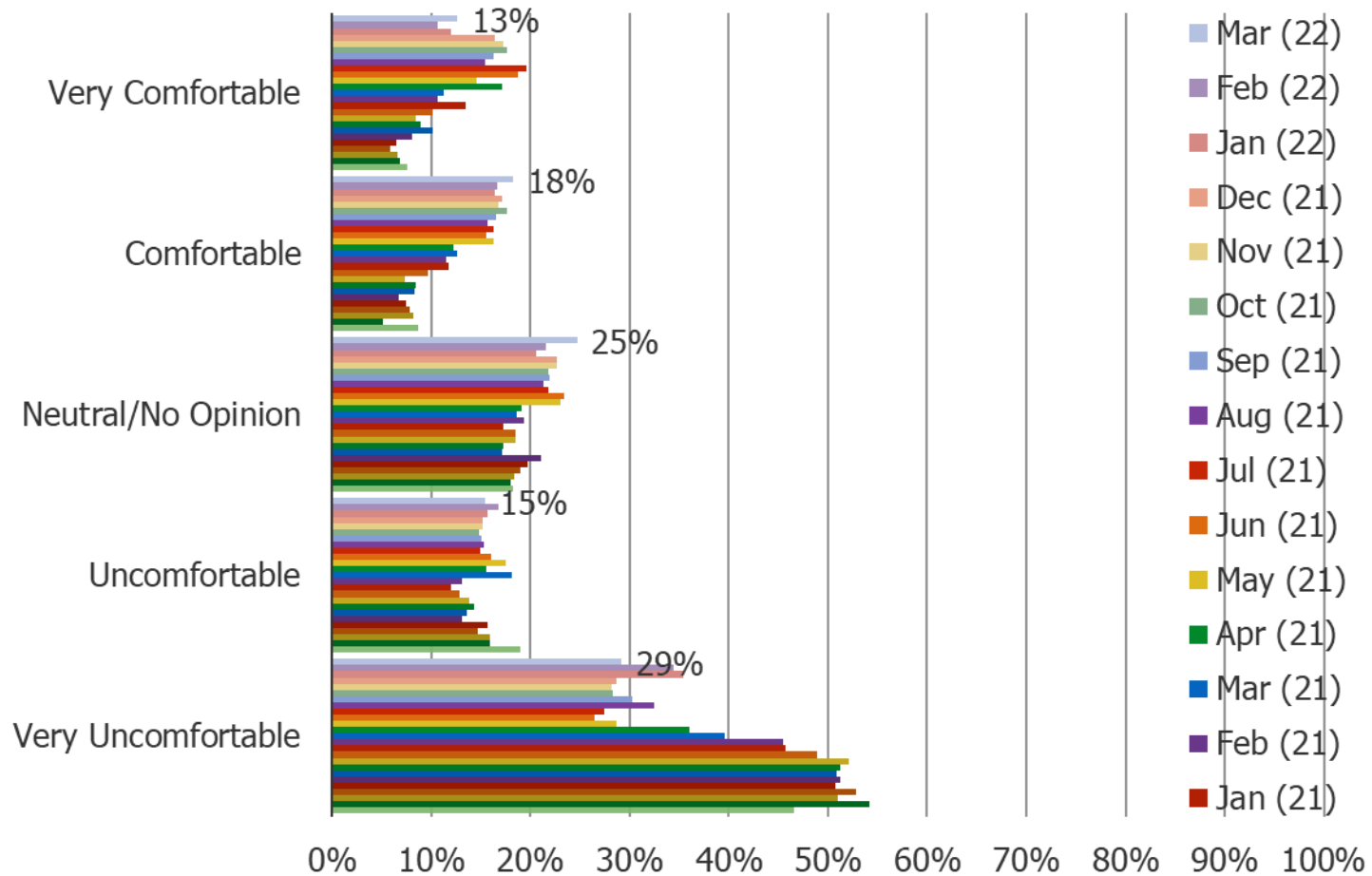
Posed to all respondents (N = 1,500)



Consumer Spending & Travel

How comfortable would you feel going on a cruise today?

Posed to all respondents (N = 1,500)



Consumer Spending & Travel

% of consumers who have cancelled or postponed travel to avoid catching Covid.

Posed to all respondents (N = 1,500)

