

## BACKGROUND:

- ❑ Monthly survey of 1,500 US Consumers balanced to census.

## Key Takeaways:

### ❑ ***Travel Update***

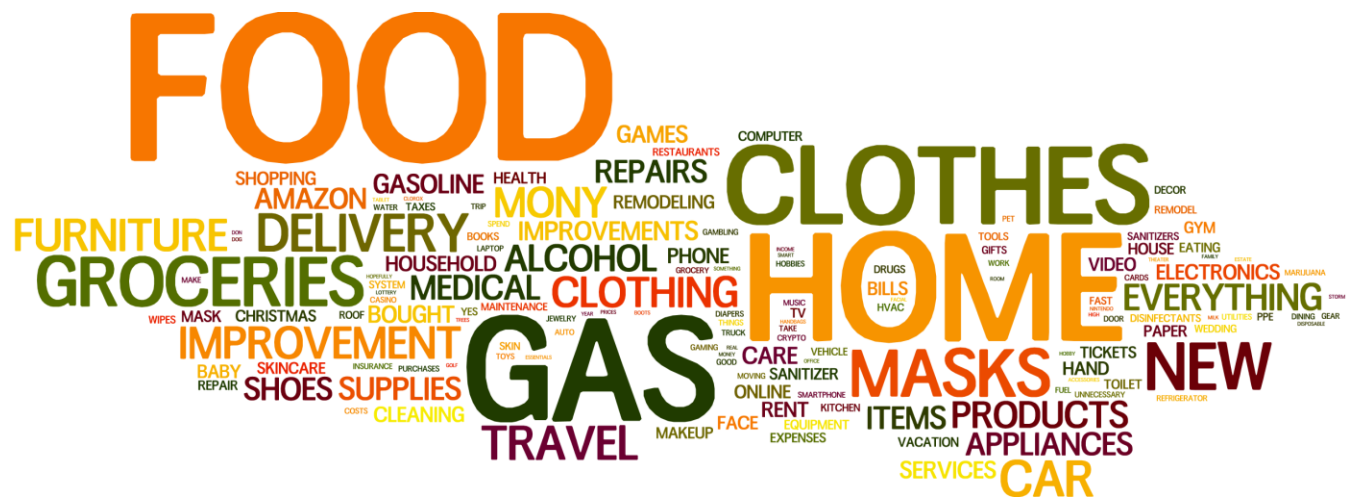
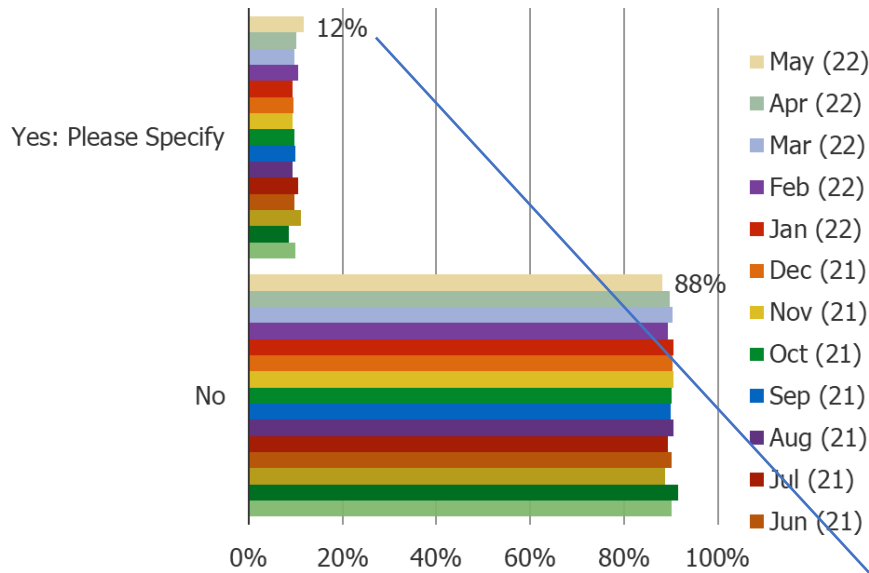
- ❑ The most common types of things respondents say they spent more on than usual last year but will spend less on this year include food, gas, items for the home, and masks.
- ❑ The most popular thing mentioned by respondents that they spent less on last year but plan to spend more on this year is travel.
- ❑ Additionally, the % of people who said they have cancelled travel because of Covid has declined considerably.
- ❑ Our trackers picked up on a significant increase in self-reported booking of flights/hotels and expected travel in late 2021 / early 2022. That activity has regressed in recent months. Cross-tab analysis shows that respondents with higher inflation expectations have been less likely to book flights/hotels/theme park visits than those with lower inflation expectations.



# Travel and Consumer Behavior

Is there anything you spent **more** on than usual last year that you **don't expect to spend as much on this year?**

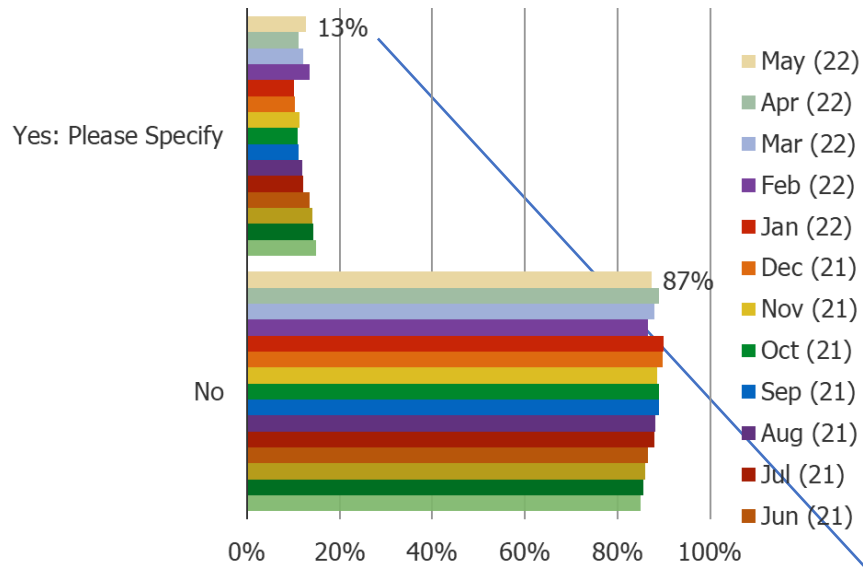
Posed to all respondents (balanced to US Census) N = 1,500



## Travel and Consumer Behavior

Is there anything you spent **less** on than usual last year that you **expect to spend more** on this year?

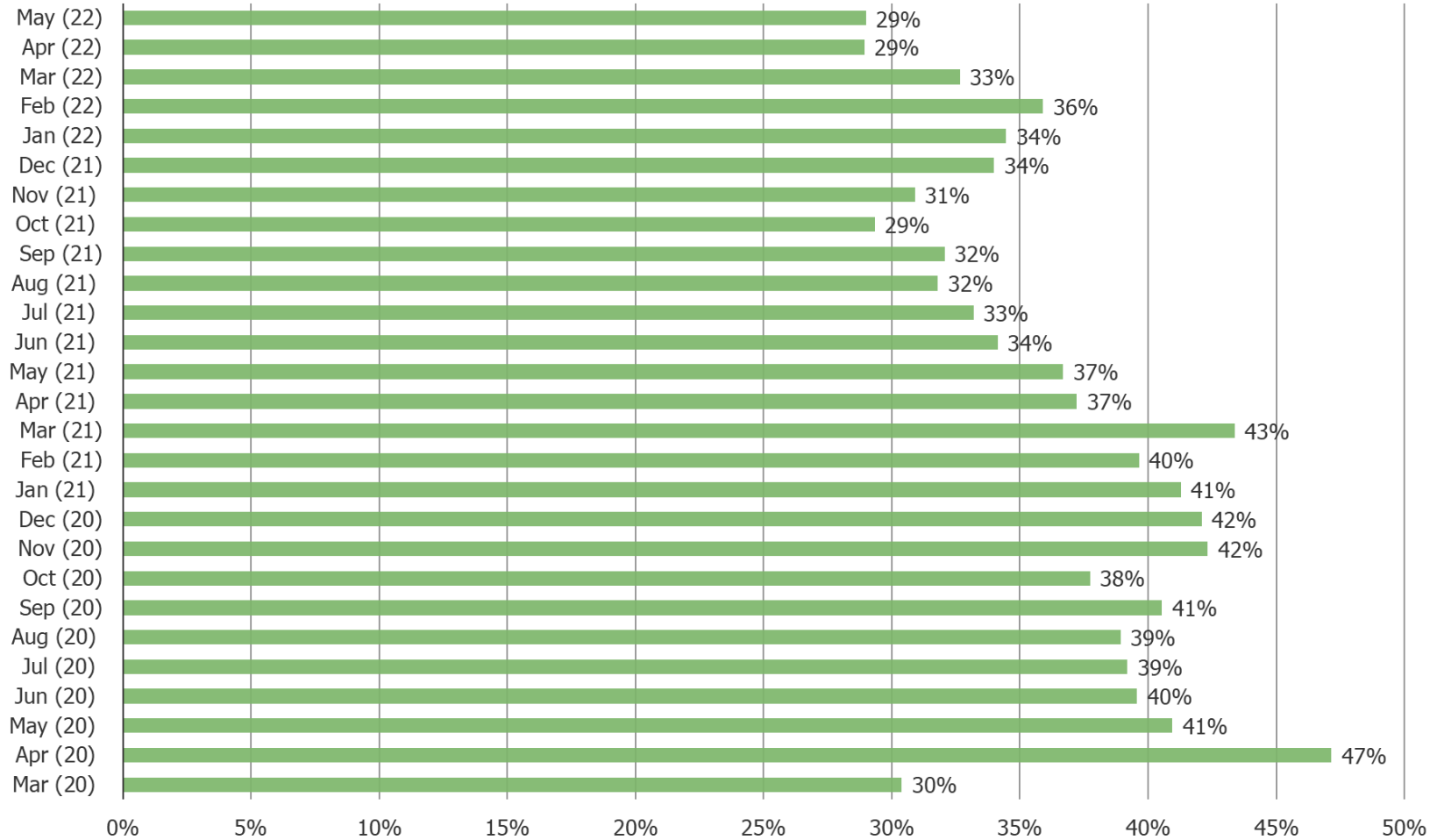
Posed to all respondents (balanced to US Census) N = 1,500



# Travel and Consumer Behavior

## Have you cancelled or delayed travel to avoid catching the Coronavirus? % Yes

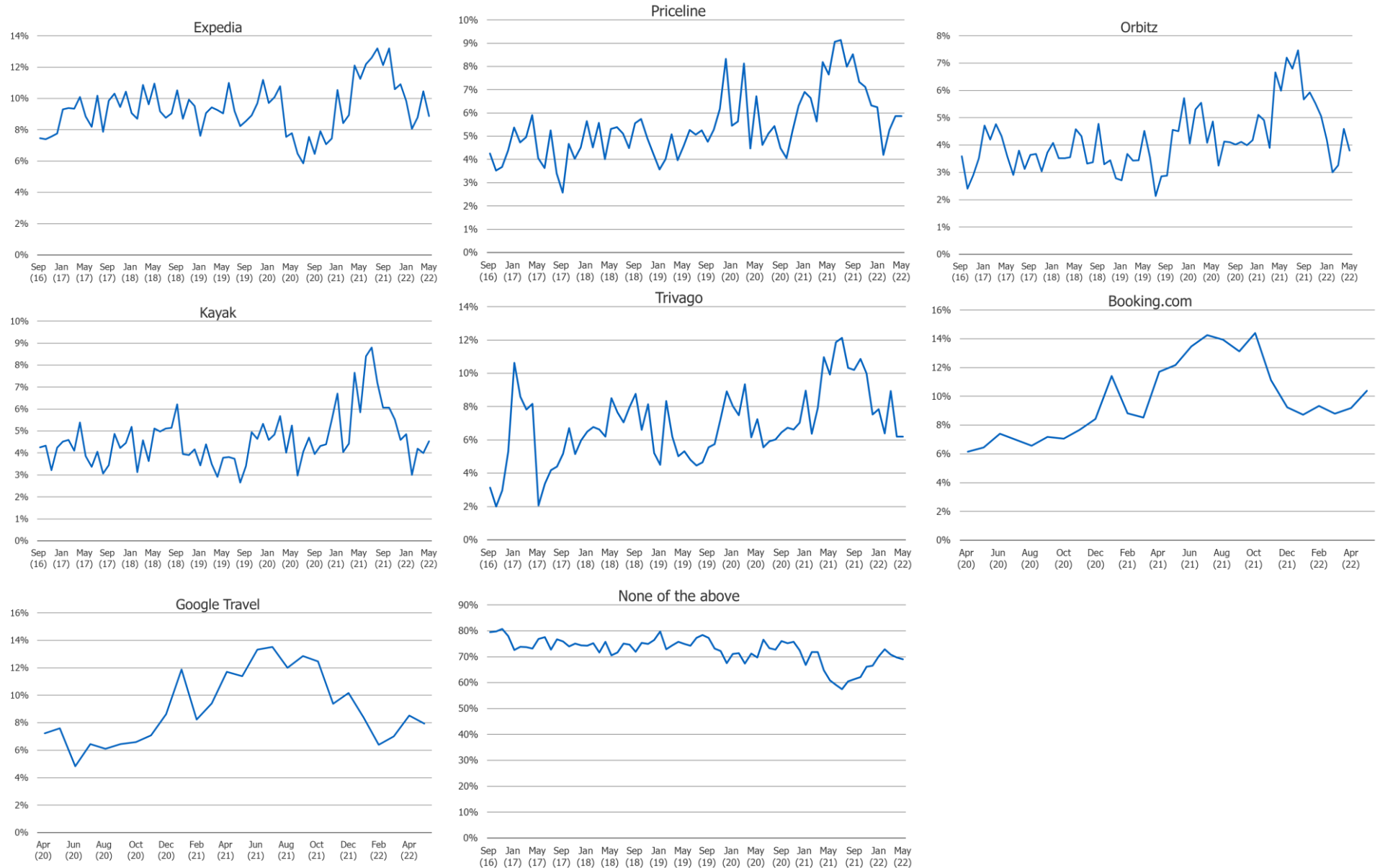
Posed to all respondents (balanced to US Census) N = 1,500



# Travel and Consumer Behavior

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

Posed to all respondents (balanced to US Census) N = 1,500



## Travel and Consumer Behavior

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

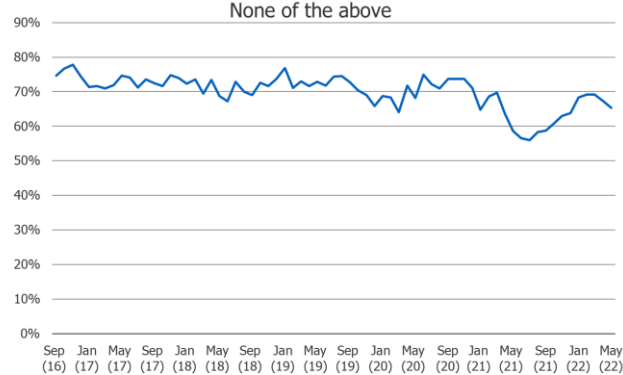
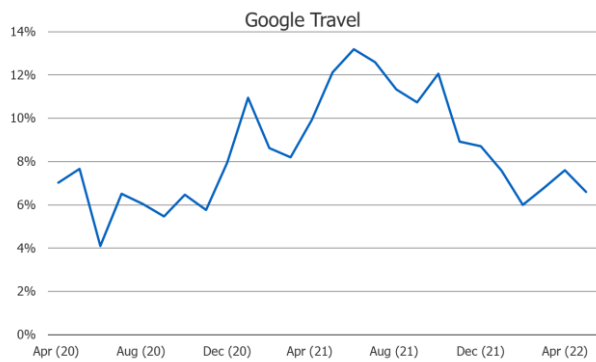
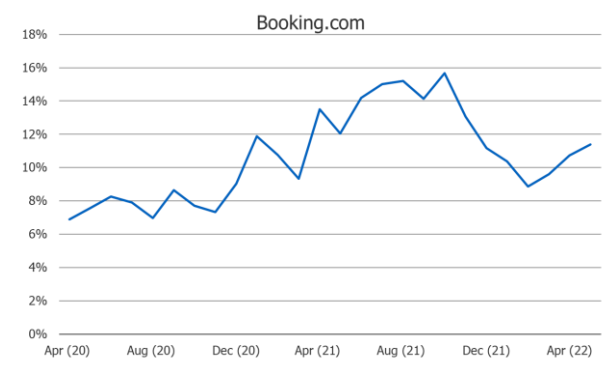
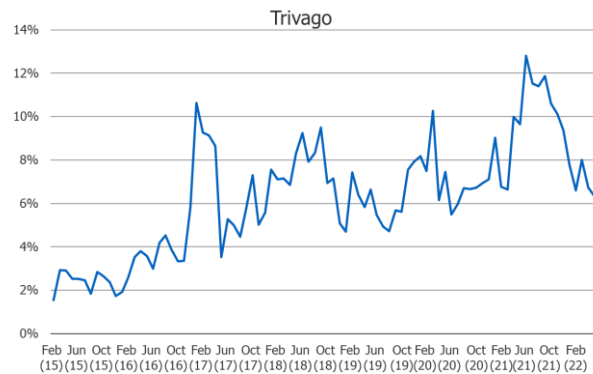
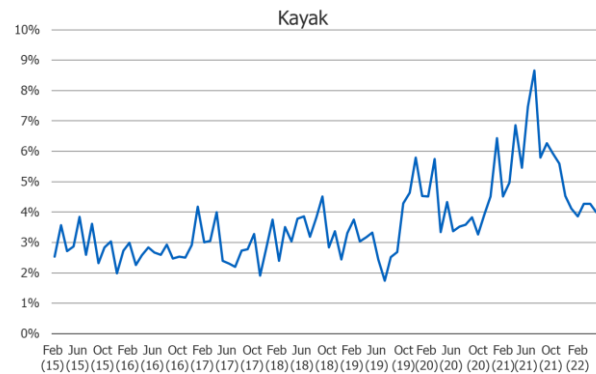
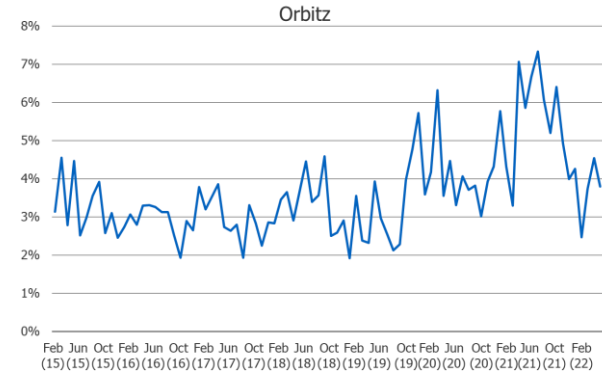
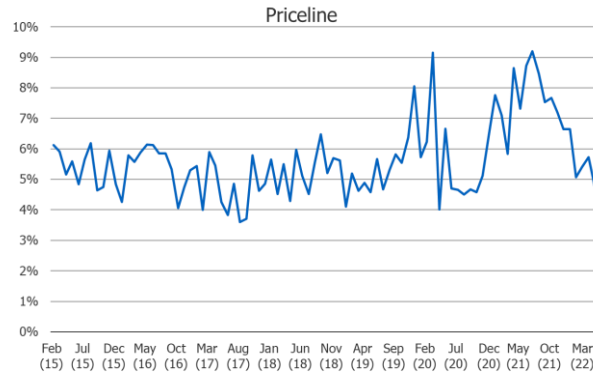
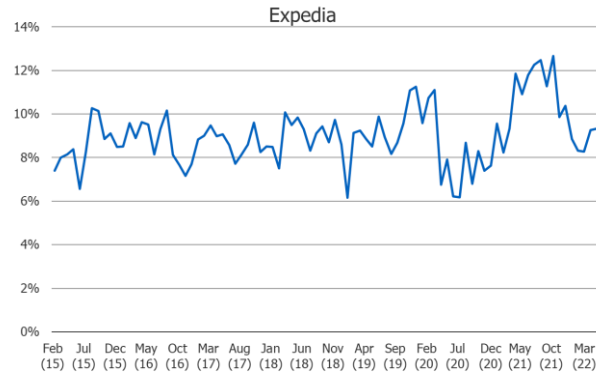
Responses cross-tabbed by 1-year inflation expectation (data collections during the past quarter combined to reach higher N's)

	1 Year Inflation Expectations		
	Up more than 5% N=1136	Up 5% or less N=1053	Flat or down N=712
Expedia	8%	10%	13%
Priceline	5%	4%	11%
Orbitz	3%	4%	7%
Kayak	3%	3%	8%
Trivago	5%	6%	10%
Booking.com	8%	9%	15%
Google Travel	5%	7%	15%
Other	3%	3%	2%
None of the above	77%	71%	52%

# Travel and Consumer Behavior

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

Posed to all respondents (balanced to US Census) N = 1,500



## Travel and Consumer Behavior

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

Responses cross-tabbed by 1-year inflation expectation (data collections during the past quarter combined to reach higher N's)

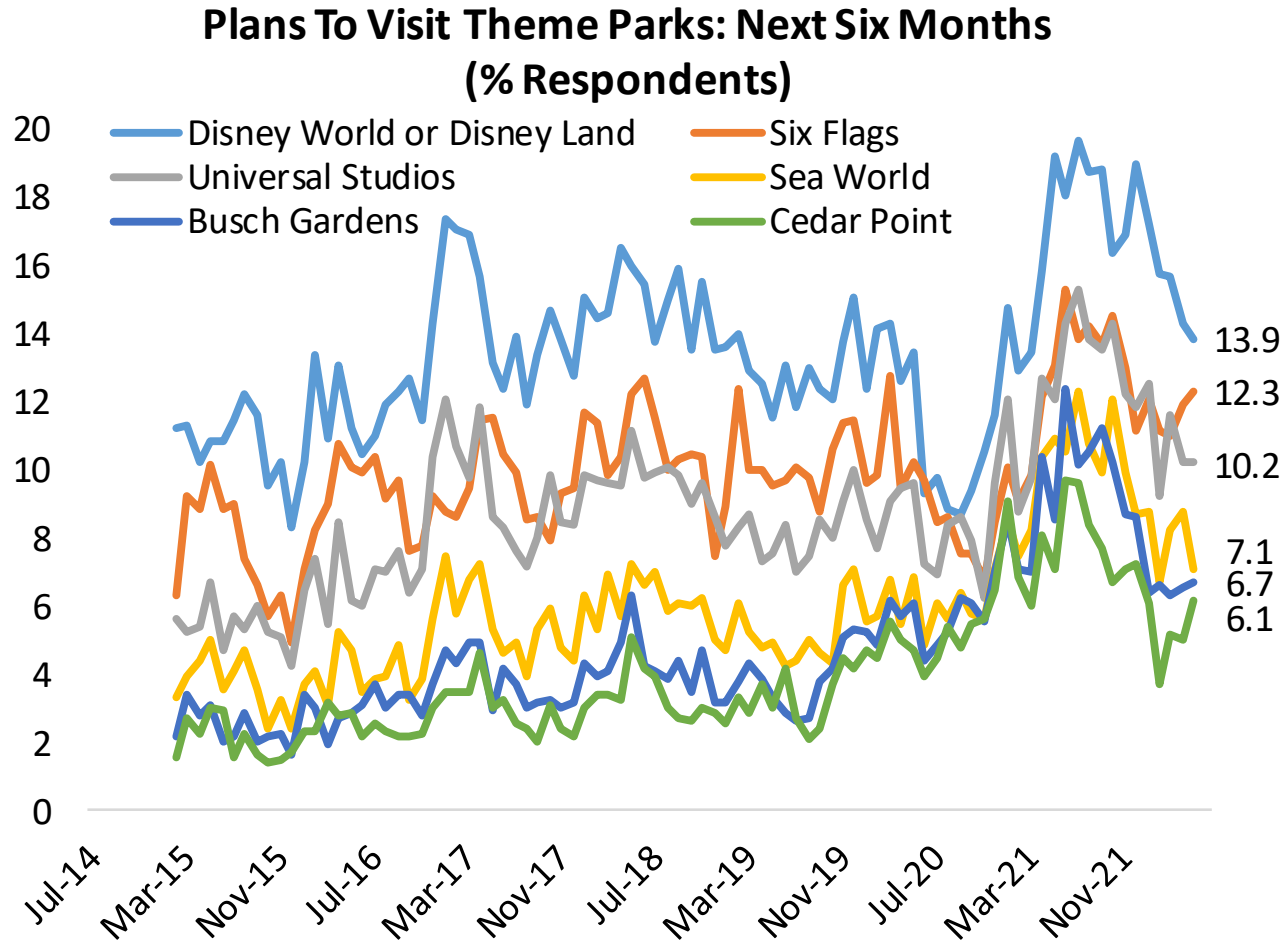
	1 Year Inflation Expectations		
	Up more than 5% N=1136	Up 5% or less N=1053	Flat or down N=712
Expedia	8%	9%	13%
Priceline	4%	4%	9%
Orbitz	3%	3%	8%
Kayak	3%	3%	8%
Trivago	5%	5%	12%
Booking.com	10%	10%	15%
Google Travel	4%	6%	14%
Other	5%	5%	3%
None of the above	72%	68%	50%



# Travel and Consumer Behavior

% who say they plan to visit the following in the next six months.

Posed to all respondents (balanced to US Census) N = 1,500



## Travel and Consumer Behavior

### % who say they plan to visit the following in the next six months.

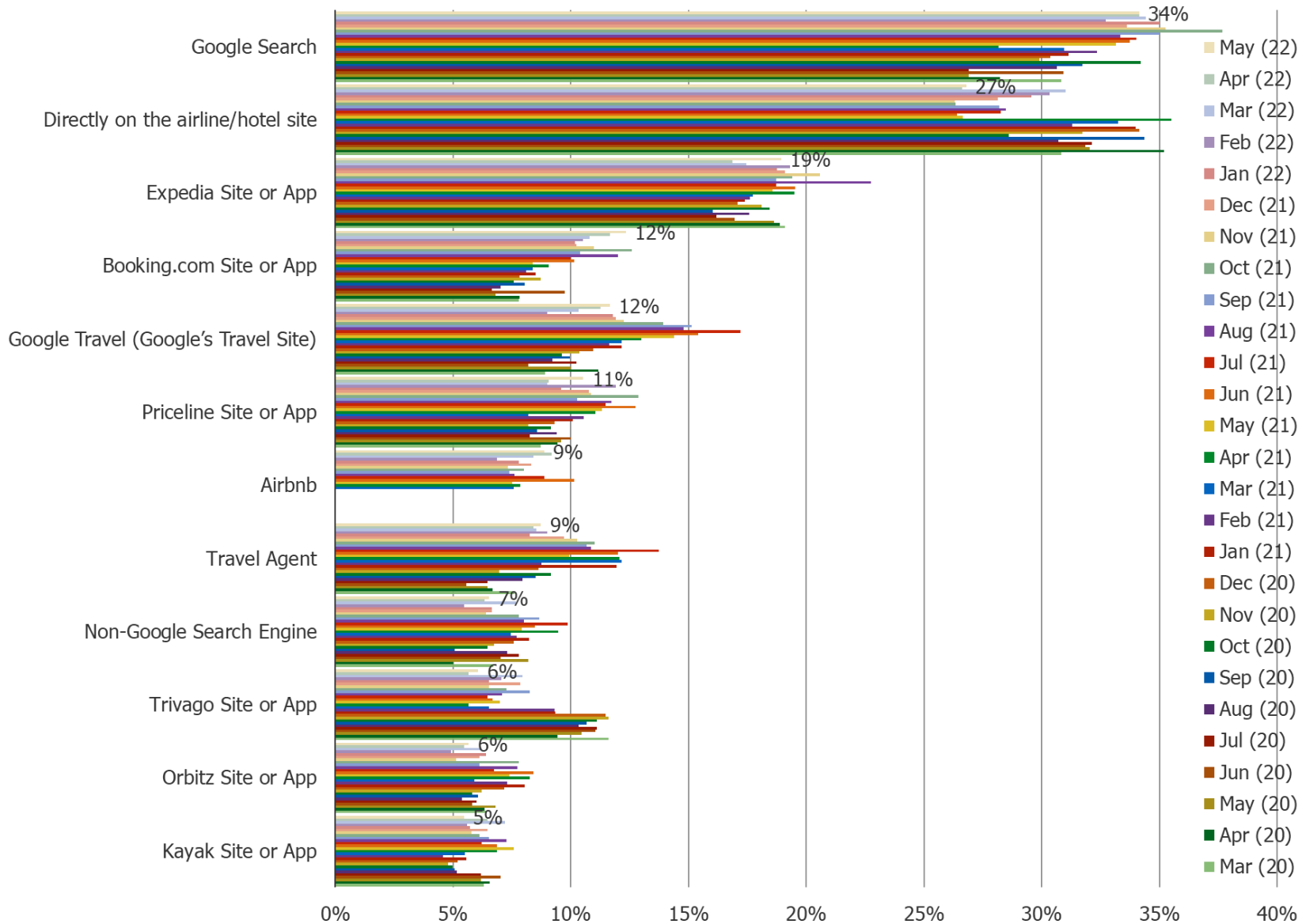
Responses cross-tabbed by 1-year inflation expectation (data collections during the past quarter combined to reach higher N's)

	1 Year Inflation Expectations		
	Up more than 5% N=1136	Up 5% or less N=1053	Flat or down N=712
<b>Total</b>			
Disney world / Disney land	12%	13%	20%
Universal Studios	8%	10%	15%
Six Flags	9%	13%	18%
Seaworld	7%	7%	13%
Busch Gardens	5%	5%	12%
Cedar Point	4%	5%	9%
Other	2%	3%	2%
None of the above	71%	64%	49%

# Travel and Consumer Behavior

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

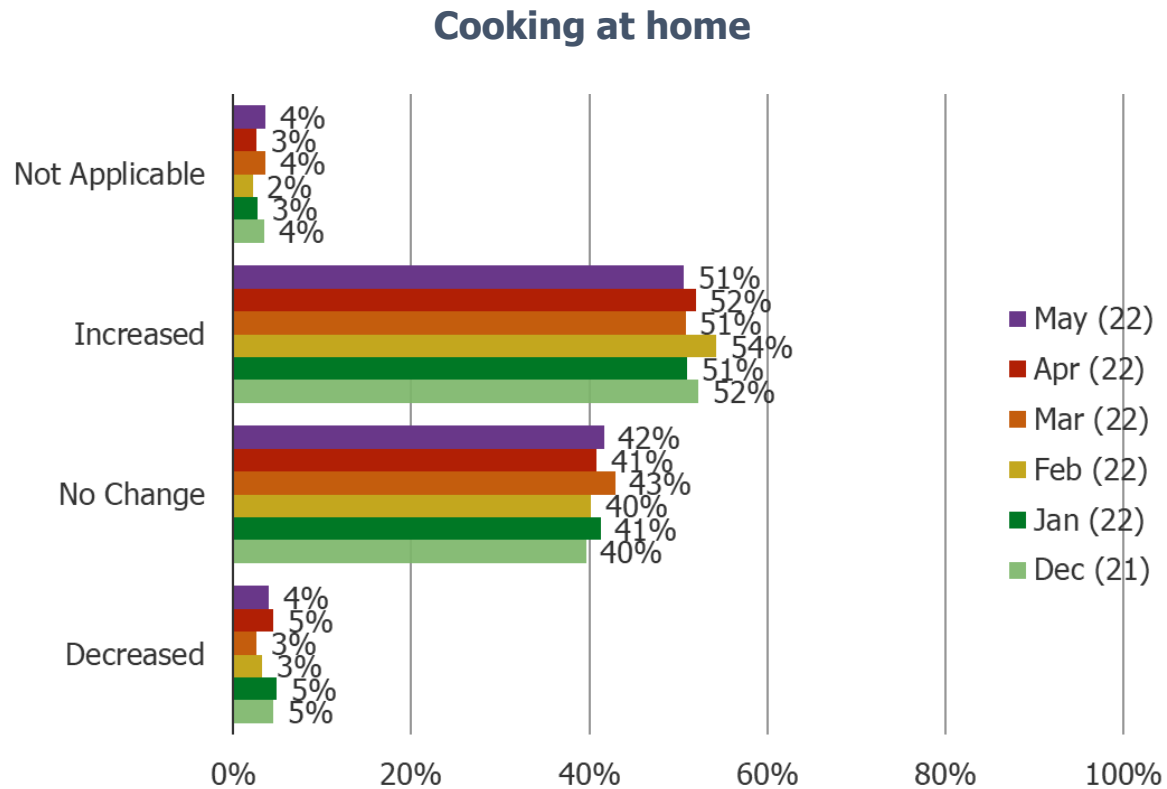
Posed to all respondents (balanced to US Census) N = 1,500



## Travel and Consumer Behavior

### Did you change how much you do the following during the pandemic?

Posed to all respondents (balanced to US Census) N = 1,500

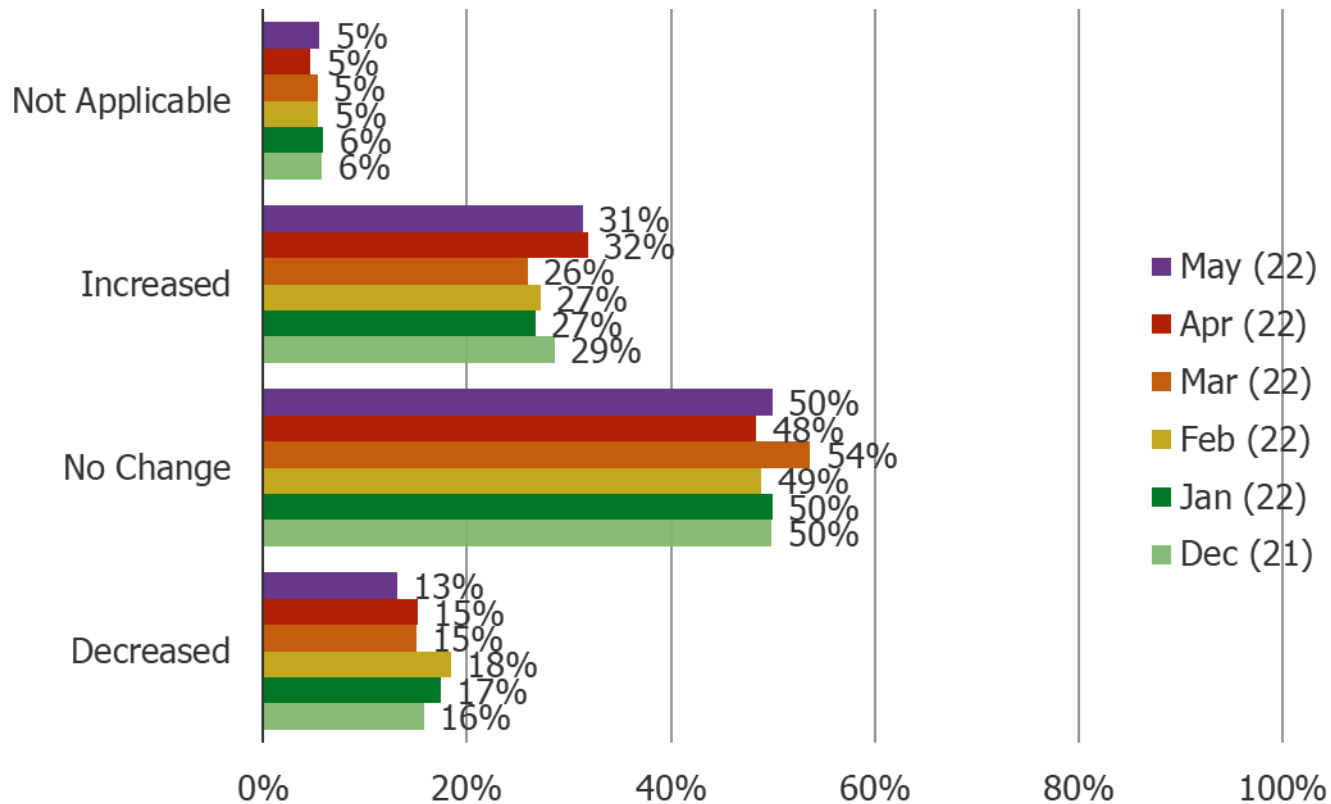


## Travel and Consumer Behavior

### Did you change how much you do the following during the pandemic?

Posed to all respondents (balanced to US Census) N = 1,500

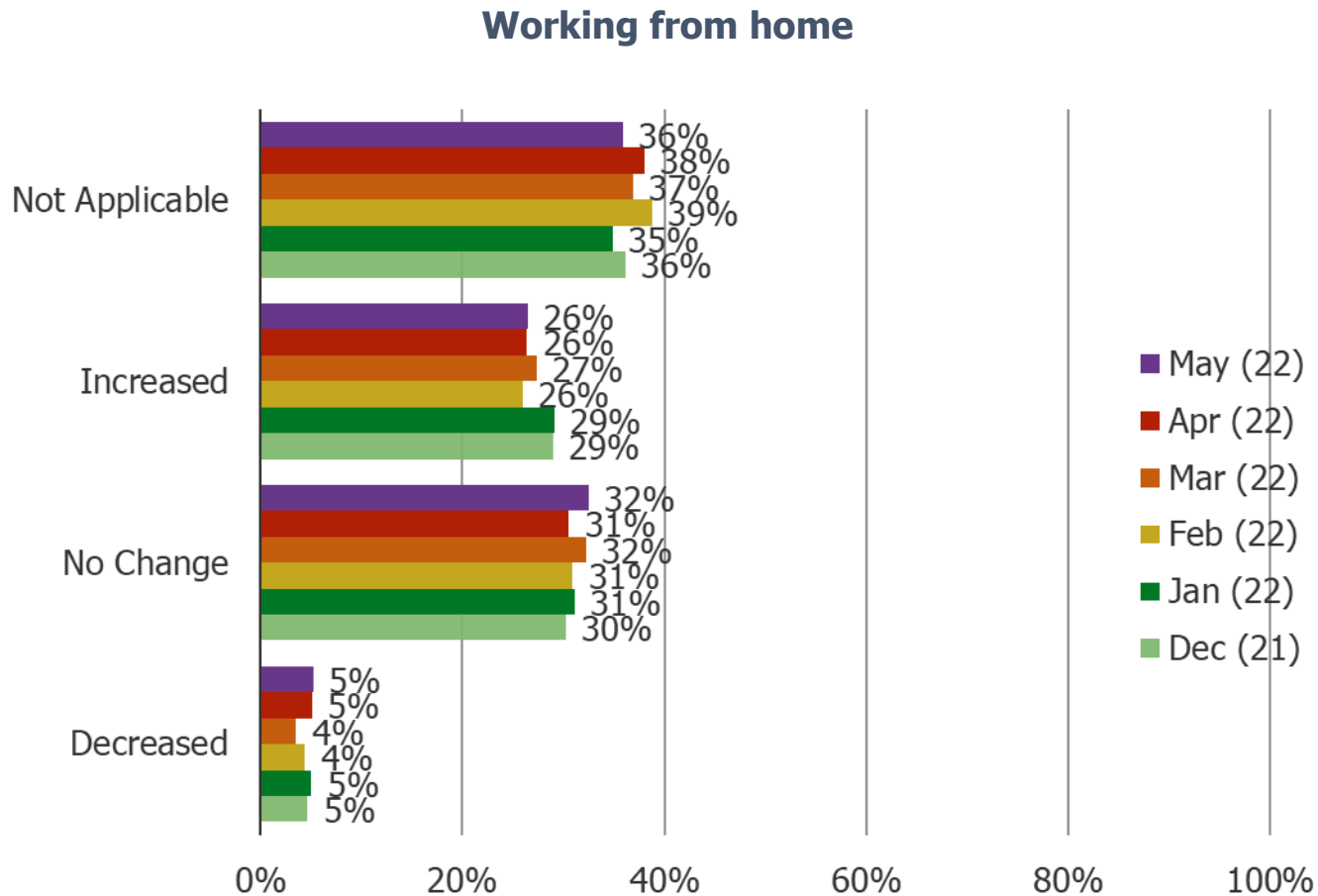
#### Being active and outdoors



## Travel and Consumer Behavior

### Did you change how much you do the following during the pandemic?

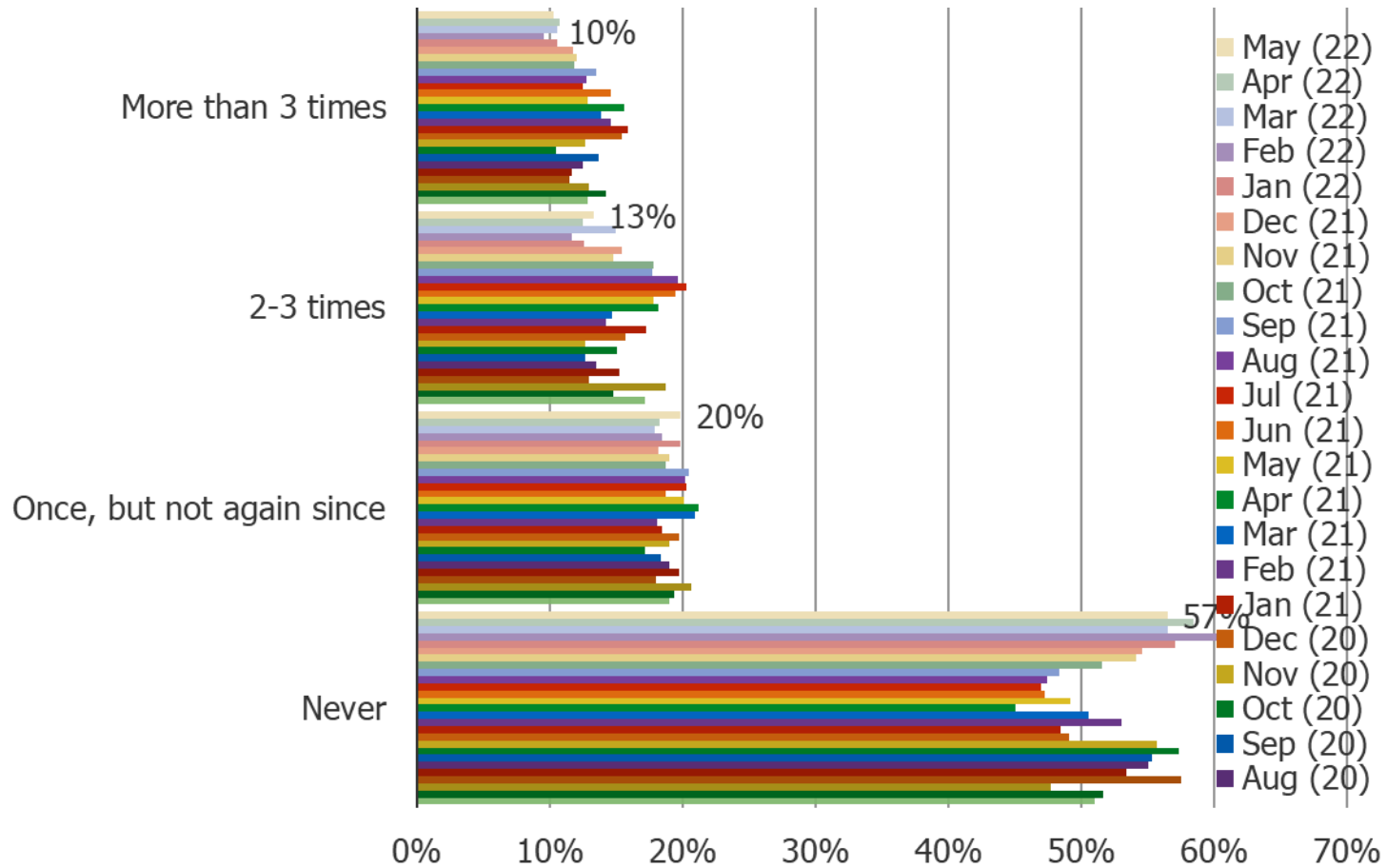
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# Travel and Consumer Behavior

## Have you ever gone on a cruise?

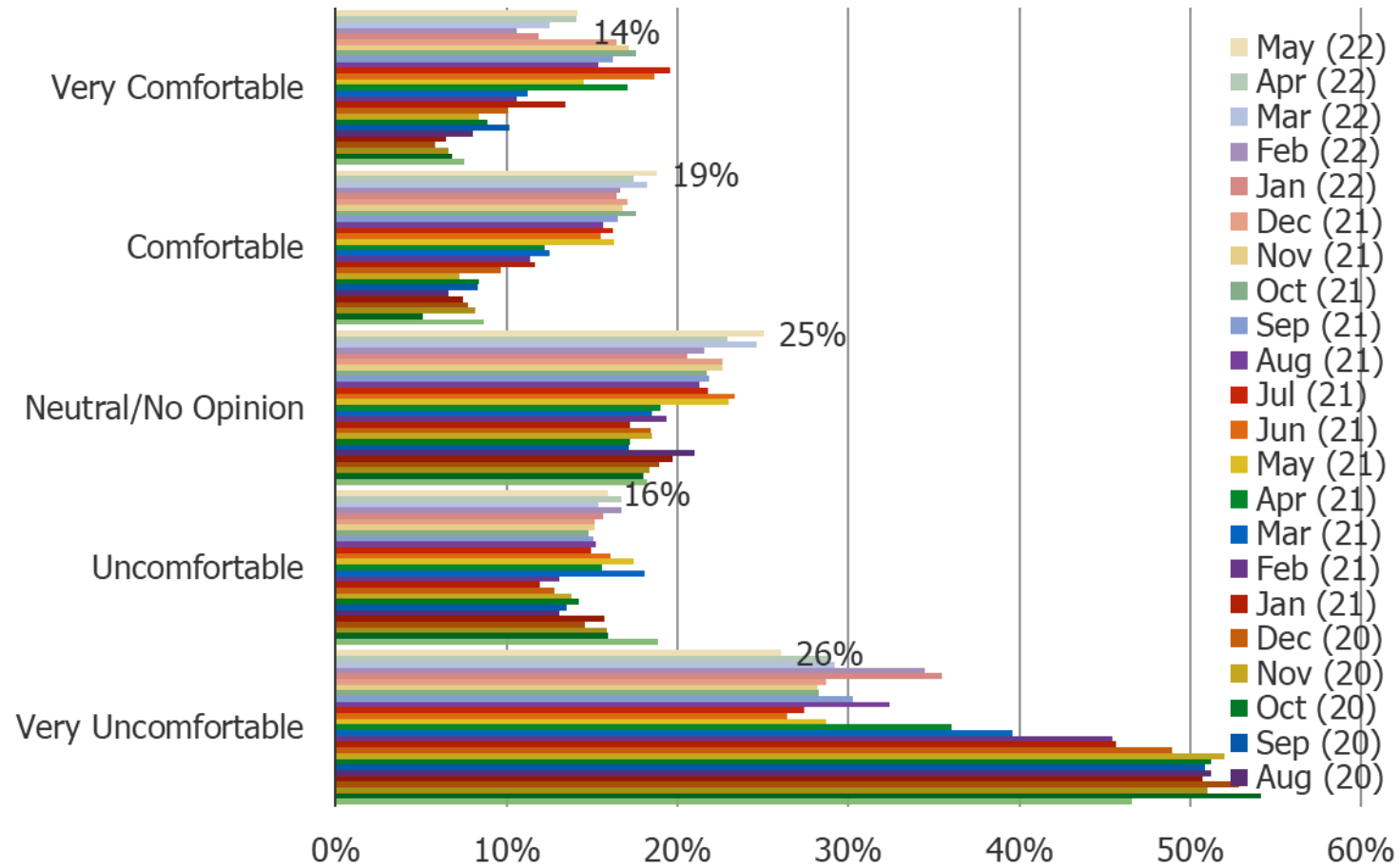
Posed to all respondents (balanced to US Census) N = 1,500



## Travel and Consumer Behavior

### How comfortable would you feel going on a cruise today?

Posed to all respondents (balanced to US Census) N = 1,500





## Travel and Consumer Behavior

### When would you feel comfortable going on a cruise?

Posed to respondents who said they are not comfortable going on a cruise today (N = 630 in May)

