



**AHLA HOTEL
BOOKING
INDEX**

2022 Holiday Travel Survey

Hotel Booking Index Calculation

Components

1. Travel likelihood (next three months) – 50%

1a Leisure travel likelihood – 23.5% ●

1b Business travel likelihood – 26.5% ●

Qtext: *How likely, if at all, are you to travel overnight for the following in the next three months?*

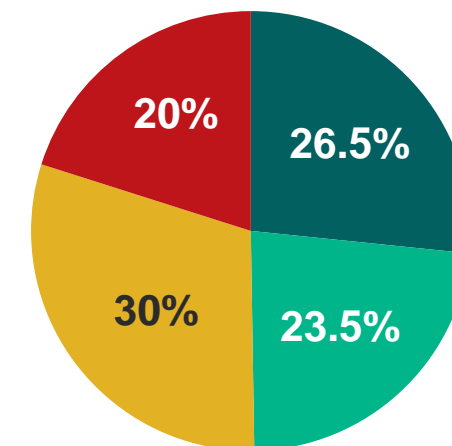
2. Self-assessment of household financial security – 30% ●

Qtext: *How would you rate your household's financial security right now?*

3. Preference to stay in hotels for travel (next three months) – 20% ●

Qtext: *If you were to travel overnight for leisure/vacation in the next three months, which of the following types of accommodations would you be most likely to stay in?*

Factors Weighting in Index Calculation



The short-term outlook for the hotel industry is ***very good*** based on Morning Consult and AHLA's blended average of relevant factors – travel likelihood, financial wellness, and a preference for hotels over alternative lodging options.

Booking Index Composite Score:

7.1
out of 10

10	Excellent
9	
8	Very good
7	
6	Good
5	
4	Fair
3	
2	Poor
1	
0	Very poor

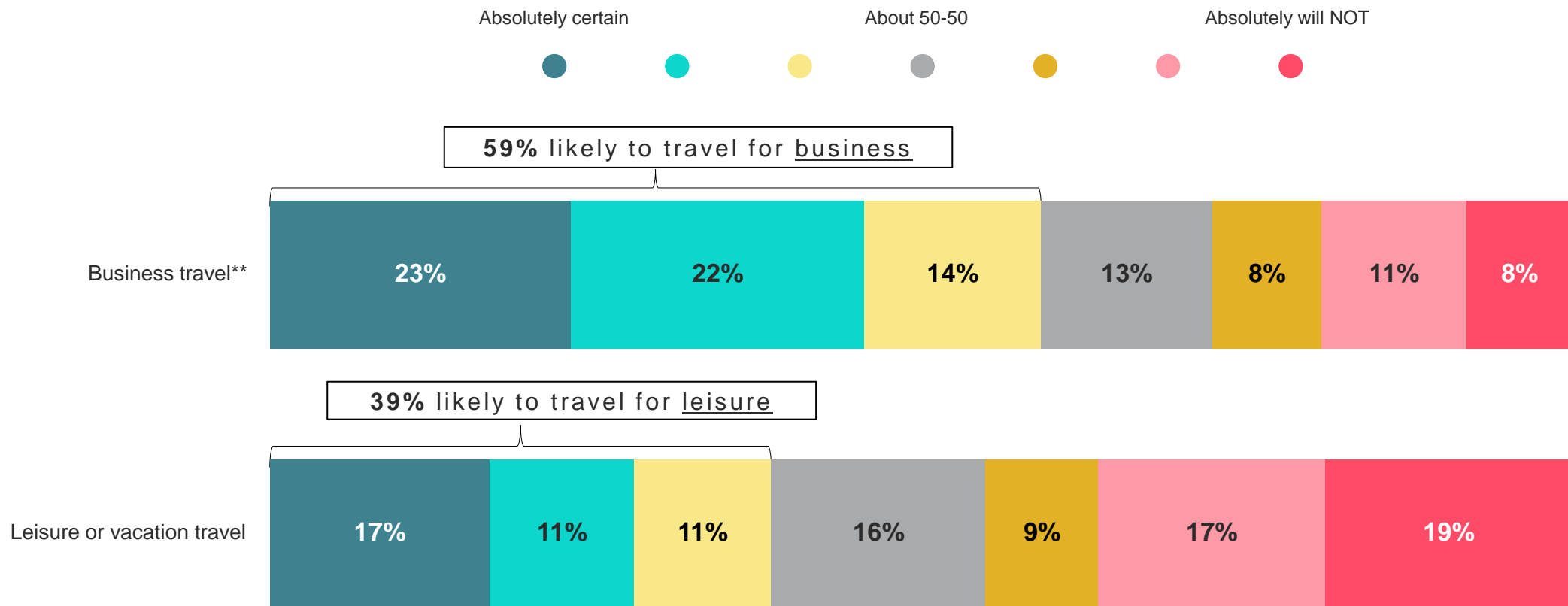
The **7.1/10** composite rating was bolstered by Americans' high self-reported financial security and a strong outlook for business travel in the next three months.

Metric	Score Achieved	Maximum Score	Attainment
Leisure travel likelihood	1.30	2.35	55%
Business travel likelihood	2.09	2.65	79%
Preference for hotel stay in upcoming travel	1.32	2	66%
Personal financial security	2.36	3	79%
TOTAL (HBI):	7.07	10.0	71%

UPCOMING TRAVEL PLANS

Among employed adults whose jobs involve some degree of travel, three-in-five are likely to stay overnight once or more in the next three months for **business**. More than one-third (39%) of all U.S. adults are likely to travel for **leisure** in the next three months.

How likely, if at all, are you to travel overnight for the following in the next three months?

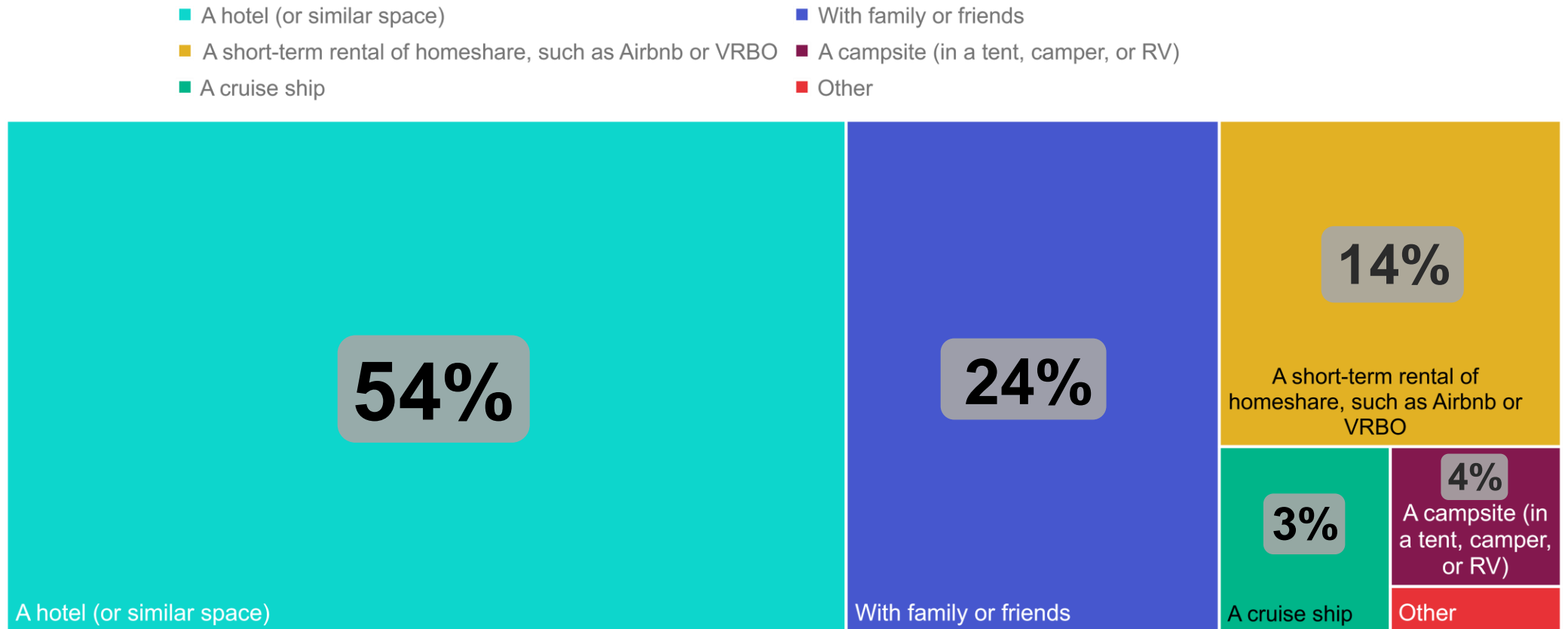


**Asked of employed adults whose jobs involve business travel (n=1036)

LODGING PREFERENCES

Among those *absolutely certain* to travel in the next three months, a majority would be most likely to stay in a hotel over other lodging options (Airbnb, with family, etc.).

If you were to travel overnight for leisure/vacation in the next three months, which of the following types of accommodations would you be most likely to stay in?



FINANCIAL SECURITY

A plurality of U.S. adults (25%) rate their own household’s financial security **5 out of 10**, though an even higher share (28%) feel *very comfortable* financially (reporting an 8, 9, or 10).

Financial security refers to your household's ability to comfortably pay for necessities while still having money left over for non-essentials. How would you rate your household's financial security right now? Please rate on a scale of 0 to 10, with 0 being 'unable to pay for basic monthly expenses' and 10 being 'able to spend freely on non-essentials'.

