

2023 Travel Outlook



CONTENTS

Hotel Booking Index

Travel Plans & Preferences



Methodology: Results shown among two online polls conducted by Morning Consult on behalf of AHLA. The first was conducted December 16 – 19, 2022 among 4005 U.S. adults and the second was conducted December 28, 2022 to January 2, 2023 among 4021 U.S. adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on gender, age, race, educational attainment, and region. Topline results from each survey have a margin of error of plus or minus 2 percentage points.

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

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?*

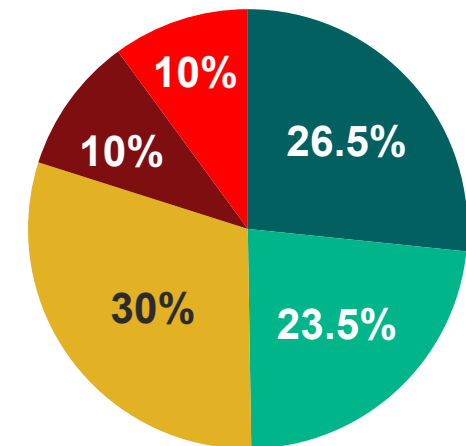
3. Preference to stay in hotels for travel (next three months) – 20%

3a Leisure travel hotel likelihood – 10% ●

3b Business travel hotel likelihood – 10% ●

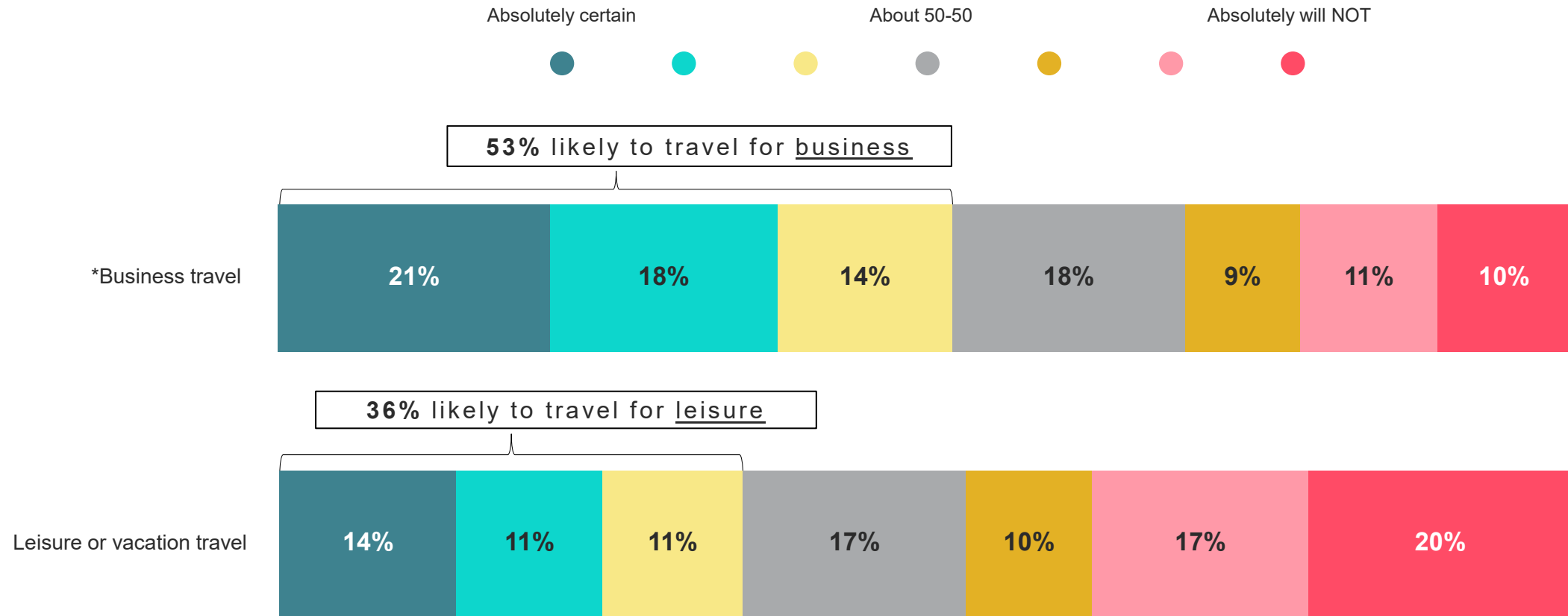
Qtext: *If you were to travel overnight for _____ in the next three months, which of the following types of accommodations would you be most likely to stay in?*

Factor Weighting in Index Calculation



Most adults whose jobs involve traveling are likely to do so in the next 3 months. Over one-third of U.S. adults are likely to travel overnight for leisure during that time.

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



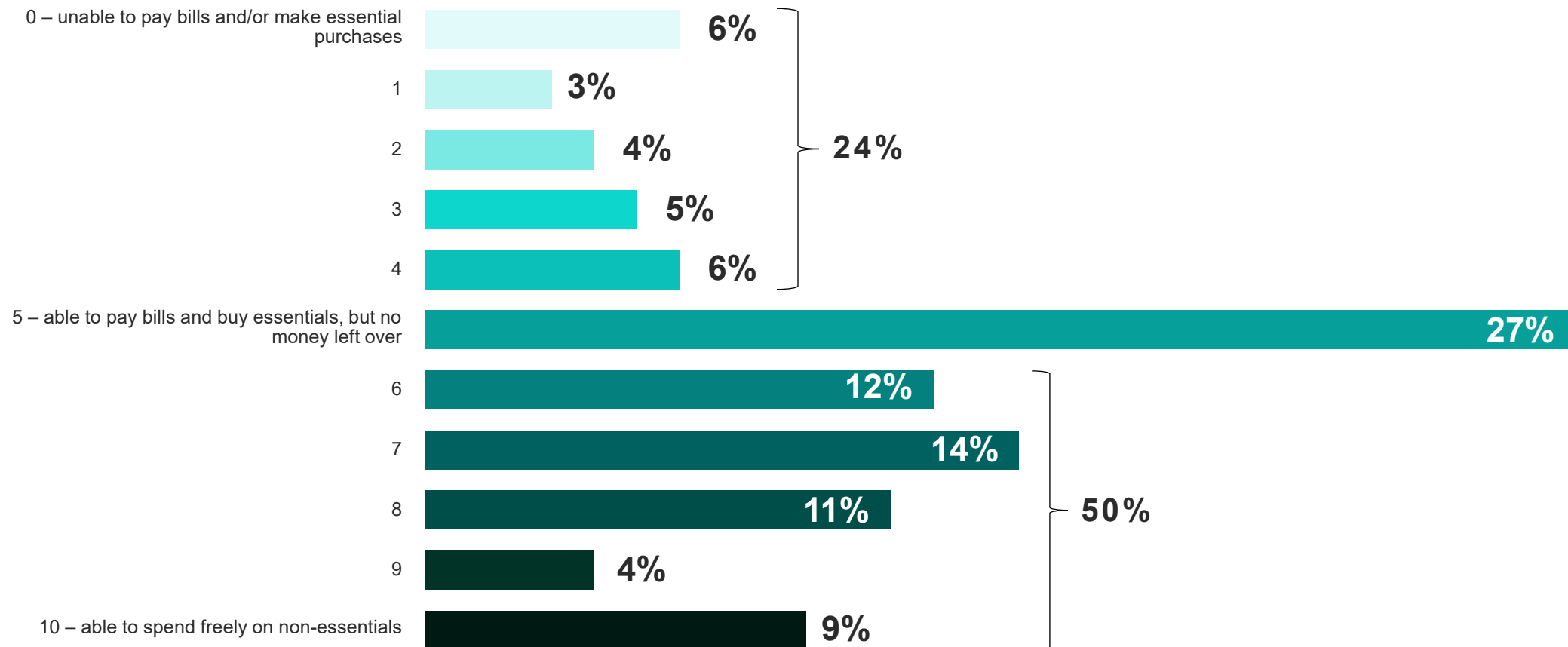
*Asked of employed adults whose jobs involve business travel (n=1085)

HOTEL BOOKING INDEX

A plurality of adults (27%) rate their own households' **financial security** a **5** on a zero-to-ten scale, indicating they can make ends meet month-to-month without any money left over for non-essentials.

Financial security refers to your household's ability to comfortably pay for necessities while still having money left over for non-essentials.

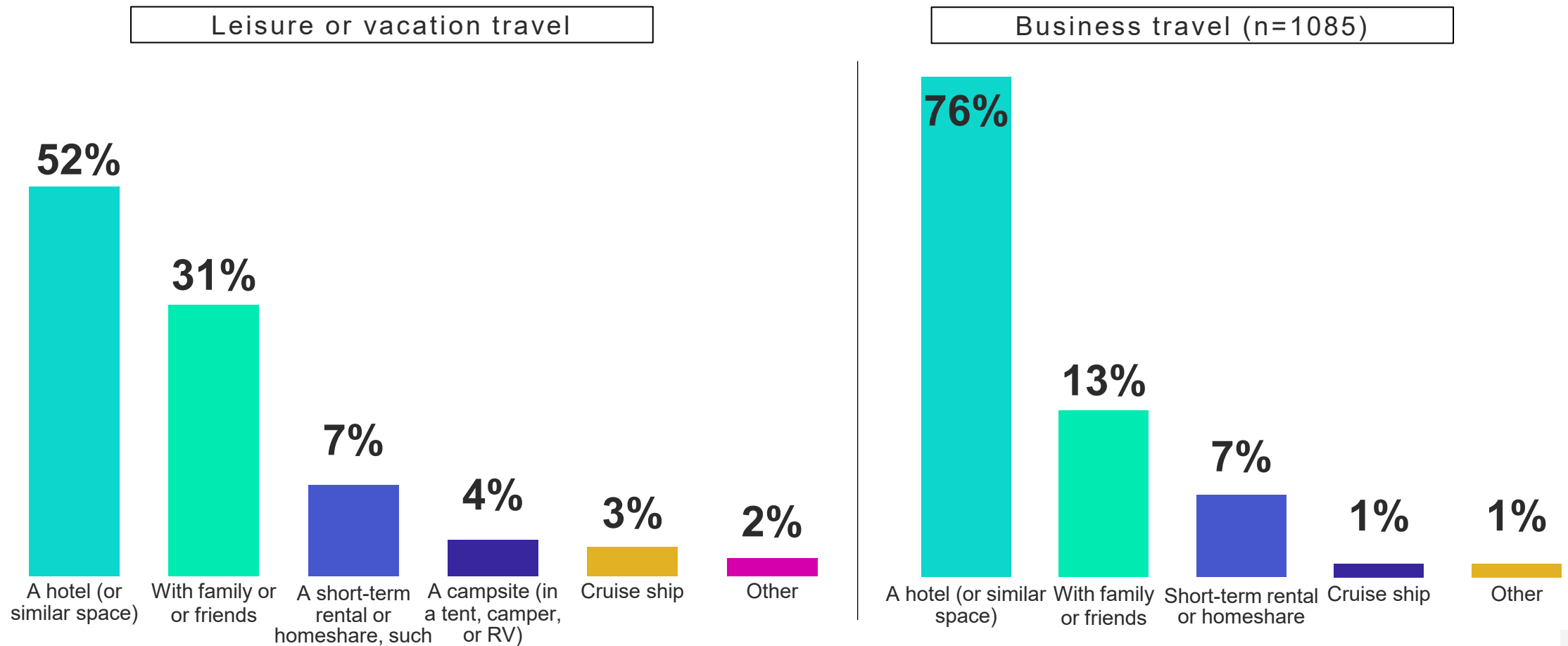
How would you rate your household's financial security right now? Please rate on a scale of 0 to 10, with 0 being 'unable to pay for basic monthly expenses' and 10 being 'able to spend freely on non-essentials'.



HOTEL BOOKING INDEX

Hotels are the most popular option for leisure and business travelers alike, with majorities selecting them as their most likely lodging option for either type of travel in the next 3 months.

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



CONTENTS

Hotel Booking Index

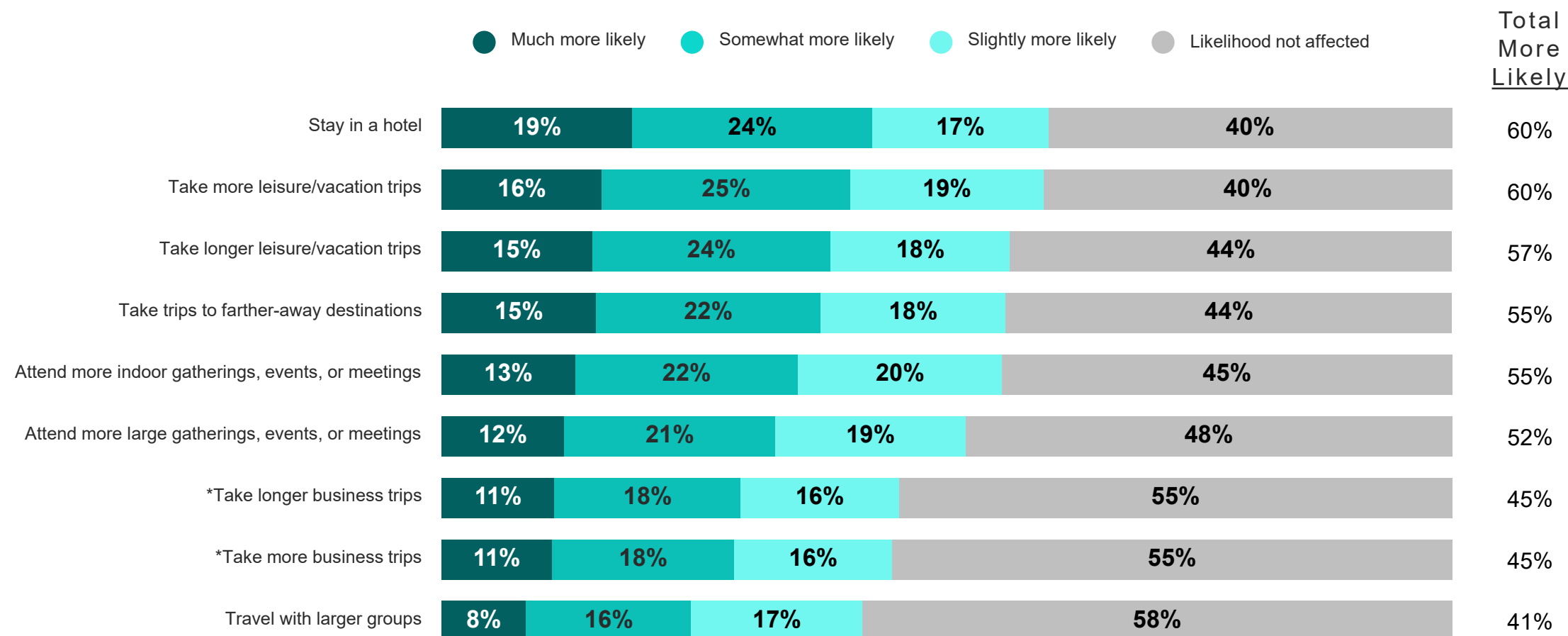
Travel Plans & Preferences



TRAVEL PLANS & PREFERENCES

Most adults are likely to **increase** the frequency, length, and distance of their vacation trips in 2023 compared to 2022. Three-in-five are more likely to stay in a hotel this year than last.

How likely are you to do the following in 2023 compared to 2022?

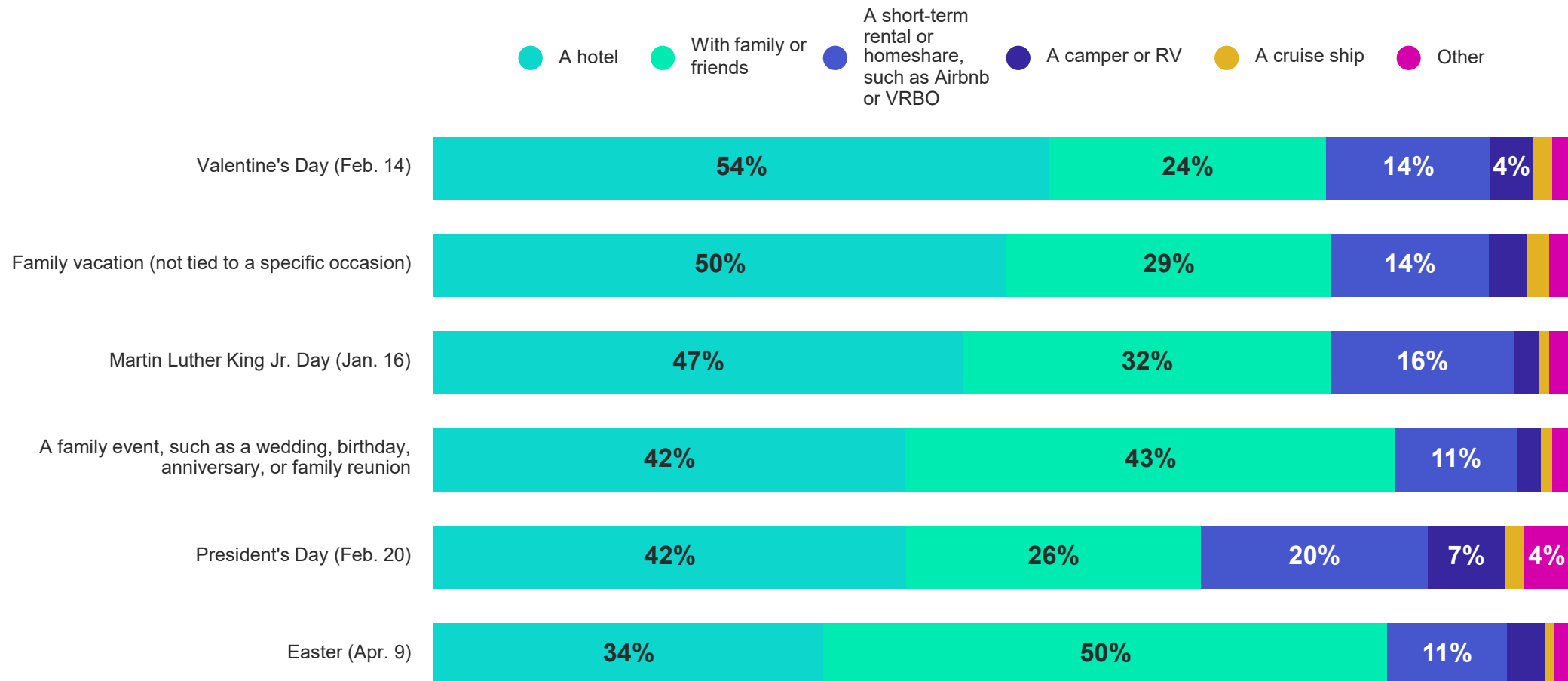


*Business travel items asked only of business travelers. Totals may not sum to 100% due to rounding.

TRAVEL PLANS & PREFERENCES

Most Valentine’s Day travelers indicate **hotels** are their most likely lodging option for the holiday. One-third of Easter travelers have hotel plans, though a plurality (50%) will stay with loved ones.

If you travel overnight for the following occasion(s), what type of accommodations would you be most likely to choose for your stay?

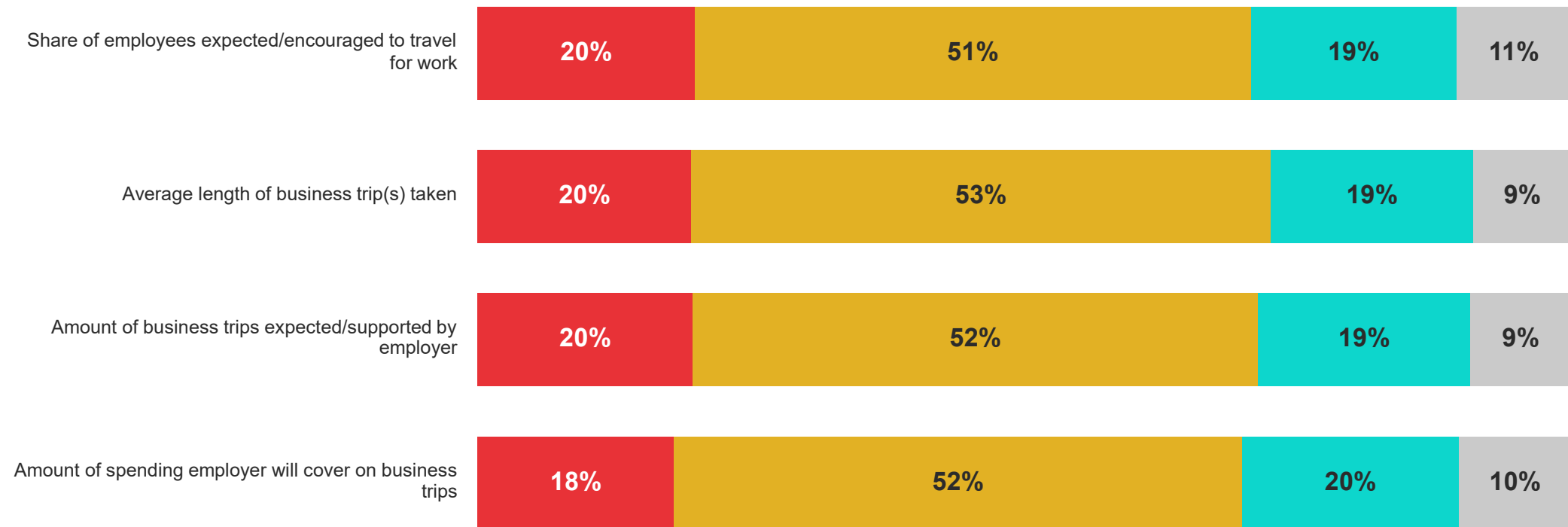


TRAVEL PLANS & PREFERENCES

Responses from business travelers indicate a genuine return-to-normal for most employers' standards around work travel.

You indicated that your job typically involves some amount of business travel. Which of the following best describes your employer's approach to business travel NOW compared to before 2020 (that is, prior to the COVID-19 pandemic)?

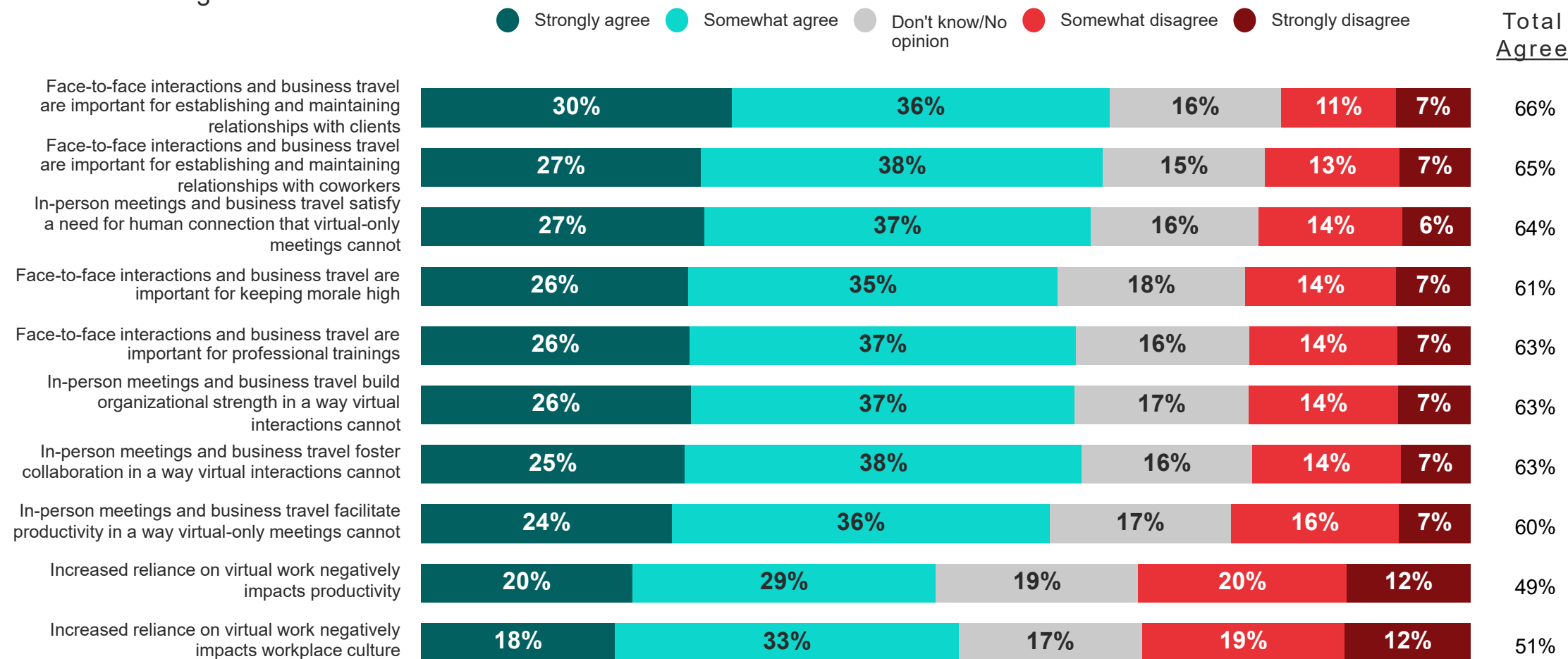
● Less now than before
 ● About the same
 ● More now than before
 ● Don't know/No opinion



TRAVEL PLANS & PREFERENCES

The importance of business travel (and face-to-face interactions generally) is well understood among working adults, with two-thirds agreeing that both are important for client relationships.

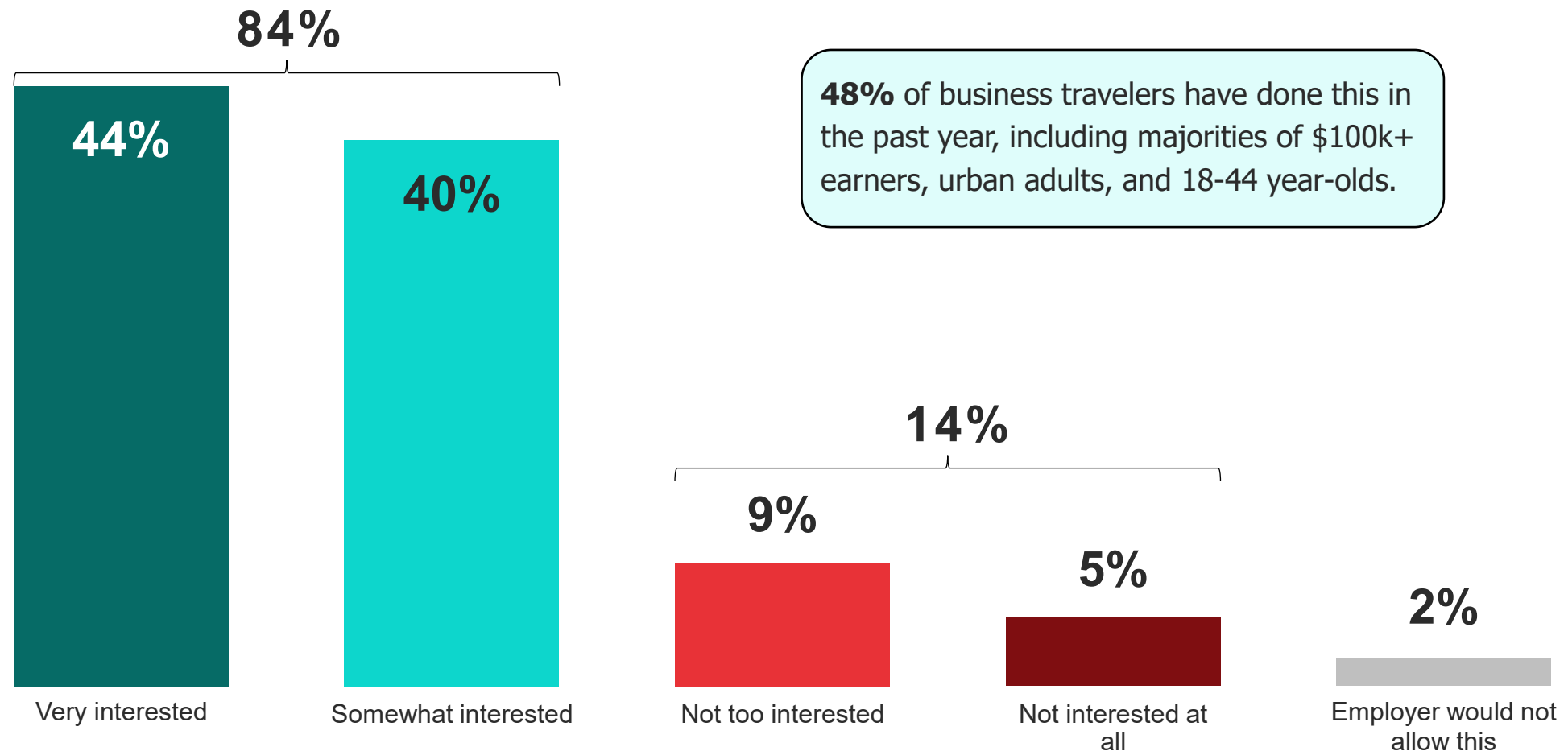
Thinking about the recent transition some workplaces have made to virtual or hybrid work environments, would you agree or disagree with the following statements?



TRAVEL PLANS & PREFERENCES

Business travelers' interest in **bleisure travel** remains strong, with nearly all workers whose jobs involve travel indicating interest in extending their work trips for leisure.

How interested, if at all, would you be in extending a business trip by a day or two for leisure purposes? *This is sometimes referred to as 'bleisure' (business + leisure) travel.*



48% of business travelers have done this in the past year, including majorities of \$100k+ earners, urban adults, and 18-44 year-olds.



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