



# Winter 2024 Outlook: Travel Intent & Consumer Preferences

Polling by **Morning Consult** on behalf of the **American Hotel & Lodging Association**

 **OCTOBER 2024**



# Methodology

This poll was conducted between September 30 – October 2, 2024, among a sample of 2,201 U.S. adults. The interviews were conducted online, and the data were weighted to approximate a target sample of adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 2 to 6 percentage points depending on the audience.

# Key Takeaways

## 1 A majority of respondents are inclined to take overnight trips for leisure in the next four months and nearly half expect to stay at hotels.

- 52% plan to spend one or more nights away from home in the next four months for leisure travel, and 45% of that group is likely to stay at a hotel. 23% of employed respondents expect to travel overnight for business trips, and most of that group expect to stay at a hotel (59%).
- Nearly half of respondents are likely to travel overnight for family excursions (47%) in the next four months. A majority of those likely to take romantic getaways prefer to stay in hotels (52%), while a majority of those likely to travel for Thanksgiving or Christmas prefer staying with family or friends (53% and 54% respectively).
- Compared to the fall/winter of 2023, 25% of adults are more likely to stay in a hotel or take an overnight leisure trip.

## 2 Inflation is still adversely affecting growth for hoteliers and other businesses in the travel industry.

- Americans are less likely to stay in a hotel (56%), travel overnight (50%), travel by airplane (44%), and rent a car (42%) due to inflation.

## 3 Sustainability matters to most travelers.

- 66% say sustainability is important to them when traveling, including 27% who say it's *very important*.
- Most (57%) are more likely to stay at a hotel knowing that it has a sustainability certification or label.



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## UPCOMING TRAVEL

**In the next four months, a little more than half of respondents plan to take overnight trips for leisure travel, while nearly one in four employed respondents expect to do so for business travel.**

Do you plan to spend one or more nights away from home for the following in the next four months?

**52%**

of adults plan to spend one or more nights away from home in the next 4 months for **vacation** or **leisure travel**.

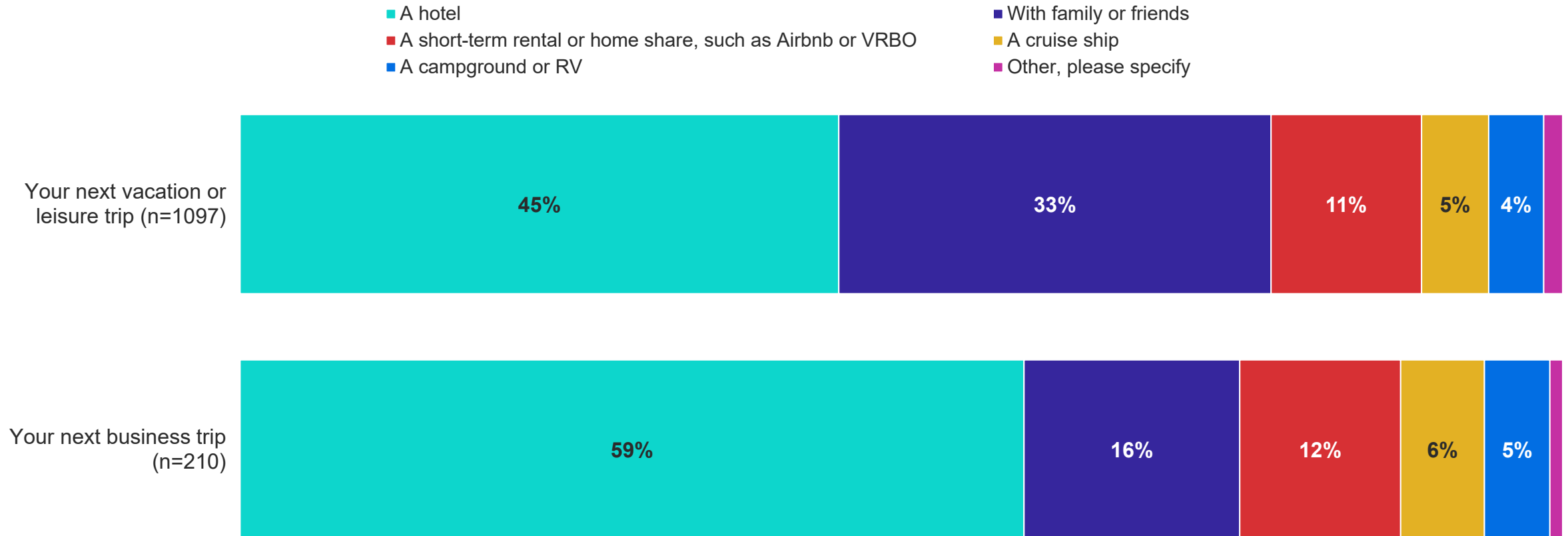
**23%**

of \*employed adults plan to spend one or more nights away from home in the next 4 months for **business travel**.

## UPCOMING TRAVEL

Hotels are the top choice for leisure and business travelers, though one in three leisure travelers prefer staying with family or friends for overnight trips.

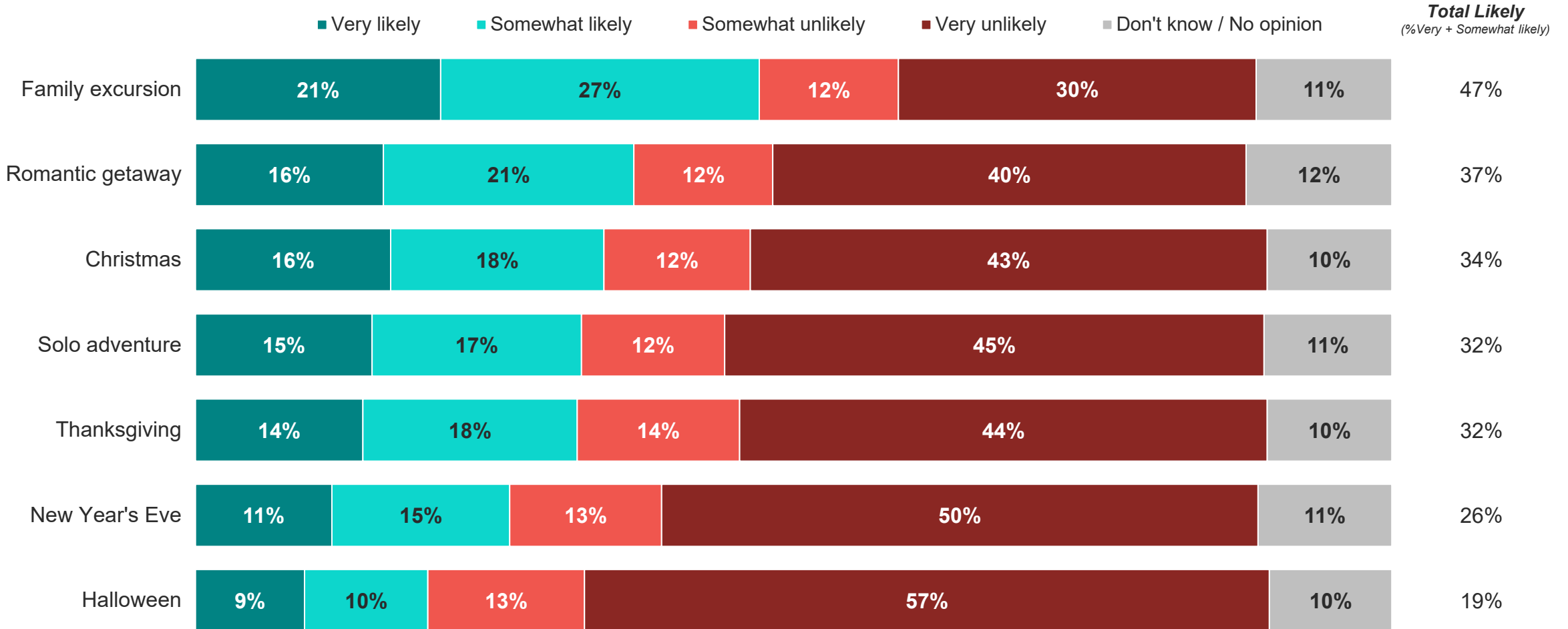
You indicated that you plan to travel overnight during the next four months. Where are you most likely to stay for the following?



## UPCOMING TRAVEL

People are most likely to travel overnight for a family excursion in the next four months, and nearly two in five are likely to take romantic getaways.

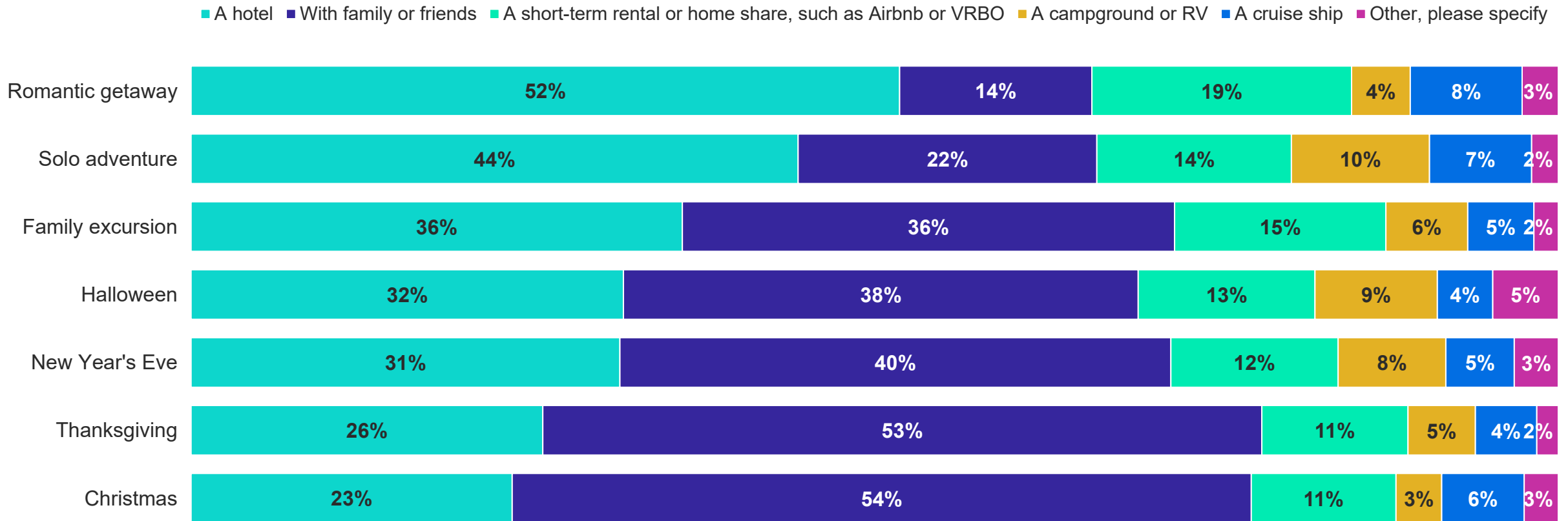
How likely are you, if at all, to travel overnight for the following occasions in the next four months?



## UPCOMING TRAVEL

Those likely to travel for romantic getaways or solo adventures are more likely to stay in hotels than those likely to travel for Thanksgiving or Christmas, who are inclined to stay with family or friends.

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

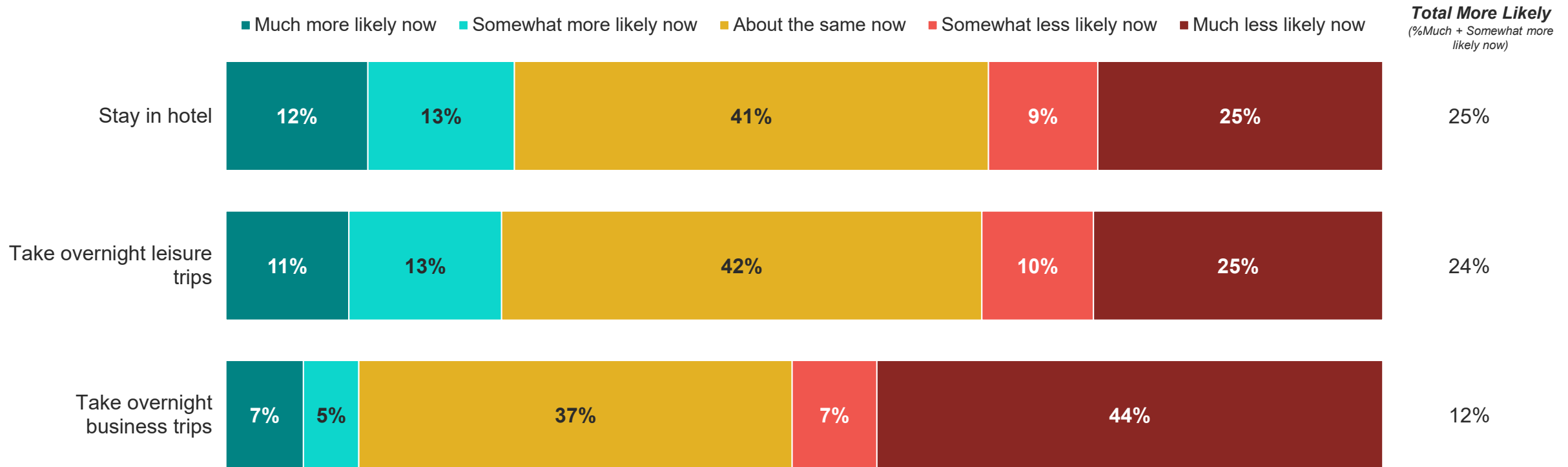




## UPCOMING TRAVEL

Compared to fall/winter 2023, one in four say they are more likely to stay in a hotel or take overnight leisure trips but are less likely to take overnight business trips.

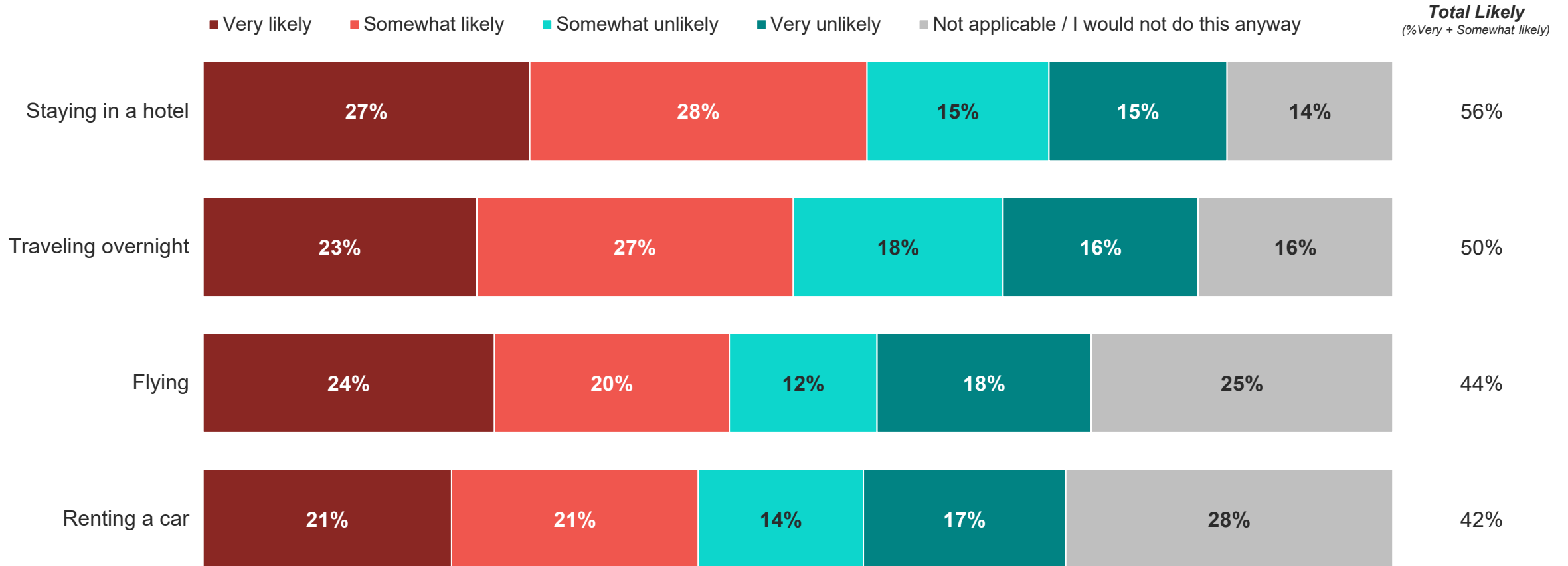
How likely are you to do the following this fall/winter compared to the fall/winter of 2023?



## UPCOMING TRAVEL

### At least half of respondents said inflation makes them less likely to stay in a hotel or travel overnight in the next four months.

As you may know, **inflation** in the economy refers to general increases in prices and decreases in the purchasing value of money. How likely, if at all, is inflation to reduce your chance of doing the following in the next four months?



## UPCOMING TRAVEL

Those aged 35 to 44 and those who earn \$50k-\$100k are most likely to travel less because of inflation, particularly when it comes to staying in a hotel in the next four months.

How likely, if at all, is inflation to reduce your chance of doing the following in the next four months?

### Likely to reduce (%Very + Somewhat likely)

		Gender		Age				Income		
	Adults	Male	Female	18-34	35-44	45-64	65+	<50k	50k-100k	100k+
Staying in a hotel	56%	56%	56%	59%	64%	56%	45%	55%	61%	48%
Traveling overnight	50%	49%	51%	51%	57%	50%	41%	47%	56%	45%
Flying	44%	44%	45%	48%	53%	42%	36%	38%	53%	48%
Renting a car	42%	41%	42%	46%	50%	40%	32%	37%	48%	43%



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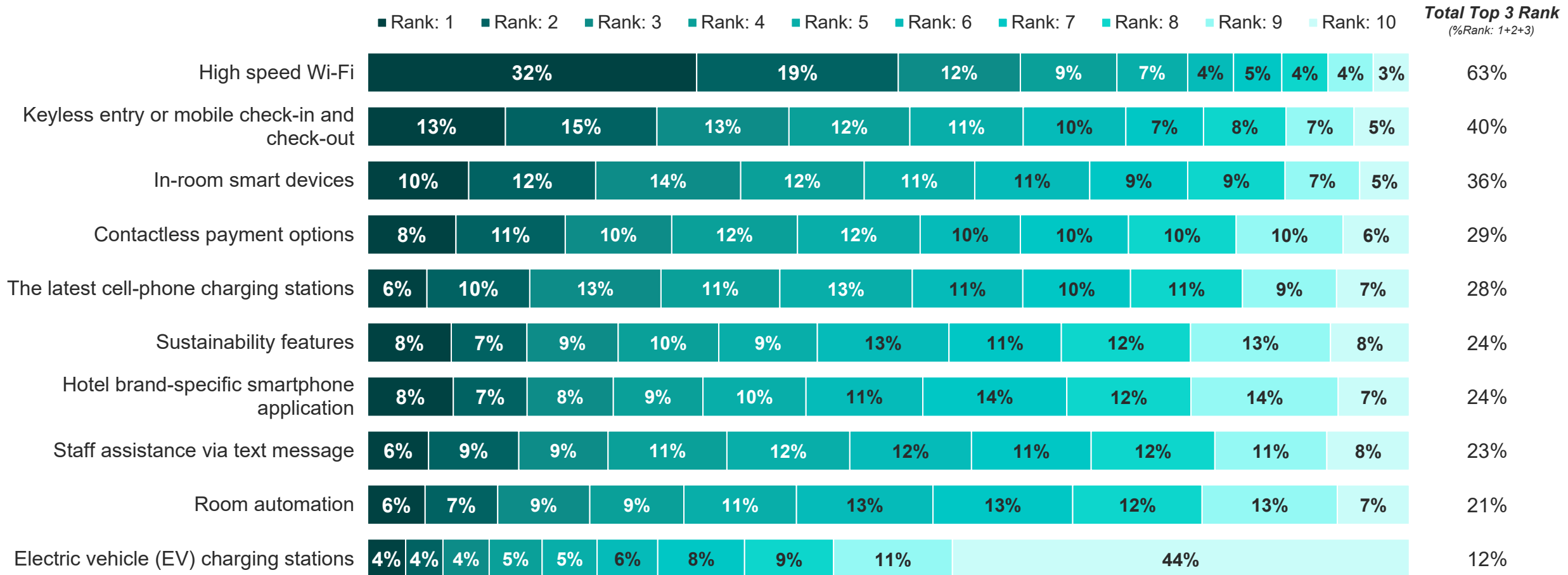
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**Sustainability**

## LODGING & HOTEL FEATURES

When selecting a hotel, respondents say high speed Wi-Fi is the most important technology, followed by keyless entry or mobile check-in and check-out.

From most important to least important, please **rank** how important each of the following technologies are to you when selecting a hotel.





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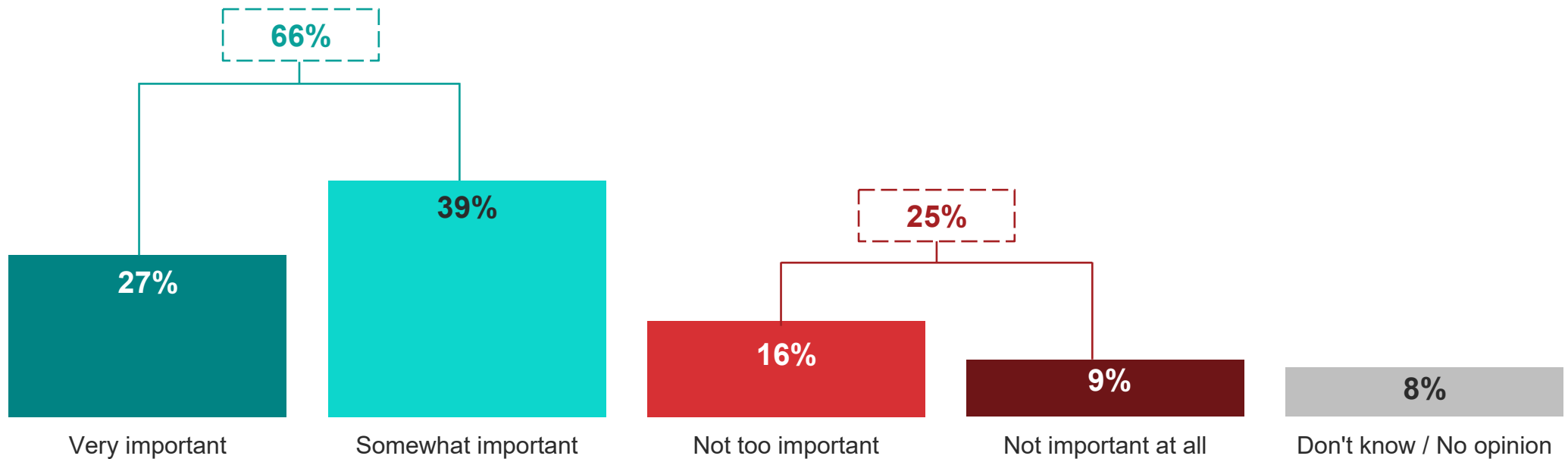
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**Sustainability**

## SUSTAINABILITY

Most think sustainability is important to them when traveling.

Generally speaking, how important is sustainability while traveling to you?



## SUSTAINABILITY

Three in five are more likely to stay at a hotel if it has a sustainability certification or label, while two in five say their opinion won't be affected.

How much more likely are you, if at all, to stay at a particular hotel property if you know it has a sustainability certification or label (e.g. LEED, Green Key Global)?

