



**AHLA HOTEL
BOOKING
INDEX**

2022 Holiday Travel Survey

HOTEL BOOKING INDEX

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?*

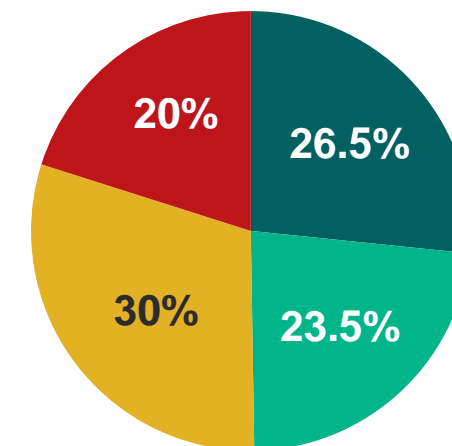
2. Self-assessment of household financial security – 30% ●

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.



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

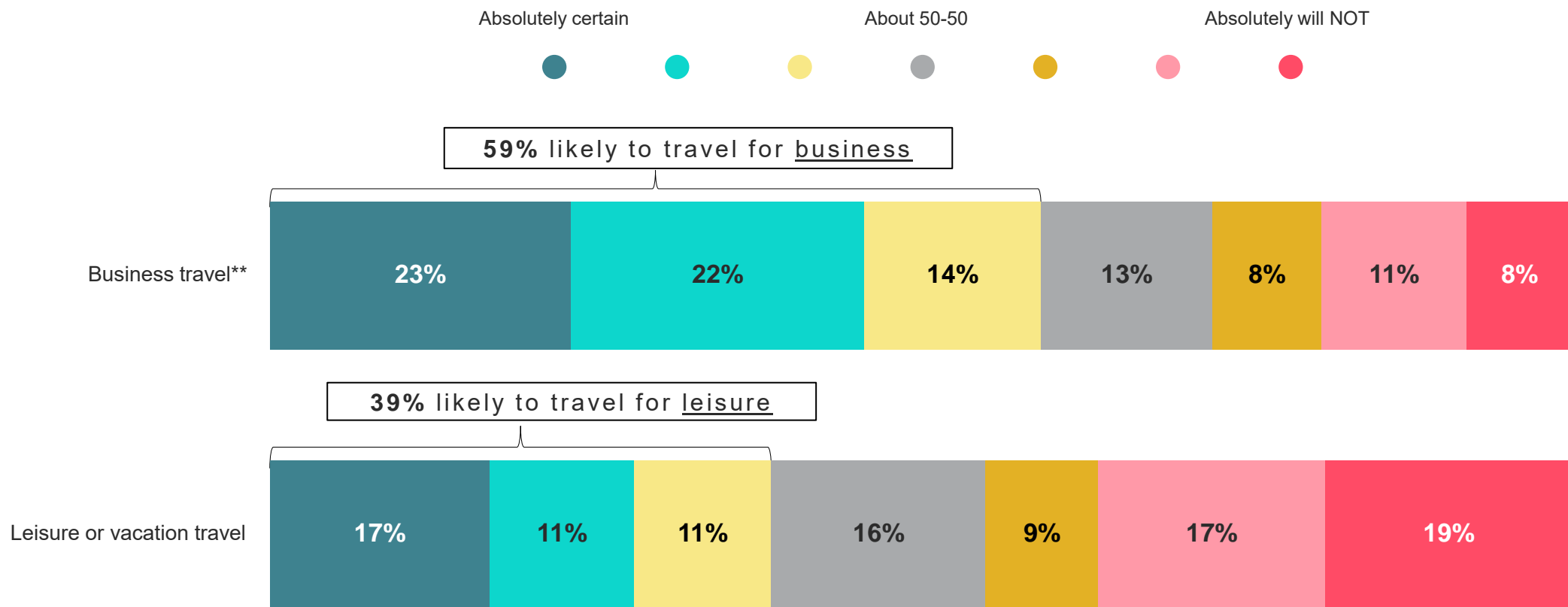
The 7.1/10 composite rating was bolstered by Americans' high self-reported financial security and a strong outlook for business travel in the next three months.

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?

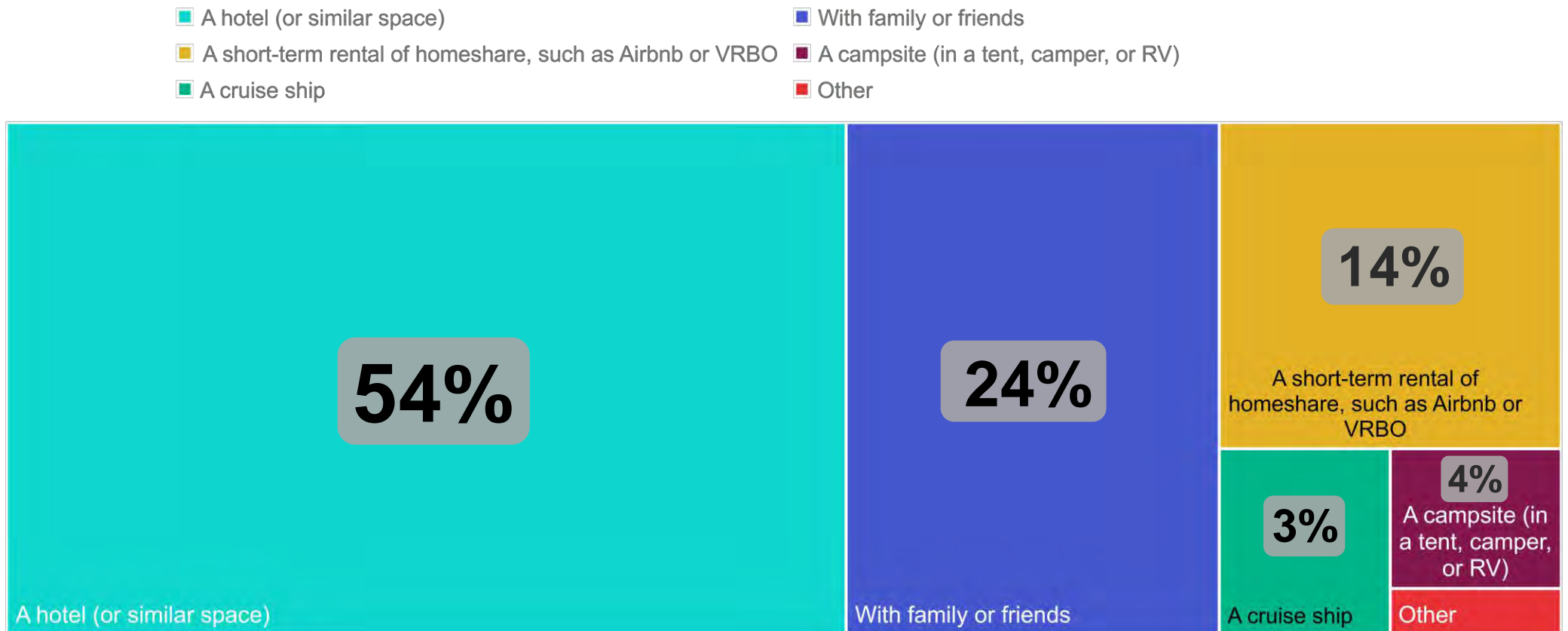


**Asked of employed adults whose jobs involve business travel (n=1036)

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'.

