

Powered by The State of the American Traveler

Destination Decisions 2024

Analysis by

miles
PARTNERSHIP

Research by

Future Partners

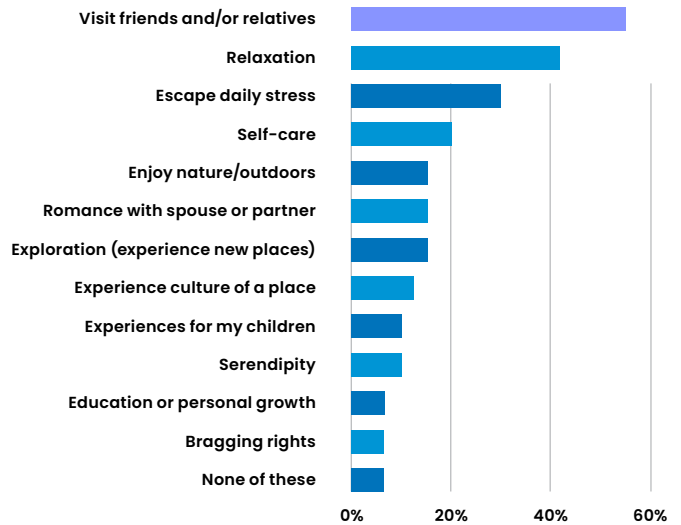
Future Partners and Miles Partnership are excited to share the first 2024 installment of the latest insights on informed trends and new developments within the travel and media landscapes.

This year's Destination Decisions, powered by The State of the American Traveler, examines what type of information American travelers value most when deciding where to take a trip. This edition also explores the nuances of how different traveler demographics impact how they determine where they want to go and what channels they turn to when seeking destination information. Domestic and international destination hotlists are also revealed!

REASONS FOR MOST RECENT OVERNIGHT TRIP

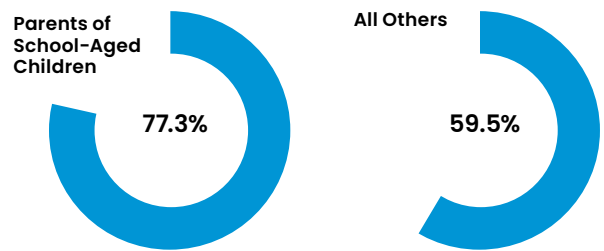
Please think about WHY YOU TOOK THIS MOST RECENT OVERNIGHT TRIP. Which of the following played a role in your decision to take this trip?

The bottom line: After visiting friends or relatives, relaxation and de-stressing are the top reasons for travelers' most recent overnight trip.



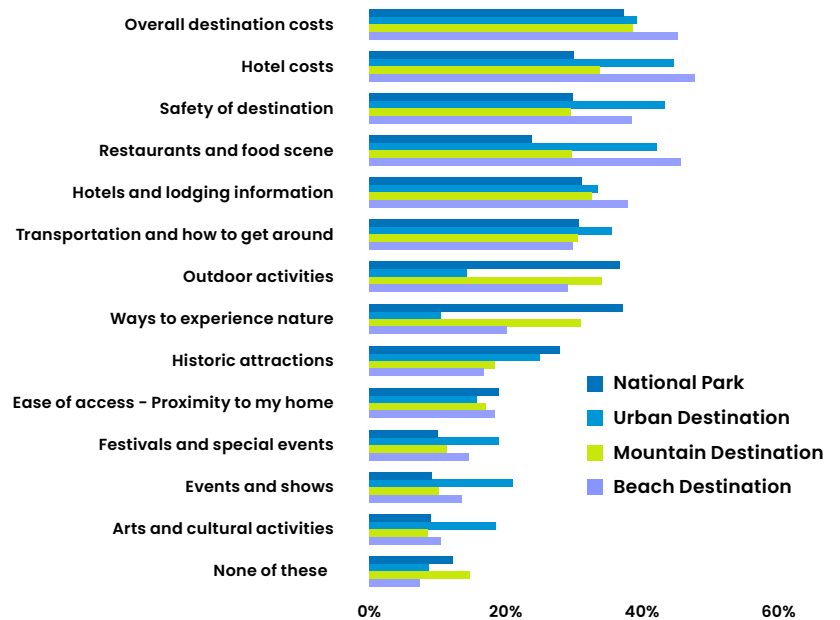
In general, how interested are you in traveling specifically to experience signature local events?

The bottom line: Parents of school-aged children are much more likely to say they will travel specifically for a signature local event than other travelers. Showcasing events that are kid-friendly can help drive incremental visitation to destinations by young families.



Which of the following types of travel information would be MOST IMPORTANT in helping you decide to visit a _____ ?

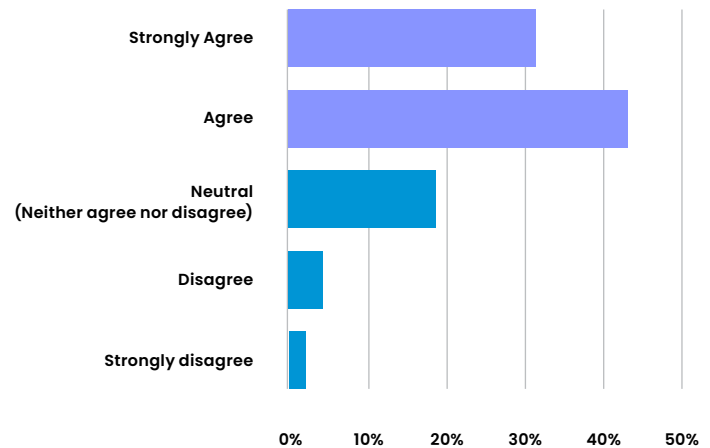
The bottom line: Information about cost, accommodation, safety and the food scene are key to helping travelers decide on a destination regardless of category. Some callouts, however, include the importance of information on how to experience nature and outdoor activities for national park destinations, and information about events, shows and cultural activities for urban destinations.



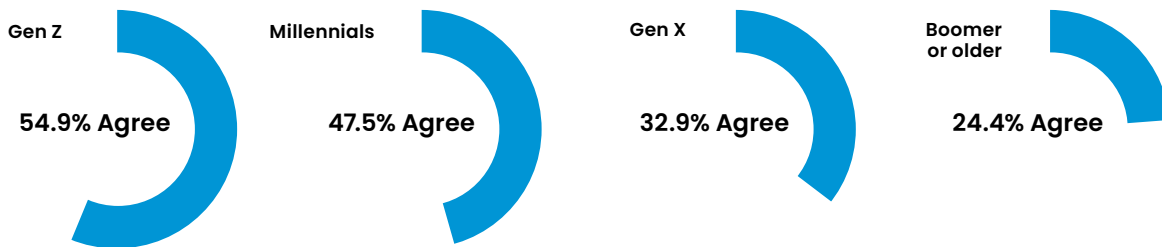
How much do you agree or disagree with the following statements? My choice of travel destinations heavily depends on affordability.

The bottom line: Understanding the costs of traveling to a destination is another key component to travelers' destination decisions, with three-fourths of travelers saying that where they choose to go is heavily dependent on affordability. Drawing attention to how travelers can get good value out of a destination will help boost consideration.

My Choice of Travel Destinations Heavily Depends on Affordability



How much do you agree or disagree with the following statement? Environmental/sustainability considerations are important to how I select my travel destinations.

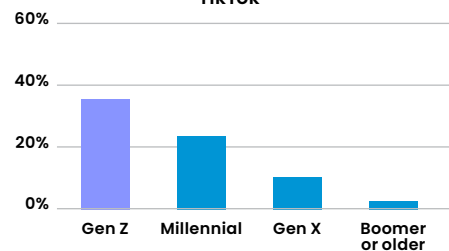


The bottom line: A significantly higher share of younger travelers agree that environmental or sustainability considerations factor into their decision. For destinations targeting Gen Z in particular, it is important to emphasize what sustainability initiatives are in place.

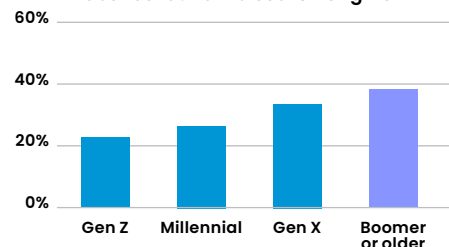
Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)

The bottom line: There is an increasingly larger gap between older and younger consumers when it comes to the type of media they utilize and how differentiated their media consumption is. Younger audiences, particularly Gen Z, are almost exclusively digital in their approach, while older audiences are significantly more likely to still turn to traditional media in addition to certain digital channels.

TikTok



Websites found via search engine



5 Essential Insights

1



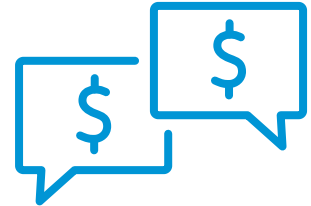
While travelers' personal financial sentiments remain a top concern as they map out their travel plans for 2024, certain household incomes remain unaffected by current travel prices. Travelers living in large cities with an annual HHI of \$100K or higher feel that now is a good time to spend on travel.

2

87%

Excitement for leisure travel remains high, with over 87% of U.S. travelers already having trips planned in 2024. This year, travelers are expected to take an average of 3.6 leisure trips in the next 12 months, and 52% intend on prioritizing travel spending in the next three months.

3



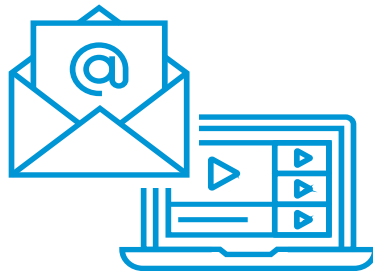
74.7% of travelers agree that when choosing a destination to visit, affordability is the most important and desired information, including lodging costs, transportation and food.

4



Currently, cities or metropolitan areas stand as dominant destinations of choice, with 44.6% of travelers stating that these were their most recent overnight trip destinations. Dining and shopping took the spotlight as the most important activities, serving as deciding factors.

5



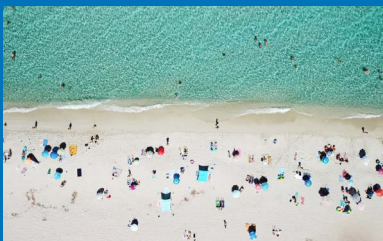
When asked how destinations could best reach them during their travel planning, 34.8% of travelers said email, while 34% preferred websites found via search engine. Just over one-third of all travelers have used online video to plan their travel in the last year and, unsurprisingly, Millennials and Gen Z take the lead in online video usage.

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ADDITIONAL RESOURCES

[Webinar: Destination Decisions](#)

[The Power and Potential of
Signature Local Events](#)