

THE STATE OF THE
AMERICAN TRAVELER:

Destinations Edition 2022

RESEARCH SUMMARY



Executive Summary

Miles Partnership has worked with Destination Analysts for over 12 years to share original research and groundbreaking analysis of U.S. leisure travelers

The annual “Destinations Edition” webinar combined the latest research with fresh insights on travelers motivation and inspiration in choosing destinations. Emerging from the pandemic, what are the primary motivators and barriers facing destinations in attracting leisure travelers? What is the outlook for a continued boom in natural areas vs. a return to tourism in major urban destinations? Which major creative, content and media channels play the most significant role in influencing visitor’s choice of destinations in 2022? Keep reading for key highlights and check out the [webinar recording](#) and additional resources [on our website](#).

81% of U.S. leisure travelers are especially excited to get back to planning trips and traveling in the next 12 months. Their top travel motivations? Family trips and romantic getaways.

Travelers are yearning for connection and quality time with the ones they love.



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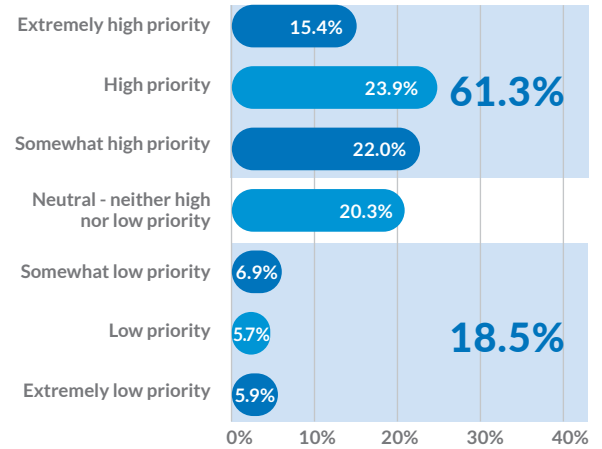
TRAVEL AS A BUDGET PRIORITY

While maintaining a healthy travel budget does remain a priority, over half of U.S. leisure travelers currently regard travel rates as being too high. This means fewer trips, closer to home, with sights set on budget-friendly getaways.



Thinking carefully about how you expect to spend your income in the **NEXT THREE MONTHS**, please use the scale below to describe your spending priorities. (Select one)

Leisure travel will be a(n) _____ .



PRIORITIZED TRAVEL EXPERIENCES

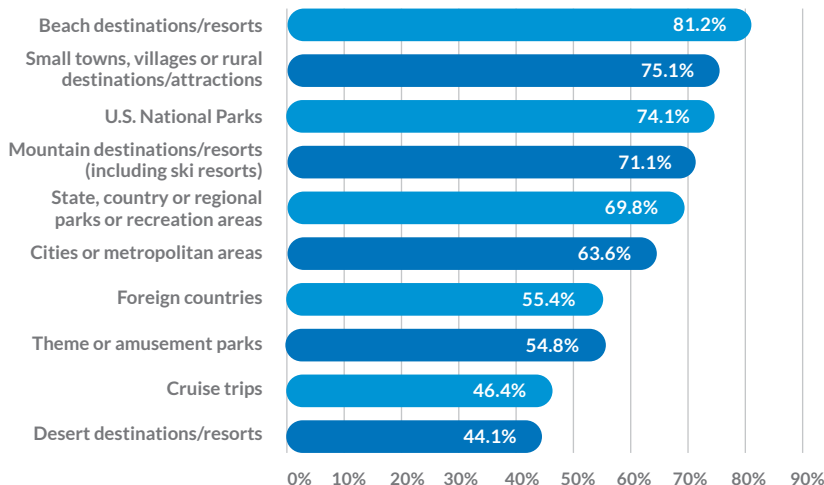
Travelers emerging post-pandemic are looking to shed the limitations of the past couple of years. Almost 80% agree their travel priorities revolve around having fun. Relaxation, finding happiness and stress relief also sit high on their list of priorities, and many of them want to escape crowded areas.

Thinking about your travel during the **NEXT TWELVE (12) MONTHS**, what travel experiences will you prioritize? However you personally define each, use the scale provided to indicate how you will prioritize them.

"HIGH PRIORITY" OR "EXTREMELY HIGH PRIORITY"



TOP 2 BOX SCORE: LOVE IT OR LIKE IT



LOVE IT OR LIKE IT DESTINATIONS

Beaches are the highlight and number one destination for summer 2022 travelers, aligning with the peak of interest in outdoor-oriented destinations. Generationally, boomers are incentivized by family, friends and returning to the same destinations. Younger generations on the other hand are searching for great food, adventure and new places.



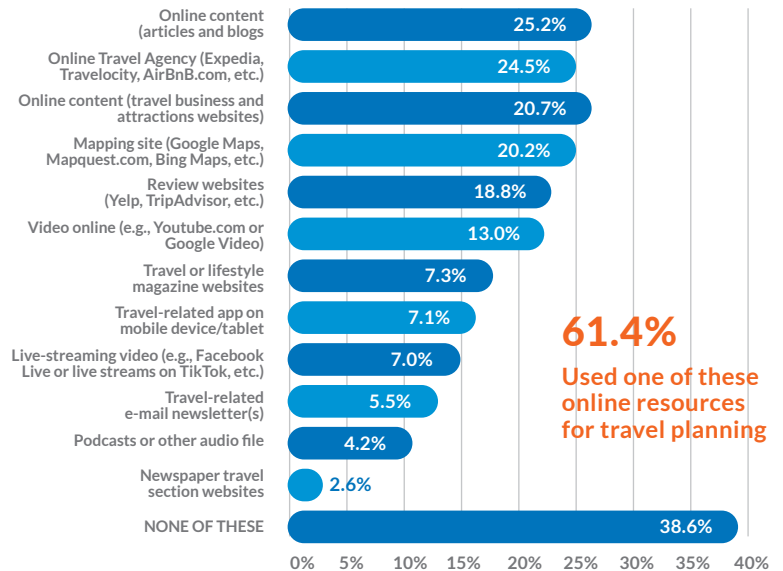
In general, how do you feel about leisure trips to the following types of travel destination? (Use the scale below to express your feelings about visiting these places)

(Base: All respondents, 4,007 completed surveys. Data collected March 15-23, 2022.)

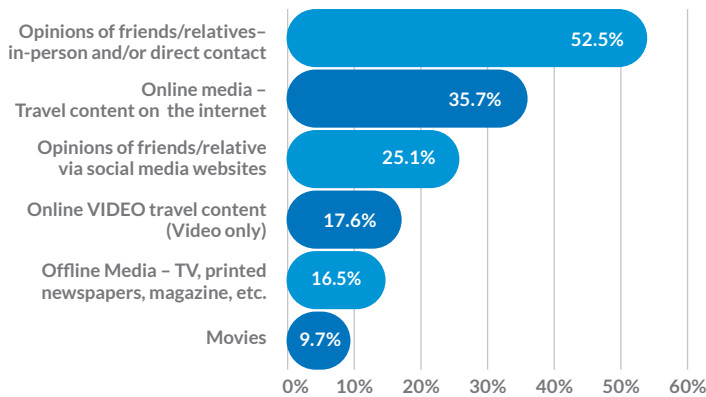
ONLINE TRAVEL PLANNING RESOURCES

While Facebook and YouTube are widely used as resources for travel planning, the impact of blogs, articles, business/attraction websites and travel agencies hold a high level of value. A high majority of leisure travelers view blog and article content as notable travel planning resources.

Q In the PAST TWELVE (12) MONTHS, which of these resources have you used to help plan your travel? (Only check if used for travel planning, ideas or inspiration)



(Base: All respondents, 2,005 completed surveys. Data collected March 15-23, 2022.)

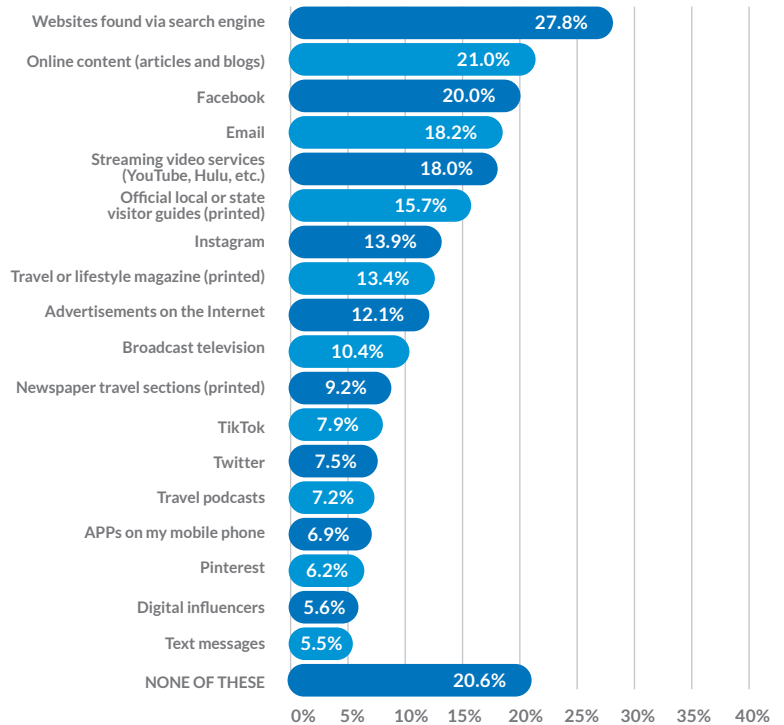


(Base: All respondents, 4,007 completed surveys. Data collected March 15-23, 2022.)

DESTINATION INSPIRATION

Trust remains a widely important factor in gathering inspiration and opinions for travel planning. Following the 2022 trend of creating fun experiences and a place of respite can have a ripple effect for many destinations and attractions in the years to come.

Q Think specifically about how you get your inspiration for the destinations you want to visit domestically. Which would you typically use to fine destination ideas and inspiration? (Select all that apply)



MOST RECEPTIVE LOCATIONS

While traditional word of mouth can carry the most weight in swaying destination decisions, understanding where to reach U.S. leisure travelers may have just as great an impact. Websites found via a search engine and online content, such as blogs and articles, can be powerful tools in reaching those travelers eyes first. Cross promotion among your brand channels and SEO awareness and optimization are important considerations in reaching your audience over the next 12 months.

Q 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? (Select all that apply)

(Base: All respondents, 4,007 completed surveys. Data collected March 15-23, 2022.)

5 Key Takeaways

1

After more than two years of the pandemic, U.S. leisure travelers are excited to travel in 2022 with record levels of enthusiasm in travel intentions not seen since early 2020.

2

This excitement is being muted by rising inflation and gas prices which are impacting travel budgets and likely travel spending for most traveler segments.

3

With uncertainty over the war in Eastern Europe, international outbound travel is likely to remain subdued which will stimulate ongoing substitution of domestic vacations for international travel.

4

U.S. travelers are emphasizing VFR (visiting friends and relatives) and familiar destinations in their travel planning for 2022 highlighting the opportunity to reconnect with past travelers and to leverage your local residents to attract friends and family.

5

Traditional word of mouth still dominates how U.S. travelers decide to travel reinforcing the importance of supporting great experiences, managing tourism impacts and ensuring visitor satisfaction is high.

ANALYSIS BY

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ADDITIONAL RESOURCES

Webinar: [The State of the American Traveler - Destinations Edition](#)

Blog Post: [The State of the American Traveler in April 2022 - Changed but Highly Motivated](#)

Blog Post: [Gallery of Content that Inspires Travel](#)

Blog Post: [Gas Prices, War & Risks for the Recovery of Travel](#)

