

THE STATE OF THE AMERICAN TRAVELER

DESTINATIONS EDITION

APRIL 13, 2022

Destination  Analysts

miles
PARTNERSHIP

With You



Chris Adams
*Head of Research & Insights
Miles Partnership*



Dave Bratton
*Founder & Managing Director
Destination Analysts*



Lauren Fox
*Marketing Manager
Miles Partnership*

THE STATE OF THE AMERICAN TRAVELER: DESTINATIONS EDITION

Research, slides and other resources will be available at

www.milespartnership.com/SAT

www.destinationanalysts.com



Destination  Analysts

miles
PARTNERSHIP

THE STATE OF THE AMERICAN TRAVELER



Leisure Travel Rebounds

American travelers are once again expecting to travel more in the previous year) is approaching its or before the recent economic c

33% Americans planning to increase leisure travel spending in the next 12 months

In the past twelve (12) months, how many trips have you taken of more than 100 miles (roundtrips) for purely leisure or personal reasons?

How many of these leisure trips were day trips (no overnight stay)?

How many of these leisure trips were primarily by automobile?

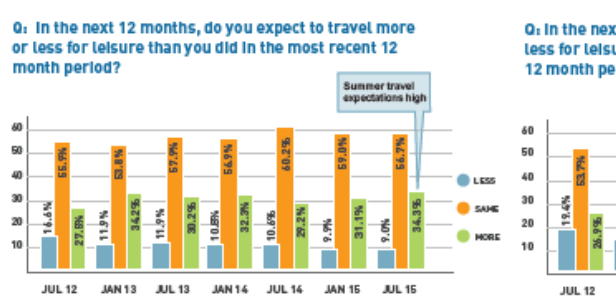
How many of these leisure trips included travel outside the United States?

JANUARY 2012



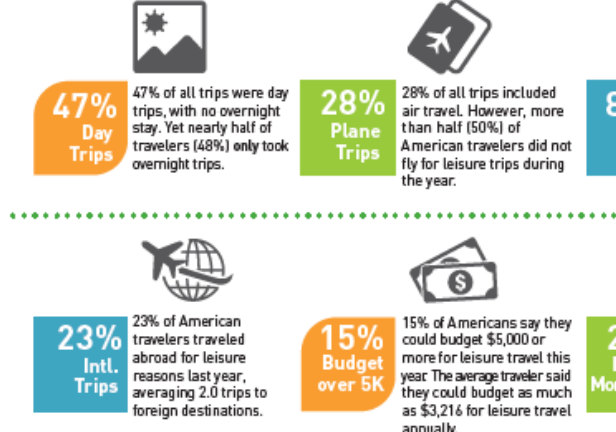
American Travel Expectations Soar

Expectations for near-term leisure travel are soaring, and may have reached an all-time high. In our most recent 'The State of the American Traveler' survey, more than a third (34.3%) of Americans say they expect to increase the number of leisure trips they will take in the upcoming year (compared to last year). This is up from 31.1 percent last January and significantly above levels seen in previous summer waves of the survey. (continued on page 2)

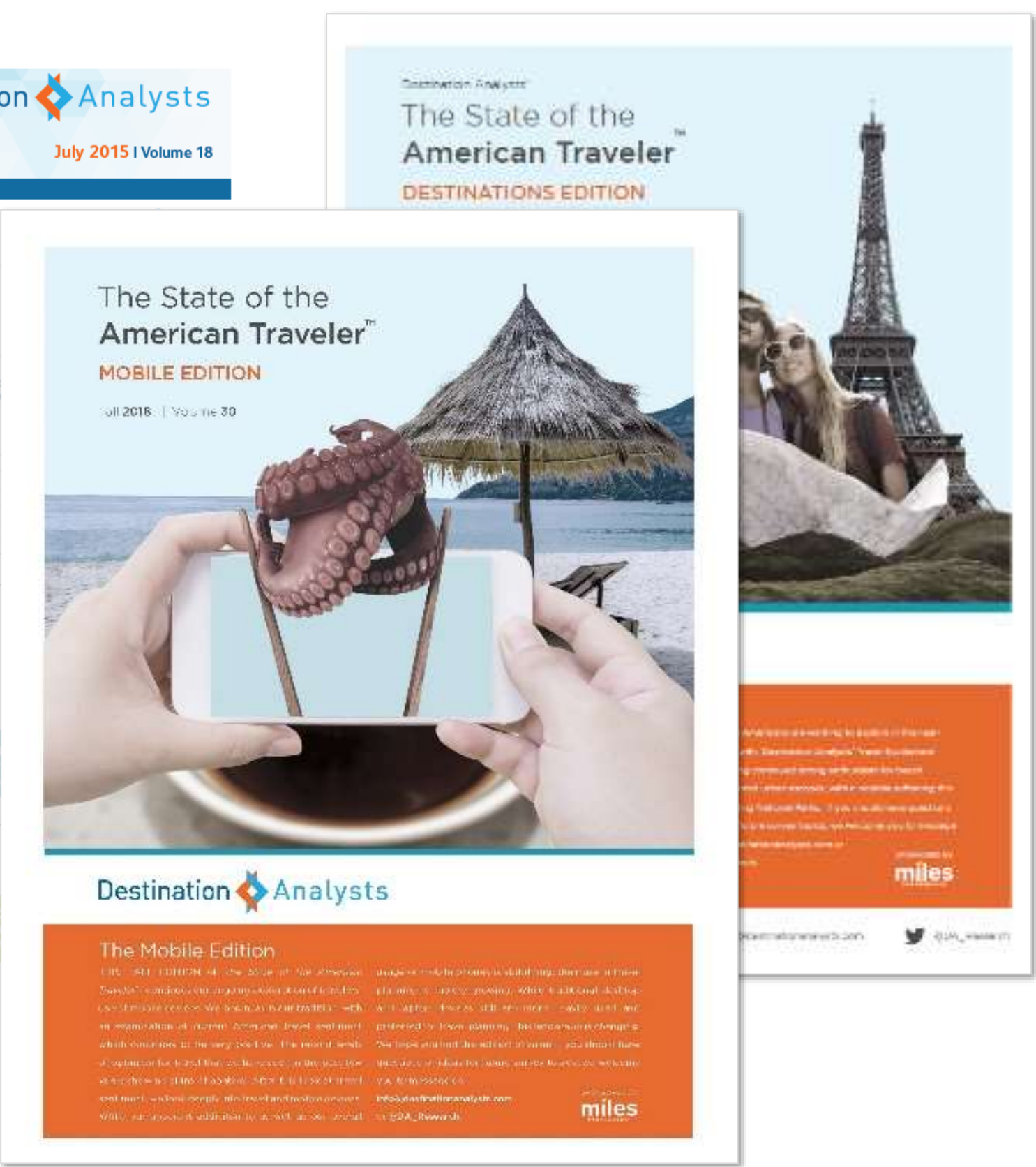


Leisure Travel Basics

Americans took an average of 4.2 leisure trips last year. Here are some highlights of how they traveled.



Destination Analysts, Inc. | July 2015



14+ Years, started in 2008

Agenda

1. Current Traveler Sentiment
2. Destinations Edition Research
3. Content that Inspires
4. Additional Resources
5. Q&A

Destination Analysts'

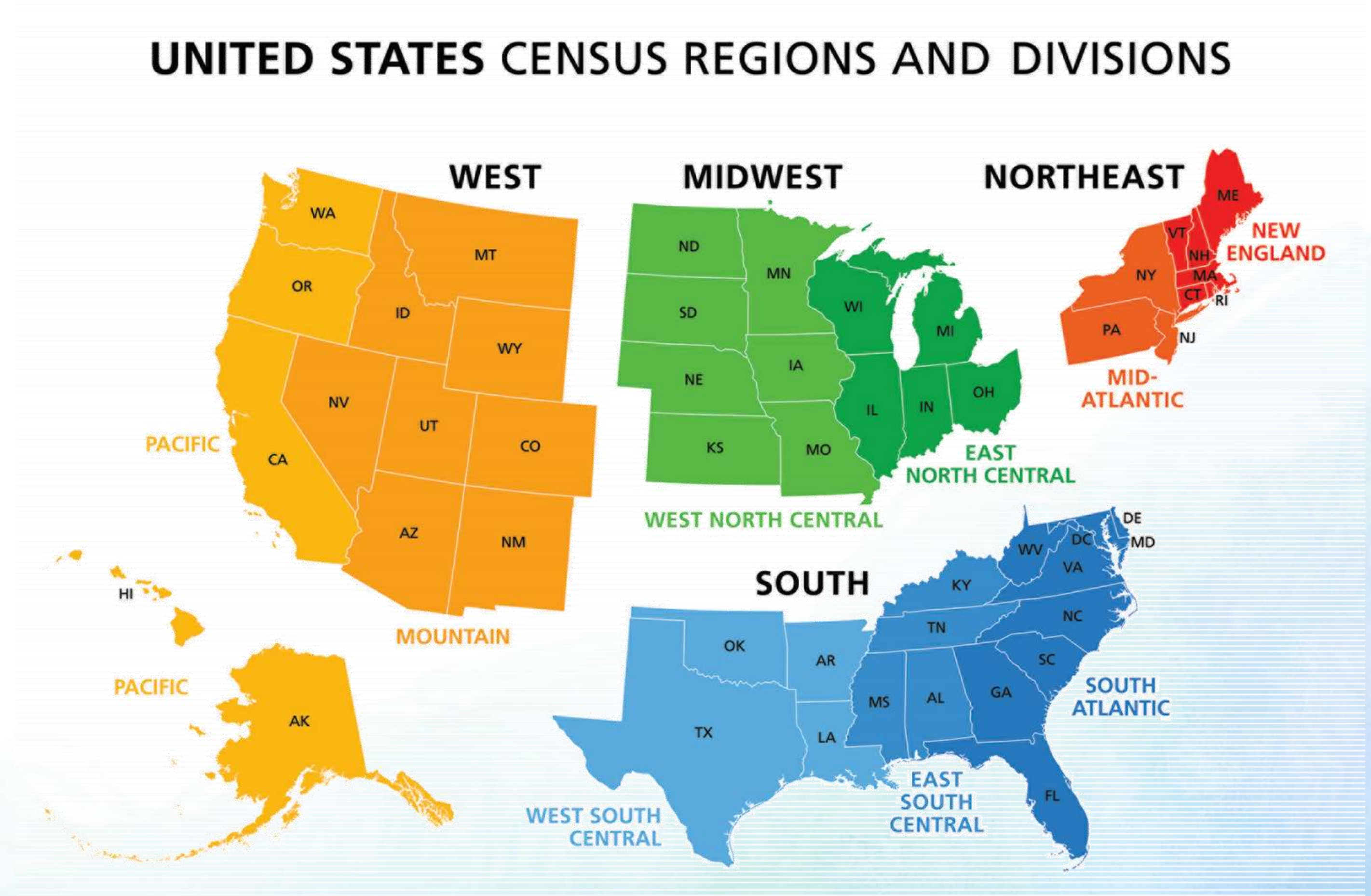
The State of the American Traveler™

April 2022



METHODOLOGY

- Monthly tracking survey
- Representative sample of adult American travelers in each of four U.S. regions
- Tracks traveler sentiment to generate insights into domestic travel trends
- Fielded March 15-23 will be presented today
- 4,000+ fully completed surveys collected each wave
- Confidence interval of +/- 1.55%
- Data is weighted to reflect the actual population of each region



Inflation



Chevron

Food Mart

Gasoline Self Serve

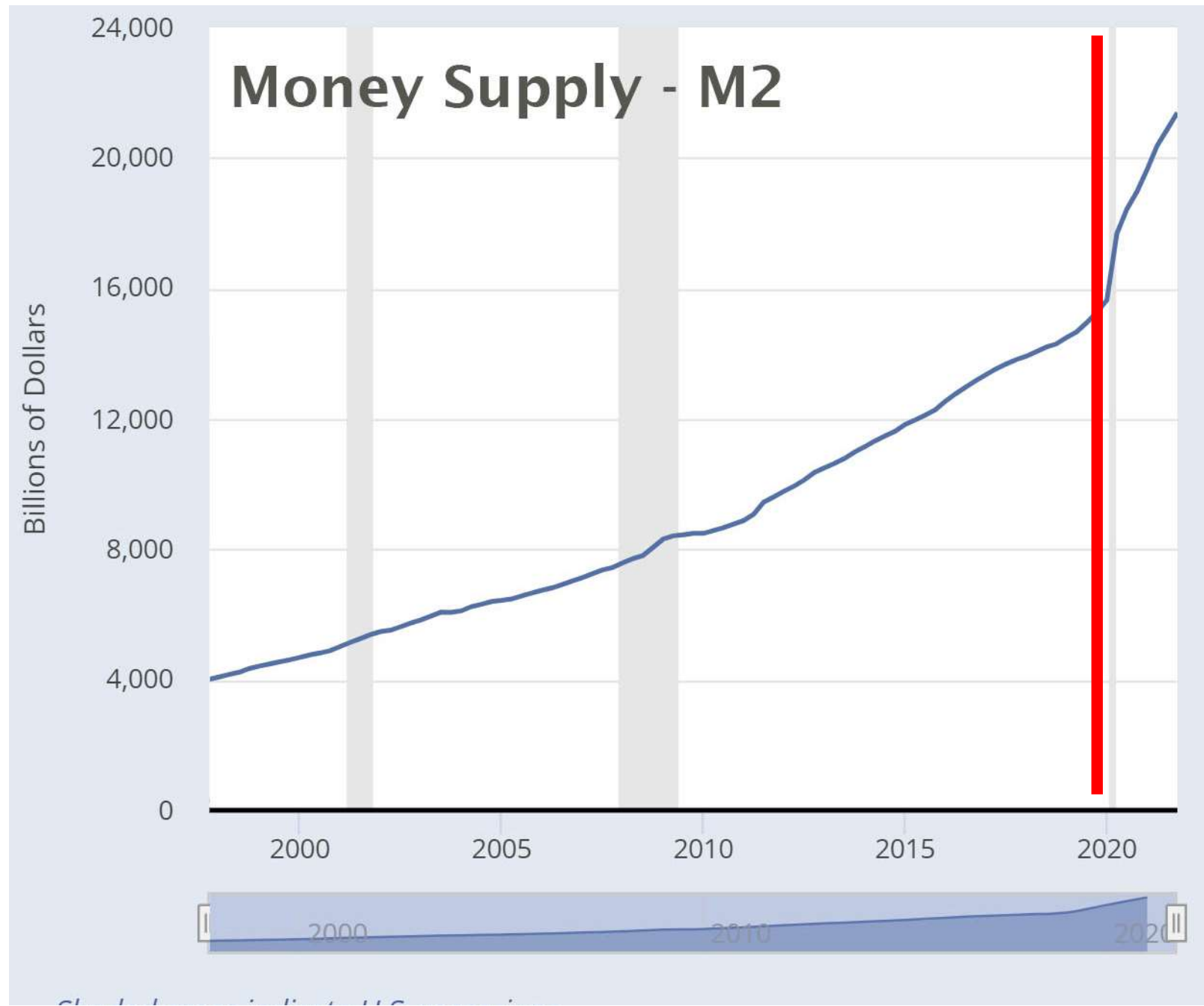
Regular 605 10/9

Plus 607 10/9

Supreme 609 10/9

Diesel No.2 619 10/9

Propane



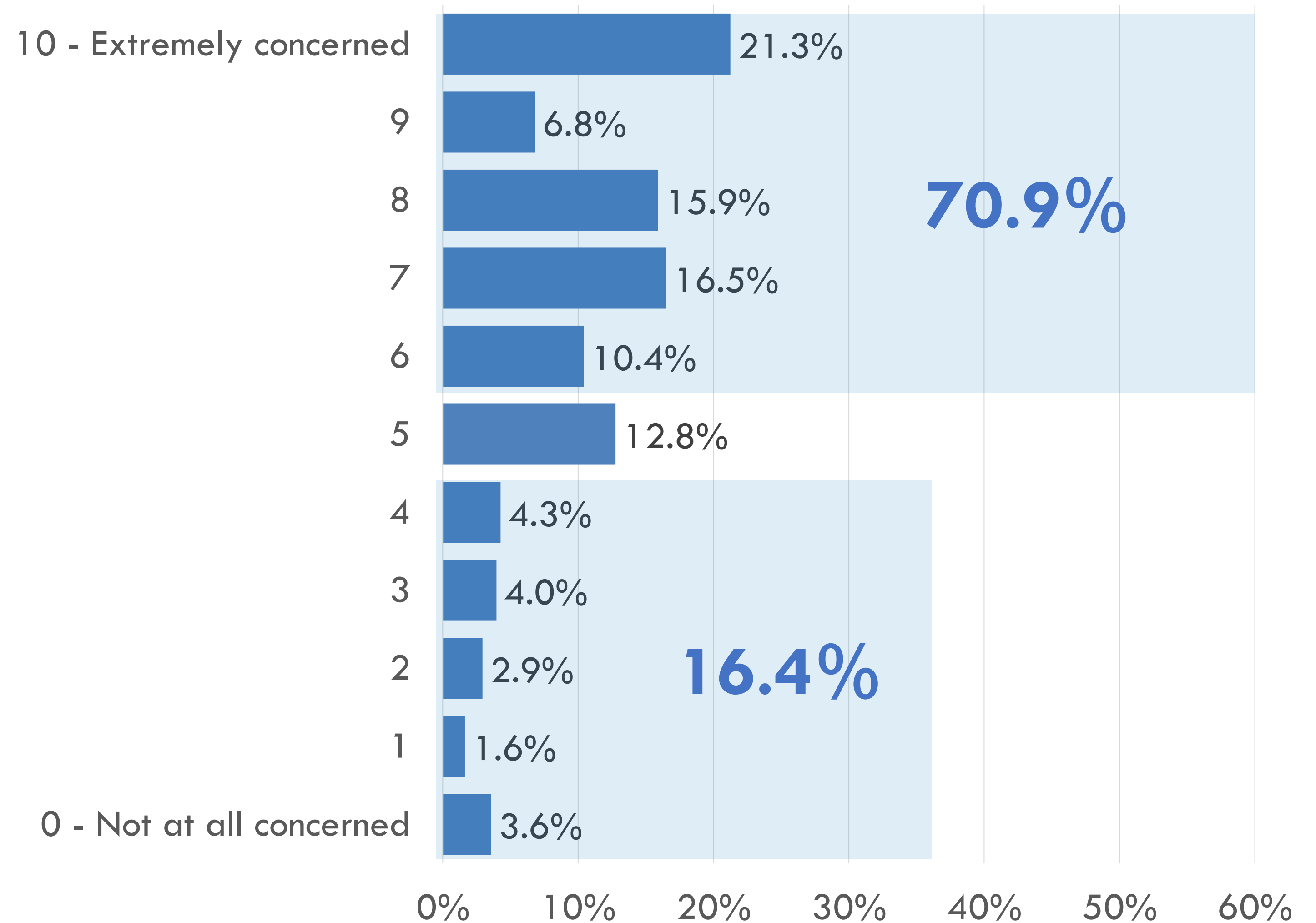
CONCERNS ABOUT CONSUMER PRICE INFLATION

Question: Please think about inflation in consumer prices:

HOW CONCERNED ARE YOU about inflation impacting your financial well-being?
(Please answer using the scale below)

(Base: All respondents, 4,007 completed surveys.)

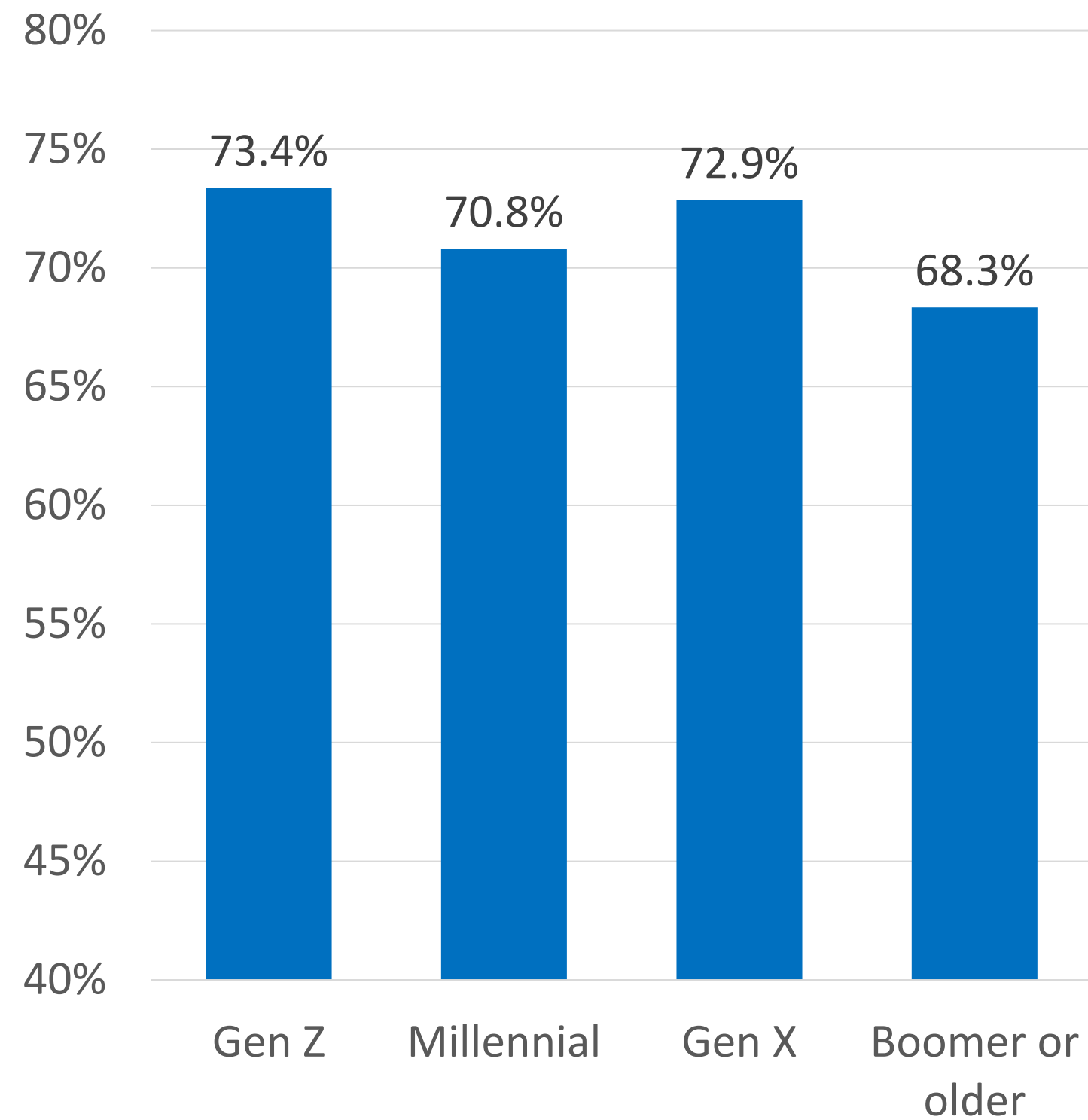
Data collected March 15-23, 2022.)



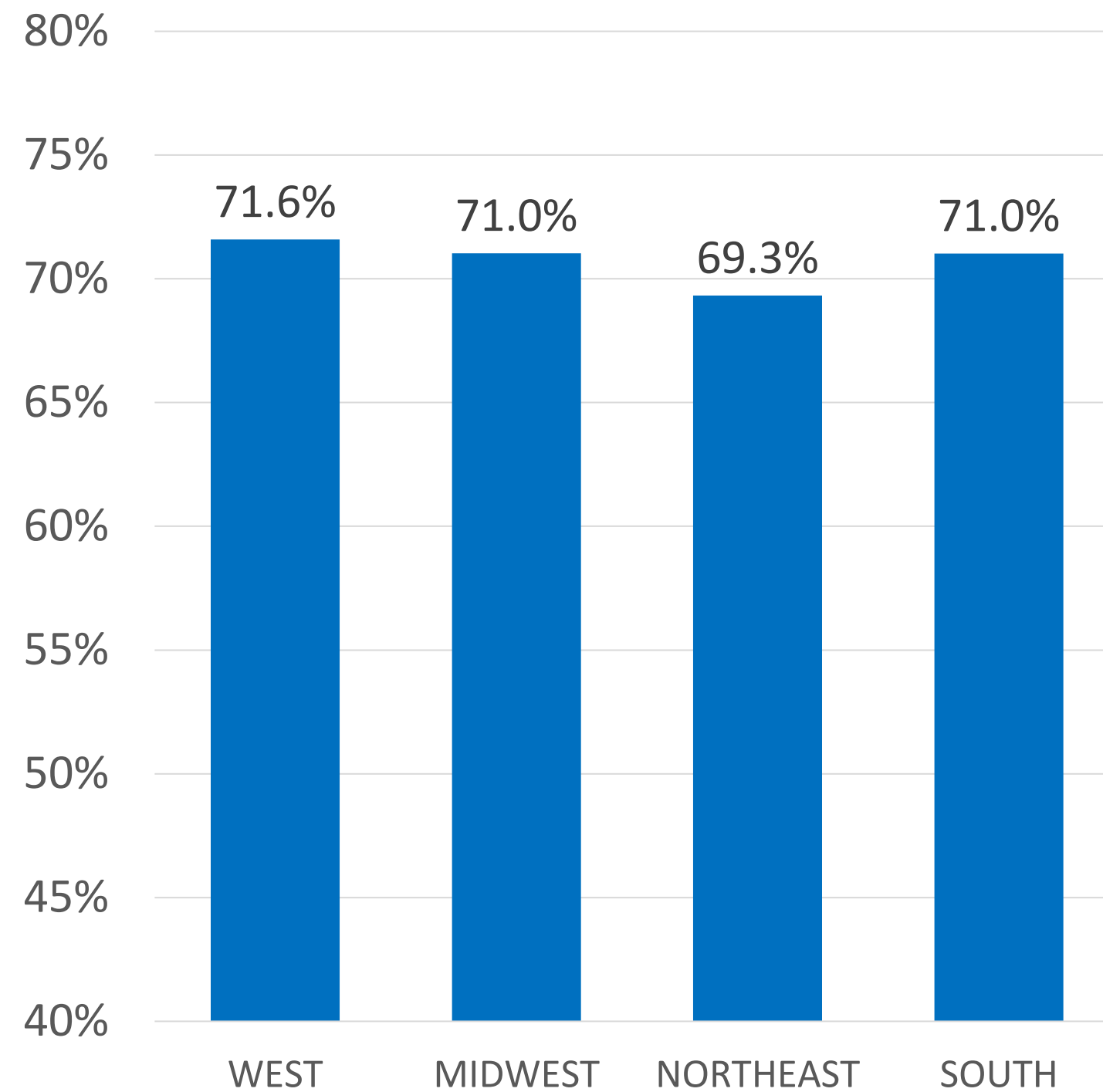
CONCERNS ABOUT CONSUMER PRICE INFLATION

Question: HOW CONCERNED ARE YOU about inflation impacting your financial well-being? (Please answer using the scale below) **TOP 5 BOX SCORES**

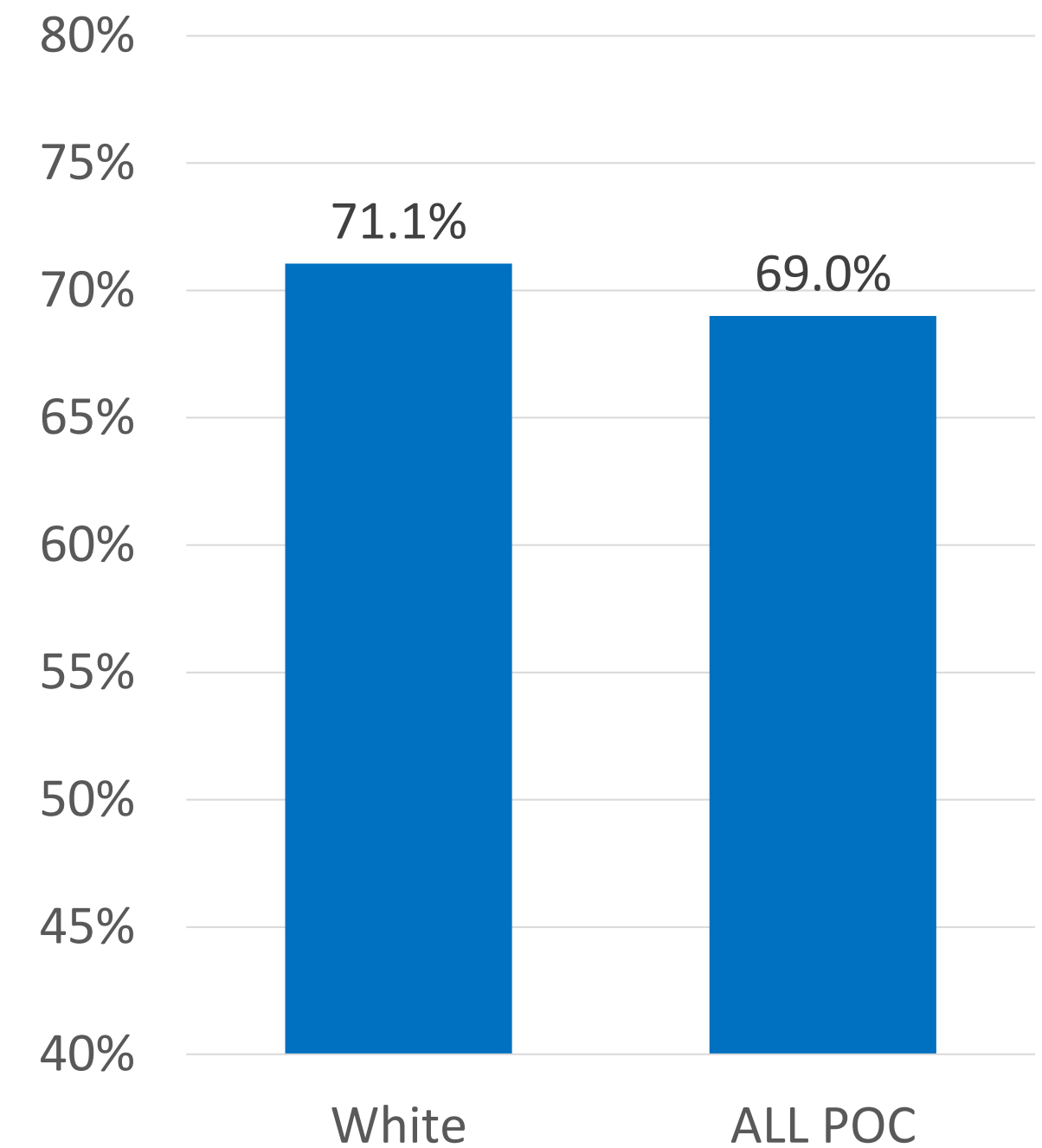
Generation



Region



Ethnicity

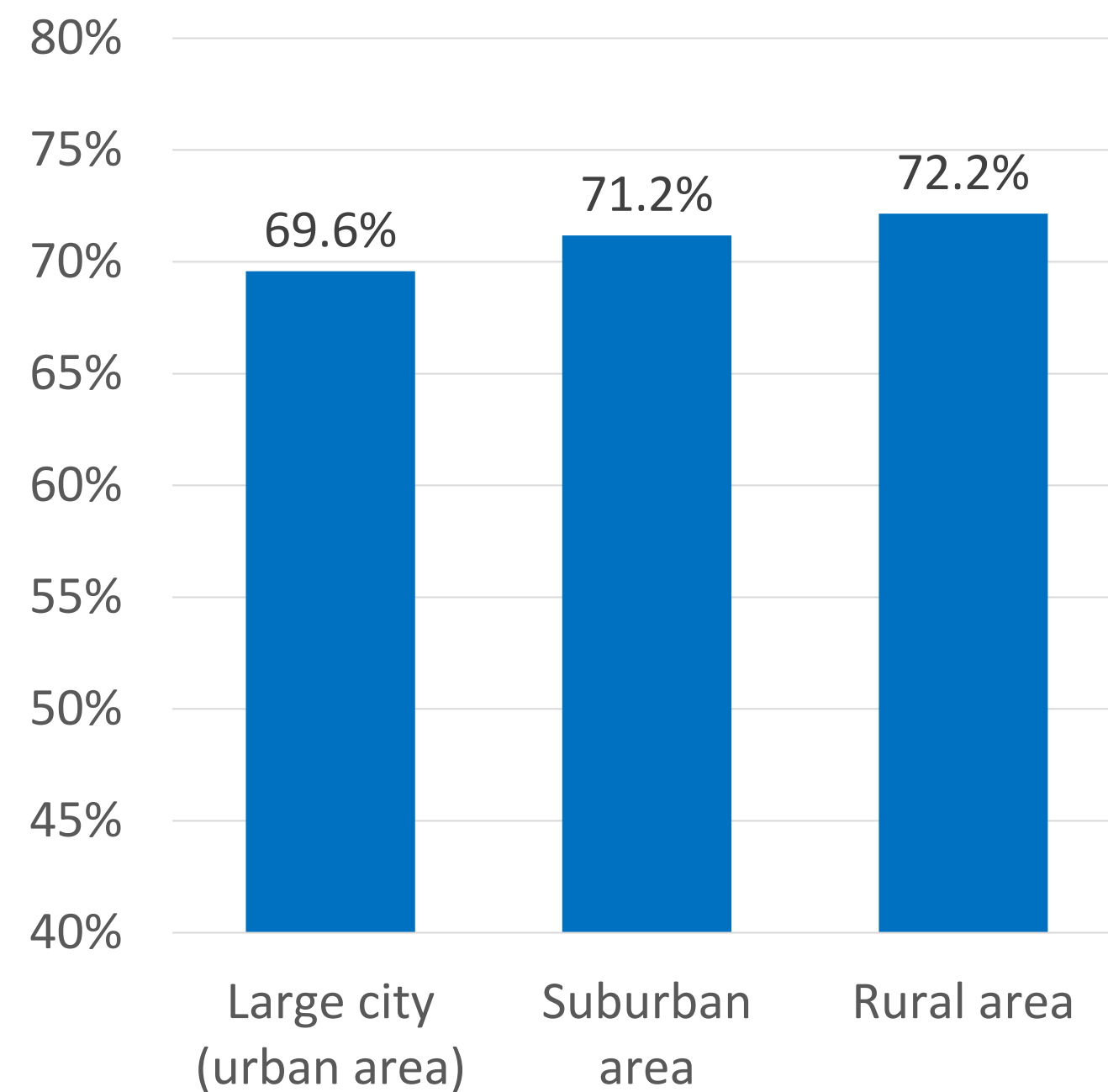


TOP 5 BOX SCORES

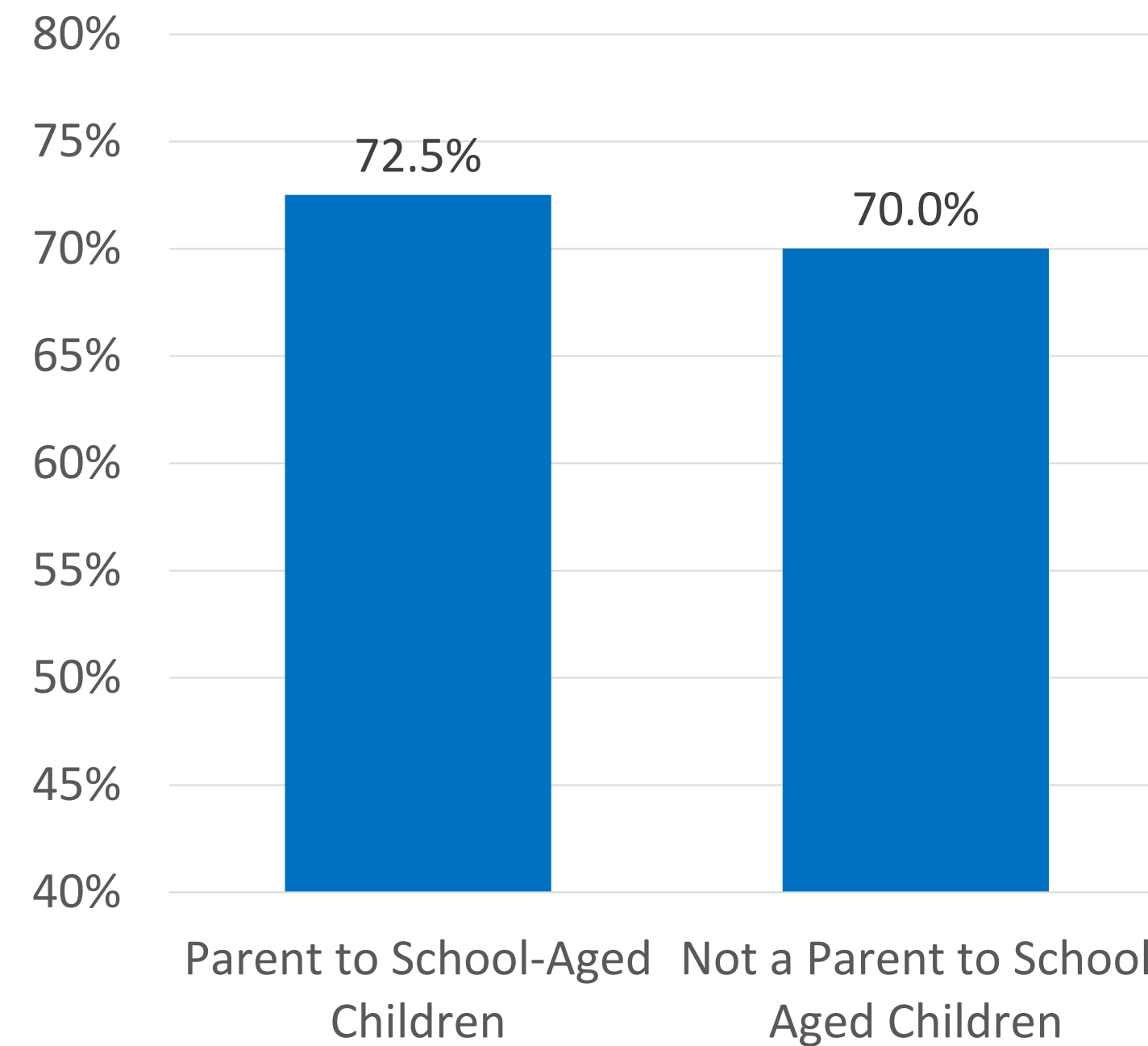
CONCERNS ABOUT CONSUMER PRICE INFLATION

Question: HOW CONCERNED ARE YOU about inflation impacting your financial well-being? (Please answer using the scale below) **TOP 5 BOX SCORES**

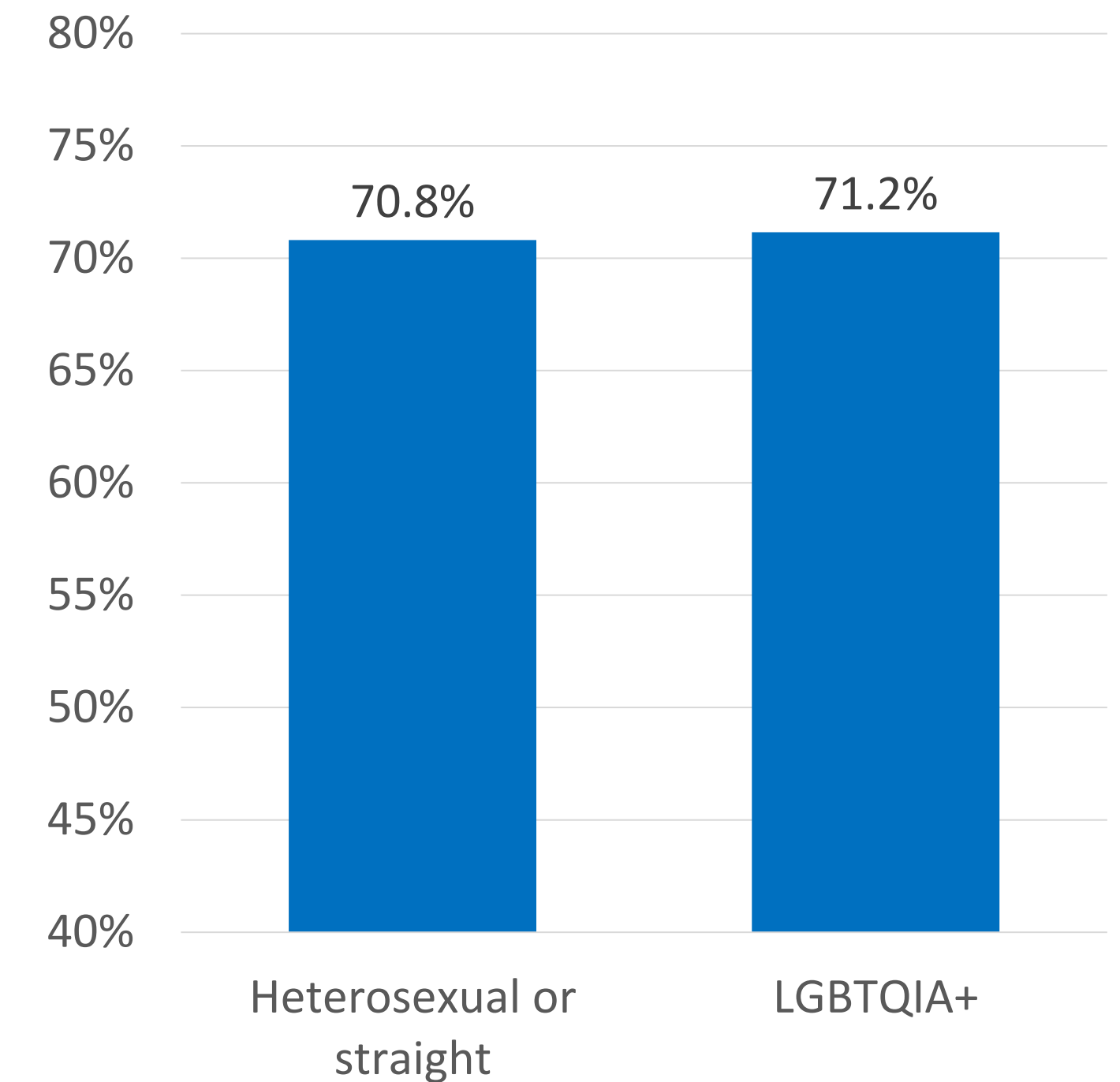
Place of Residence



Family Status



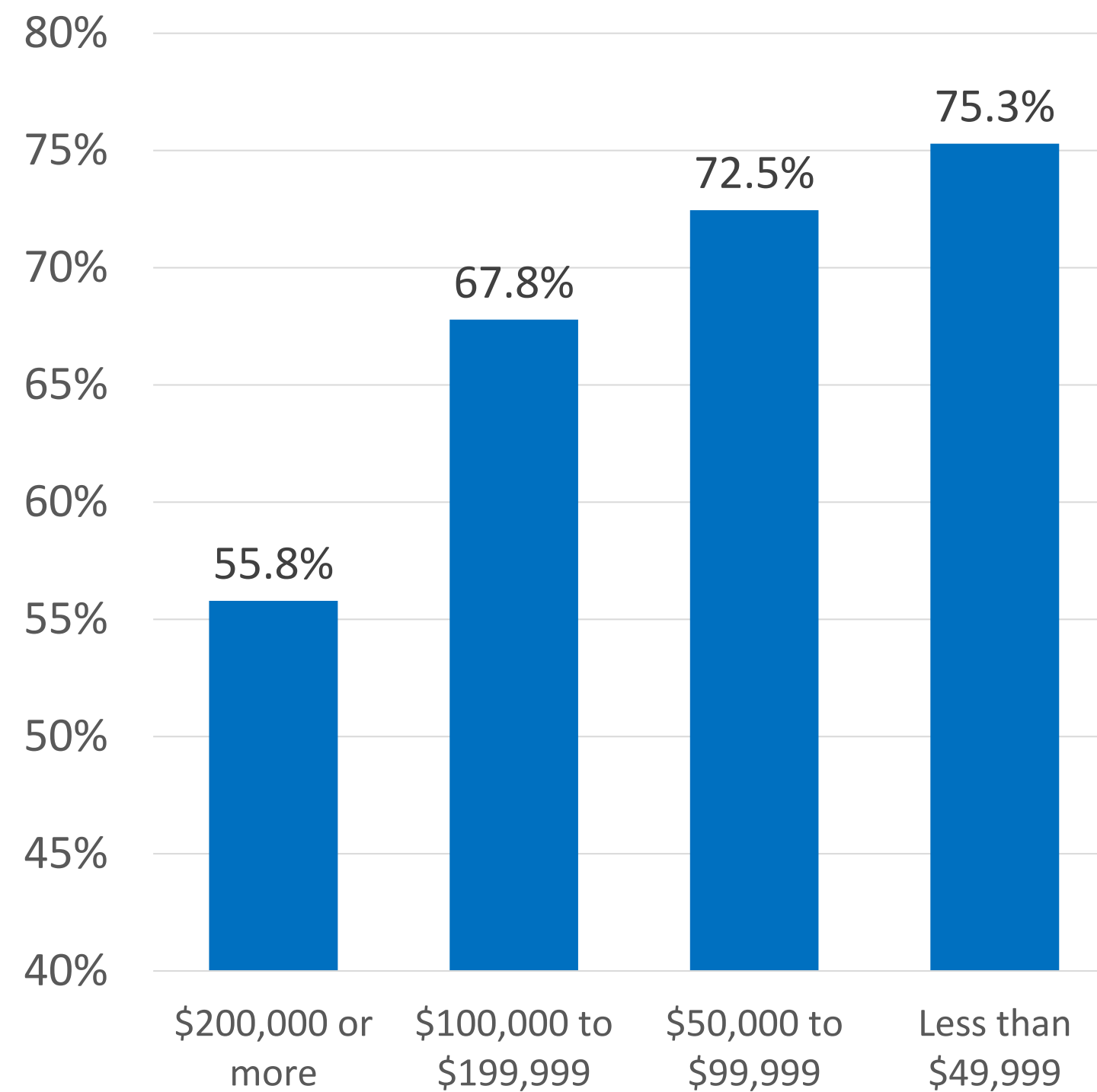
Orientation



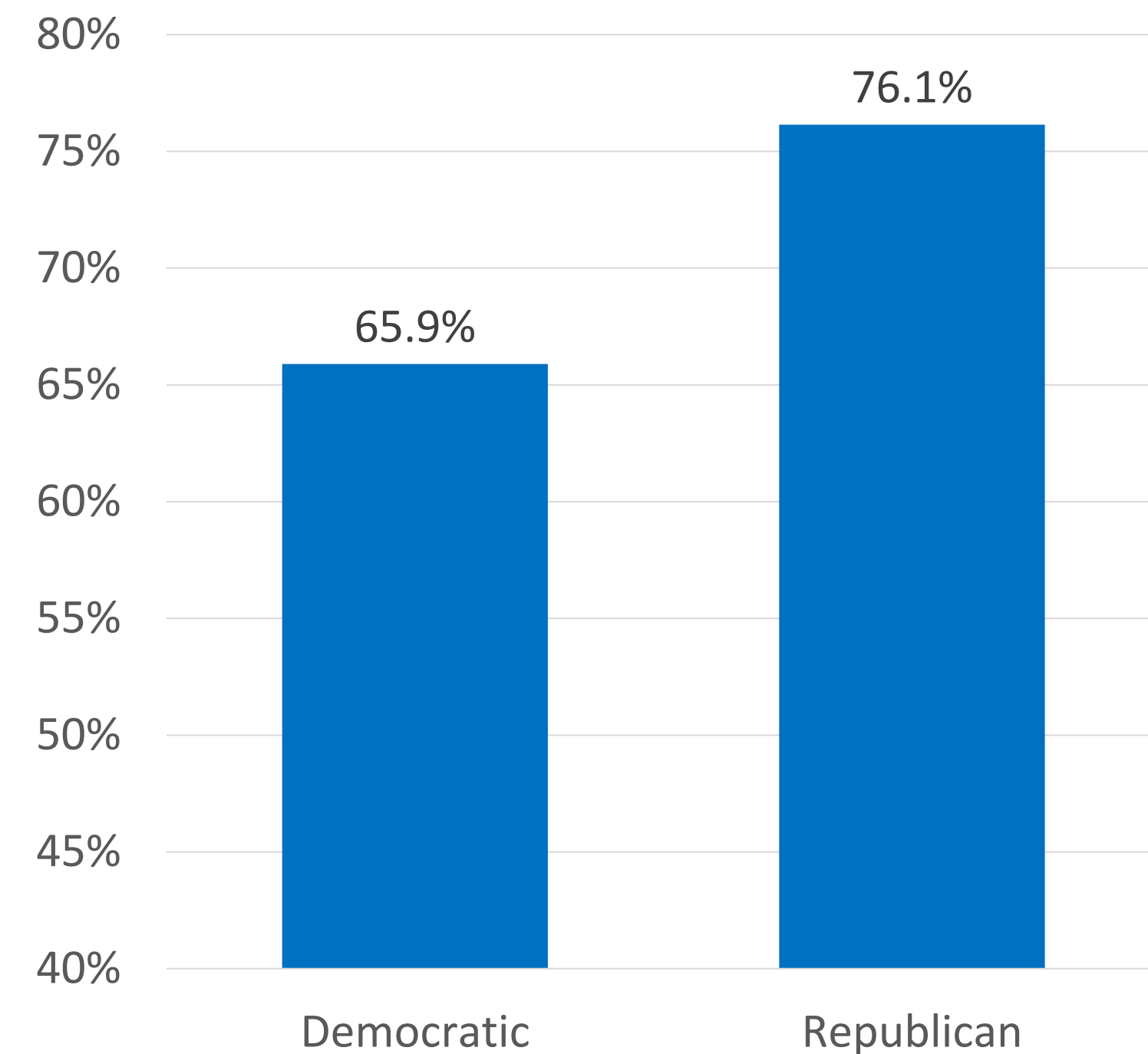
CONCERNS ABOUT CONSUMER PRICE INFLATION

Question: HOW CONCERNED ARE YOU about inflation impacting your financial well-being? (Please answer using the scale below)

Household Income



Political Affiliation



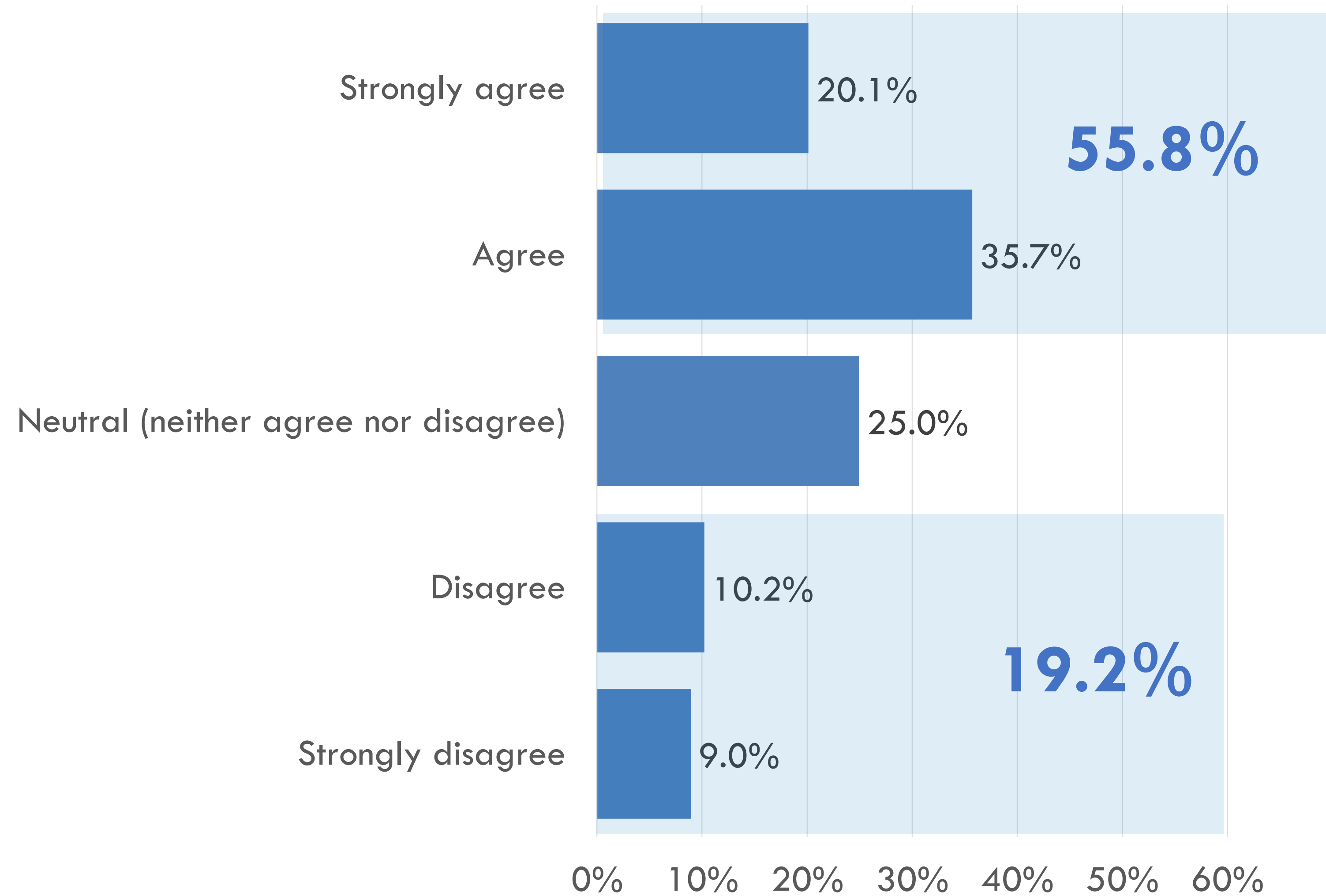
INFLATION & TRAVEL BUDGETING

How much do you agree or disagree with the following statements?

Question: Recent inflation in consumer prices will likely cause me to rethink the budgets for my upcoming travel.

(Base: All respondents, 4,007 completed surveys.)

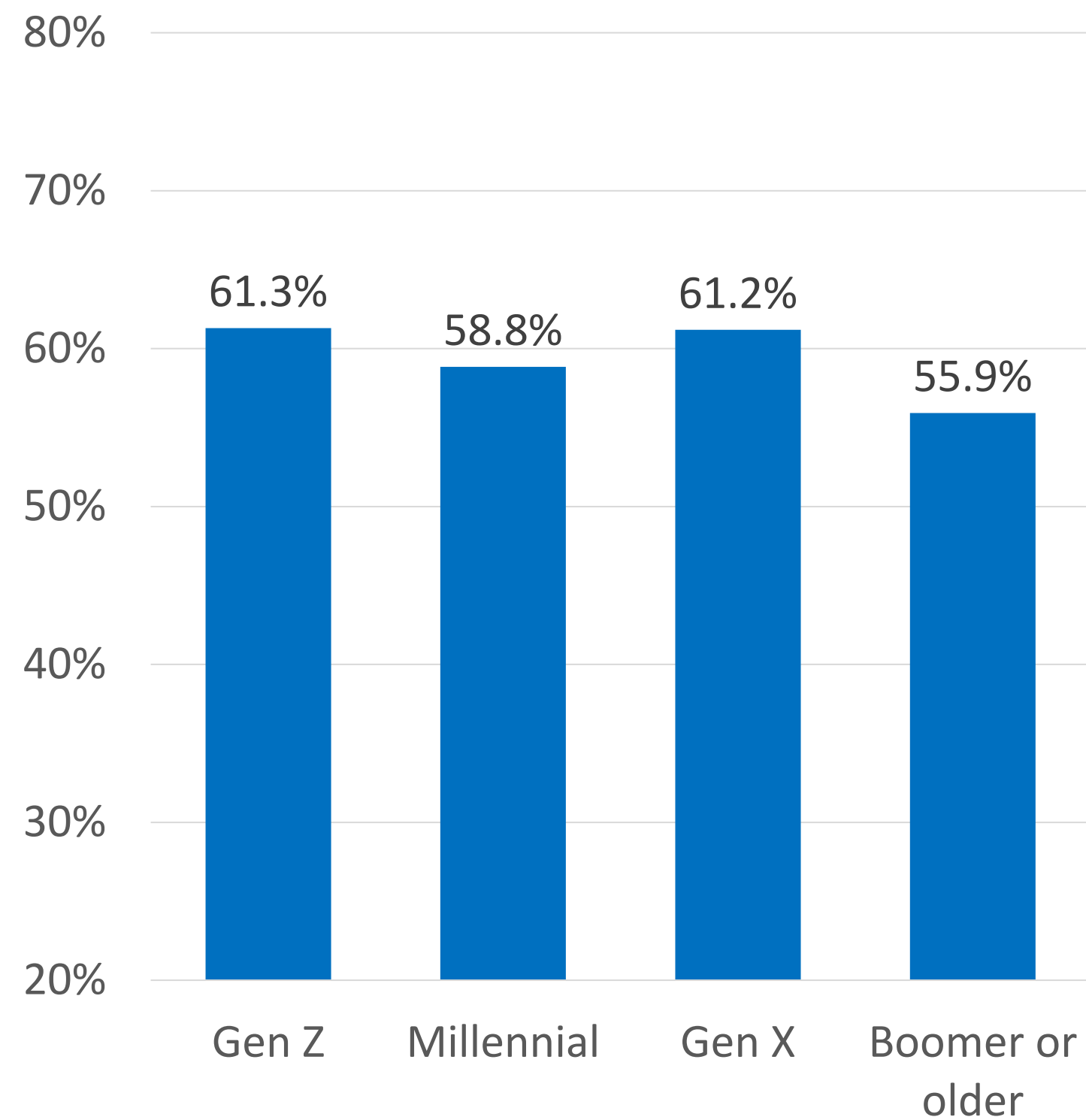
Data collected March 15-23, 2022.)



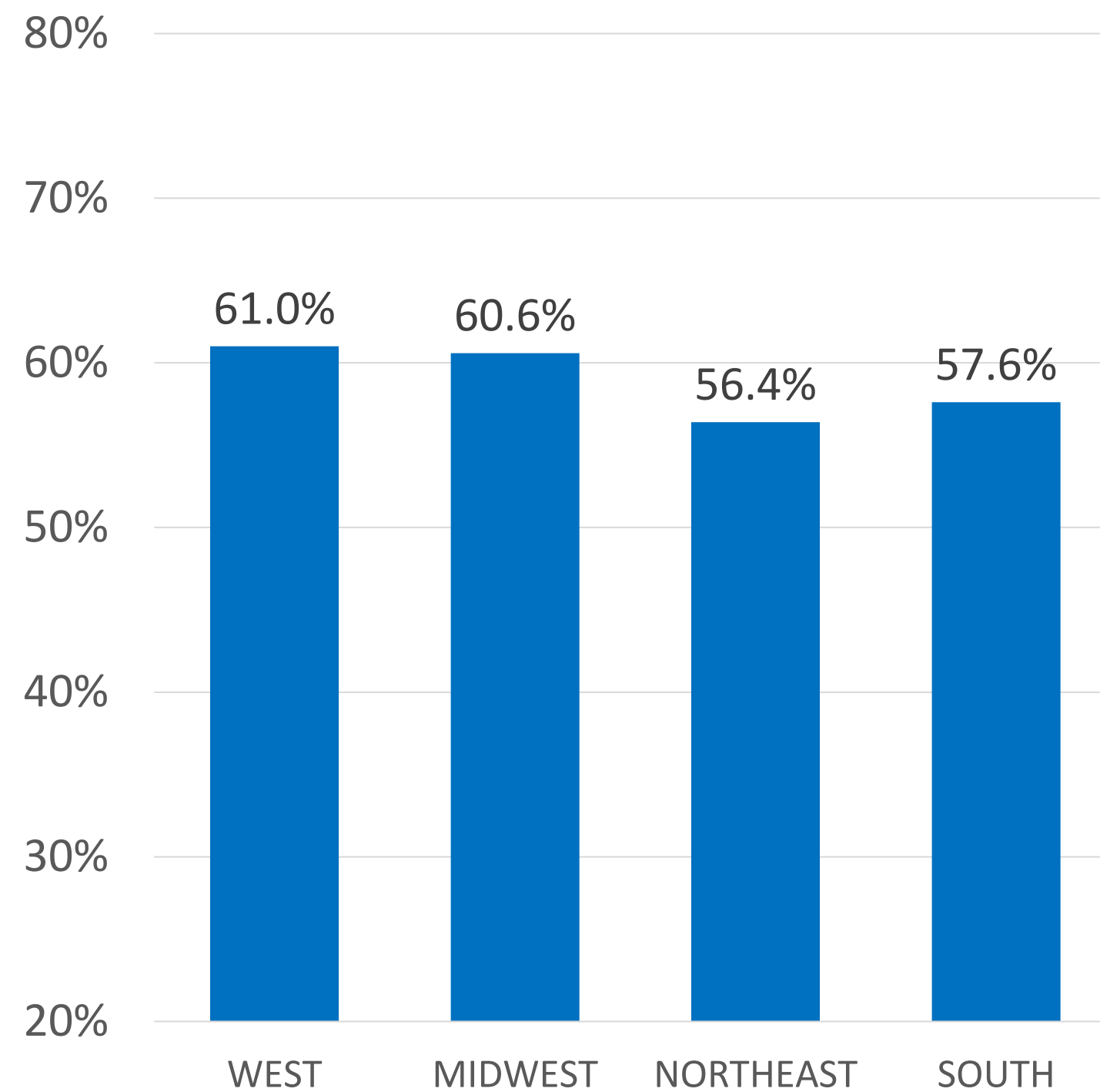
INFLATION & TRAVEL BUDGETING

Statement: Recent inflation in consumer prices will likely cause me to rethink the budgets for my upcoming travel.

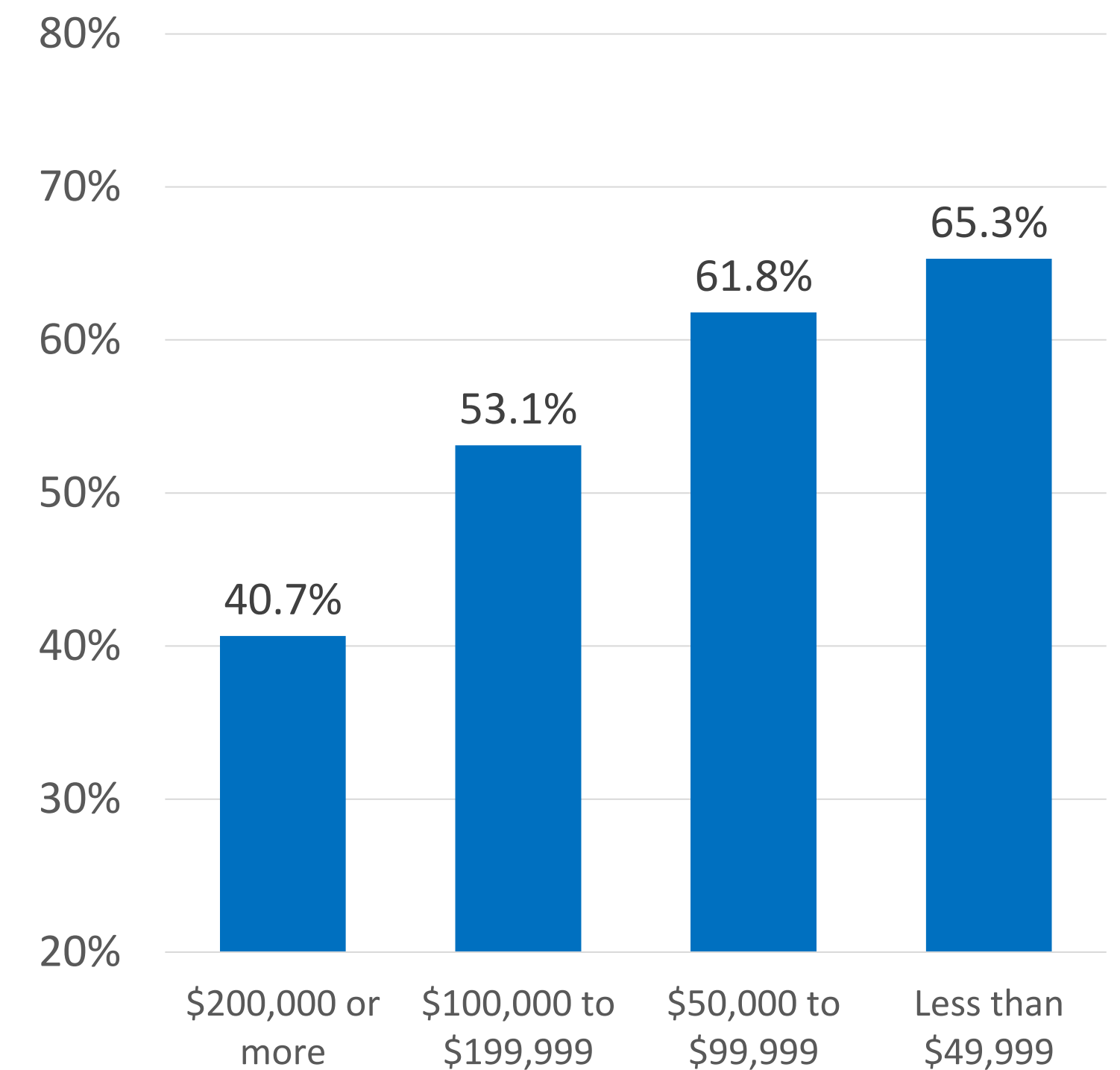
Generation



Region



Household Income



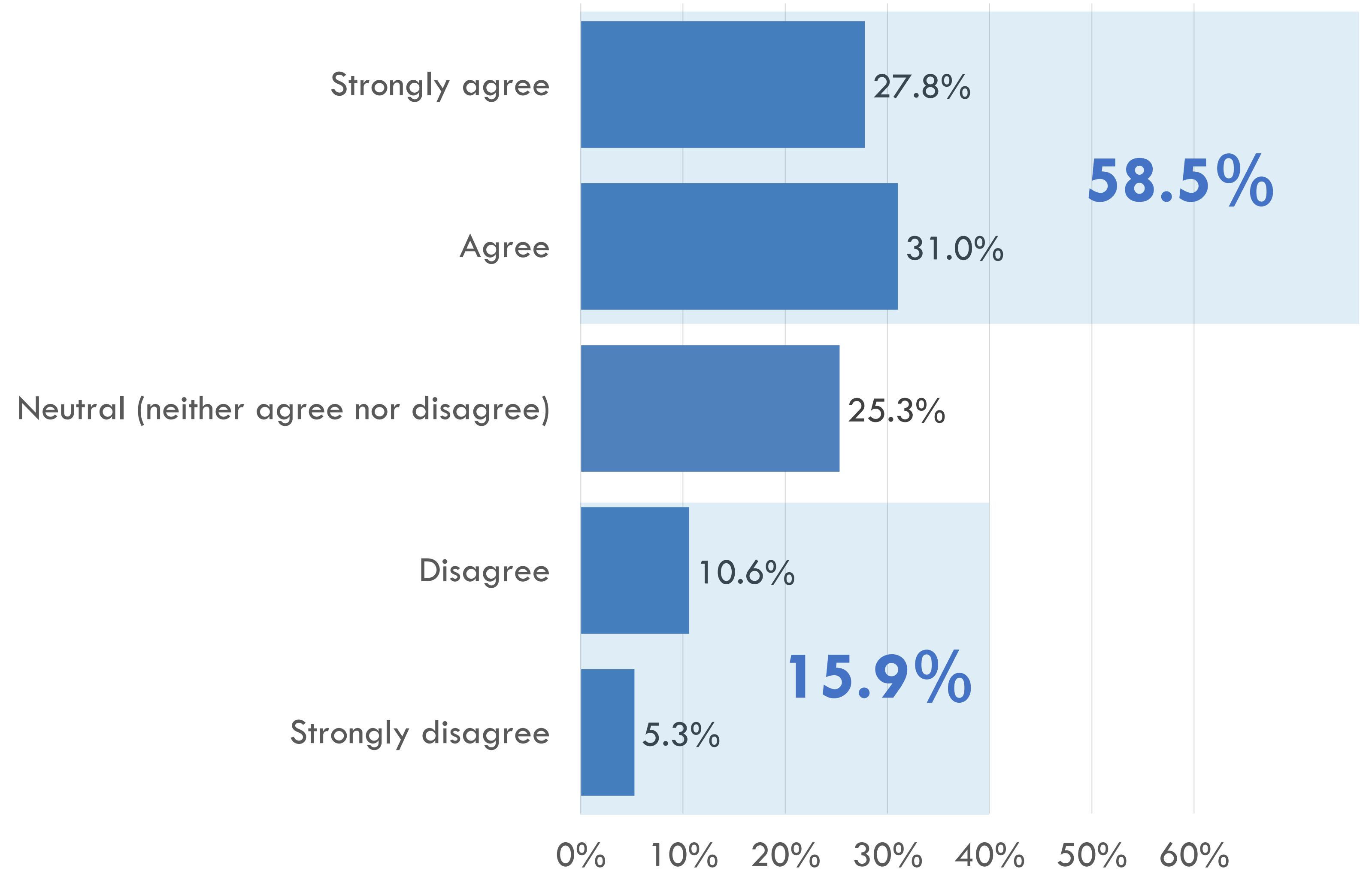
% Agree or Strongly agree

GASOLINE PRICES & ROAD TRIPS

How much do you agree or disagree with the following statements?

Question: If gasoline prices don't come down, I'll be taking fewer road trips this spring/summer?

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



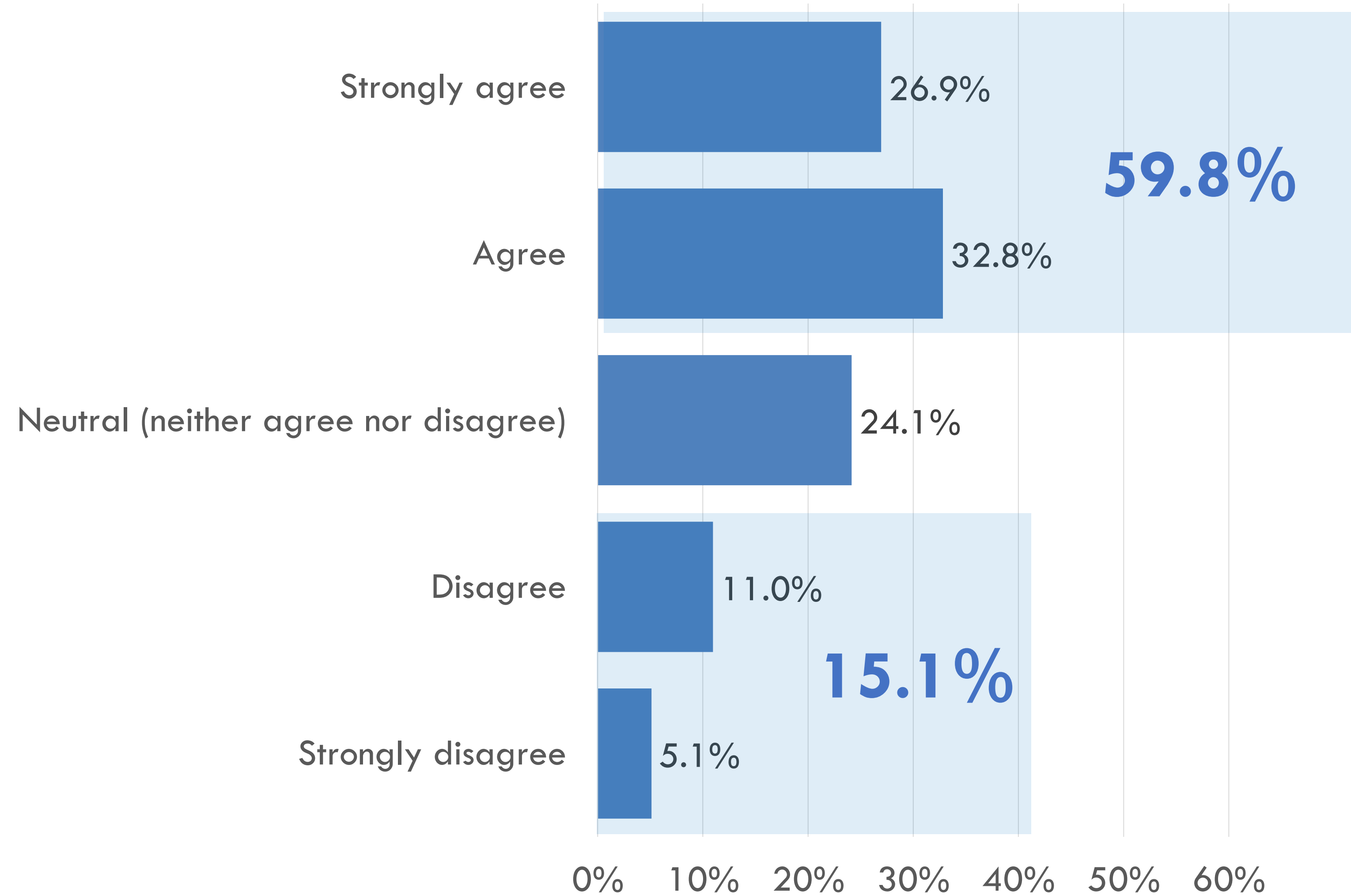
GASOLINE PRICES & TRAVEL DISTANCE FROM HOME

How much do you agree or disagree with the following statements?

Question: If gasoline prices don't come down, I'll be staying closer to home on my road trips this spring/summer?

(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)

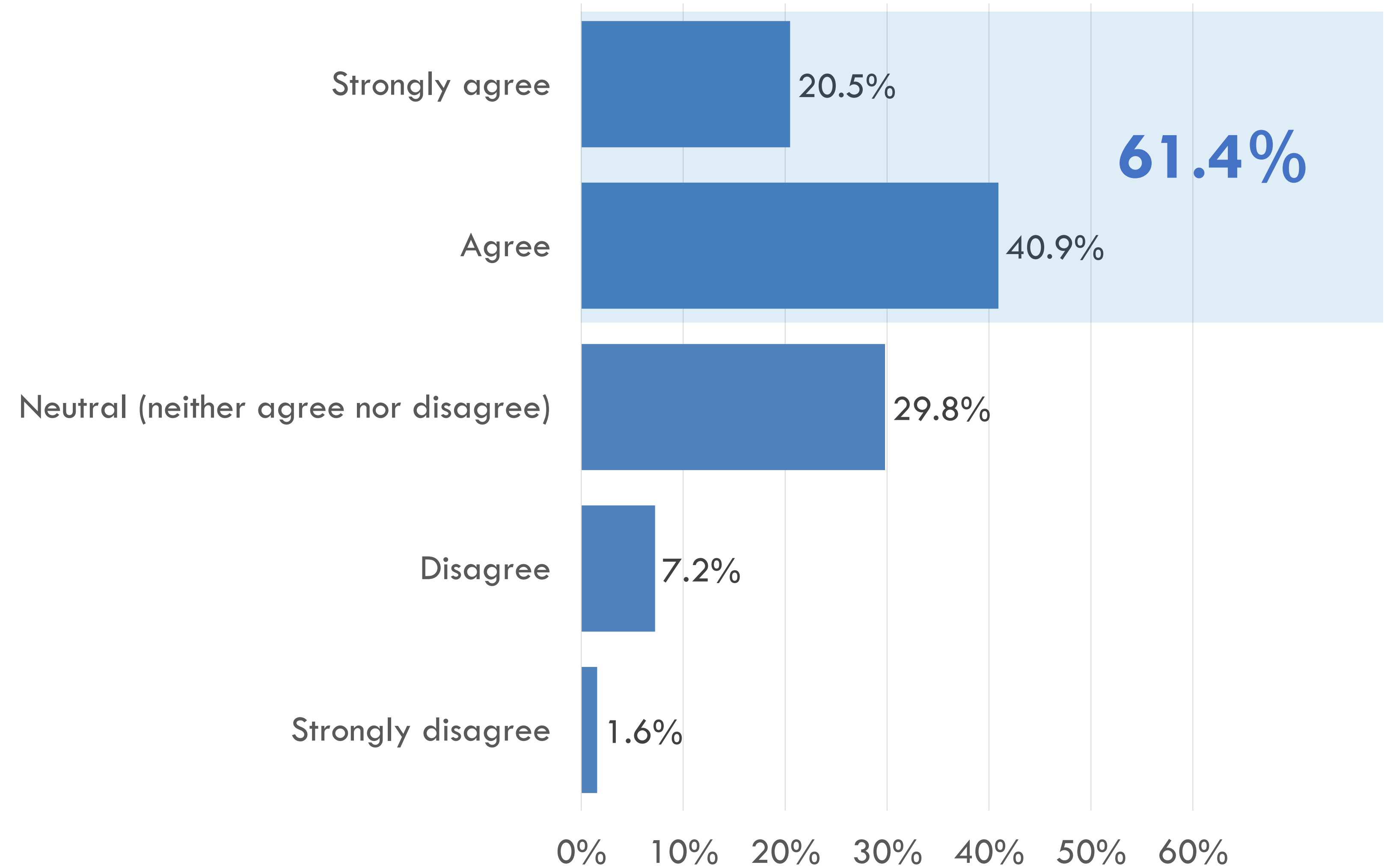


TRAVEL PRICES ARE TOO HIGH

How much do you agree or disagree with the following statements?

Question: Travel prices are generally too high right now.

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

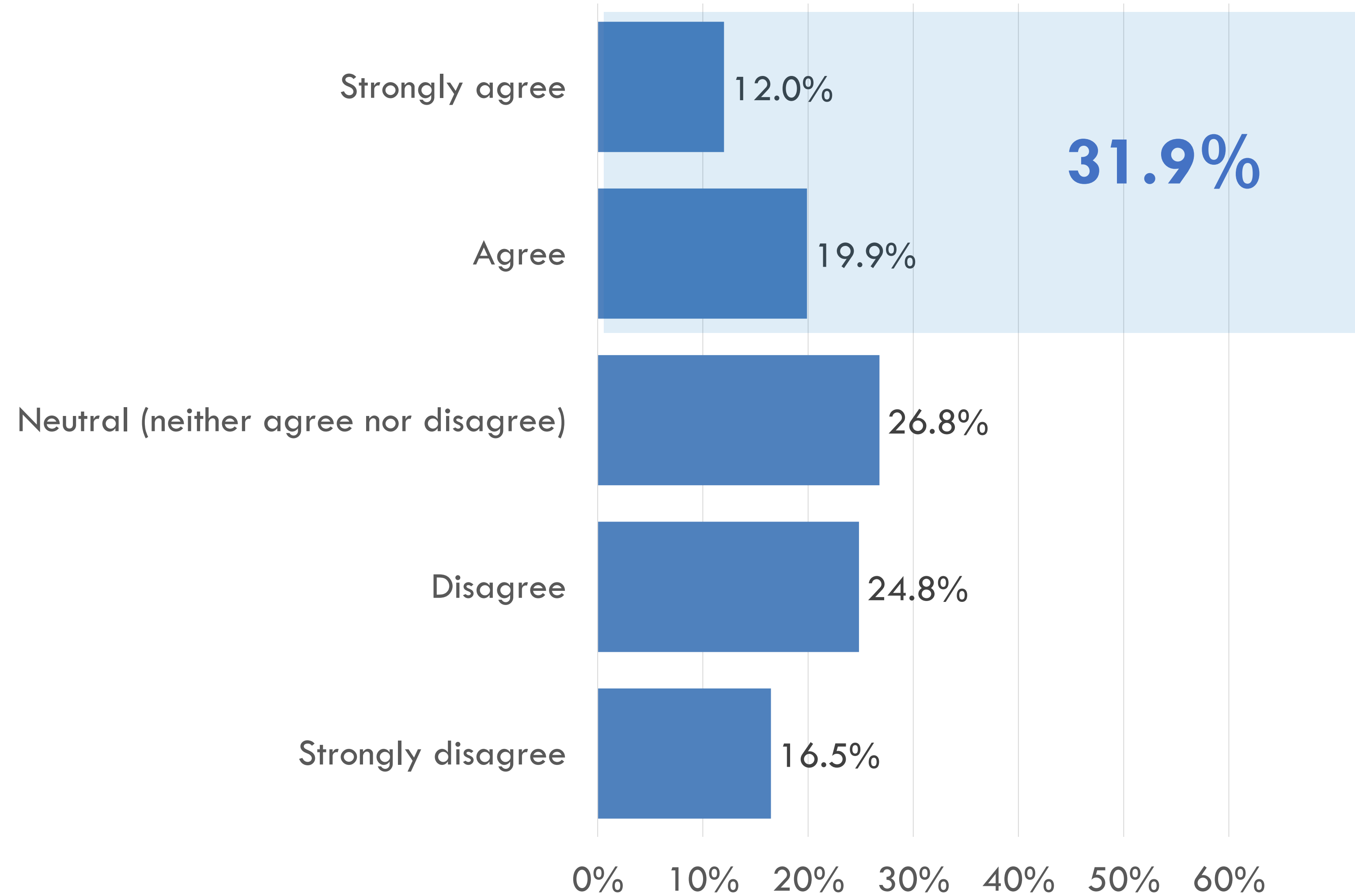


TRAVEL PRICES AS AN IMPEDIMENT TO TRAVEL

How much do you agree or disagree with the following statements?

Question: High travel prices have kept me from traveling in the past month.

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



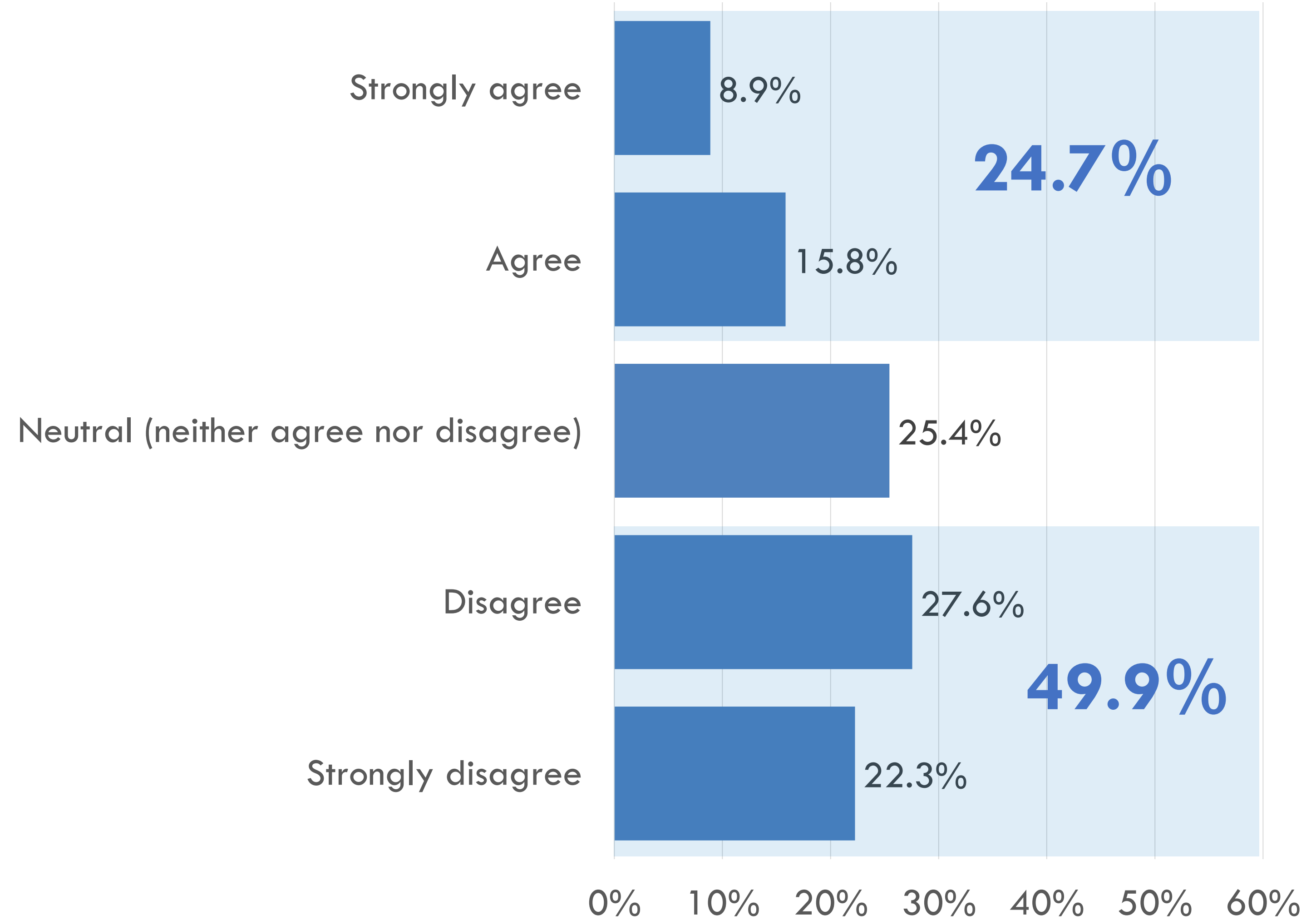
INFLATION & TRIP CANCELLATION

How much do you agree or disagree with the following statements?

Question: Recent inflation in consumer prices has led me to cancel an upcoming trip.

(Base: All respondents, 4,007 completed surveys.)

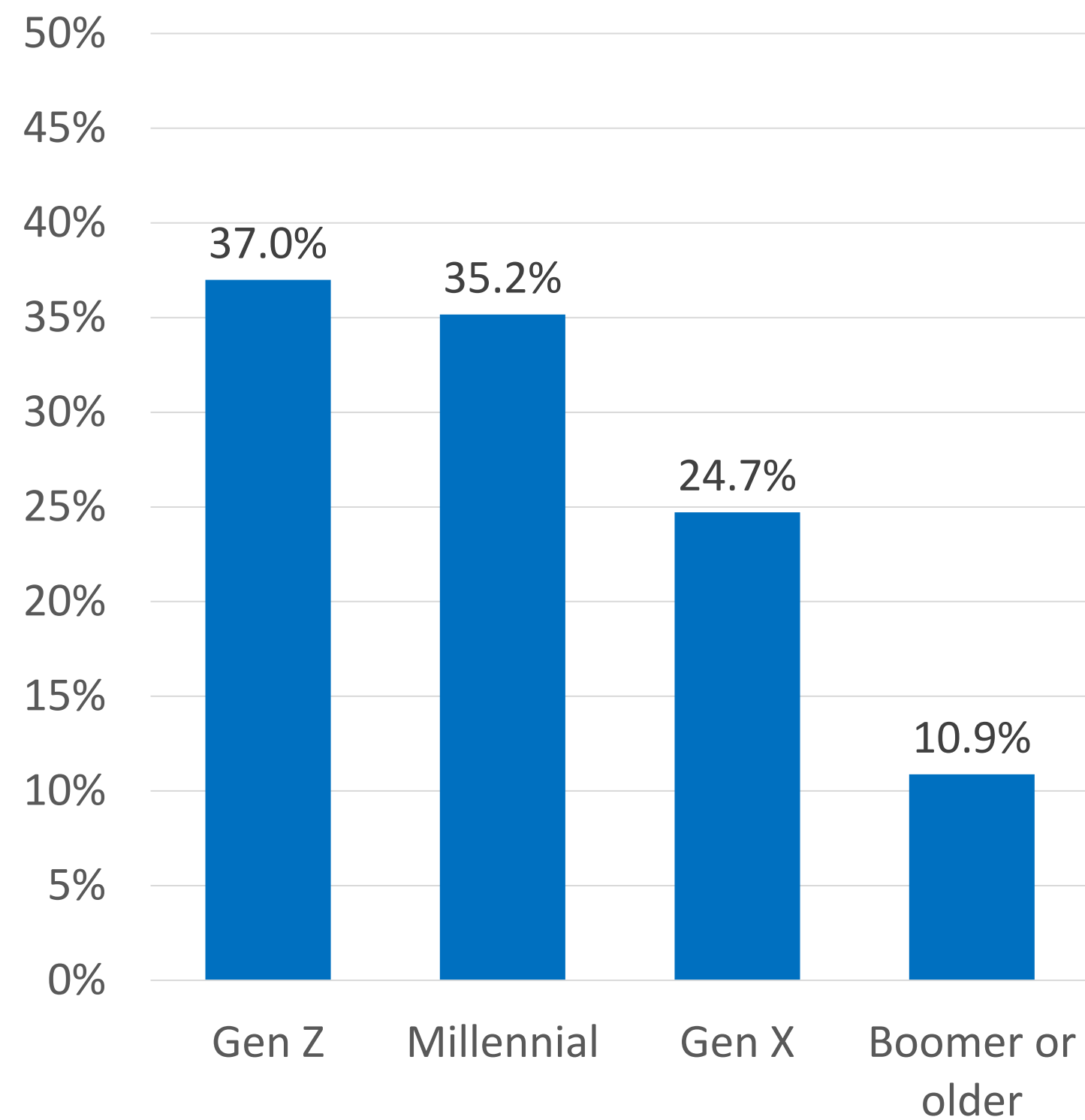
Data collected March 15-23, 2022.)



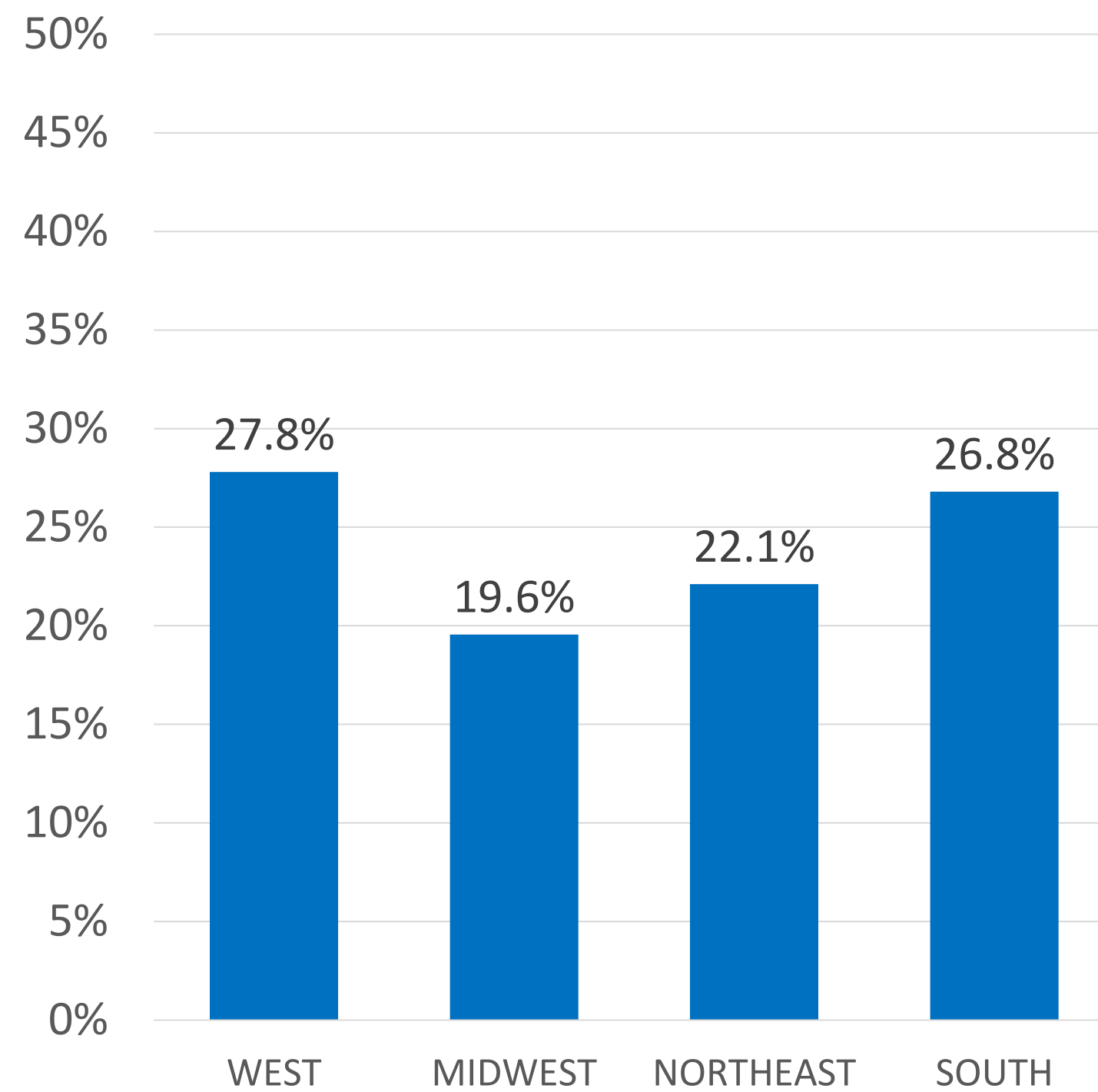
INFLATION & TRIP CANCELLATION

STATEMENT: Recent inflation in consumer prices has led me to cancel an upcoming trip.

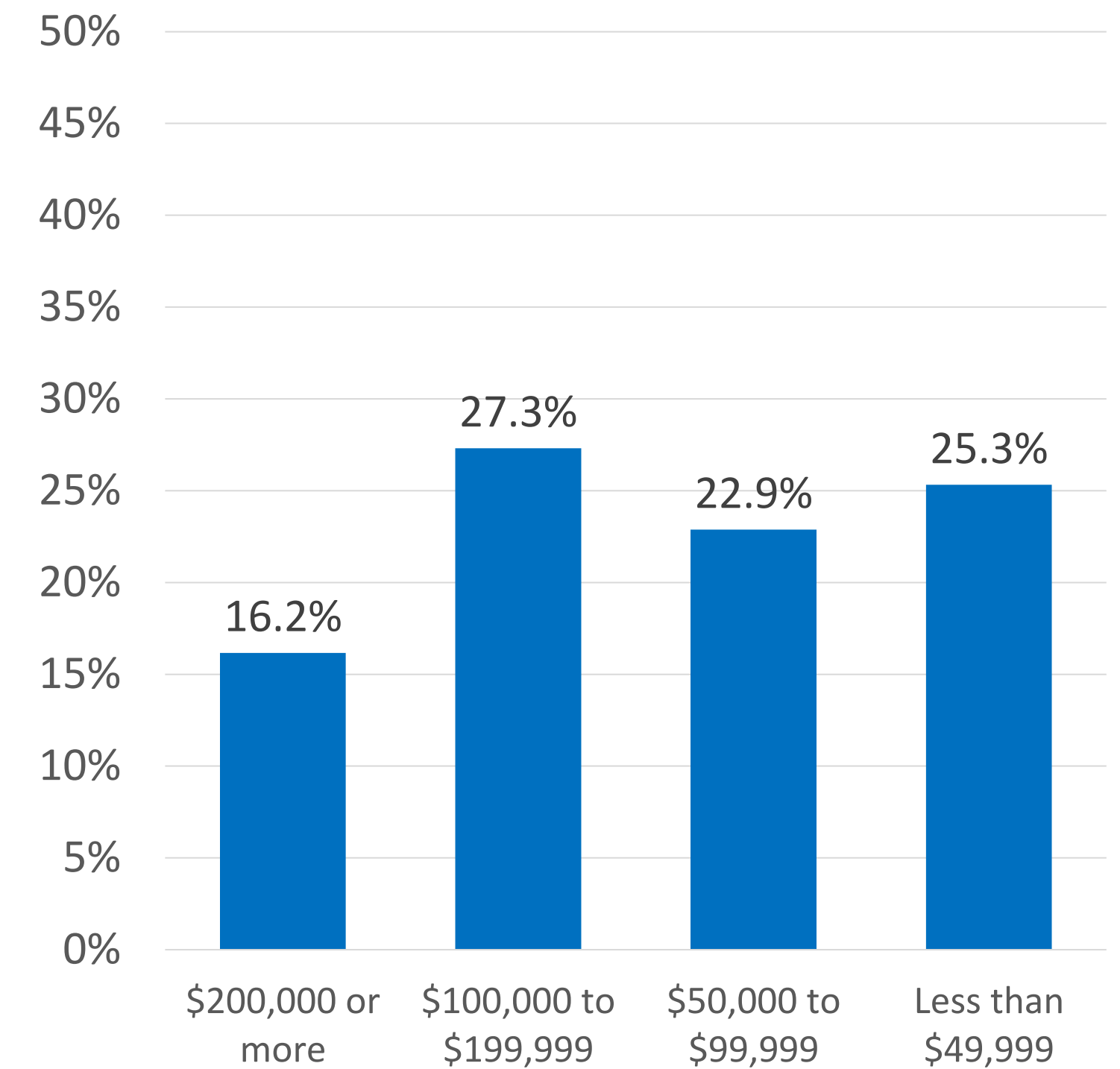
Generation



Region



Household Income

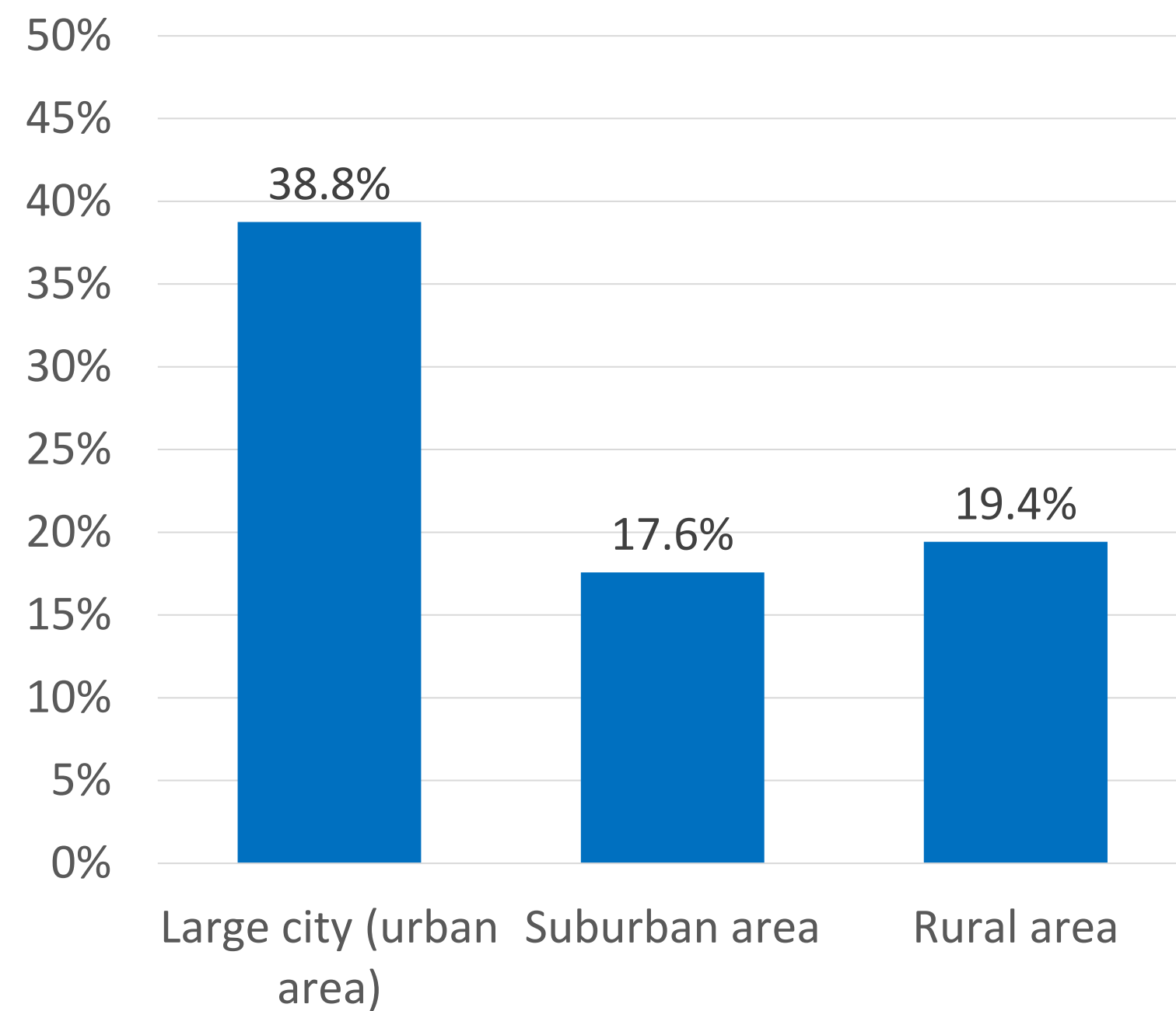


% Agree or Strongly agree

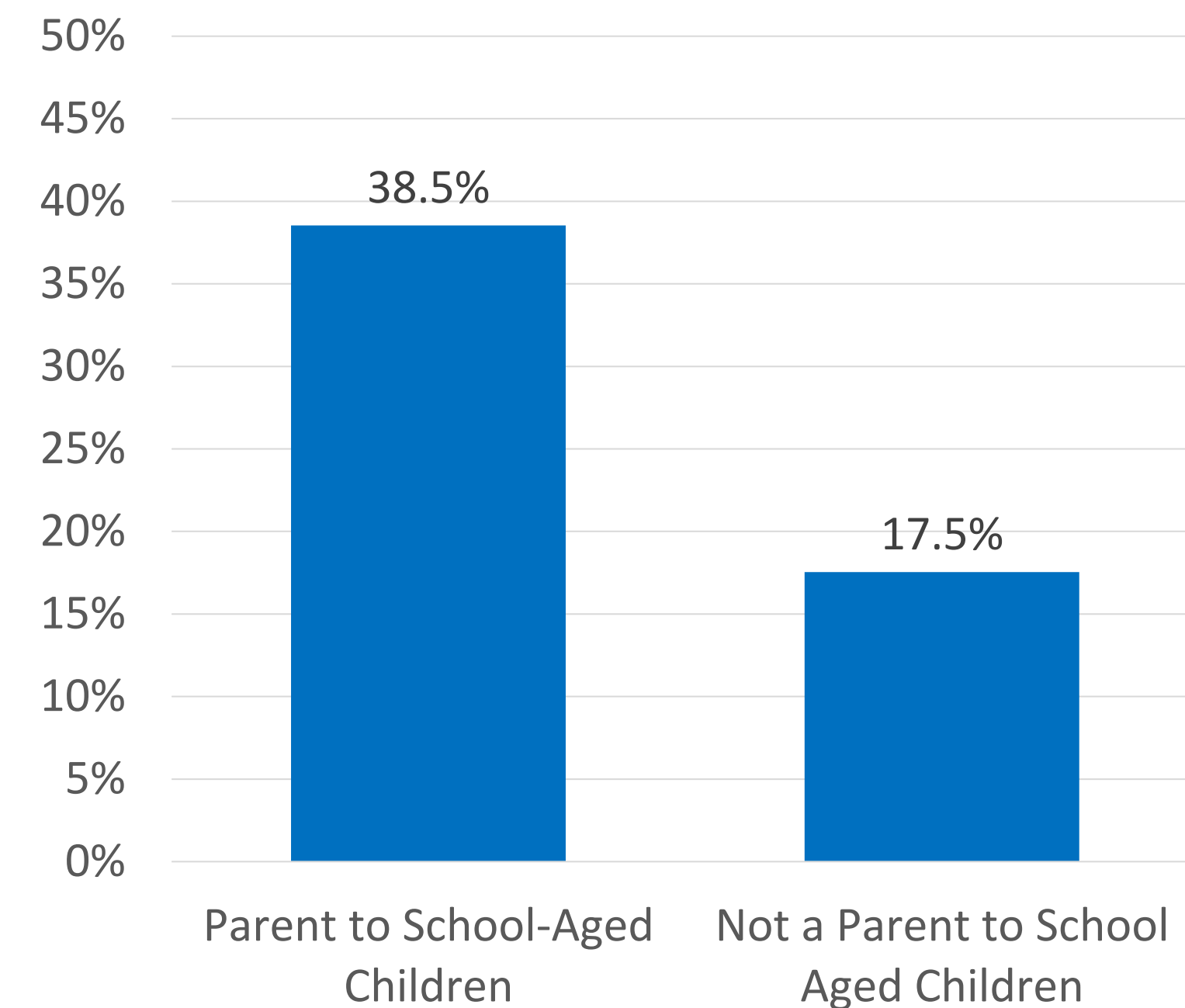
INFLATION & TRIP CANCELLATION

STATEMENT: Recent inflation in consumer prices has led me to cancel an upcoming trip.

Place of Residence



Family Status



% Agree or Strongly agree



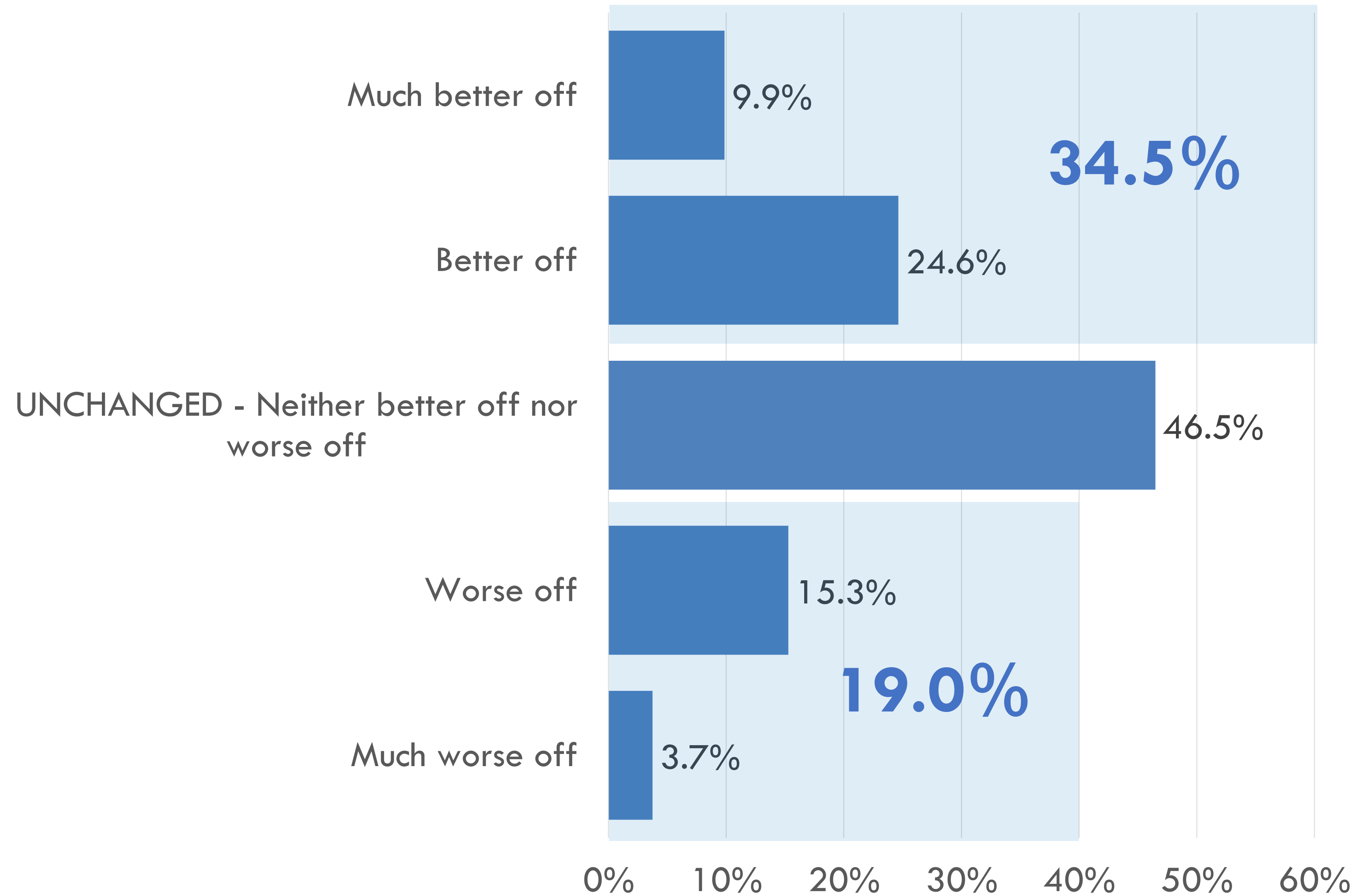
FINANCIAL WELLNESS



CURRENT HOUSEHOLD FINANCIAL STATUS

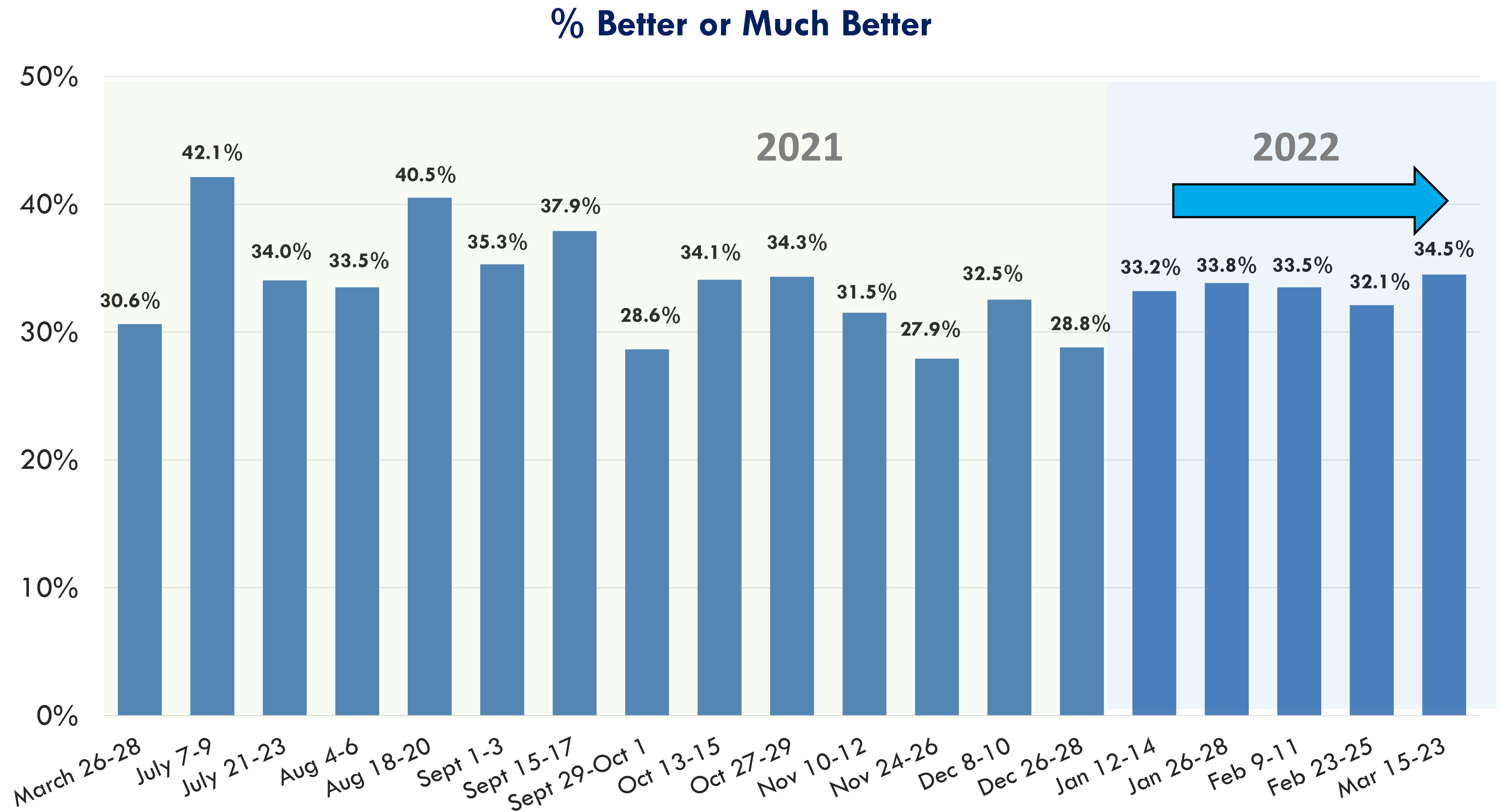
Question: Would you say that you (and your household) are better off or worse off financially than you were a year ago? (Select one)

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



CURRENT HOUSEHOLD FINANCIAL STATUS

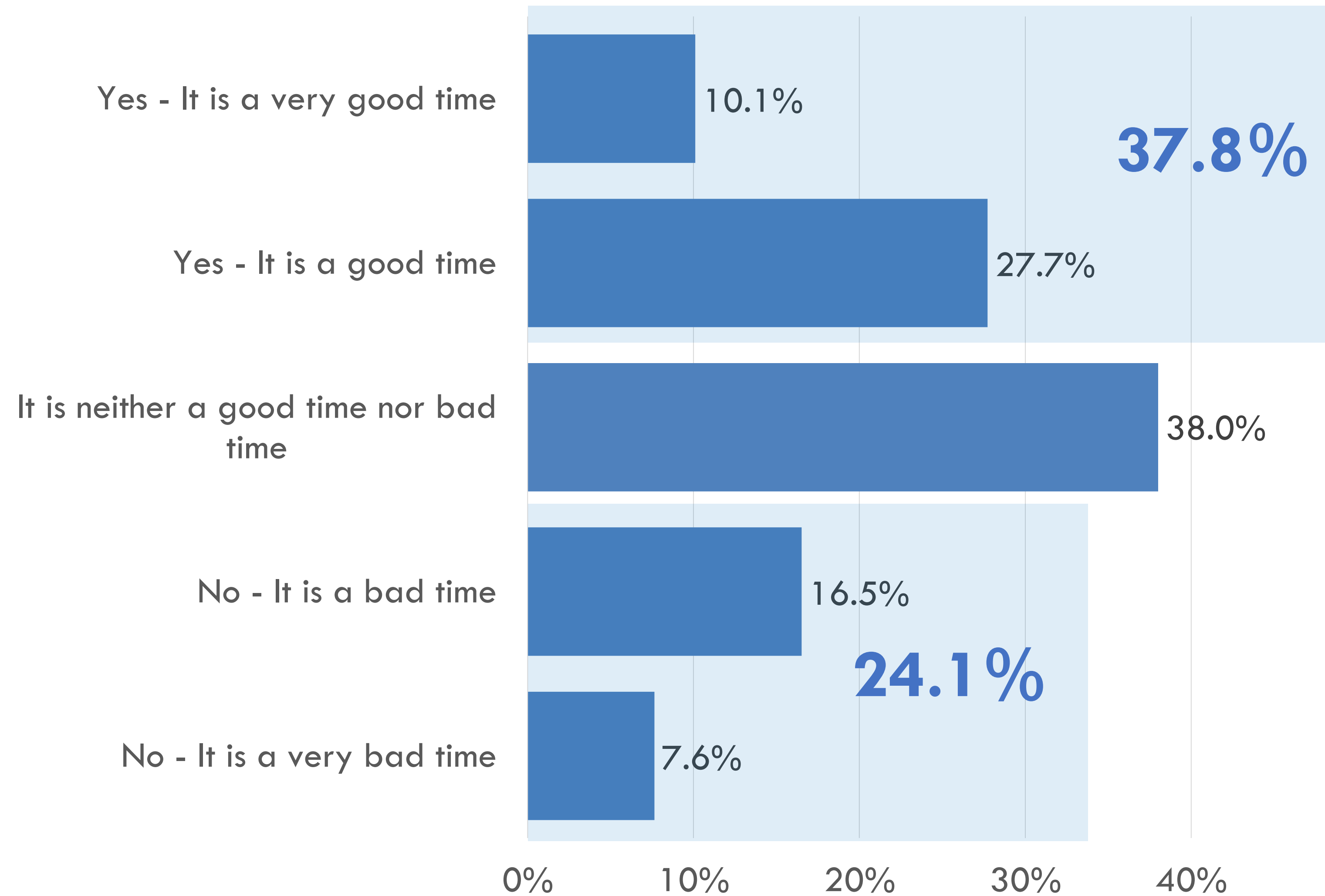
Question: Would you say that you (and your household) are better off or worse off financially than you were a year ago? (Select one)



IS IT A GOOD TIME TO SPEND ON TRAVEL?

Question: Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel? (Select one)

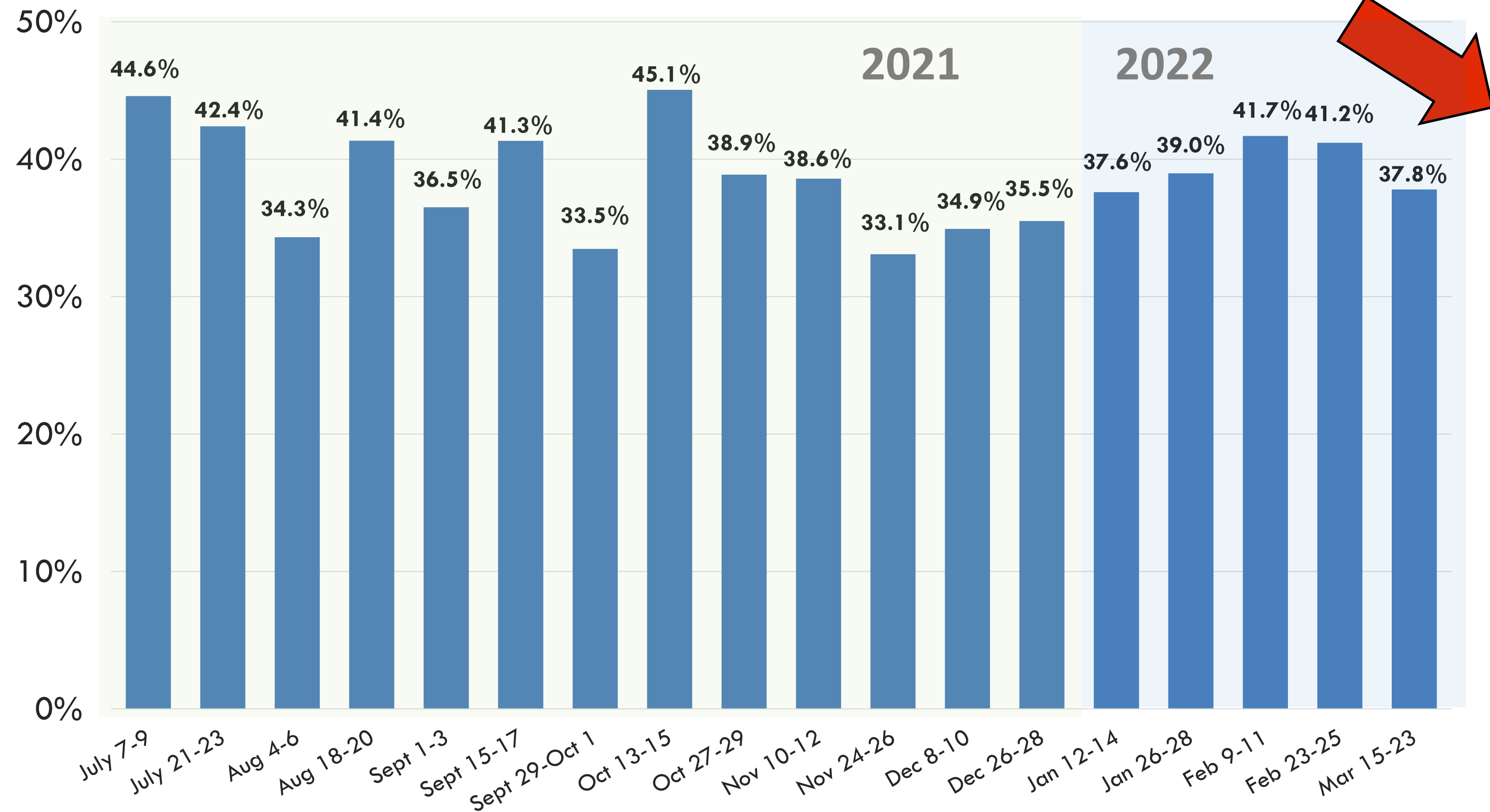
*(Base: All respondents, 4,007 completed surveys.
Data collected March 15-23, 2022.)*



IS IT A GOOD TIME TO SPEND ON TRAVEL?

Question: Thinking only of your household's finances, do you feel **NOW** is a good or bad time for you to spend money on leisure travel? (Select one)

% Good or Very good time to spend on travel

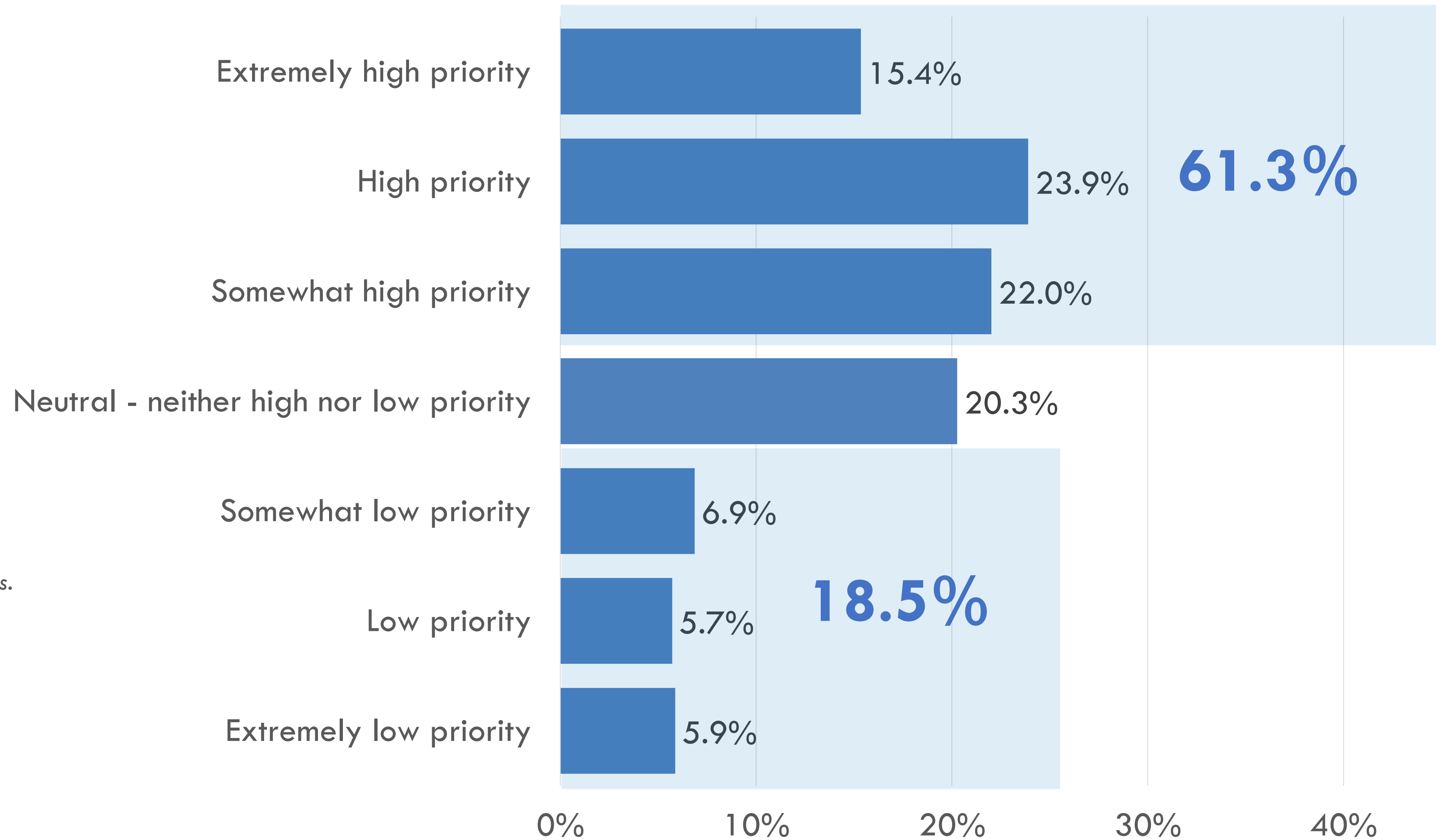


TRAVEL AS A BUDGET PRIORITY

Question: 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) _____.

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

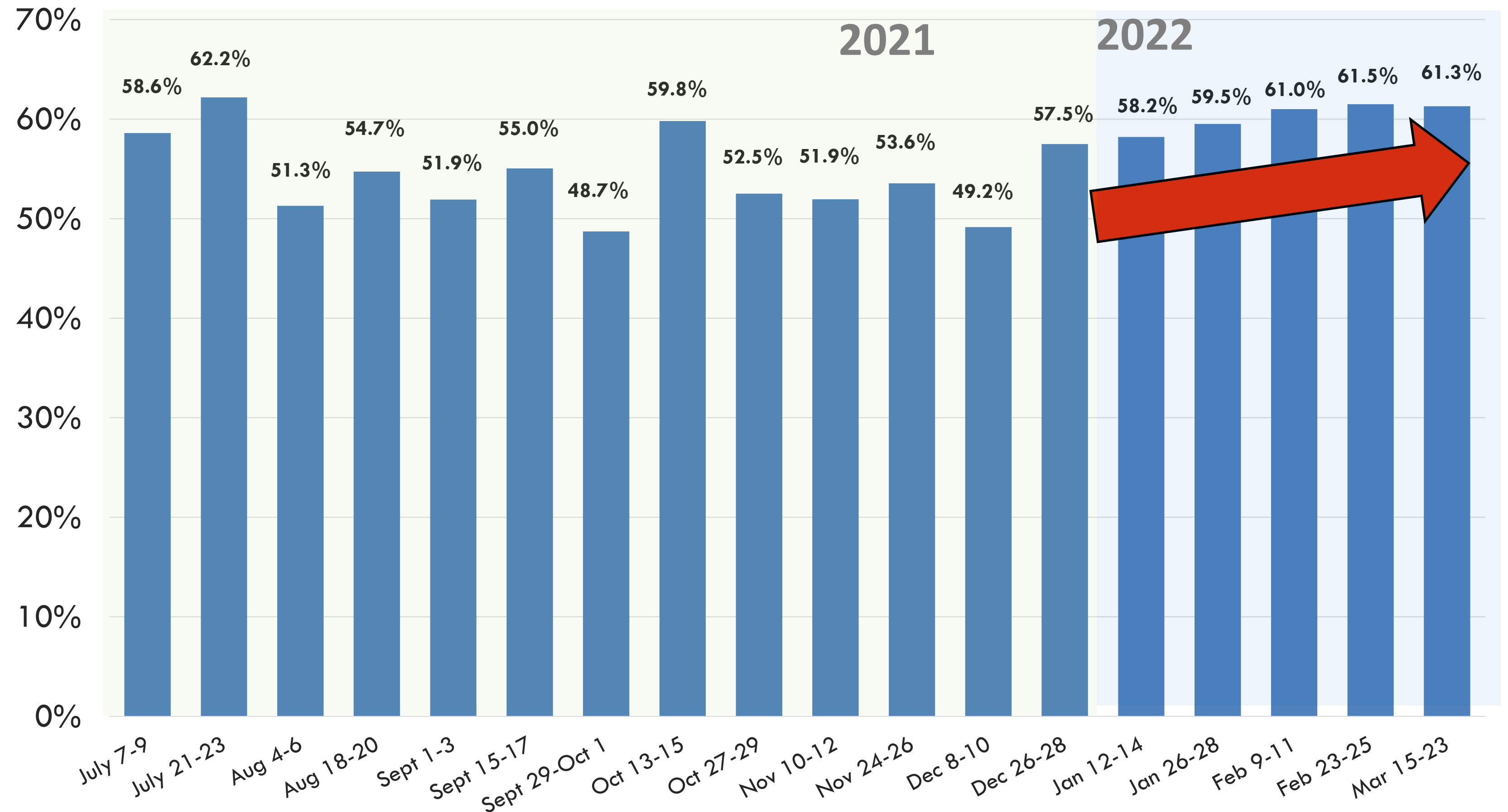


TRAVEL AS A BUDGET PRIORITY

Question: 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)
_____.

% Somewhat High, High or Extremely High Priority

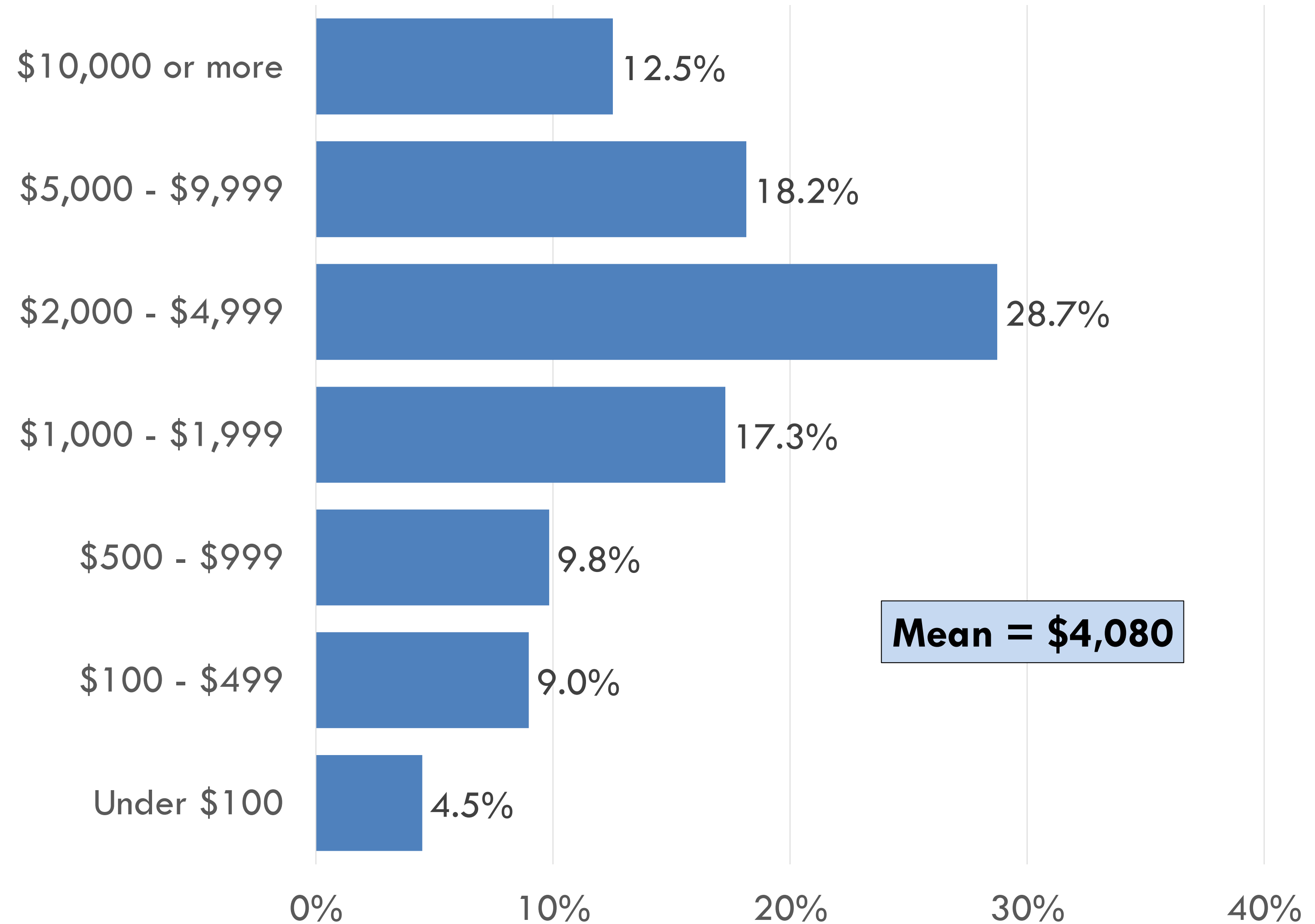


MAXIMUM TRAVEL SPENDING: NEXT 12 MONTHS

Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?

Maximum I would spend on leisure travel (next 12 months):

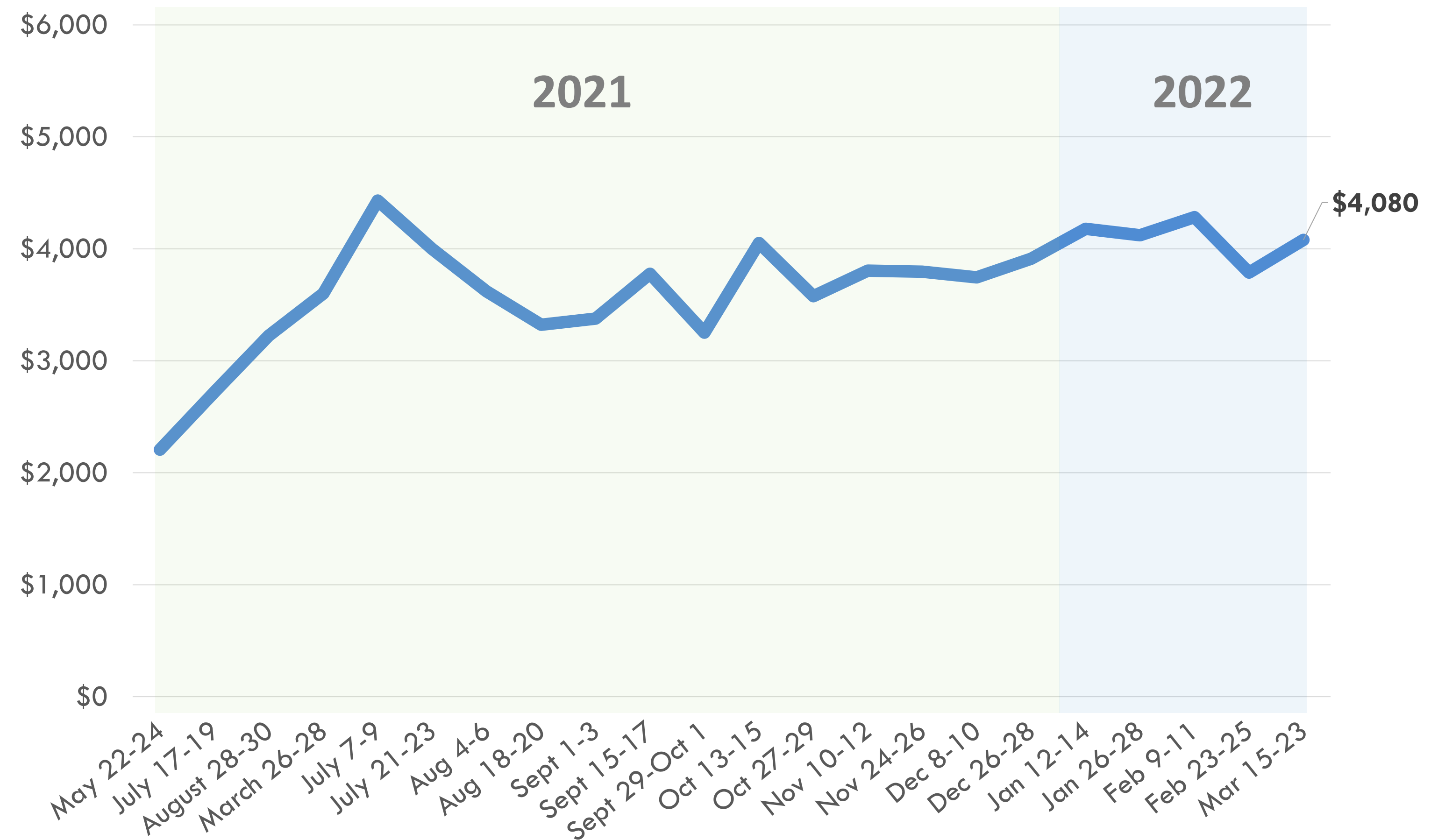
(Base: All respondents, 4,007 completed surveys.
Data collected March 15-23, 2022.)



MAXIMUM TRAVEL SPENDING: NEXT 12 MONTHS

Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?

Maximum I would spend on leisure travel (next 12 months):





[Meet Miles](#) [What We Do](#) [How We Think](#) [Join Us](#)



Gas Prices, War & Risks for the Recovery of Travel



Published 3/16/22

share this post: [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)



Travel in 2022

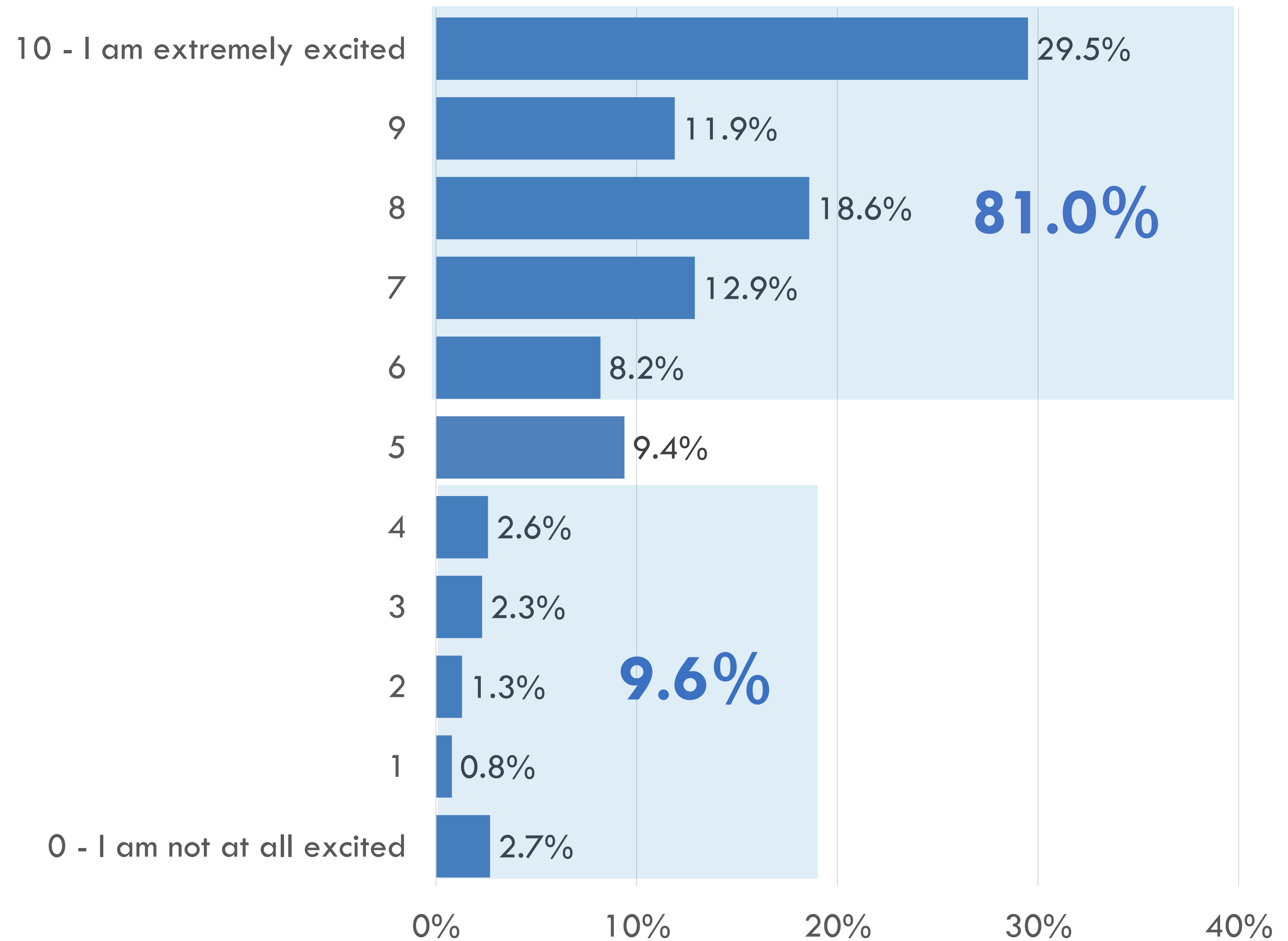


EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT 12 MONTHS

Question: Which best describes how excited you are about **LEISURE TRAVEL** in the **NEXT TWELVE (12) MONTHS?** (Please answer using the 11-point scale below)

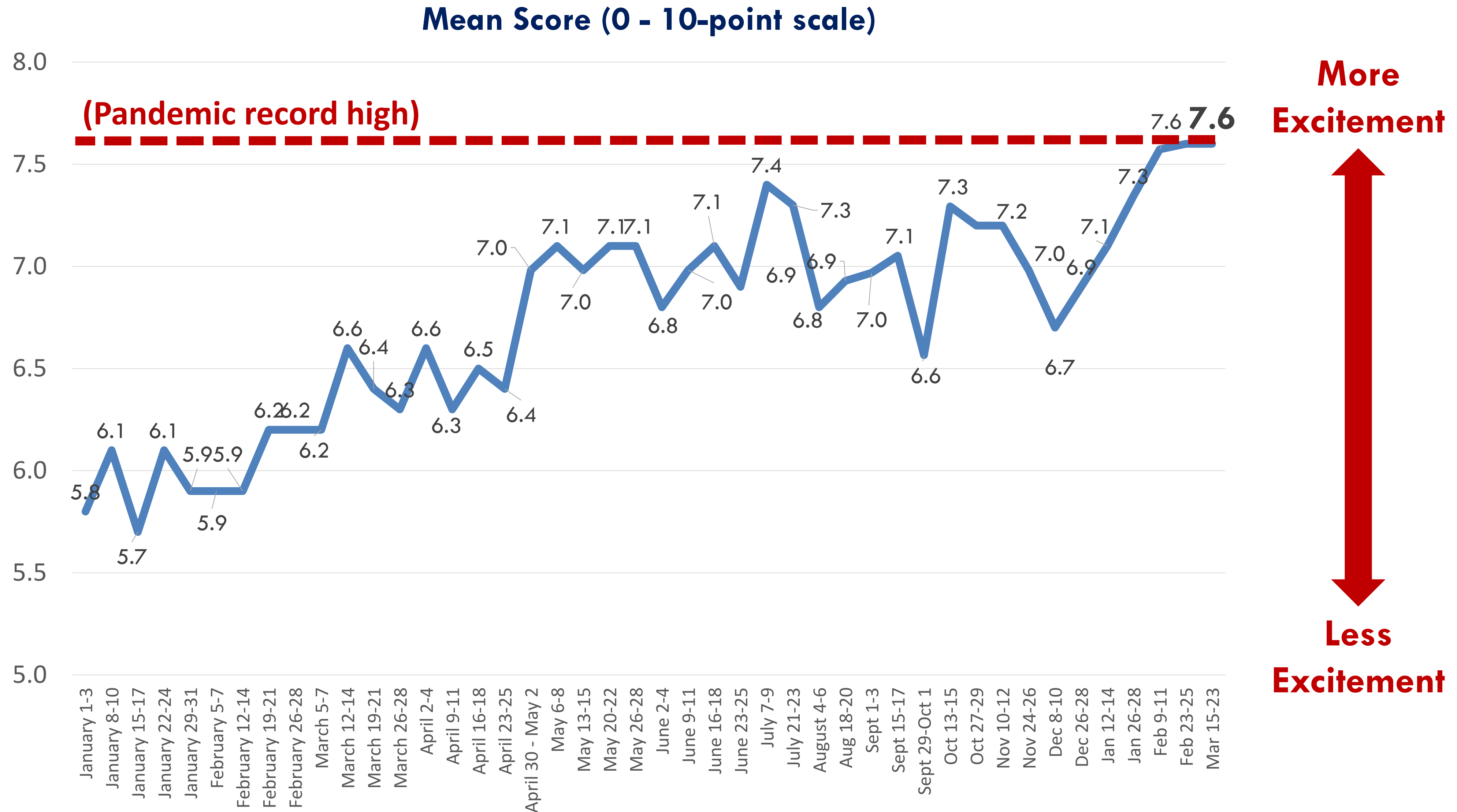
(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)



EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT 12 MONTHS

Question: Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS? (Please answer using the 11-point scale below)

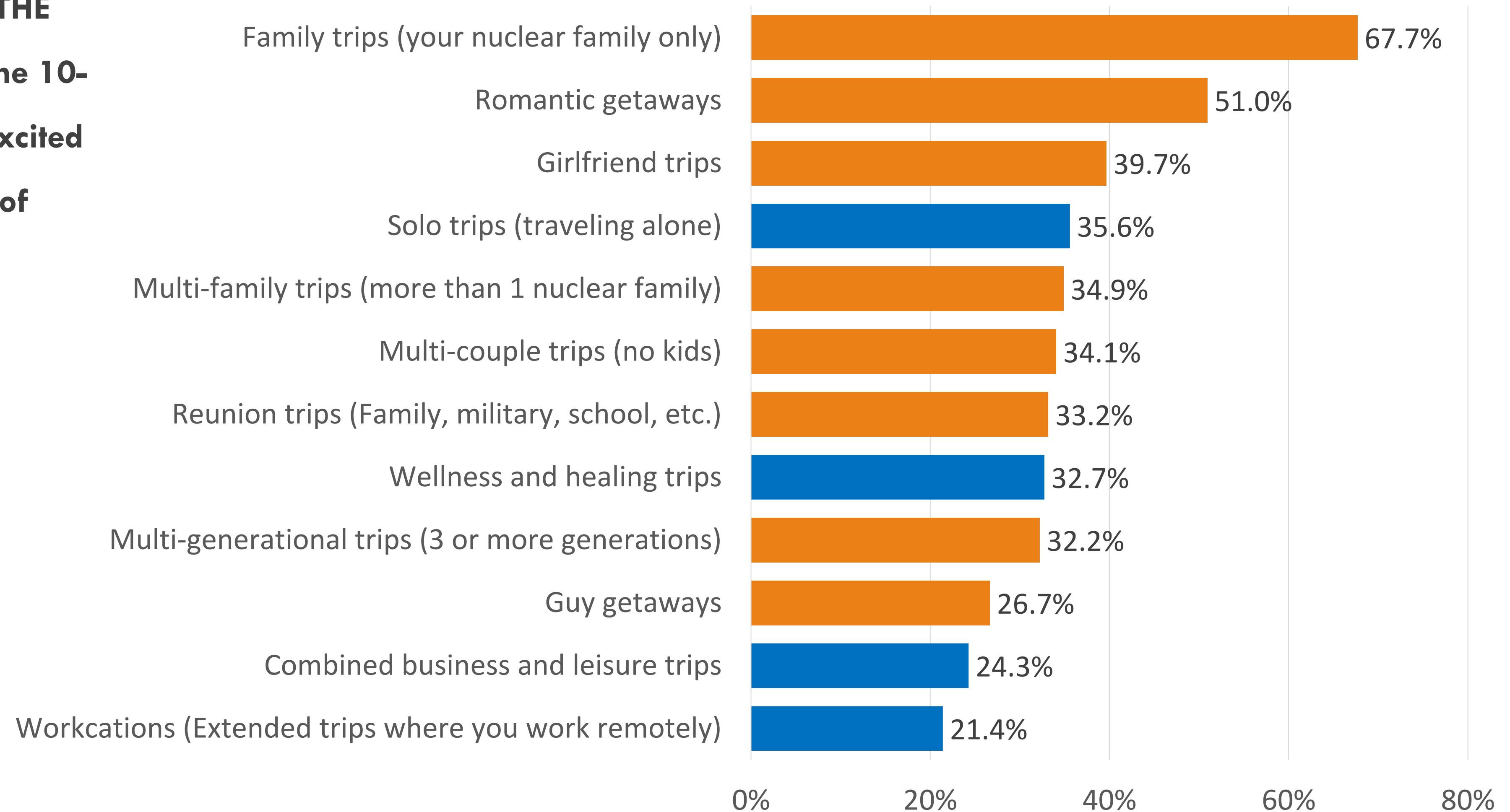


EXCITEMENT FOR TRIP TYPES

TOP 3 BOX SCORE: 10-8

Question: Thinking carefully about THE NEXT TWELVE (12) MONTHS. Use the 10-point scale to state how generally excited you are to take each of these types of trips?]

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



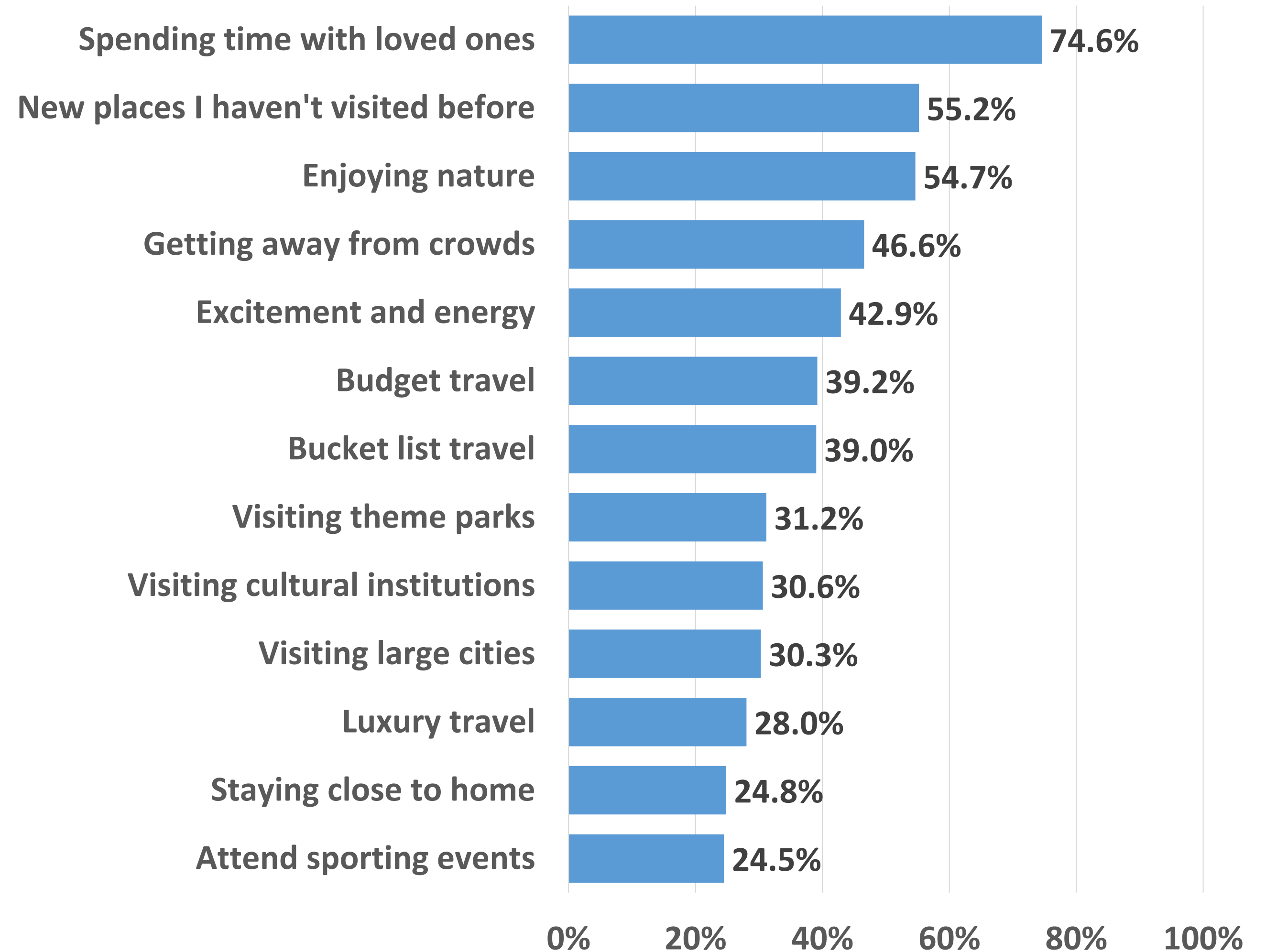
TRAVEL EXPERIENCES PRIORITIZED I

Question: 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.

(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)

“High priority” or “Extremely high priority”



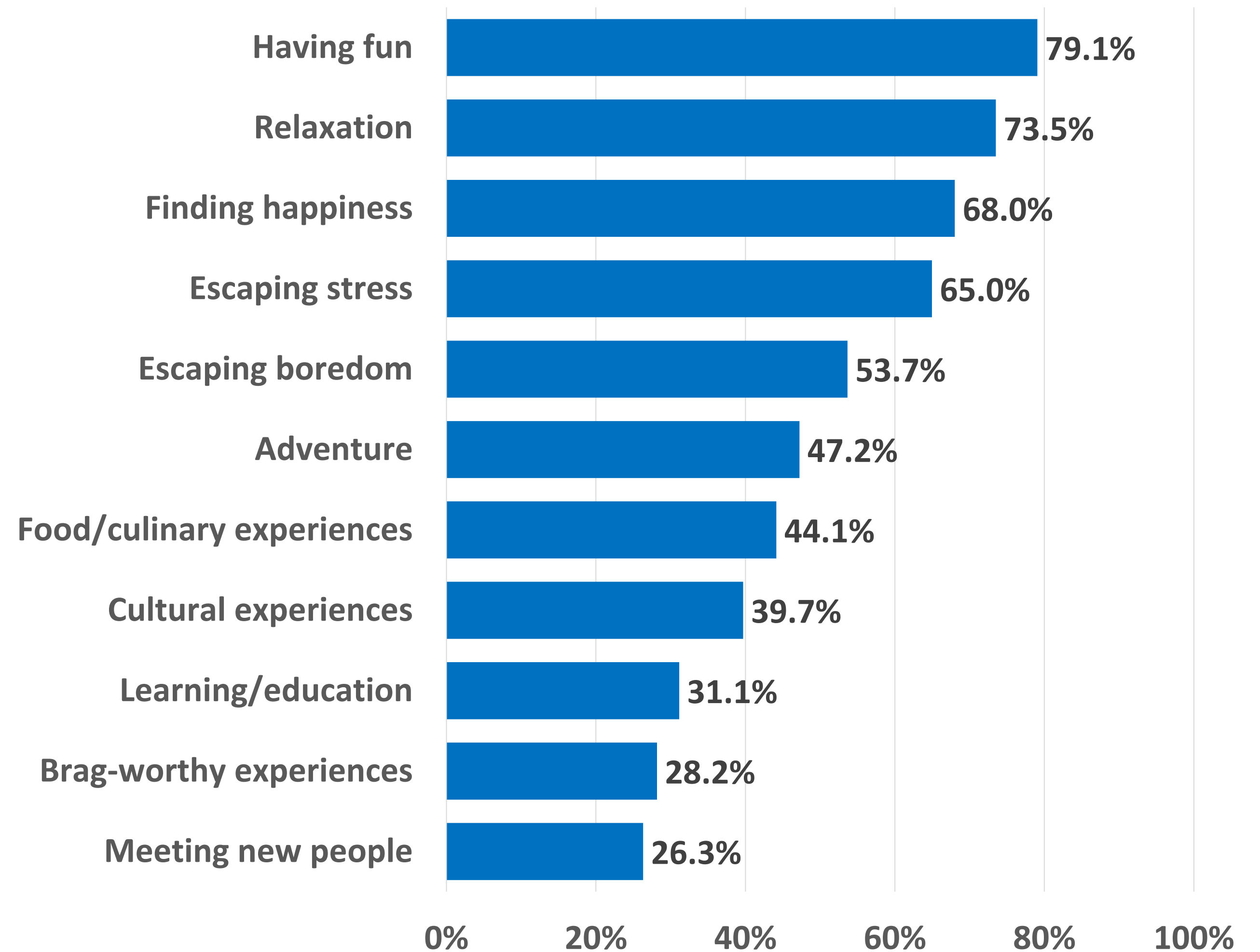
TRAVEL EXPERIENCES PRIORITIZED II

“High priority” or “Extremely high priority”

Question: 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.

(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)



Destinations



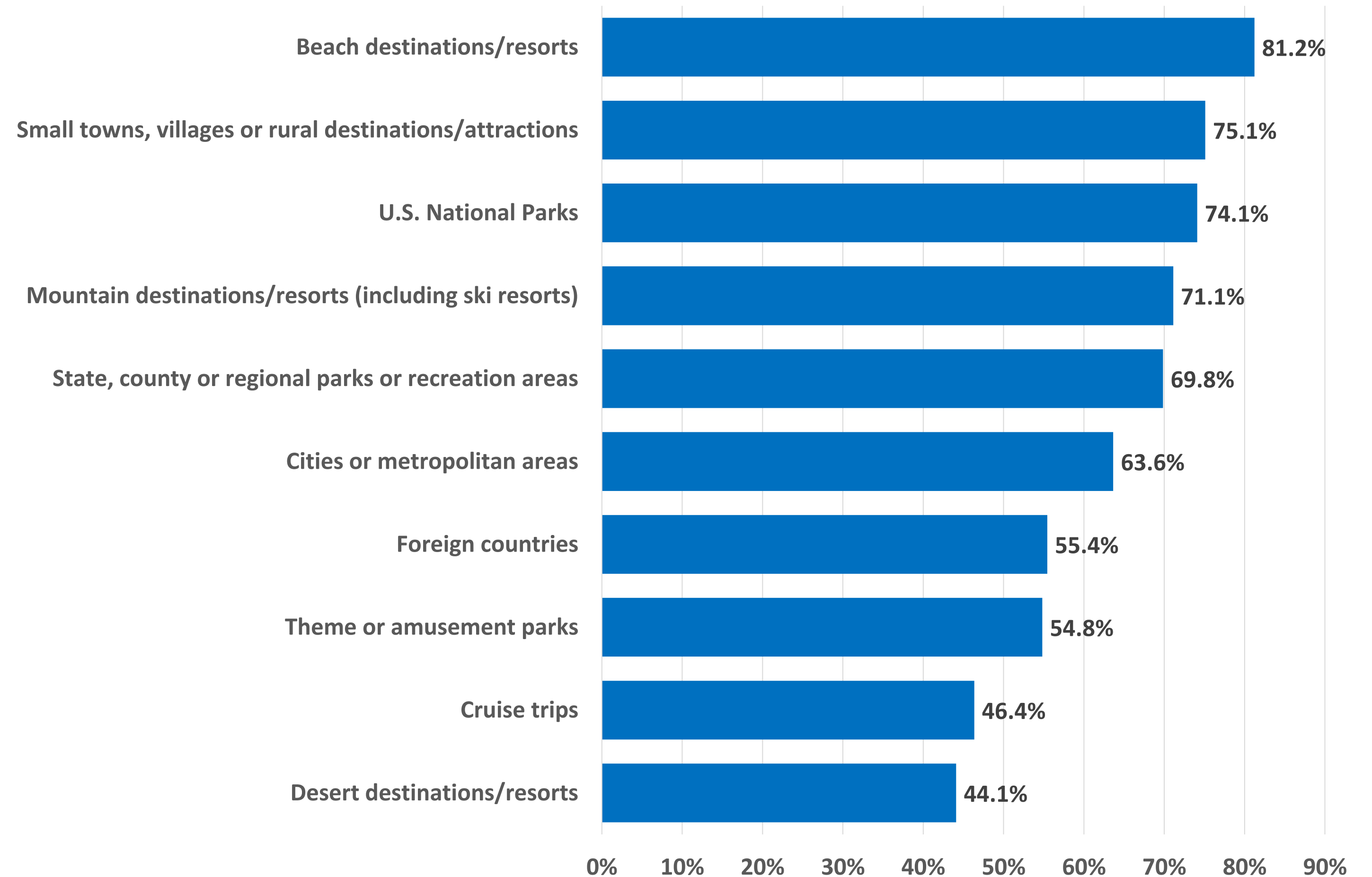
THE DESTINATION TYPES WE LOVE

TOP 2 BOX SCORE: LOVE IT OR LIKE IT

Question: 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.)



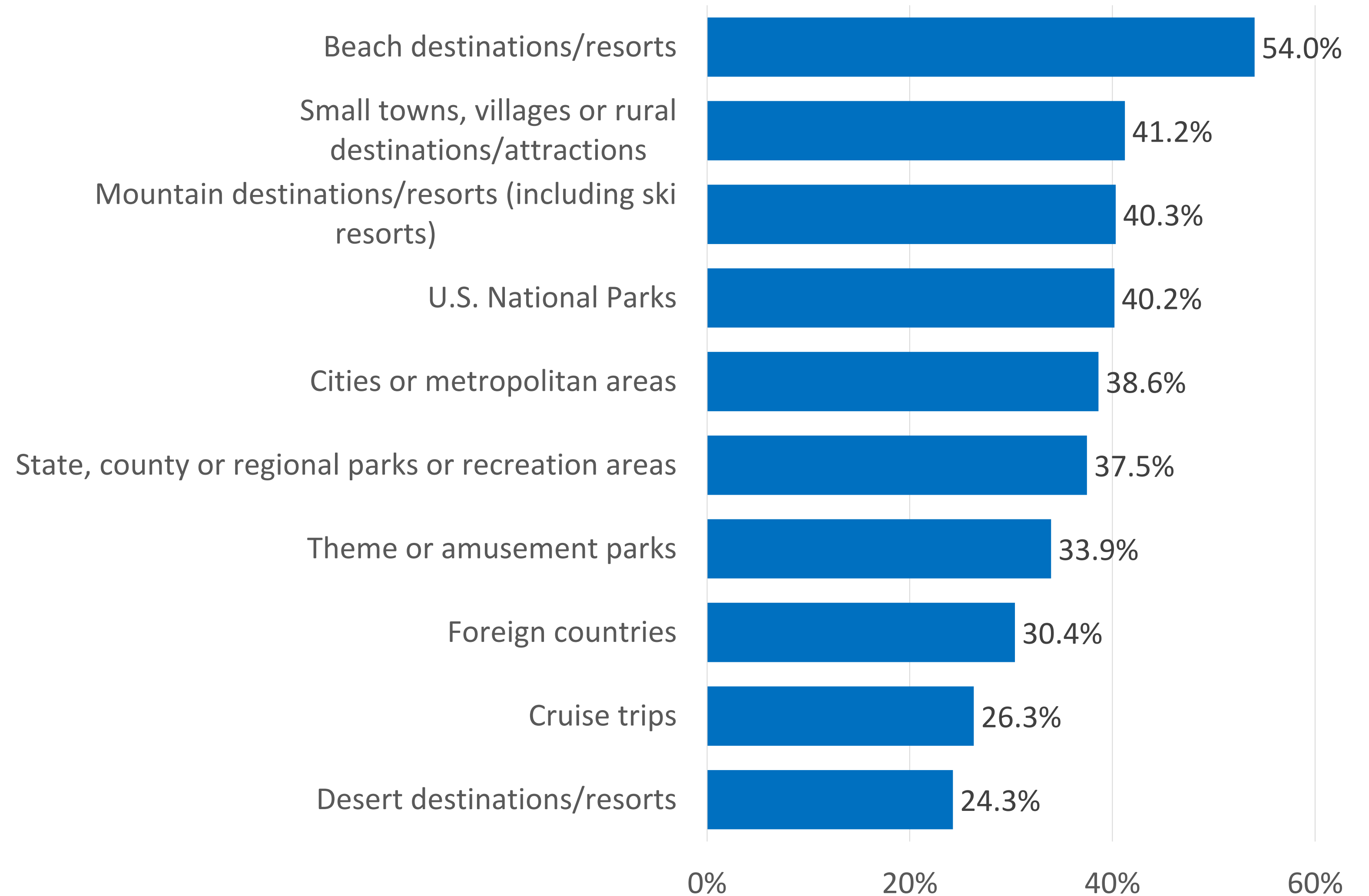
DESTINATION EXCITEMENT

Question: Thinking carefully about THE NEXT TWELVE (12) MONTHS.

Use the 10-point scale where 10 = "Very excited" and 1 = "Not at all excited" to state how generally excited you are to visit each in the upcoming year?

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

TOP 3 BOX SCORE: 10-8



DESTINATION EXCITEMENT

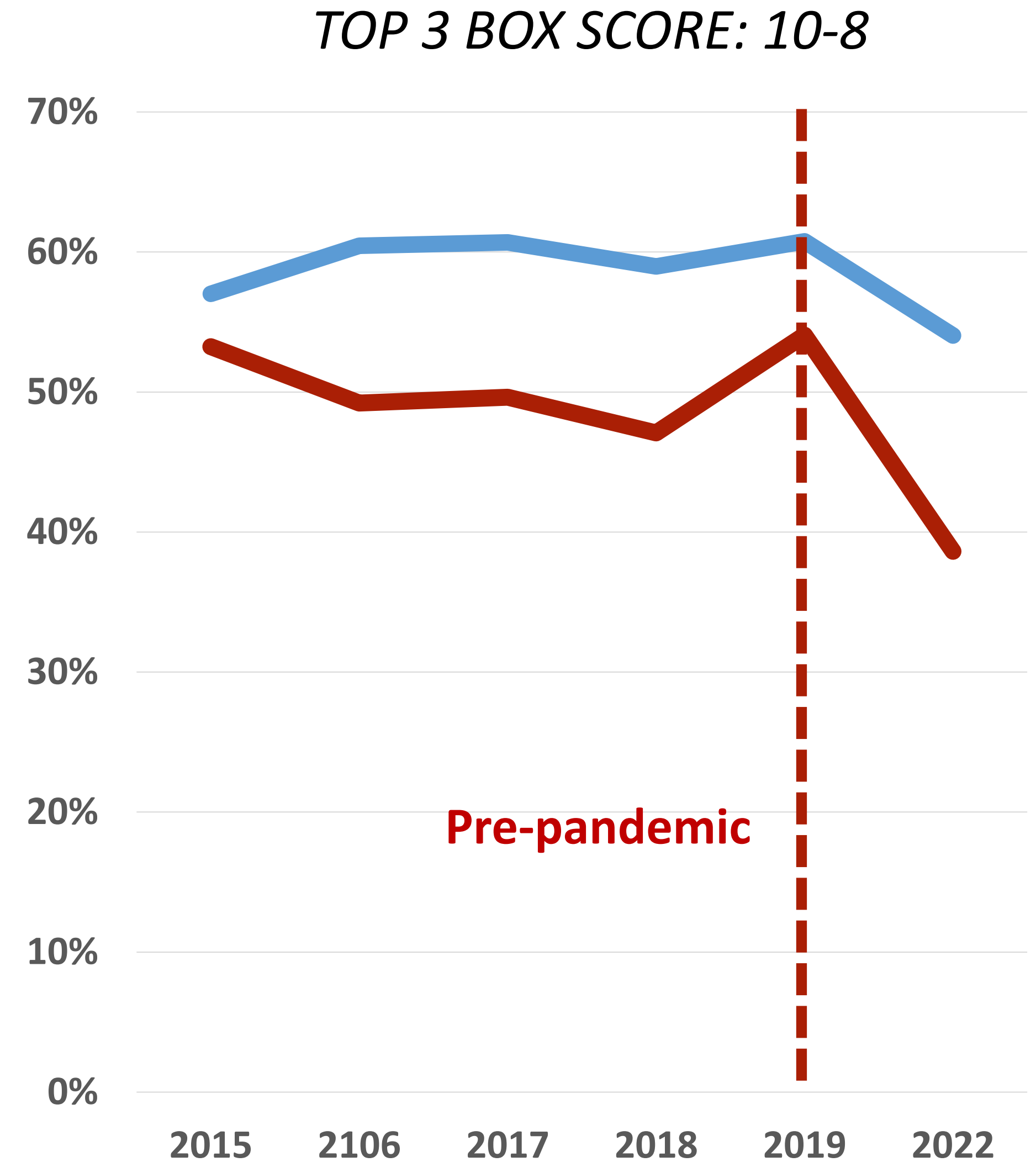
Question: Thinking carefully about THE NEXT TWELVE (12) MONTHS.

Use the 10-point scale where 10 = "Very excited" and 1 = "Not at all excited" to state how generally excited you are to visit each in the upcoming year?

(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)

- Beach destinations/resorts
- Cities or metropolitan areas



DESTINATION EXCITEMENT

Question: Thinking carefully about THE NEXT TWELVE (12) MONTHS.

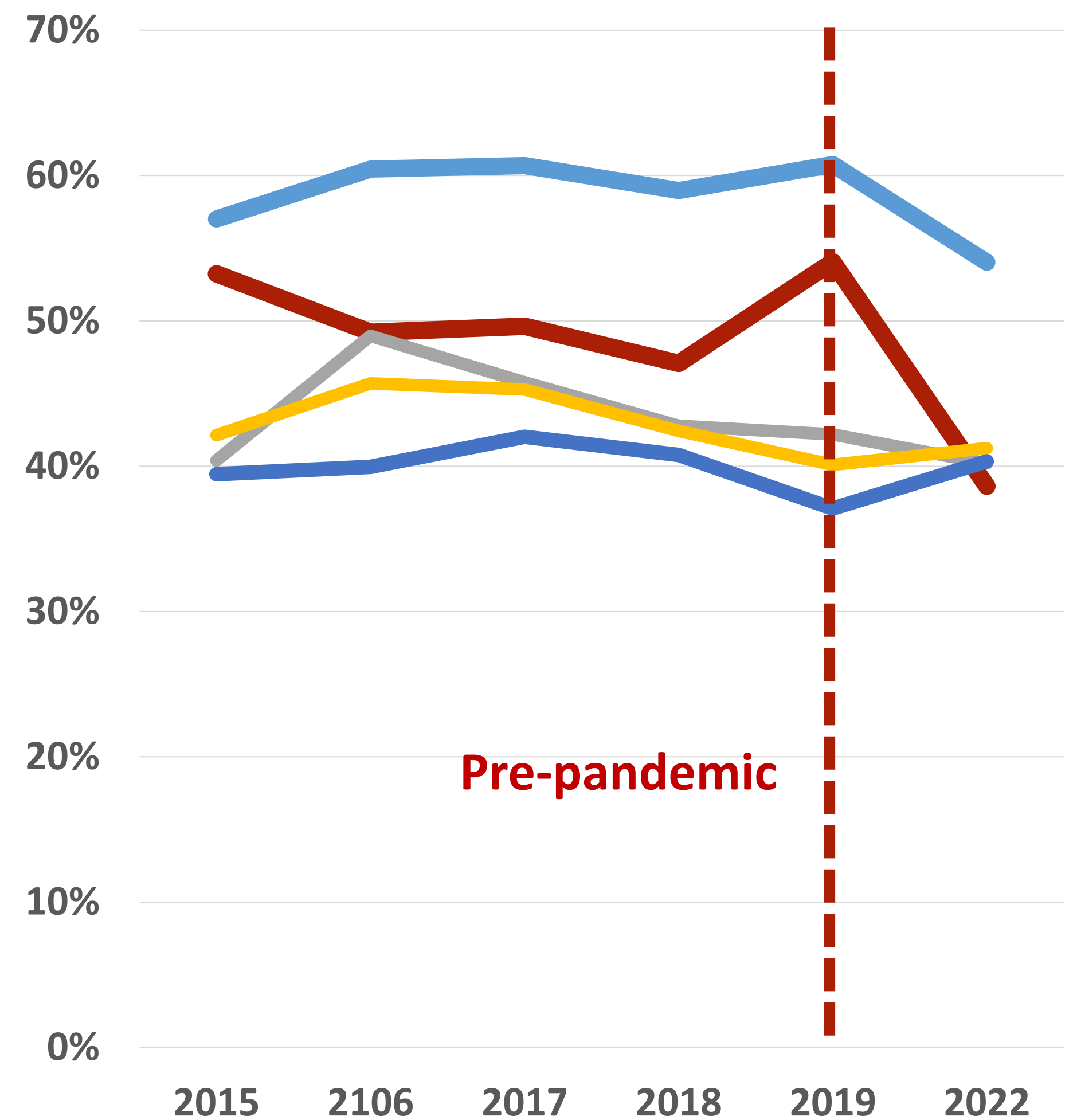
Use the 10-point scale where 10 = "Very excited" and 1 = "Not at all excited" to state how generally excited you are to visit each in the upcoming year?

(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)

- Beach destinations/resorts
- Cities or metropolitan areas
- U.S. National Parks
- Small towns, villages or rural destinations/attractions
- Mountain destinations/resorts

TOP 3 BOX SCORE: 10-8



DESTINATION EXCITEMENT

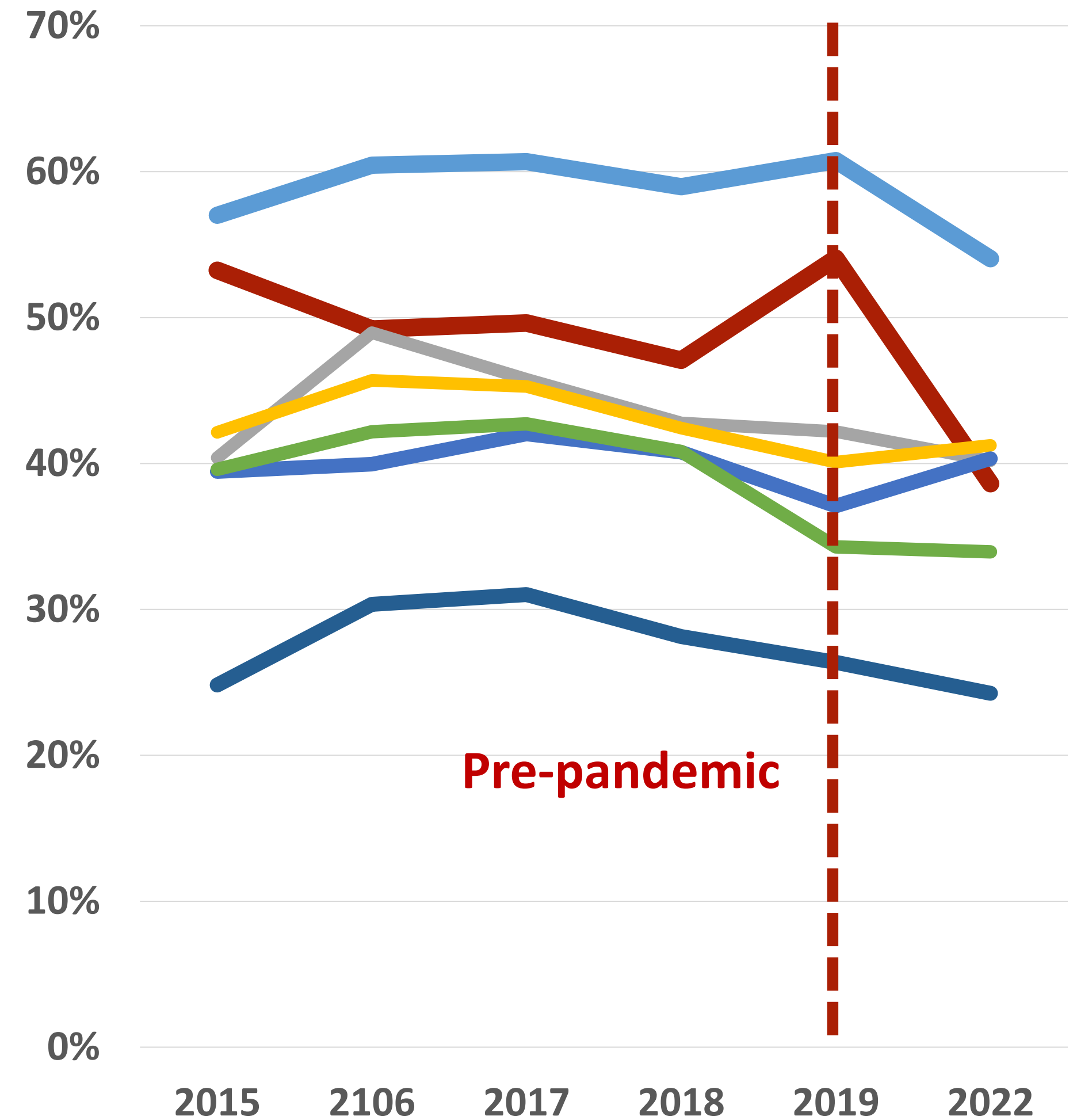
Question: Thinking carefully about THE NEXT TWELVE (12) MONTHS.

Use the 10-point scale where 10 = "Very excited" and 1 = "Not at all excited" to state how generally excited you are to visit each in the upcoming year?

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

- Beach destinations/resorts
- Cities or metropolitan areas
- U.S. National Parks
- Small towns, villages or rural destinations/attractions
- Mountain destinations/resorts
- Theme or amusement parks
- Desert destinations/resorts

TOP 3 BOX SCORE: 10-8



RETURN OF CITIES

The travel booking site Skyscanner reports that **New York City** is its top booked domestic destination so far in 2022 and the online travel agency Expedia has had a 13 percent increase in searches for New York City.

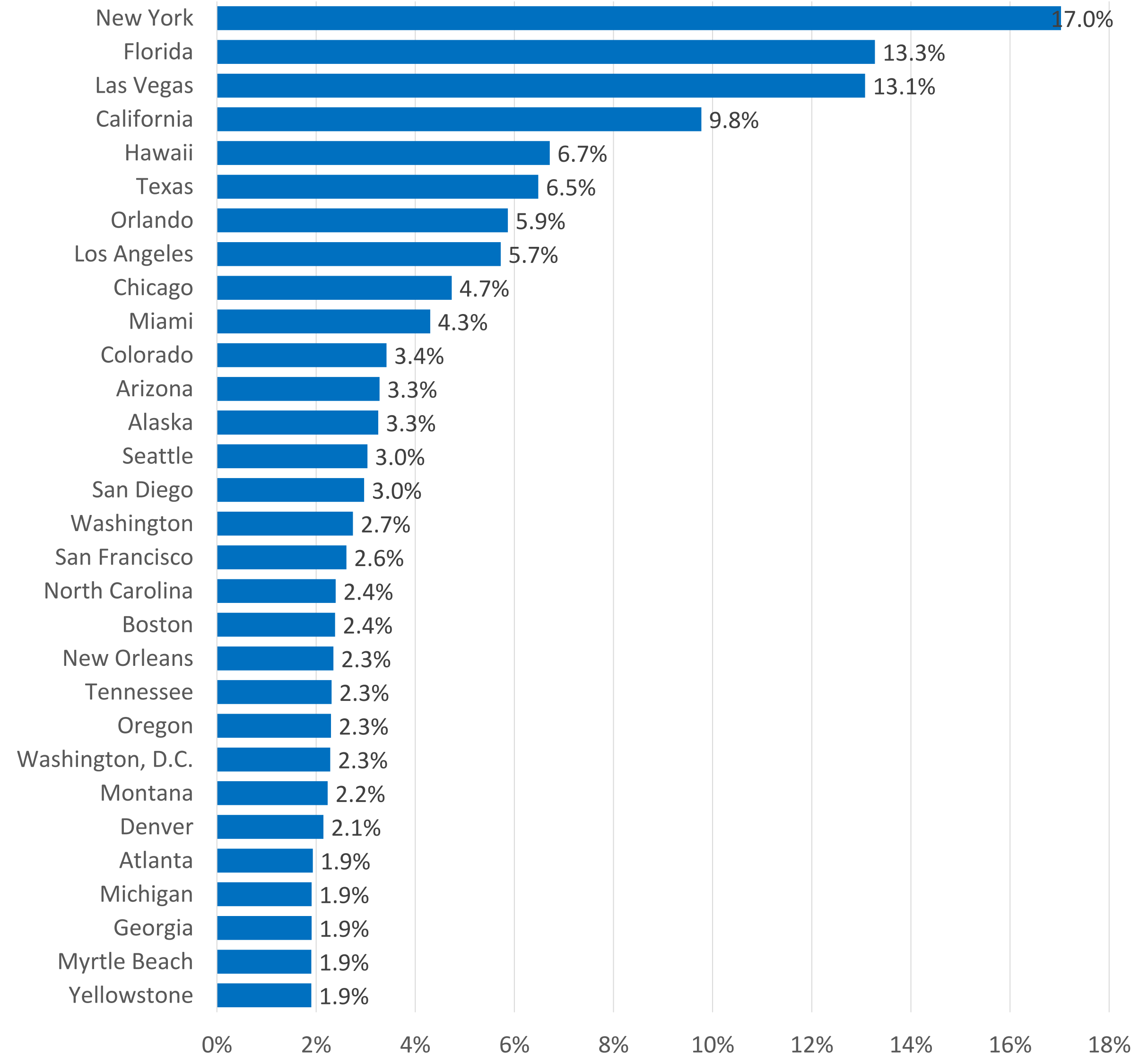


The screenshot shows the BBC News website interface. At the top, there is a navigation bar with the BBC logo, a 'Sign in' button, and links for Home, News, Sport, Reel, Worklife, Travel, and Future. Below this is a red header with the word 'NEWS' in white. A secondary navigation bar lists various news categories: Home, Ukraine conflict, Coronavirus, Climate, Video, World, US & Canada, UK, Business, Tech, and Science. The 'Business' category is highlighted. Below the navigation, there is a sub-navigation bar with links for Business, Market Data, New Economy, New Tech Economy, Companies, Entrepreneurship, and Technology of Business. The main article title is 'Airbnb: City travel almost at pre-pandemic level', dated 15 February, with a 'Comments' link. A red share icon is visible below the title. The article features a photograph of a person with a backpack and hat walking down a street with colorful tuk-tuks. The photo is credited to 'GETTY IMAGES'. Below the photo, a caption reads: 'Online accommodation booking platform Airbnb says travellers are starting to return to cities, after staying away since the start of the pandemic.'

DESTINATION HOT LIST: DOMESTIC

Question: Which DOMESTIC DESTINATIONS do you most want to visit in the NEXT TWELVE (12) MONTHS? (Write in up to five)

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



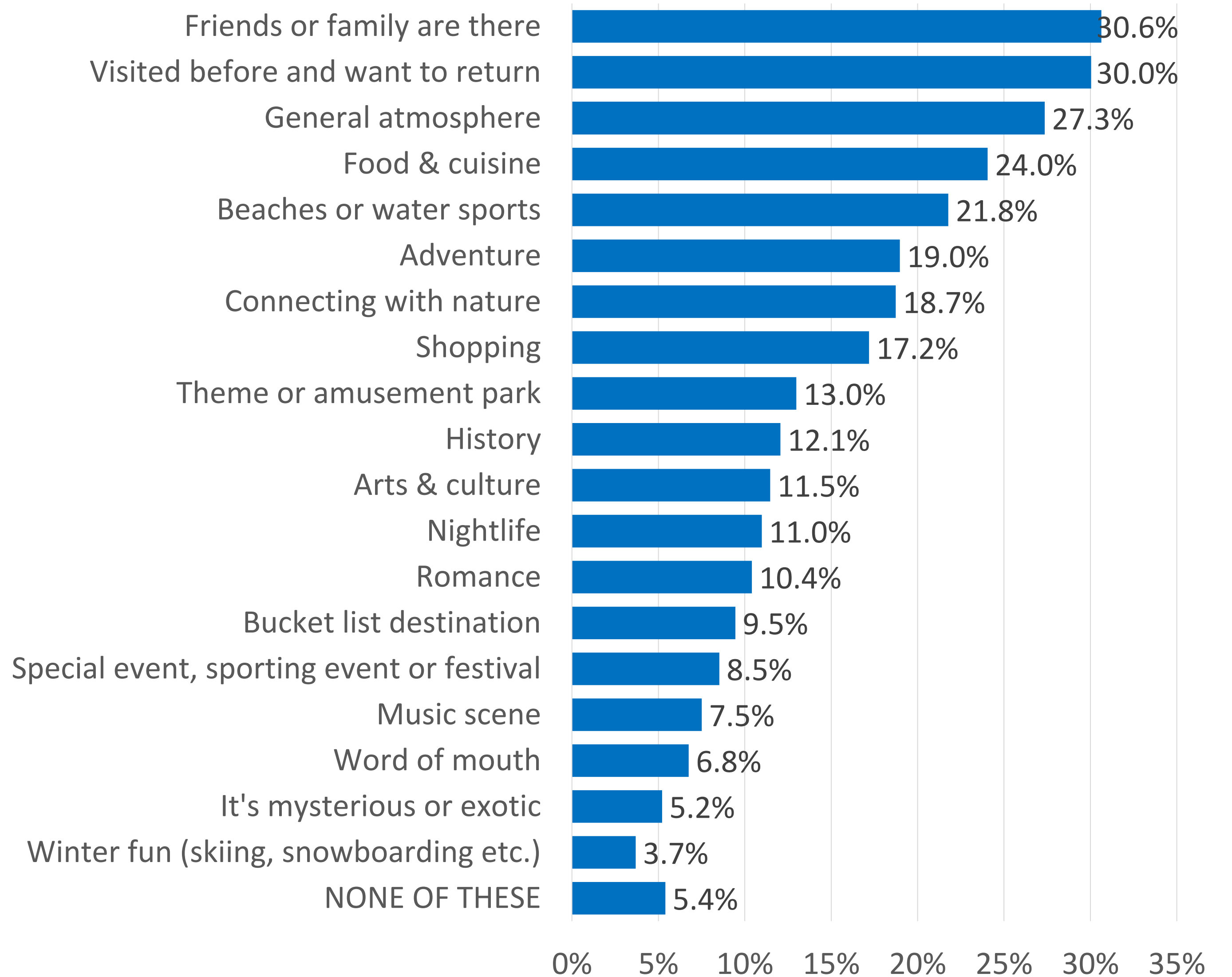
REASONS FOR DESTINATION SELECTION

Question: On the last page you said you would like to visit _____ in the next twelve months.

Which of the following are reasons you want to visit _____ in the next twelve months?

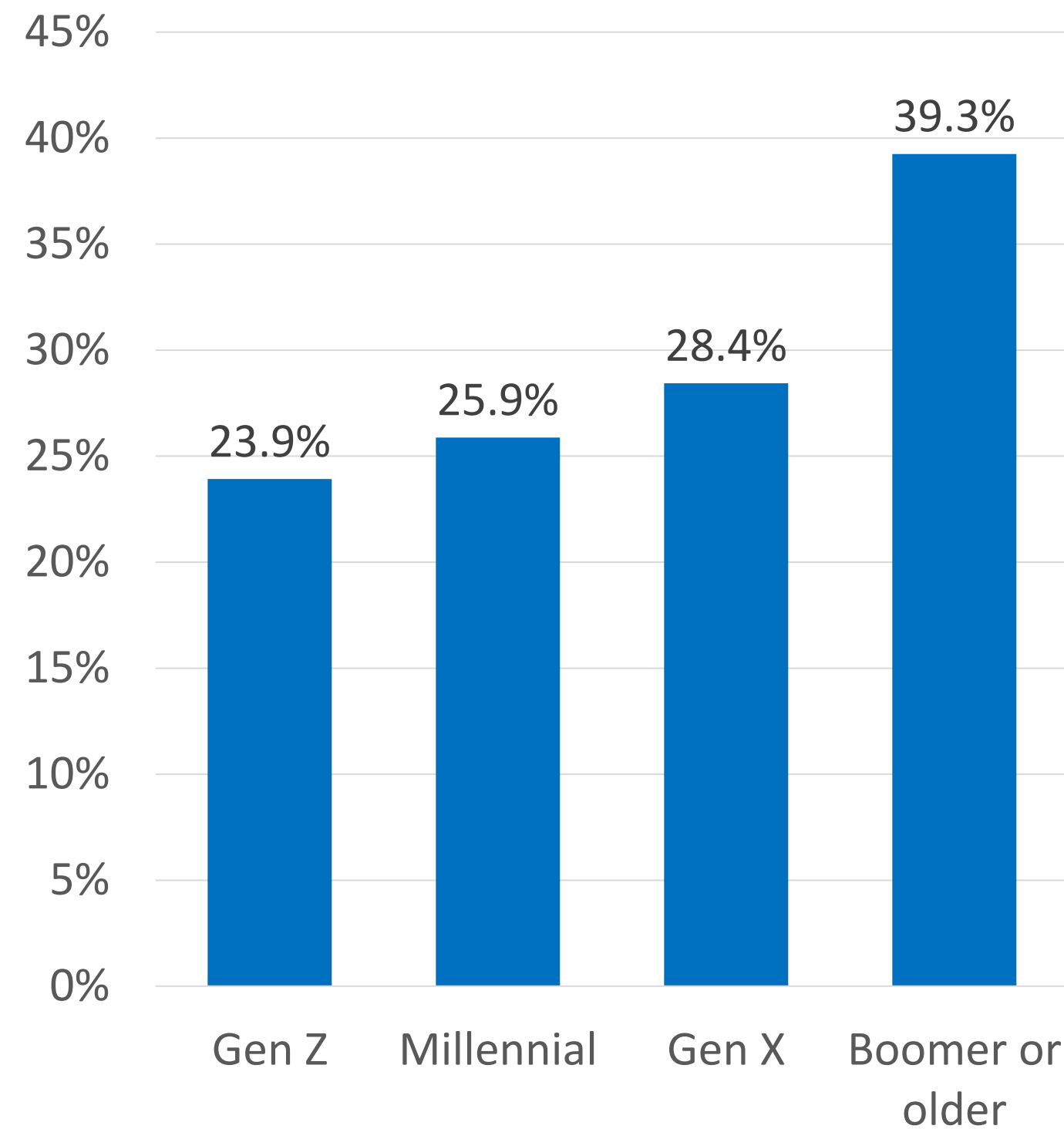
(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)

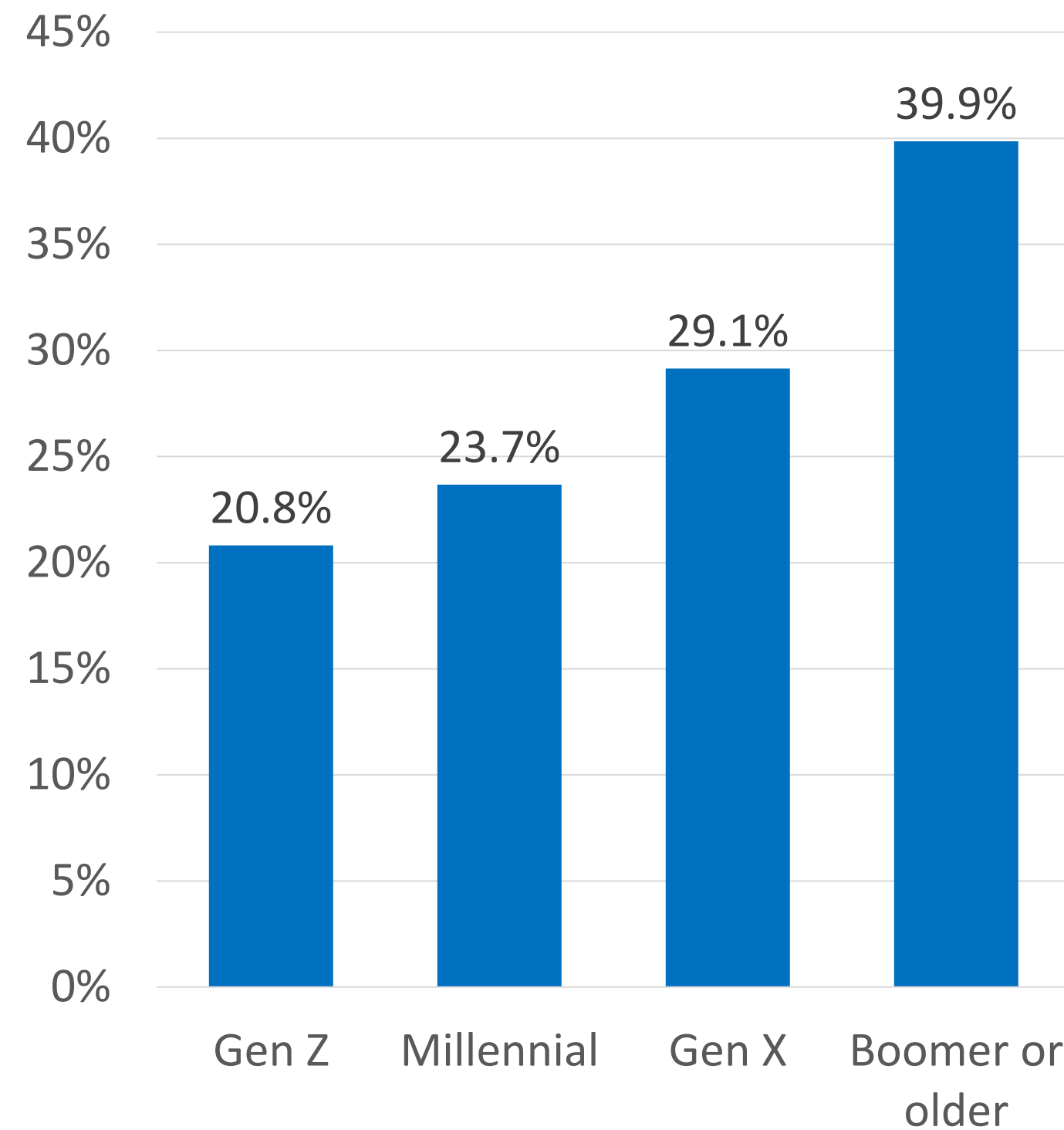


REASONS FOR DESTINATION SELECTION

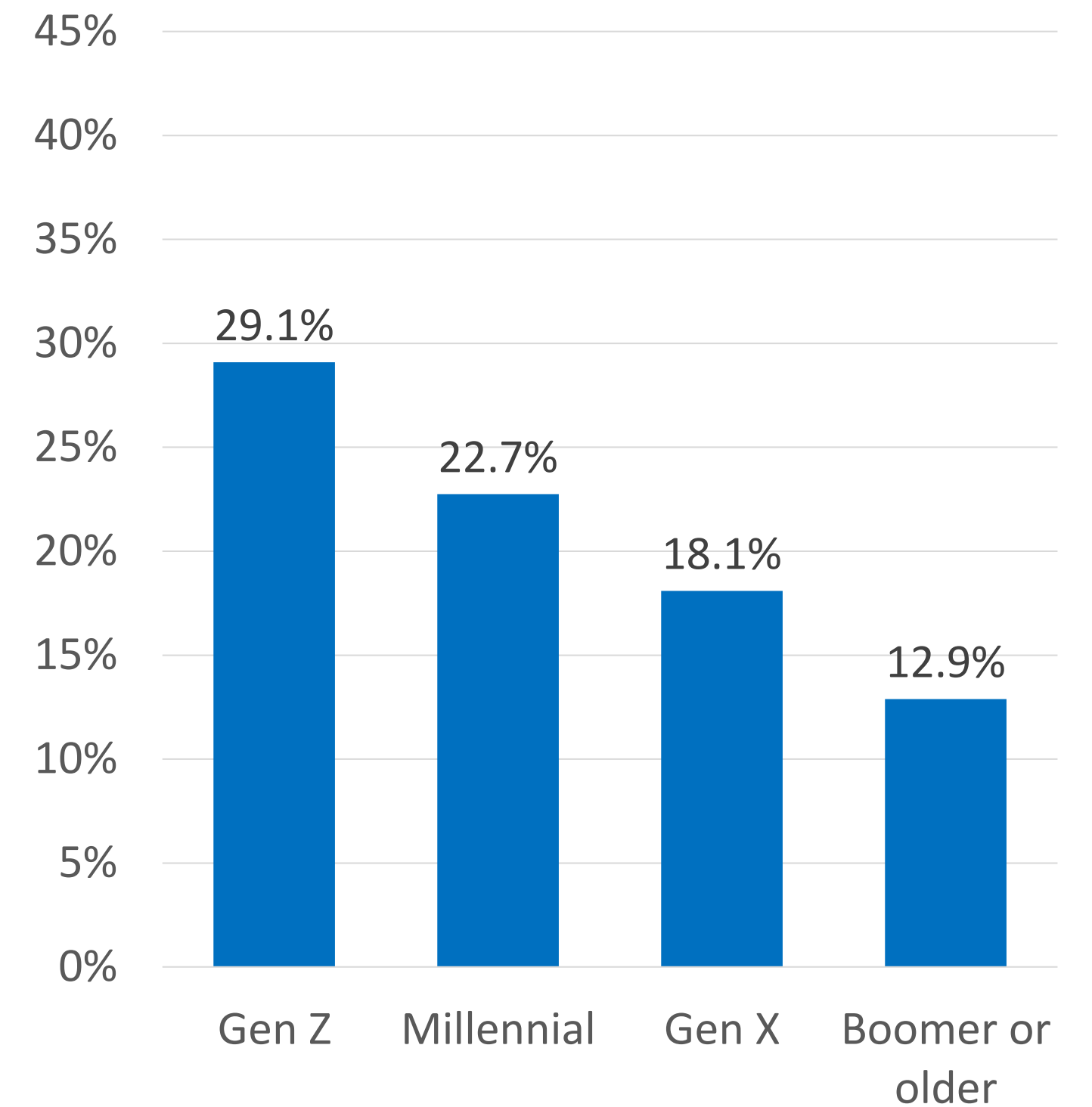
Friends or Relatives are There



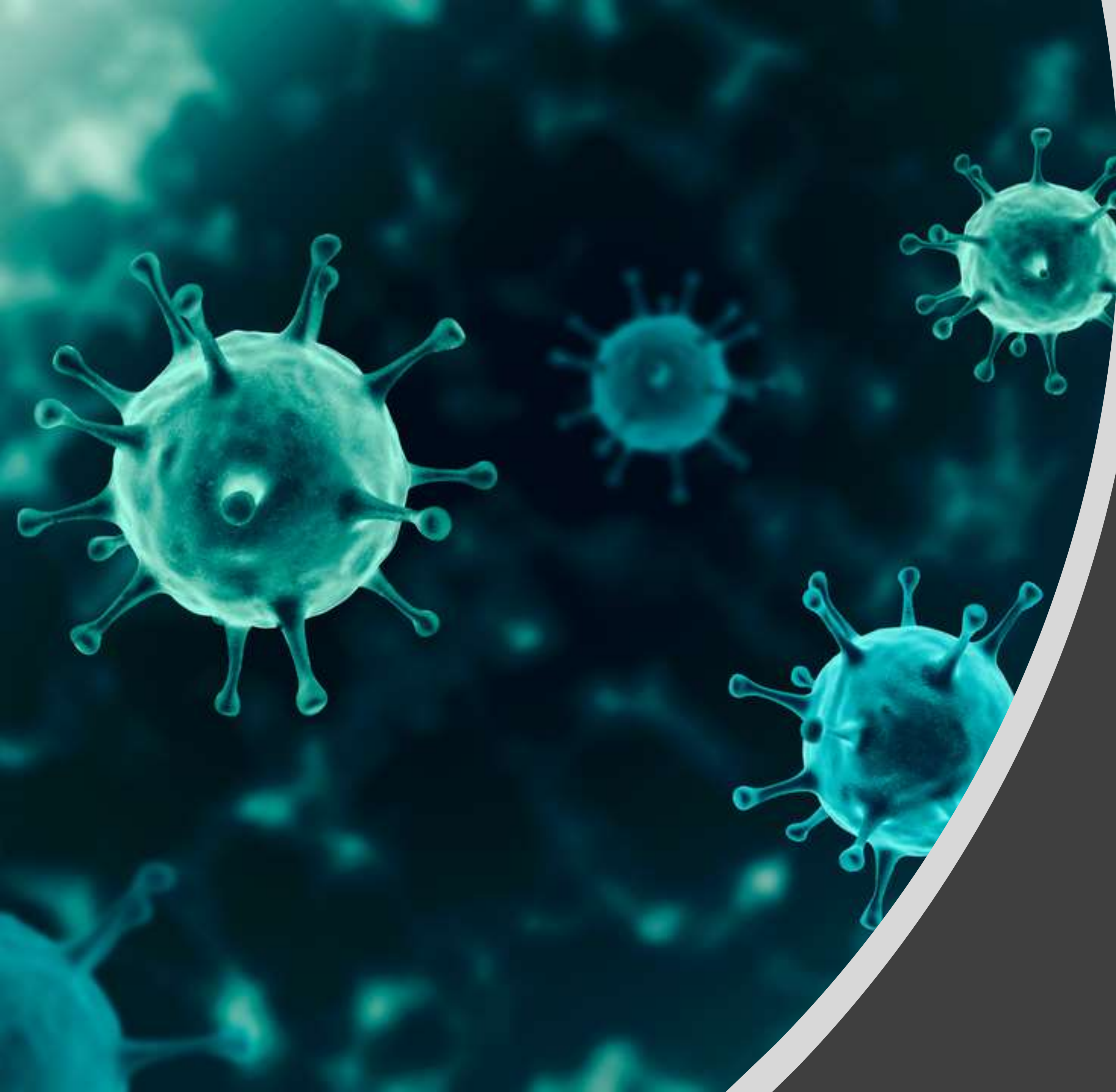
Visited Before & Wants to Return



Adventure



“High priority” or “Extremely high priority”



Think about yourself now compared to how you were two years ago (right before the COVID-19 pandemic).

In the questions below please tell us how (if at all) you have changed.

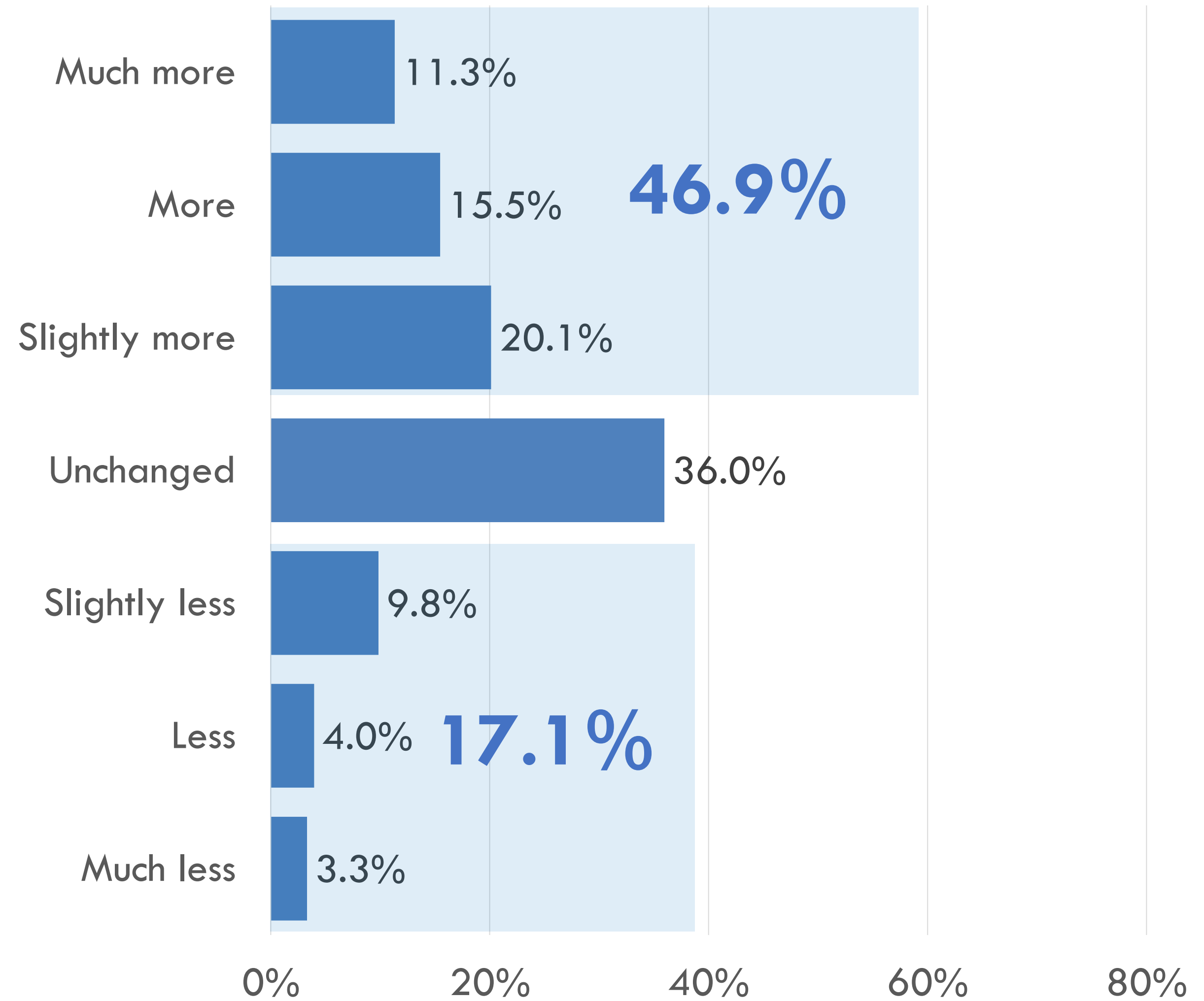
CHANGE IN DESIRE TO TRAVEL

Question: How strong is your desire to travel now?

Compared to before the pandemic, I am _____ motivated to travel.

(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)



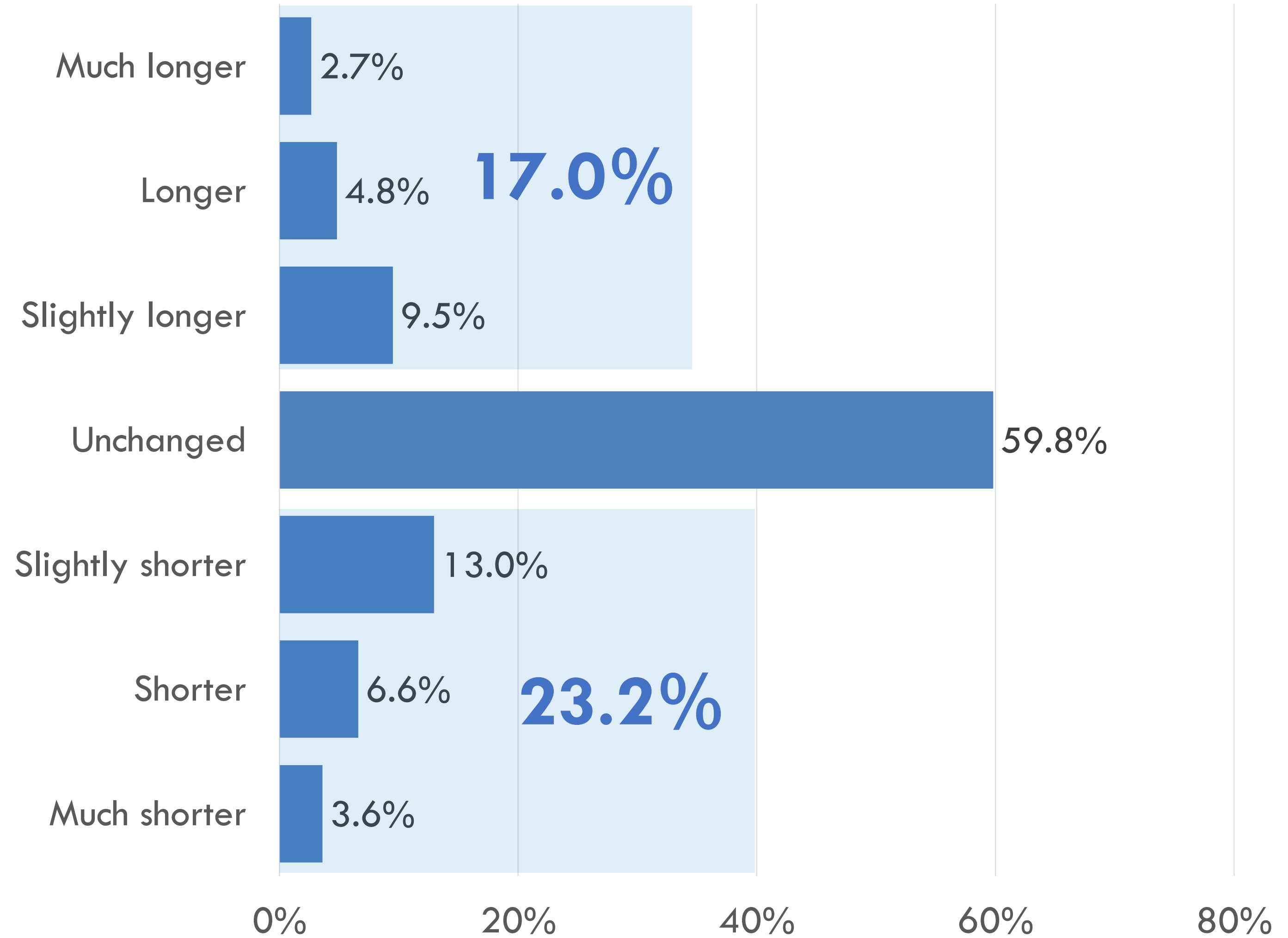
CHANGE IN LENGTH OF TRIP

Question: Have you (or will you) changed the length of your trips?

Compared to before the pandemic, the length of the trips I'm likely to take now will be _____.

(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)



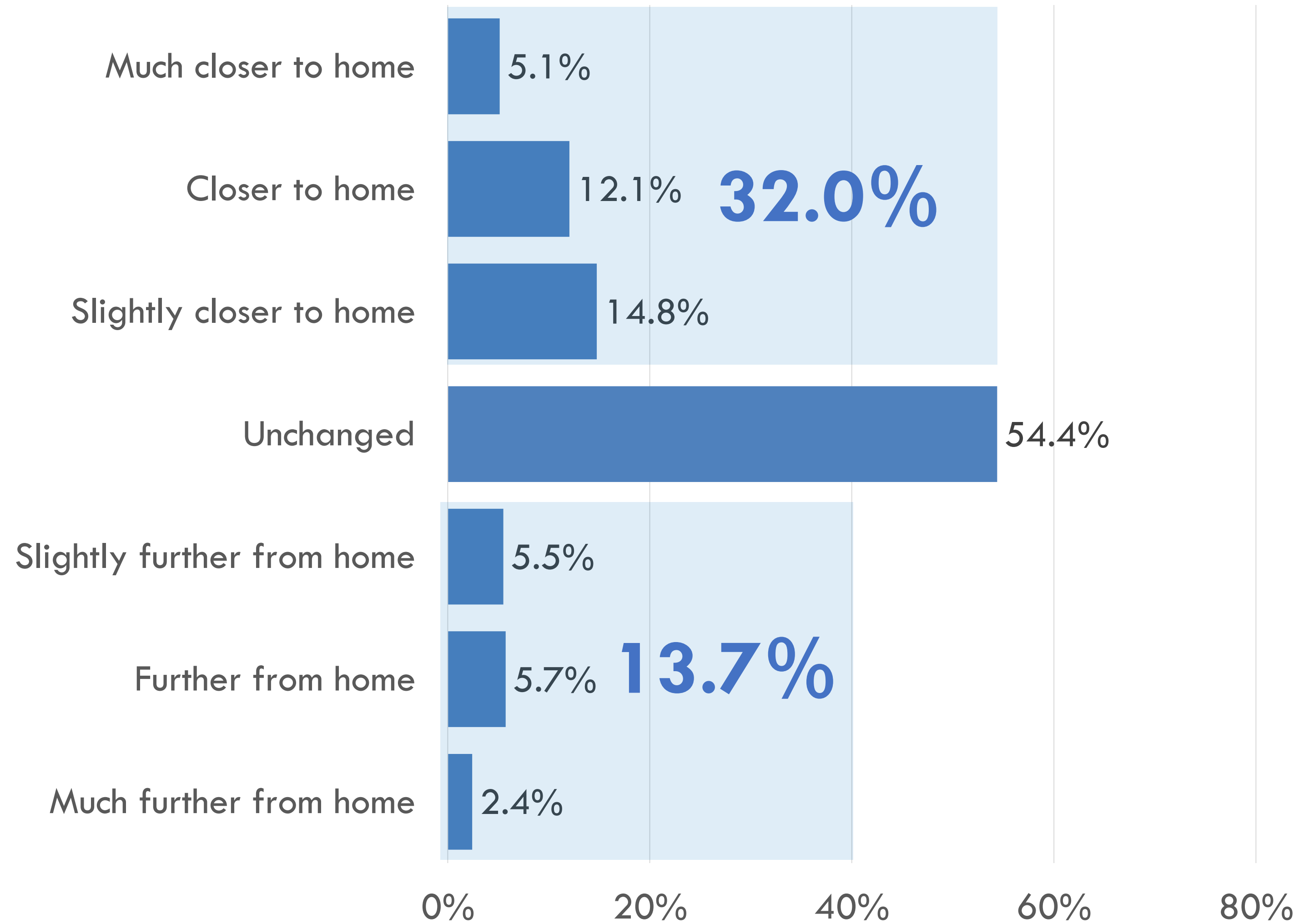
CHANGE IN DISTANCE OF TRIP

Question: How far from home are you likely to be traveling?

Compared to before the pandemic, the trips I'm likely to take now will be _____.

(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)

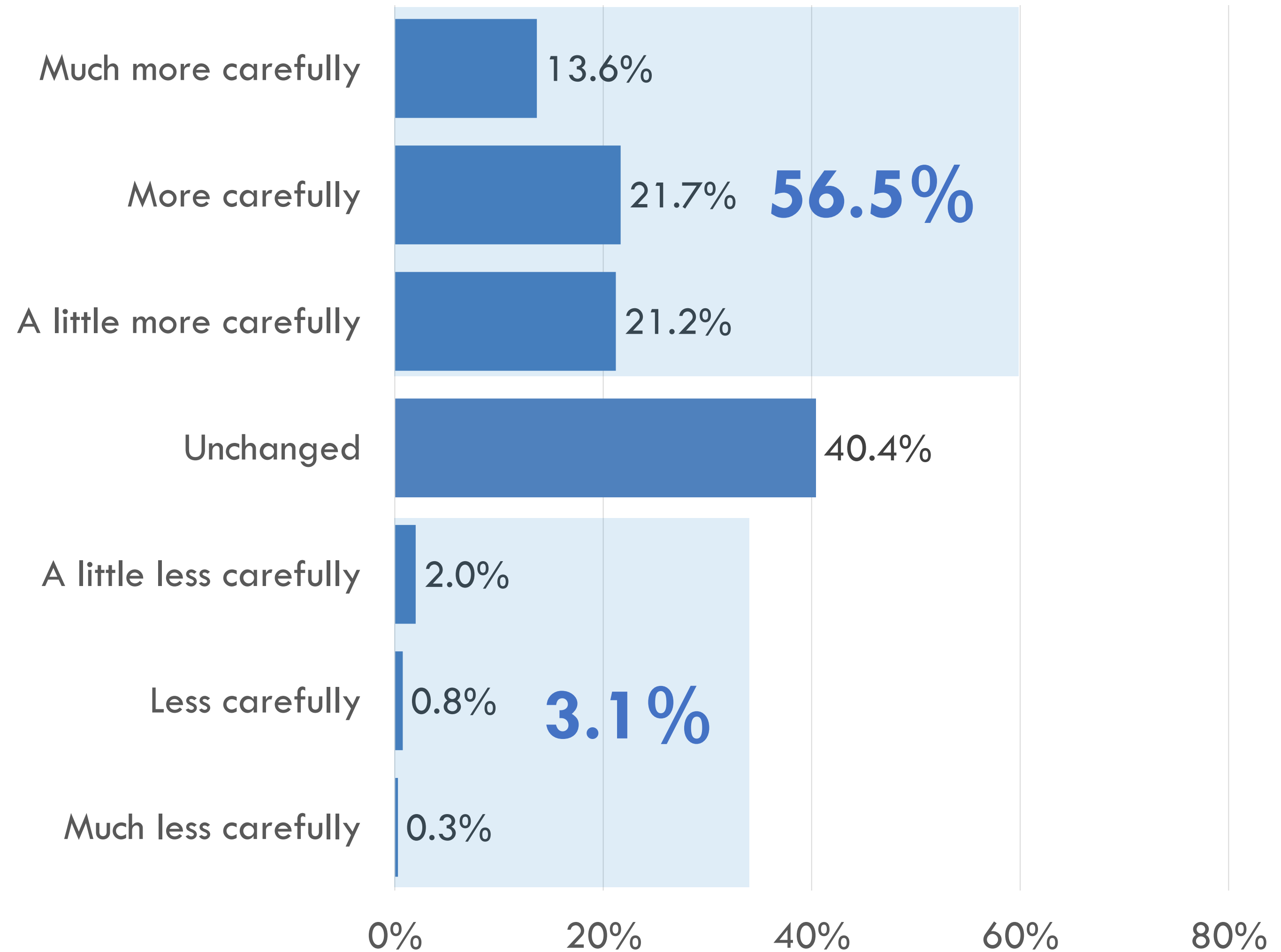


CHANGE IN TRIP PLANNING CAUTION

Question: How carefully will you be planning your travels? Compared to before the pandemic, I will be _____ planning the details of my trips.

(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)



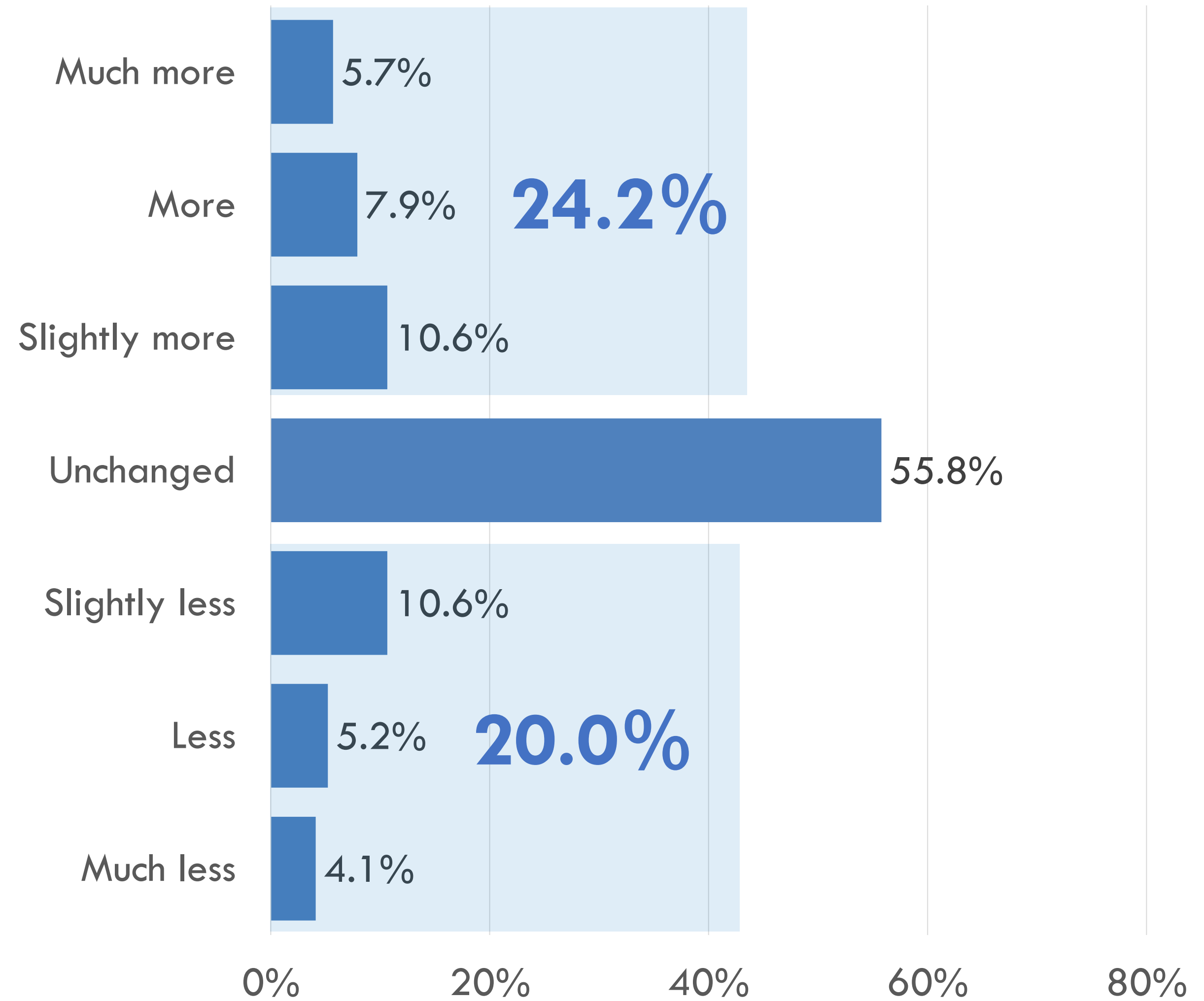
CHANGE IN INTEREST IN URBAN TRAVEL

Question: Has your interest in visiting cities or urban areas changed?

Compared to before the pandemic, I am _____ interested in visiting cities or urban areas.

(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)



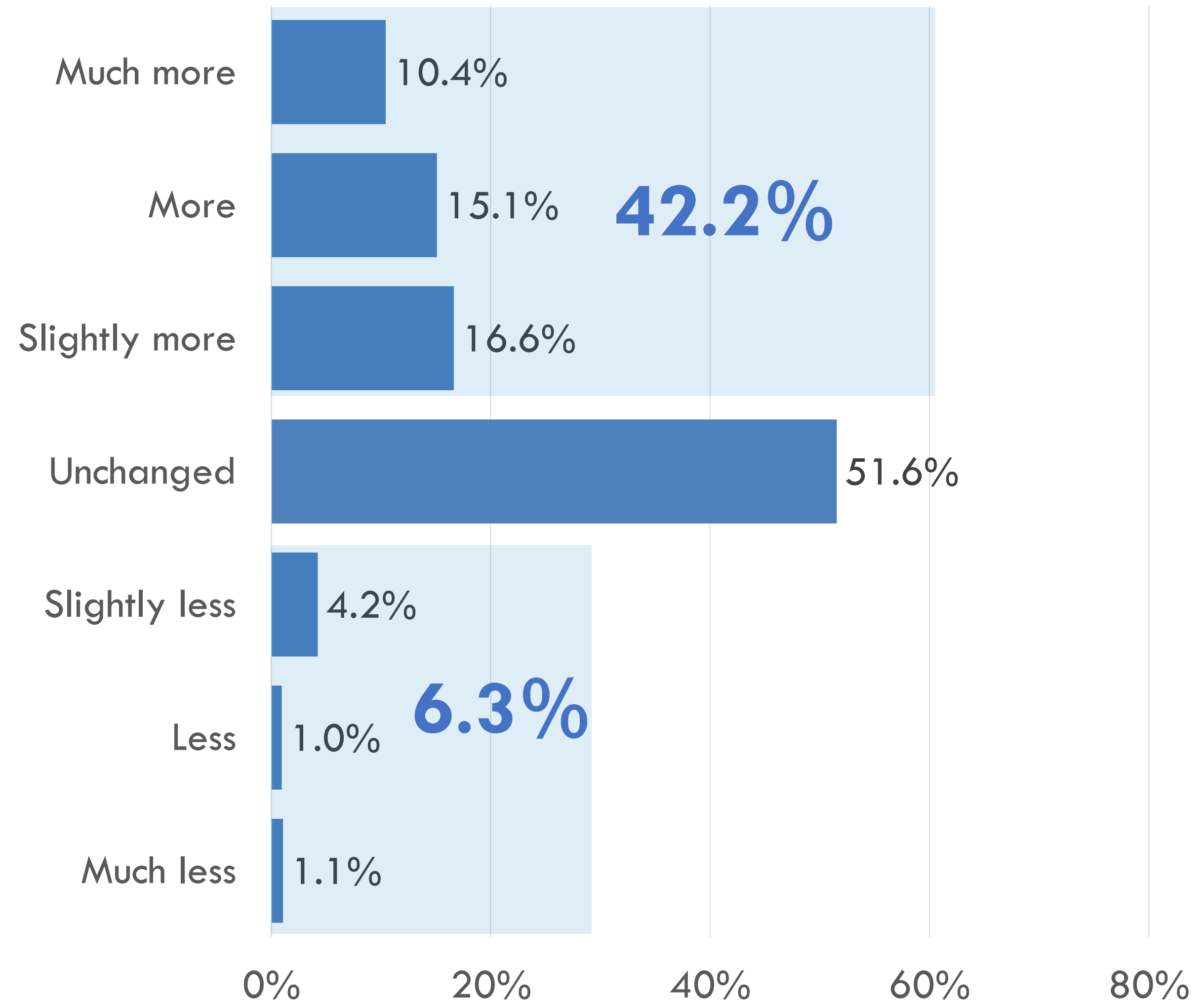
CHANGE IN INTEREST IN OUTDOOR-ORIENTED DESTINATIONS

Question: Has your interest in visiting outdoor-oriented destinations (e.g., rural areas, mountain towns, beach destinations, State or National Parks, etc.) changed?

Compared to before the pandemic, I am _____ interested in visiting outdoor-oriented destinations.

(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)



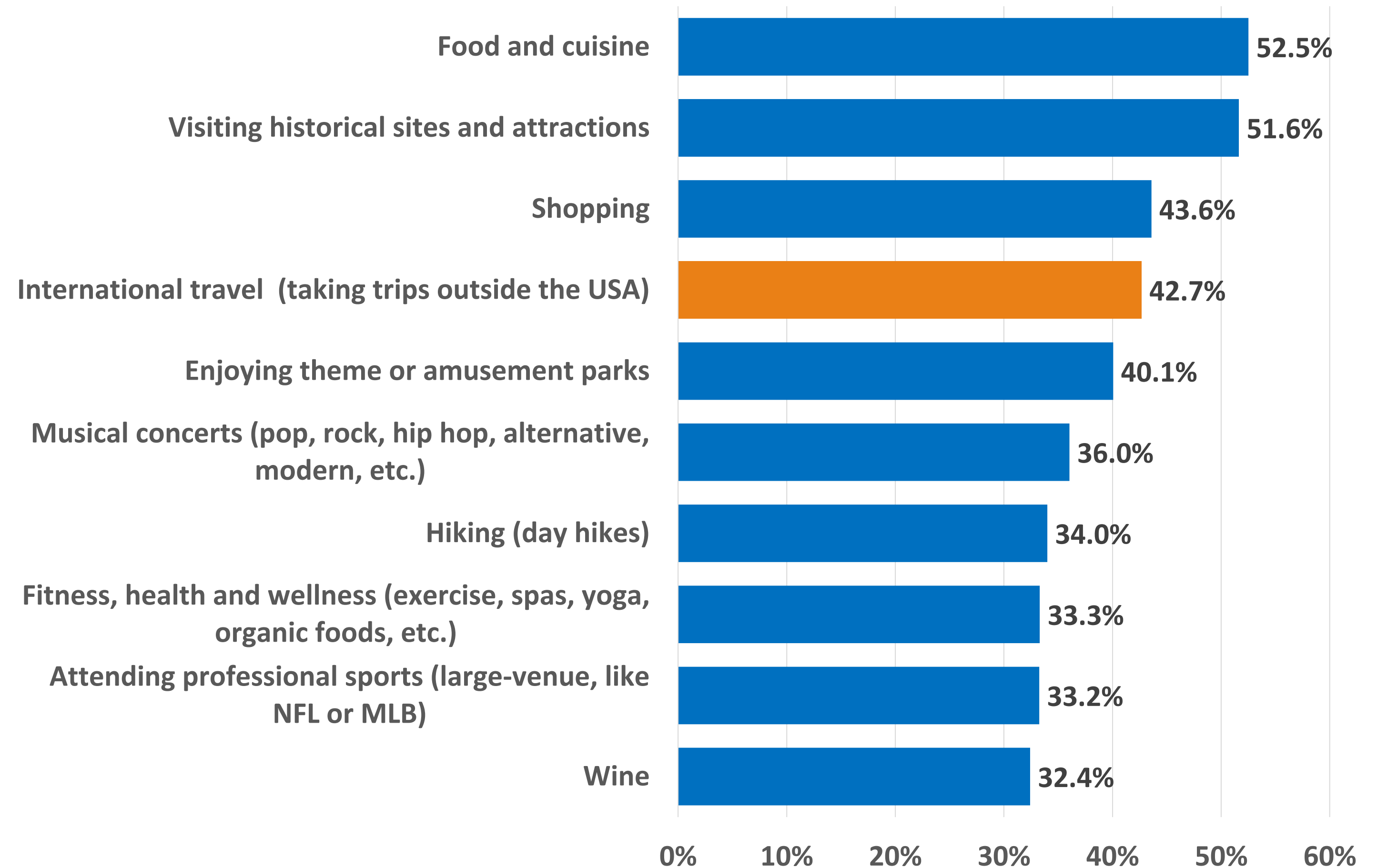
International Intentions



AMERICAN'S TOP 10 PASSIONS

“High interest” or “Extremely high interest - I'm passionate about this”

Question: Tell us about your hobbies and passions. Please use the scale below to describe your interest in each.



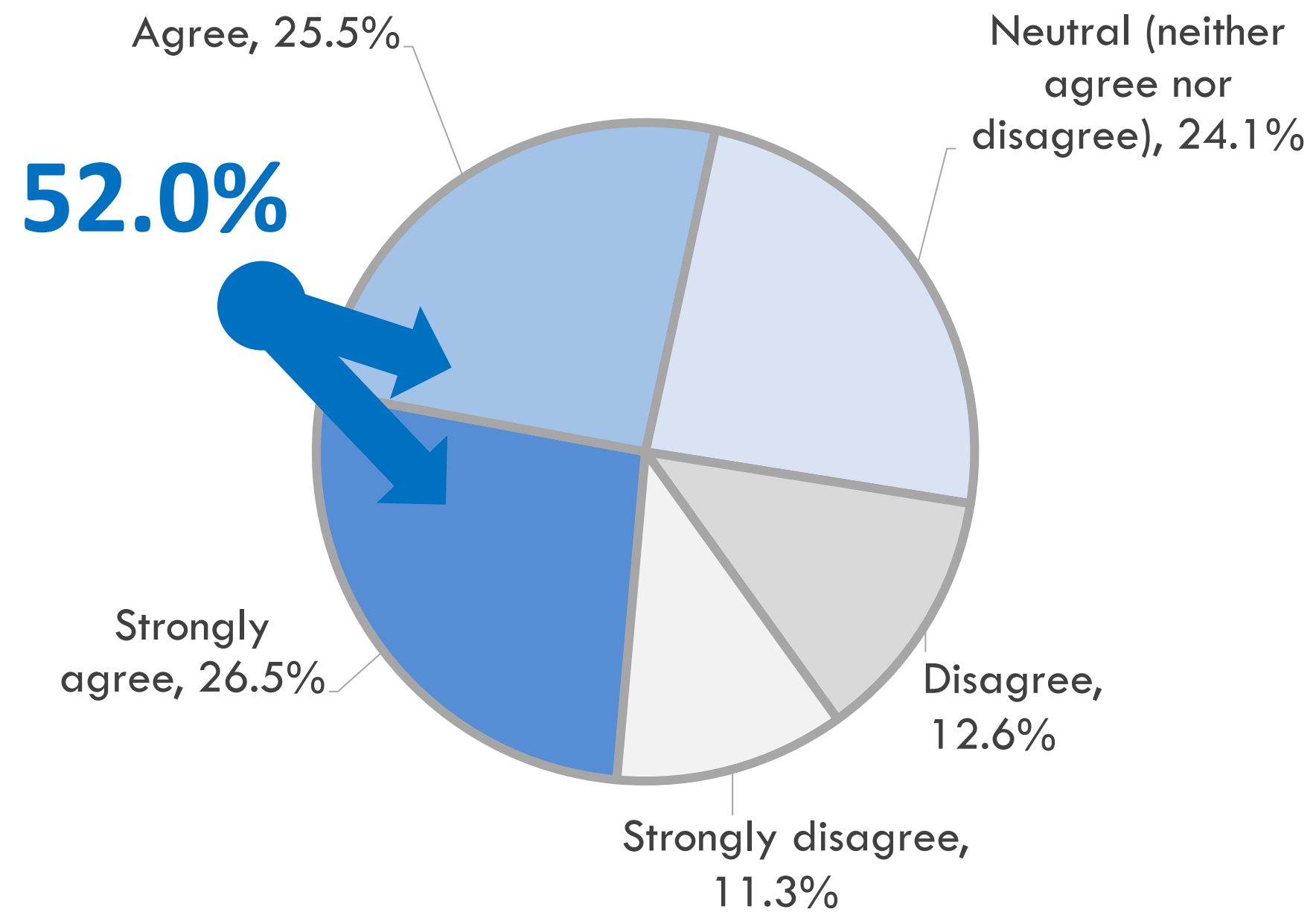
(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)

AVOIDING INTERNATIONAL TRAVEL

How much do you agree with the following statement?

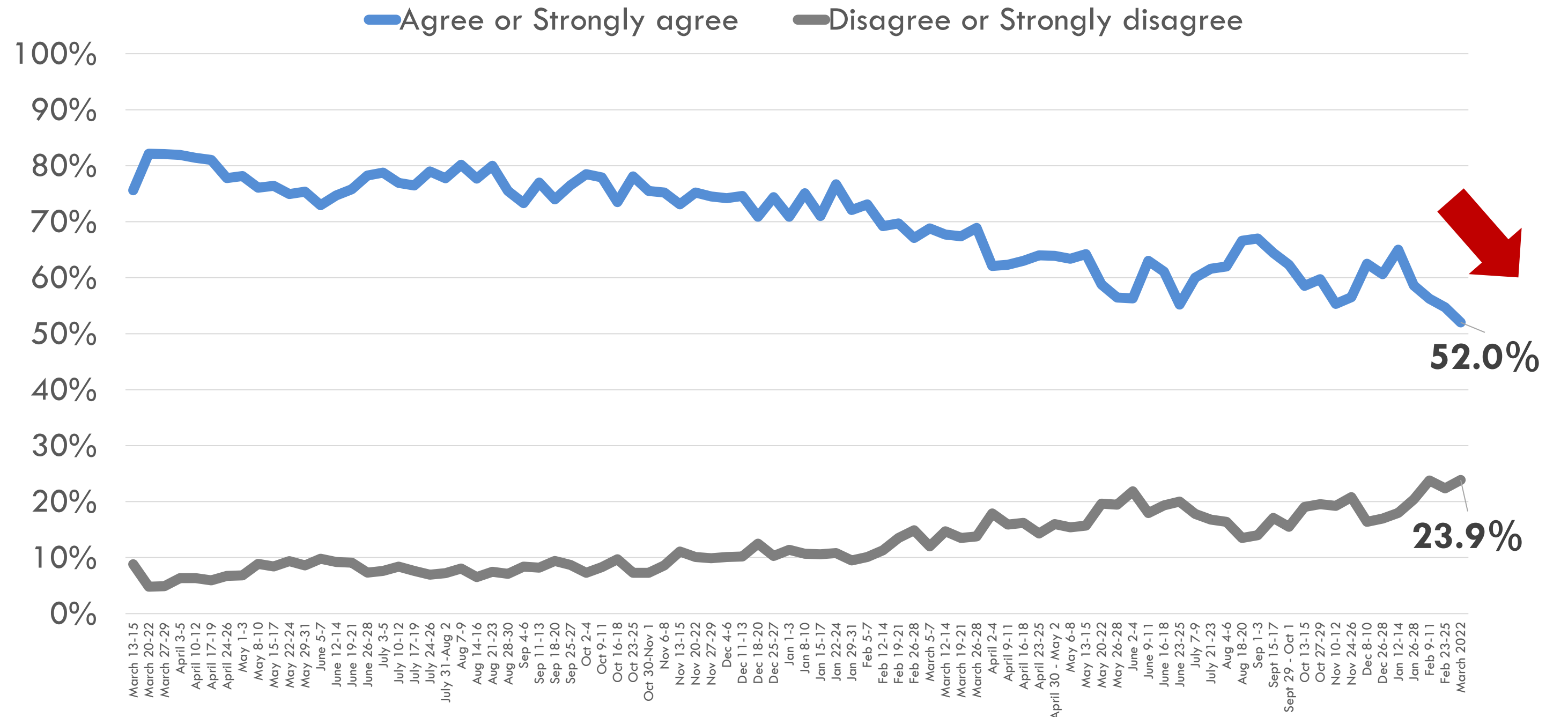
Statement: I will be unlikely to travel outside the United States until the coronavirus situation is resolved.



(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)

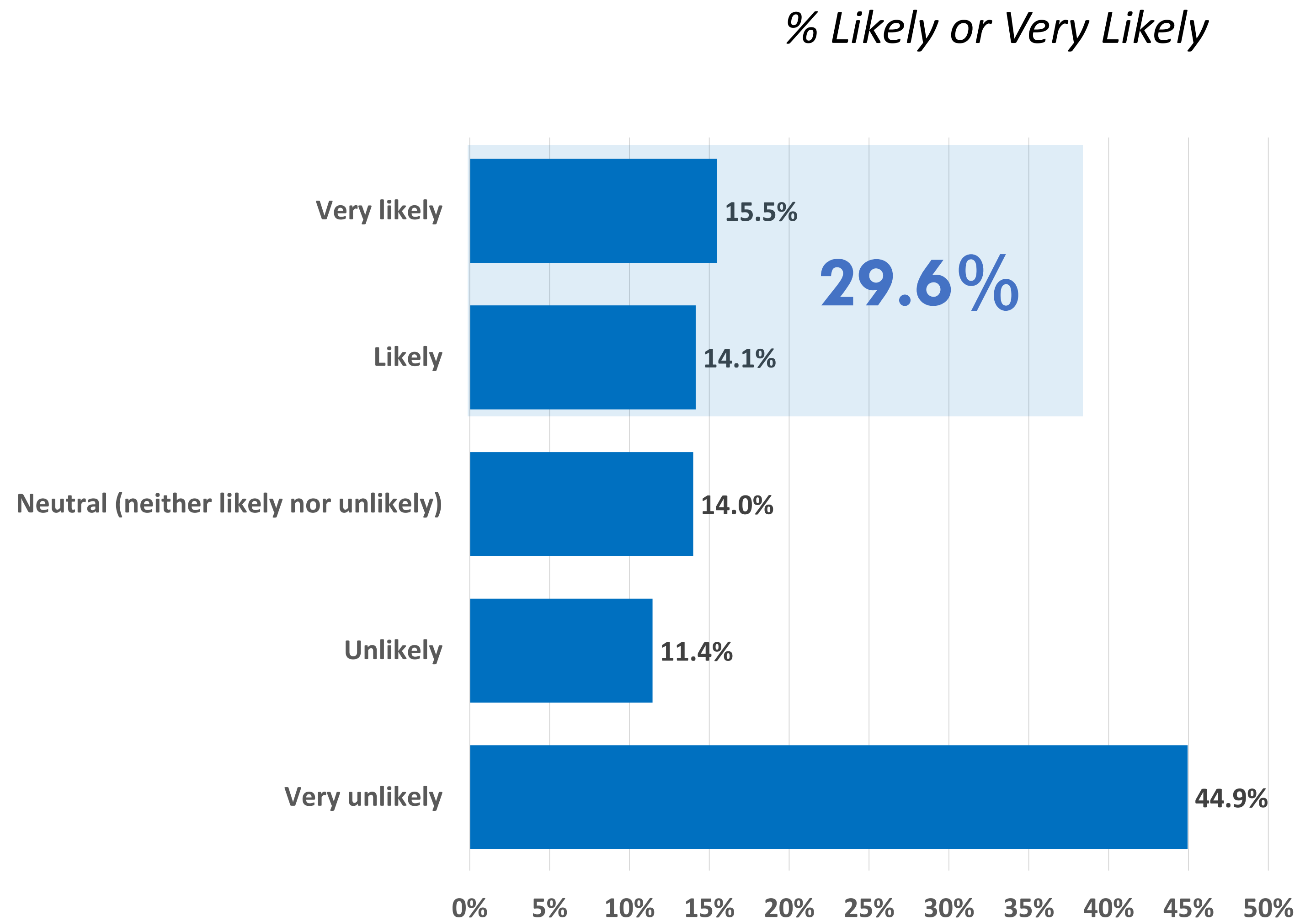
Historical data



INTERNATIONAL TRAVEL: LIKELIHOOD IN NEXT 12 MONTHS

Question: How likely are you to travel outside the United States for leisure in the NEXT TWELVE (12) MONTHS?

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

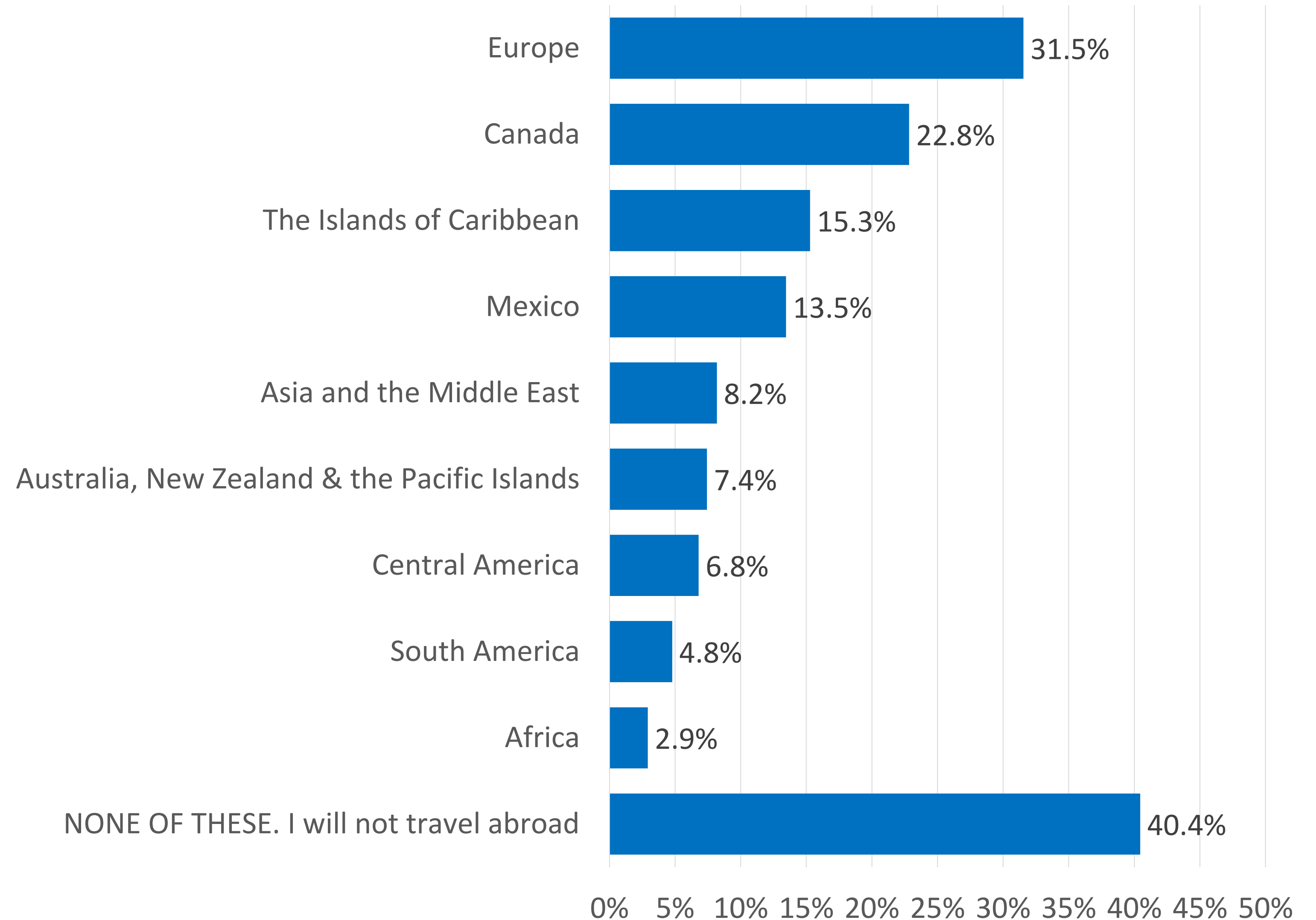


INTERNATIONAL REGIONS LIKELY TO VISIT IN NEXT 3 YEARS

Question: Which regions are you likely to visit in the NEXT THREE (3) YEARS?

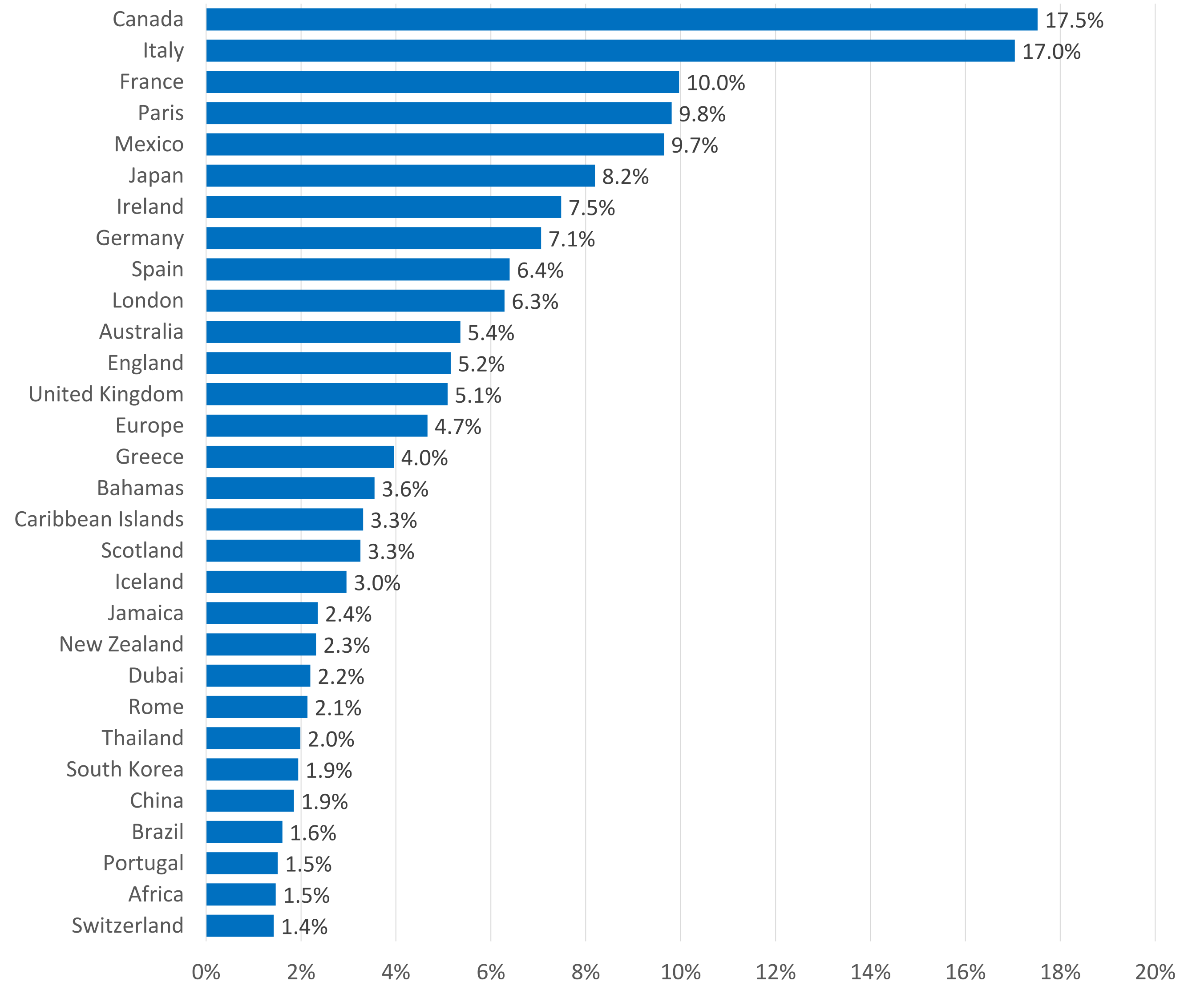
(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)



DESTINATION HOT LIST: INTERNATIONAL

Question: Which FOREIGN DESTINATIONS do you most want to visit in the NEXT TWELVE (12) MONTHS? (Write in up to five)



(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)

—

The Travel Planning Landscape

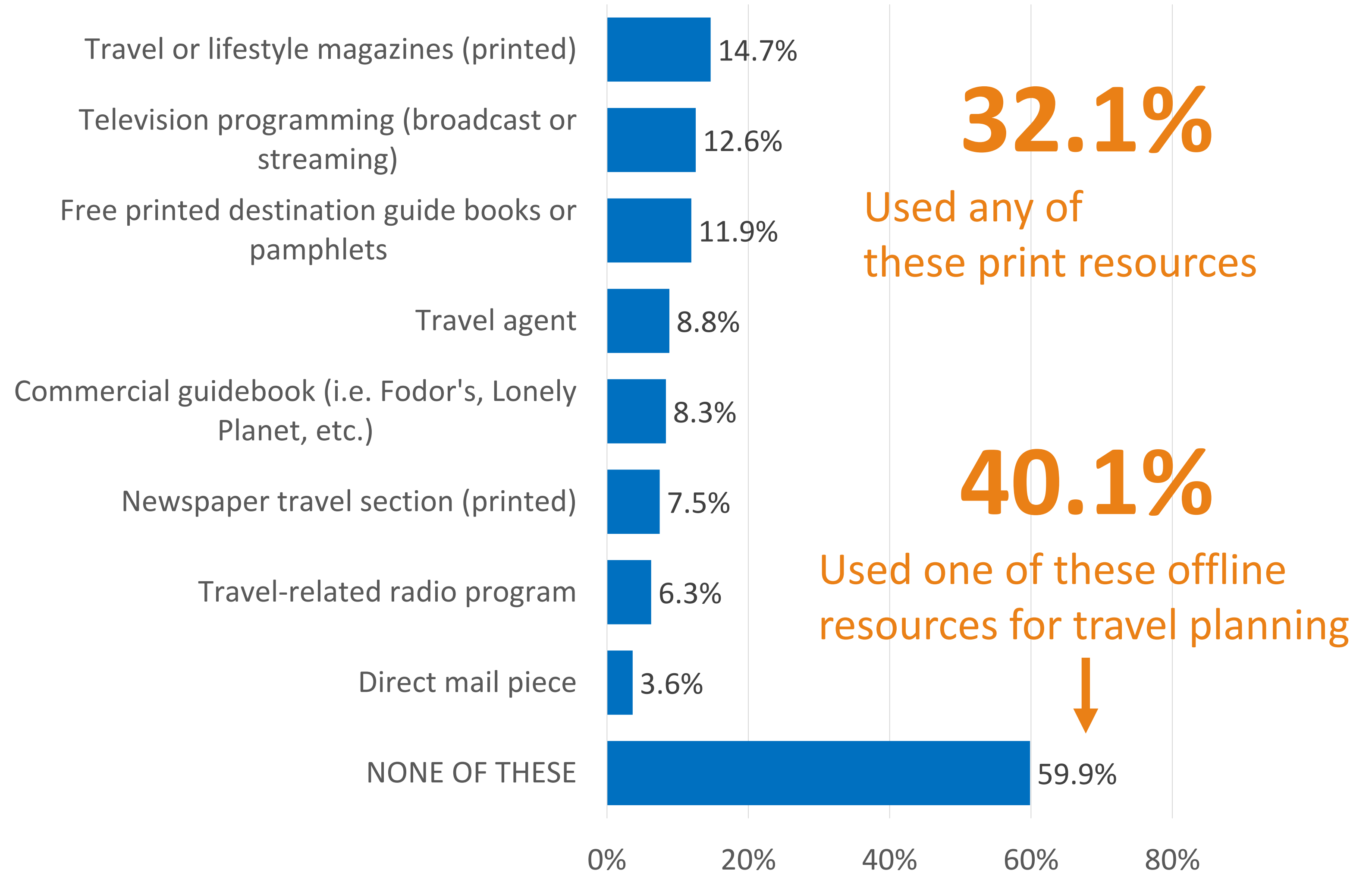


RESOURCES USED FOR TRAVEL PLANNING: OFFLINE

Question: In the PAST 12 MONTHS, which of these resources have you used to help plan your travel?

PLEASE ONLY CHECK IF USED FOR TRAVEL PLANNING, IDEAS OR INSPIRATION

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

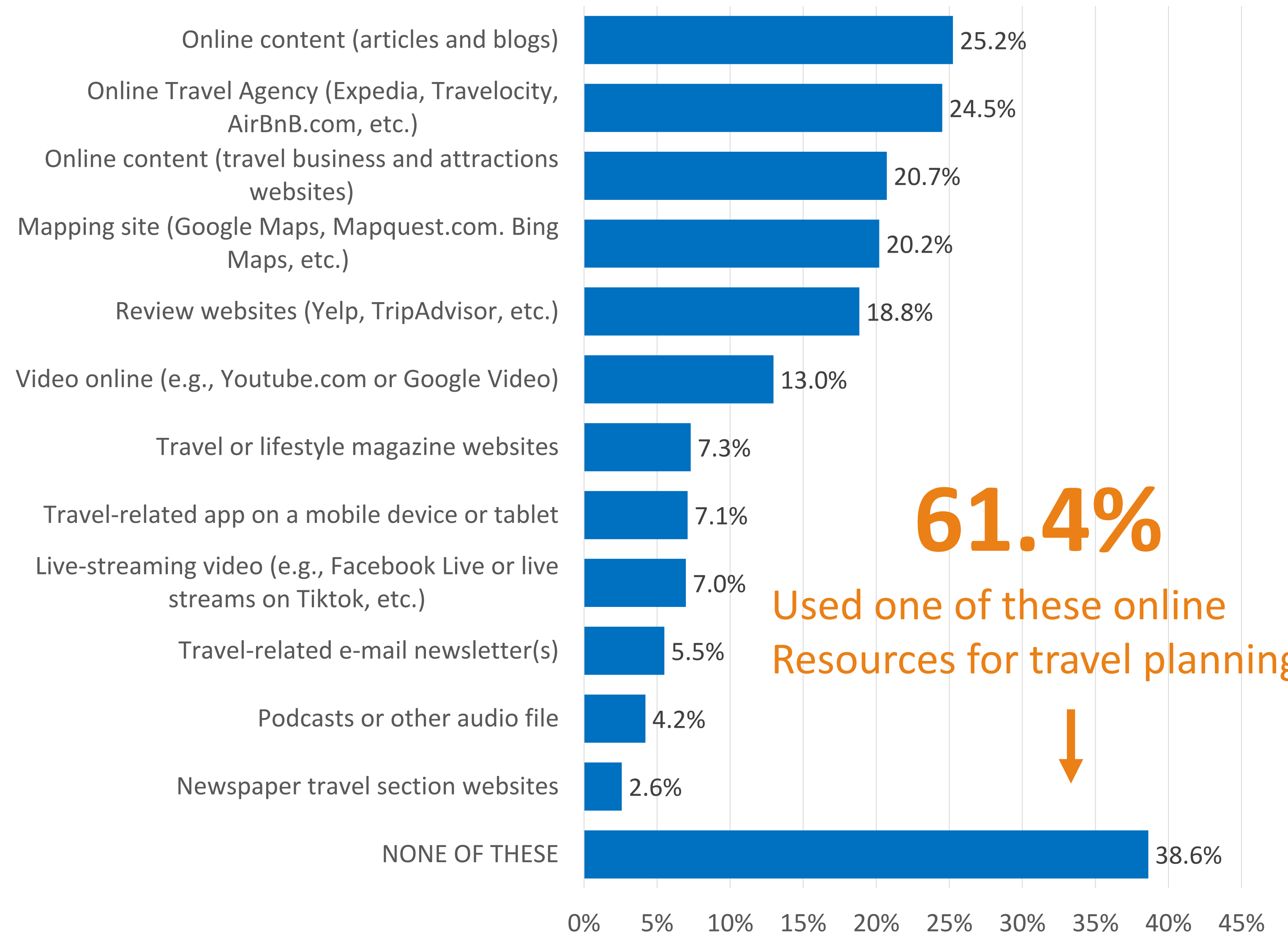


RESOURCES USED FOR TRAVEL PLANNING: ONLINE

Question: In the PAST 12 MONTHS, which of these resources have you used to help plan your travel?

PLEASE ONLY CHECK IF USED FOR TRAVEL PLANNING, IDEAS OR INSPIRATION

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



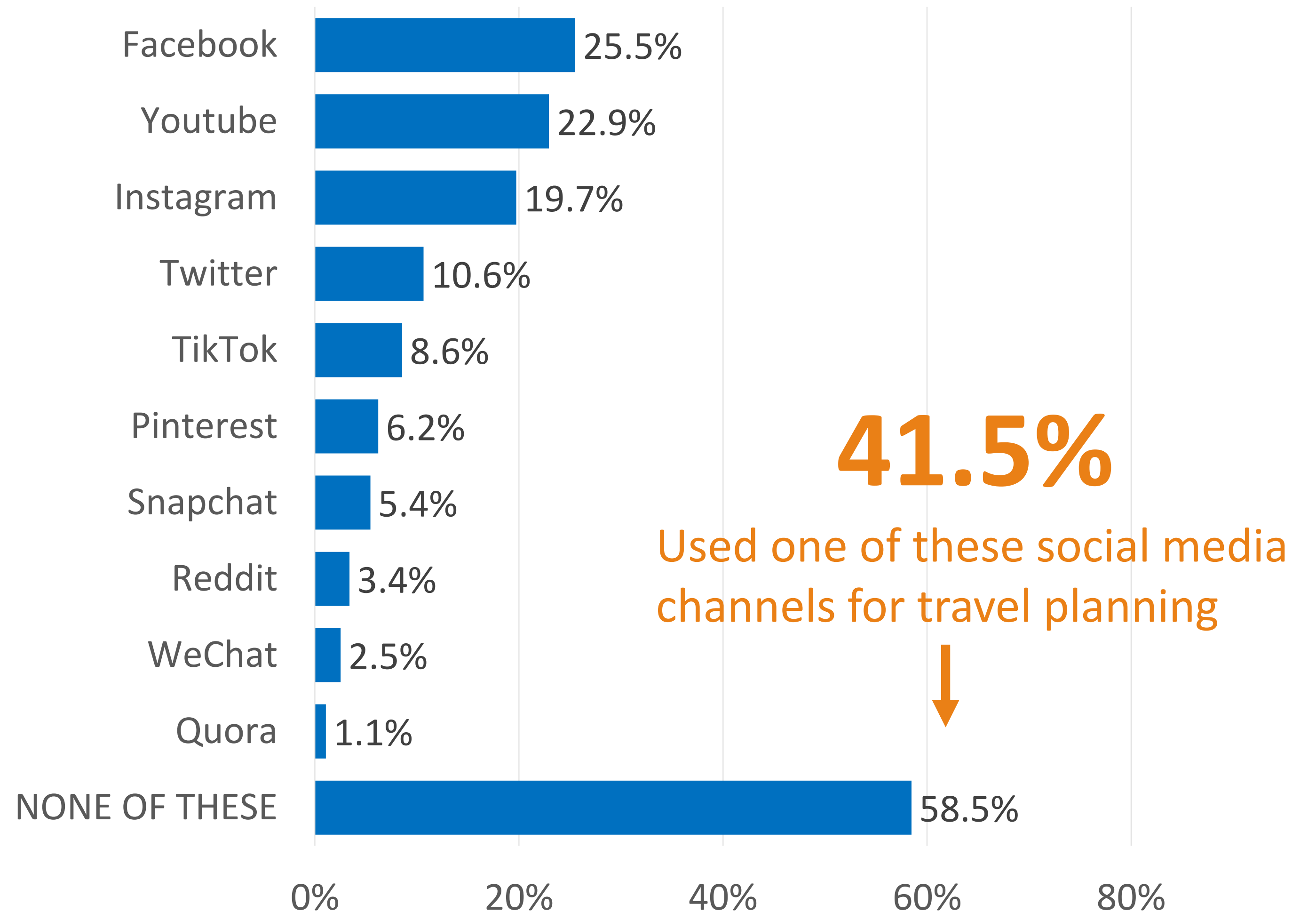
RESOURCES USED FOR TRAVEL PLANNING: SOCIAL MEDIA

Question: In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS? (Select all that apply)

PLEASE ONLY CHECK IF USED FOR TRAVEL PLANNING, IDEAS OR INSPIRATION

(Base: All respondents, 2,005 completed surveys.)

Data collected March 15-23, 2022.)

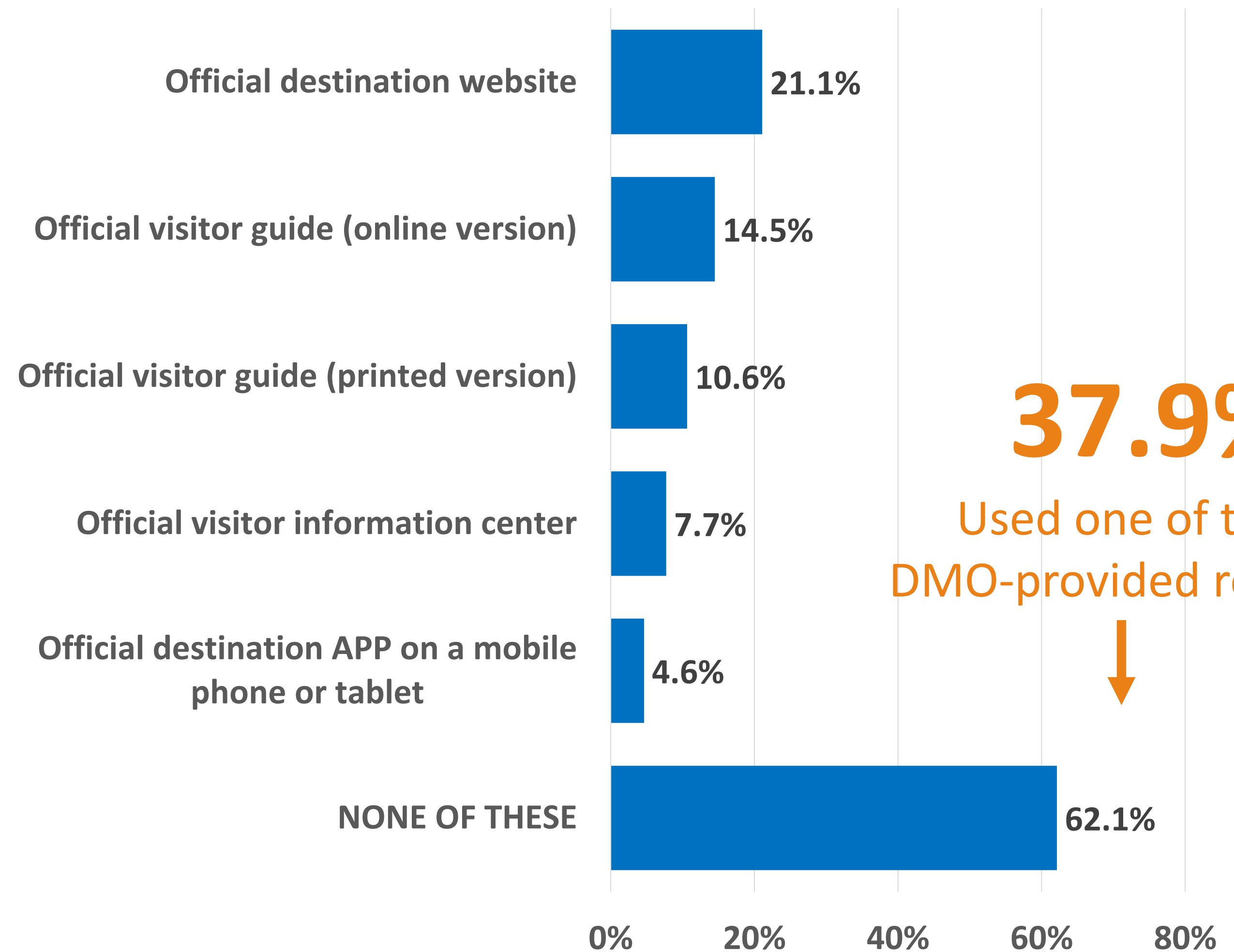


DMO RESOURCES USED FOR TRAVEL PLANNING

Question: In the PAST TWELVE (12) MONTHS, have you used a destination's official local Visitors or Convention Bureau (or Chamber of Commerce), or state or national government tourism office to help plan any travel? If so, which resources did you use? (Select all that apply)

(Base: All respondents, 2,005 completed surveys.)

Data collected March 15-23, 2022.)

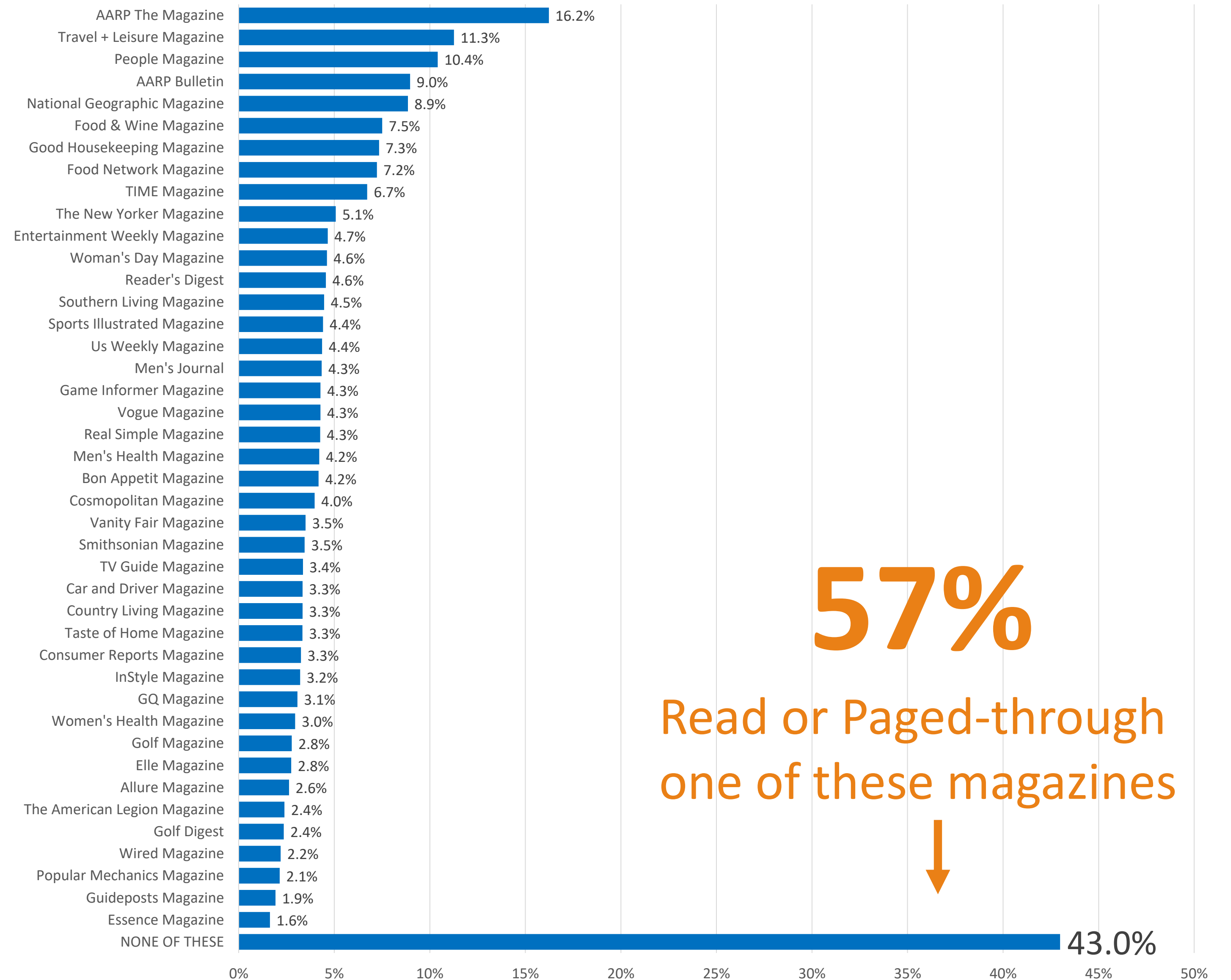


MAGAZINES READ (ONLINE OR OFFLINE)

Question: Which of these **MAGAZINES (PRINTED OR ONLINE)** have you read or paged through in the past **TWELVE (12) MONTHS?** (Select all that apply)

(Base: All respondents, 2,005 completed surveys.)

Data collected March 15-23, 2022.)



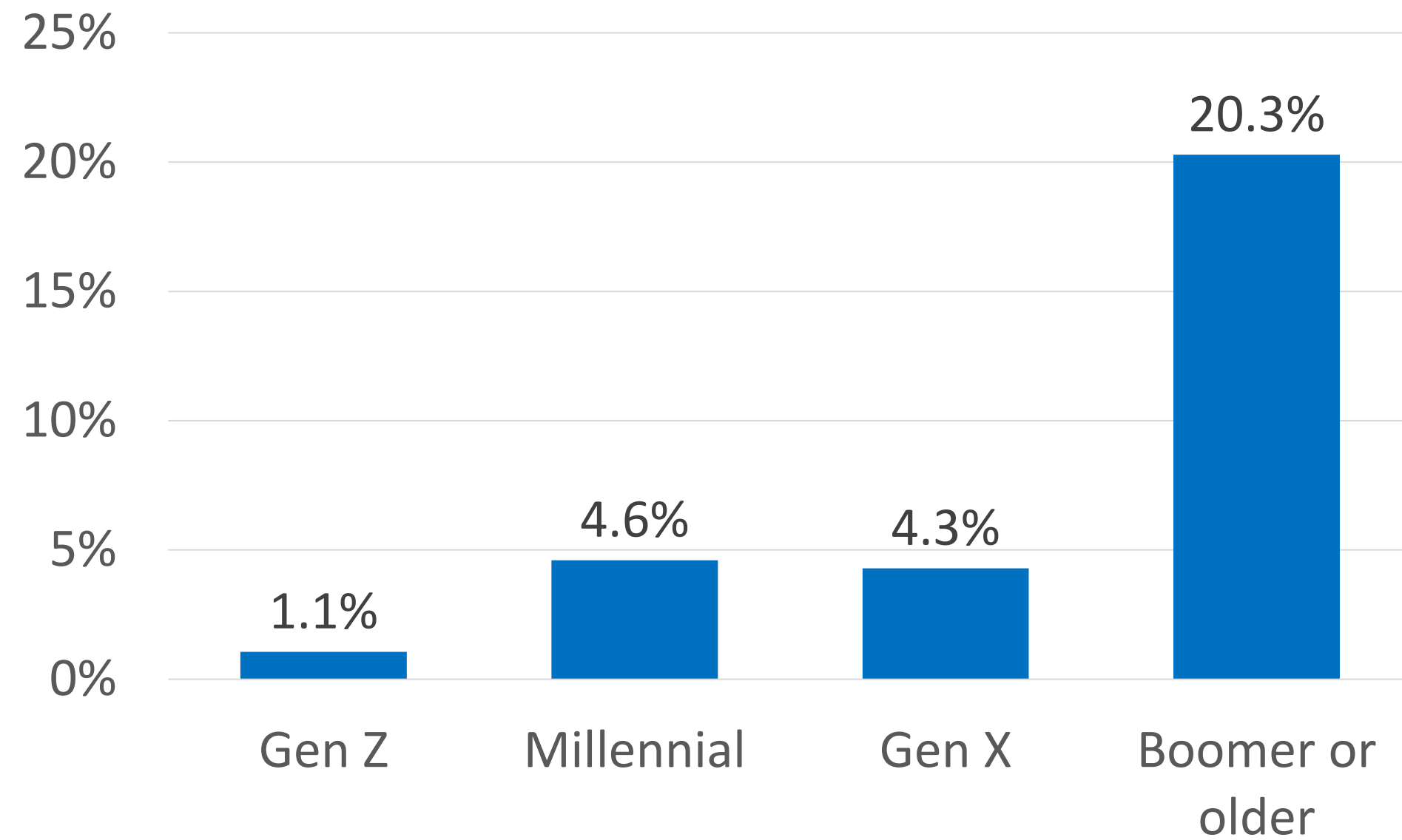
57%
Read or Paged-through
one of these magazines



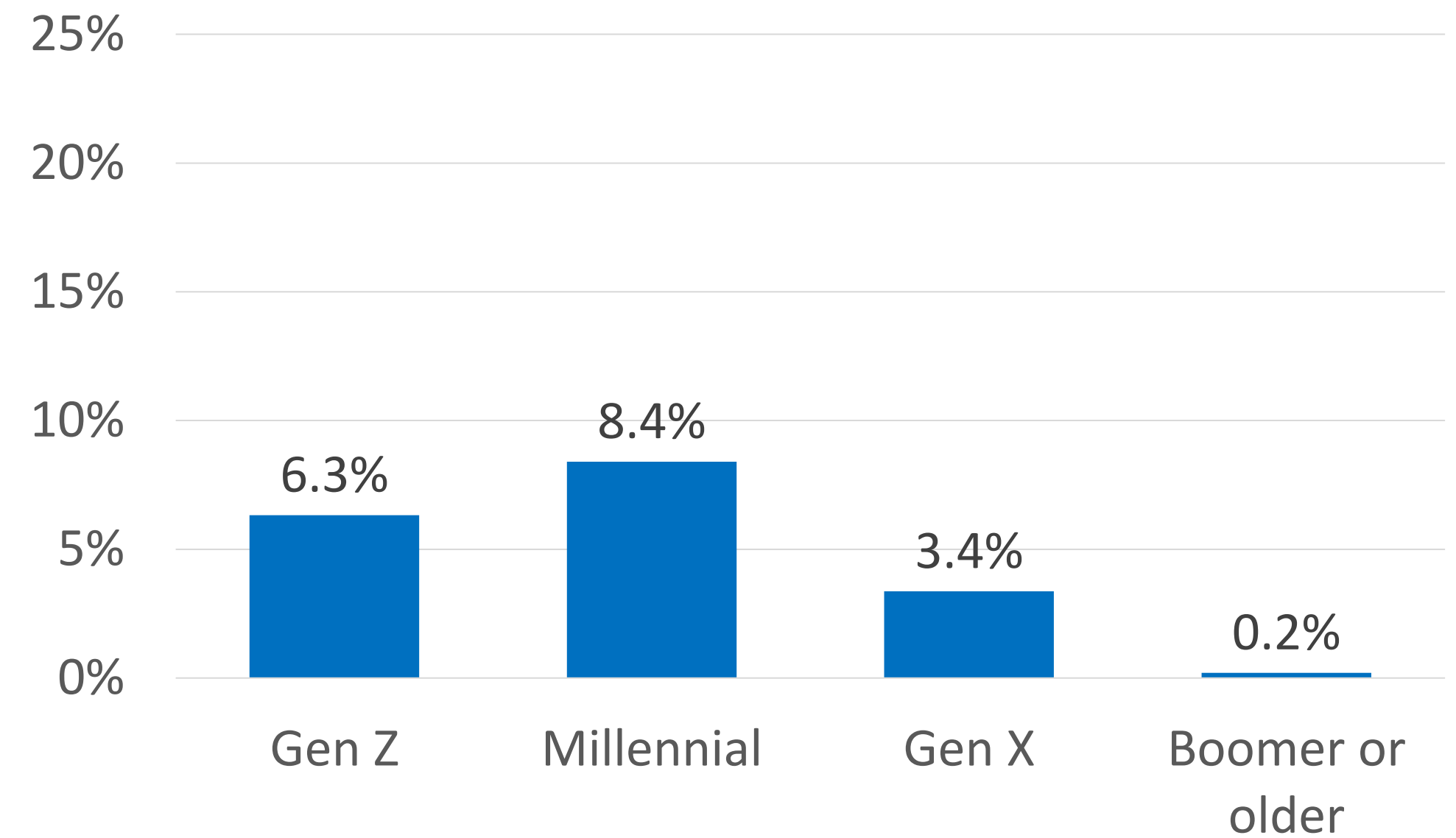
MAGAZINES READ (ONLINE OR OFFLINE)

Question: Which of these MAGAZINES (PRINTED OR ONLINE) have you read or paged through in the past TWELVE (12) MONTHS?

AARP Bulletin



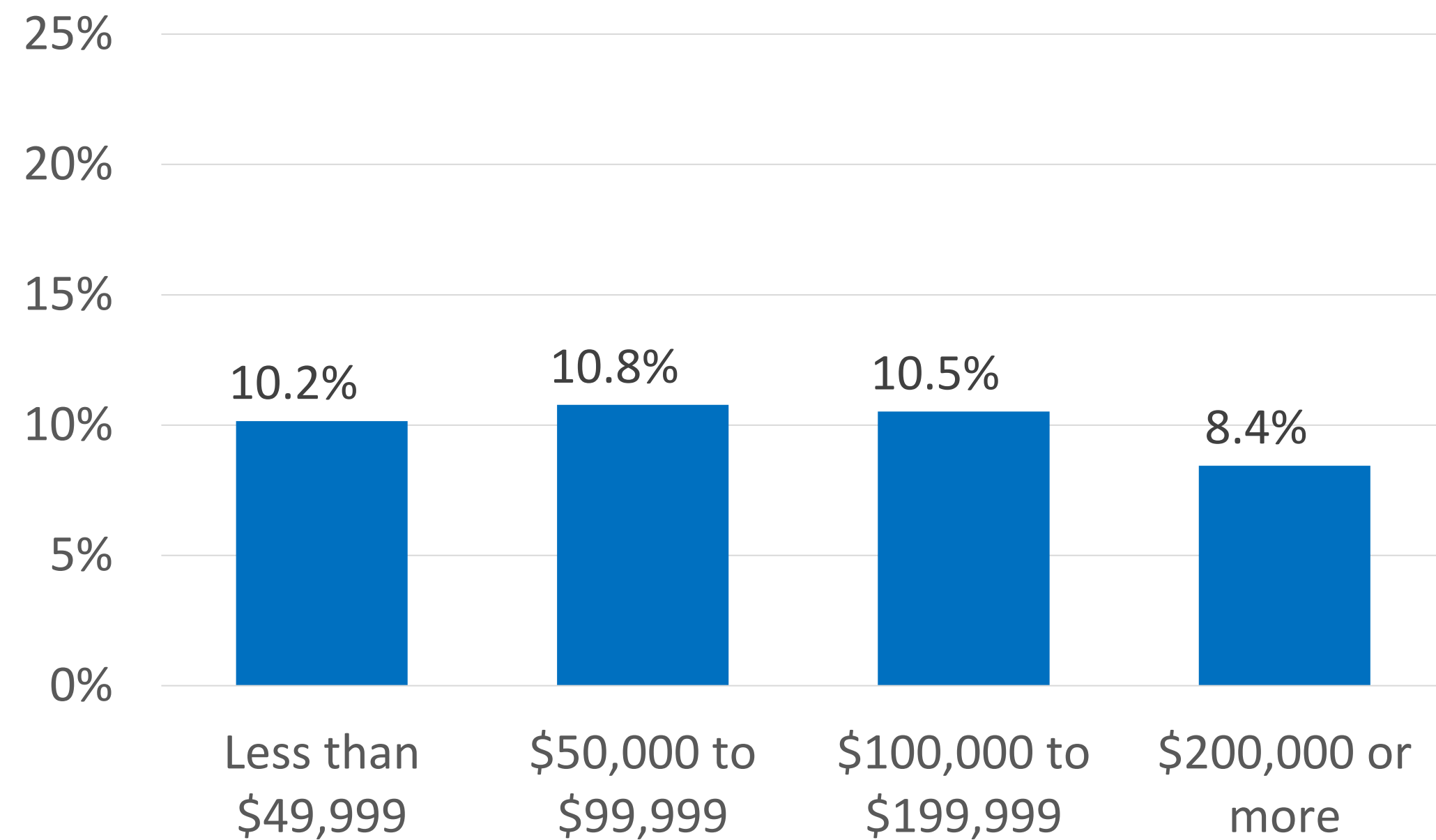
Game Informer



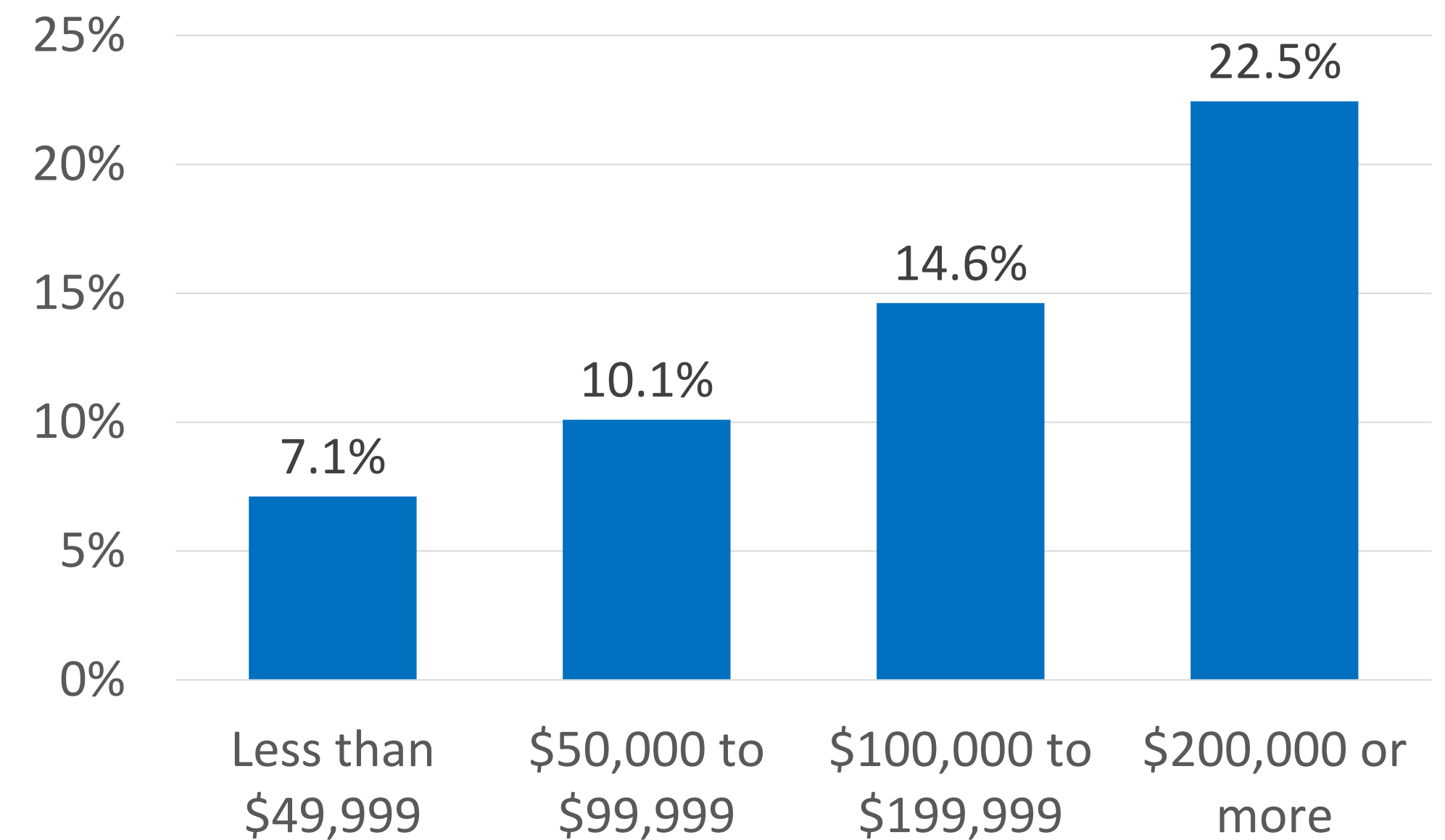
MAGAZINES READ (ONLINE OR OFFLINE)

Question: Which of these MAGAZINES (PRINTED OR ONLINE) have you read or paged through in the past TWELVE (12) MONTHS?

People



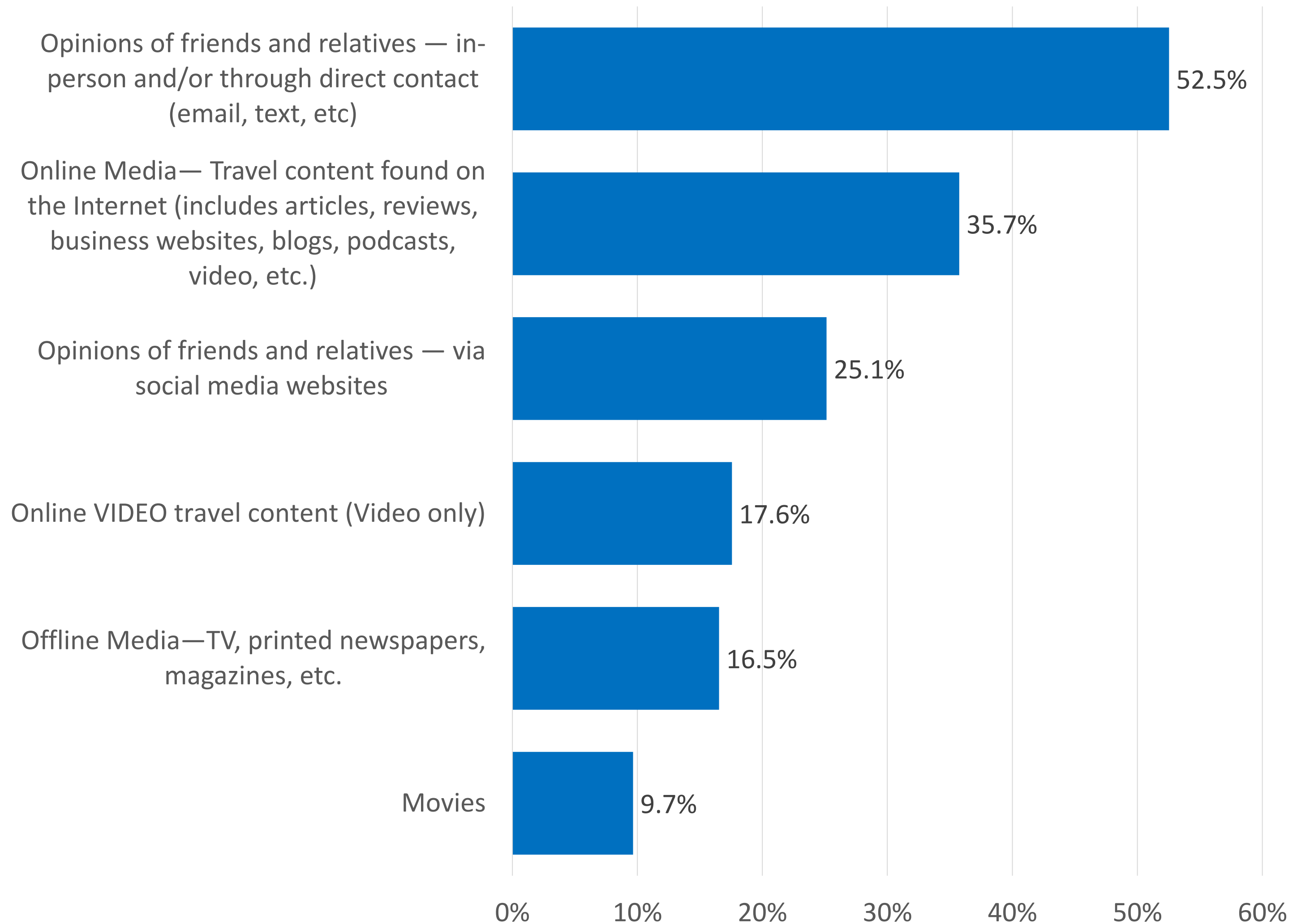
Travel + Leisure Magazine



DESTINATION INSPIRATION, 2022

Question: Please think specifically about how you get your inspiration for the destinations you want to visit domestically. Which would you typically use to find destination ideas and inspiration? (Select all that apply)

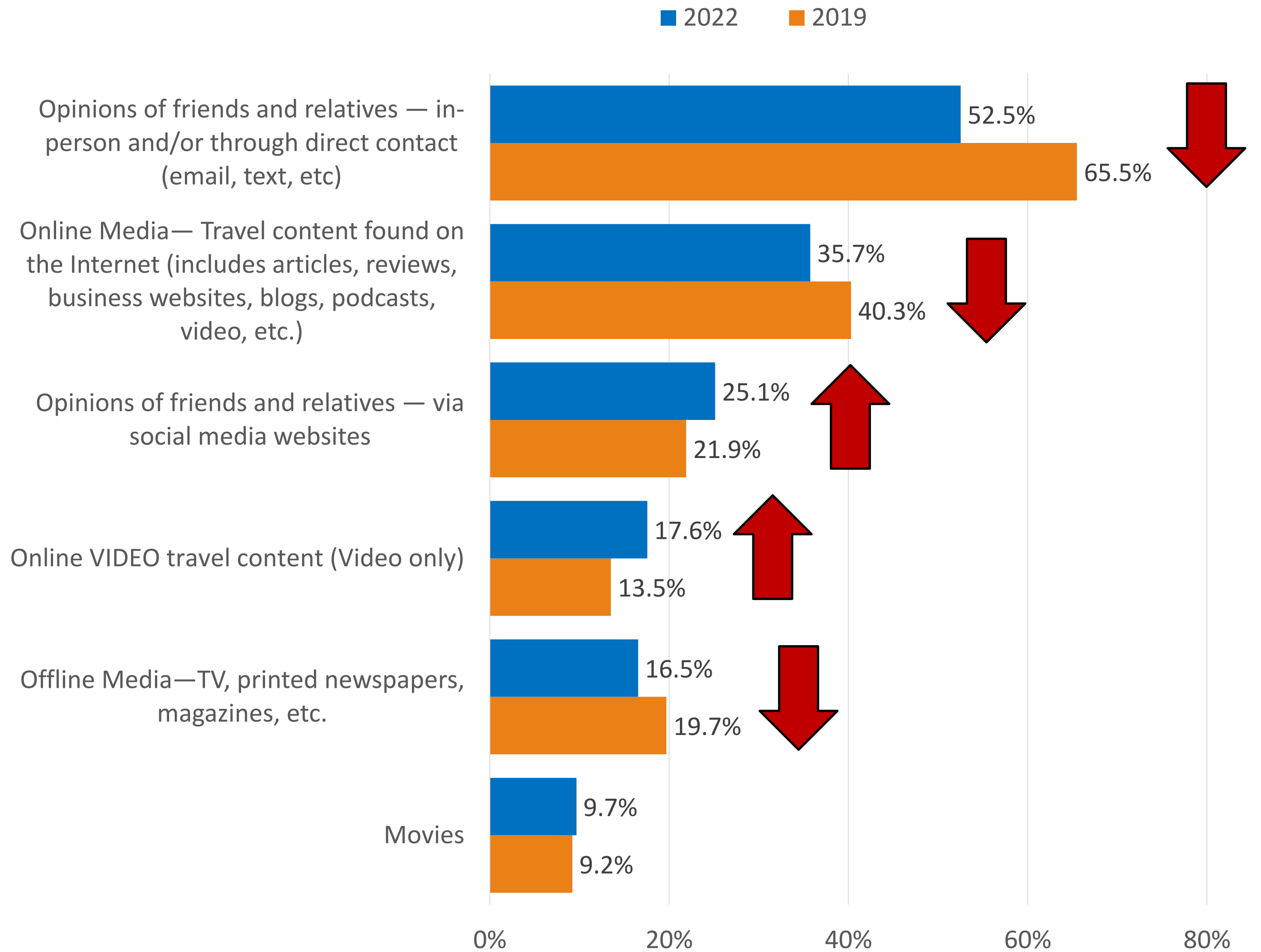
*(Base: All respondents, 4,007 completed surveys.
Data collected March 15-23, 2022.)*



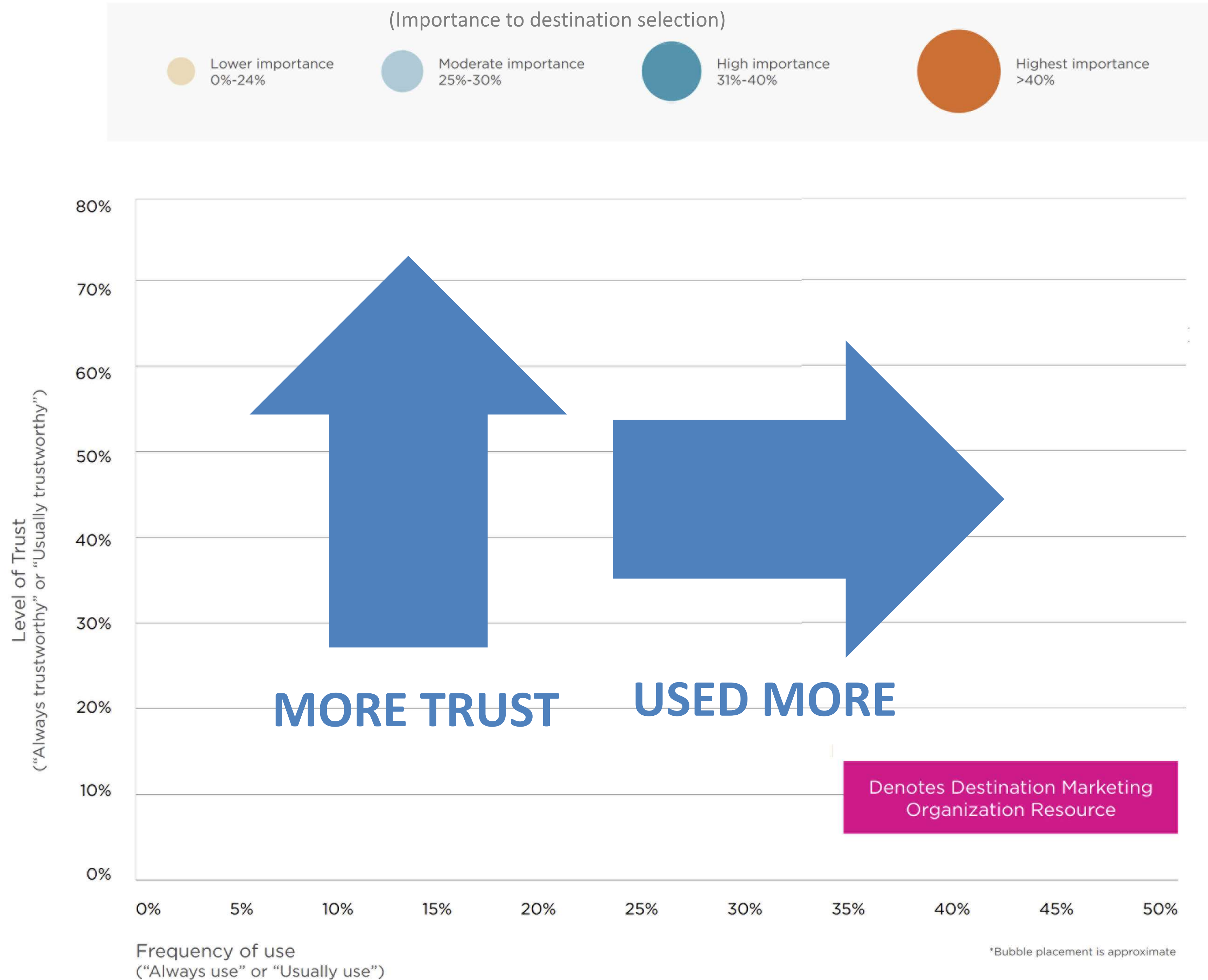
DESTINATION INSPIRATION

Question: Please think specifically about how you get your inspiration for the destinations you want to visit domestically. Which would you typically use to find destination ideas and inspiration? (Select all that apply)

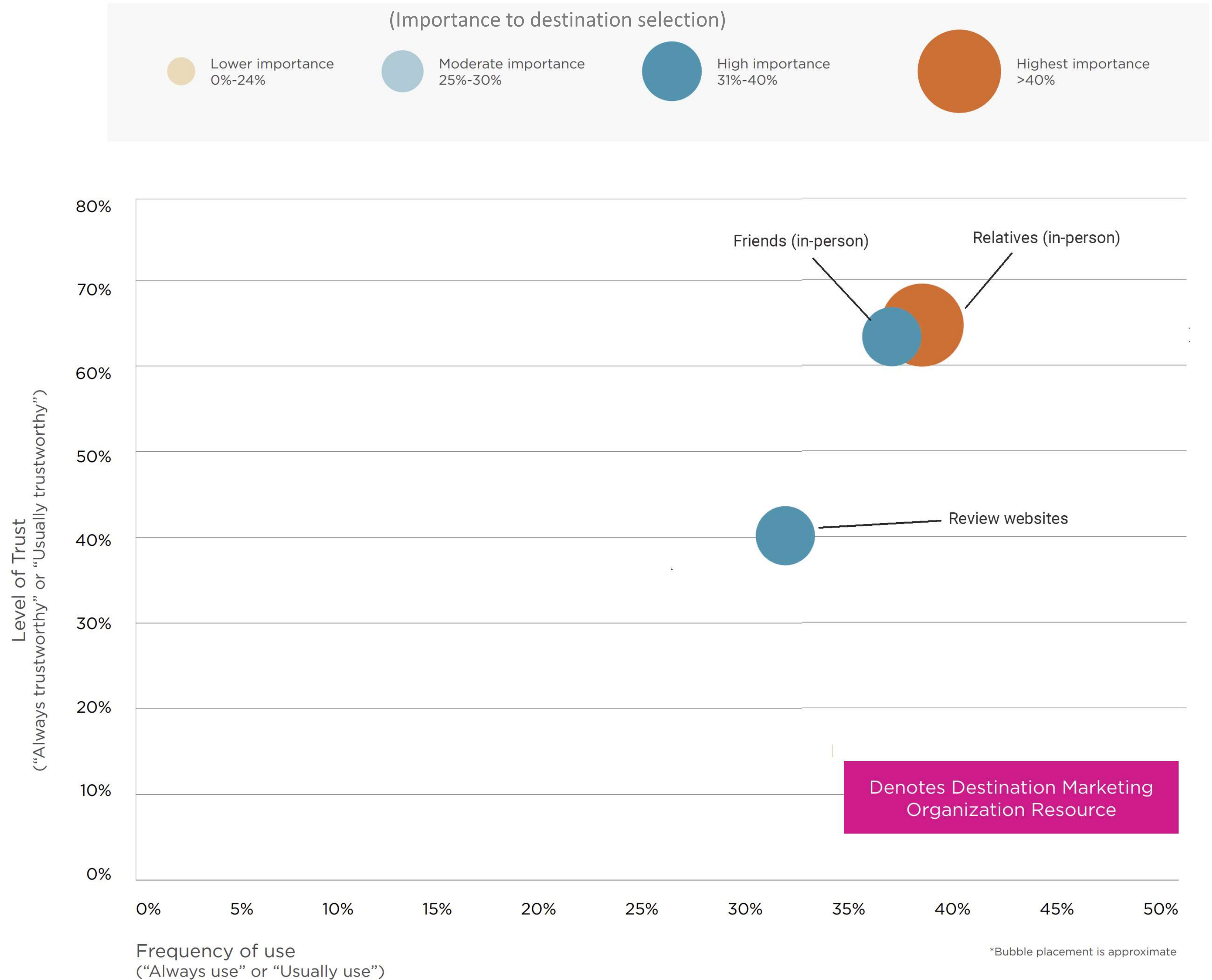
(Base: All respondents, 4,007 completed surveys.
Data collected March 15-23, 2022.)



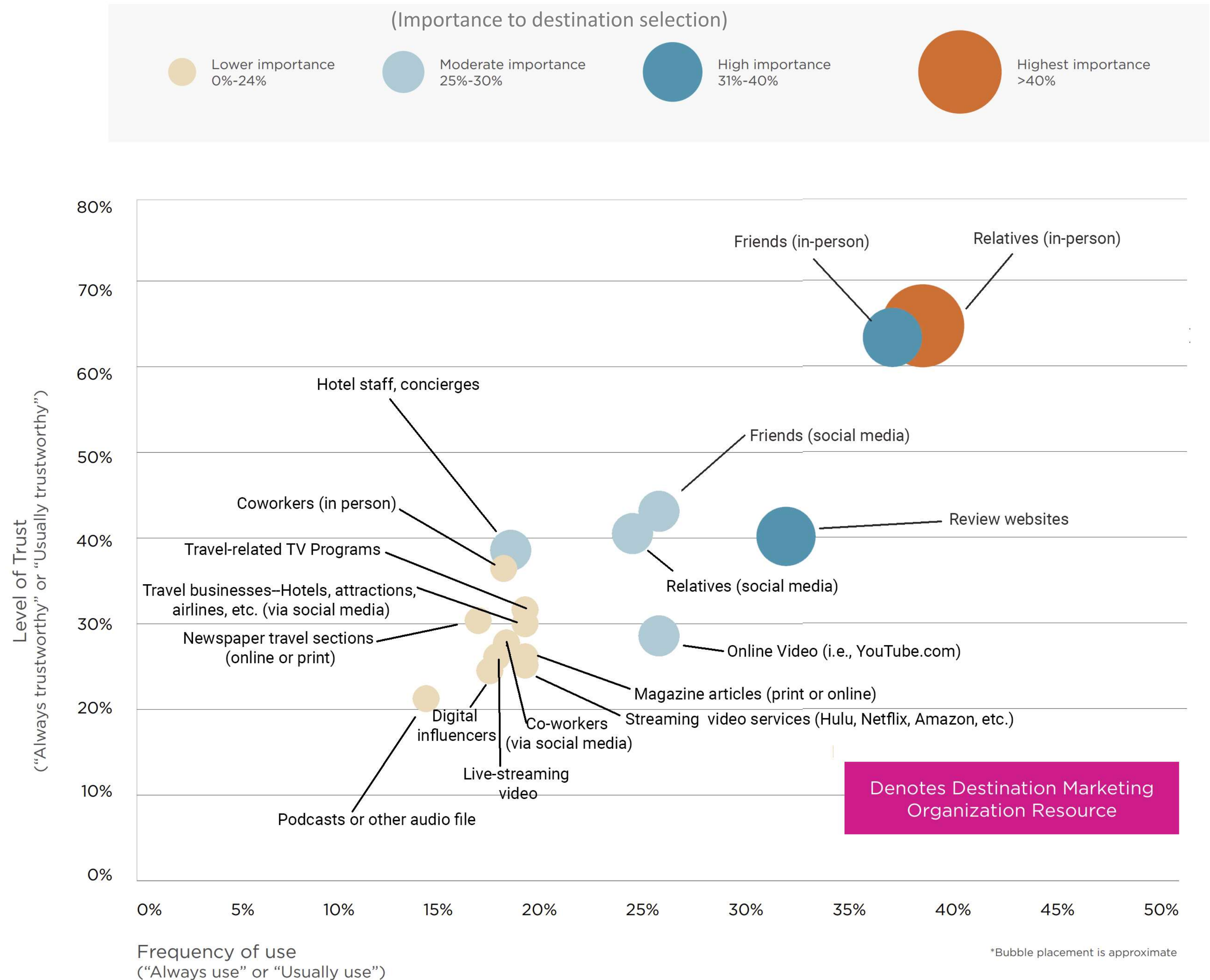
IMPORTANCE, USE & TRUST



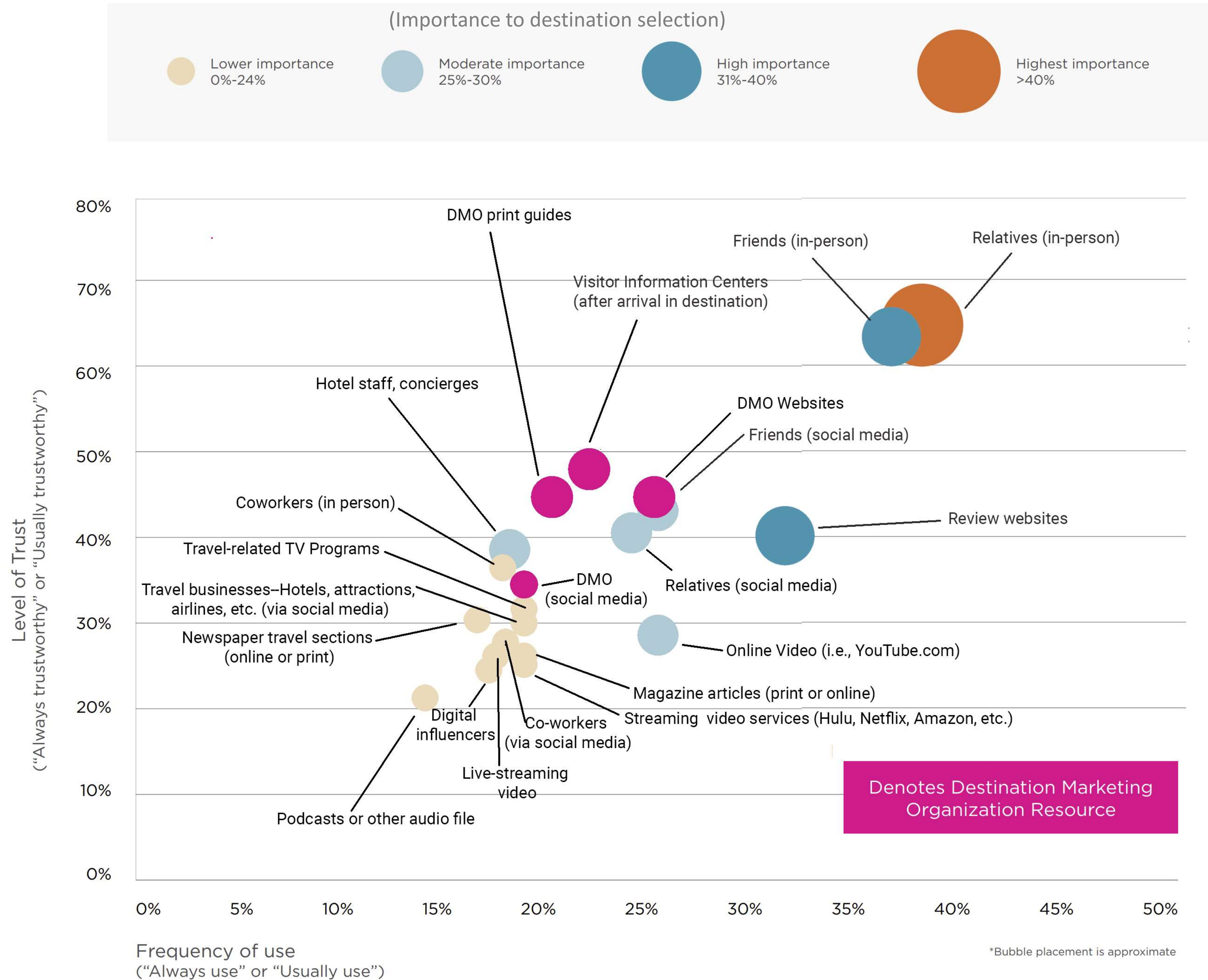
IMPORTANCE, USE & TRUST



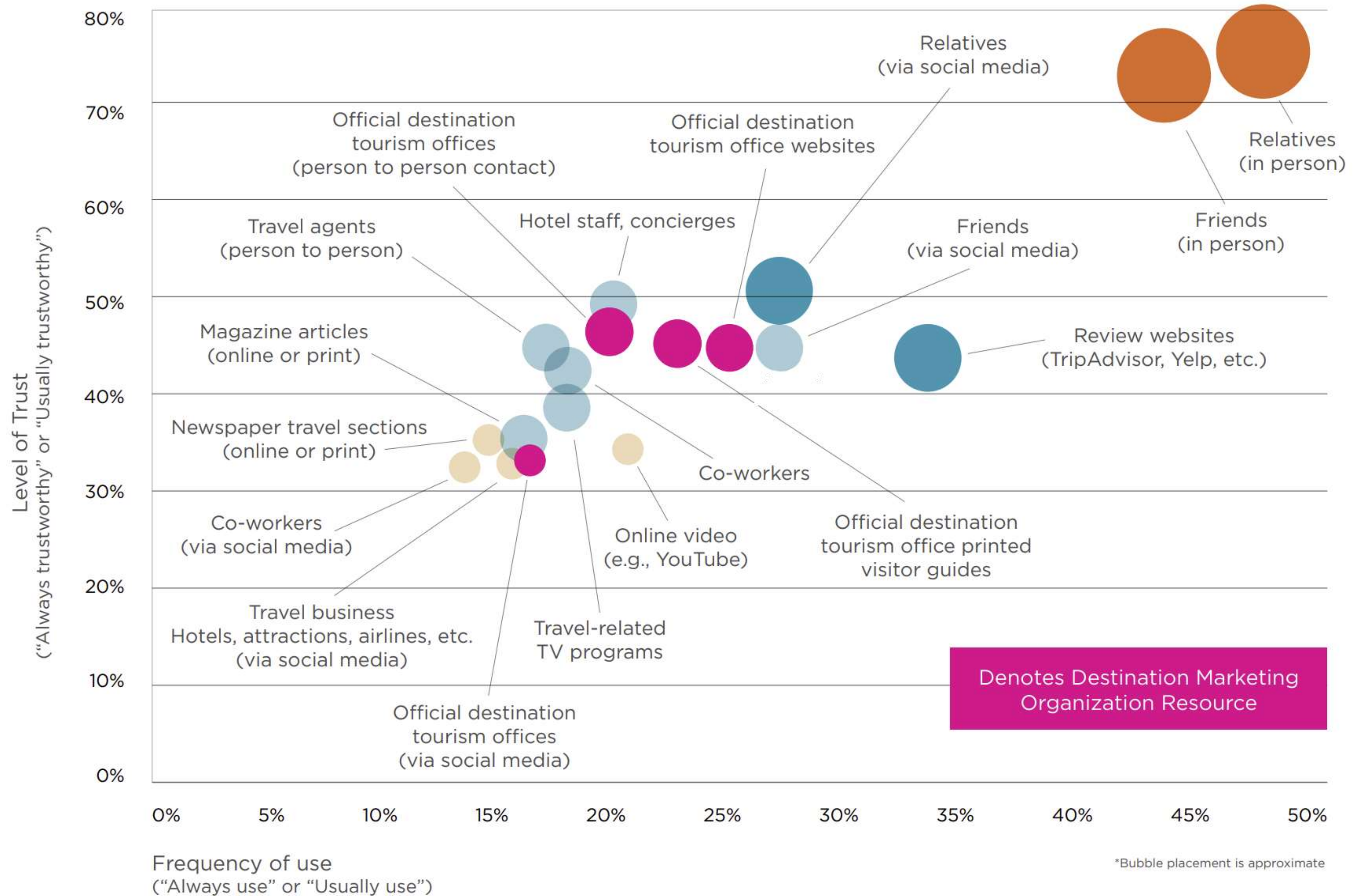
IMPORTANCE, USE & TRUST



IMPORTANCE, USE & TRUST



2018



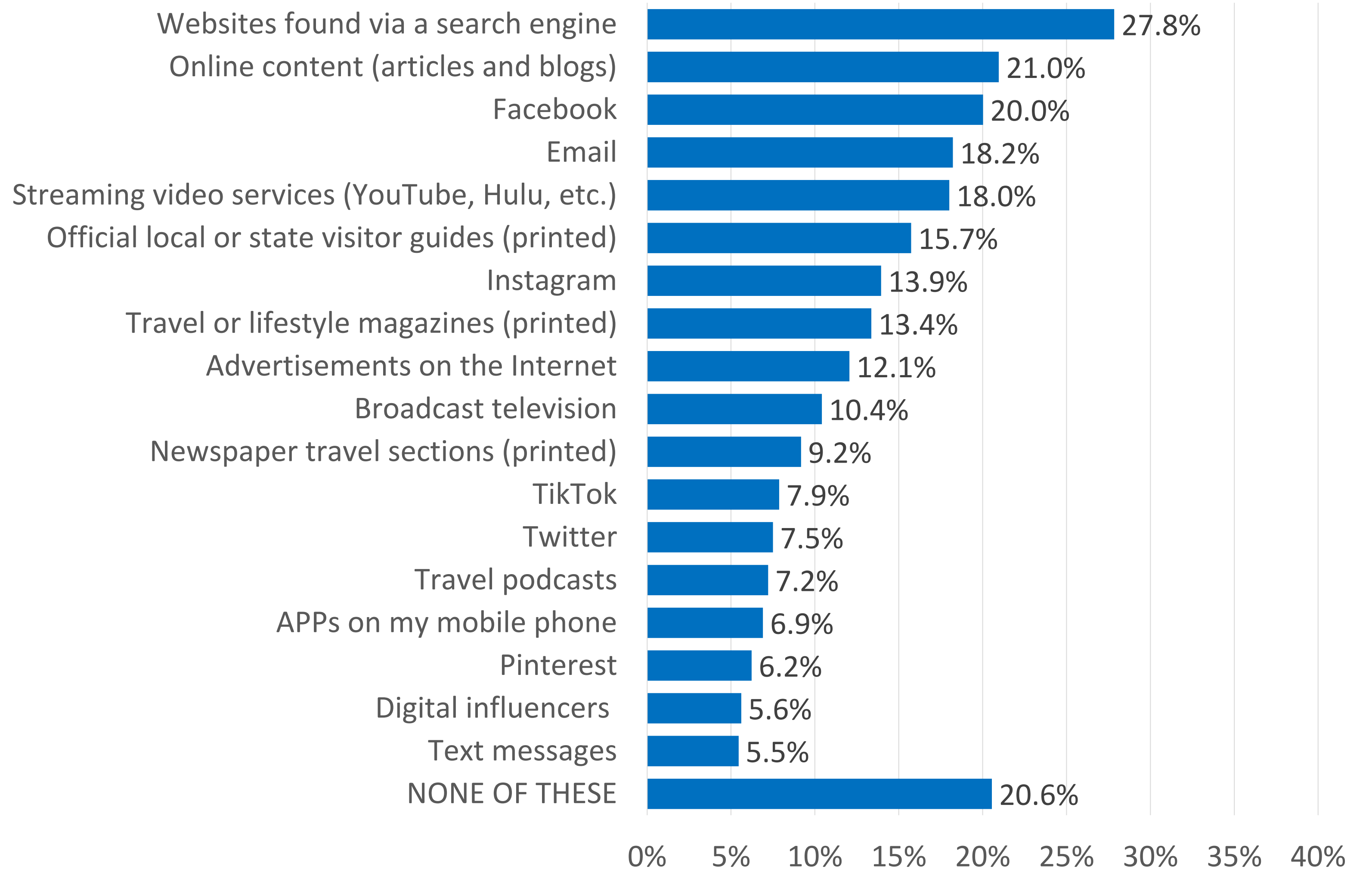
MOST RECEPTIVE LOCATIONS

Question: 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)

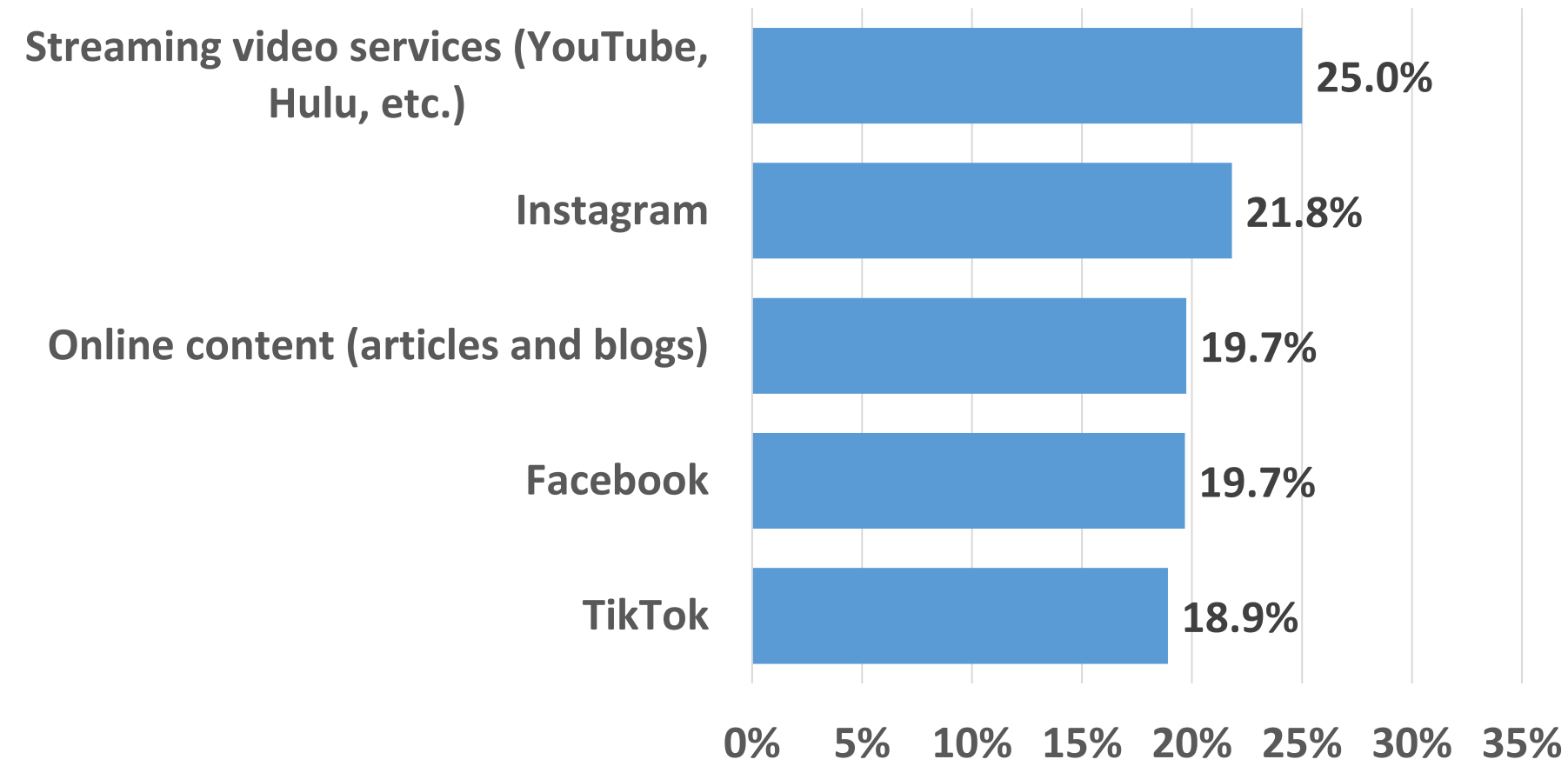
(Base: All respondents, 4,007 completed surveys.)

Data collected March 15-23, 2022.)

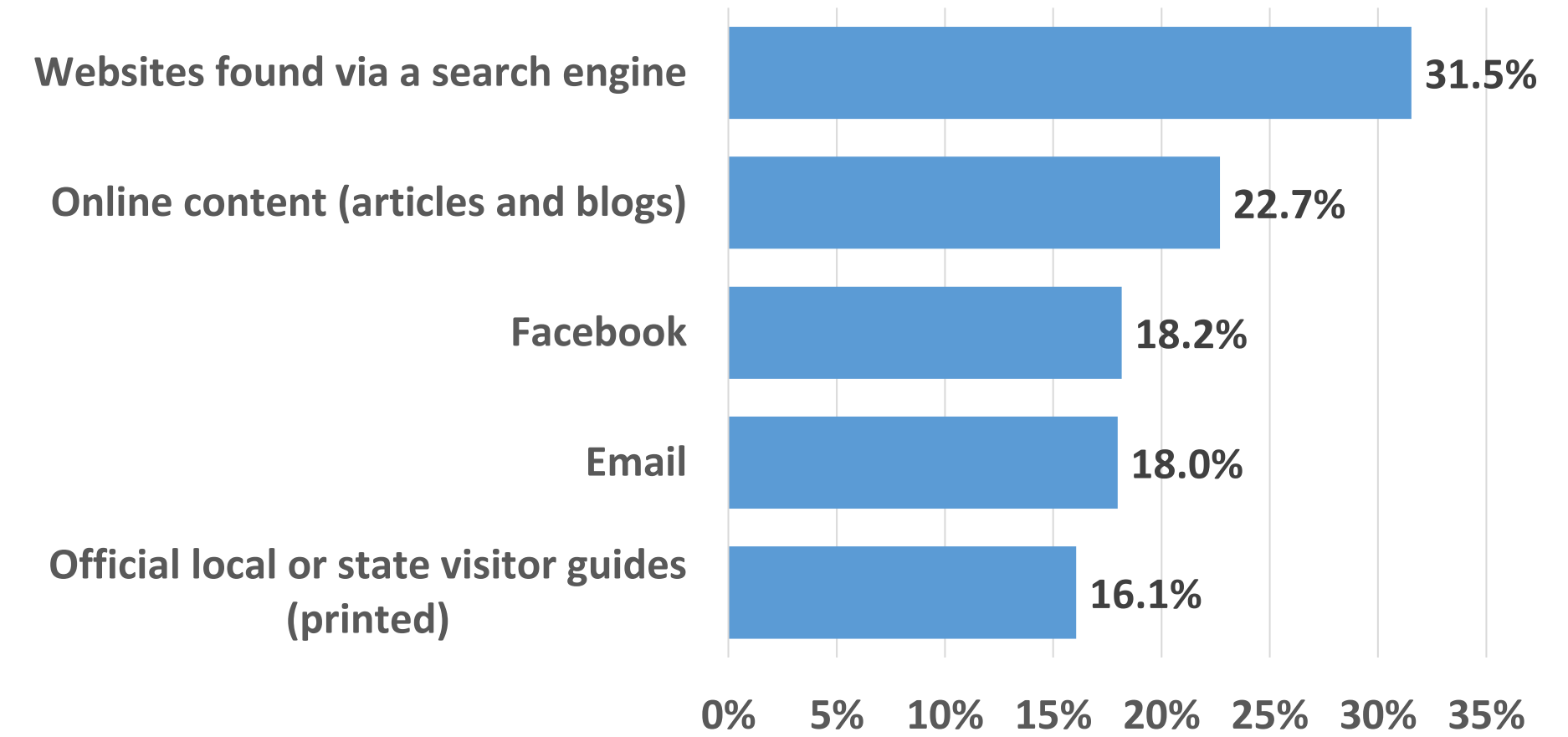


MOST RECEPTIVE LOCATIONS

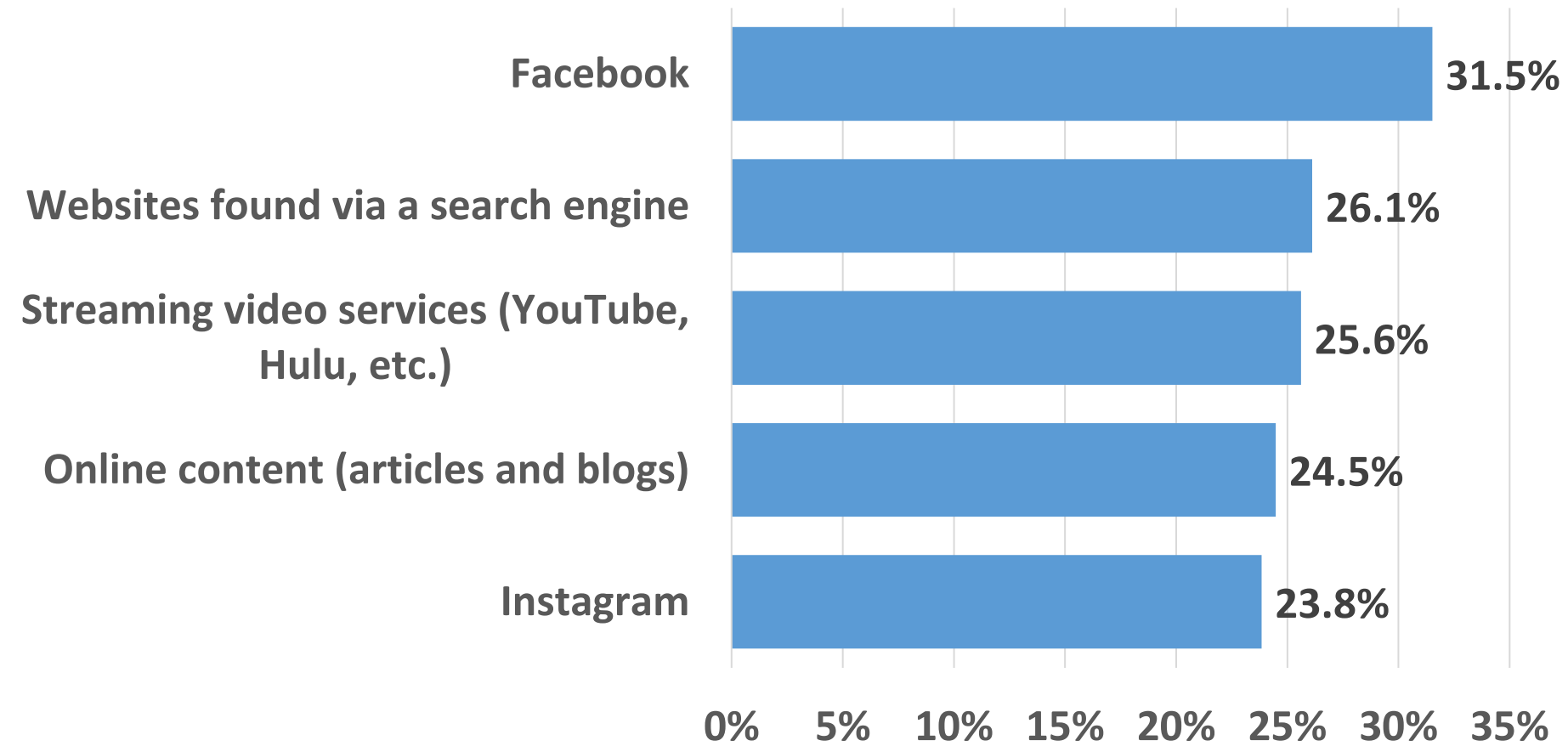
Generation Z



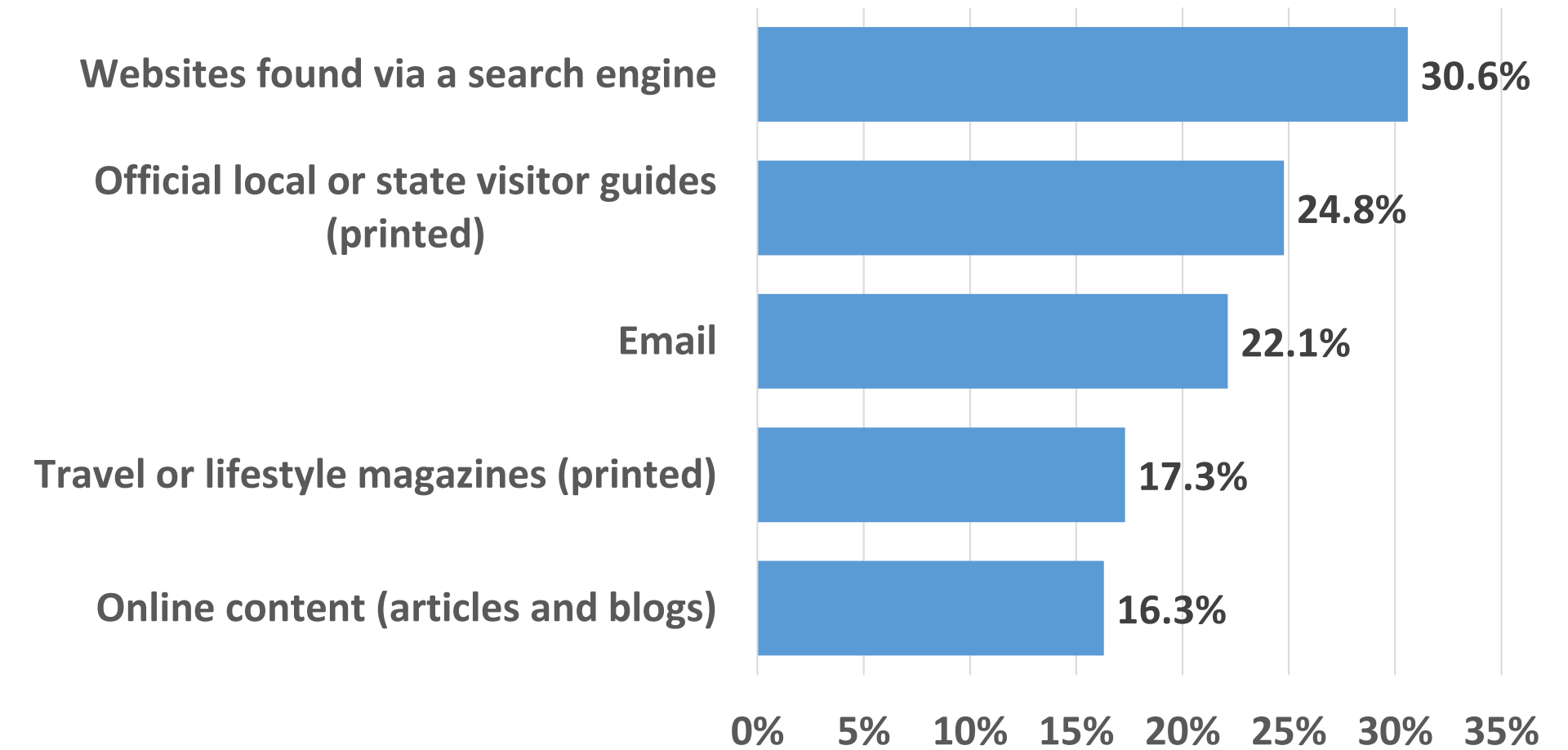
Generation X



Millennials



Baby Boomers



HYPER INFORMED TRAVELER:

www.MilesPartnership.com/Research

Hyper-Informed Traveler

The complex, fragmented & expanding media use of US leisure travelers 2008 - 2020

A summary of research

The State of the American Traveler
Destination Analysts 2008 - 2020

The Hyper-Informed Traveler 2014-2020: Shifts in Media Usage

49% 37%
Use Print Publications: Visitor Guides, Brochures, Magazines
Print use rose to 47% in 2018 and then dropped in 2020 due to the impact of COVID-19. This is likely a short-term drop due to less travel to locations where many travelers pick up print pieces.

41% 60%
Use Smartphones To Access Travel Information*
More than 90% of Generation Y and Z travelers use smartphones in trip planning including a higher use of social media. Younger travelers are more likely to be unaware that DMOs exist and offer valuable content; a critical marketing challenge for DMOs.

31% 35%
Use Official Destination Websites
From a CVB or other DMO

21% 20%
Use Official Visitor Guides: City, Regional or State Vacation Publications
From a CVB or other DMO

41% 53%
Seek Out Reviews, Ratings and User-Generated Content for Ideas and to Validate Their Selection
Reviews and ratings remain important especially for around 80% of travelers who heavily rely on them for decisions on where to stay, dine or do activities. Google is now the single most important platform for business to review and manage reviews.

40% 46%
Use Social Media in Trip Planning
Most travelers use social media to see or share trip photos; encourage your guests to share their experience through services like face Wi-Fi

10%
Use an Email Newsletter To Access Travel Information
Email was identified as the media type that most U.S. travelers preferred to hear from their DMO according to sentiment research from December 2020.

Generational Differences in 2020
Use of media by different generations of U.S. travelers

Category	Millennials/Gen Y	Generation X	Baby Boomers
RATINGS & USER-GENERATED CONTENT	67%	53%	45%
SOCIAL MEDIA	69%	49%	28%
MOBILE	72%	65%	46%
PRINT	45%	36%	32%

Rising Media Use by Travelers 2008 - 2020

Year	Mobile phones	UGC	Social Media	Print resources
2008	11%	17%	34%	46%
2020	60%	54%	46%	37%

Questions?



CONTENT THAT INSPIRES TRAVEL

Presenter: Lauren Fox, Miles Partnership

miles
PARTNERSHIP



Little Adventures



Bite-sized adventures for the whole family!

Use the filters below or browse all of our Little Adventures.

All

Ages 0-3

Ages 4-7

Ages 8-12

Ages 13+

\$

\$\$

\$\$\$

Less than 2 hours

Half-day

Full-day

Live chat!



Bite-sized adventures for the whole family!

Use the filters below or browse all of our Little Adventures.

All

Ages 0-3

Ages 4-7

Ages 8-12

Ages 13+

\$

\$\$

\$\$\$

Less than 2 hours

Half-day

Full-day

Live chat!



RESORT

ROOMS

OFFERS

WEDDINGS

GROUPS & MEETINGS

GALLERY

ACTIVITIES

BOOK NOW

BOOK NOW



PET-FRIENDLY BEACHFRONT RESORT IN FLORIDA

ST. PETE'S BEST PET-FRIENDLY ACCOMMODATIONS

We know how much our guests love their pets, and we do too! If you are considering vacationing with your dog or cat, you're welcome at Sirata Beach Resort. In fact, Sirata is one of the only properties in Florida to be recognized by Raising Your Dog Naturally as a [Top Dog-Friendly Hotel in the South!](#)

We're proud that a percentage of all pet fees collected benefit [Pet Pal Animal Shelter](#). Pet Pal's mission is to rescue dogs and cats from shelters that may otherwise be euthanized due to time limitations, illness, injuries or lack of socialization and training. We are dedicated to educating the public about the pet overpopulation crisis, the importance of spaying/neutering and responsible pet ownership.

AMENITIES FOR DOGS AND CATS

As a dog-friendly hotel in St. Pete Beach / Clearwater, we offer a variety of amenities for your four-legged friends including:

- Designated pet-friendly hotel rooms
- Two dog walking areas
- Special pet menu for dogs and cats
- Welcome gift at check-in complete with dog mat, food and water bowl, and more!

[View Pet Menu!](#)

BEFORE TRAVELING TO OUR PET-FRIENDLY HOTEL

If you are planning on traveling with your pet, please call the hotel and book direct at [855-344-5999](tel:855-344-5999). We want to be sure we place you, and your furry friend, in the "Paw-Fect" pet-friendly hotel guest room! There is a \$50 per room/per night pet cleaning fee and a \$100 refundable deposit per stay. Maximum of two pets per room welcome.

Additionally, we want everyone to be safe! We require documentation upon arrival for your pet, including up to date shot records from your veterinarian. Please provide this documentation at check-in.

[Download Pet Form](#)

FREQUENTLY ASKED QUESTIONS: VACATIONING WITH A DOG

Is St. Pete Beach dog-friendly?

The closest dog-friendly beach to St. Pete Beach and Clearwater is Fort De Soto Park. Located just 15 minutes from Sirata, this dog-friendly beach allows off-leash play so your furry friend can run in the sand and the sea. The Paw Playground also has hoses and drinking water for dogs.

Are there dog-friendly restaurants in St. Pete Beach?

Sirata Beach Resort has three [beachfront restaurants in St. Pete Beach](#). Harry's Beach Bar and Rum Runners each have a designated dog-friendly dining area. There are also plenty of dog-friendly restaurants nearby including Skidders Restaurant, just a five-minute walk from Sirata.

Can pets be left alone in the guest rooms at Sirata?

Yes. However, if a pet is left alone in the room, we ask that it is placed in its crate. If not crated, please place the "Do Not Disturb" sign on the door.

How many pets can I travel with?

You may travel with up to two pets per room while staying at our pet-friendly hotel in St. Pete Beach / Clearwater. The weight limit for any one pet is 50 pounds. If two pets are occupying the same room, the total combined weight of both pets cannot exceed 50 pounds.

More questions? [Contact us via the form here](#) or call [855-344-5999](tel:855-344-5999).



Sirata Beach Resort

Sponsored · 🌐



Everyone gets to Play More at Sirata! We love to welcome (and spoil!) your best friends. 🐾
#GetSiratafied



A percentage of all pet fees collected benefit Pet Pal Animal Shelter

SIRATA.COM
Pet-Friendly St. Pete
Book your getaway

LEARN MORE

👍❤️ 6 1 Comment 1 Share

👍 Like 💬 Comment ➦ Share



petpalanimalshelter · Follow



petpalanimalshelter Hey friends! Check out @siratastpete original post to win a stay!



Repost from @siratastpete

Our recent guest @michelle_healthymama shared this amazing shot of her fur babies with us from her recent stay. Enter your best photo for a chance to win a 2-night stay at Sirata Beach Resort. Link in the bio. #GetSiratafied

#sirata #siratabeachresort #stpetebeach #homeawayfromhome #resortlife #hotelgoals #instafloida #instabeach #instatampabay #instastpete #photooftheday #floridafun #beachvacation #travelFL #vacationFL #liveamplified #vspc #staysaltyflorida #travelbug #wanderlust #travelgram #beachviews #heartstpete #vacation #vacationmode #loveFL #floridavacation #flvacation



54 likes

1 Comment

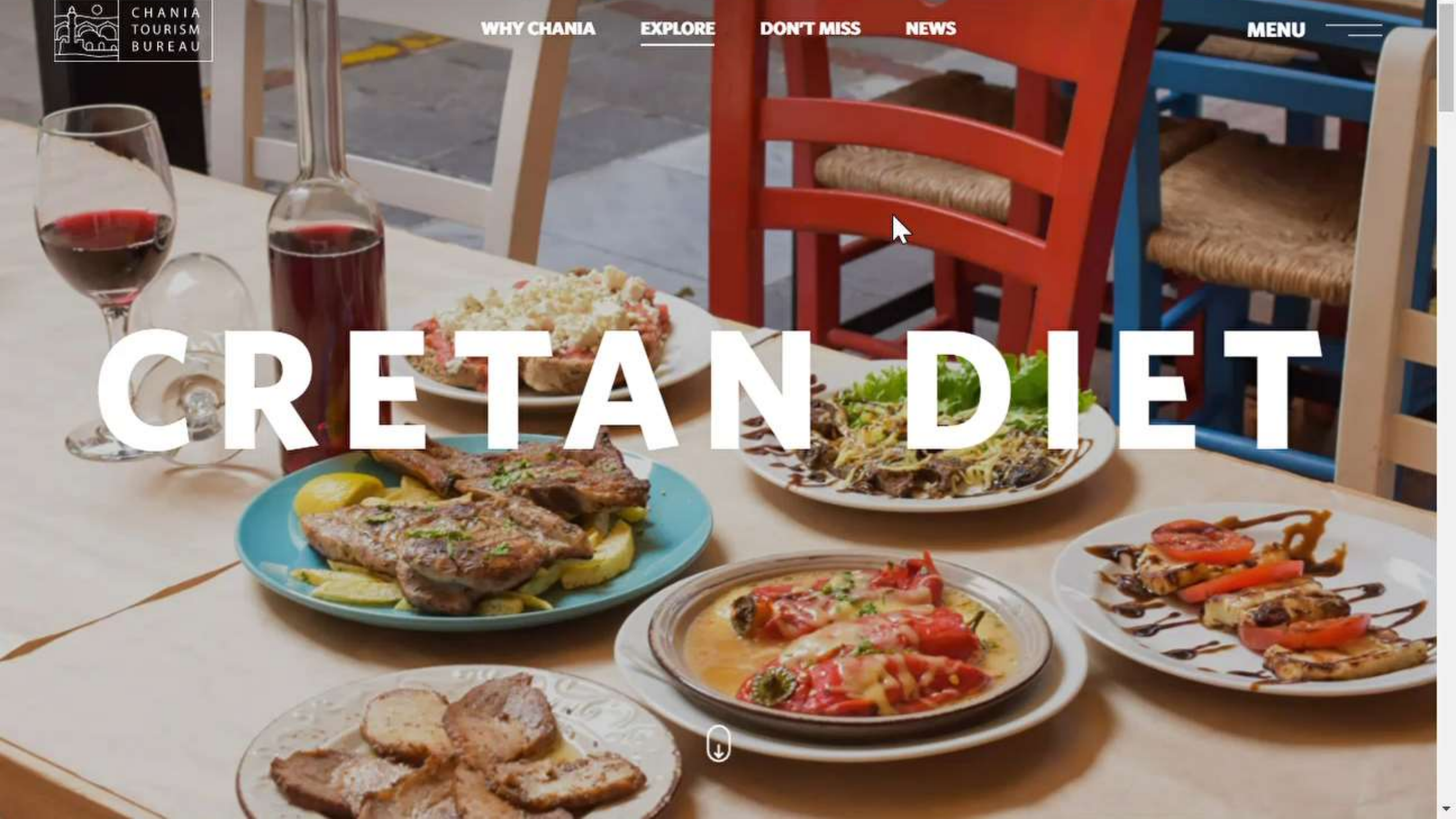
😊 Add a comment...

CHANIA

A CITY OF MANY TALES



CRETAN DIET



[ALL](#) / [UNITED STATES](#) / [FLORIDA](#) / [ST. PETERSBURG](#)

The Atlas Obscura Guide To St. Petersburg

11 Cool, Hidden, and Unusual Things to Do in St. Petersburg, Florida

UPDATED NOVEMBER 3, 2021

[ATTRactions](#)[EXPERIENCES](#)[MAP](#)[LEADERBOARDS](#)[STORIES](#)[US: SOUTH FORUM](#)

Unusual Attractions in St. Petersburg



ST. PETERSBURG, FLORIDA
Salvador Dalí Museum

Florida might be at its most surreal in this museum devoted to the famed Spanish artist.



ST. PETERSBURG, FLORIDA
Sunken Gardens

A luxuriant botanical garden below sea level.



ST. PETERSBURG, FLORIDA
Chihuly Collection

The first custom-designed building to showcase the works of Dale Chihuly is a wonderland of glass and light.



ST. PETERSBURG, FLORIDA
James Museum of Western & Wildlife Art

This Florida museum dedicated to western artwork is entered through an artificial sandstone canyon.

ALL / UNITED STATES / FLORIDA / ST. PETERSBURG



Atlas Obscura December 25, 2018

Visitors enter the main body of the 11,000 square foot collection through a hallway of the artist's works, which is not unlike wandering through a kaleidoscope.



ATLASOBSCURA.COM

Chihuly Collection

The first custom-designed building to showcase the works of Dale Chihuly is a wonderland ...

2.8K likes

219 Comments 822 Shares

Like Comment Share

Imagine Museum

St. Petersburg, Florida

You'll feel like you've gone through the looking glass at this contemporary art museum filled with glass sculptures of every size, shape, and color.

SPONSORED BY VISIT ST. PETE/CLEARWATER

BEEN HERE? WANT TO VISIT? ADD TO LIST

5 35



'Cabriolle' by K. William LeQuier AMANDERSON2/CC BY 2.0

Hosted by Dylan Thuras

Atlas Obscura's mission is to inspire wonder and curiosity about the incredible world we all share. With its new podcast, Atlas Obscura co-founder and host Dylan Thuras will take listeners on an audio journey to discover new and hidden places; perhaps on the other side of the world, or perhaps in one's own backyard. Once there, listeners will hear stories and history from the incredible people who make these places special.



Listen Online

SUBSCRIBE TO RSS FEED

Podcast player interface for 'The Hot Ale Flip' episode, showing a play button and progress bar.

The Atlas Obscura Podcast

Follow podcast

- List of podcast episodes including 'The Hot Ale Flip', 'The International Church of Cannabis', and 'The Plotz Plot' with their respective durations and dates.

Salvador Dalí Museum

Florida might be at its most surreal in this museum devoted to the famed Spanish artist.

Sunken Gardens

A luxuriant botanical garden below sea level.



With the sheer abundance of things to see, do and eat throughout the five boroughs, where do you begin? Look to the neighborhoods: The City derives its character from hundreds of communities that feel like cities (and worlds) of their own.

Good things come to those who go. Scroll on to find your next neighborhood destination.

Explore NYC's Five Boroughs

Every neighborhood is part of a borough, and New York City has five of them to explore. Where to next?



Brooklyn Like a New Yorker

Between its world-class nightlife and boundary-pushing cuisine, Brooklyn has earned an enviable reputation, but make no mistake—there's fun to be had for all ages.

BRONX
LIKE A NEW YORKER.

IT'S TIME TO GET LOCAL
Discover all of New York City at
[NYCGO.COM/GETLOCAL](https://nycgo.com/getlocal)

NYC
& Company

QUEENS
LIKE A NEW YORKER.

IT'S TIME TO GET LOCAL
Discover all of New York City at
[NYCGO.COM/GETLOCAL](https://nycgo.com/getlocal)

NYC
& Company

STATEN ISLAND
LIKE A NEW YORKER.

IT'S TIME TO GET LOCAL
Discover all of New York City at
[NYCGO.COM/GETLOCAL](https://nycgo.com/getlocal)

NYC
& Company

BROOKLYN
LIKE A NEW YORKER.

IT'S TIME TO GET LOCAL
Discover all of New York City at
[NYCGO.COM/GETLOCAL](https://nycgo.com/getlocal)

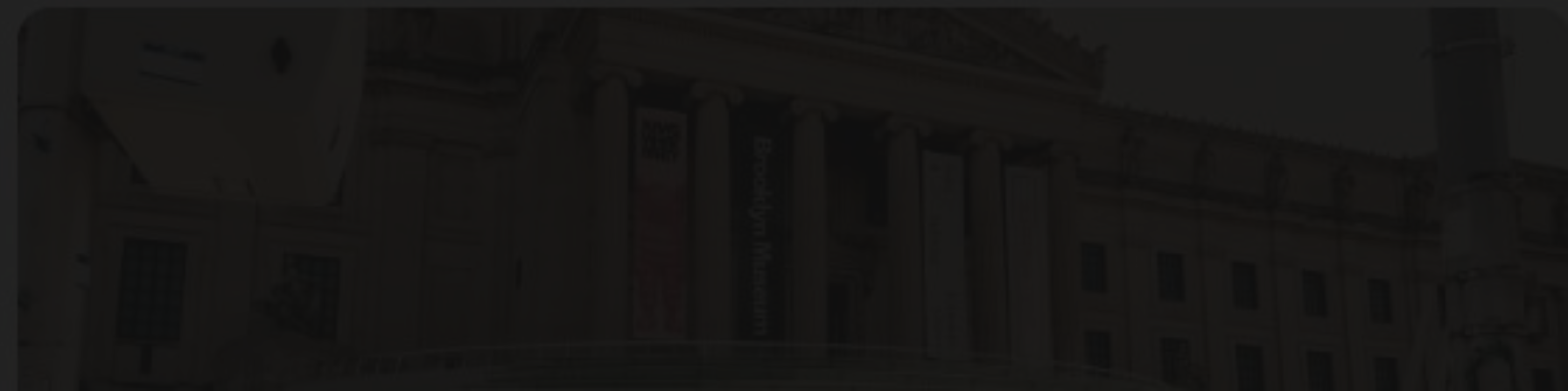
NYC
& Company

MANHATTAN
LIKE A NEW YORKER.

IT'S TIME TO GET LOCAL
Discover all of New York City at
[NYCGO.COM/GETLOCAL](https://nycgo.com/getlocal)

NYC
& Company

Every neighborhood is part of a borough, and New York City has five of them to explore. Where to next?



Brooklyn Like a New Yorker

Between its world-class nightlife and boundary-pushing cuisine, Brooklyn has earned an enviable reputation, but make no mistake—there's fun to be had for all ages.

A man with a beard, wearing a grey long-sleeved shirt and dark pants, is climbing a large, reddish-brown rock overhang. He is in a dynamic pose, with one leg extended and arms reaching up. The background shows a desert landscape with hills under a cloudy sky.

VENTURING OUT

PARK **2** PARK

ODYSSEY
STUDIOS

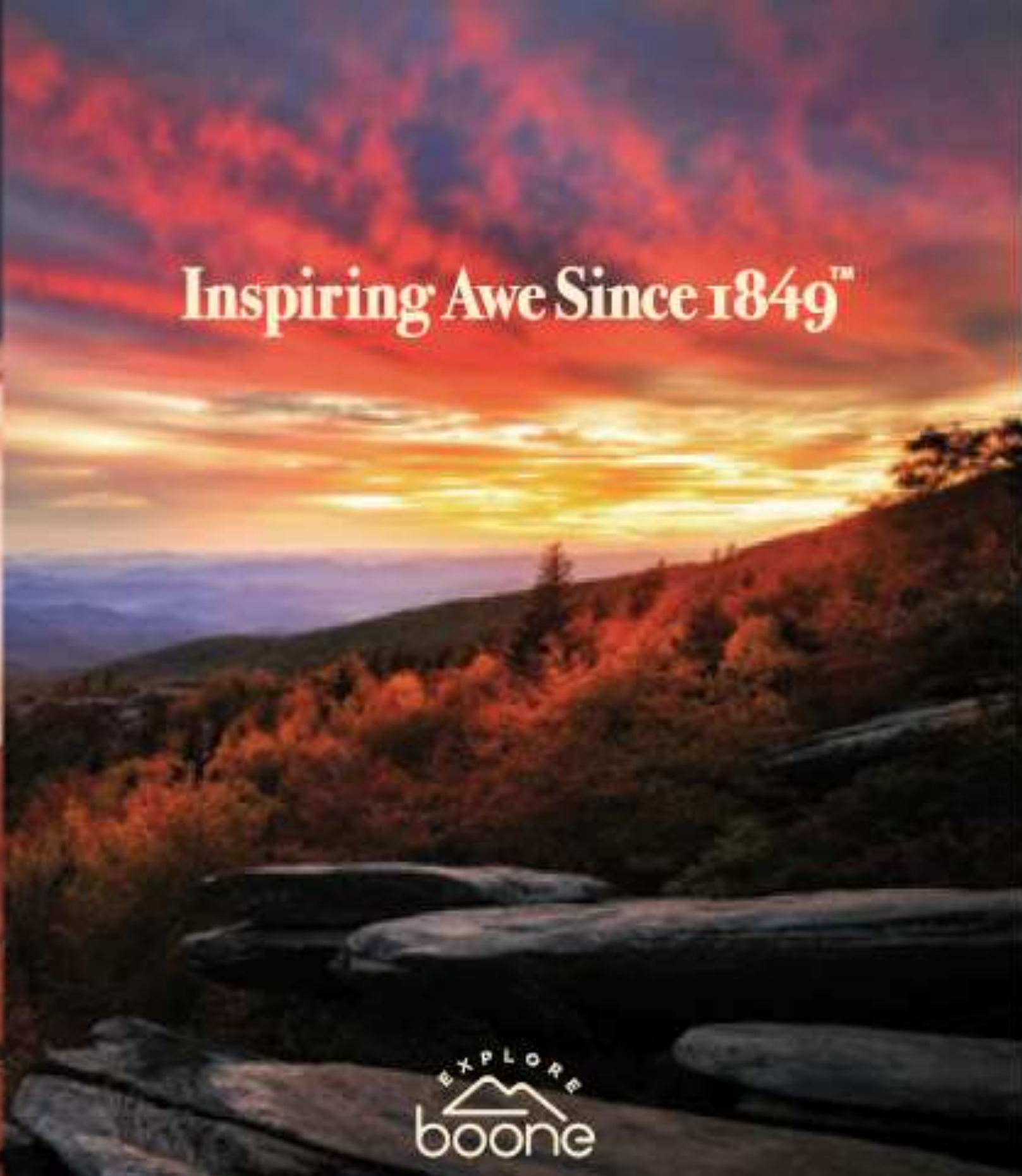
WINTER EXPERIENCES
**CRISP, COOL AND
BRIGHT**



WINTER EXPLORER

WINTER EXPERIENCE
CRISP, COOL
BRIGHT







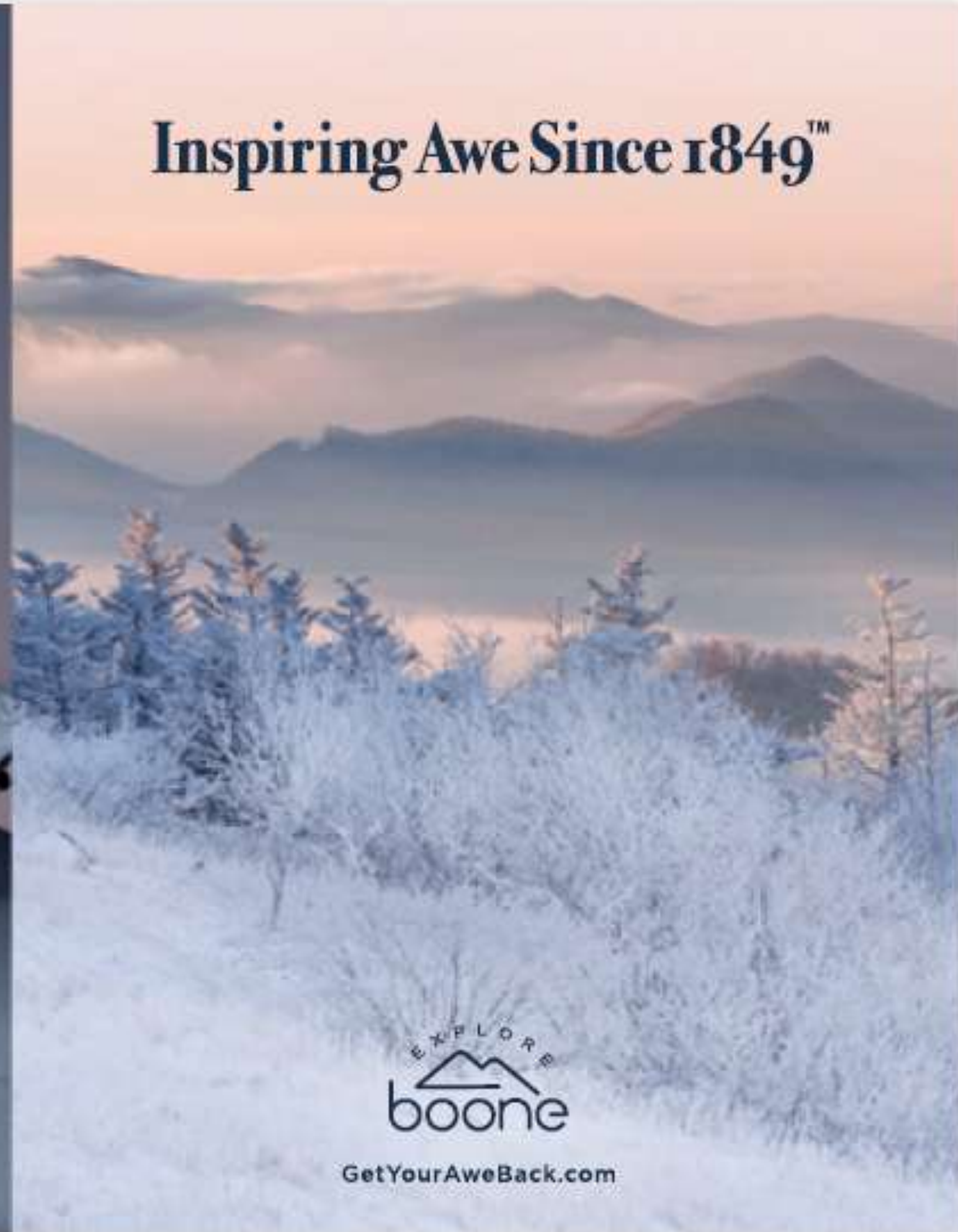
Inspiring Awe
Since 1849™

GetYourAweBack.com

EXPLORE
boone



Inspiring Awe Since 1849™



GetYourAweBack.com



CHATTANOOGA





visitchatt Sponsored

Head in the clouds?

Appreciate a sunrise like this as much as a smoked whiskey? We'd call you one of us.

[Learn More](#)

IN SEARCH OF HISTORY BUFFS

CHATTA NOOGA

IN SEARCH OF ONE OF A KINDS

CHATTA NOOGA

Visit Chattanooga Sponsored

Crave once-in-a-lifetime excitement daily? Feel most grounded while climbing a vertical cliff? We'd just call you one of us.

Surf's up. Hang Ten. [Learn More](#)

What goes up... goes up again. High Enough?

Visit Chattanooga Sponsored (demo)

Are your passions: The only found here? The one-of-a-kind? The handcrafted? If so, we'd just call you one of us.

SIT SIP ENJOY

Does coffee taste better here? Come Taste. [Learn More](#)

Heavenly view? Or, just above the... Find Out. [Learn More](#)

Visit Chattanooga Sponsored

Appreciate a sunrise like this as much as a smoked whiskey? We'd call you one of us.

VISITCHATTANOOGA.COM

Head in the clouds? Discover. [LEARN MORE](#)

Additional Resources

Destination  Analysts

miles
PARTNERSHIP

THE STATE OF THE AMERICAN TRAVELER: DESTINATIONS EDITION

Research, slides and other resources will be available at

www.milespartnership.com/SAT

www.destinationanalysts.com

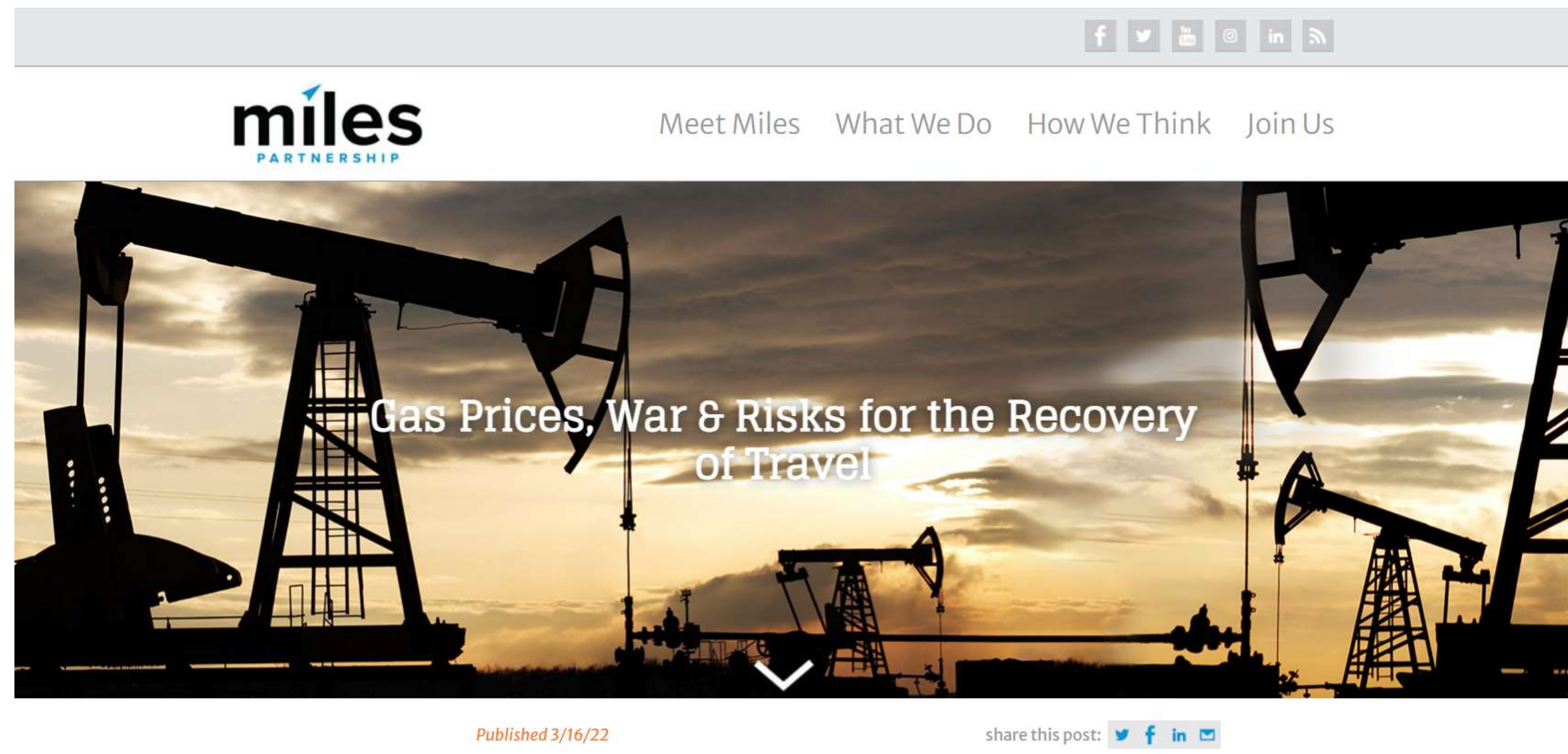


Destination  Analysts

miles
PARTNERSHIP

On the Miles Blog – www.MilesPartnership.com/blog

- Fundamentals of Creating Inclusive Content
- Storytelling through Social-First Content: TikTok
- Gas Prices, War & Risks for the Recovery of Travel
- Securing the Future of Bangladesh's World Heritage Wonder



MilesPartnership.com/dma-west-tech-summit-2022



DMA West Tech Summit 2022

Presentation Resources

[How the West was Won: The Latest Research and Data on Why Travelers Head to Western Destinations](#)

North American Edition

TIME FOR

DMOCRACY



In association with:



North American Edition

3 Cohorts



MAJOR CITIES

NYC & Company

Destination Toronto

Visit Anaheim

Destination Vancouver

Los Angeles Tourism & Convention Board

San Francisco Travel Association

Greater Miami Convention & Visitors Bureau

Tourisme Montreal



STATES & PROVINCES

Arkansas

Travel Alberta

Visit Arizona

Maine Office of Tourism

Travel Oregon

North Carolina



MOUNTAIN & COASTAL DMOs

Visit Sarasota

Visit Park City

Breckenridge Tourism Office

Visit Galveston

Mammoth Lakes Tourism

Visit Estes Park

European Edition

22 Participants

Liverpool	Amsterdam
Tallinn	Stockholm
Lyon	Zurich
Munich	Belfast
Oslo	Greenland
Aarhus	Brussels
Copenhagen	Netherlands
Northern Norway	Barcelona
Oost	Bordeaux
Athens	Lapland
Tel Aviv	Arnhem Nijmegen



UPCOMING WEBINAR

THE RISE OF VALUES-BASED MARKETING

AND HOW TO SHARE YOUR BRAND VALUES THROUGH CONTENT

WEDNESDAY, APRIL 20, 3PM ET

miles
PARTNERSHIP

Q&A

Destination  Analysts

miles
PARTNERSHIP