

THE STATE OF THE
AMERICAN TRAVELER:

Destinations Management Edition 2022

RESEARCH SUMMARY

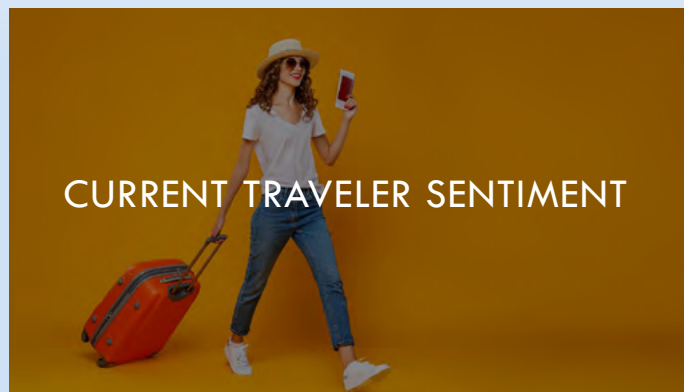


Executive Summary

The 2022 Sustainable Travel & Destination Management Edition of The State of the American Traveler wrapped up current trends and gave a glimpse into the new year ahead.

Miles Partnership, Destination Analysts and Intrepid Travel explored the latest analysis and global best practices around sustainability, responsible travel and destination management. Destination Analysts' custom research shed light on where U.S. travelers currently stand surrounding the impact of tourism on destinations, their local communities and what's to come.

Special guest, Matt Berna, President of North America with Intrepid Travel, highlighted the size, growth and importance of sustainable travel. Additionally, he highlighted what responsible travelers and tour companies are looking for in your destination, attraction and tourism business. Intrepid Travel is the world's largest purpose-led adventure travel brand, as well as a global leader in sustainable travel and tourism.



RESEARCH BY

Destination  Analysts

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ANALYSIS BY

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IS NOW A GOOD TIME TO SPEND ON TRAVEL?

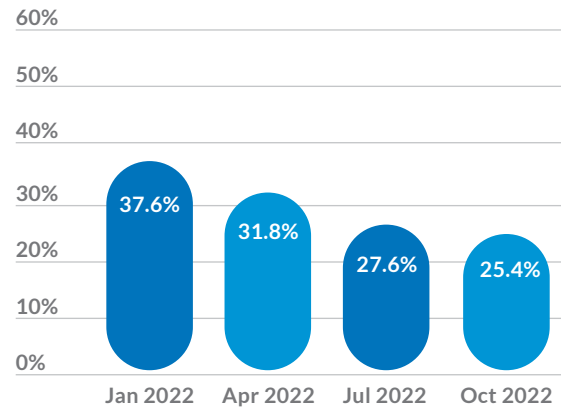
46.4% of leisure travelers agree that high travel prices have kept them from traveling in the past month, aligning with only 25.4% of leisure travelers who think now is a good time to travel. This lack of financial and economic security has been in a downward trend since January 2022.



Thinking 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)

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TOP 2 BOX SCORE - % SELECTING "YES - IT IS A GOOD TIME " OR "YES - IT IS A VERY GOOD TIME"



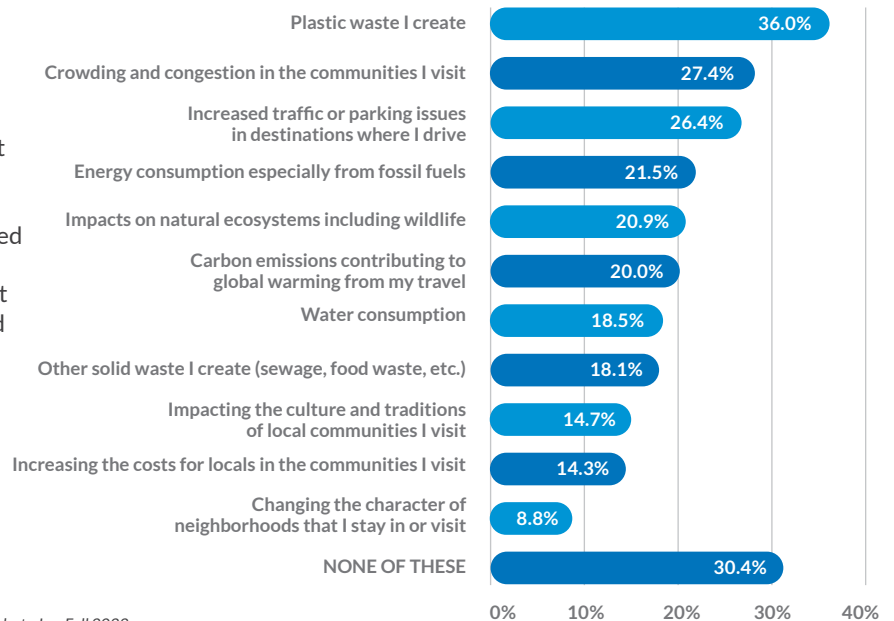
ENVIRONMENTAL IMPACTS OF CONCERN TO U.S. TRAVELERS

U.S. travelers identified a wide range of impacts that at least some consider during their travels. Plastic waste is the most widespread area of concern, followed by crowding and congestion in popular areas and increased traffic. Energy consumption and impacts on natural areas round out the top five. These responses highlight the areas that your community—DMO, businesses and government partners—should seek to mitigate and address in managing the destination experience.



When traveling, what aspects of your environmental impact do you typically think about?

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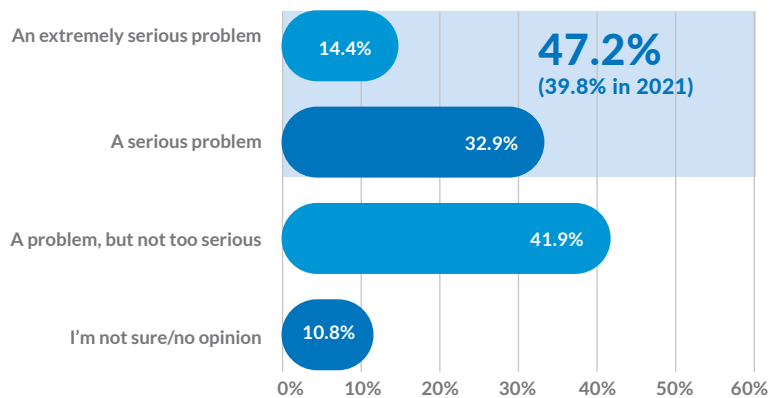


SERIOUSNESS OF OVERTOURISM IN COMMUNITY

Stress around overtourism has risen considerably since 2021. Almost half of U.S. travelers have suggested to friends and relatives not to visit overcrowded destinations they have stayed. Just as climate change has impacted the world around us, it's important to start considering how crowded destinations will be altered down the road for locals and visitors alike.



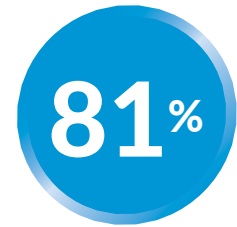
How serious is the problem of OVER-TOURISM where you live? (Select one)



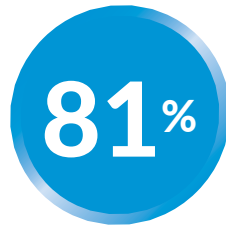
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IMPACT AND PURPOSE DRIVES BOOKING DECISIONS

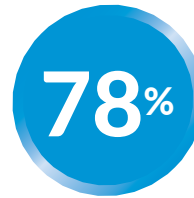
Younger generations continue to vocalize a desire for a more thoughtful and intentional approach around travel, community and climate. Specifically, wanting to immerse in local culture and give back to the local community. Tying back to the [2022 Segments Edition](#), travelers are looking for connection and a deeper understanding of the world around them.



WANT TO IMMERSE THEMSELVES INTO THE LOCAL CULTURE



WANT THE MONEY THEY SPEND TO GO BACK TO THE LOCAL COMMUNITY



WANT TO HAVE A POSITIVE IMPACT ON THE COMMUNITY THEY ARE VISITING



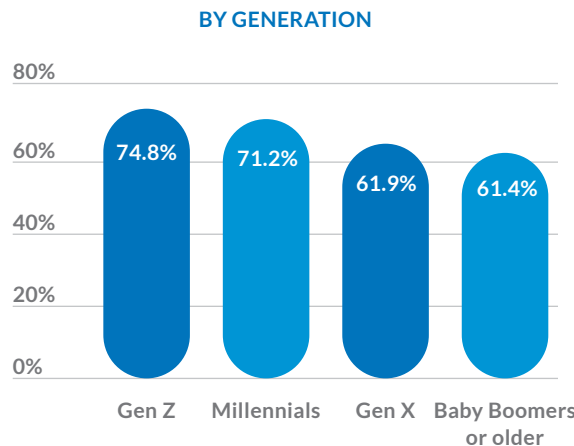
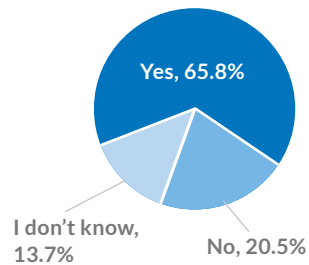
WANT TO BE MORE THOUGHTFUL ON WHERE AND HOW THEY TRAVEL

Q Do you believe human activity is responsible for climate change?

IS HUMAN ACTIVITY RESPONSIBLE FOR CLIMATE CHANGE?

Since 2019 there has been an increase in awareness of a sense of responsibility surrounding climate change in leisure travelers, with younger generations particularly feeling the weight of this burden. Some expected impacts on future travel due to climate change include:

- Paying more to offset one's carbon footprint
- Traveling in general less often
- Traveling to destinations closer to home
- Staying home and exploring one's own destination



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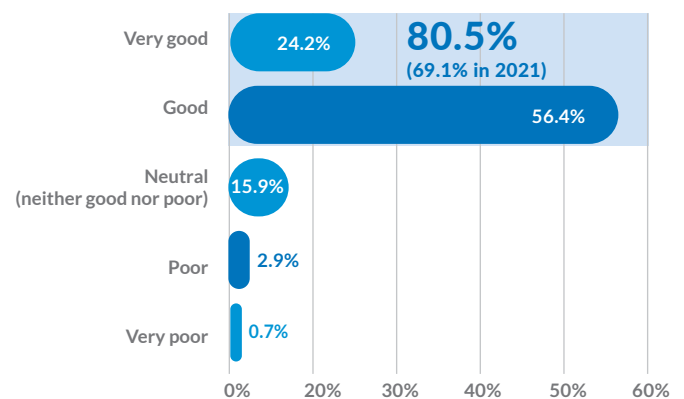
RATING COMMUNITY'S OFFICIAL TOURISM MARKETING ORGANIZATION

Awareness among leisure travelers of their official destination marketing organizations is down from 2021, with just 31.3% knowing they have one, and of that only 34.9% rate themselves as familiar with the work done by the organization. Conversely, a majority of those aware regard the work done by their community's tourism marketing organization highly. Below are some examples of official tourism organizations exploring new ways to interweave tourism, sustainability and the livelihoods of locals.

[Tahiti](#) "aims to become a leading destination for slow tourism."

[The Republic of Palau](#) aims to maintain and preserve their biodiverse region by "marrying tourism and sustainability."

RATE THE WORK YOUR COMMUNITY'S OFFICIAL TOURISM MARKETING ORGANIZATION DOES.



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5 Key Takeaways

1

Economic and financial uncertainty has subdued current excitement for planning leisure trips among travelers, however, financial optimism in the year ahead remains high.

2

The majority of U.S. leisure travelers view climate change as something that will significantly impact their travel in the future, and younger generations in particular are conscious of the footprints they will leave behind.

3

Overtourism is creating a negative atmosphere for both visitors and local communities, and it is imperative that destination marketing organizations create strategies to counter further adverse effects.

4

The opportunity for local DMOs to connect with their residents has never been stronger as the rising concerns about climate change, and economic and overtourism impacts persist. Achievable and actionable steps can be taken together.

5

It is imperative for DMOs to create strategies that counter further adverse effects of these challenges that U.S. travelers and destinations will otherwise face down the road. "Do not wait for a change of environment before you act; get a change of environment by action..." - Wallace D. Wattles

ANALYSIS BY

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PARTNERSHIP

RESEARCH BY

Destination  Analysts

ADDITIONAL RESOURCES

Webinar: [The State of the American Traveler: Destination Management Edition](#)

Climate Change Resources: [27 for COP27 White Paper Series](#)

[Intrepid Travel: Travel with Purpose Case Study](#)

