

THE STATE OF THE AMERICAN TRAVELER: Traveler Segments Edition 2022

RESEARCH SUMMARY

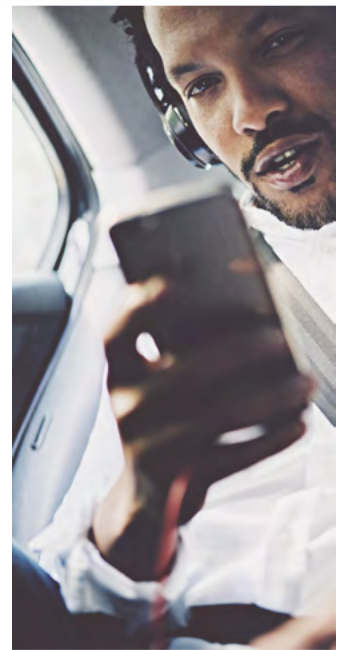


Executive Summary

The State of the American Traveler, Technology Edition, examines the latest trends and opportunities in the use of new technologies by U.S. travelers.

TECHNOLOGY ADOPTION & ITS PROMISE

From the use of virtual experiences to the rise of TikTok, the Technology Edition predicts and interprets the technologies that are reshaping travel research, planning and booking. In this edition's webinar, Dave Bratton of Destination Analysts shared the latest research on U.S. travelers' use of new technology to plan trips and to travel. Hayden Pigott of Miles Partnership gave an updated look at the world of TikTok and the opportunities for destinations and businesses to become more engaged.



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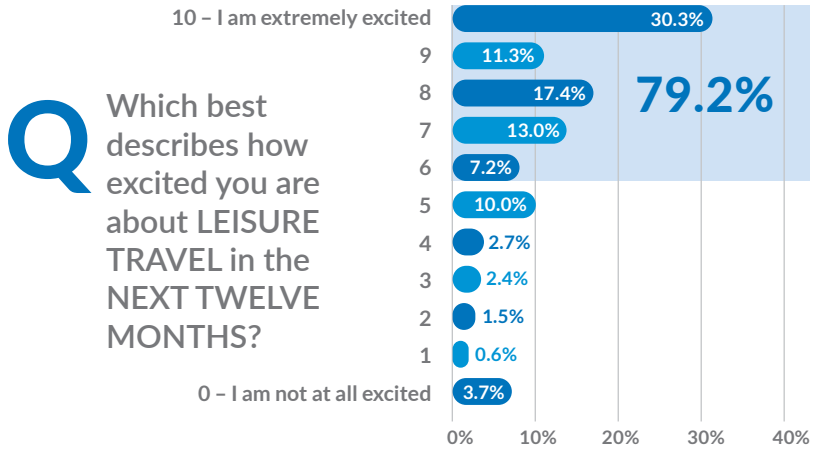
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EXCITEMENT FOR LEISURE TRAVEL IN THE NEXT 12 MONTHS

U.S. leisure travelers are eager to re-enter the travel sphere, with 66% being open to learning about new destinations to visit and almost 80% indicating they are moderately to extremely excited to travel in the next 12 months. Upcoming technology trends will create opportunities to share destinations in a unique way to meet this excitement.

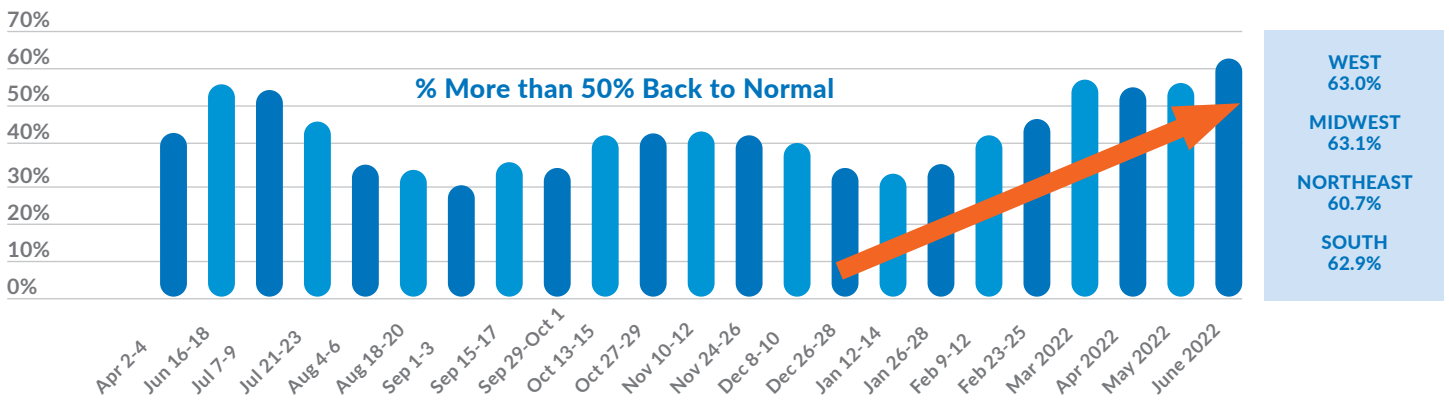


(Base: All respondents, 4002 completed surveys. Data collected June 15-23, 2022.)

Overall, how close to "normal" is the U.S. in terms of resuming leisure activities (dining out, travel, etc.)?

RETURNING TO NORMAL

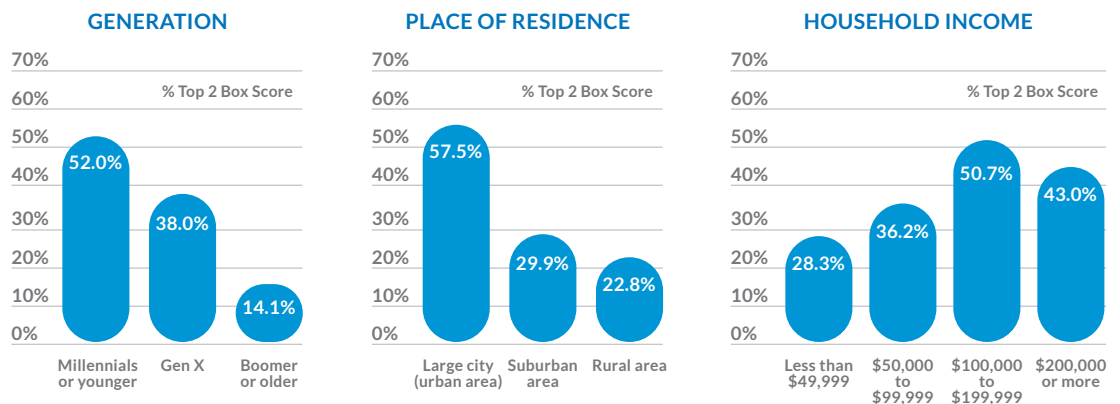
With this growing anticipation to get back on the road and receptivity to new destinations, reaching travelers is more important than ever. Websites found via a search engine, Facebook, review websites and online content (blogs and videos) ranked highest when asked where they would be most receptive to learning about a new destination.



USE OF NEW TECHNOLOGIES

Almost 50% of travelers agree that they keep up with new technology use in their planning, and 56% agree new technology holds the promise to make their experience better. As Millennials and Gen Z continue to expand into the travel market, so will the use of technology in planning.

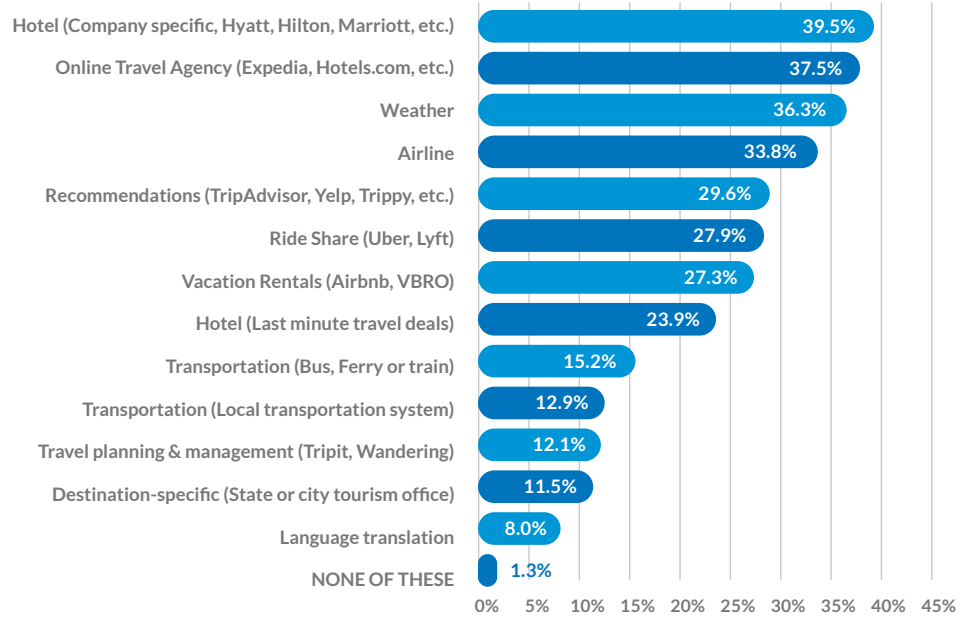
If a new technology comes out (hardware, software, and APPs, etc.) that could help you plan your leisure travel, how excited are you about using it? (Select one)



SPECIFIC TYPES OF TRAVEL-RELATED APPS USED

While Google Maps, Search or Business Listings continue to dominate trust in consumer's eyes, almost 50% of travelers are interested in using virtual tours and apps in deciding where to go. This opens a new window of opportunity for creating trust in a brand, destination and attraction with upcoming travelers.

Q In the PAST TWELVE (12) MONTHS, which of these types of APPs have you used for travel planning? (Select all that you've used)

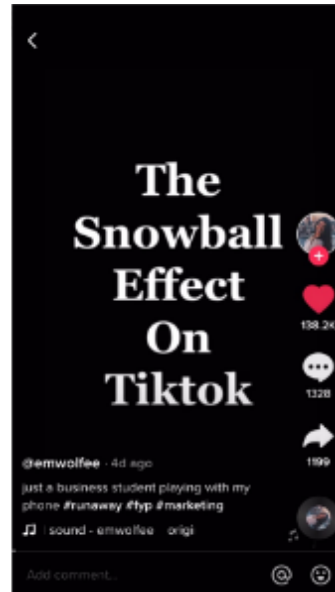


THE METAVERSE

This future-forward virtual reality space allows travelers to interact with a computer-generated environment. Aligning with virtual tours, Millennials and younger generations dominate the interest level compared to other traveler segments.



51.4% of travelers say they had heard of the **metaverse** before taking the survey



A successful trend can take control of the algorithm for weeks, even months.

SNOWBALL EFFECT

This rapidly growing, vertical short platform is currently the seventh most used social platform in the world and has 732 million monthly active users globally. To tap into this audience segment, destinations and brands should spend time getting familiar with TikTok, plan content ahead (while keeping up with the latest trends) and cross-promoting content to other short-video platforms.

5 Key Takeaways

1

Inflation and economic concerns continue to affect travelers' decisions, with 50% agreeing that high travel prices have kept them from traveling in the past month.

2

Upcoming technology trends will continue to greatly influence Millennials and younger generations' travel decisions and spending habits.

3

The use of and interest in travel-related apps and real time video is gaining popularity among U.S. leisure travelers

4

Short-form video continues to rise in popularity. Users spend an average of 52 minutes daily on the TikTok app, with 83.3 billion #travel viewers everyday. However, TikTok has yet to be fully recognized as a top travel planning platform.

5

Capitalizing on the power of cross-promoting your brand's content across new technologies, especially as they continue to be revealed and adopted by U.S. travelers.

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ADDITIONAL RESOURCES

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

Blog Post: [3 Keys Takeaways to Starting Your TikTok Account](#)

Blog Post: [Storytelling through Social-First Content: TikTok](#)

