

U.S. ROAD TRIPS

NEW RESEARCH AND INSIGHTS

MAY 24, 2022

With You



Chris Adams
*Head of Research & Insights
Miles Partnership*



Amir Eylon
*President & CEO
Longwoods International*



Monika Geraci
*Director of PR and Communications
RV Industry Association*



Kelly Wolgamott
*Director, Travel Marketing
Travel Michigan*

Agenda

1. Research Summary – U.S. Road Trips
2. Insights from the RV Industry
3. Pure Michigan Spotlight
4. Q&A
5. Additional Resources

RESEARCH AND ADDITIONAL RESOURCES



www.milespartnership.com/us-road-trips

USA ROAD TRIPS RESEARCH SUMMARY

RESEARCH & INSIGHTS ON ROAD TRIP TRAVEL ACROSS THE USA
 Research from Longwoods International and
 Analysis and Insights from Miles Partnership



USA ROAD TRIPS RESEARCH SUMMARY

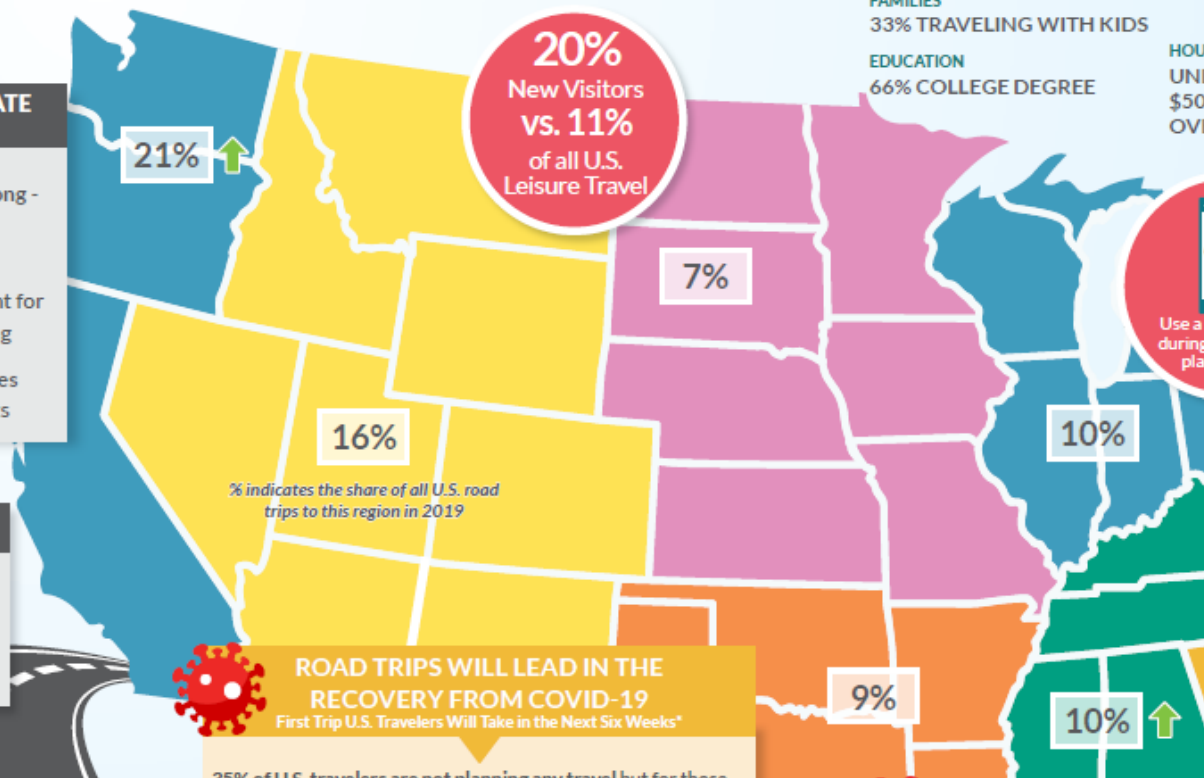
Full research and resources are available at milespartnership.com/usa-road-trips

LONGER & MULTI STATE ROAD TRIPS

- 28% of Road Trips are Long - 5 nights or more
- 45% of Spending Longer Road Trips account for almost half of spending
- 67% that Visit 3+ States have a trip of 5+ nights

TRANSPORTATION

Own Car	10%
Rental Car	14%
Camper/RV	30%
Motorcycle	1%



ROAD TRIPS WILL LEAD IN THE RECOVERY FROM COVID-19

First Trip U.S. Travelers Will Take in the Next Six Weeks*

35% of U.S. travelers are not planning any travel but for those that are:

- 60% of U.S. travelers will travel by car for their next trip
- 40% will travel by car to visit friends or relatives (VFR)
- 23% will go on a VFR trip within 200 miles; 17% more than 200 miles
- 20% will travel by car on a leisure trip (not incl. VFR)
- 12% will go on a leisure road trip within 200 miles; 8% more than 200 miles
- 15% will take a staycation; incl. using their car for local trips
- 22% will fly within the U.S. and 1% internationally



*As of September 2020, COVID-19 Travel Sentiment Study, Longwoods

VISITOR PROFILE

- GENDER**
51% FEMALE • 49% MALE
- FAMILIES**
33% TRAVELING WITH KIDS
- EDUCATION**
66% COLLEGE DEGREE

MAJOR U.S. TRAVEL CONCERNS FROM COVID-19

Addressing these concerns is crucial for stimulating road travel:

86% are confused about travel restrictions and rules on

- Agreed with one or more of these statements as:
- Travel restrictions are unclear or vary between destinations I'm interested in visiting
- Health & safety protocols are unclear or vary between destinations I'm interested in visiting

40% do not feel safe traveling outside their community

25% are not welcome to travel

*As of August 2020, COVID-19 U.S. Travel Sentiment Study, Longwoods

Are We There Yet? Road Trips Reinvented!

Fresh research & insights on marketing to
US Road Trips Travelers



miles
PARTNERSHIP

Longwoods
INTERNATIONAL

Longwoods International



- Established in 1978 as consultancy-focused research company
- Tourism since 1985
- Travel USA ® since 1990

COVID-19

TRAVEL SENTIMENT STUDY WAVE 61

Fielded May 11, 2022

U.S. National Sample of 1,000 adults 18+

miles
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Longwoods
INTERNATIONAL

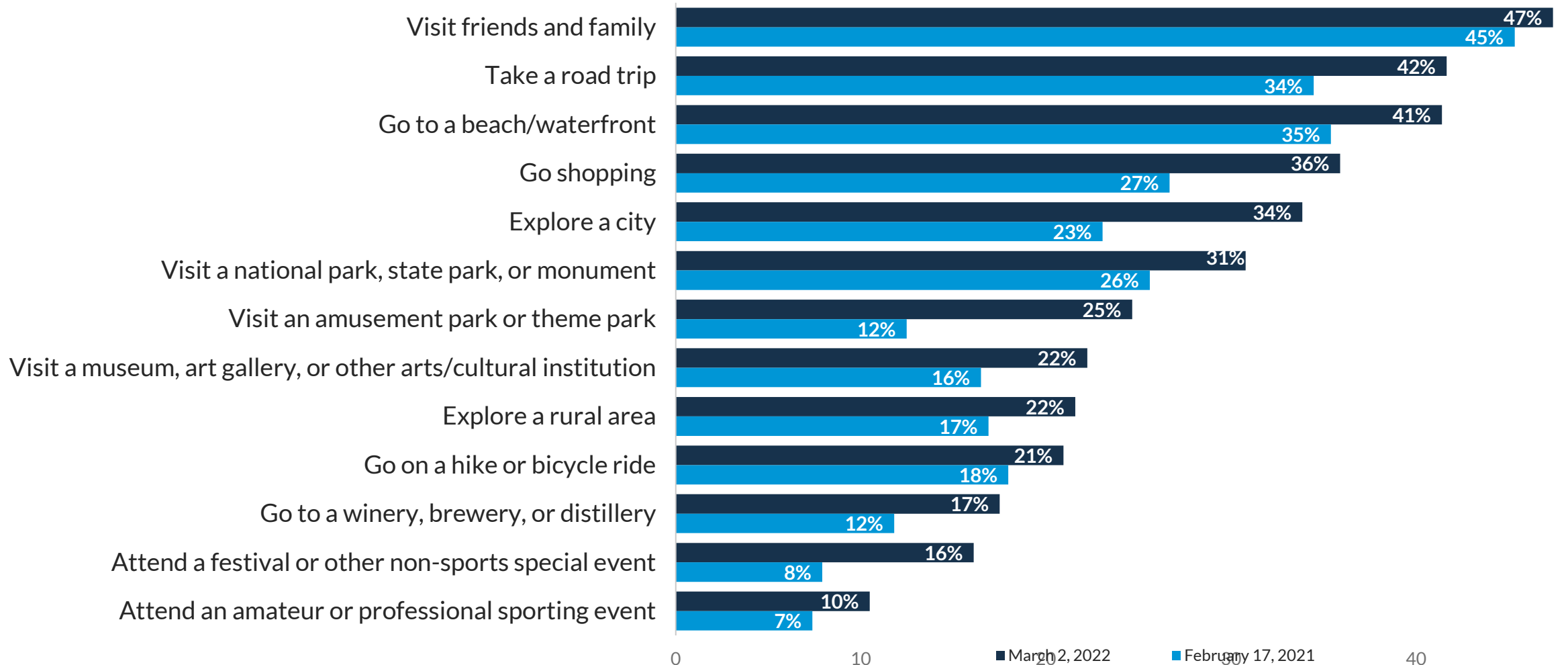
IMPACT ON TRAVEL PLANS

First Trip Travelers Will Take in 2022

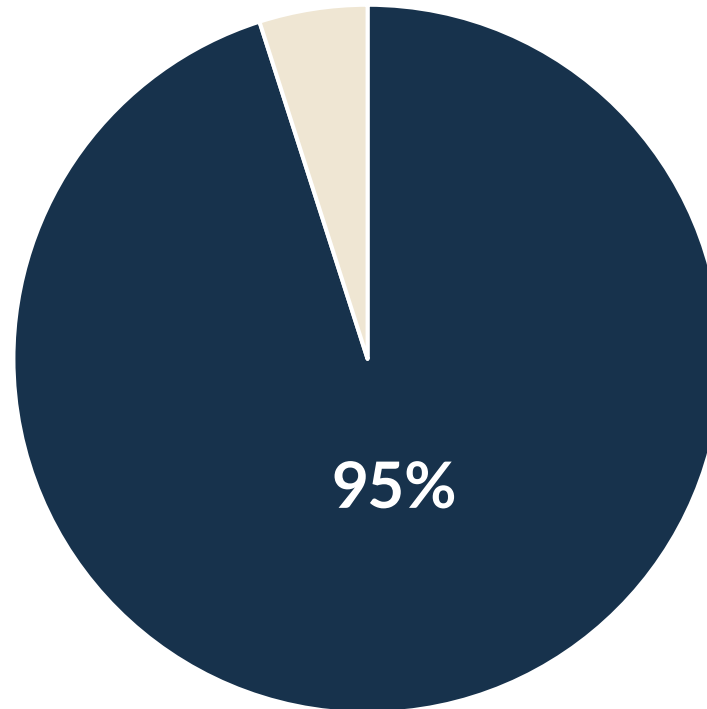


IMPACT ON TRAVEL PLANS

Activities Travelers Planning to Do on Next Leisure Trip

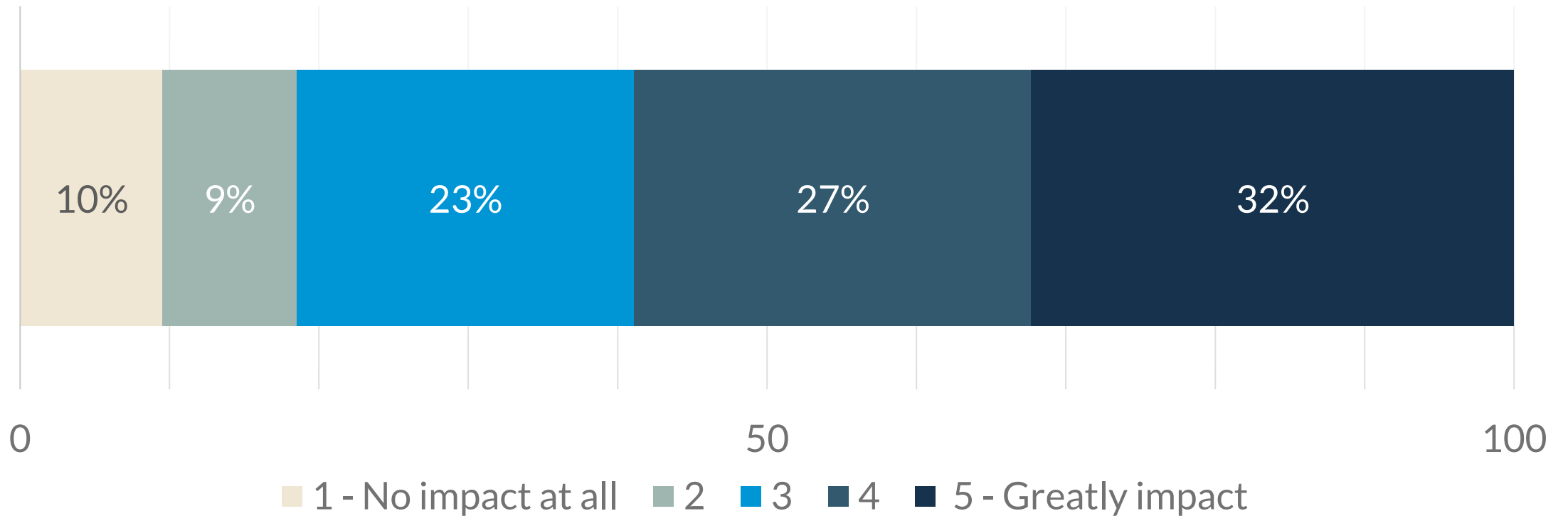


Percent of Travelers with a Road Trip Planned for the Next Year



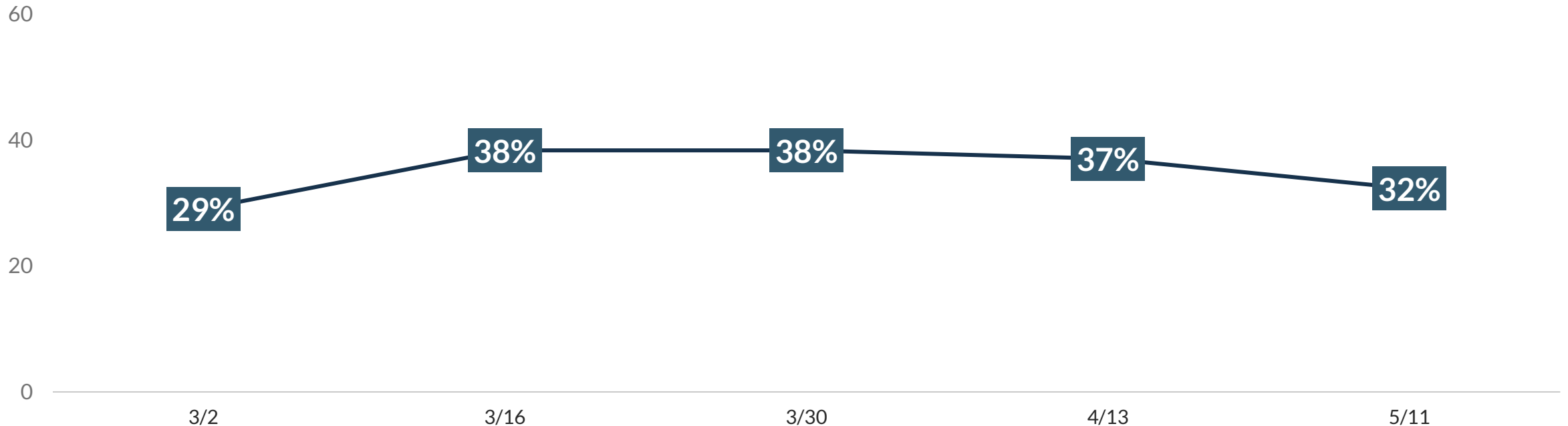
IMPACT ON TRAVEL PLANS

Impact of Rising Gas Prices on Decisions to Travel in Next Six Months



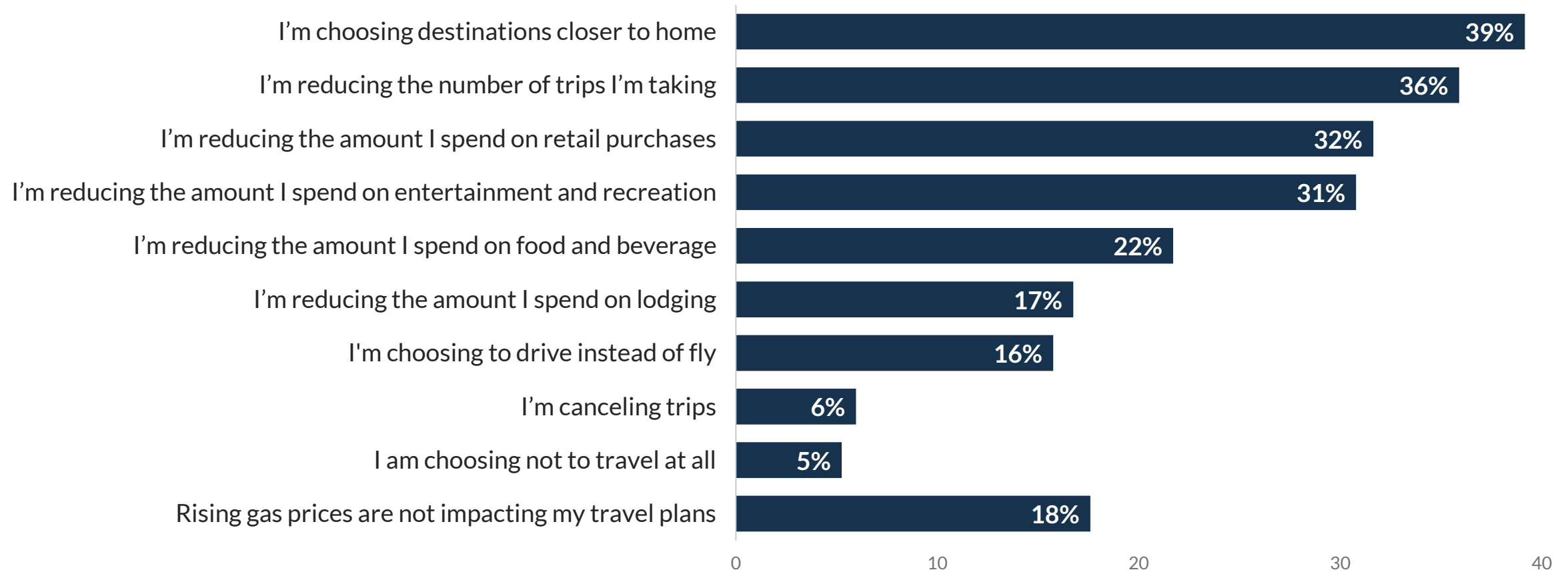
IMPACT ON TRAVEL PLANS

Indicated that Rising Gas Prices Would Greatly Impact their Decision to Travel in the Next Six Months



IMPACT ON TRAVEL PLANS

Impact of Rising Gas Prices on Travel Plans





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

A photograph of several oil pumpjacks in silhouette against a dramatic sunset sky with orange and yellow clouds. The pumpjacks are arranged across the frame, with the largest one on the left and others receding into the distance.

Gas Prices, War & Risks for the Recovery of Travel

Published 3/16/22

share this post: [t](#) [f](#) [in](#) [e](#)

» See the blog, [“The End & the Beginning,”](#) that assesses the recovery of travel (January 2022)

Methodology (short version):

Travel USA®

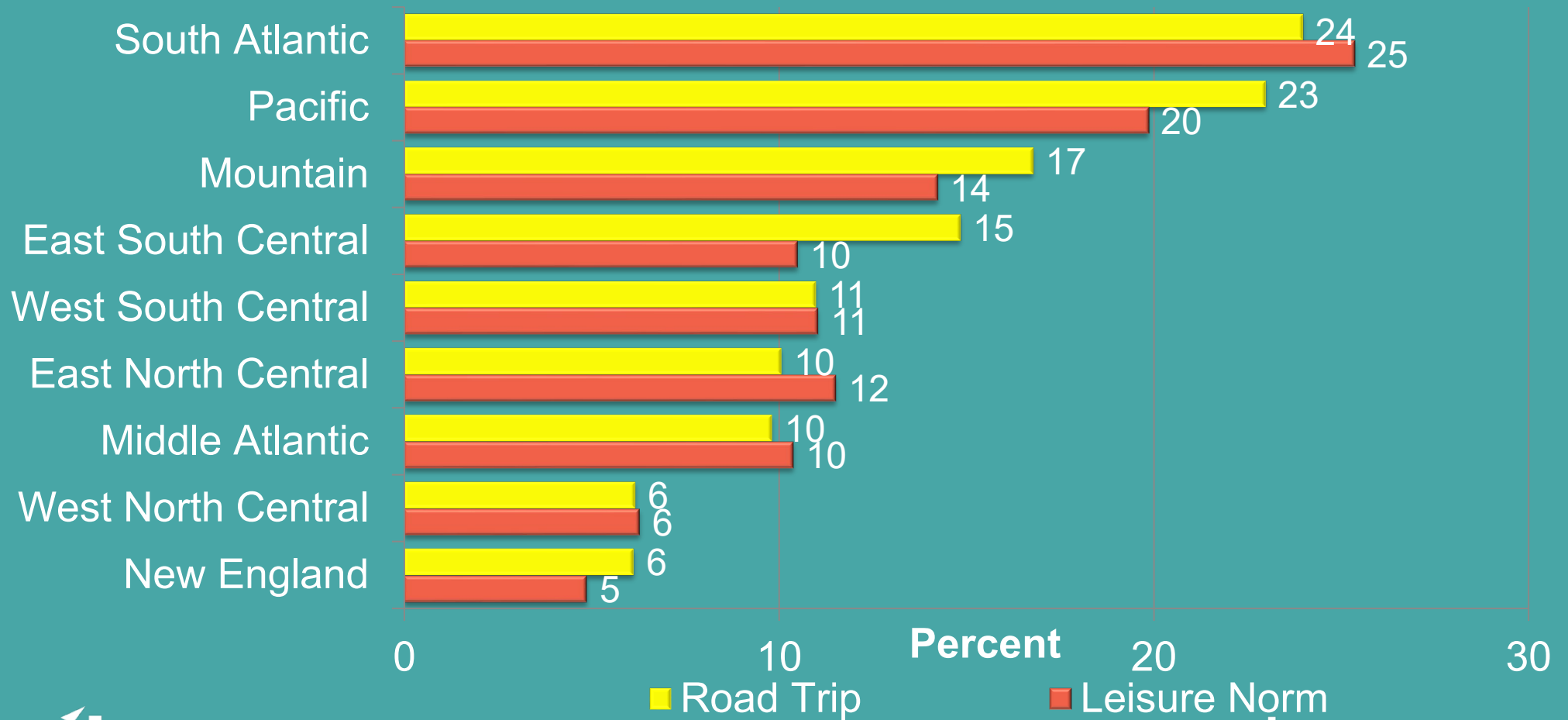
- Largest ongoing study of American travelers
- Quarterly random samples of U.S. adult population
- Consumer online panel
- Profiles of representative sample of 250,000+ overnight and day trips each year
- Overview survey, then a custom follow-up



Road Trip vs. Leisure

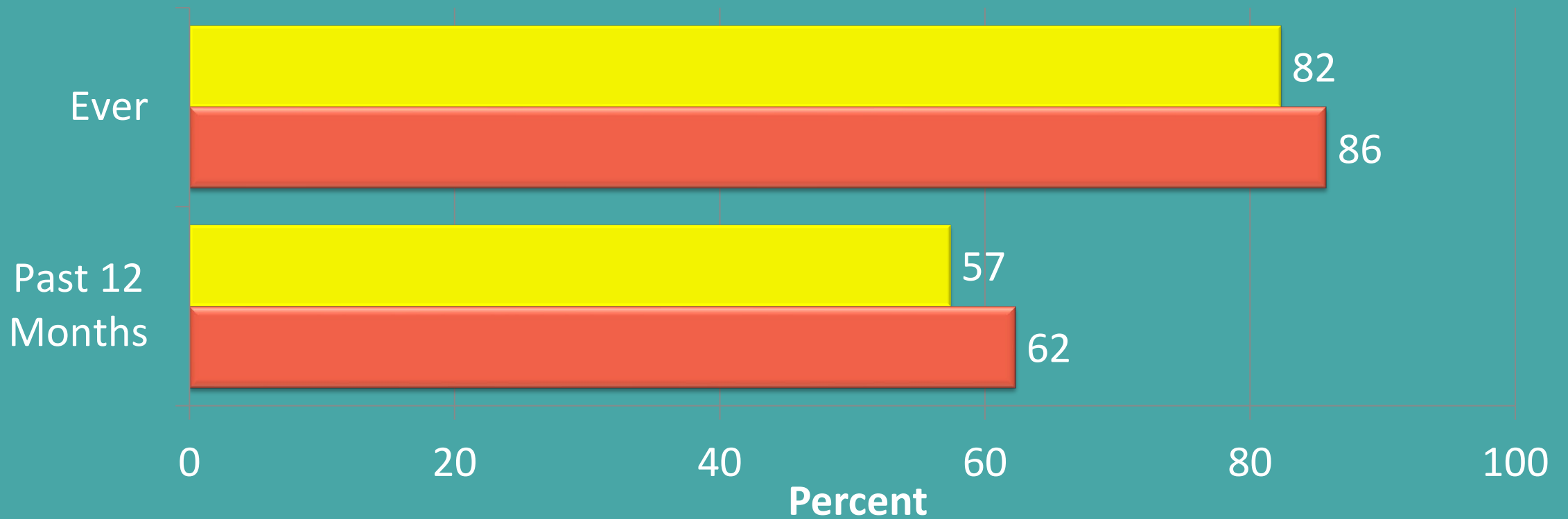
Regional Destination of Trip

Base: Overnight Person-Trips



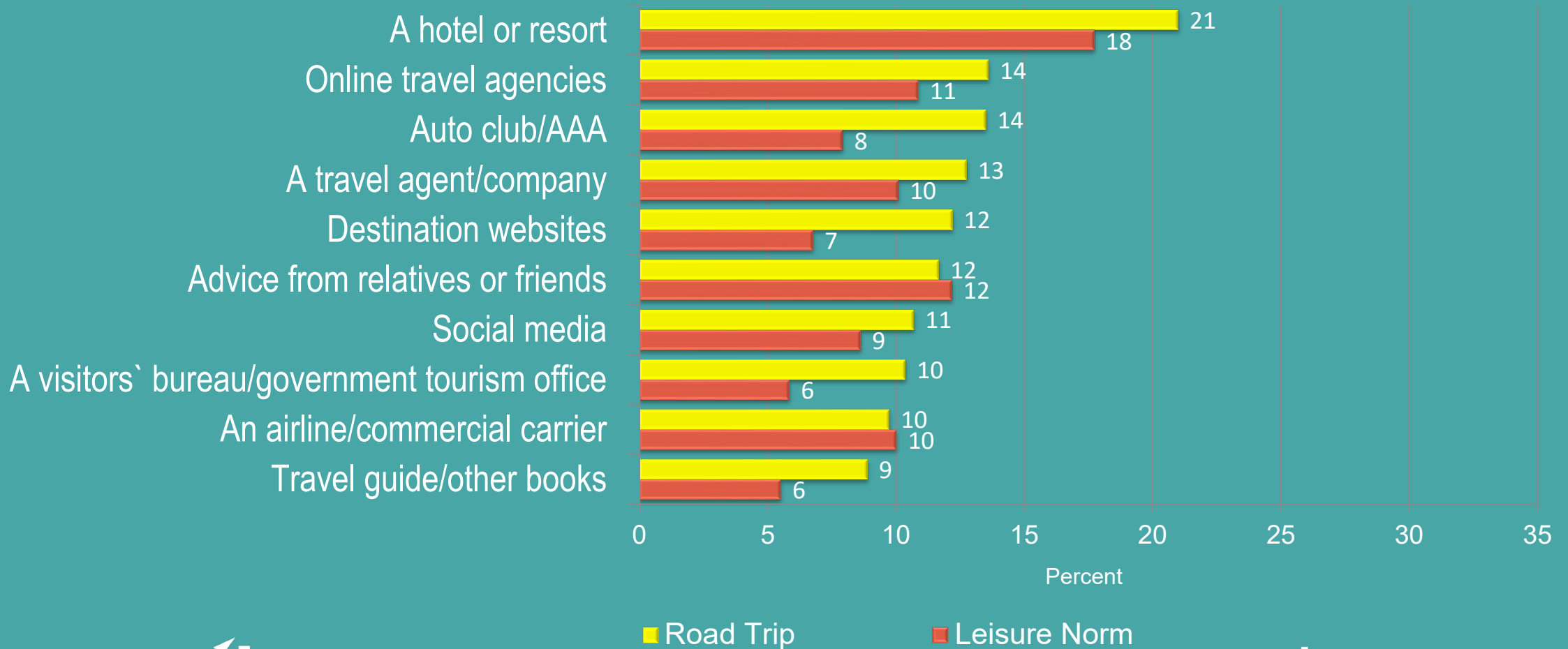
Past Visitation to Destination

Base: Overnight Person-Trips



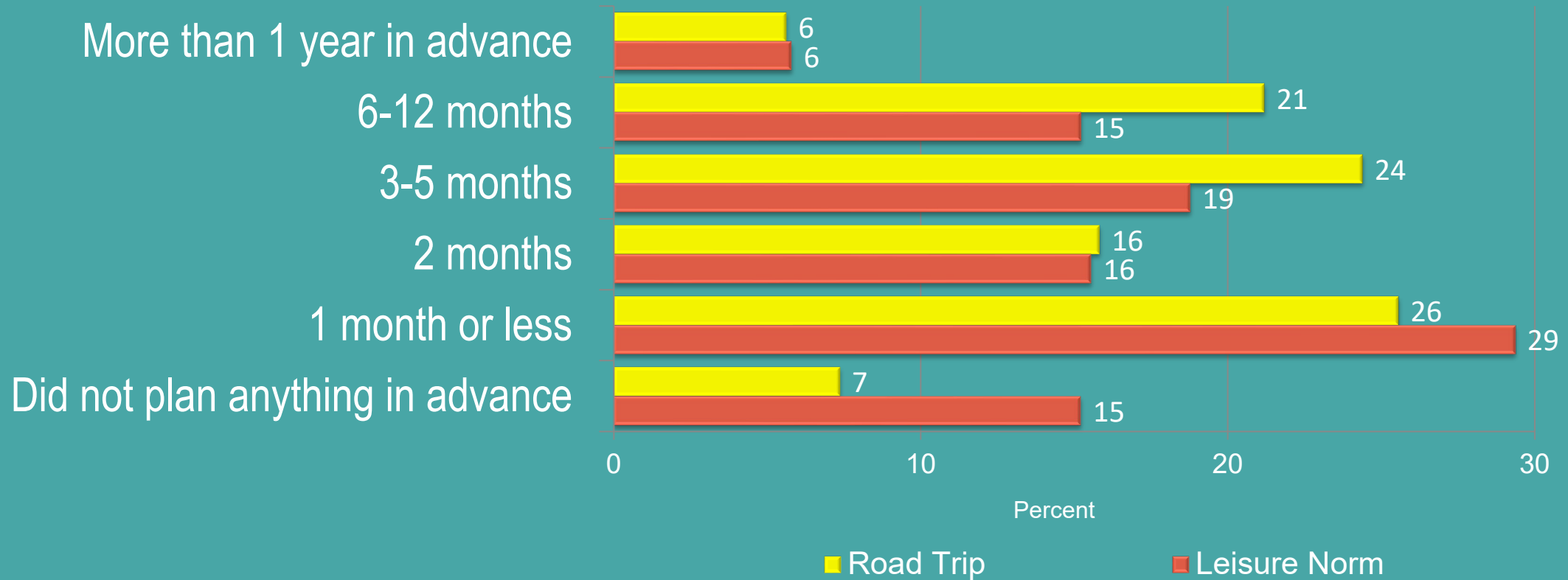
Trip Planning Information Sources

Base: Overnight Person-Trips



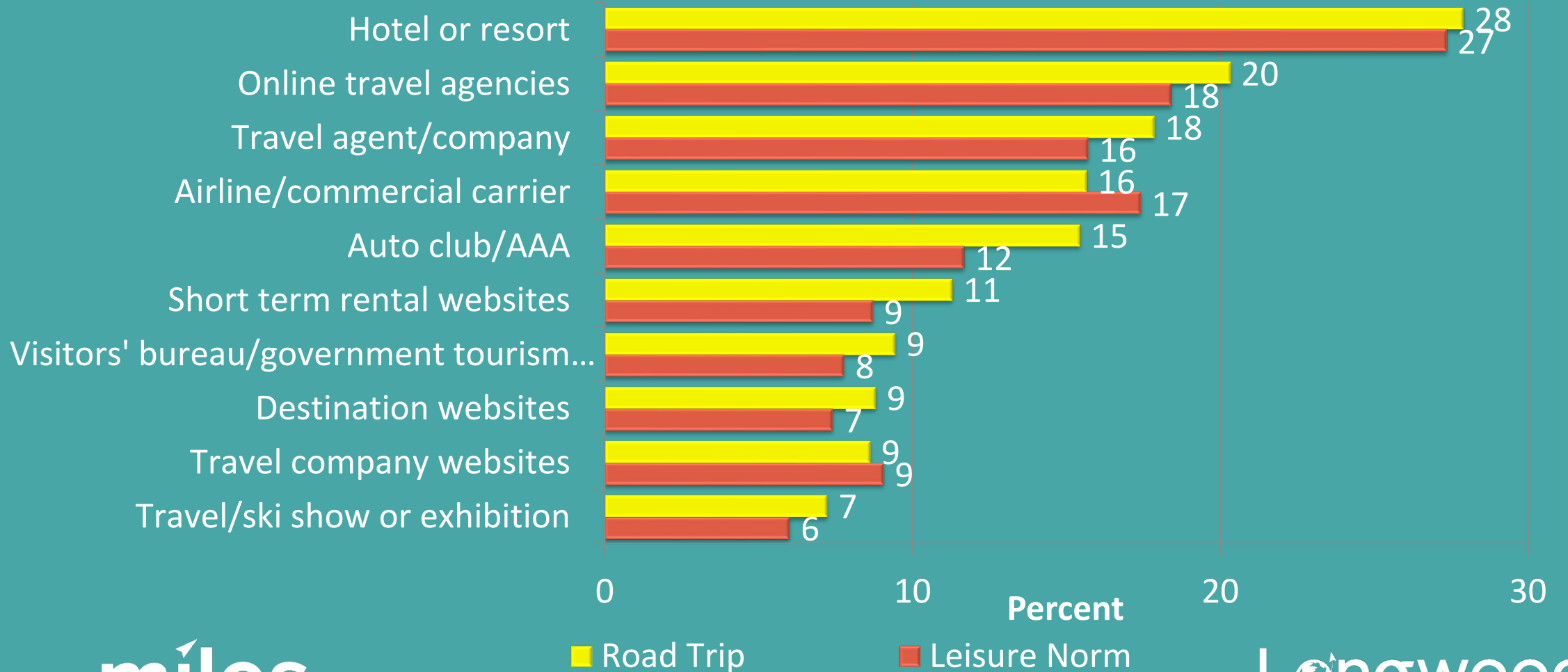
Length of Trip Planning

Base: Overnight Person-Trips



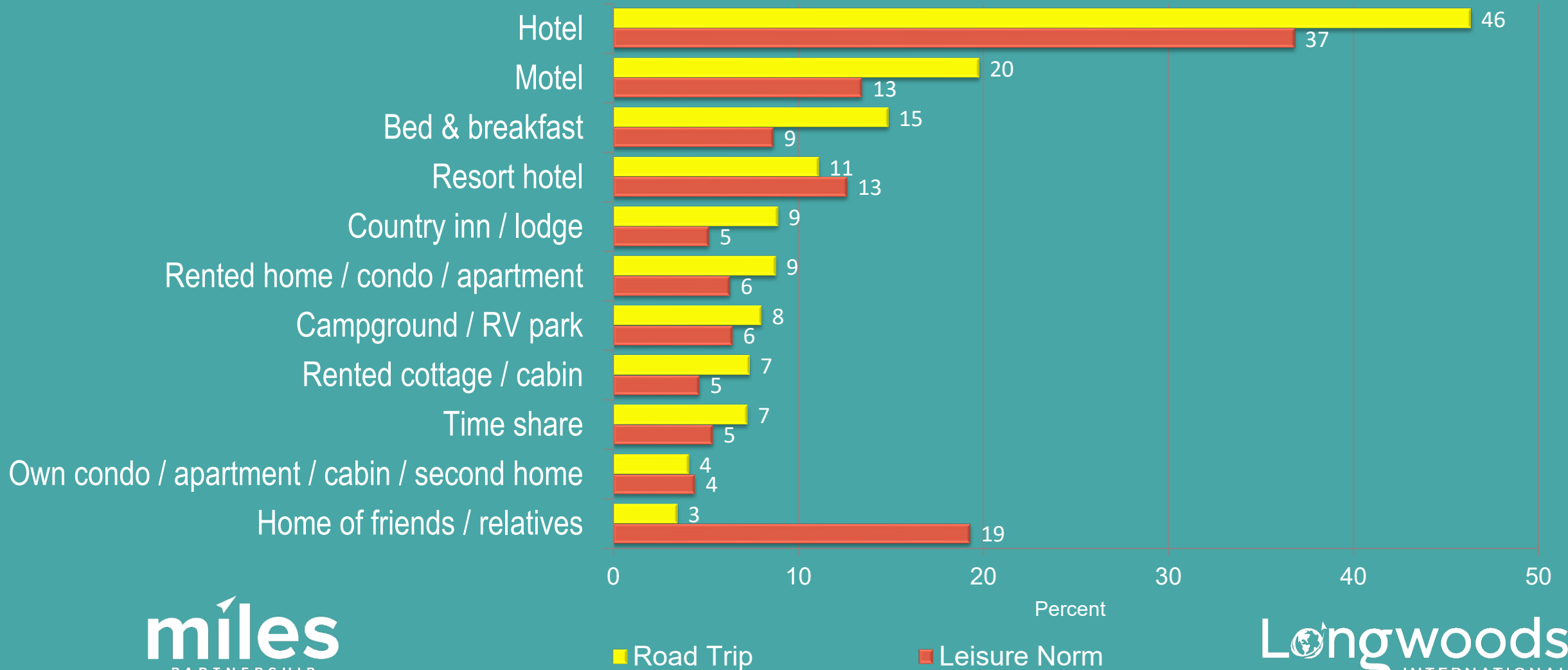
Method of Booking

Base: Overnight Person-Trips



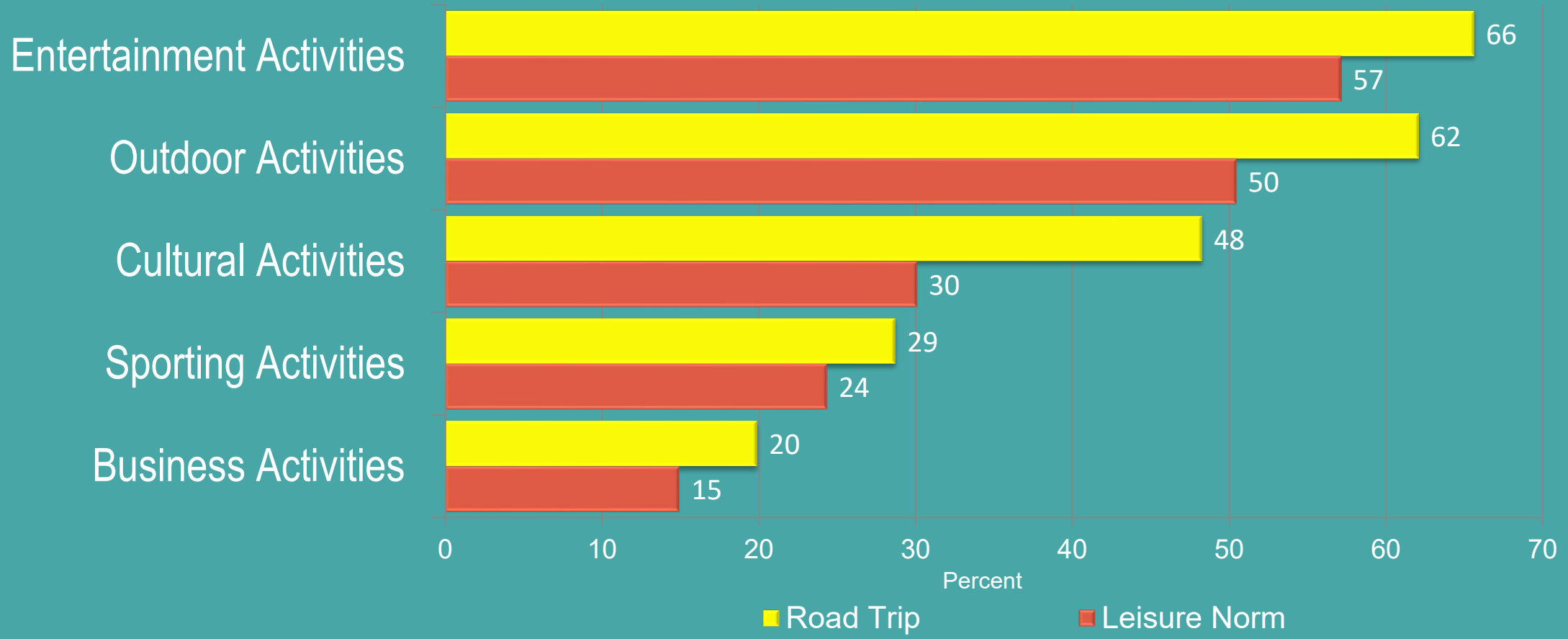
Accommodations

Base: Overnight Person-Trips



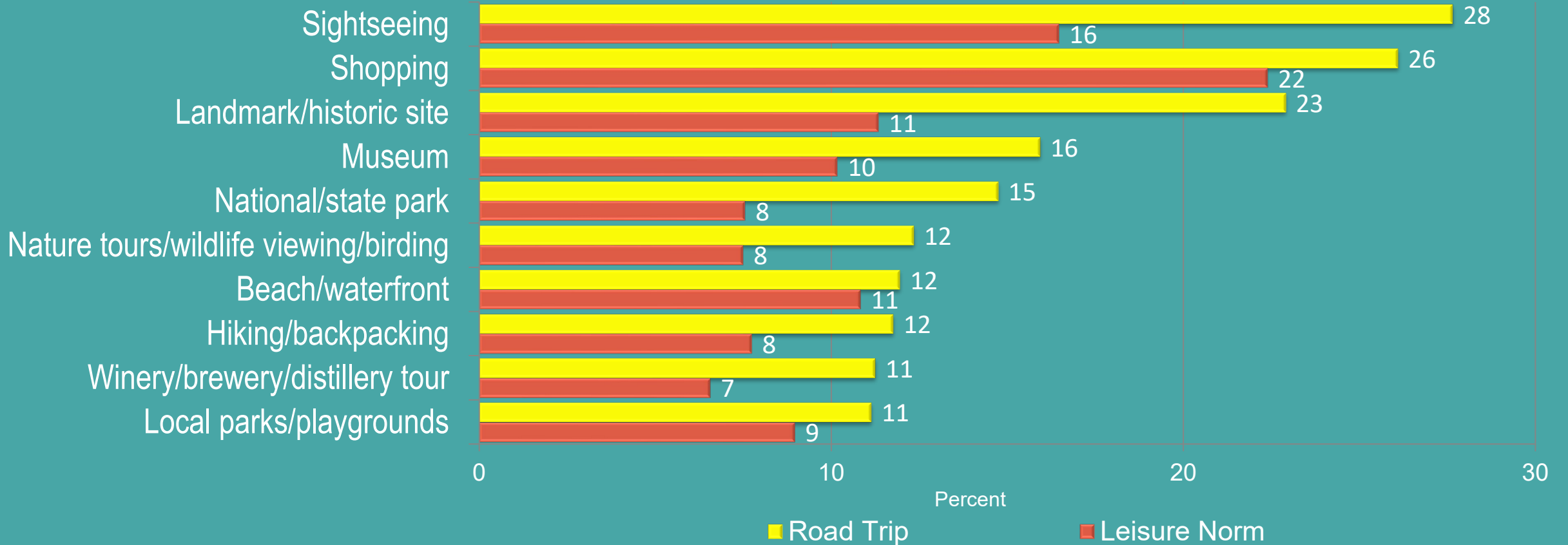
Activity Groupings

Base: Overnight Person-Trips



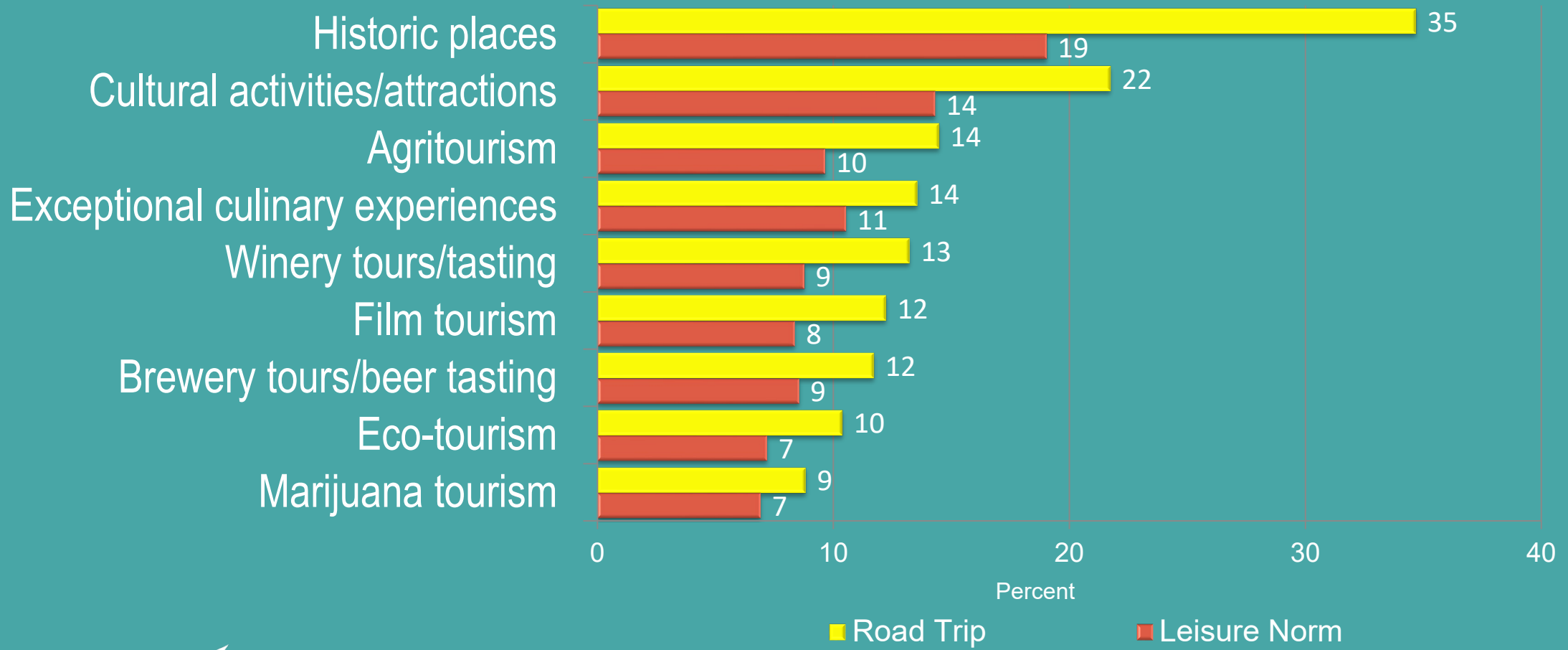
Activities and Experiences

Base: Overnight Person-Trips



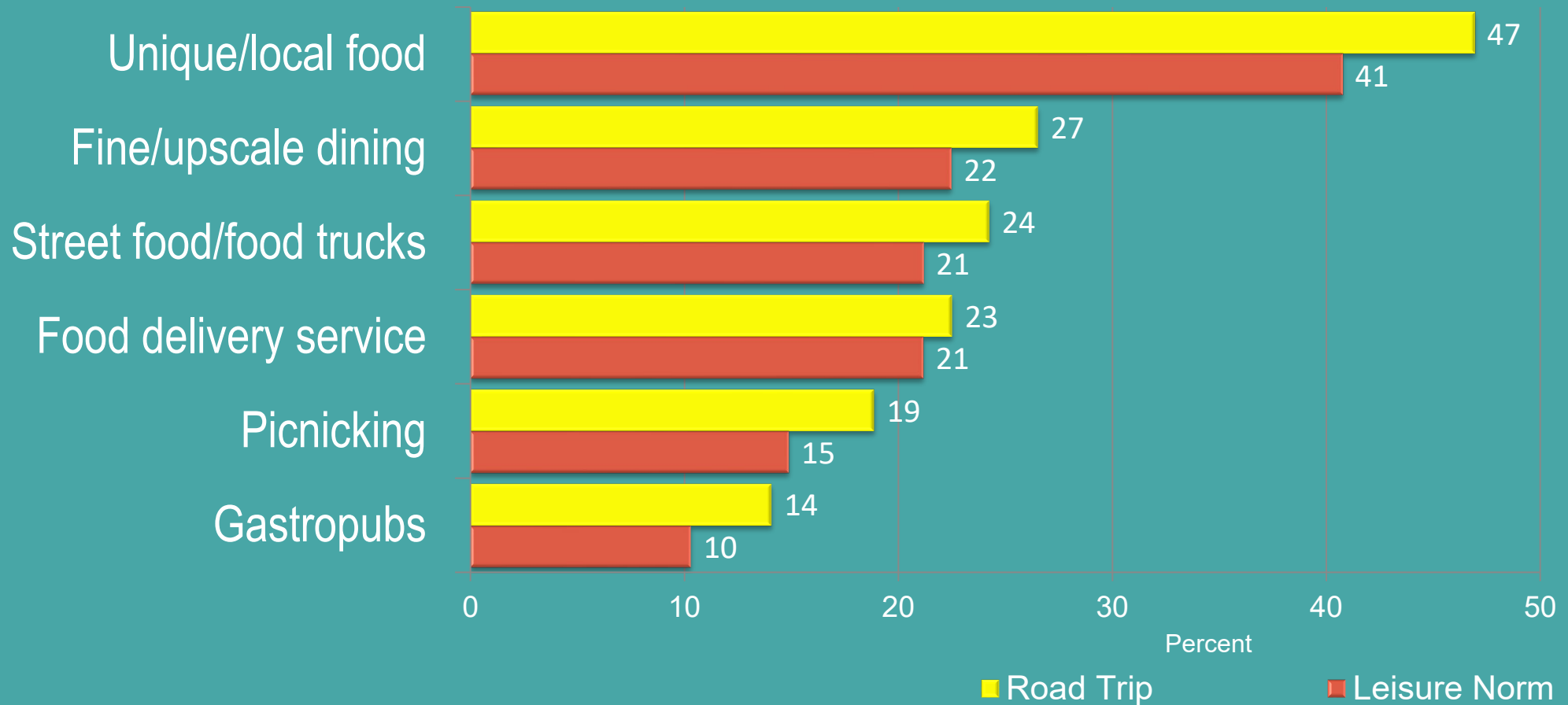
Activities of Special Interest

Base: Overnight Person-Trips



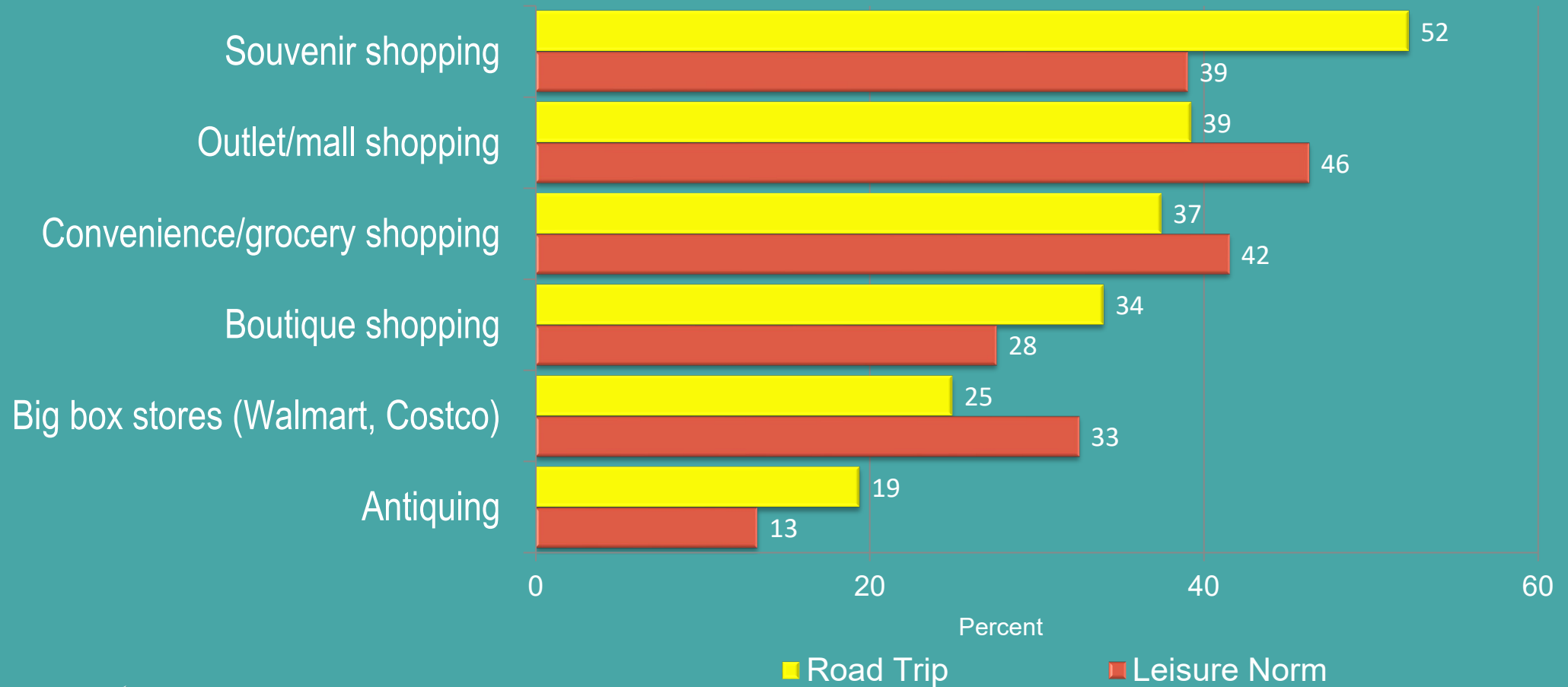
Dining Activities

Base: Overnight Person-Trips



Shopping Activities

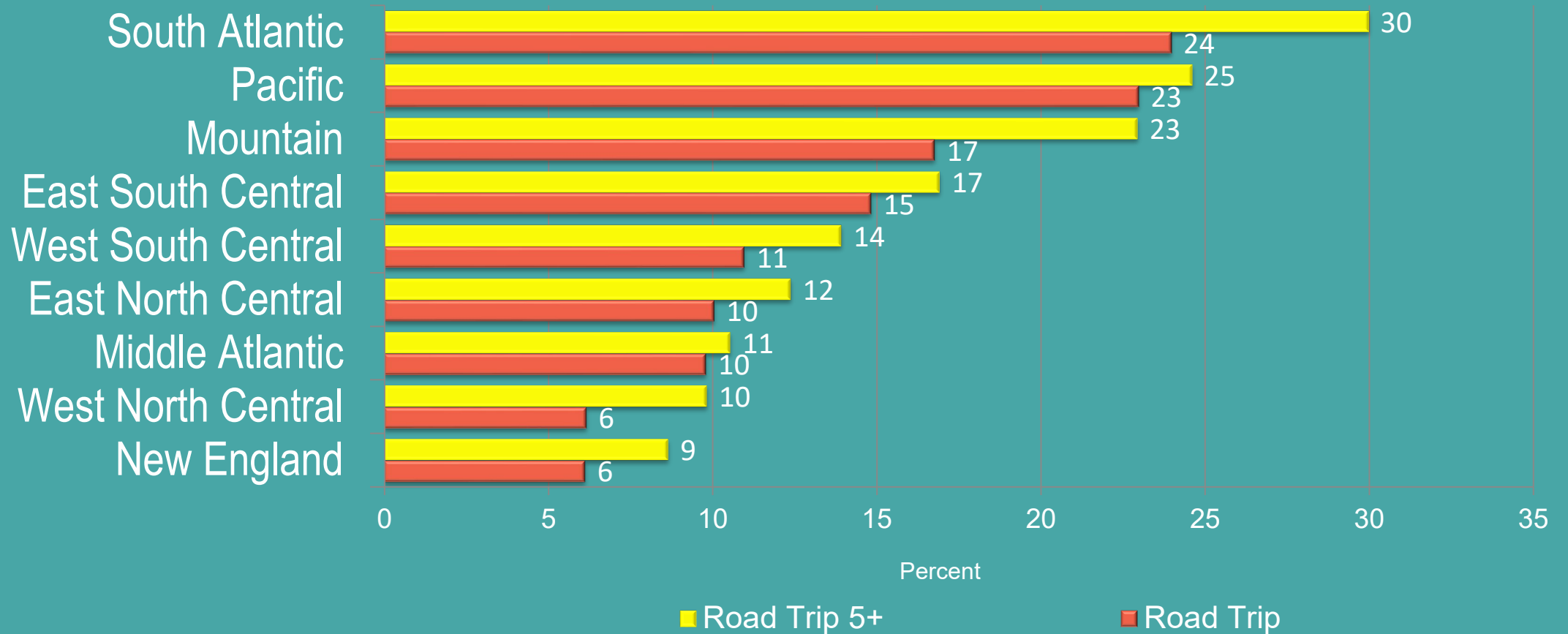
Base: Overnight Person-Trips



Road Trip 5+ vs. Road Trip

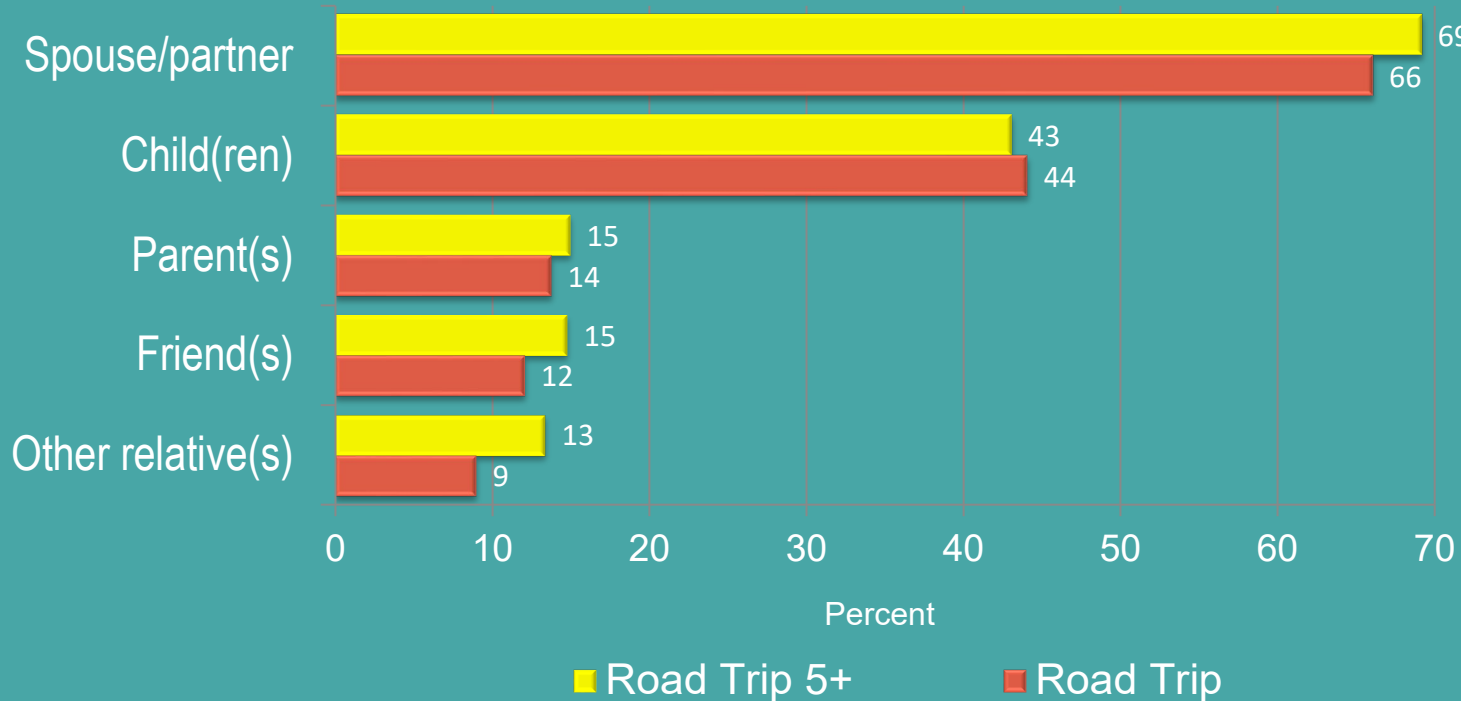
Regional Destination of Trip

Base: Overnight Person-Trips

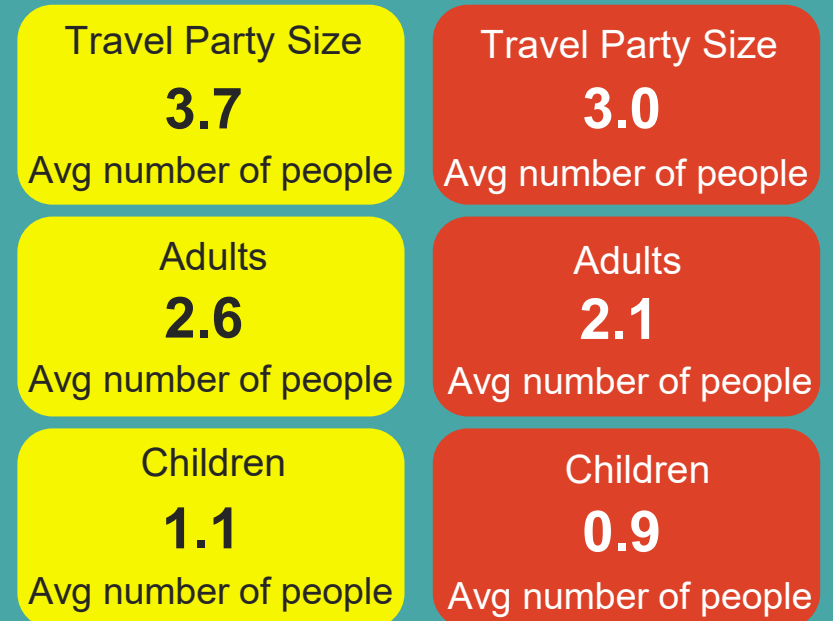


Travel Party Composition

Base: Overnight Person-Trips

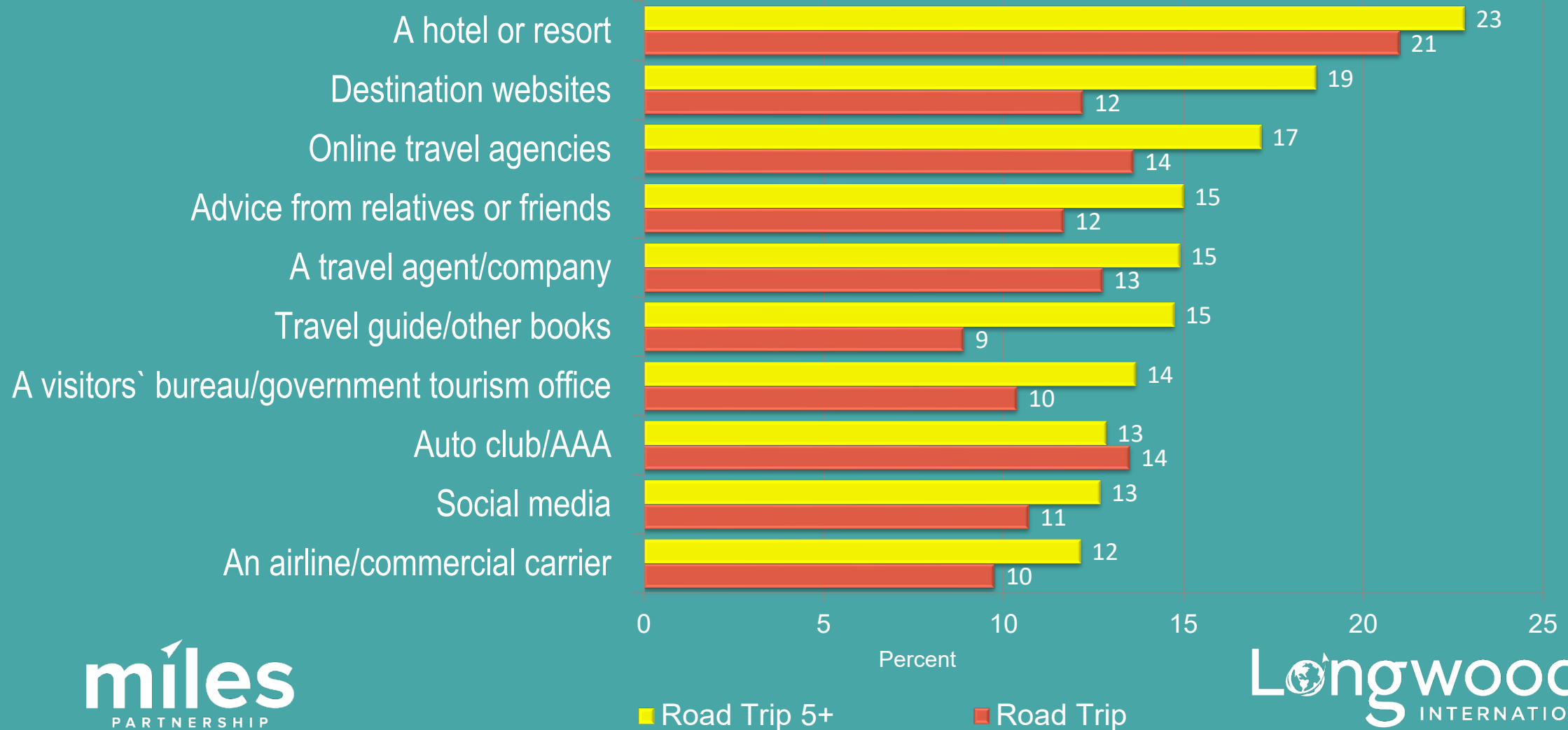


Size of Travel Party



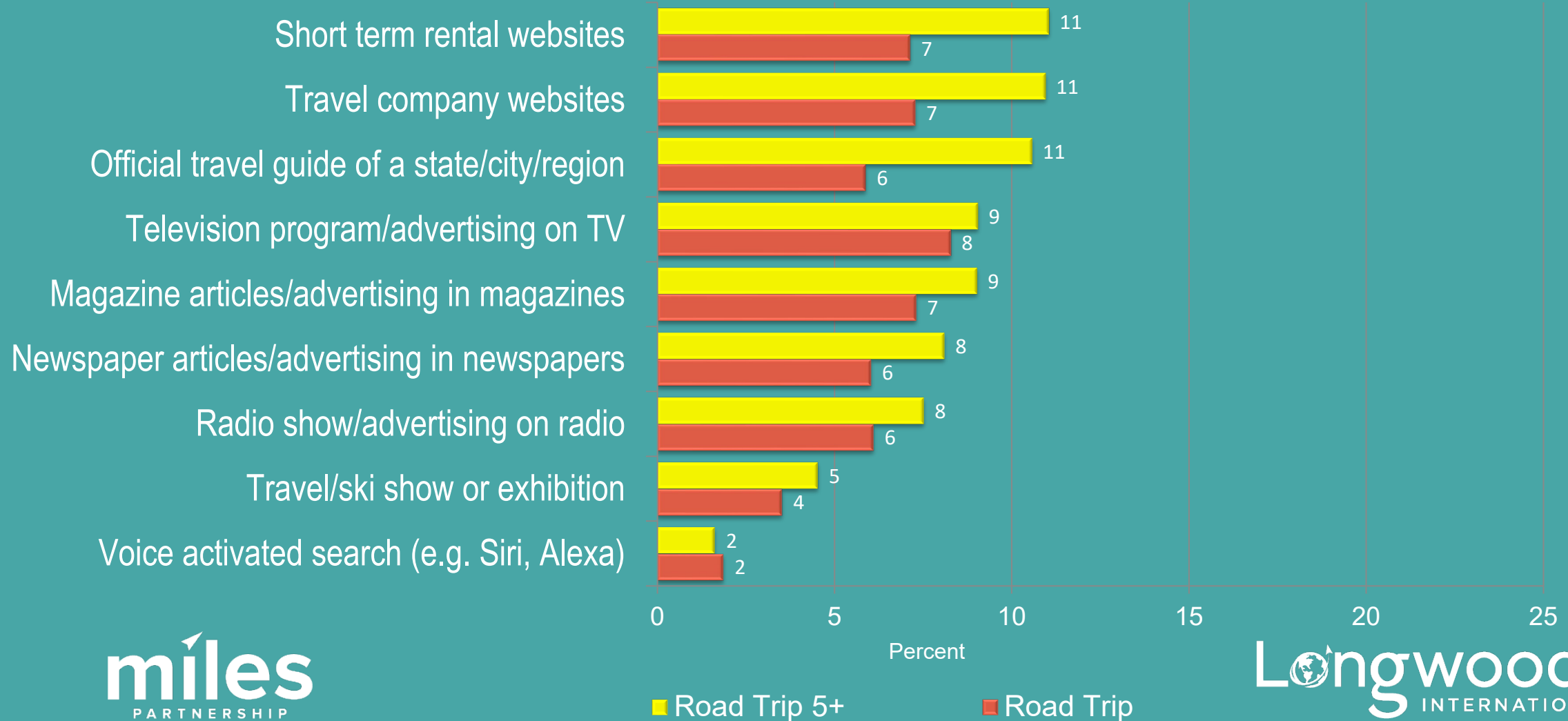
Trip Planning Information Sources

Base: Overnight Person-Trips



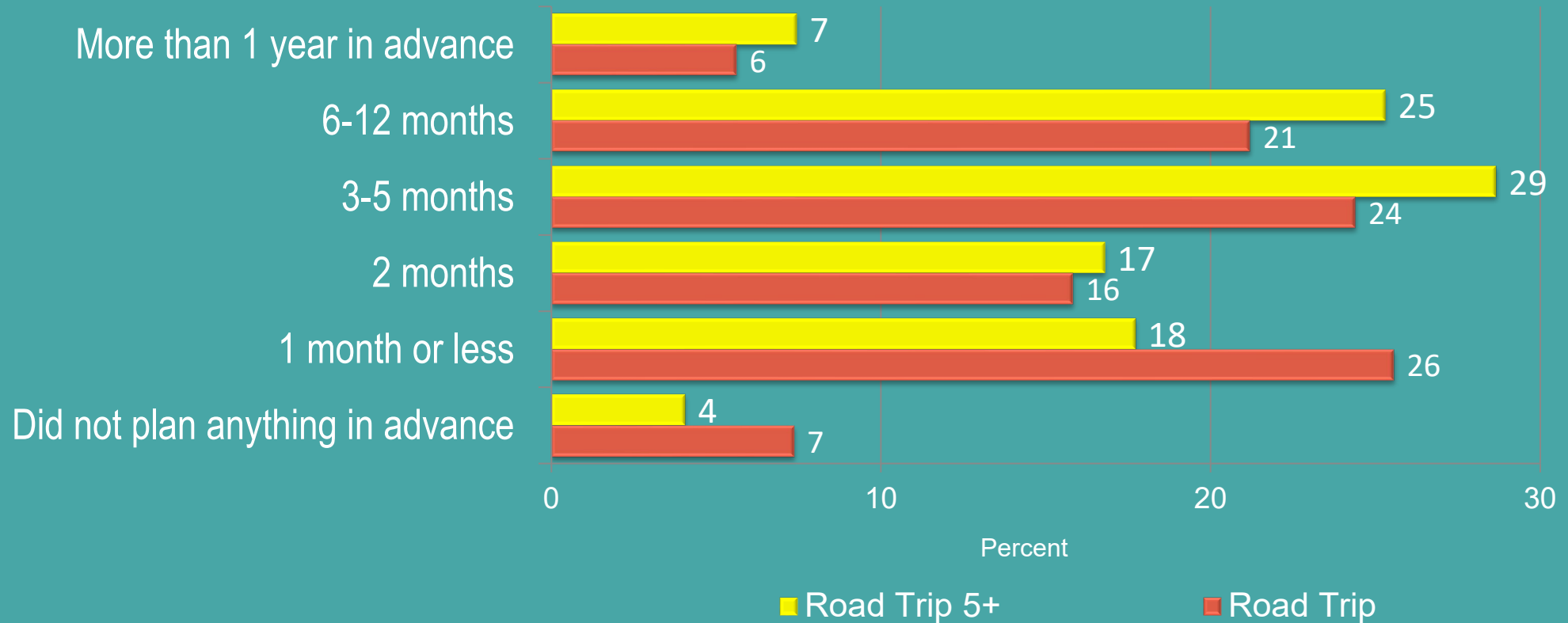
Trip Planning Information Sources (Cont'd)

Base: Overnight Person-Trips



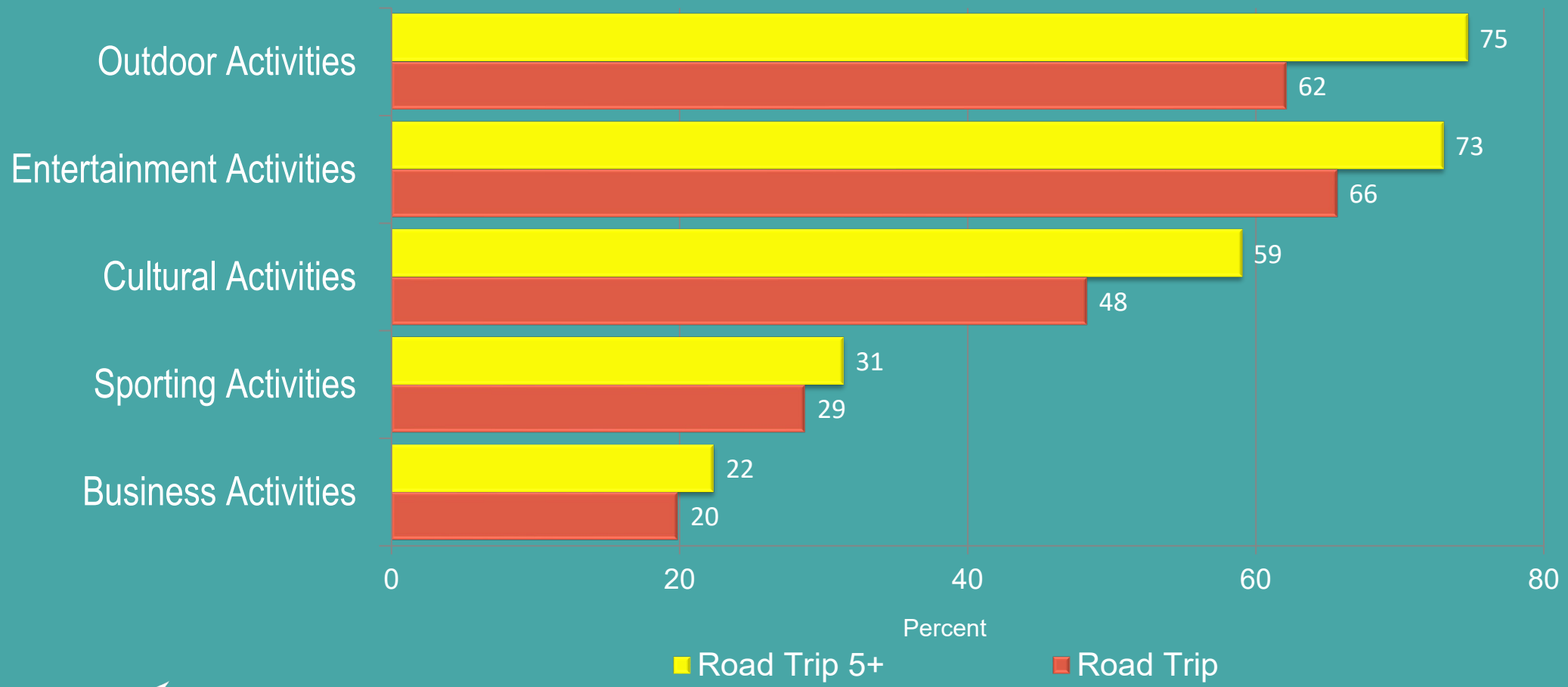
Length of Trip Planning

Base: Overnight Person-Trips



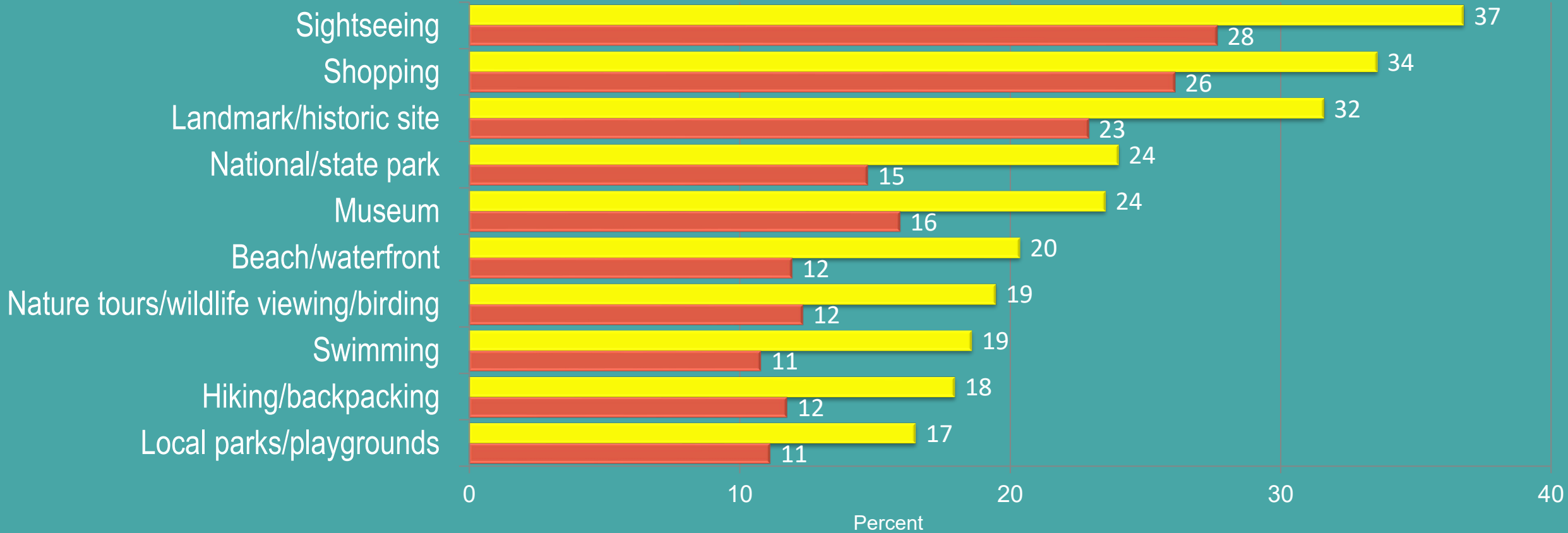
Activity Groupings

Base: Overnight Person-Trips



Activities and Experiences

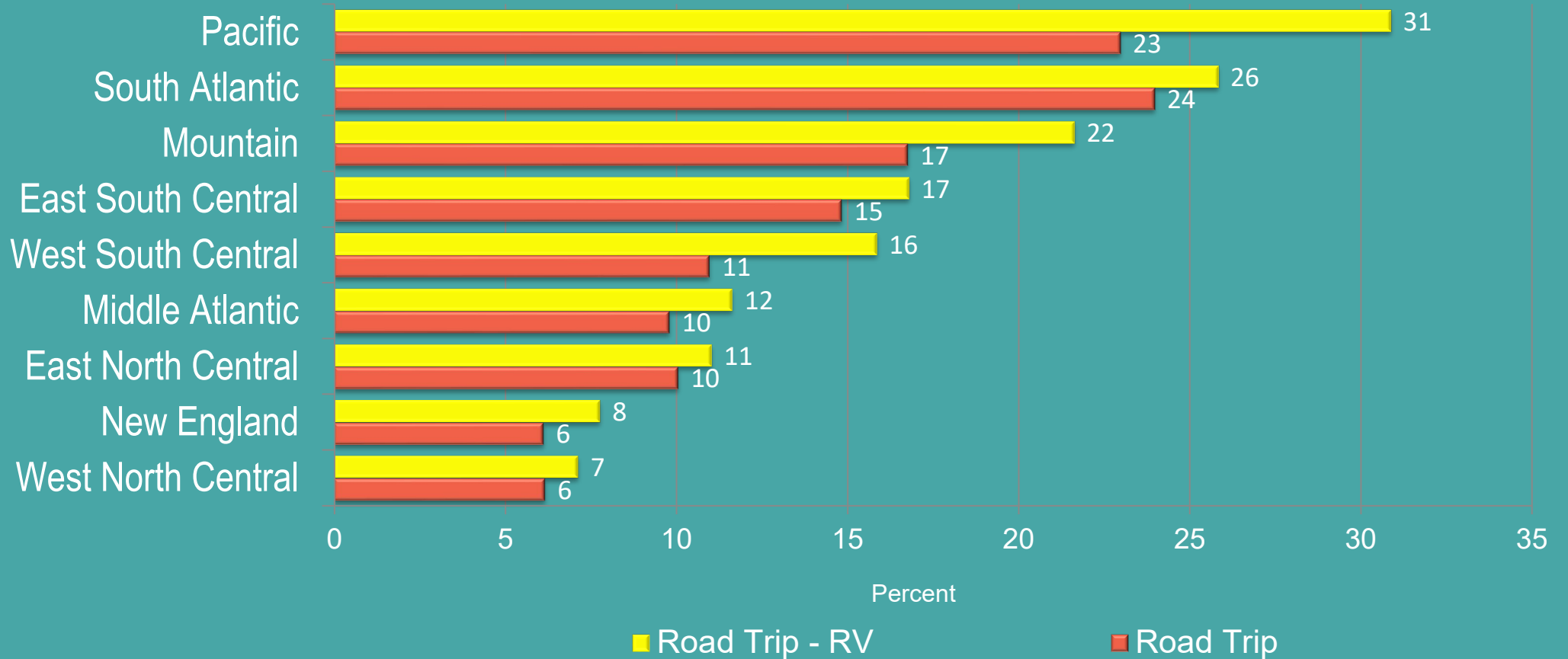
Base: Overnight Person-Trips



Road Trip - RV vs. Road Trip

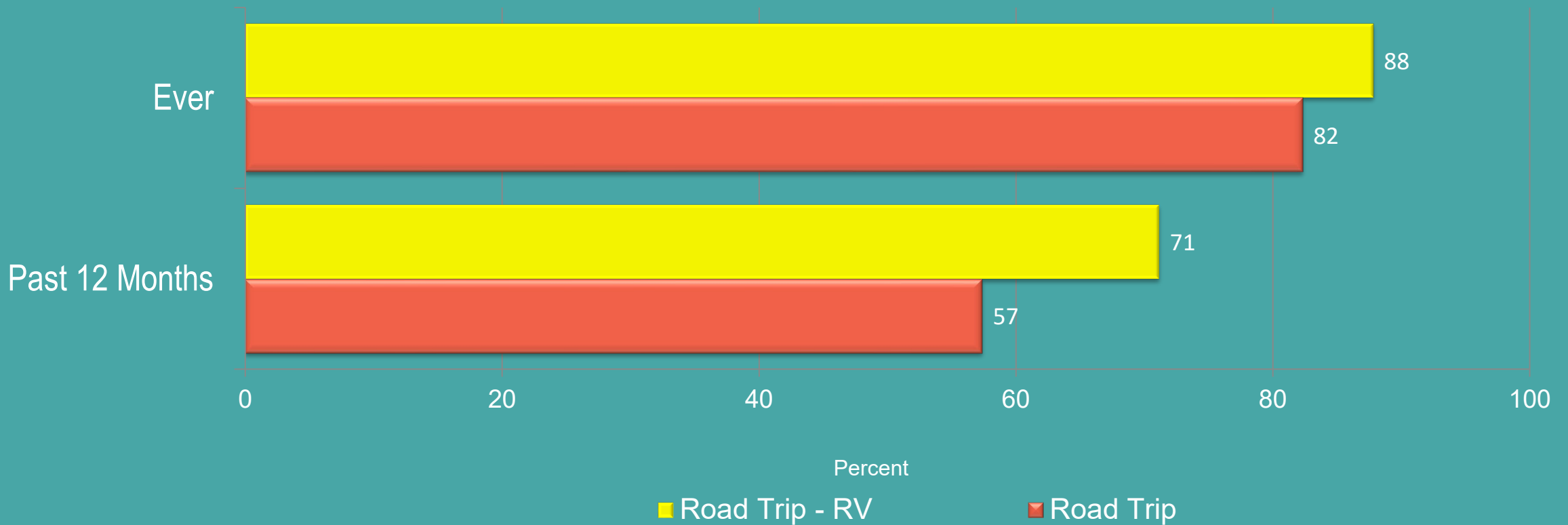
Regional Destination of Trip

Base: Overnight Person-Trips



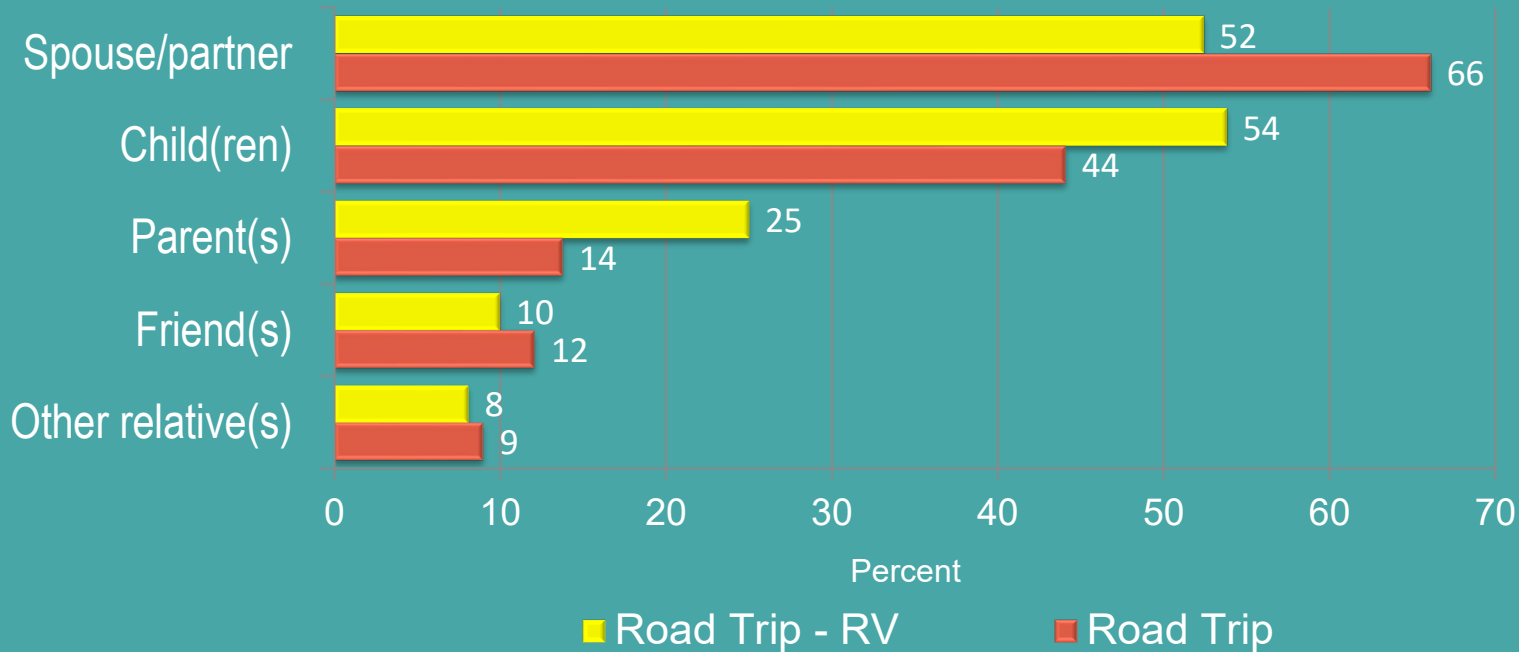
Past Visitation to Destination

Base: Overnight Person-Trips

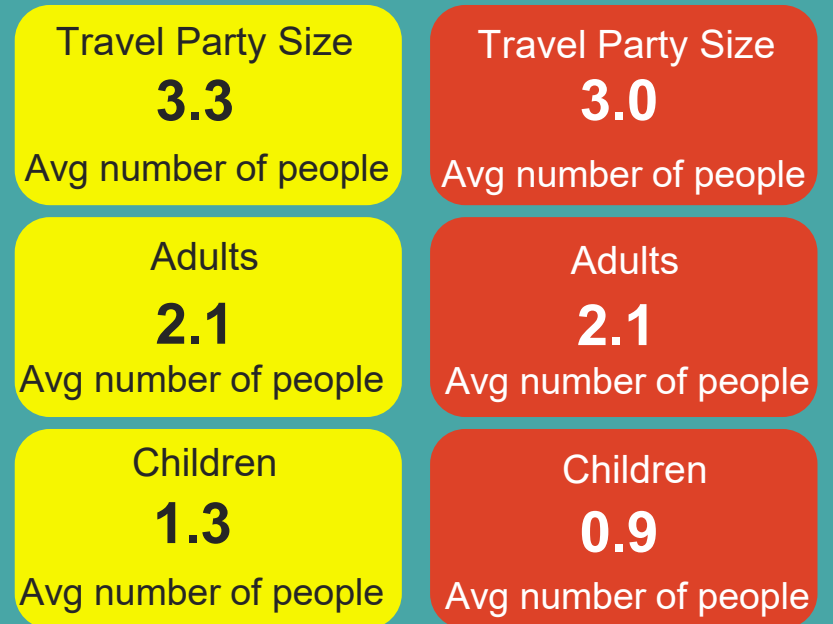


Travel Party Composition

Base: Overnight Person-Trips

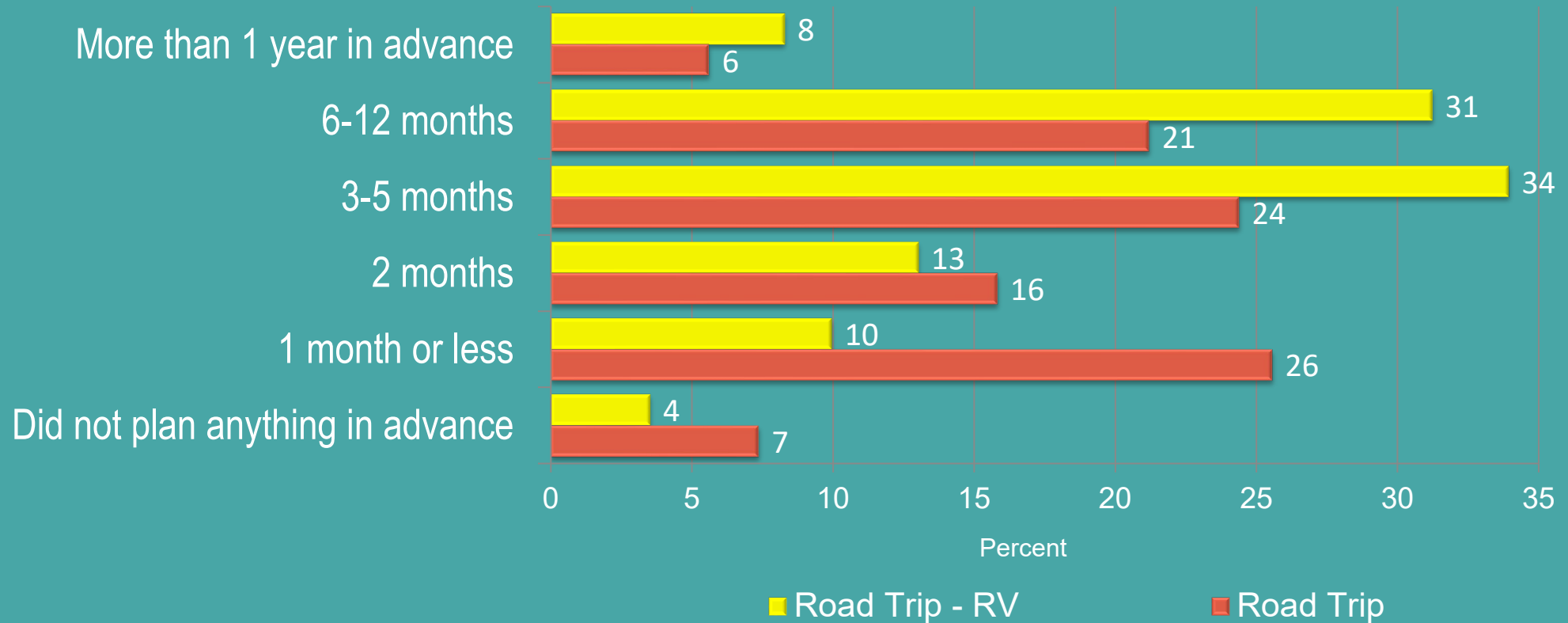


Size of Travel Party



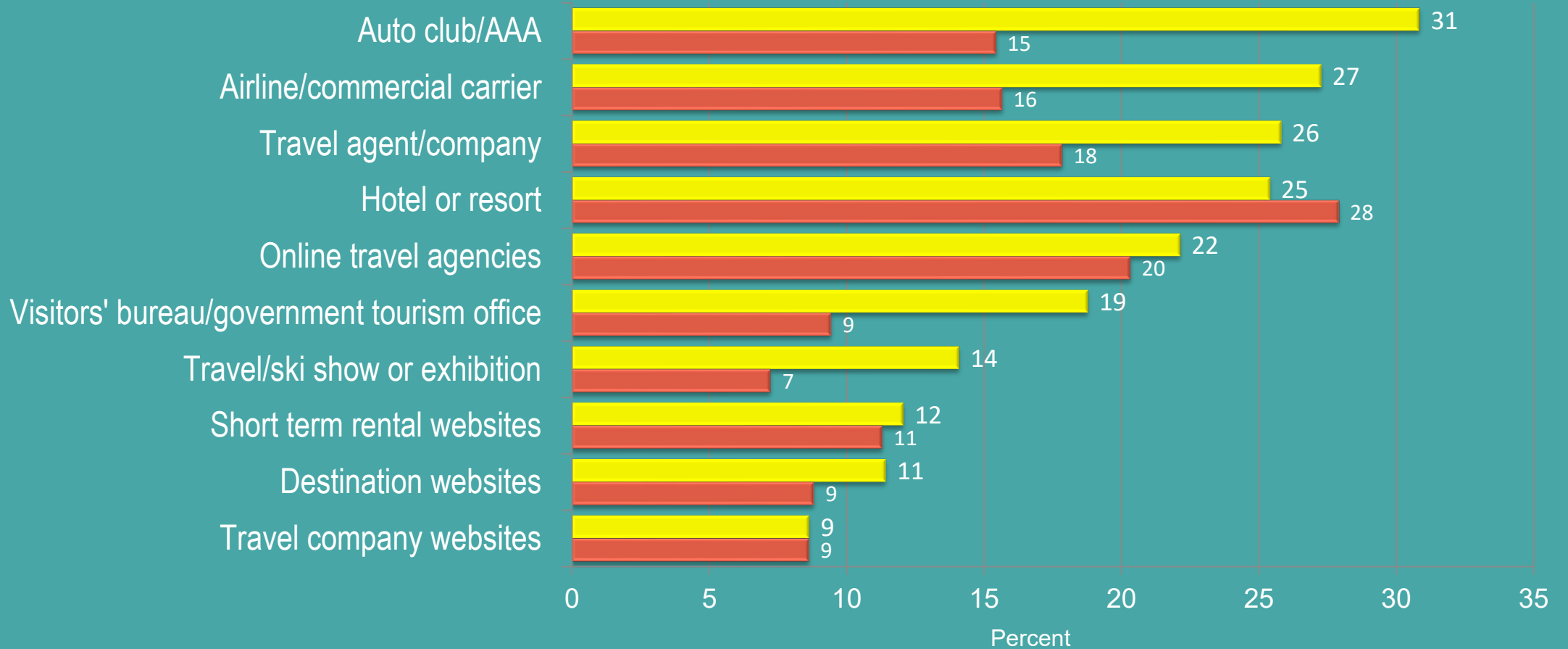
Length of Trip Planning

Base: Overnight Person-Trips



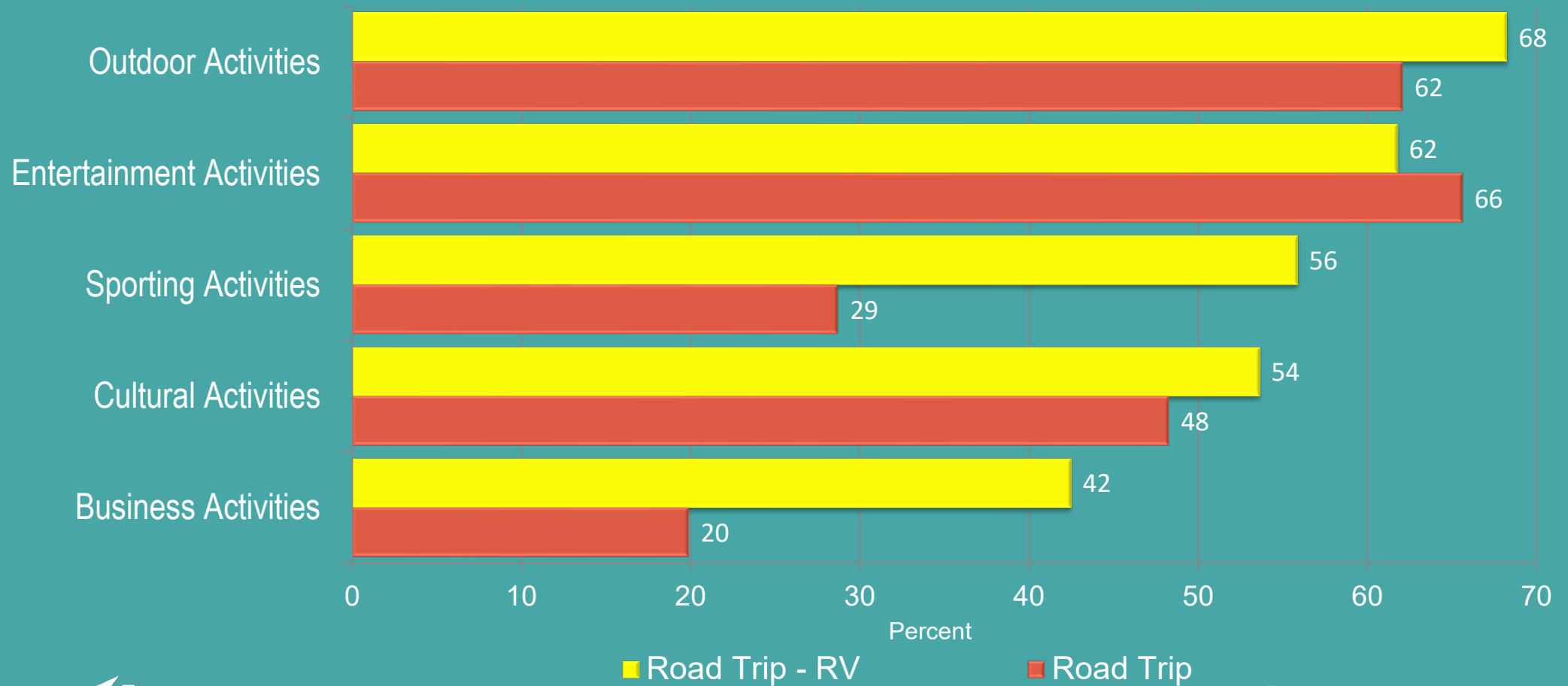
Method of Booking

Base: Overnight Person-Trips



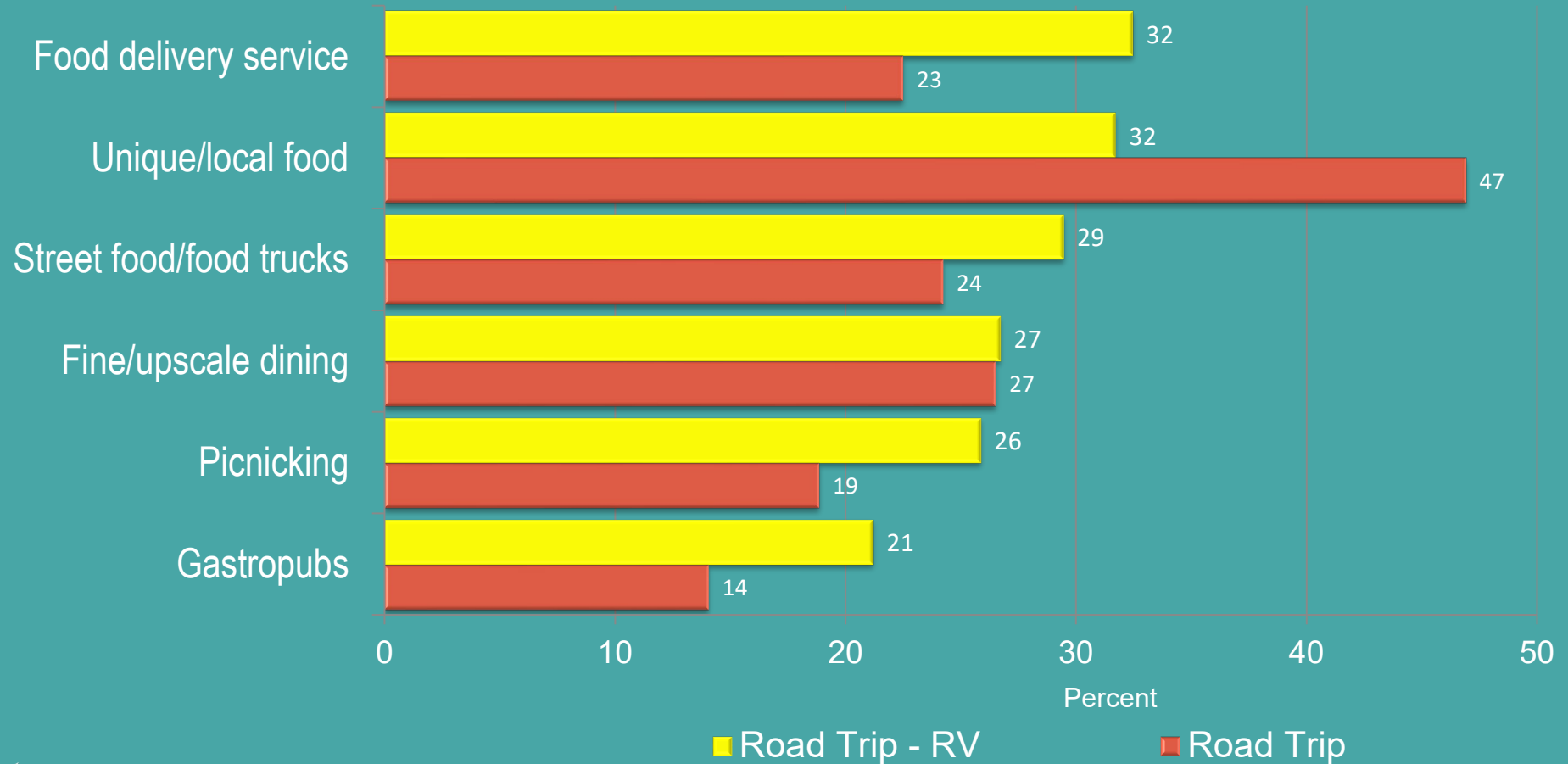
Activity Groupings

Base: Overnight Person-Trips



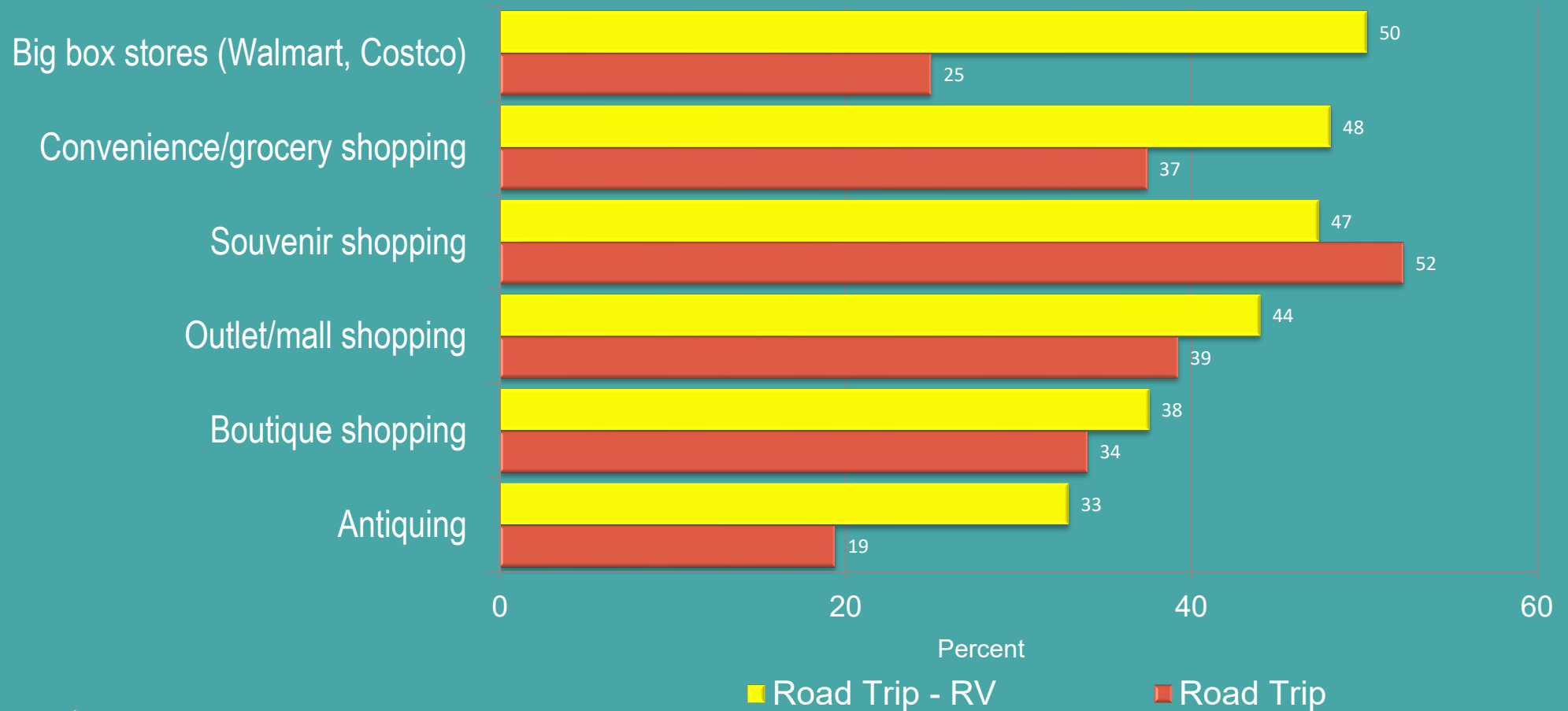
Dining Activities

Base: Overnight Person-Trips



Shopping Activities

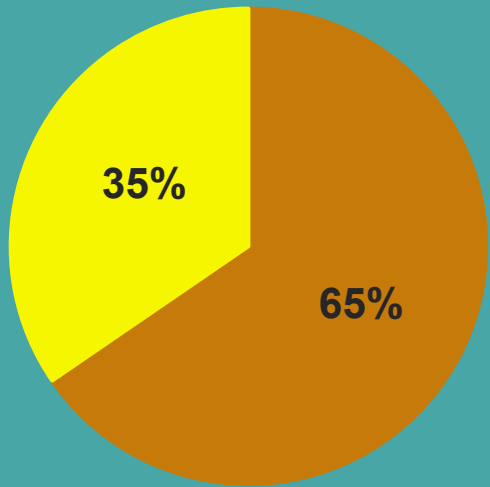
Base: Overnight Person-Trips



Gender and Age

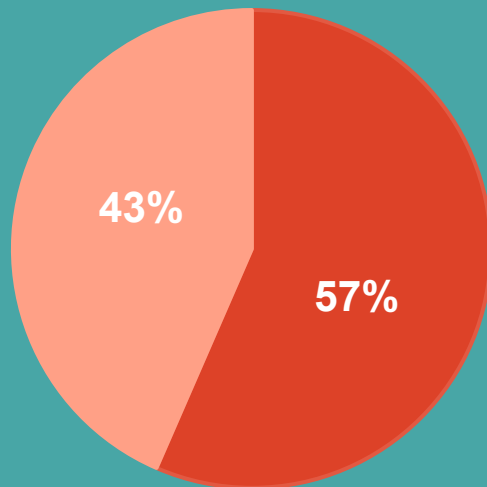
Base: Overnight Person-Trips

Road Trip - RV

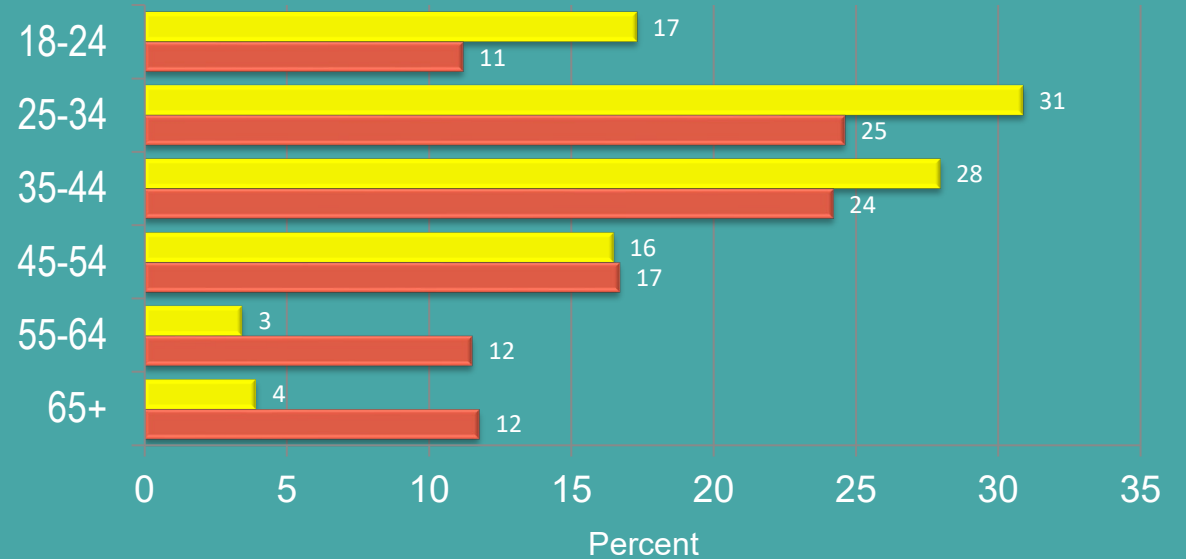


Male Female

Road Trip



Male Female



Road Trip - RV

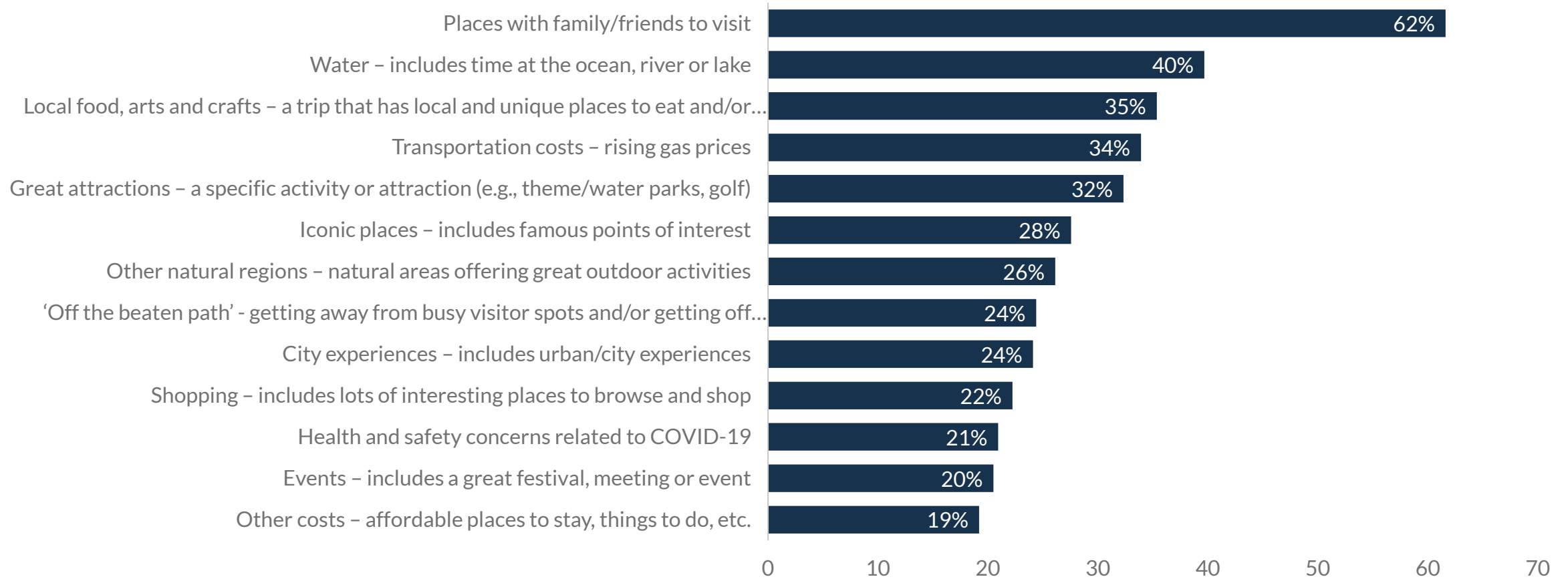
Road Trip

Average Age
36.5

Average Age
42.5

IMPACT ON TRAVEL PLANS

Factors Important in Deciding Where to Visit on Road Trips



Thank
You



miles
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Longwoods
INTERNATIONAL

TAKEAWAYS

1. Adjust marketing and messaging to address gas price and inflation concerns
2. Important marketing partners include hotels/motels, short-term rentals and AAA
3. Drive dispersal and length of stay with touring routes, passport programs & deals
4. Short-Term Rentals offer fresh opportunities in rural/small town destinations
5. RV market is booming with new, younger RV owners & renters



POLL

US ROAD TRIP MARKETING

MAY 24, 2022

Longwoods
INTERNATIONAL

miles
PARTNERSHIP

SPOTLIGHT SEGMENT:

RV AND MOTORHOME TRENDS AND OPPORTUNITIES

Monika Geraci
Director of PR and Communications
RV Industry Association
www.gorving.com

Go RVing®

PURE MICHIGAN ROAD TRIP

Kelly Wolgamott
Director, Travel Marketing

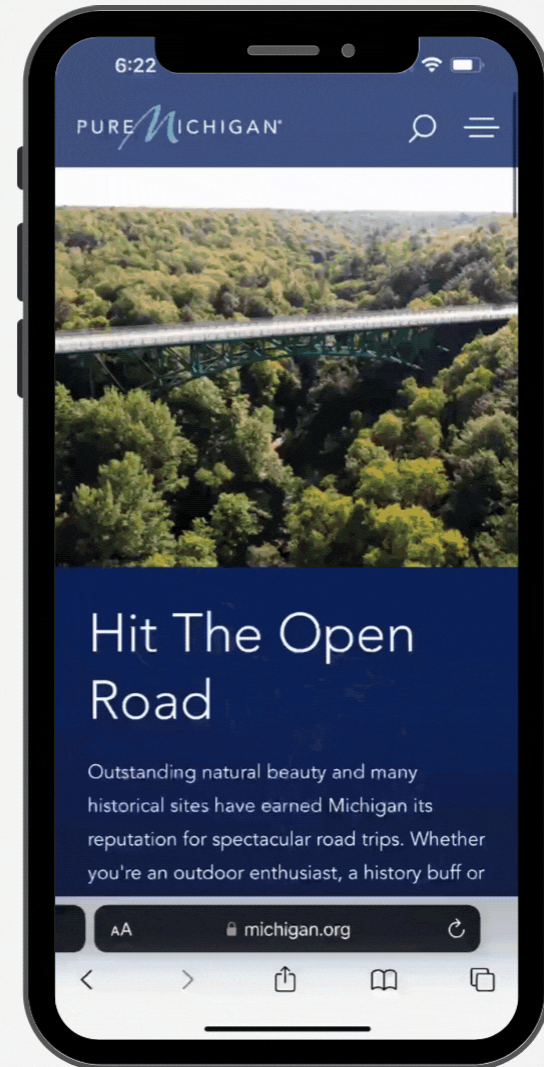


Along the Way TV



Open Roads Hub Page

This page is the HQ for all road trip content, it gives visitors a full view of the itineraries, articles and partner listings to bridge inspiration to planning.



HIT THE OPEN ROAD TRIP IDEAS



Road Trip

28 Spots for a Historic
Road Trip Along US 12
Heritage Trail [▶](#)



Road Trip

23 Beautiful Stops for a
Road Trip through the
Sunrise Coast [▶](#)

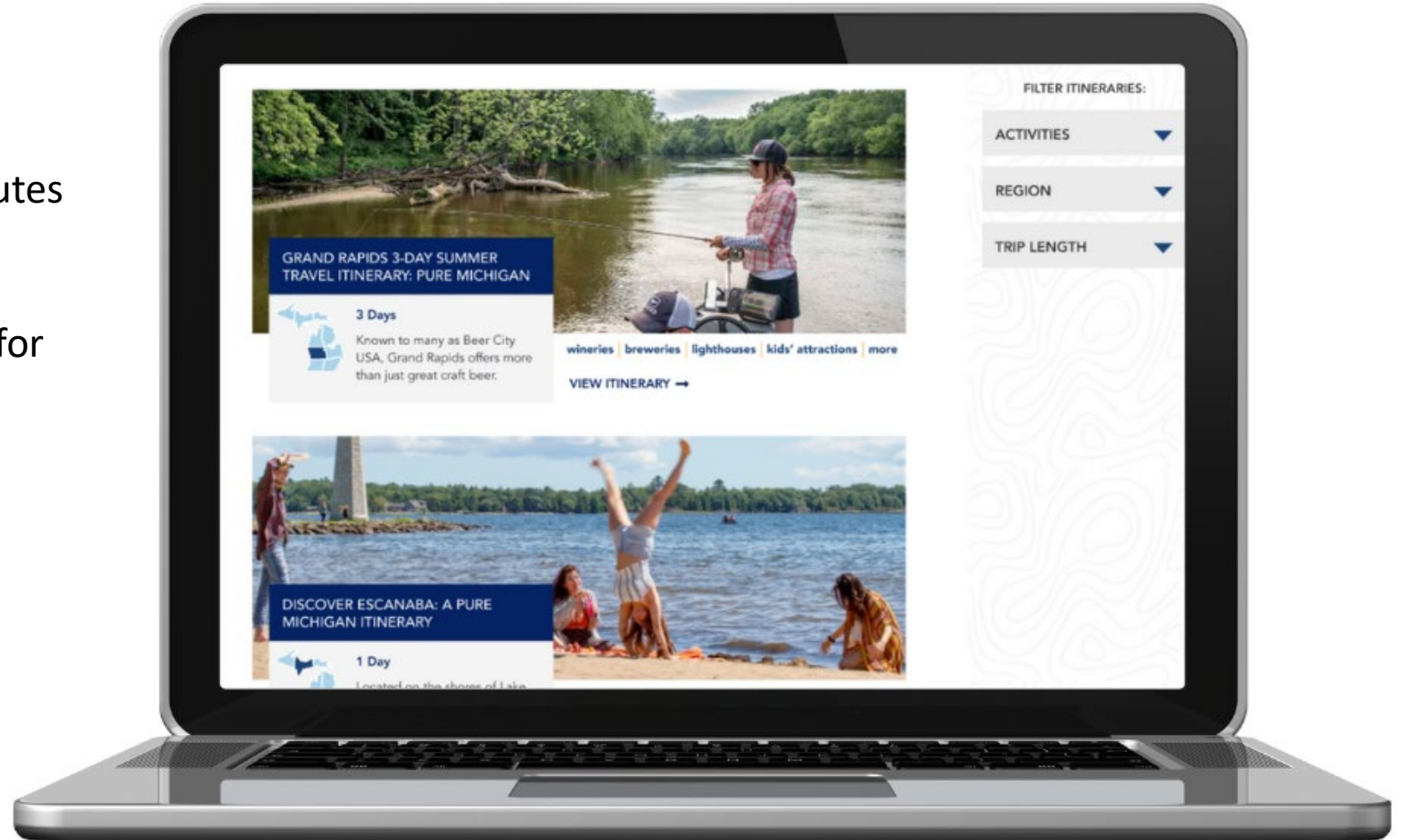


Road Trip

20 Scenic Stops for a
Road Trip Along the West
Michigan Pike [▶](#)

Itineraries

Connecting the dots on our suggested routes around Michigan with large-format photography, maps, and business details for places to stay and dine along the way.



15 Stops on a Road Trip Along the Tahquamenon Byway

Michigan's eastern Upper Peninsula features natural wonders, breweries, and wild animal sanctuaries. It's a 63-mile journey past waterfalls and lighthouses, and along miles of shoreline.



Things to Do in Traverse City: The Ultimate Pure Michigan Guide

Traverse City is a gorgeous and vibrant Northern Michigan town, perfect for a getaway any time of the year. It's rich history, delectable food options, shopping opportunities and various scenic vistas makes it an ideal destination for everyone. (Pro tip: consider a visit during spring or fall when you can save with a seasonal lodging package and enjoy the must-see, must-do activities around the region.)





SOUTHEAST LOWER PENINSULA TRIP IDEAS



6 Steps for a One Tank Road Trip in Southeast Michigan [»](#)



The Perfect Detroit Travel Guide for a First Time Visitor [»](#)



Things to Do at The Henry Ford: The Ultimate Pure Michigan Guide [»](#)

Search Michigan Attractions

Open Map

DISCOVER BELLAIRE

A PURE MICHIGAN ITINERARY



LAKES, RIVERS & BEACHES

Chain of Lakes Bellaire Area

The Bellaire area is home to Intermediate Lake, Lake Bellaire, Clam Lake and Torch Lake. www.michiganwatertrails.org

Bellaire Pontoon Boat Rental and Boat Tours

204 West Cayuga Street, Bellaire
Rent a boat or plan a boating tour through Torch Lake, Clam Lake, Lake Bellaire or Grass River. www.bellairepontoonrental.com



OUTDOOR RECREATION

Grass River Natural Area (GRNA)

6500 Alden Highway, Bellaire
More than 1,400 acres of protected nature to explore with boardwalks that give easy access through the terrain. | www.grassriver.org

Fun Fact: Both GRNA and Glacial Hills are designated "Sunset Coast Birding Trails."



SHOPPING & DOWNTOWN

The 45th Apparel

101 North Bridge Street, Bellaire
Michigan-inspired gifts and outdoor recreation clothing. | www.the45thapparel.com

The Flying Pig

105 Bridge Street, Bellaire
Repurposed and refurbished furniture and home décor. | www.facebook.com/the-flying-pig

Little Treasures Toy and Gift

100 Cayuga Street, Bellaire
Unique and classic toys, games and gifts. www.bellairetoys.com

Foxy's Custom Cruises

6349 Old Torch Lake Drive, Bellaire
Explore everything the Chain of Lakes has to offer with ease via boat rental or tour. www.foxycustomcruises.com

Paddles & Pedals

206 North Bridge Street, Bellaire
Provides rentals that include kayaks, stand-up paddleboards, canoes, mountain bikes, fat tire bikes and more. www.bellairepaddlesandpedals.com

Glacial Hills Pathway and Natural Area

Eckhardt Road parking lot and trailhead
3417 Eckhardt Road, Bellaire
More than 30 miles of trails for hiking and biking, and the trailhead offers bathroom facilities and picnic tables. | www.glacialhillstrails.org

Ruthann's Gourmet Bakery

105 North Bridge Street, Suite B, Bellaire
Award-winning artisanal muffins, cookies, cupcakes and bread. | www.ruthannsgourmetbakery.com

The Spice & Tea Exchange

113 North Bridge Street, Bellaire
Hand-mixed seasonings, 140+ fine spices, salts, teas, gourmet gifts and more. | www.spiceandtea.com

Uniquely North

221 North Bridge Street, Bellaire
Décor, clothing, art, jewelry, gifts and more, inspired by Michigan. | www.uniquelynorth.com

A PURE MICHIGAN ITINERARY



HANDCRAFTED BEVERAGES

Bee Well Mead & Cider

116 Bridge Street, Bellaire
Hand-crafted meads and ciders served in a cozy atmosphere with reclaimed wood décor. www.beewellmeadery.com

Cellar 1914

5833 Shooks Road, Central Lake
Local wines and picturesque vineyard views. www.cellar1914.com

Hello Vino

122 North Bridge Street, Bellaire
Description: Local and world wines, as well as unique wine cocktails. | www.hellovinobellaire.com

Mammoth Distilling

109 North Bridge Street, Bellaire
Tasting room with Northern Michigan inspired spirits and hand-crafted cocktails. www.mammothdistilling.com/bellaire

Short's Brewing Company

121 North Bridge Street, Bellaire
A variety of Michigan craft beer and pub with specialty pizzas, sandwiches and appetizers. www.shortsbrewing.com

Torch Lake Cellars

5245 Clam Lake Road, Bellaire
Local wine and cider in a rustic setting with panoramic views. | www.torchlakecellars.com



WHERE TO EAT

Bellaire Smokehouse

508 North Bridge Street, Bellaire
Smoked fish, homemade sausages, Michigan craft beverages and more. | www.bellaireSmokehouse.com

The Corner Bistro

102 North Bridge Street, Bellaire
Small plates inspired by French cuisine and classic cocktails. | www.cornerbistrobellaire.com

Lunch Box

106 East Cayuga Street, Bellaire
All-day breakfast, classic salads and sandwiches and a pie-of-the-day. | www.lunchboxbellaire.com

Terrain

213 North Bridge Street, Bellaire
Contemporary American cuisine rooted in Northern Michigan flavors. www.terrain-restaurant.com

Toonies Fish & Steakhouse

216 North Bridge Street, Bellaire
A local favorite for family dining. www.tooniesfishandsteakhouse.com



WHERE TO STAY

Local Bed and Breakfasts

Bellaire Area
Provides small-town charm for your Bellaire stay. www.bellairechamber.org

Shanty Creek Resort

Summit Village, 5780 Shanty Creek Road, Bellaire
A variety of lodging options, renowned golf courses and shuttle services to and from downtown Bellaire. | www.shantycreek.com

Stone Waters Inn

226 North Bridge Street, Bellaire
Downtown location with uniquely themed rooms on the bank of Intermediate River. www.stonewatersinn.com



YEAR-ROUND ATTRACTIONS

Fall brings breathtaking scenery with fall color tours of vibrant reds and golds. When winter arrives, outdoor adventures like skiing, snowmobiling, snowshoeing and more are set against a serene winter backdrop.



Use #PureMichigan on Instagram or Twitter to share photos of your perfect Michigan getaway.

PURE MICHIGAN®

LEARN MORE www.michigan.org | www.bellairechamber.org

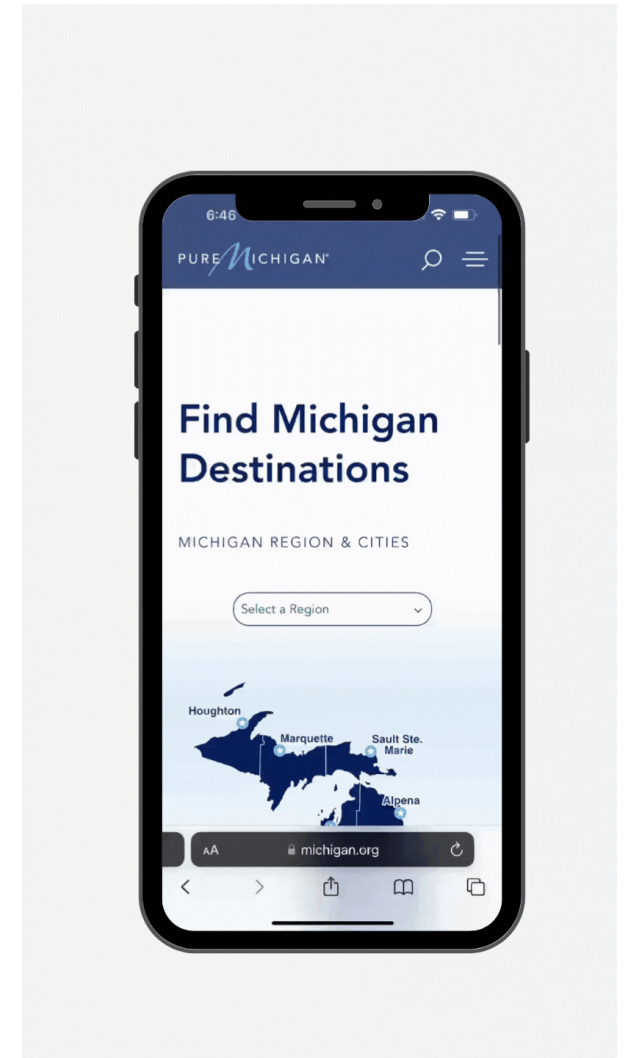
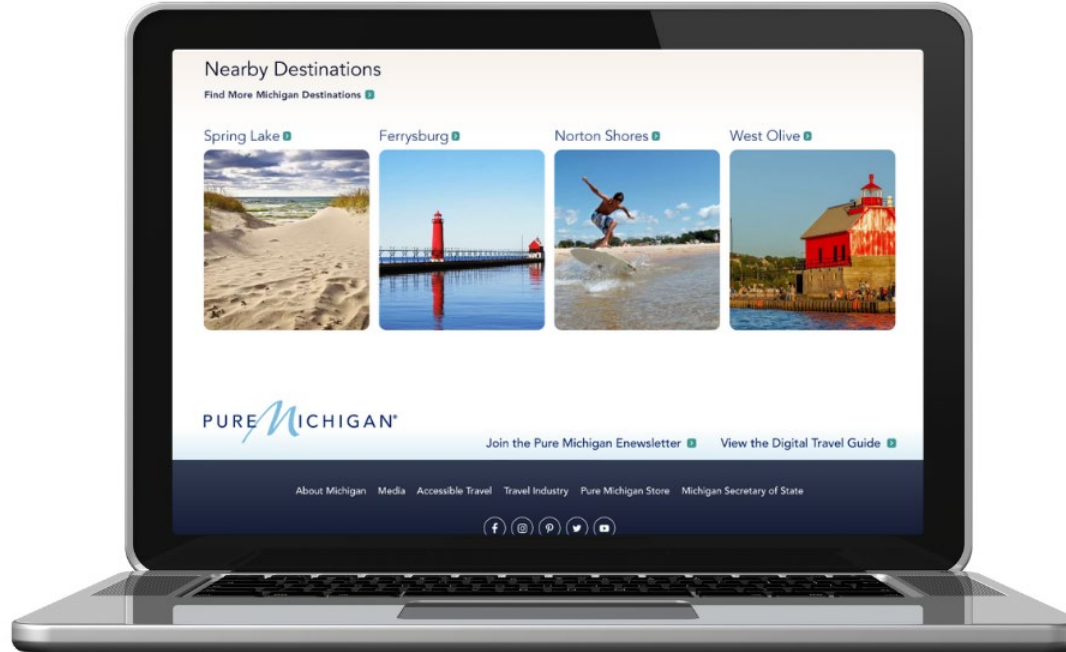
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4682-191821

PURE MICHIGAN®

Locating Cities

Michigan has more than 1,700 cities, important to make sure they're easy to locate and oriented with nearby context for visitors to see they are never far from a must-see spot or hidden gem.



Coca-Cola Partnership



PURE MICHIGAN®



Motown Station - Pandora

Now Playing My Collection Browse

Search

pandora Sign Up Log In ?



Motown
10M Listeners

Motown began as a Detroit label with a roster of artists that gave a pop sensibility to soul music. Tune in for all the classic Motor City hits!

SONGS ON THIS STATION



Just My Imagination (Running Away With Me)
The Temptations

3:47



I Wish
Stevie Wonder

4:12

PURE MICHIGAN®

A vertical advertisement featuring a photograph of a city street with a curved elevated roadway and modern buildings under a blue sky with light clouds. A dark blue rectangular box is overlaid at the top, containing white text. At the bottom, there is a light blue button with white text and the "PURE MICHIGAN" logo in white and blue.

Let the
MOTOWN STATION
drive your summer
road trip.

LISTEN NOW

PURE MICHIGAN®



FALL ROAD TRIPS

MICHIGAN'S FALL COLOR SHOW DOESN'T END AT THE TREES. THESE FOUR DRIVES ADD SPARKLE WITH WATER VIEWS AND BYWAY STOPS.

WRITER GINGER CRICHTON



NATIONAL BYWAY COPPER COUNTRY TRAIL

When you really want to get away from it all, head north—all the way up the Keweenaw Peninsula to its tip at Copper Harbor. The best way to get there? **Copper Country Trail National Byway**, a 47-mile stretch of US-41. Stop to explore the **Keweenaw**

National Historical Park, with 21 sites that tap into the region's copper mining past. (Don't miss Hancock's **Quincy Mine** tours, Houghton's **A.E. Seaman Mineral Museum** or **Laurium Manor Inn**, once a copper baron's mansion.) Brilliant trees arch over the road as you near Copper Harbor. Gawk at mountains framing Lake Superior from the 9-mile **Brockway Mountain Drive**, then head for dinner with sunset lake views at Copper Harbor's **Harbor Haus** or **Fitzgerald's** in Eagle River.



JEANENNE TORNATORE

SPECTRUM NEWS

WEEKEND PASS
ONE TANK TRIPS: TRAVEL WITHOUT BREAKING THE BANK



(AP Photo)

TRAVEL

One tank trip: Hit the road without breaking the bank



BY BRIONNA RIVERS | OHIO
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OHIO — Memorial Day is the official kick-off to the summer travel season and across the state, vacationers are gearing up for the busy holiday weekend.

As prices, even road trips have become more expensive, but there are some great destinations from Ohio that are perfect for an affordable “one-tank trip.”

Jeanenne Tornatore recommends a quick drive to Michigan, Chicago, Illinois, or Indiana, all of which have hotspots less than 400 miles from Cleveland or Columbus.



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Updated: May. 17, 2022, 3:09 p.m. | Published: May. 17, 2022, 2:51 p.m.

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Emma Stein

Detroit Free Press

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By Jack Nissen | Published May 16, 2022 | Electric Vehicles | FOX 2 Detroit

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