

U.S. ROAD TRIPS RESEARCH SUMMARY

RESEARCH & INSIGHTS ON ROAD TRIP & ELECTRIC VEHICLE TRAVEL

Research from Longwoods International and
Analysis and Insights from Miles Partnership



U.S. ROAD TRIPS & EV TRAVEL RESEARCH SUMMARY

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



VISITOR PROFILE

GENDER
46% FEMALE • 54% MALE

FAMILIES
33% TRAVELING WITH KIDS

EDUCATION
40% COLLEGE DEGREE

ETHNICITY

WHITE	80%
OTHER	11%
HISPANIC BACKGROUND	15%
AFRICAN AMERICAN	12%
HOUSEHOLD INCOME	
UNDER \$50,000	33%
\$50,000 - \$100,000	38%
OVER \$100,000	29%

↑ Significant Increase in Share of Road Trips 1997 - 2022 ↓ Significant Drop in Share of Road Trips 1997 - 2022

THE BOTTOM LINE

\$51.3 BILLION DIRECT SPENDING BY U.S. ROAD TRIPS TRAVELERS

108 MILLION ADULTS • 29 MILLION CHILDREN

137 MILLION ROAD TRIPS IN THE USA IN 2019

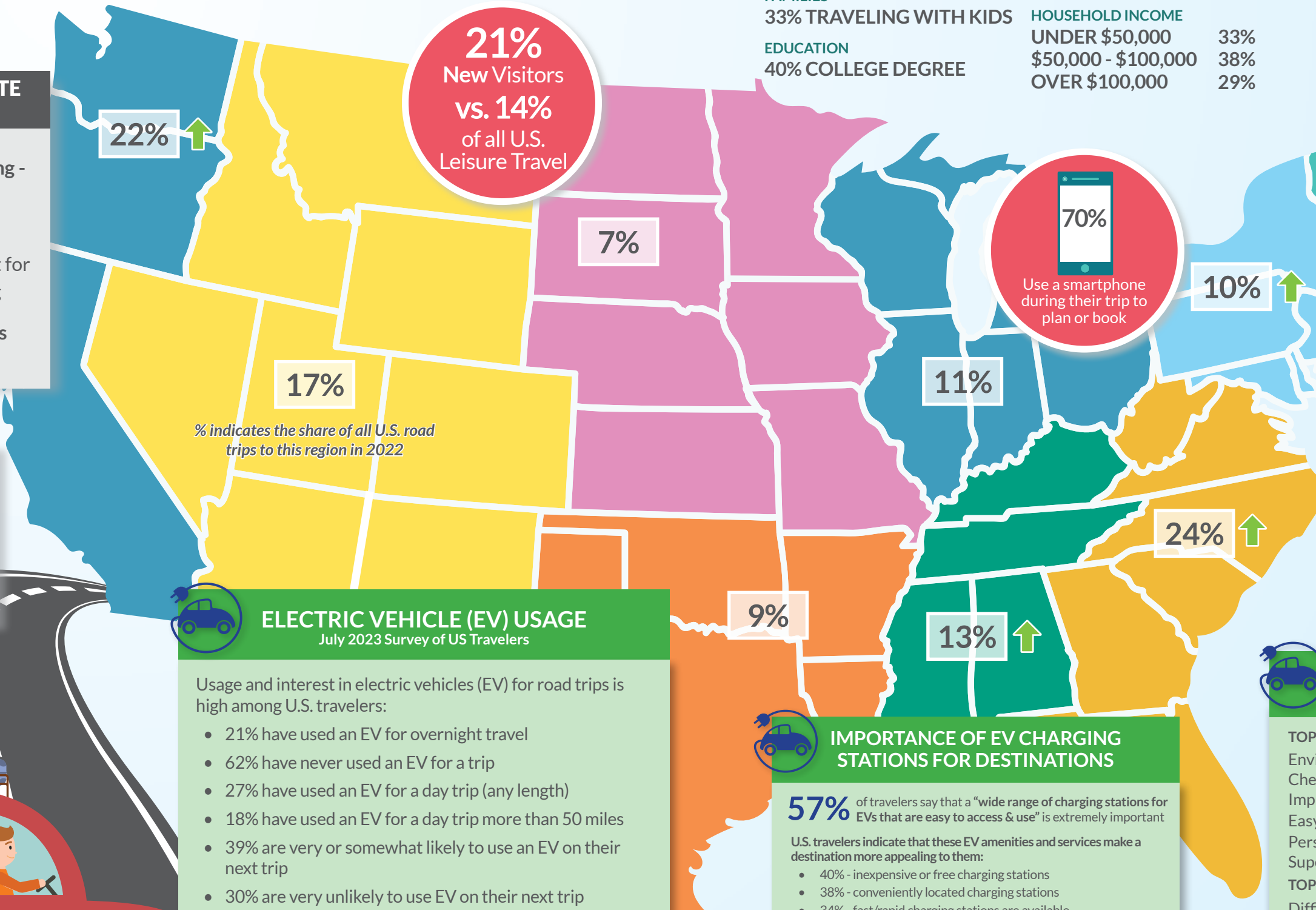
*Road trips spending estimates from 2019 Longwoods USA Research

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	82%
Rental Car	18%
Camper/RV	10%
Motorcycle	7%



SOURCES OF INFORMATION

Hotel or Resort Information	31%
Destination Websites (City, State)	15%
Online Travel Agencies	15%
Advice from Relatives or Friends	14%
Social Media	13%
Travel Company Website	11%
AAA - Auto Club	10%
Travel Guide	10%
Short Term Rental Site	9%
Visitor Bureau/Govt Agency	9%

ELECTRIC VEHICLE (EV) USAGE
July 2023 Survey of US Travelers

Usage and interest in electric vehicles (EV) for road trips is high among U.S. travelers:

- 21% have used an EV for overnight travel
- 62% have never used an EV for a trip
- 27% have used an EV for a day trip (any length)
- 18% have used an EV for a day trip more than 50 miles
- 39% are very or somewhat likely to use an EV on their next trip
- 30% are very unlikely to use EV on their next trip
- 36% of U.S. travelers have owned or leased an EV (28% currently, 8% in the past)
- 64% have never owned or leased an EV

*July 2023 Survey of U.S. Travelers, Longwoods International

IMPORTANCE OF EV CHARGING STATIONS FOR DESTINATIONS

57% of travelers say that a "wide range of charging stations for EVs that are easy to access & use" is extremely important

U.S. travelers indicate that these EV amenities and services make a destination more appealing to them:

- 40% - inexpensive or free charging stations
- 38% - conveniently located charging stations
- 34% - fast/rapid charging stations are available
- 32% - widespread availability of charging stations
- 26% - compatible charging stations to my EV
- 19% - charging stations close to popular areas

51% of U.S. travelers support government efforts to encourage EVs.

*July 2023 Survey of U.S. Travelers, Longwoods International

BENEFITS & BARRIERS TO EVs ON ROAD TRIPS

TOP BENEFITS OF USING AN EV WHEN TRAVELING	
Environmentally Friendly	48%
Cheaper to Run/Financial	37%
Improved Car Services/Features	28%
Easy to Refill/Charge	24%
Personal Interest in EVs	22%
Superior Driving Performance	21%
TOP BARRIERS OF USING AN EV WHEN TRAVELING	
Difficulty in Finding a Charging Station	51%
Lengthy Charging Times for EVs	48%
Limited Driving Range for EVs	47%
Wait Times at EV Charging Stations	42%
High Initial Cost in Buying/Leasing EV	37%

*July 2023 Survey of U.S. Travelers, Longwoods International



EXAMPLES & BEST PRACTICES

ROAD TRIPS & EV TRAVEL INSIGHTS

DESTINATION EXAMPLES



Brand USA: Dozens of road trip ideas and itineraries are available that are ideal for both international and domestic visitors. Many include touring routes across multiple states which highlights a great opportunity to create collaborative marketing initiatives.

visittheusa.com/usa-trip-ideas



Arizona: A leading state in EV travel, Arizona holds the seventh highest number of electric cars in the U.S. Their EV road trip itineraries and resources highlight historic roadside destinations, thoughtfully-placed charging stations and trip ideas.

visitarizona.com/plan/tips/electric-cars/



Colorado: Colorado now has 13 electric byways to support rural and remote communities as well as visitor attractions. They outline four diverse regions visitors can explore while staying charged the whole way.

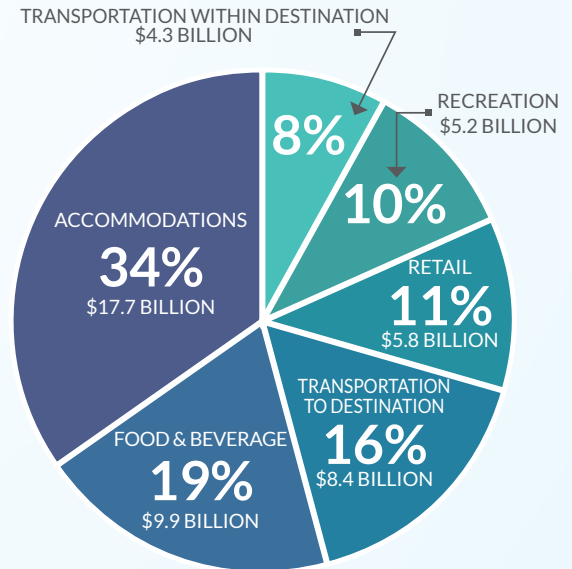
colorado.com/articles/4-ev-friendly-road-trips-on-any-budget



Slovenia: Slovenia has a sophisticated approach to developing and marketing EV travel. It maintains an integrated commitment to sustainability, including "green mobility." Along with charging stations, Slovenia integrates EV travel with a range of other sustainable options, such as e-bikes, public transport and walking.

slovenia.info/en/stories/environmentally-friendly-e-mobility-in-slovenia

TOTAL ROAD TRIPS SPENDING = \$51.3 BILLION



*Road trips spending estimates from 2019 Longwoods USA Research

FOUR TIPS FOR MARKETING & DEVELOPING ROAD TRIPS & EV TRAVEL

- 1 LONG-TERM COMMITMENT TO EV TRAVEL:** U.S. road trips are being transformed as the vehicle industry, including rentals, shifts to focus on electric vehicles. All destination organizations should work with state, county and city agencies to ensure the EV charging infrastructure is available to support visitors, including more remote communities and visitor spots, and that EV road trips are simple to plan and undertake with clear, complete and easy-to-follow visitor information.
- 2 CALLS TO ACTION:** A road trip can be more spontaneous, so ensure you include strong calls-to-action to turn interest into action. Highlight engaging or new experiences, offers and value-adds (e.g.: "kids stay free") and connect with your residents to encourage them to invite their friends and family to visit while on a road trip.
- 3 HYPER-INFORMED:** Road trip travelers are adventurous, curious and hungry for information! They seek a wide range of activities during their trip and are heavy users of both online and offline media in trip planning. Destination websites are a top source of information, so make sure you meet and exceed their high expectations for the depth and range of content, including links to partner sites to help with the complexities of EV travel is a plus.
- 4 ESSENTIAL PARTNERSHIPS:** Road trips and EV travel don't have regard for state, city or county borders. Destination organizations must work with a wide range of partners and other destinations to offer a compelling road trip proposition. Develop multi-destination road trip itineraries, regardless of county or state boundaries. Work to coordinate EV charging infrastructure and create charging corridors along touring routes across state and local boundaries.



BONUS TIP

STAY CURRENT: Integrate electric vehicle marketing and development into a wider commitment to sustainability and stewardship within your destination. Leverage our resources on taking action on climate change in your destination as a starting point: <https://www.milespartnership.com/ClimateChange>.