

THE STATE OF THE AMERICAN TRAVELER:

TECHNOLOGY EDITION

June 20, 2023



With You



Chris Adams
*Head of Research & Insights
Miles Partnership*



David Reichbach
*Sr. Director of Analytics & Data Security
Destination Analysts*



Danelle Amos
*Media Director
Miles Partnership*

THE STATE OF THE AMERICAN TRAVELER: TECHNOLOGY EDITION

Research, slides and other resources will be available at

www.milespartnership.com/SAT

www.destinationanalysts.com



Destination  Analysts

miles
PARTNERSHIP

RESEARCH SUMMARY: THE STATE OF THE AMERICAN TRAVELER SPECIAL EDITIONS



THE STATE OF THE AMERICAN TRAVELER:
Destinations
Edition 2023
RESEARCH SUMMARY

Executive Summary

For more than a decade, Miles Partnership has worked with Destination Analysts to share innovative research and cutting-edge analysis on U.S. travel trends.

This year, the annual "Destinations Edition" delves into "where destinations are on travelers' bucket lists and why. Leisure travel recovery is surging, with 85% of leisure travelers rating themselves as extremely excited about domestic travel recovery, where do these travelers or hinder U.S. travelers' decisions to visit certain destinations, and what are the shifting motivators and barriers?"

Guest speaker, Tim Wright, Director of Content Strategy will share creative strategies, content types and media channels for destination inspiration, it's more important than ever to have destination inspiration, it's more important than ever to have increase engagement and immerse viewers to keep them coming back for their trips, and younger generations like Millennials and Gen Z are driving travel recovery.



RESEARCH BY
Destination Analysts
Destination Analysts
1304 Lombard St #8,
San Francisco, CA 94109
Phone: (415) 890-6087

TRAVEL EXCITEMENT

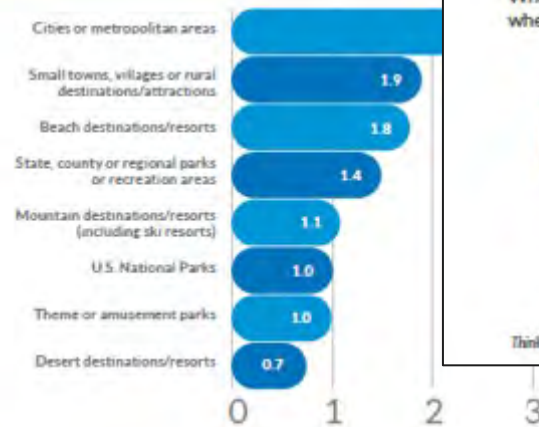
The outlook for travel over the next 12 months looks bright. Americans' excitement for travel is at record levels and travelers' reported average expected annual travel spending hit \$4,677. American travelers say they will prioritize leisure travel in their household income's spending in the coming months over home improvements, clothing, entertainment and even dining out in restaurants.



EXPECTED LEISURE TRIPS

When asked about their feelings about various destination types, American travelers express the most excitement for beaches (60.0%), followed by cities (47.7%), small towns (44.8%) and then national parks (41.2%). However, in a turn-around from the pandemic era, cities top the list in the reported number of leisure trips Americans plan to take to them this year. The average American traveler says they plan to take 2.9 leisure trips to cities this year, up from 1.4 reported in 2019.

In the next 12 months, HOW MANY OF YOUR LEISURE TRIPS will likely include the following types of leisure destinations?



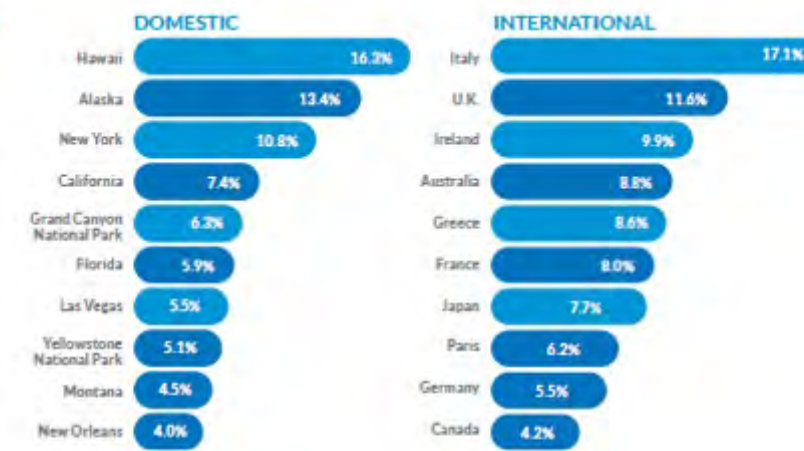
WHAT ARE DESTINATIONS BEST KNOWN FOR?

In our latest survey, American travelers also rated dozens of destinations on a variety of different attributes. Best for food? New York. Romantic atmosphere? Miami. Welcoming to people like themselves? Orlando. A Place to Attend a Meeting/Conventions? Las Vegas.

FOOD	ROMANTIC ATMOSPHERE	WELCOMING TO "PEOPLE LIKE MYSELF"	MEETINGS & CONVENTIONS
New York 69.6%	Miami 36.7%	Orlando 53.8%	Las Vegas 43.6%
Las Vegas 66.1%	Reno-Lake Tahoe 33.2%	Las Vegas 50.3%	Washington DC 40.5%
San Francisco 63.2%	Santa Barbara 33.0%	Nashville 46.3%	New York City 39.8%
New Orleans 63.1%	Las Vegas 32.1%	New Orleans 43.5%	Orlando 39.2%

WHICH DESTINATIONS ARE HOT?

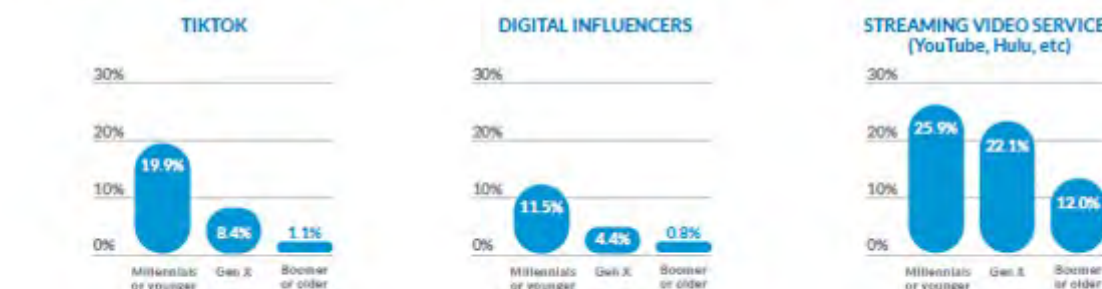
Nearly half (48%) of U.S. travelers say they have an active bucket list of places they want to visit. Domestically, these bucket lists most commonly include Hawaii, Alaska, New York and California. Internationally, Italy comes out on top, followed by the UK. With 31.2% of American travelers reporting they are likely to travel abroad this year, perhaps many will be able to fulfill these travel wishes.



The State of the American Traveler, Destinations Edition, Destination Analysts, Inc. March 2023

TRAVEL INSPIRATION: MEDIA RESOURCES

About one-third of American travelers overall report they used online video specifically for trip planning purposes. But when it comes to destination inspiration, Millennial and Gen Z age travelers are particularly open to content they receive through video sources like TikTok and streaming services.



The State of the American Traveler, Destinations Edition, Destination Analysts, Inc. March 2023

HOW VIDEO INFLUENCES TRAVEL DECISIONS

When it comes to researching and planning trips, almost 50% of travelers use online video in some shape or form before they decide where to go.



Think With Google/Inno Media/CTech Leader

5 Key Takeaways

- Excitement for travel is at an all time high heading into 2023, with 85% of travelers rating themselves as extremely excited for leisure travel in the next 12 months. Domestic leisure travel specifically has taken precedence over food and dining, education, home improvements and international travel plans.
- While beach destinations still take the lead in excitement for U.S. travelers, cities are making a comeback and are projected to see the highest number of leisure trips this year, followed by beaches, small towns and then national parks.
- Despite economic uncertainty influencing the decision-making process for some travelers, those seeking leisure still anticipate spending more than \$4,600 on travel this year.
- While domestic travel is seeing a significant rebound, intentions to travel internationally remain relatively low, with only 31% of leisure travelers expressing the likelihood of booking trips outside of the U.S. within the next 12 months.
- Just over half of U.S. leisure travelers say they don't currently have a travel bucket list, and with the rise of travel inspiration through media consumption, this offers many destinations an opportunity to inform and inspire these travelers into making long term plans to make repeat visits to their destinations down the road.

ANALYSIS BY
miles PARTNERSHIP

RESEARCH BY
Destination Analysts

ADDITIONAL RESOURCES
[Webinar: The State of the American Traveler - Destinations Edition](#)
[Blog: Destinations Edition Summary](#)
[Online Video Research and Resources](#)
[Quarterly Special Edition Webinars of The State of the American Traveler](#)
[Time for DM/Ocracy Resources](#)



Agenda

1. Current Traveler Sentiment
2. Technology Usage and Interest
3. Media Trends
4. Q&A

The State of the American Traveler Survey

Technology Edition

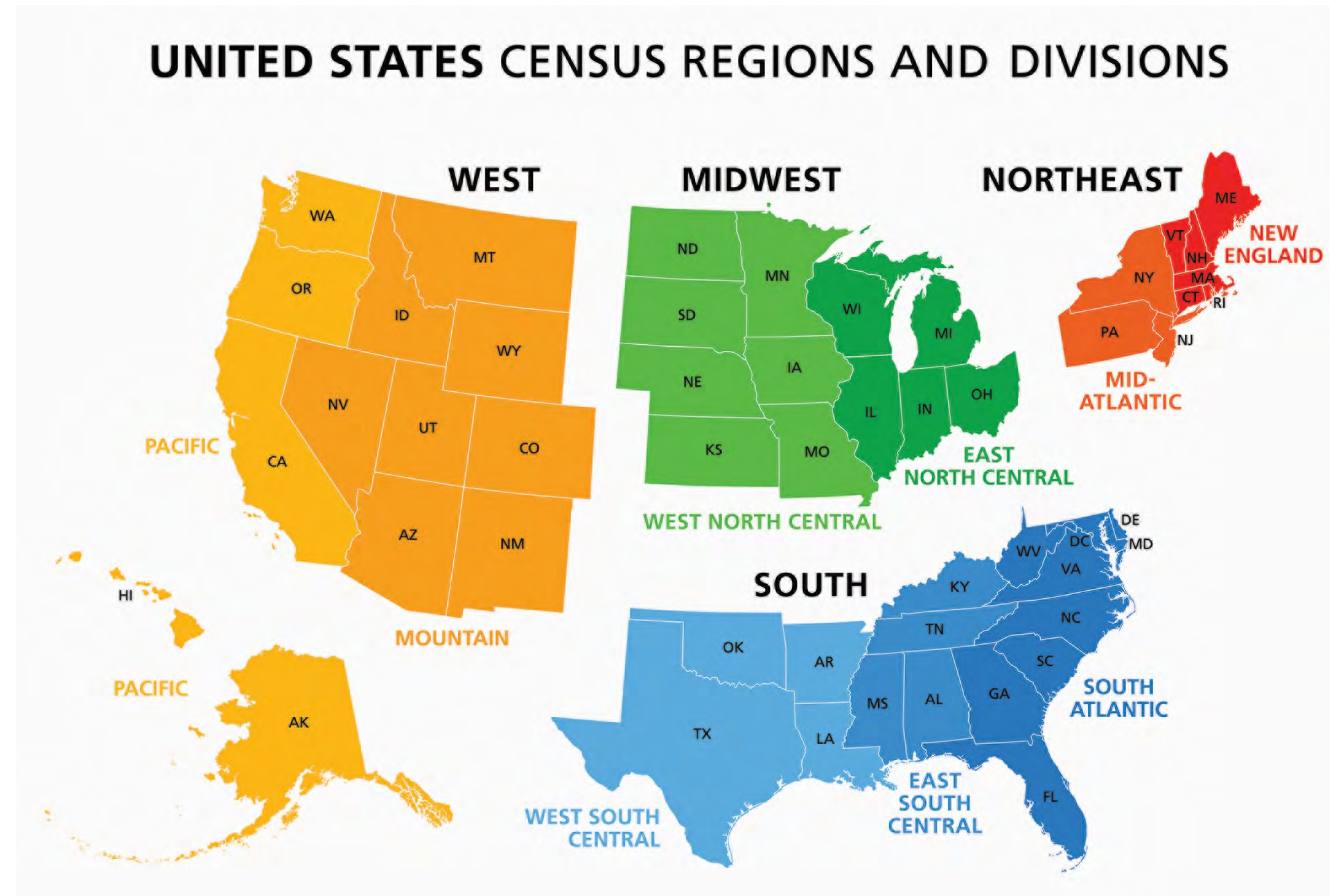
Presentation of Findings
June 2023

Destination  Analysts



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
- Survey collected May 17-25, 2023
- 4,000+ fully completed surveys collected each wave
- Confidence interval of +/- 1.55%
- Data is weighted to reflect the actual population of each region

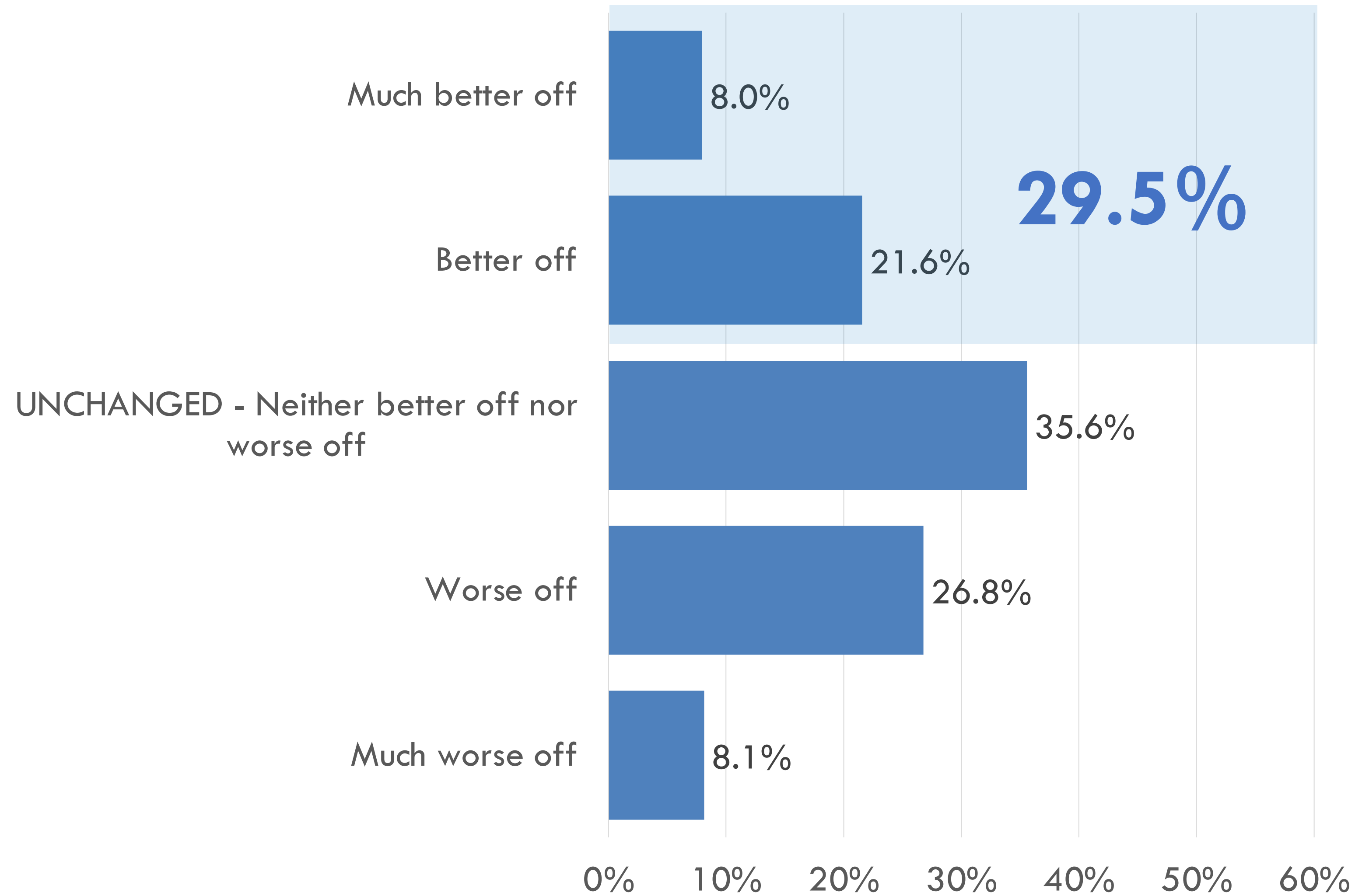


TRAVELER SENTIMENT



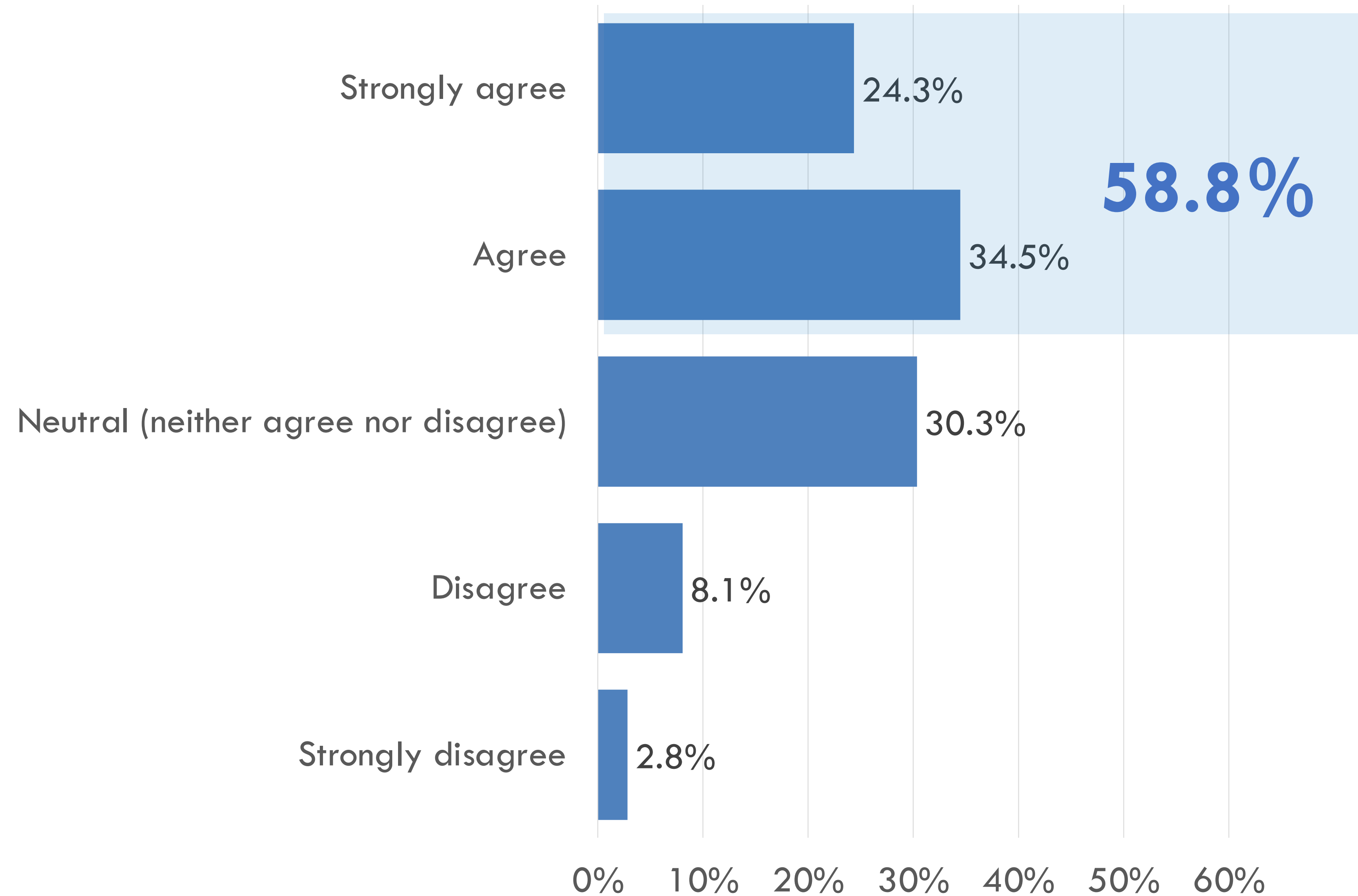
CURRENT HOUSEHOLD FINANCIAL STATUS

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



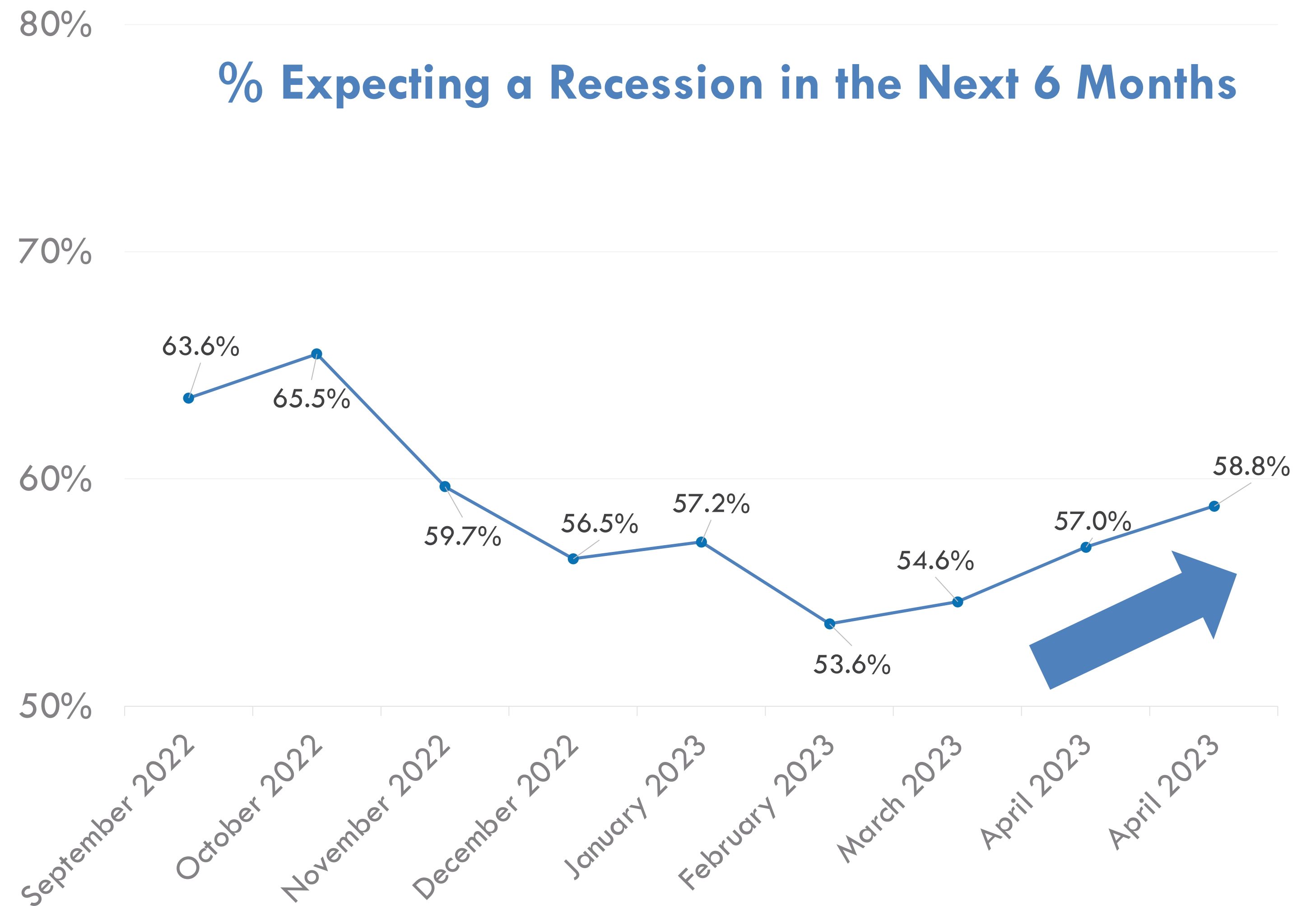
EXPECTATIONS ON UNITED STATES ECONOMIC RECESSION

Question: I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.



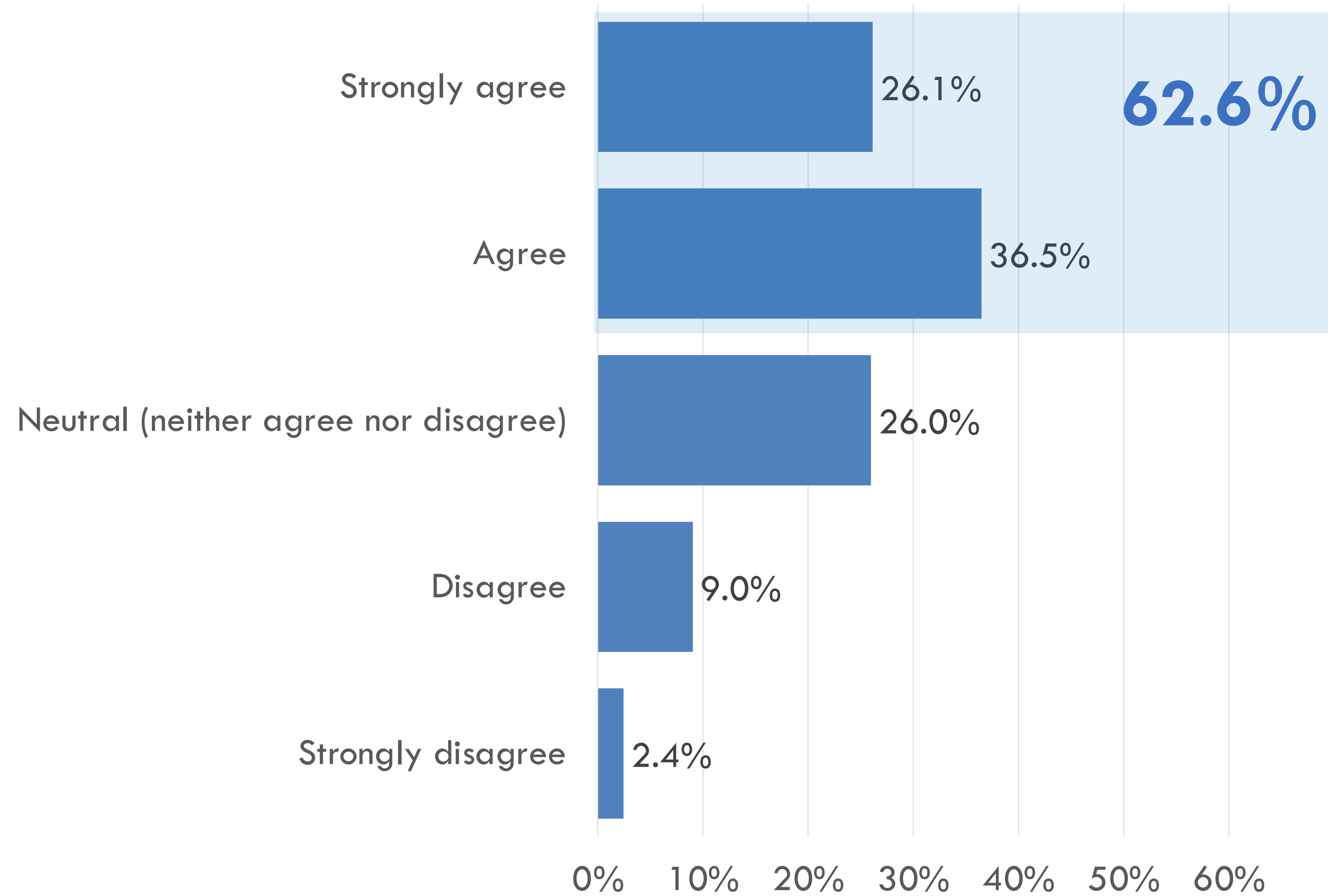
EXPECTATIONS ON UNITED STATES ECONOMIC RECESSION

Question: I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.



PERSONAL FINANCIAL CONCERNS REGARDING UPCOMING RECESSION

Question: Right now, I am being careful with my money because I'm concerned about an upcoming recession.



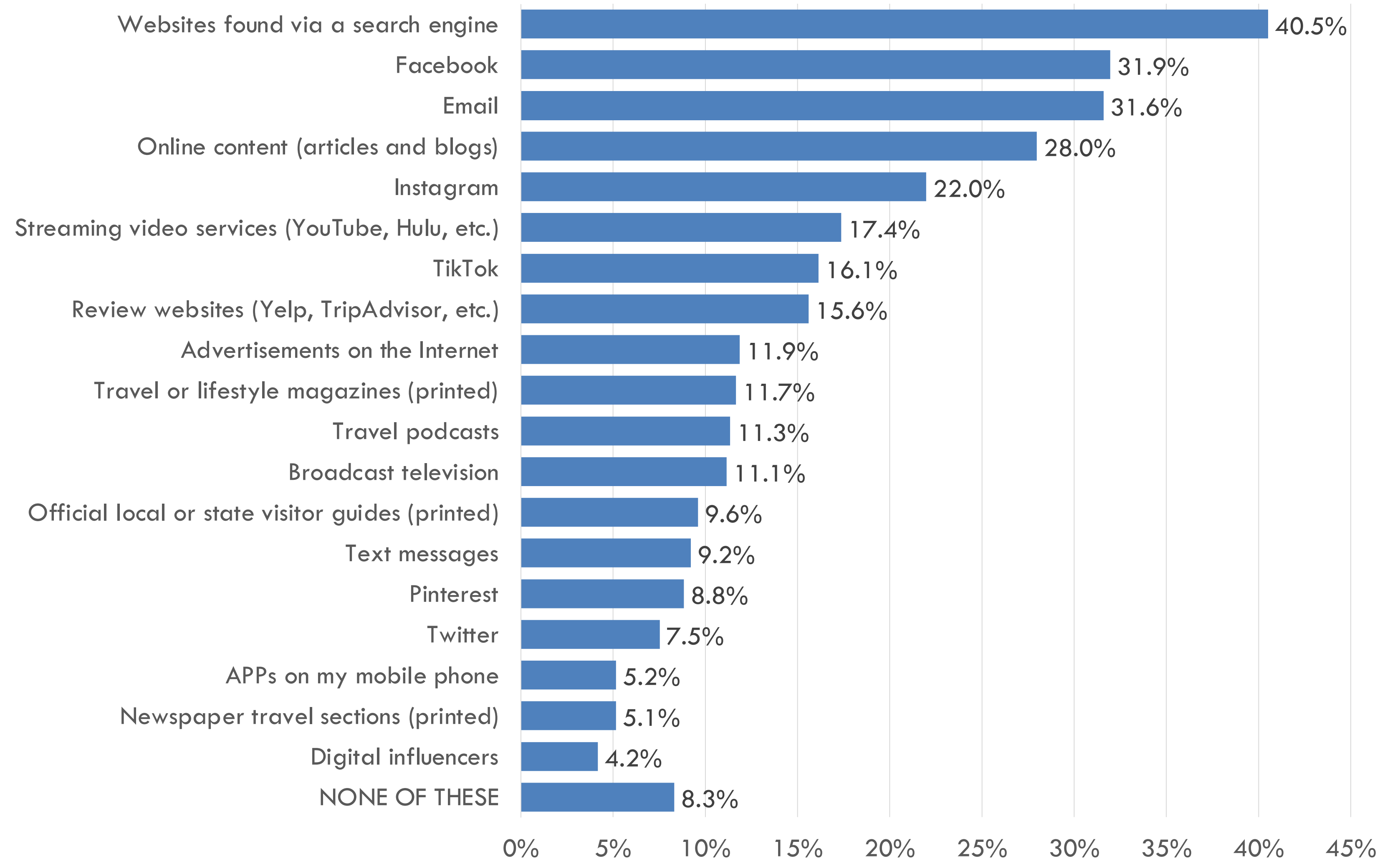


How Americans Plan Travel



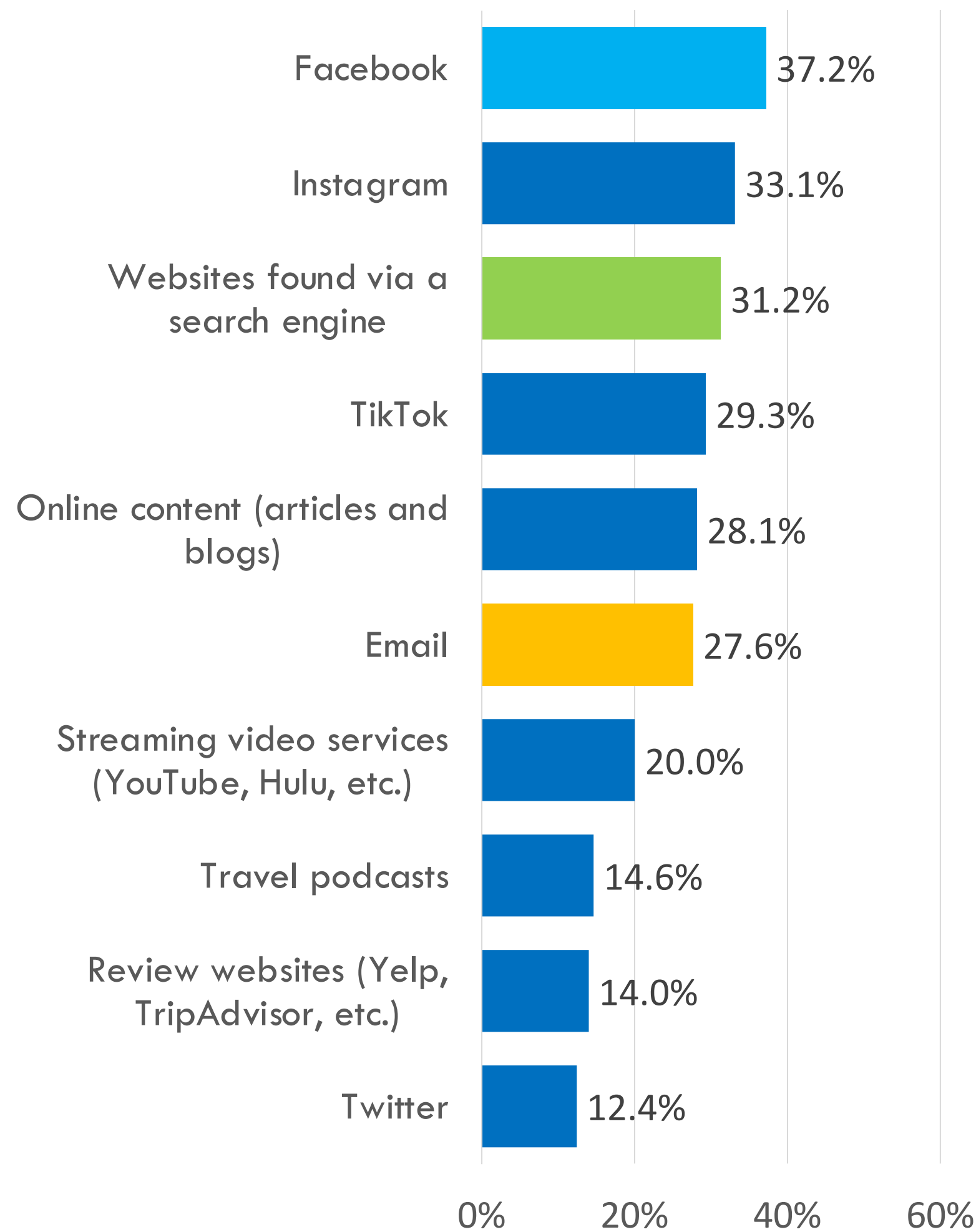
THE BEST WAY TO REACH TRAVELERS

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)

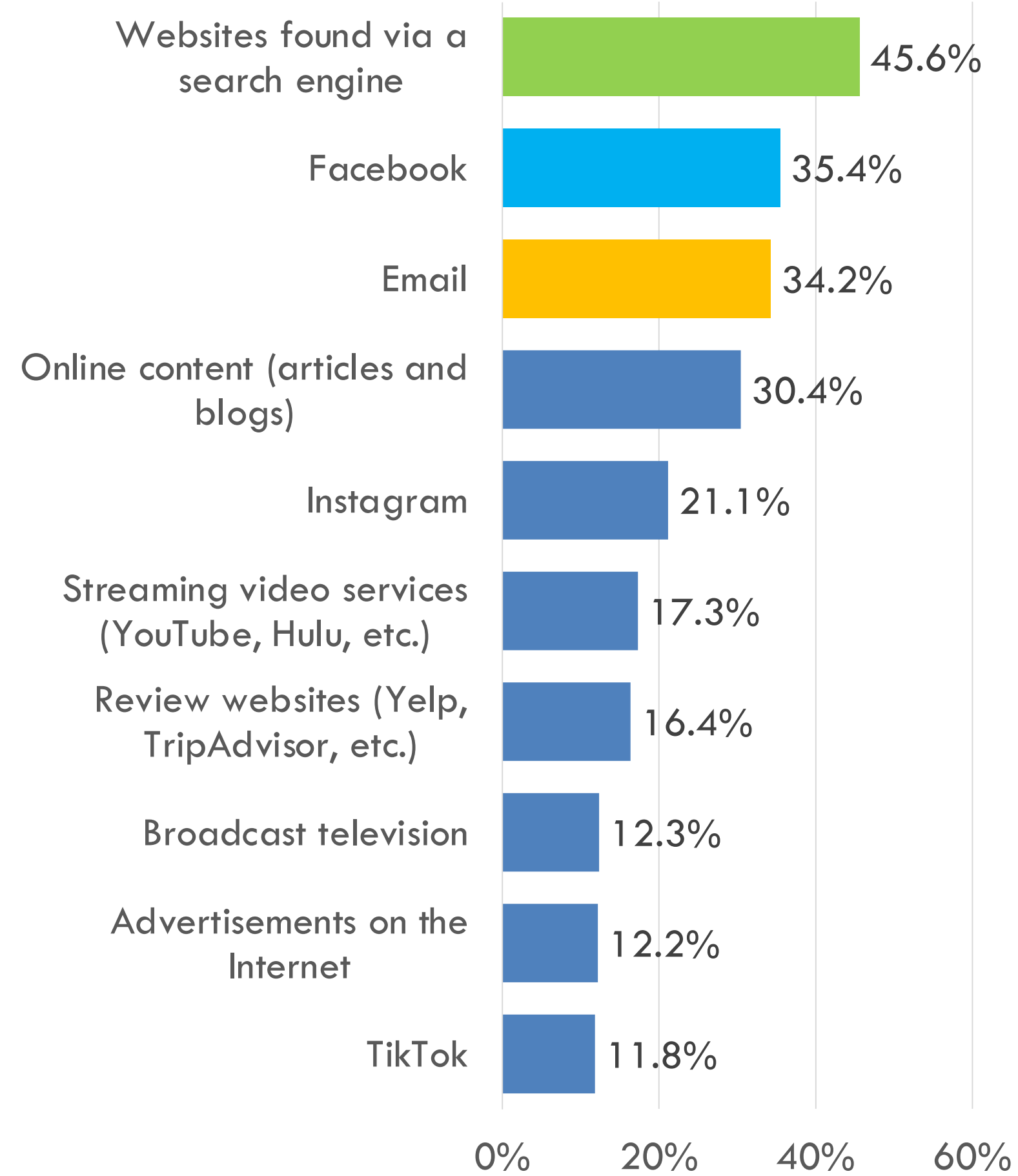


BEST WAY TO REACH TRAVELERS

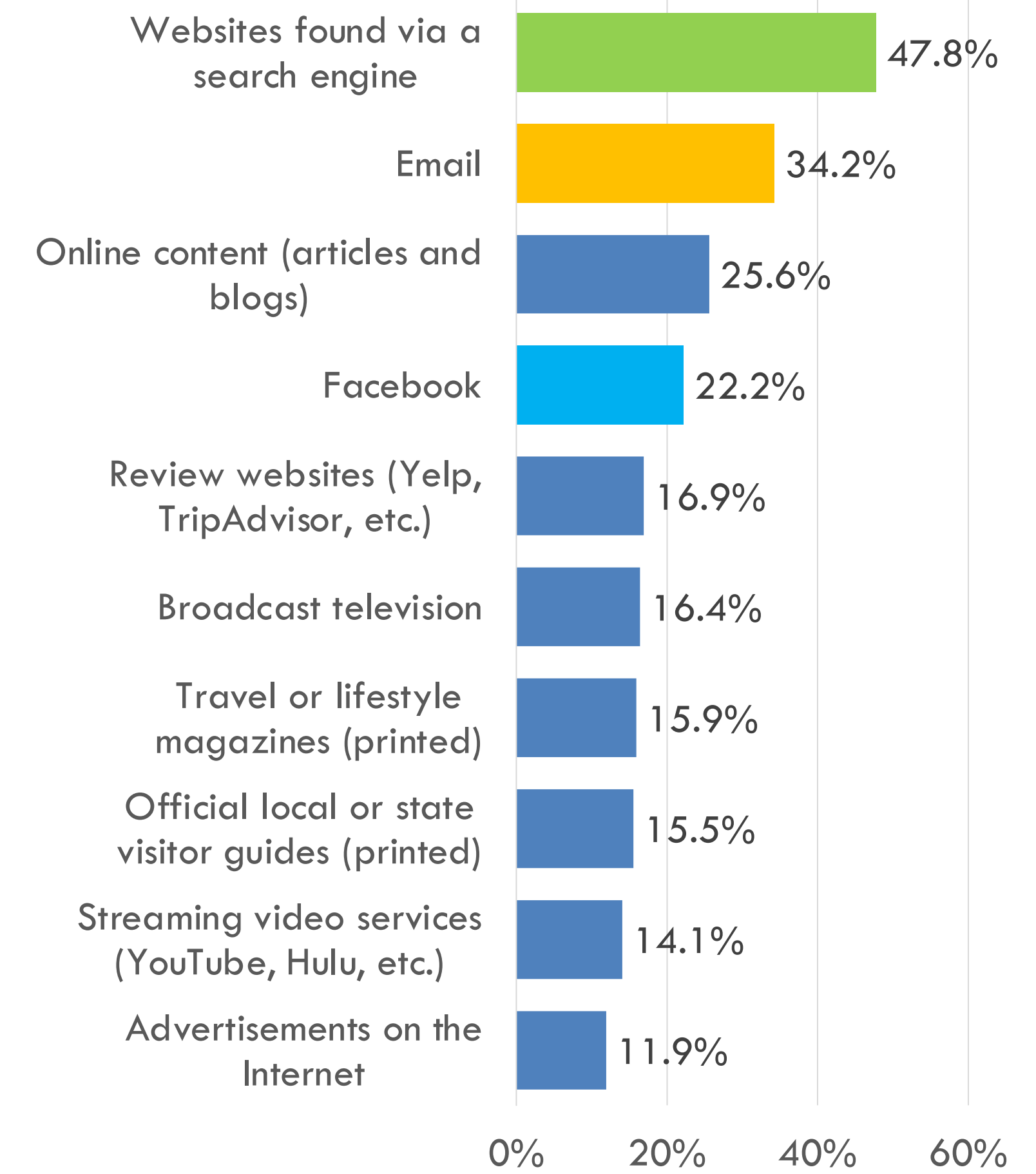
Millennial or Younger



Generation X



Boomer or Older

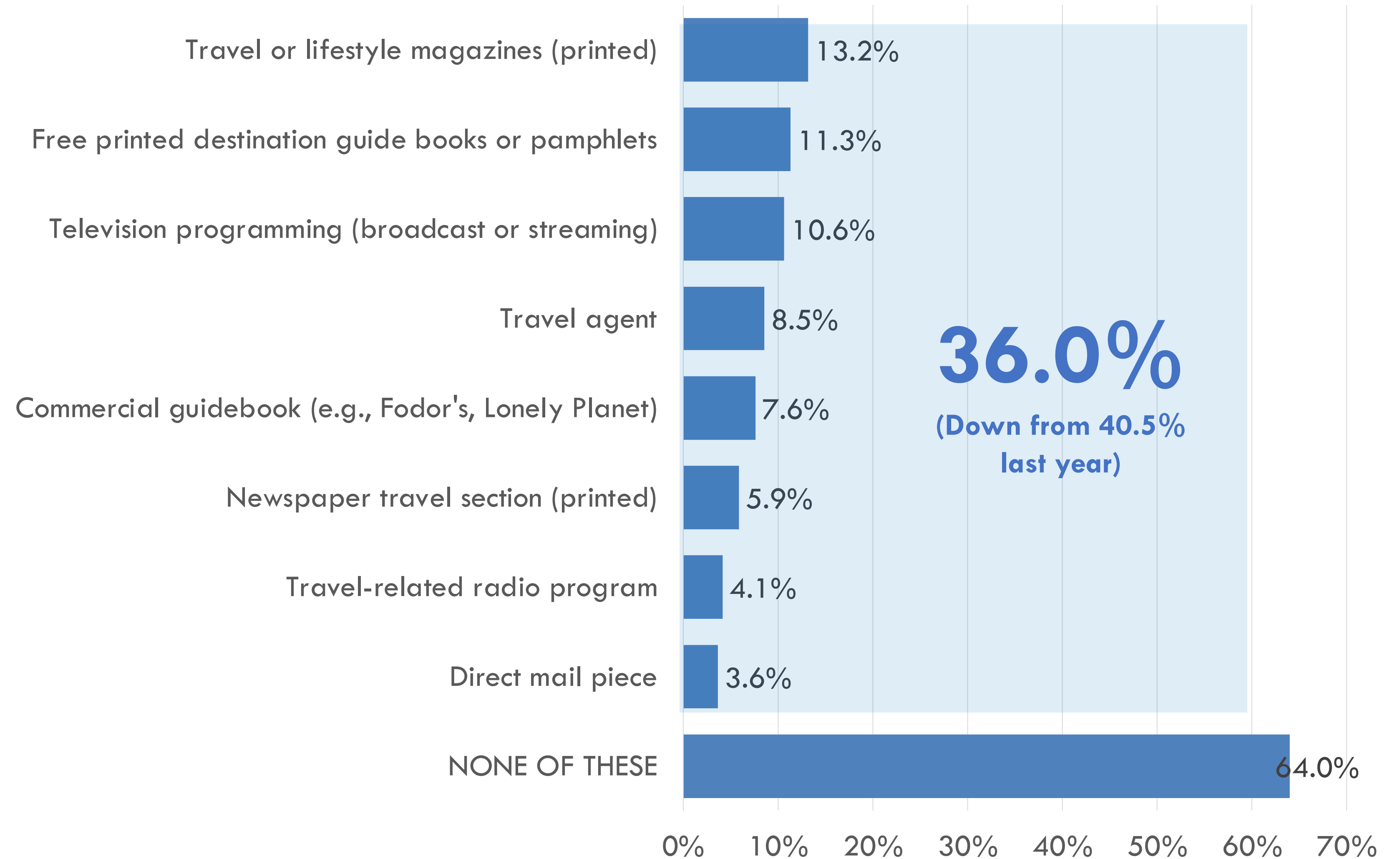


Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)

OFFLINE RESOURCES USED IN TRAVEL PLANNING

Question: In the PAST 12 MONTHS, which of these resources have you used to help plan your travel? (Select all that apply)

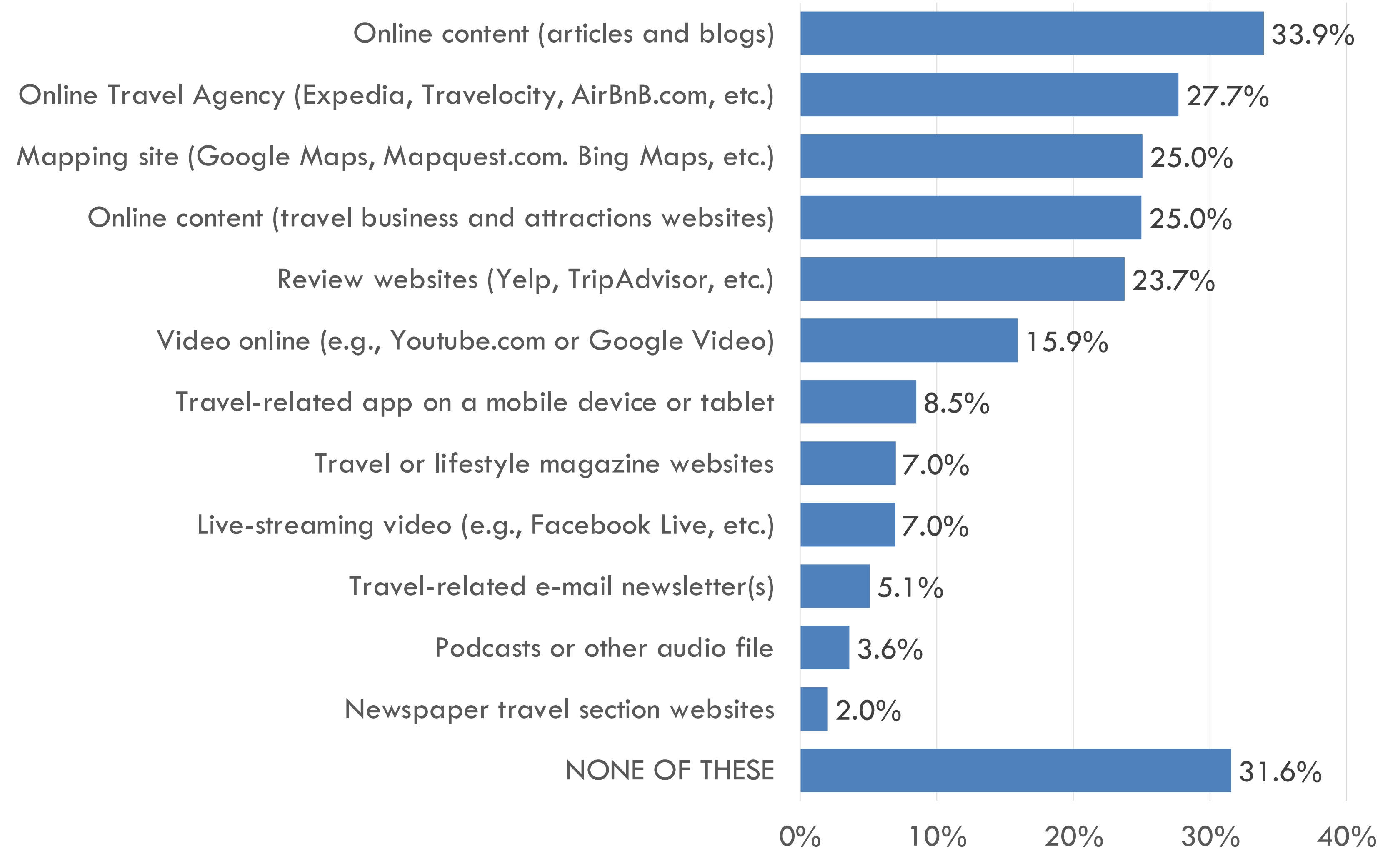
PLEASE ONLY CHECK IF USED FOR TRAVEL PLANNING, IDEAS OR INSPIRATION



ONLINE RESOURCES USED IN TRAVEL PLANNING

Question: In the PAST 12 MONTHS, which of these resources have you used to plan your travel? (Select all that apply)

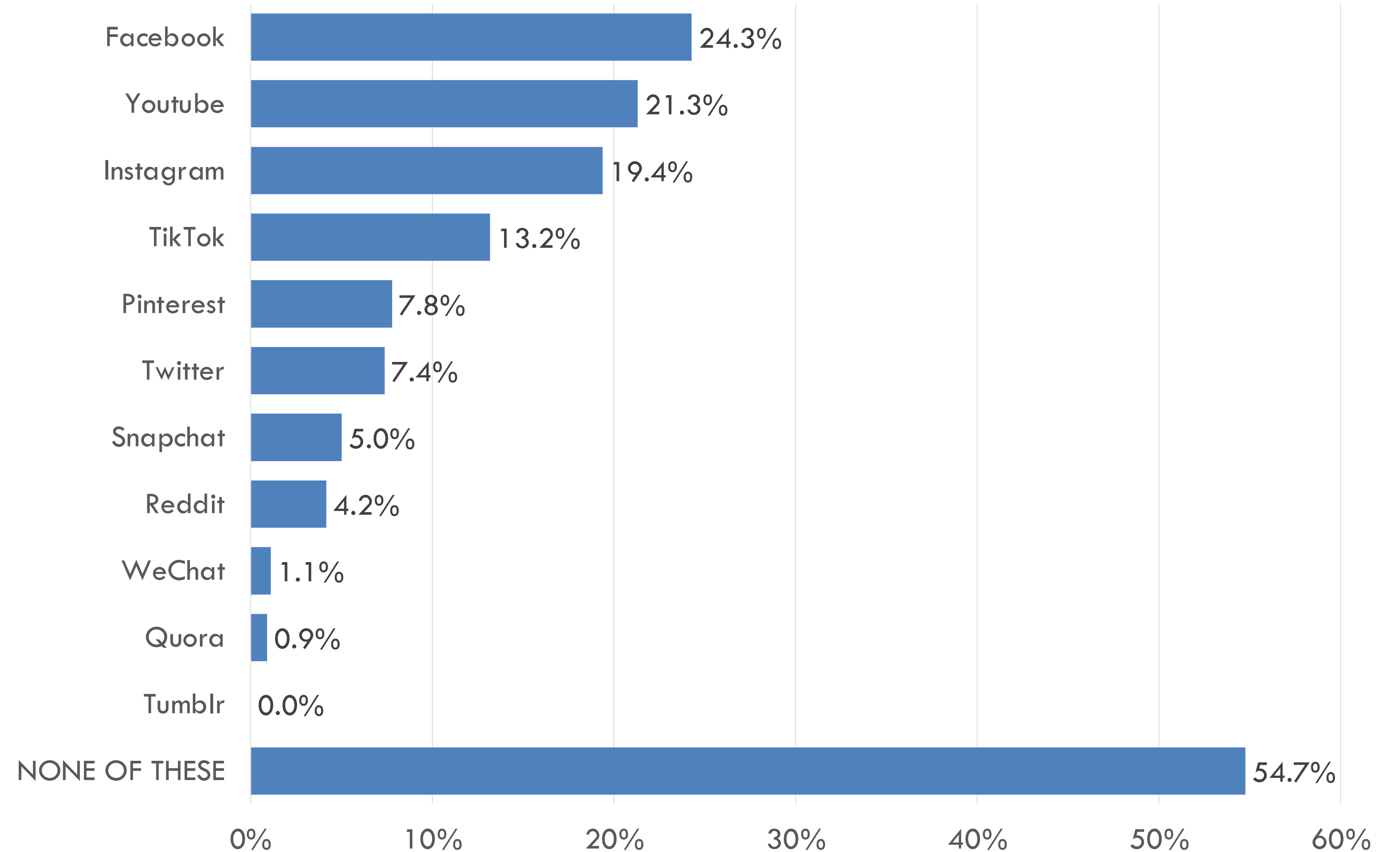
PLEASE ONLY CHECK IF YOU USED THESE RESOURCES FOR TRAVEL PLANNING, IDEAS OR INSPIRATION



SOCIAL MEDIA USED TO PLAN TRAVEL

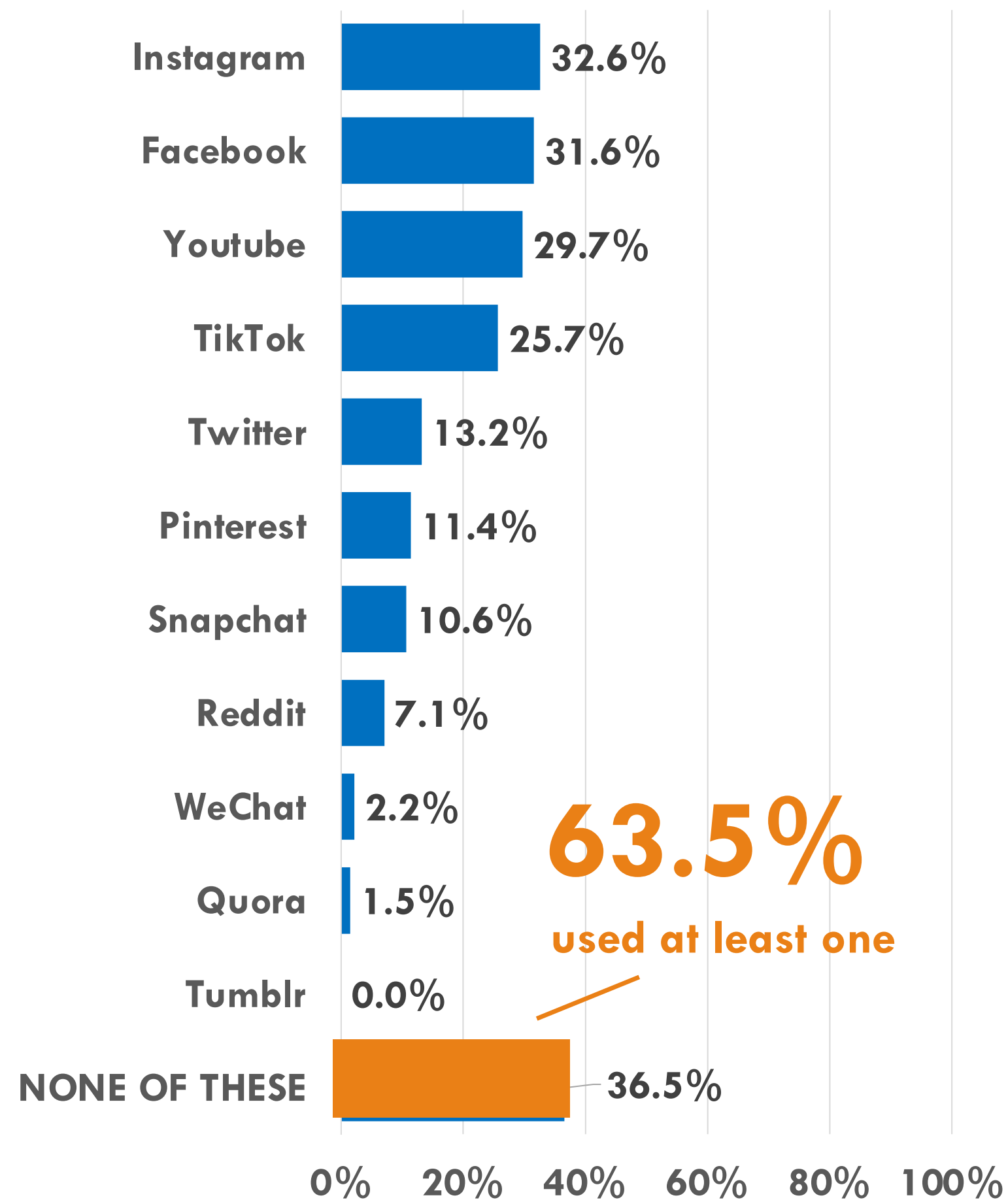
Question: In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS? (Select all that apply)

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

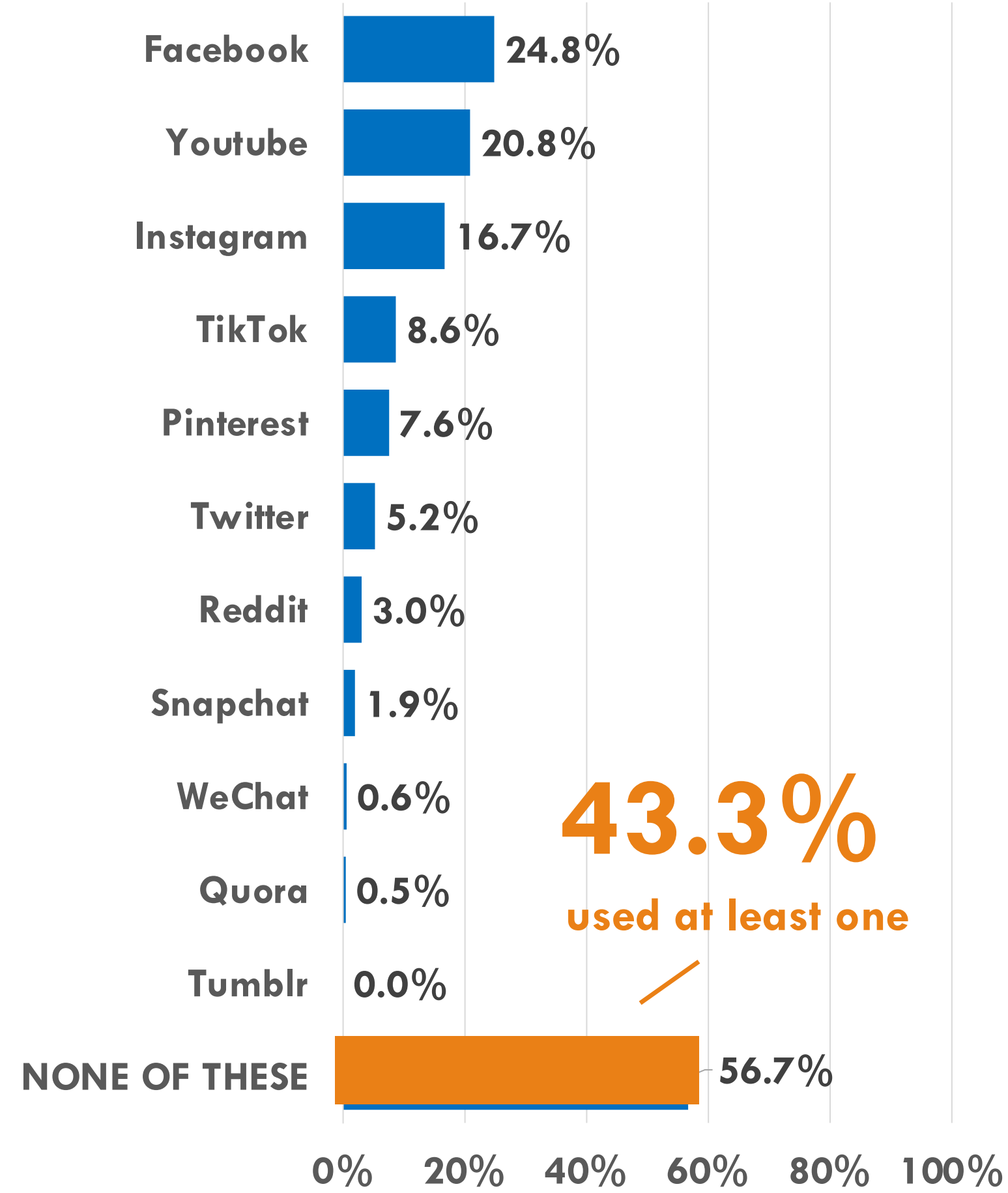


SOCIAL MEDIA USED TO PLAN TRAVEL

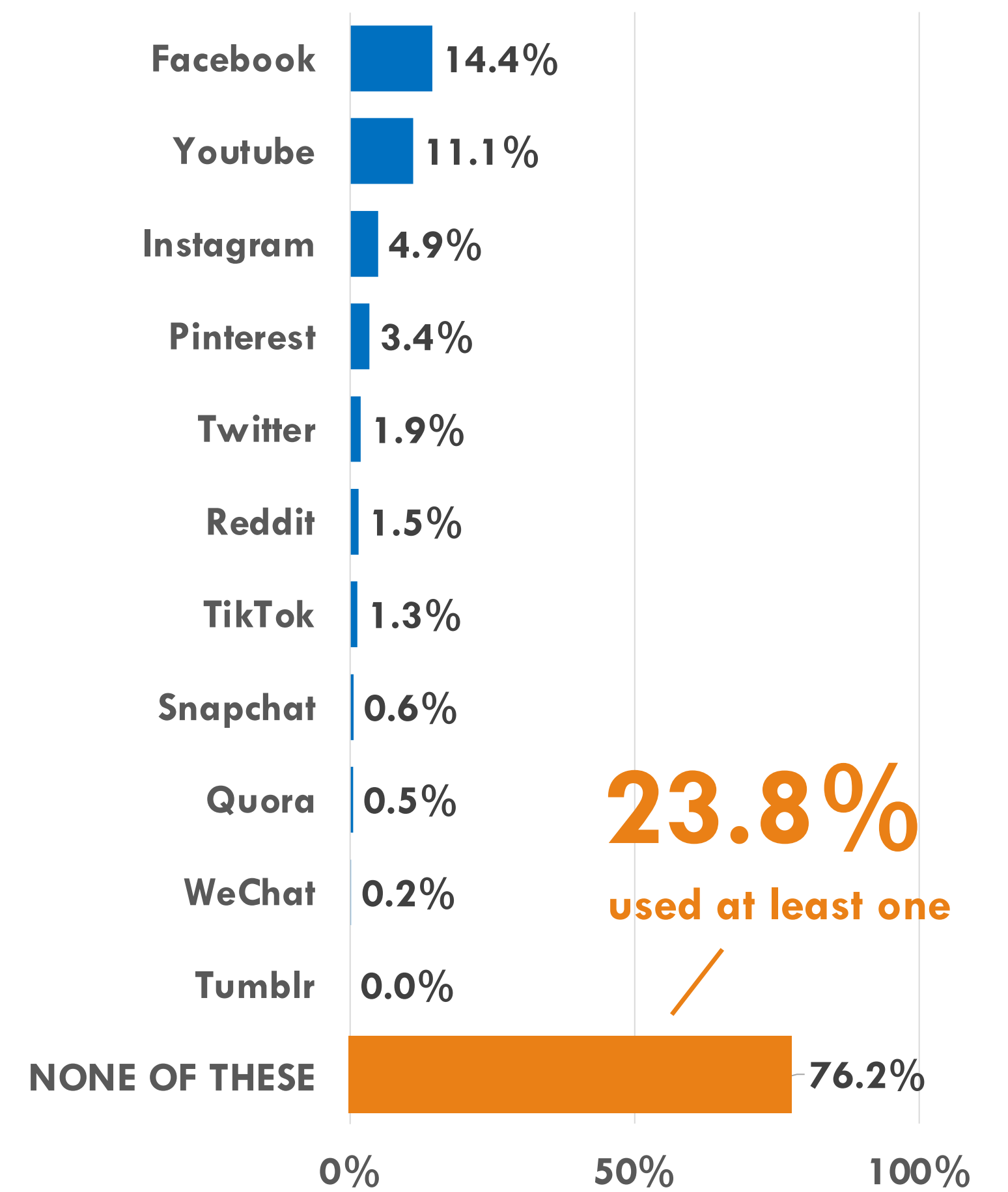
Millennial or Younger



Generation X

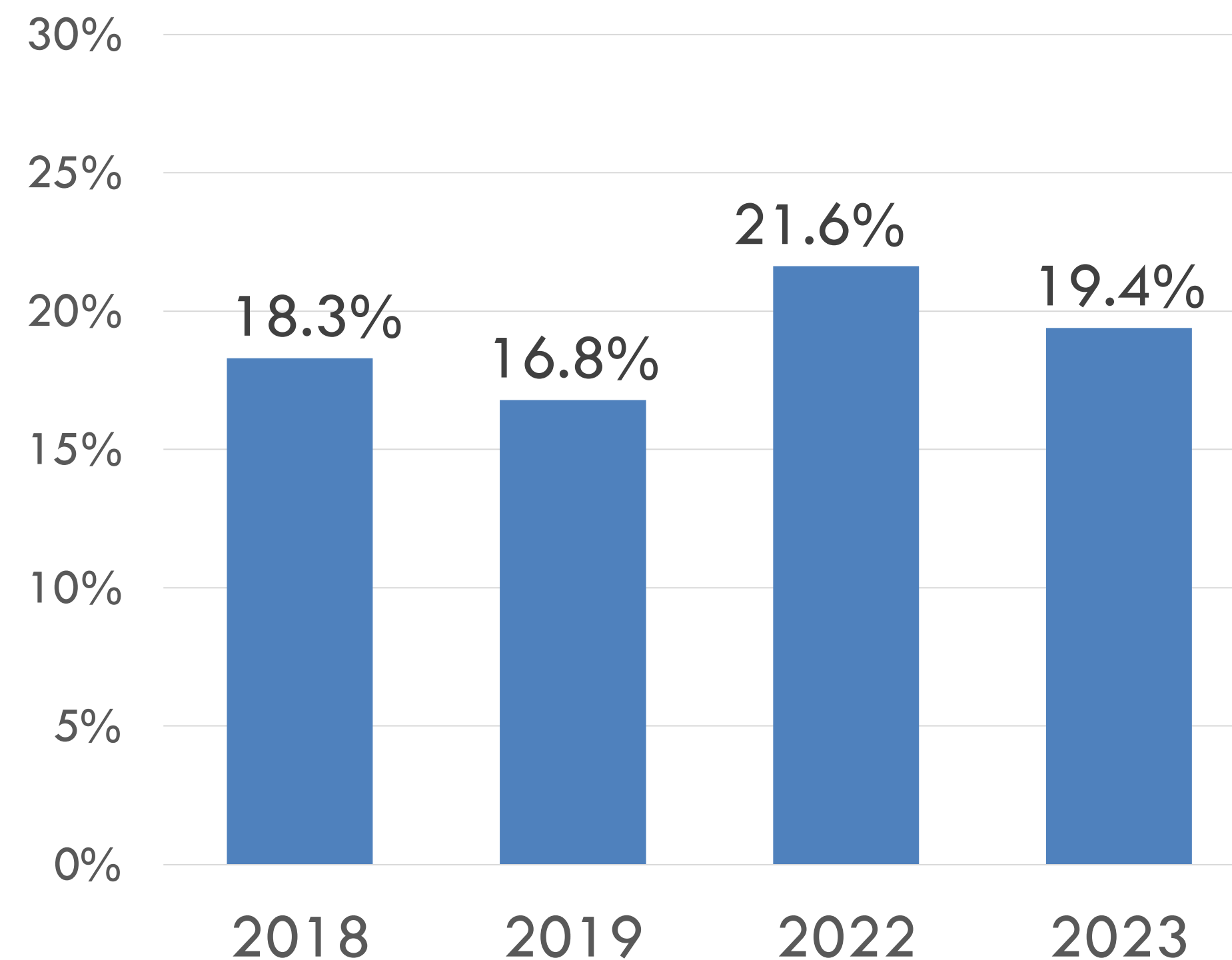
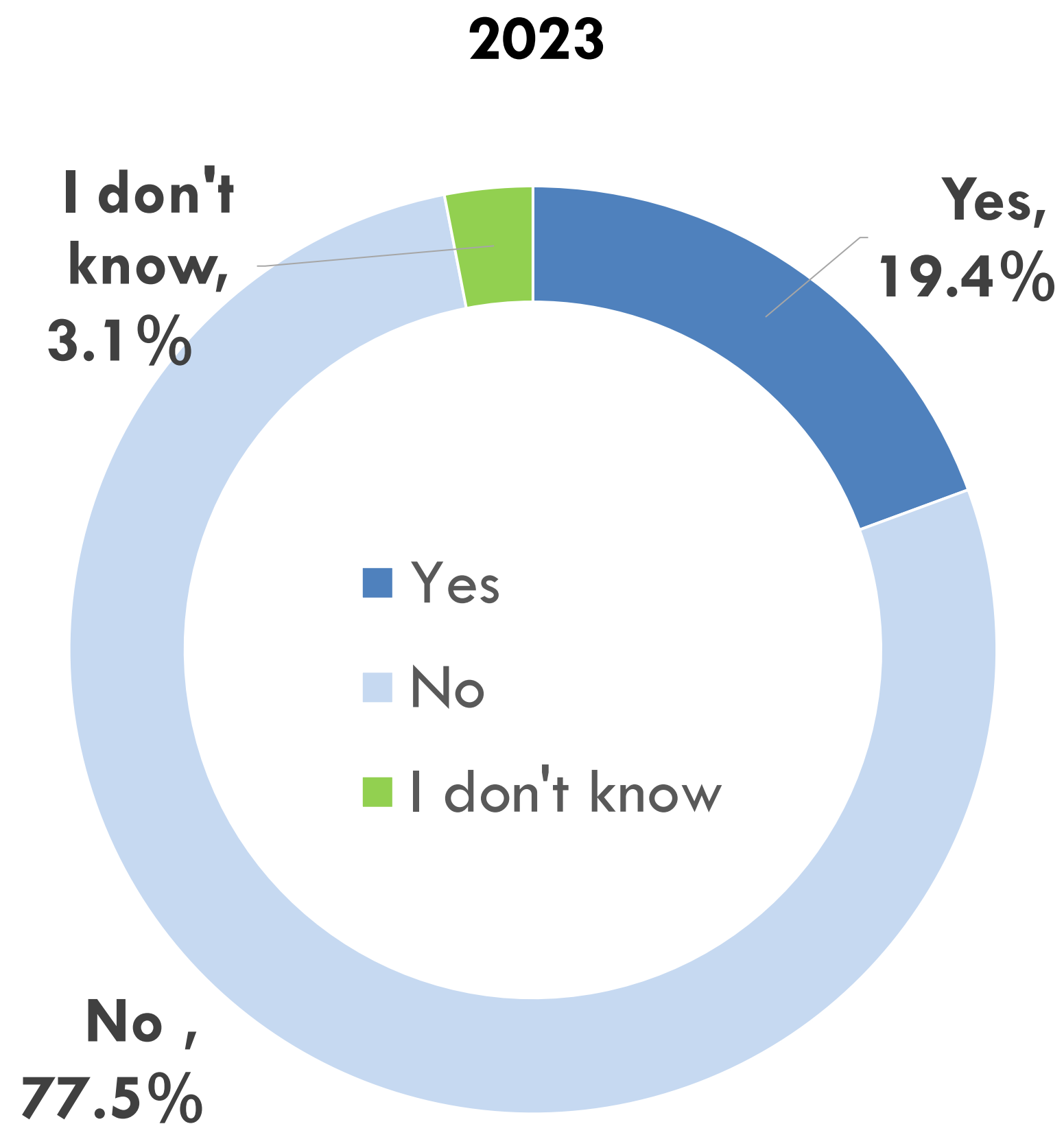


Boomer or Older



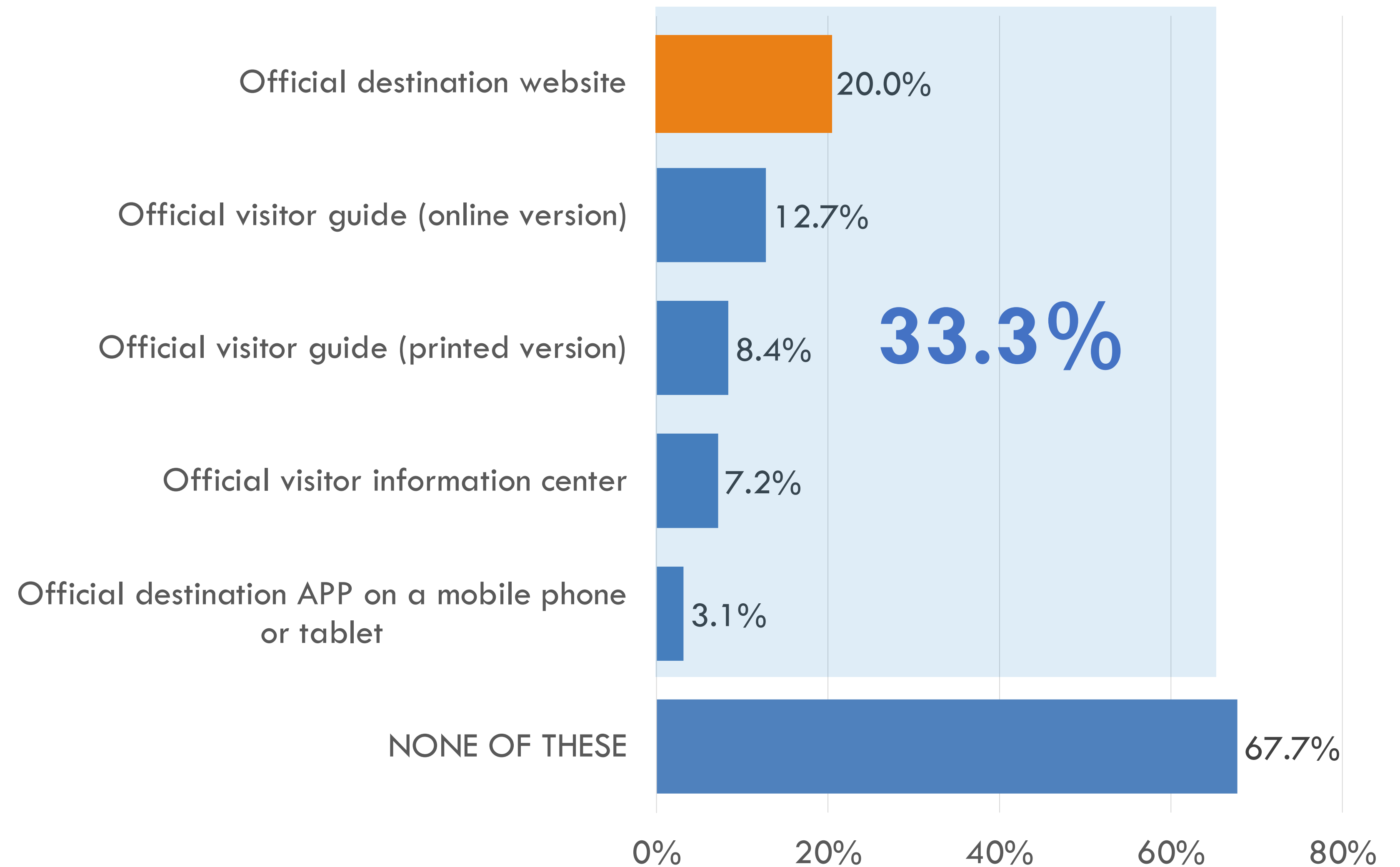
DIGITAL INFLUENCERS

Question: In the past 12 months, have you used the opinions of a **DIGITAL INFLUENCER** to help plan any travel?



DMO RESOURCES USED

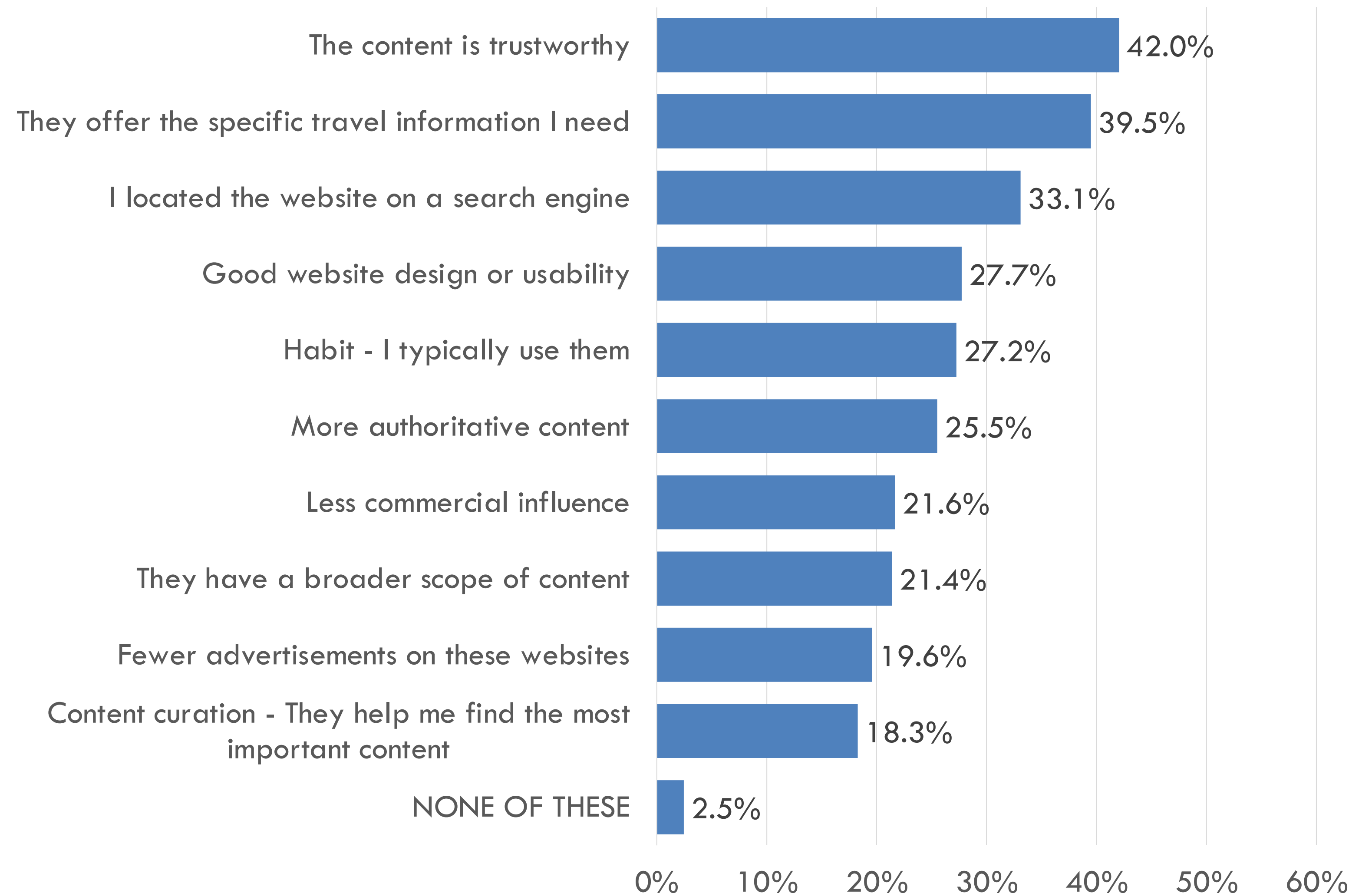
Question: In the PAST TWELVE (12) MONTHS, have you used a destination's official local Visitors or Convention Bureau (or Chamber of Commerce), or state or national government tourism office to help plan any travel? If so, which resources did you use? (Select all that apply)



WHY TRAVELERS USE DMO WEBSITES

Question: Which of the following (if any) are reasons you decided to use such a destination's official website?

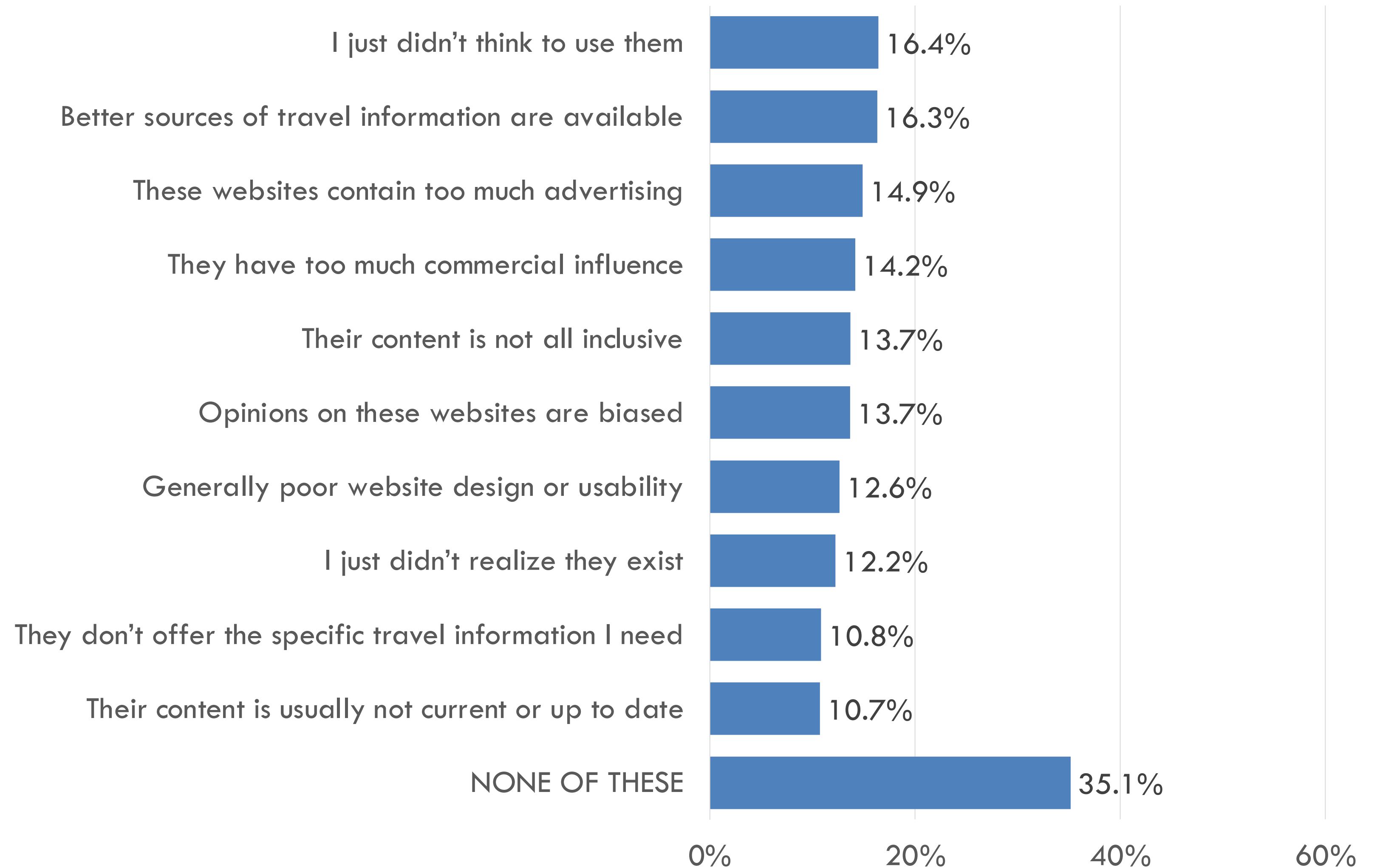
Travelers Using DMO Websites



WHY TRAVELERS DON'T USE DMO WEBSITES

Question: Which of the following (if any) are reasons you DID NOT TO USE a destination's official website?

Travelers Who Did Not Use DMO Websites



The Hyper-Informed Traveler

2014-2022: Shifts in Media Use



49% 30.6%

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 and less travel to locations where many travelers pick up print pieces.

41% 64.3%

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%

Use Official
Websites

From a



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 40% 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 businesses to review and manage reviews.



40% 44.3%

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 free Wi-Fi

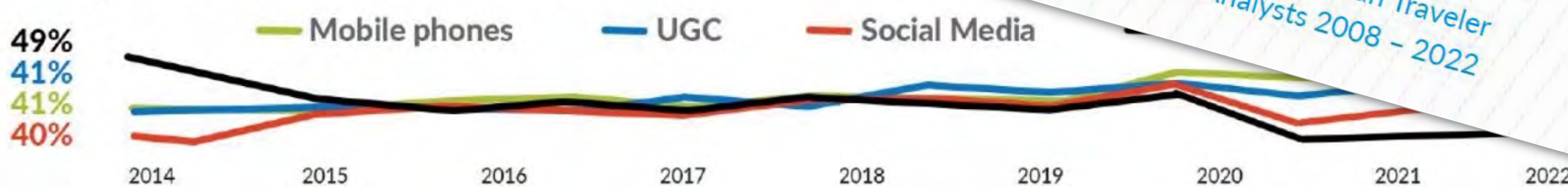
Hyper-Informed Traveler

The complex, fragmented & expanding media use of US leisure travelers 2008 - 2022



A summary of research
The State of the American Traveler
Destination Analysts 2008 - 2022

Rising Media Use by Travelers 2014 - 2022



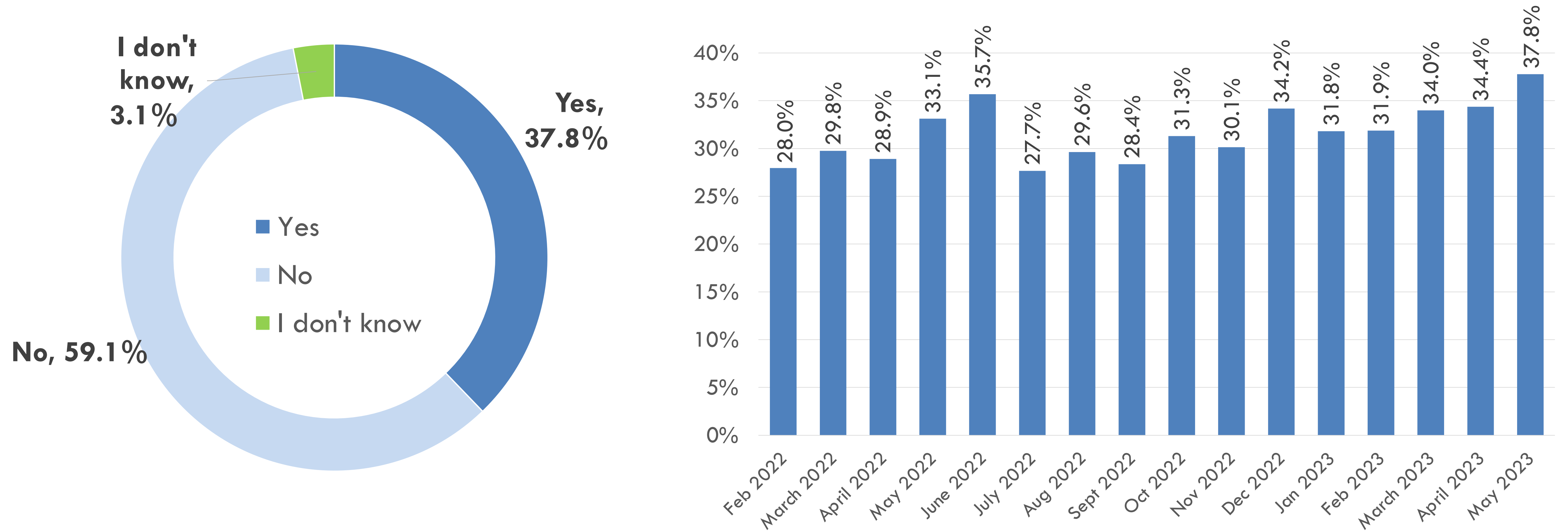


Video in Travel Planning



USE OF VIDEO TO PLAN TRAVEL

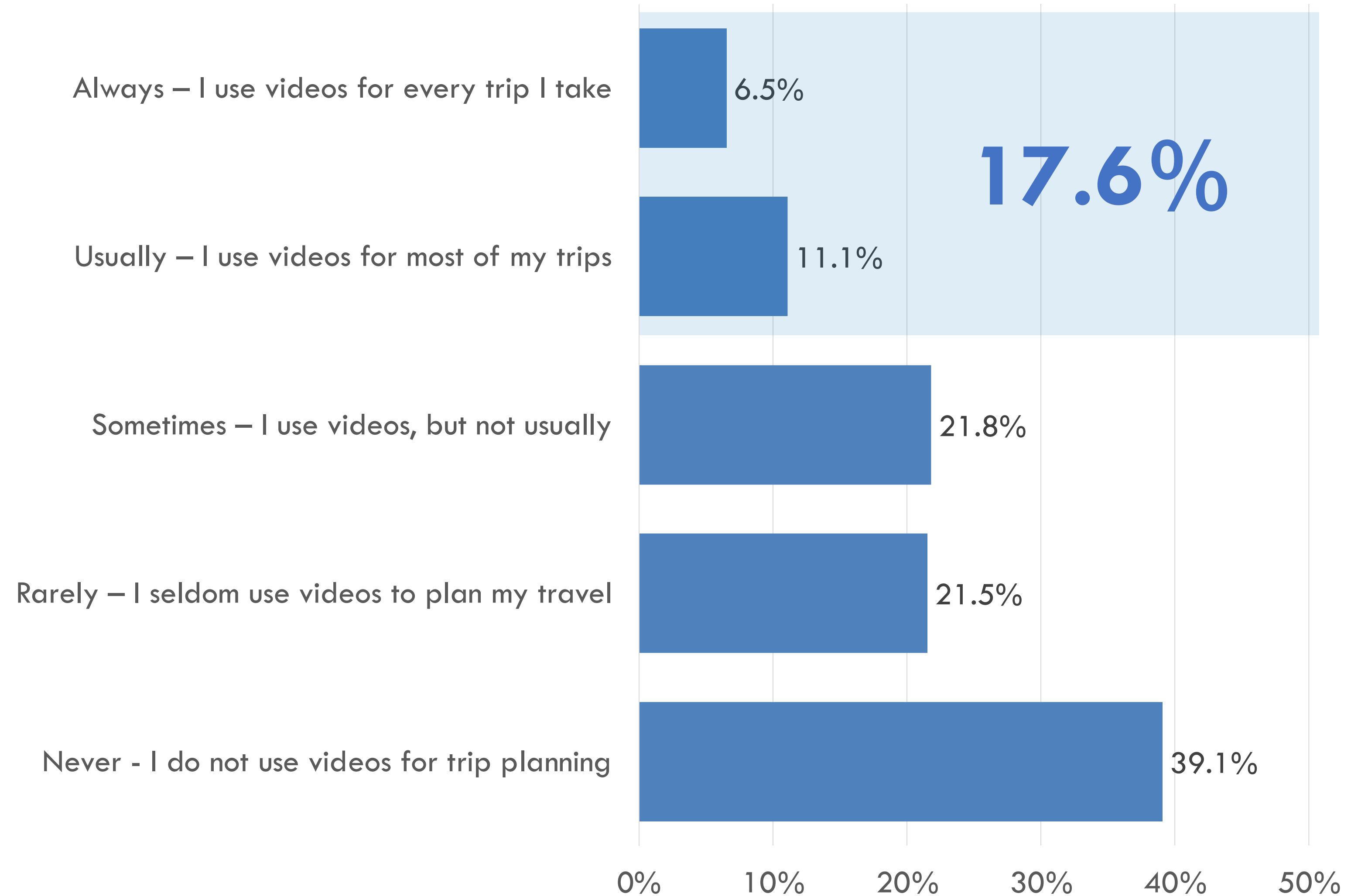
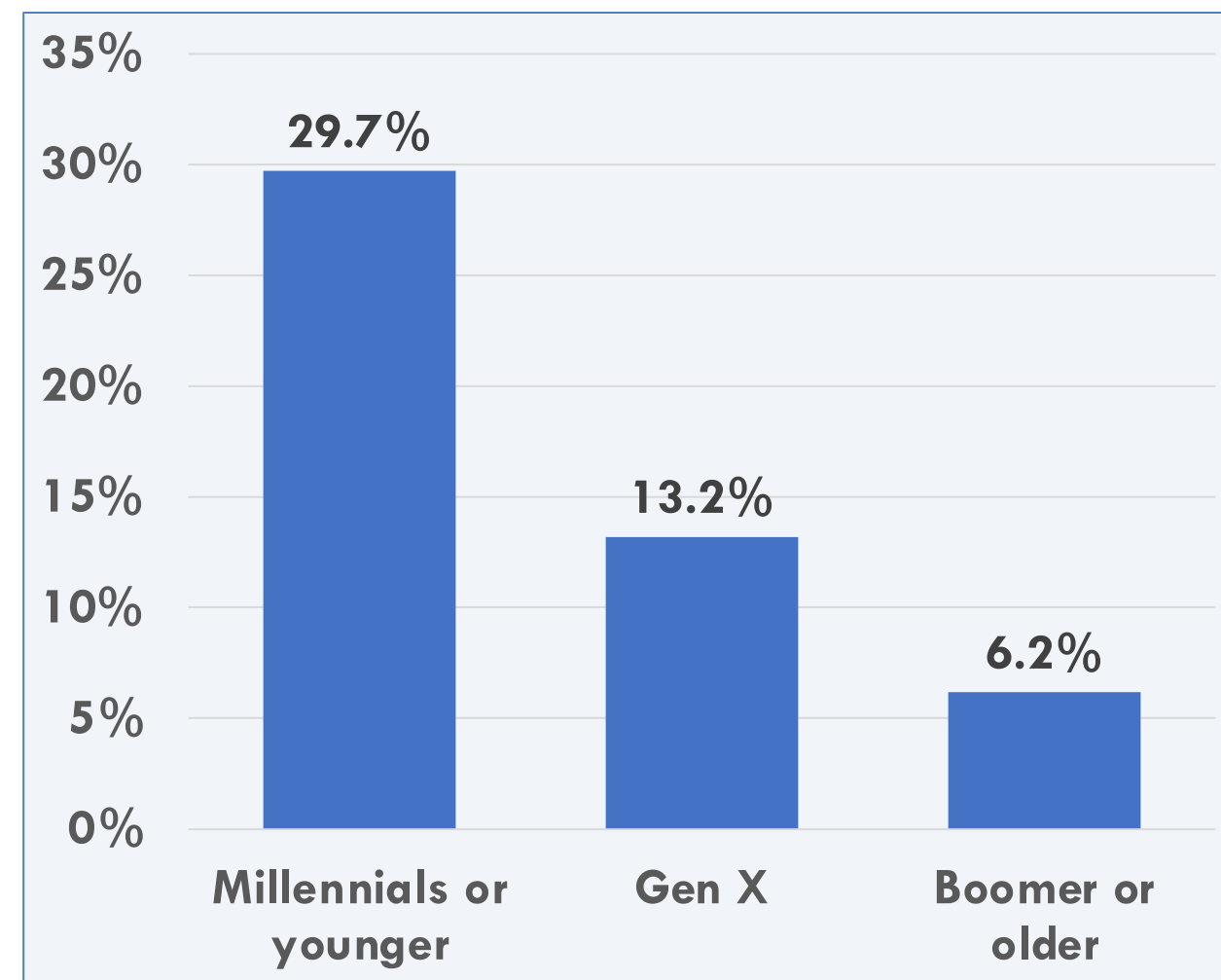
Question: In the past 12 months, have you used **ONLINE VIDEO** including visiting video sharing websites (e.g. Youtube.com, AOL Video, TikTok or Google Video) to plan any travel?



VIDEO: FREQUENCY OF USE

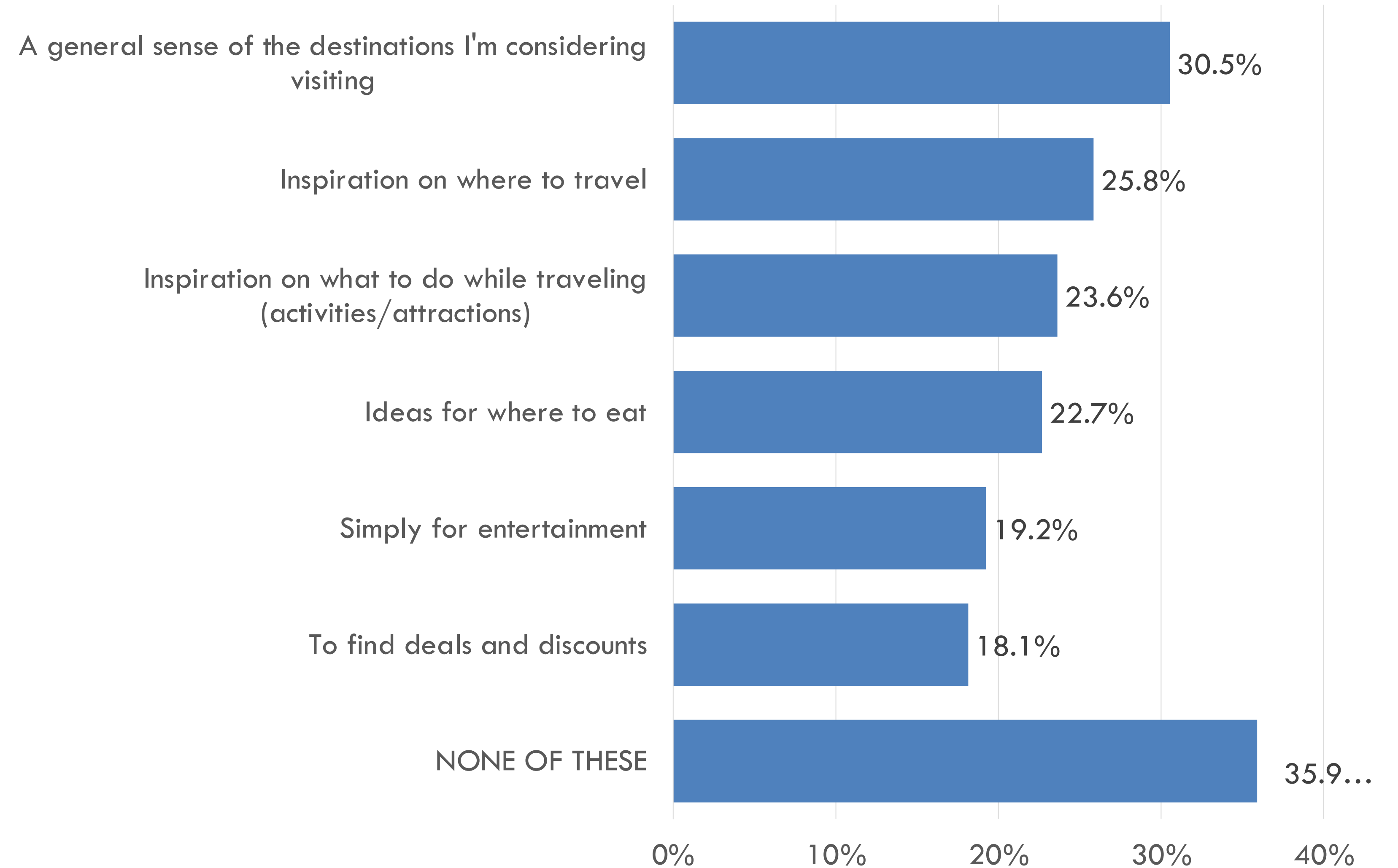
Question: How often do you use **ONLINE VIDEOS** to plan your travel?

By Generation



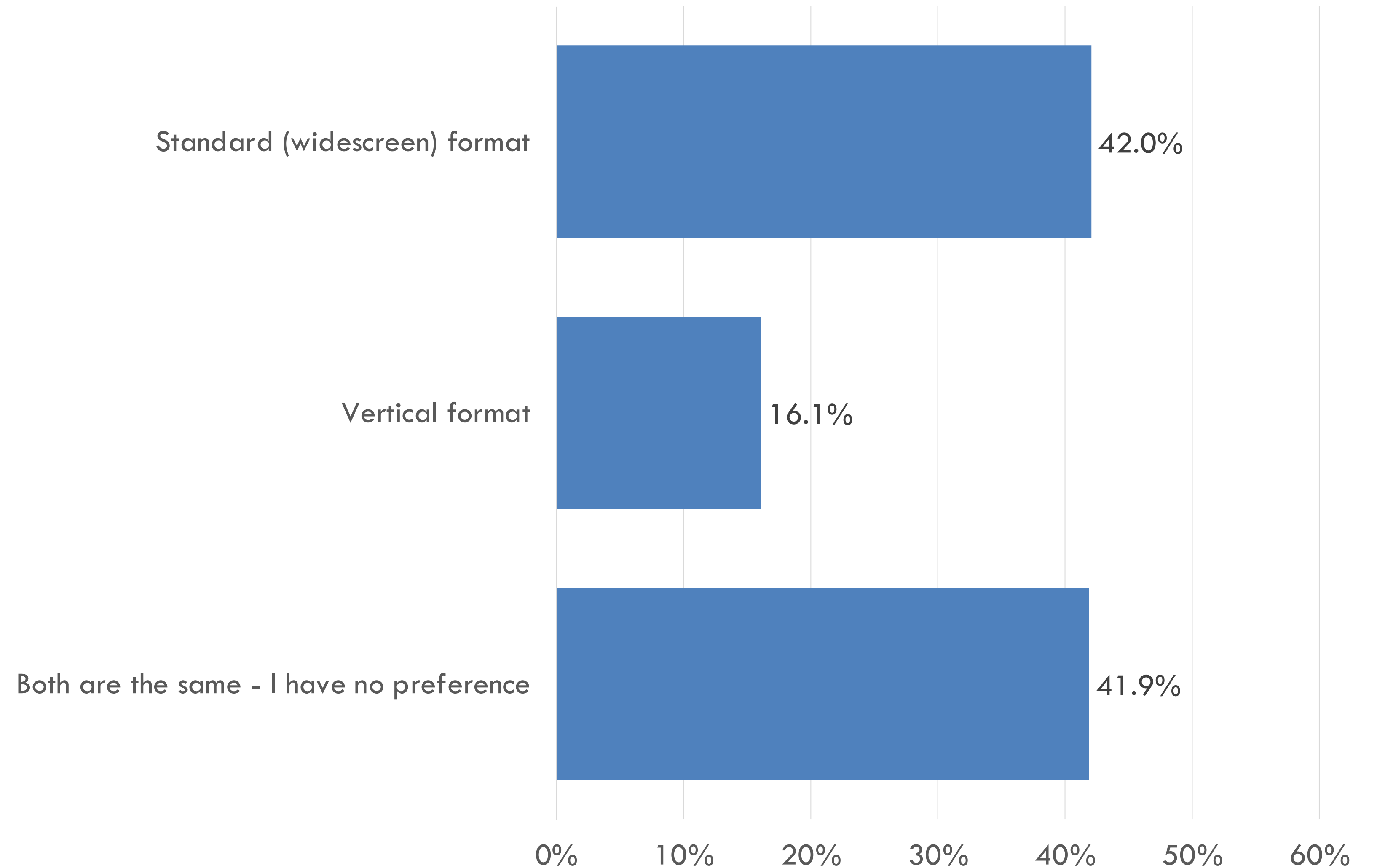
TYPICAL USAGE OF VIDEO

Question: How do you generally use online video for helping with your travels? (Select all that accurately complete the sentence)



PREFERRED VIDEO FORMAT

Question: When watching video online, do you generally prefer watching standard (widescreen) or vertical formats (like TikTok or YouTube Shorts)?

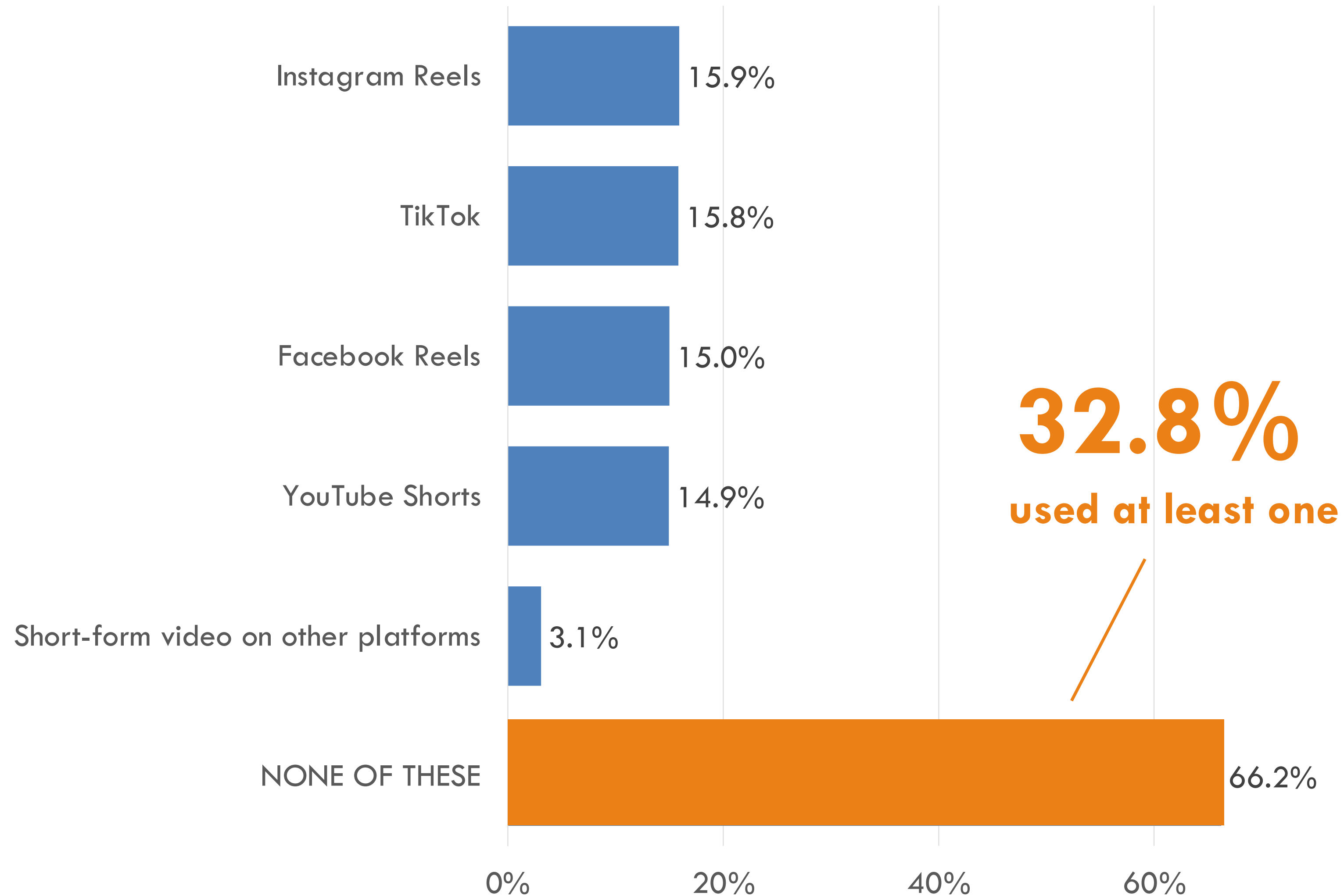




Video Use in Planning
Their Most Recent Trip

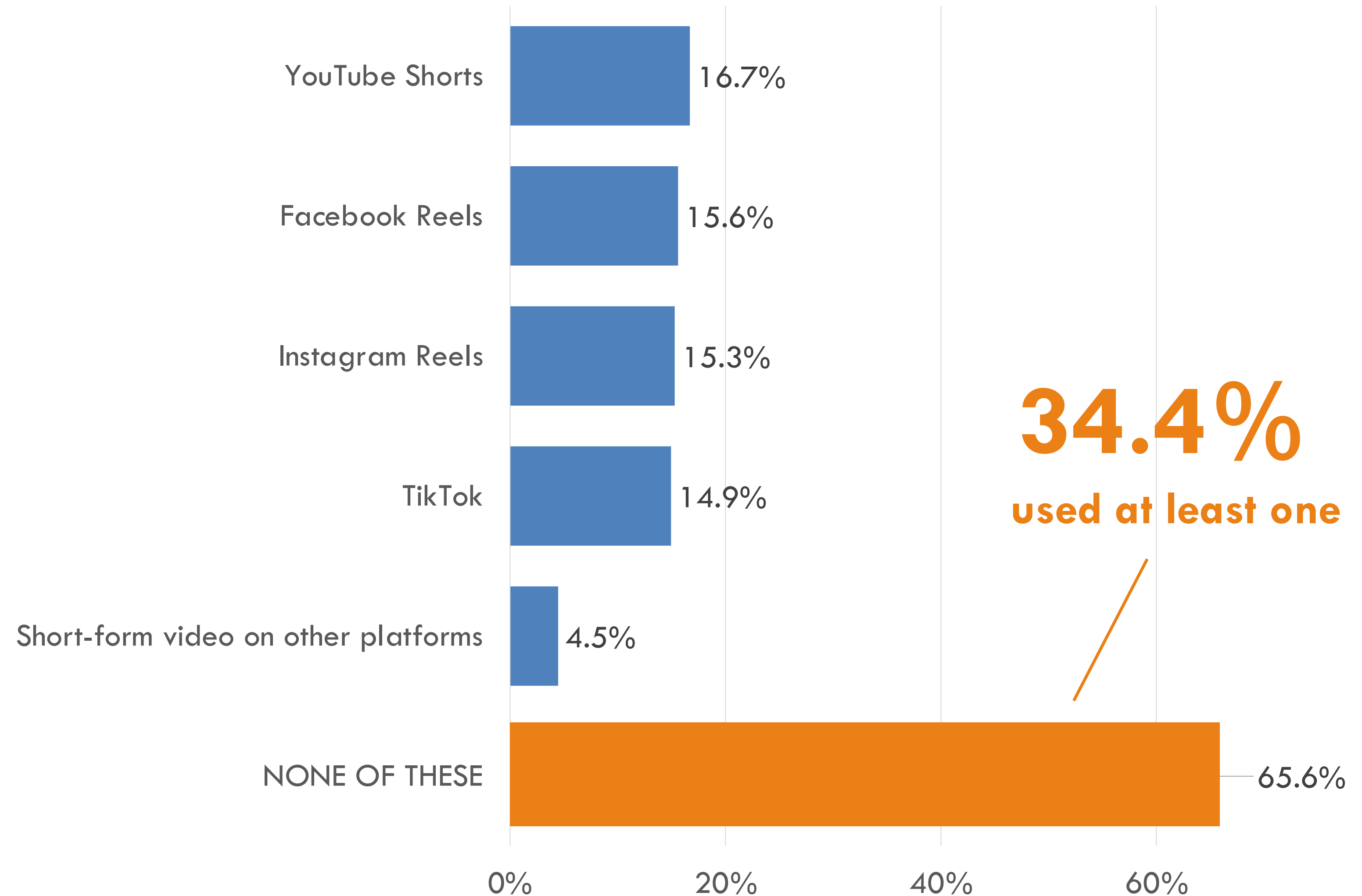
USE OF SHORT-FORM VIDEO (BEFORE MOST RECENT TRIP)

Question: BEFORE LEAVING YOUR HOME on your most recent overnight trip, which of the following (if any) did you use to gather inspiration or information for your trip?



USE OF SHORT-FORM VIDEO (DURING MOST RECENT TRIP)


Question: AFTER LEAVING HOME AND ARRIVING IN YOUR DESTINATION(S) did you use any short-form video (e.g. short videos on TikTok, Facebook, Instagram, etc.) to plan your trip?

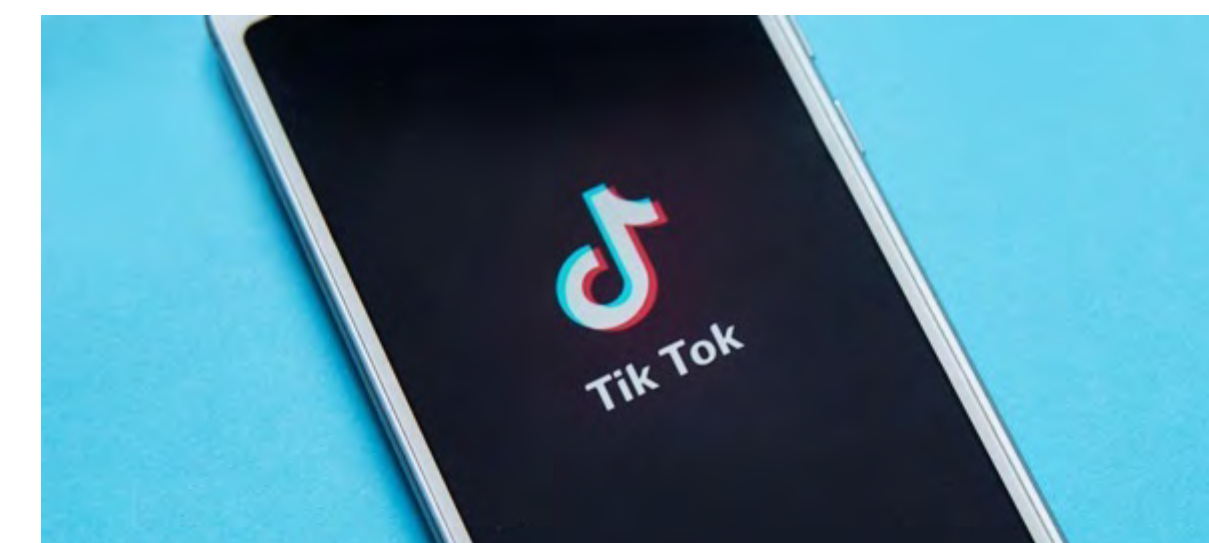


Destination  Analysts

BEST PRACTICES IN TIKTOK CONTENT FOR TRAVEL BRANDS

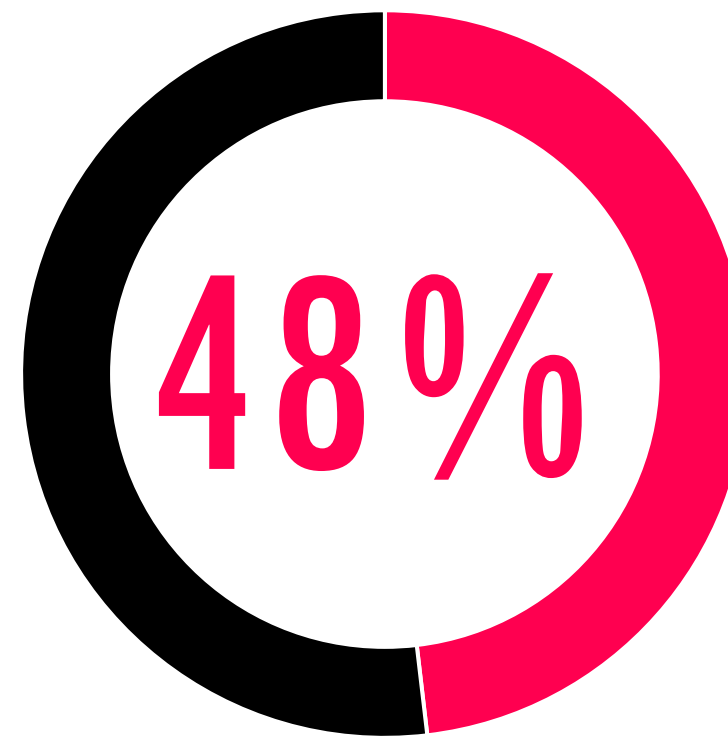
2023

Research undertaken in collaboration with: 



KEY TAKEAWAYS

It's Not Just Passive Entertainment. TikTok has Been Effective in Influencing Travelers to Take Trips.



Almost half (48.1%) of TikTok using travelers report that they have taken a trip to a destination because of content they saw on the platform.

(65.0% for Millennials and 55.4% for Gen Z vs. 44.0% for Gen X and 28.4% for Baby Boomer TikTok users).

“ TikTok has reignited my travel desires. ”

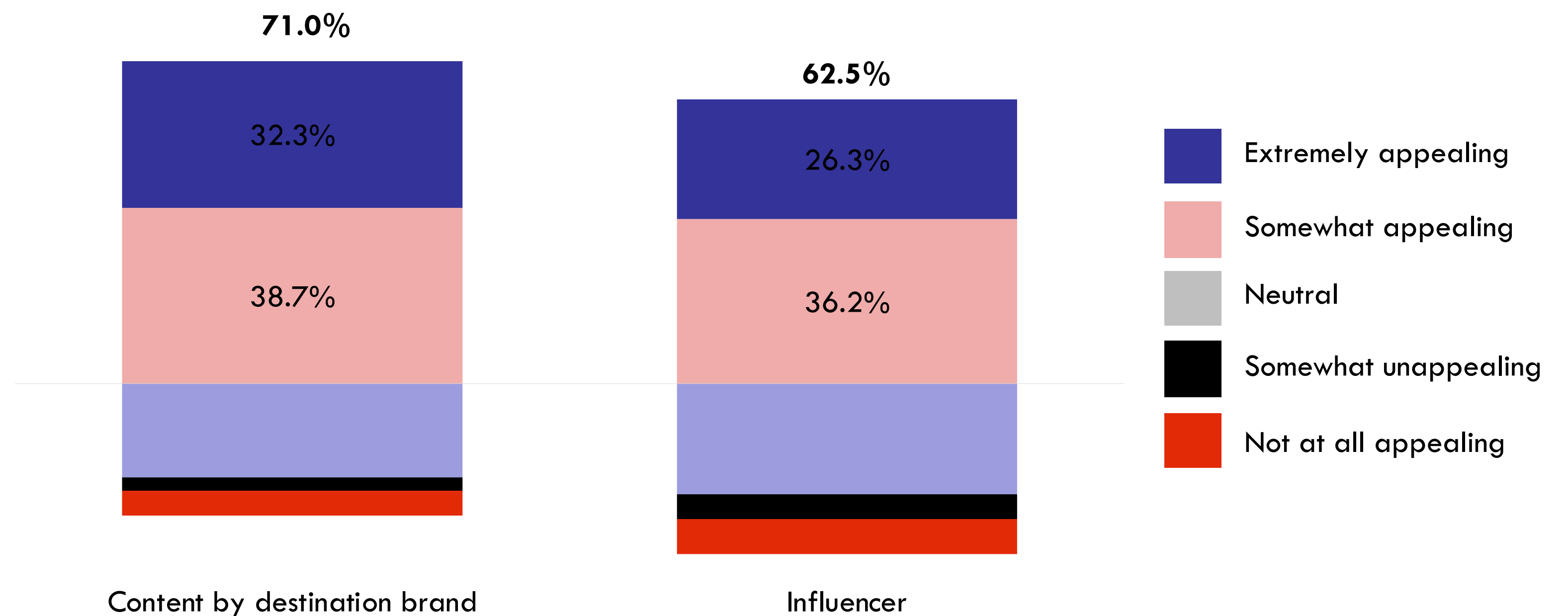
“ About a year ago, I went to New Orleans, and it's not the most talked about destination in my circle, but I had seen a lot of posts on my TikTok on why it's a good idea to go there, so I went! ”

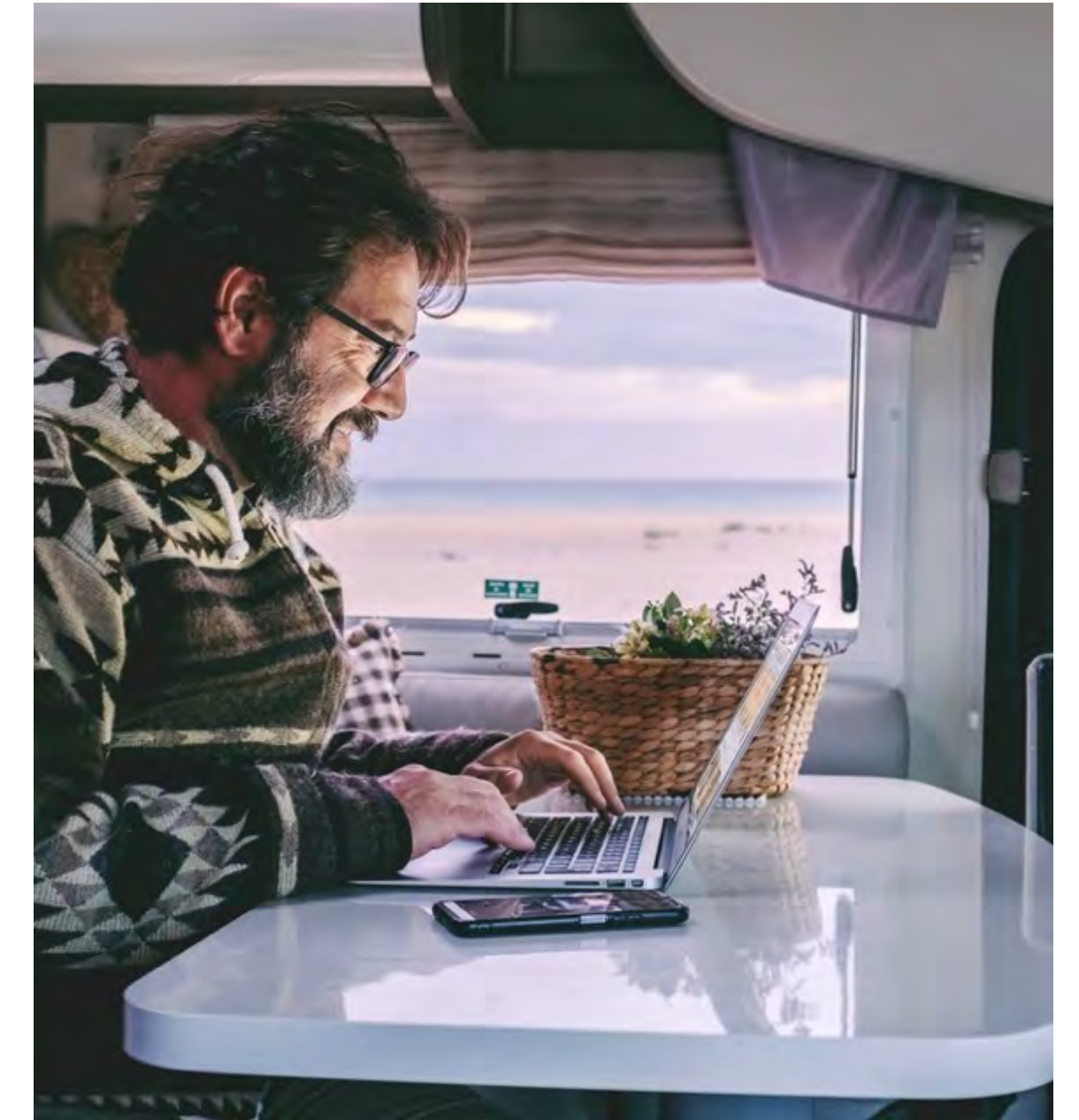
KEY TAKEAWAYS

“I would trust it. Not saying implicitly, but travel content is usually trustworthy. Content made by brands or sponsors feels more trustworthy because someone is putting their name on the line.”

When it Comes to Travel Content on TikTok, Users Consider Destination Brands to be More Appealing than Influencer Posts.

Appeal of TikTok Travel Content by Source





Technology Usage and Interest

TRAVEL-RELATED APPS

27.8%

(38% in 2019)

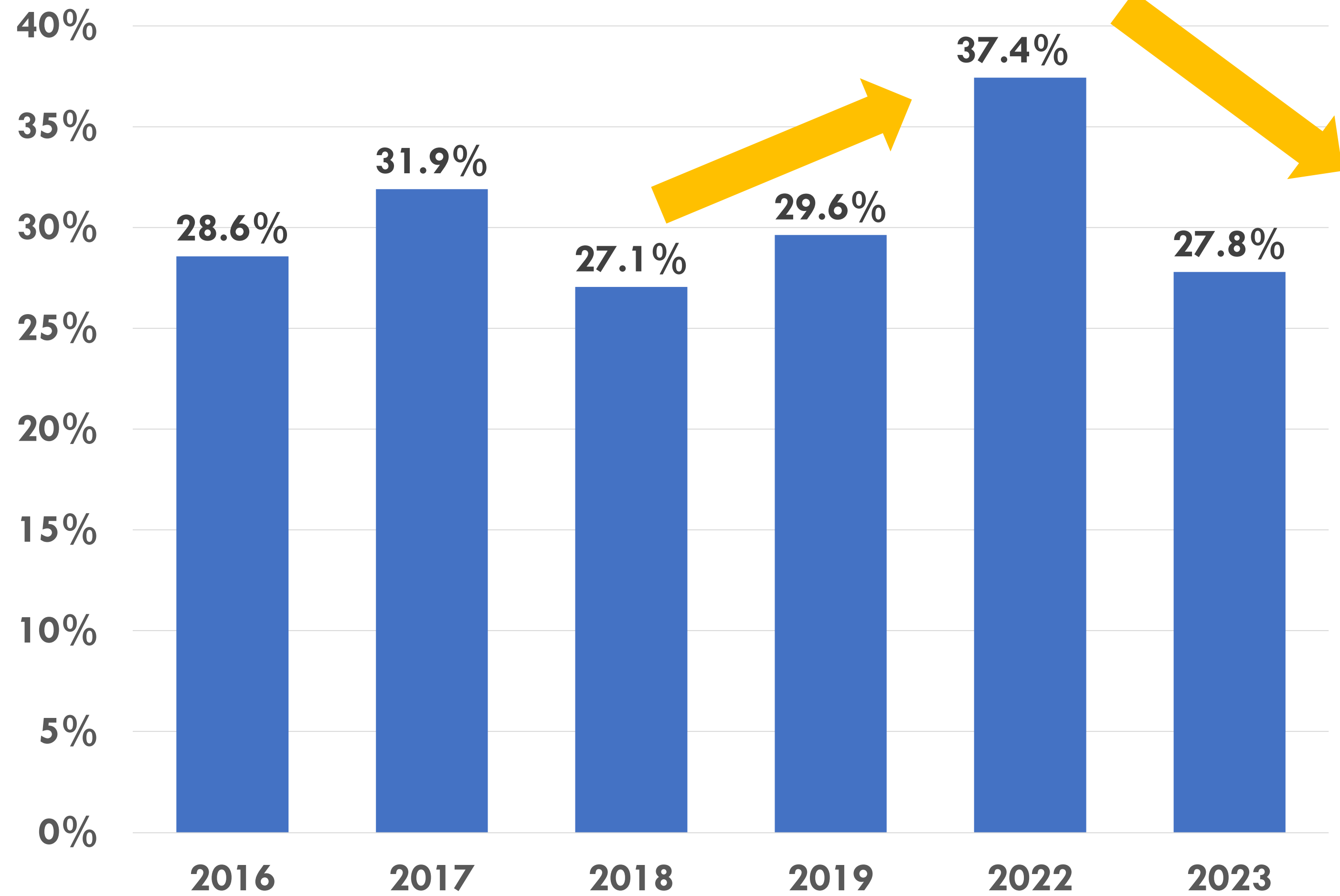
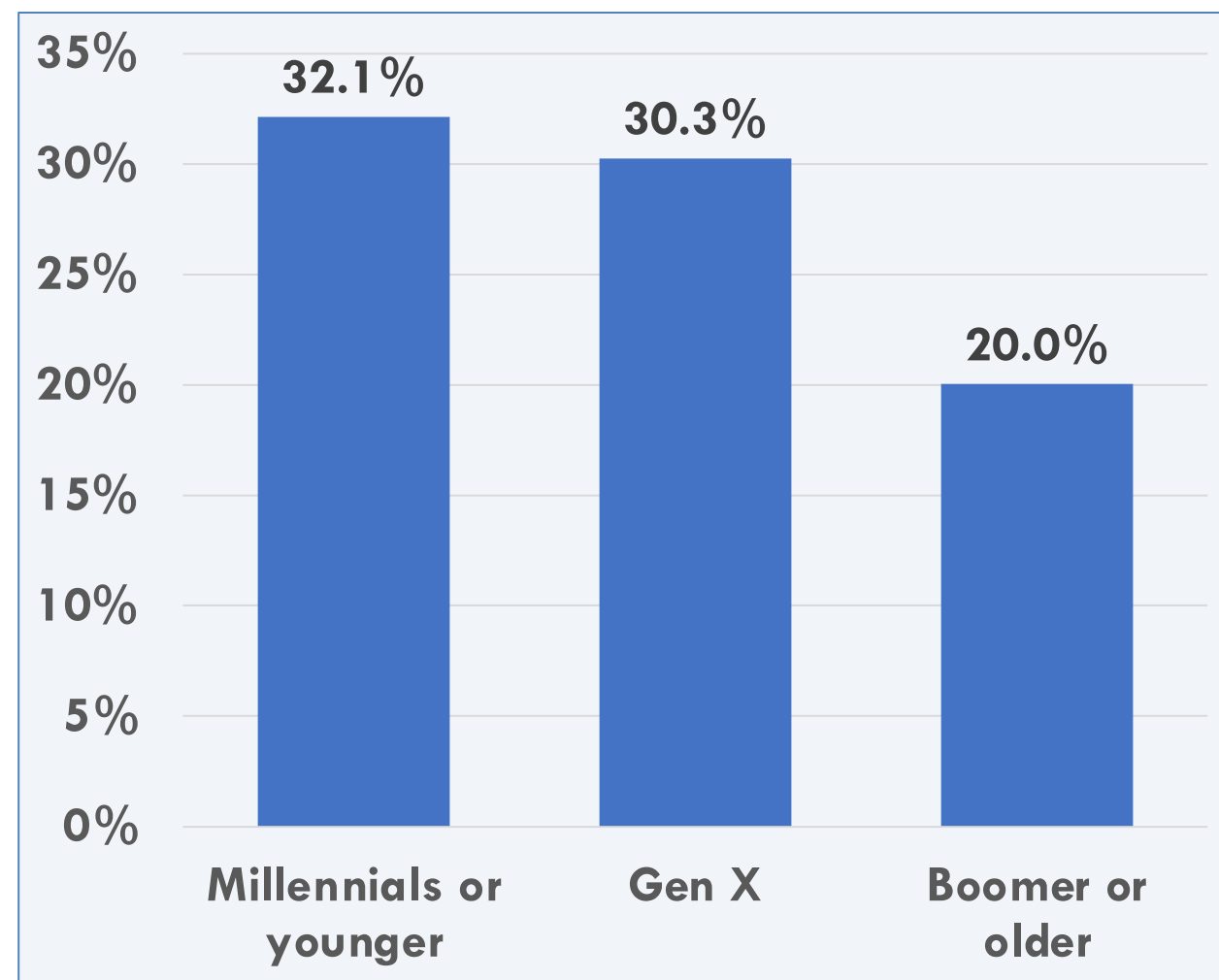
**of travelers say they've used a
travel-related APP in the past 12
months**



USE OF TRAVEL-RELATED APPS

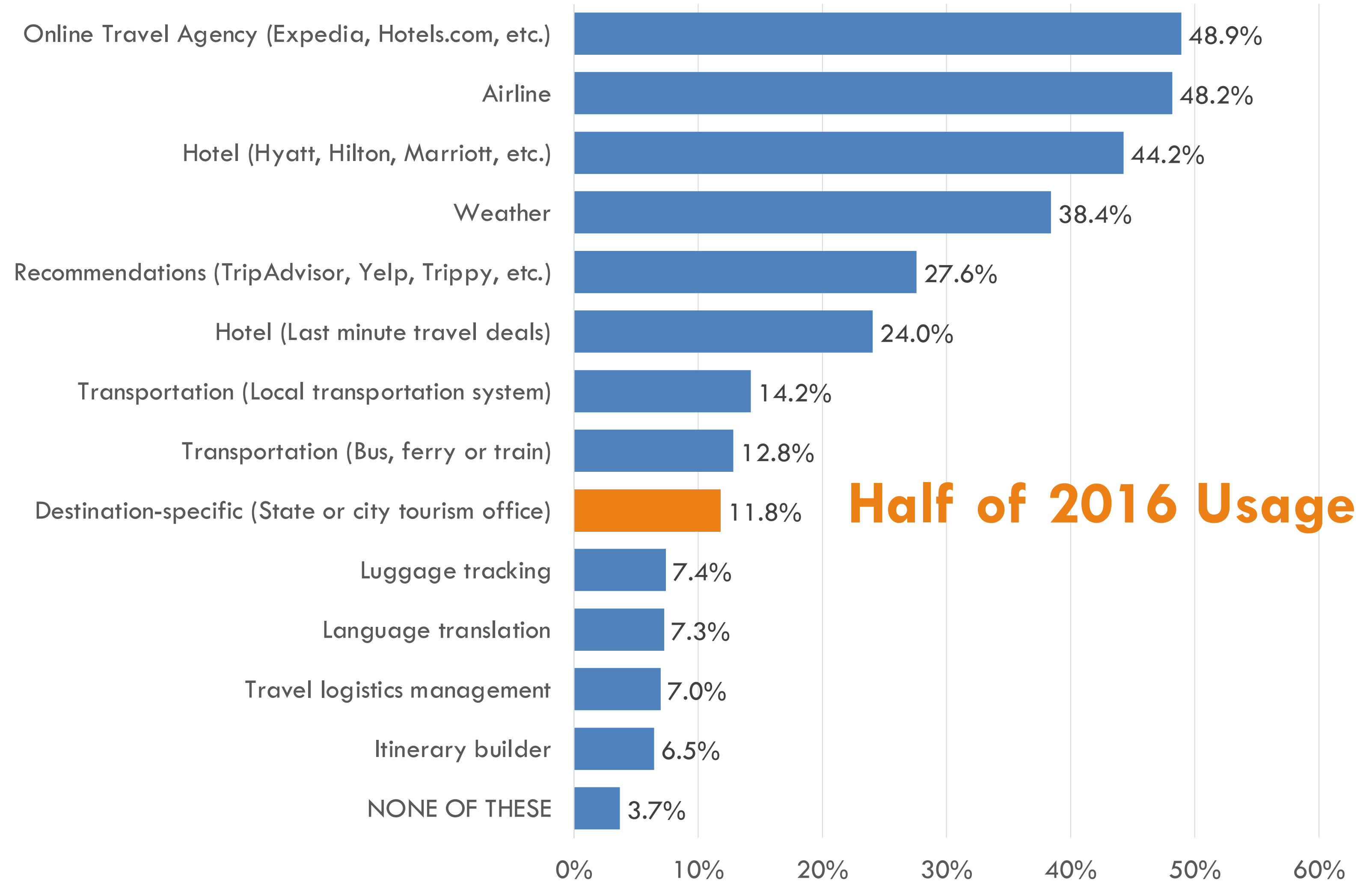
Question: In the PAST TWELVE (12) MONTHS have you used any travel-related APPs to help you in travel planning?

By Generation



SPECIFIC TYPES OF TRAVEL-RELATED APPS USED

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



VIRTUAL REALITY HEADSETS

17.4%

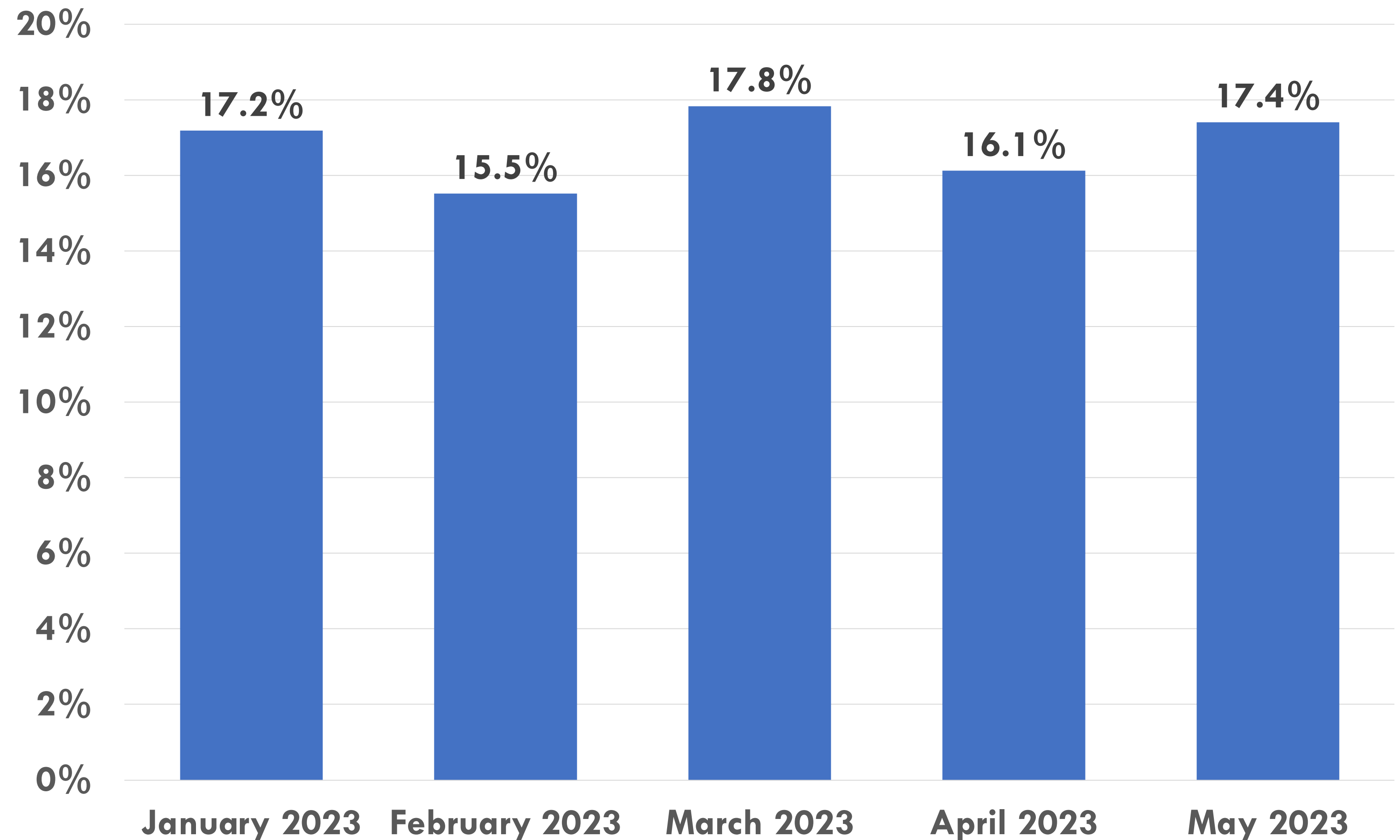
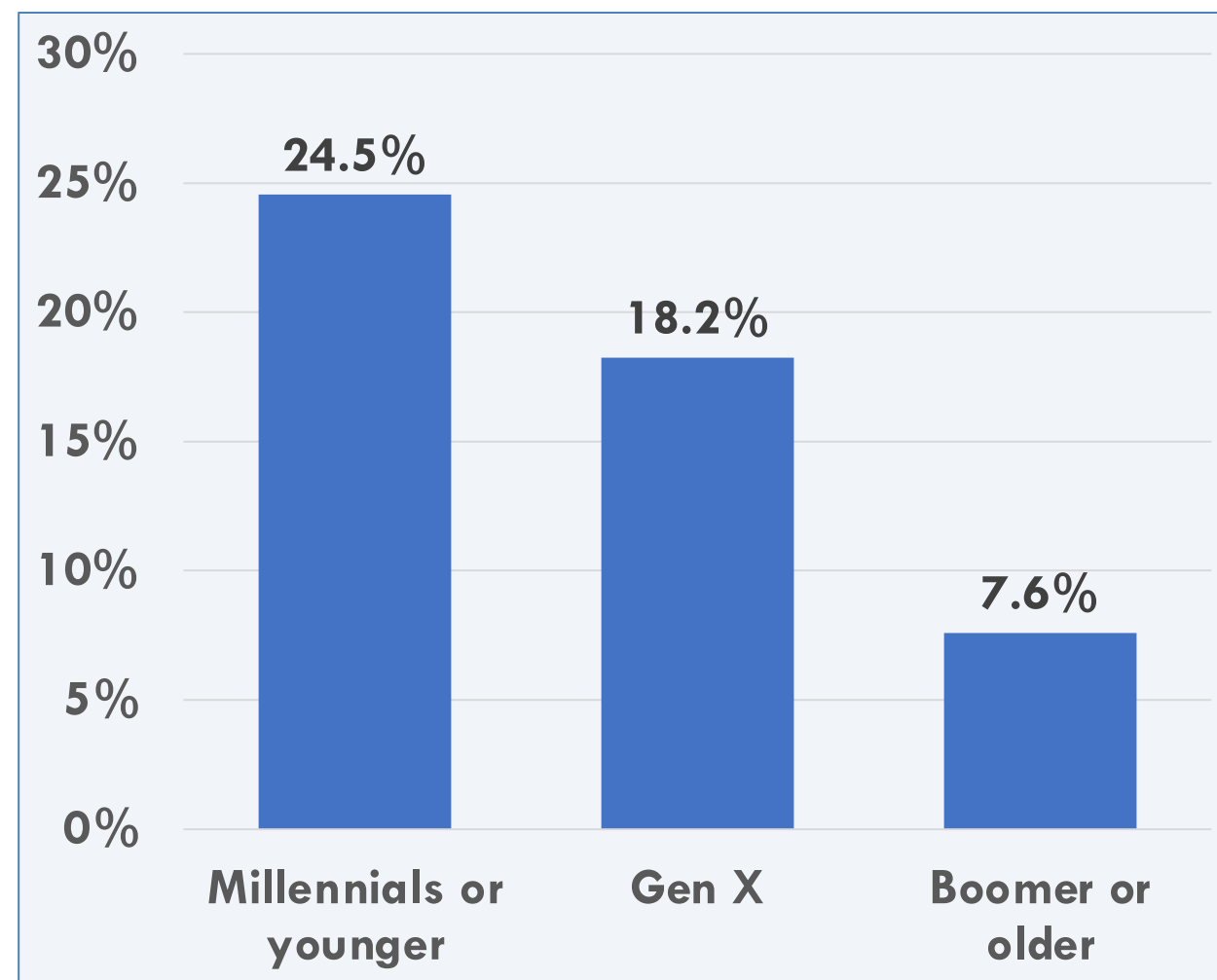
of travelers say they have access
to a *virtual reality headset*.



USE OF VIRTUAL REALITY HEADSETS

Question: Do you currently own (or have access to use) a virtual reality headset?

By Generation

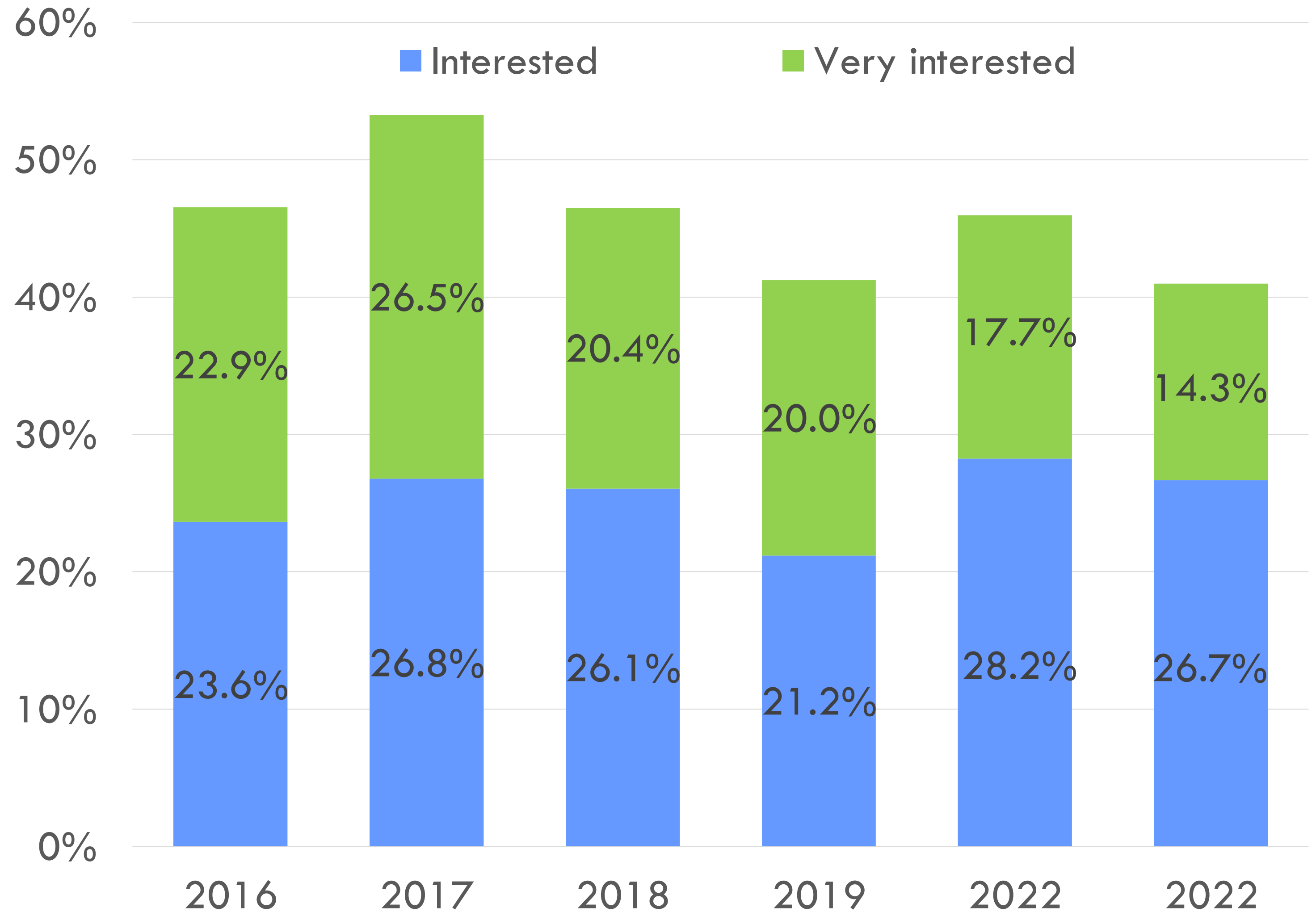
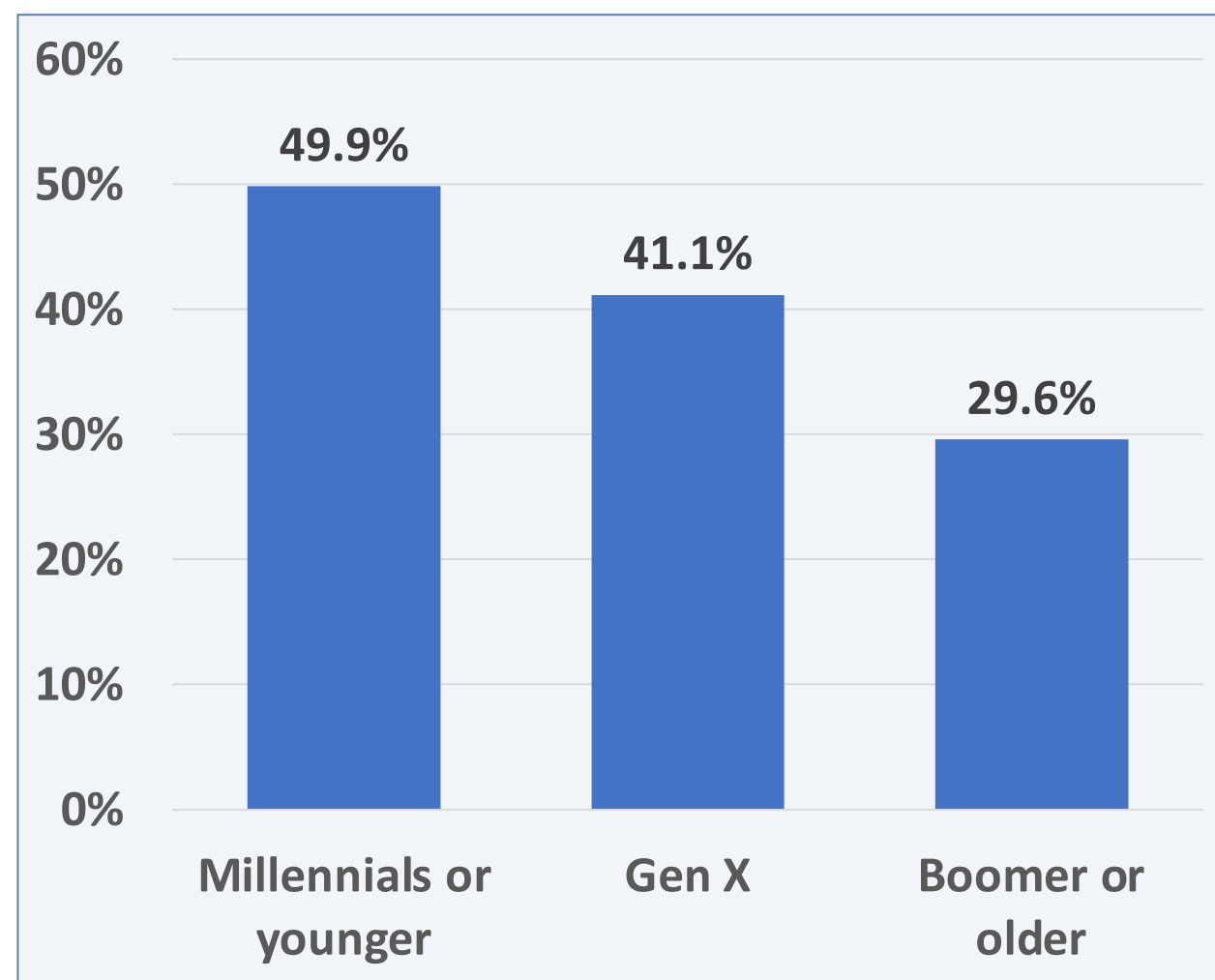


USE OF VIRTUAL REALITY HEADSETS

Question: If good contents were available, how interested would you be in using a Virtual Reality Headset to research leisure destinations you are considering visiting? (Select one)

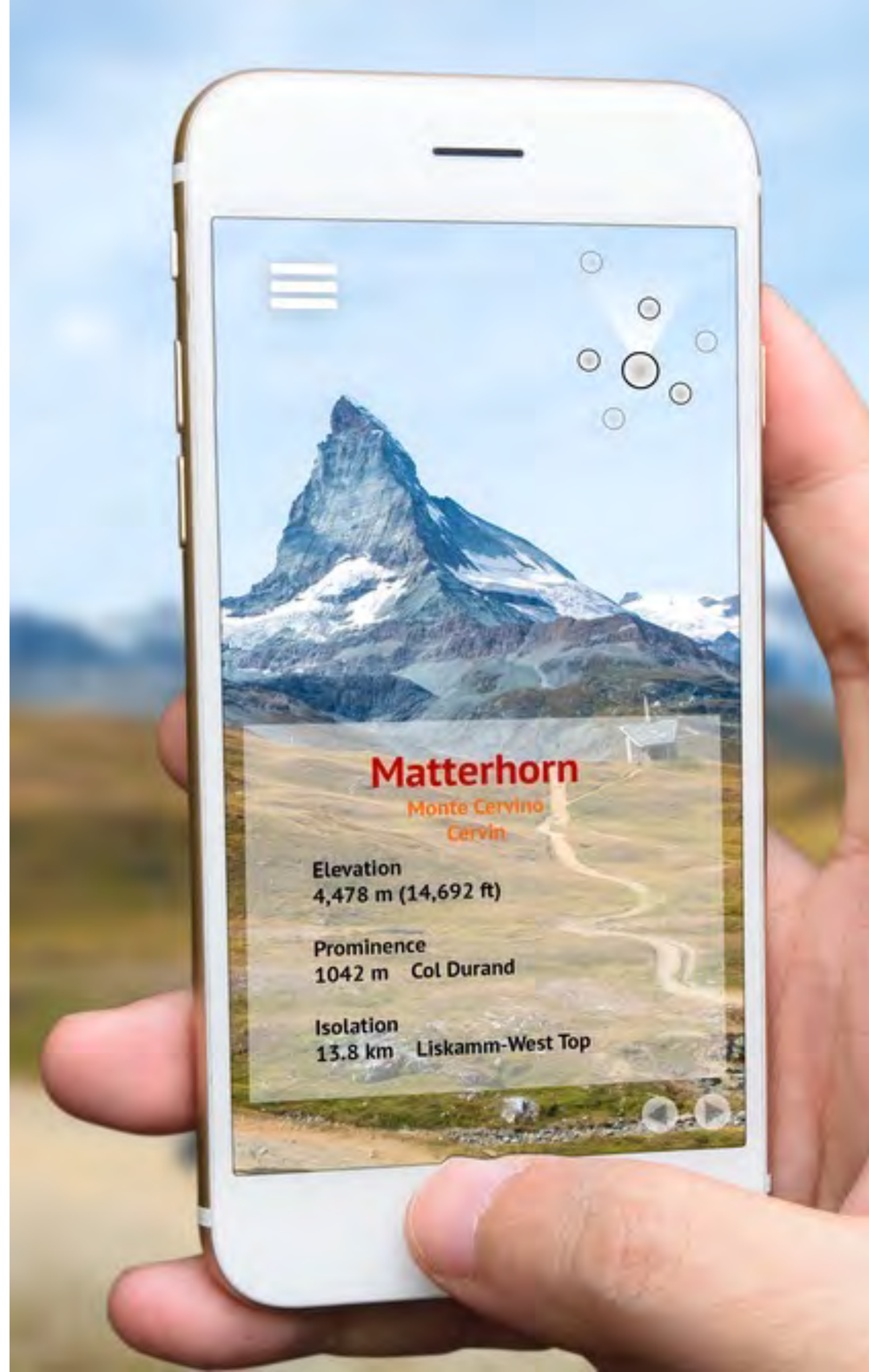
By Generation

(Top 2 Box Score)





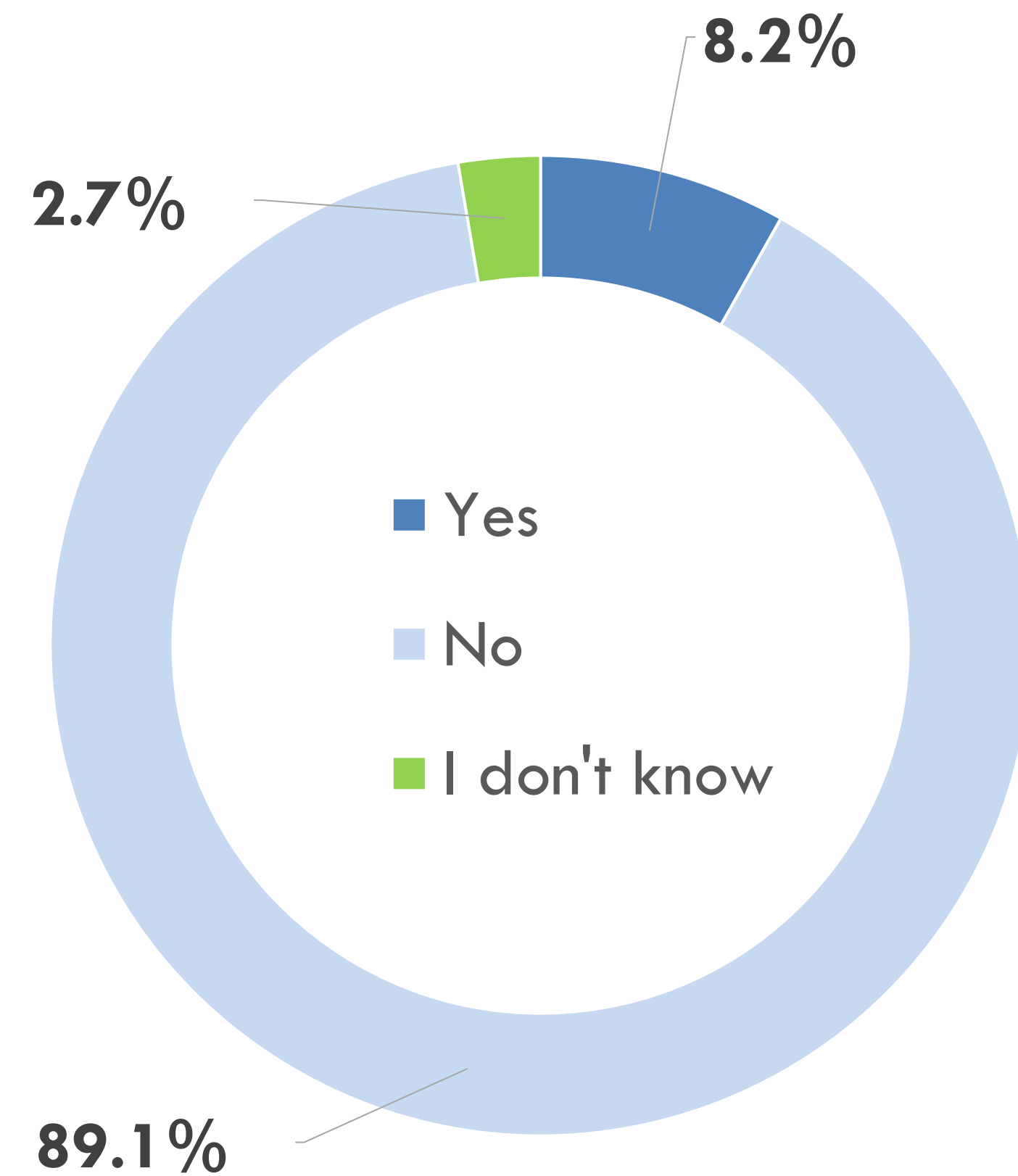




Augmented Reality

USE OF AUGMENTED REALITY TECHNOLOGY

Question: In the PAST 12 MONTHS, have you viewed or used Augmented Reality for any travel related purpose?



A woman with long, curly hair is wearing a white VR headset. She is holding a glowing, translucent globe with her hands, surrounded by faint, glowing lines and geometric shapes, suggesting a virtual environment. The background is a dark blue gradient.

The Metaverse

THE METAVERSE

The metaverse is the emerging 3-D-enabled digital space that uses virtual reality, augmented reality, and other advanced internet and semiconductor technology to allow people to have lifelike personal and business experiences online.

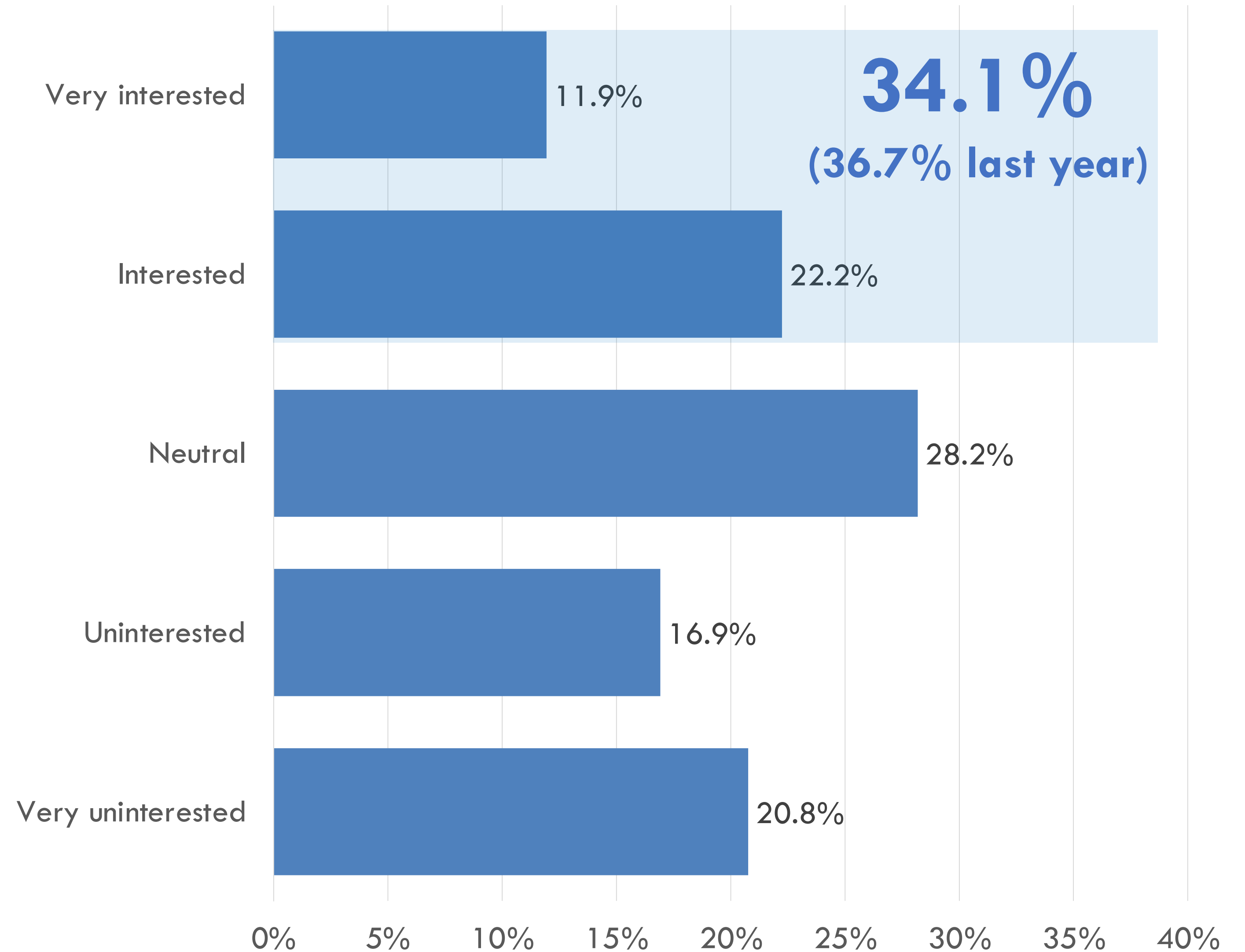
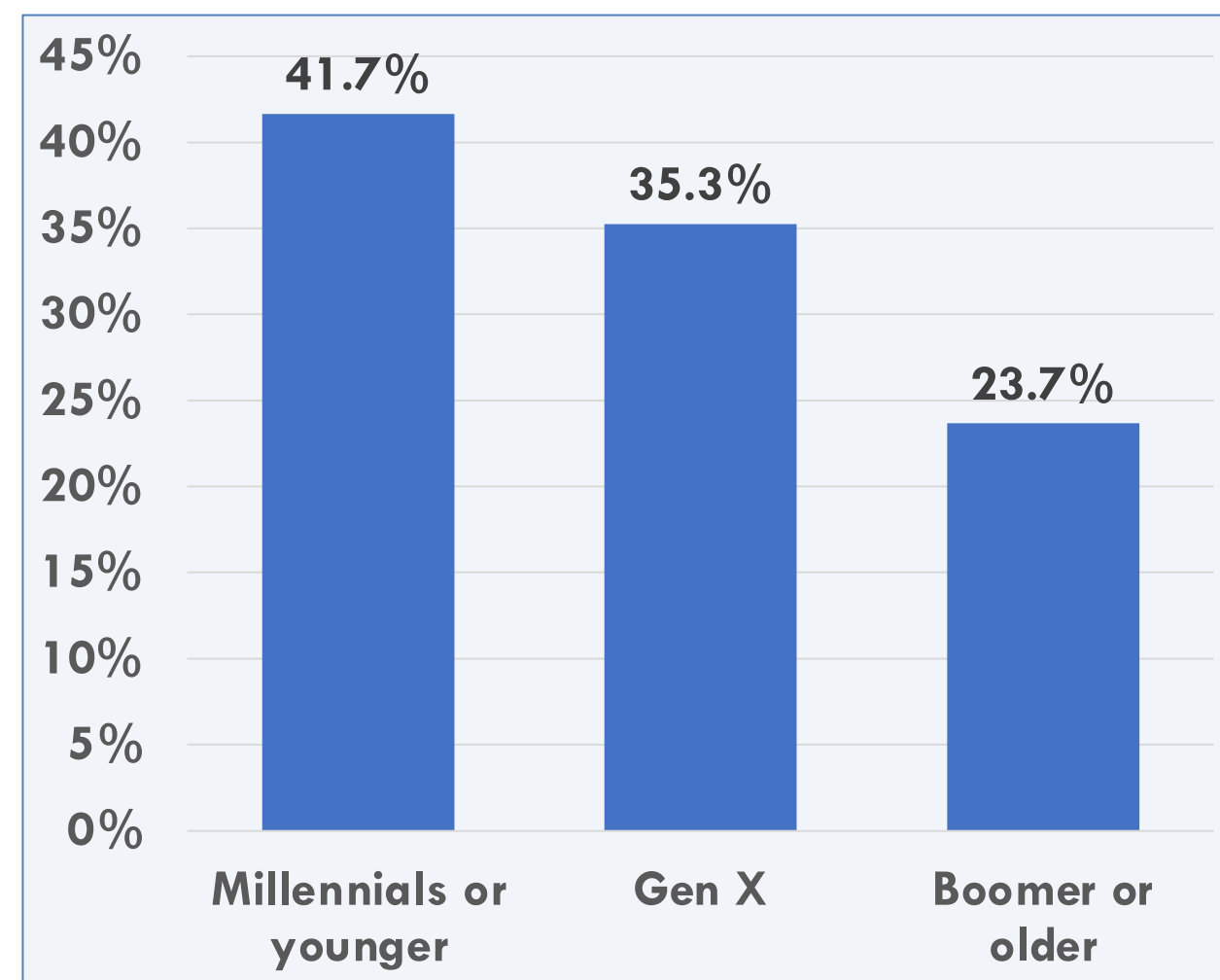


THE METAVERSE: INTEREST

Question: Assume the metaverse includes good spaces for virtually experiencing travel and destinations. How interested would you be in having experiences in the metaverse as a way to get travel inspiration or plan your trips? (Select one) by Report Banner

By Generation

(Top 2 Box Score)





Artificial Intelligence



AI

AWARENESS OF AI CHATBOTS

74.0%

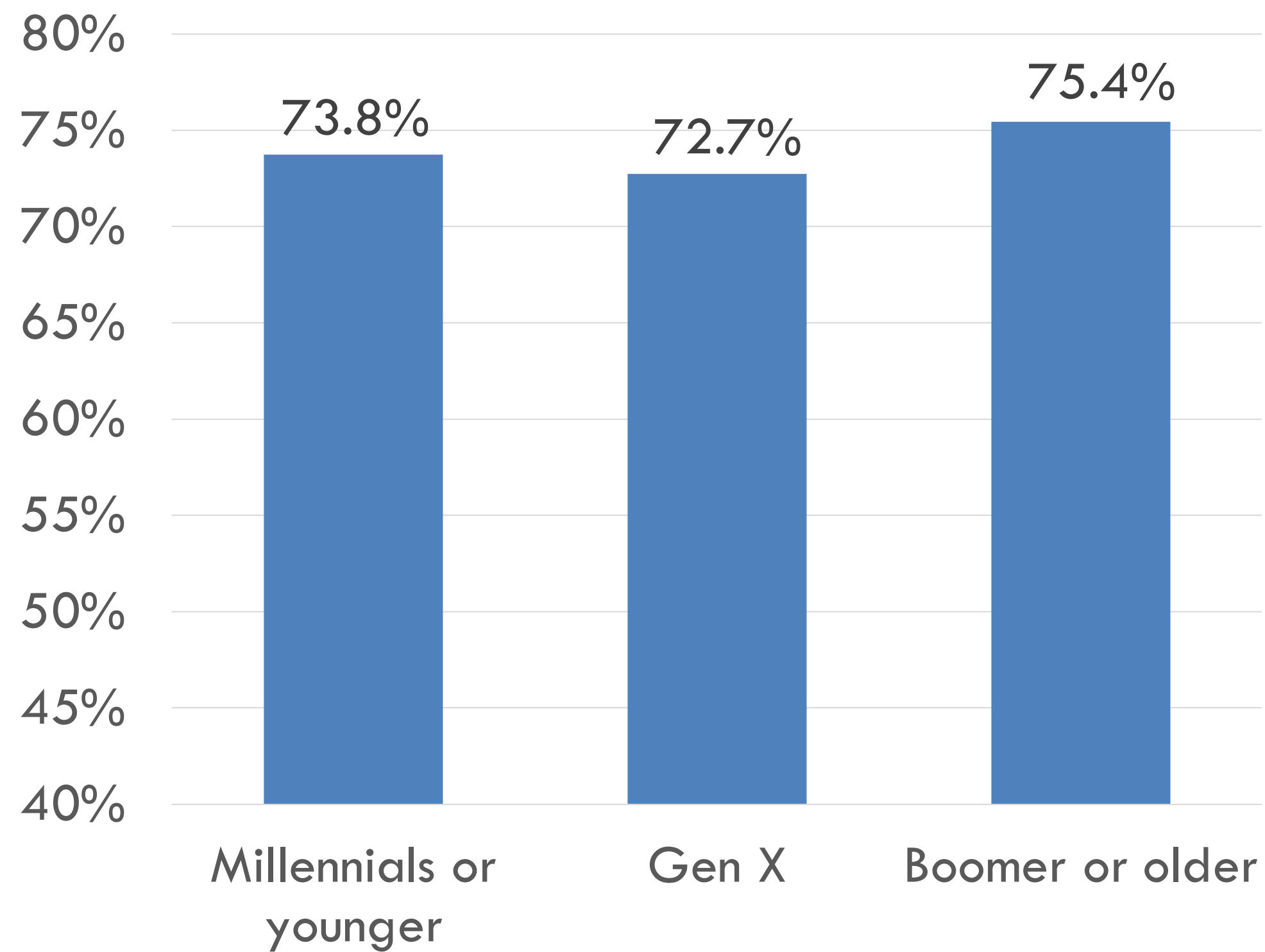
(28.1% in February)

**of travelers say that (before taking
this survey) they had heard of
artificial intelligence chatbots like
ChatGPT**

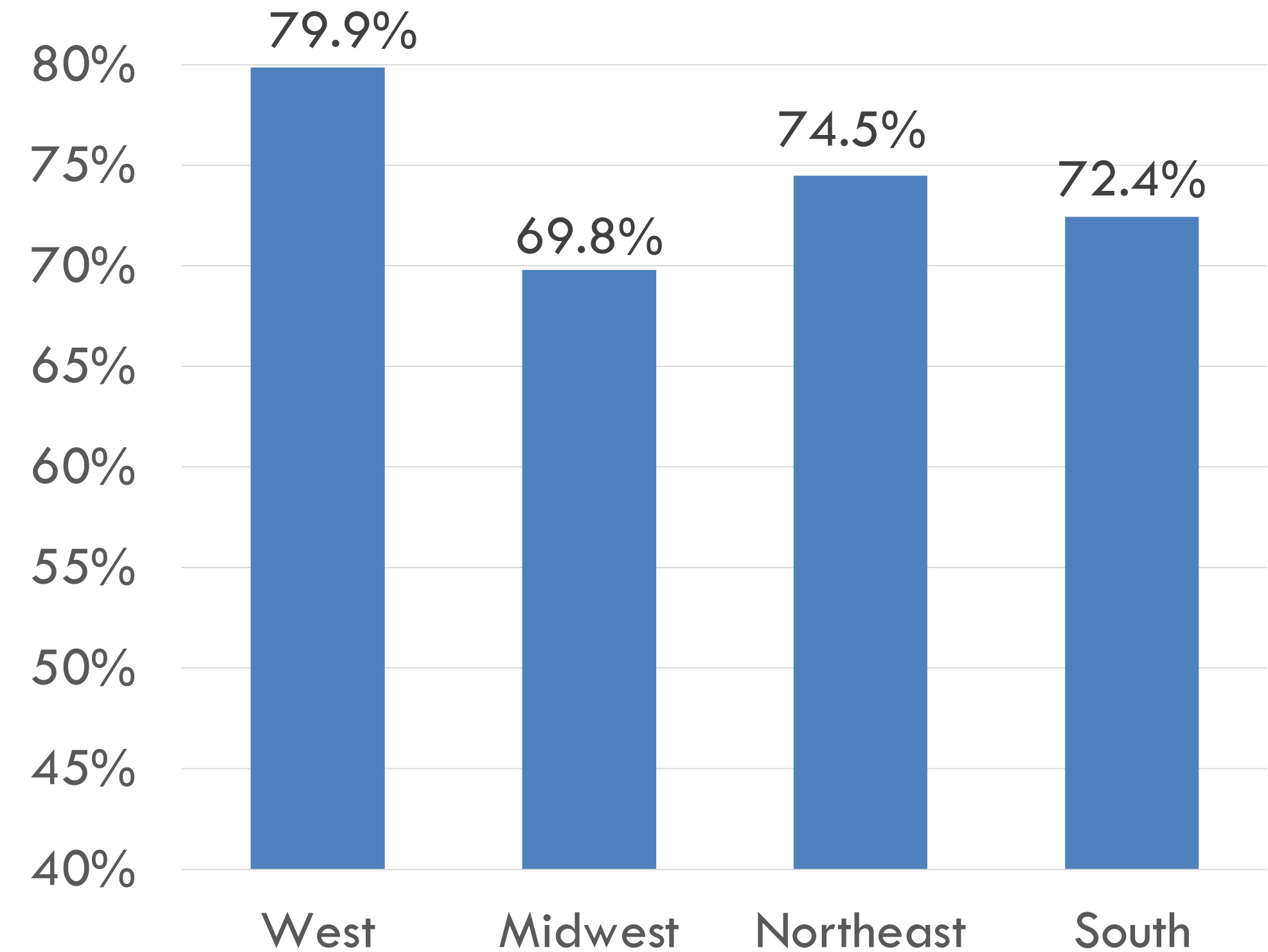


AWARENESS OF AI CHATBOTS

Generation



Region



USE OF AI CHATBOTS

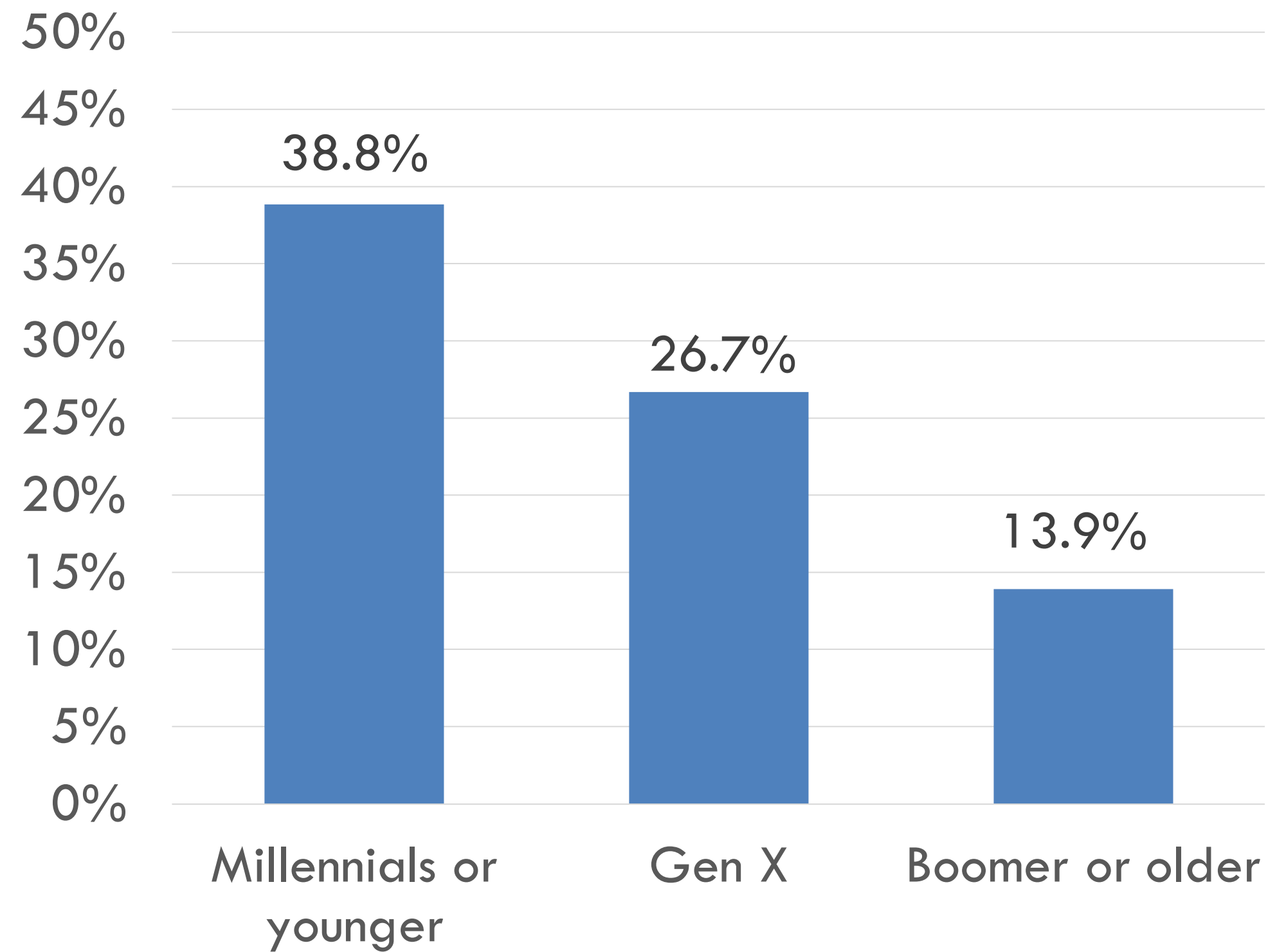
27.4%

**of travelers say they have used
artificial intelligence chatbots like
ChatGPT.**

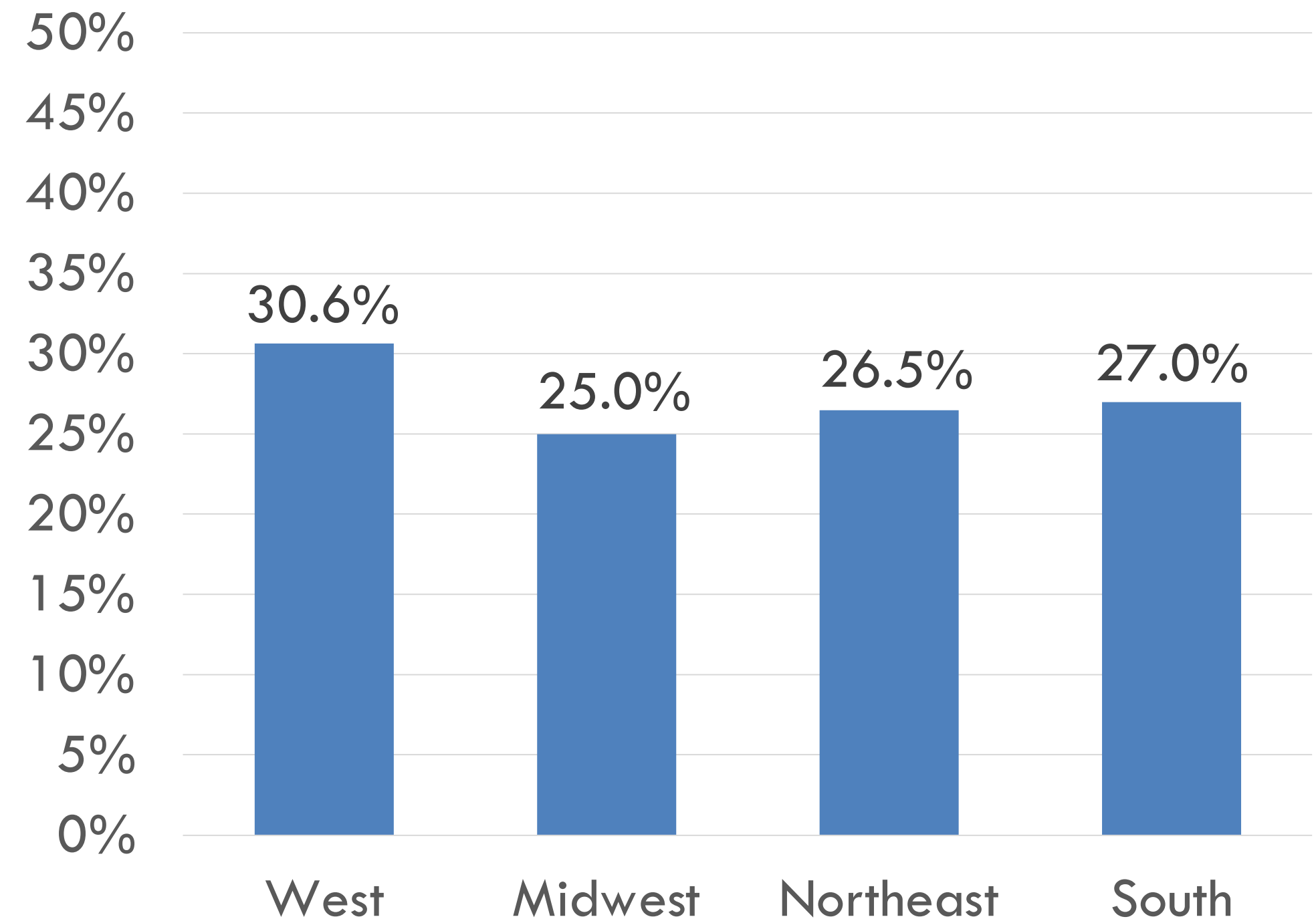


USE OF AI CHATBOTS (FOR ANY REASON)

Generation



Region



USE OF AI CHATBOTS FOR TRAVEL

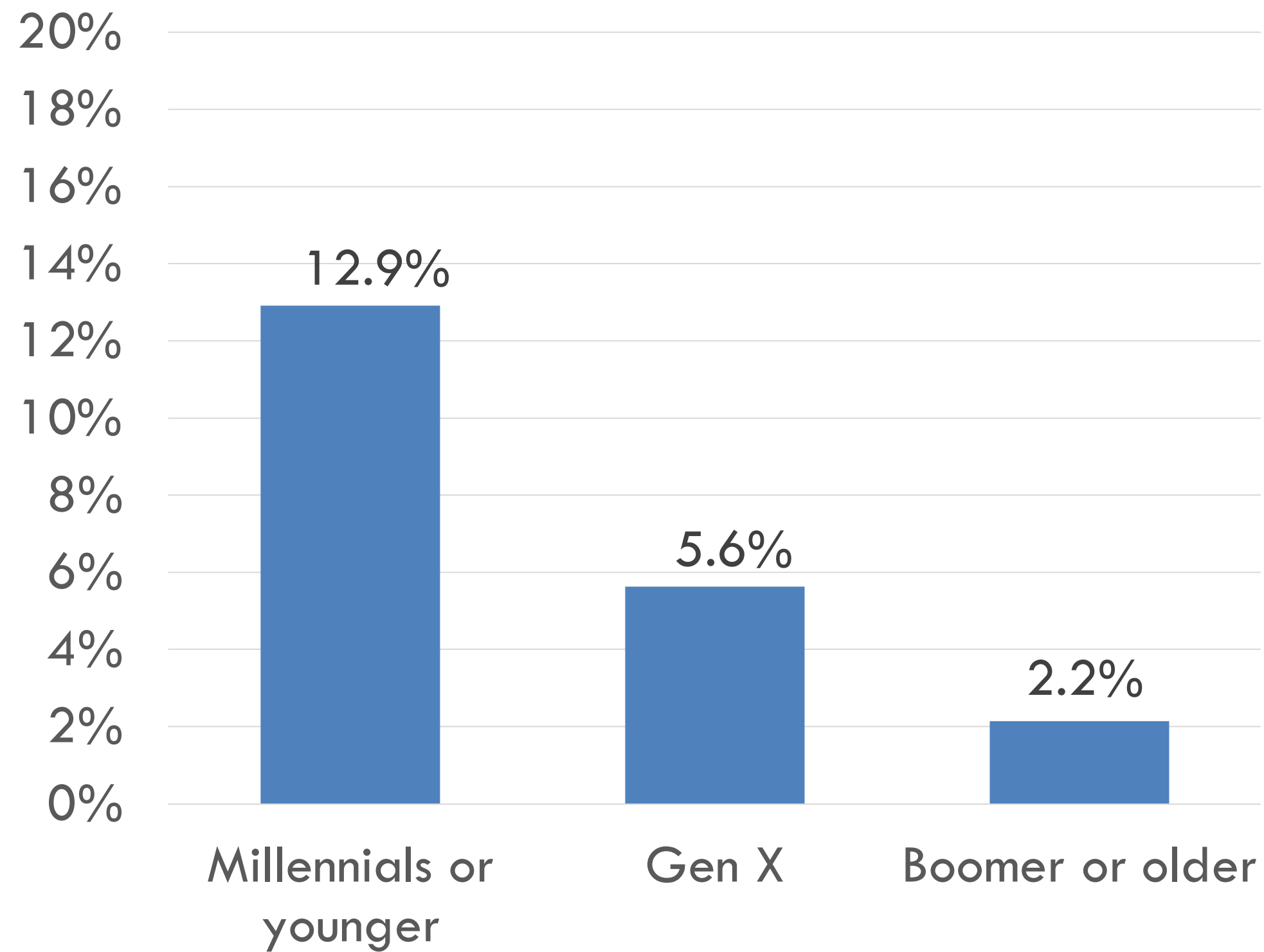
7.4%

of travelers say they have used artificial intelligence chatbots like ChatGPT for travel inspiration or planning.

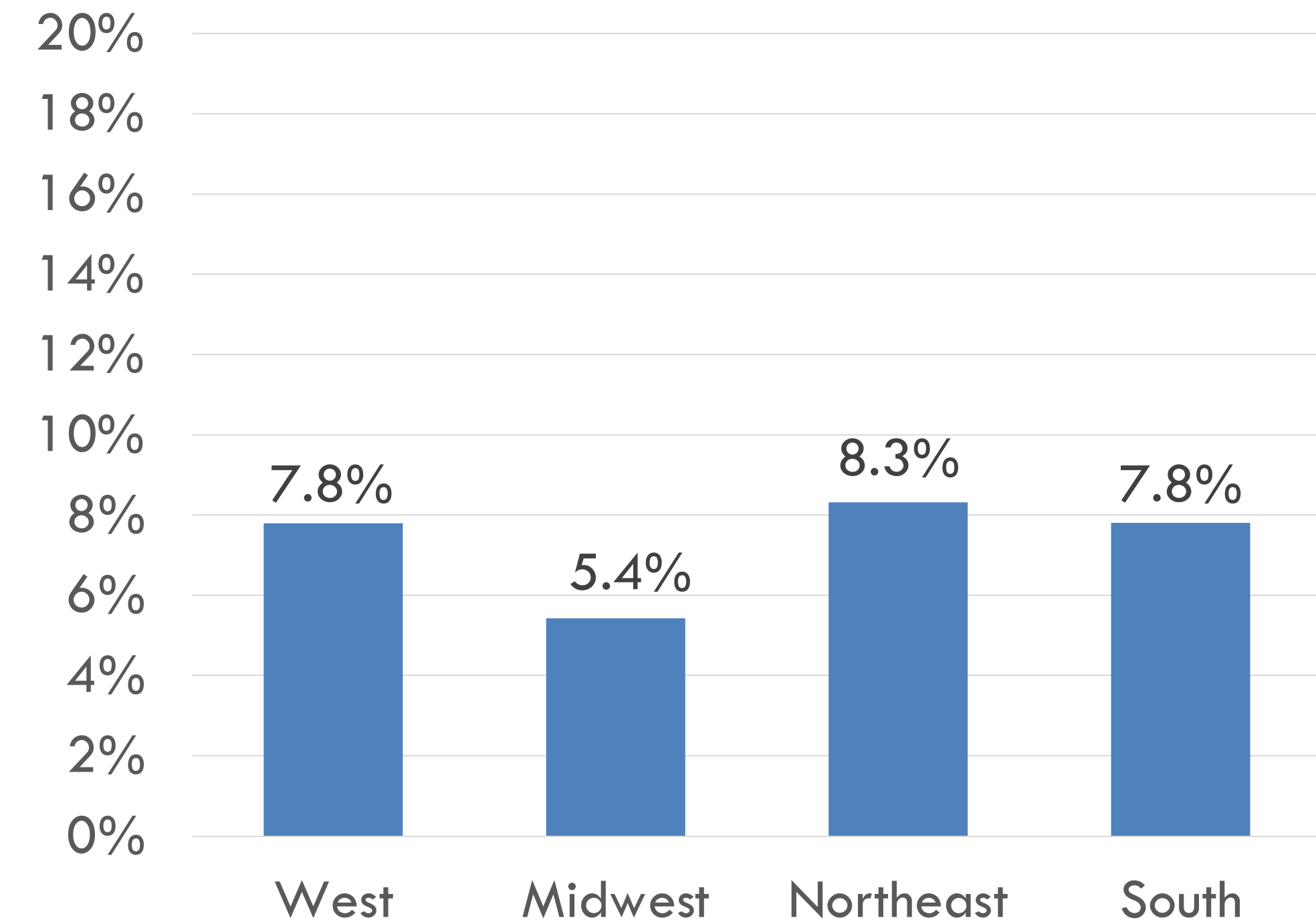


USE OF AI CHATBOTS (FOR TRAVEL)

Generation



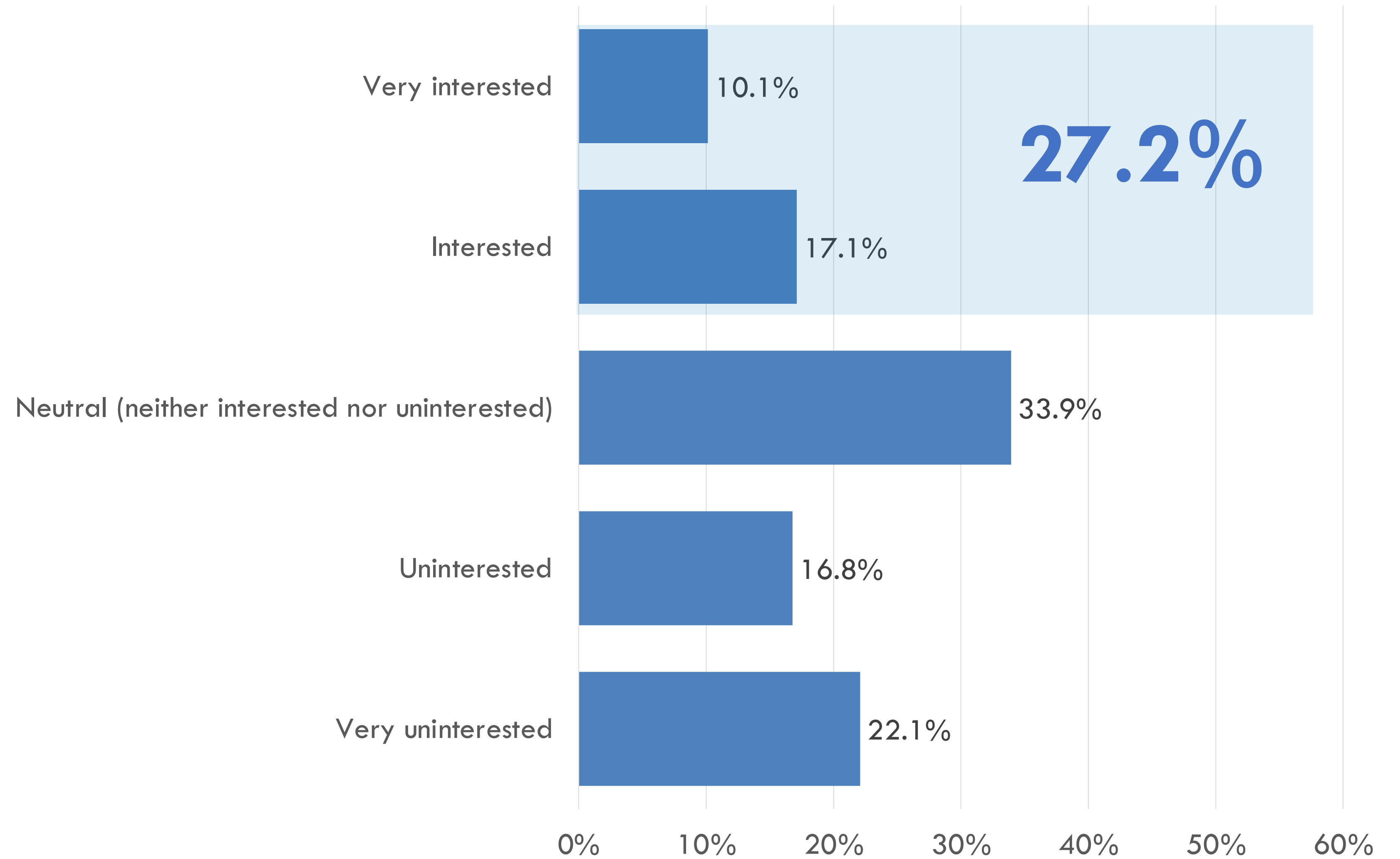
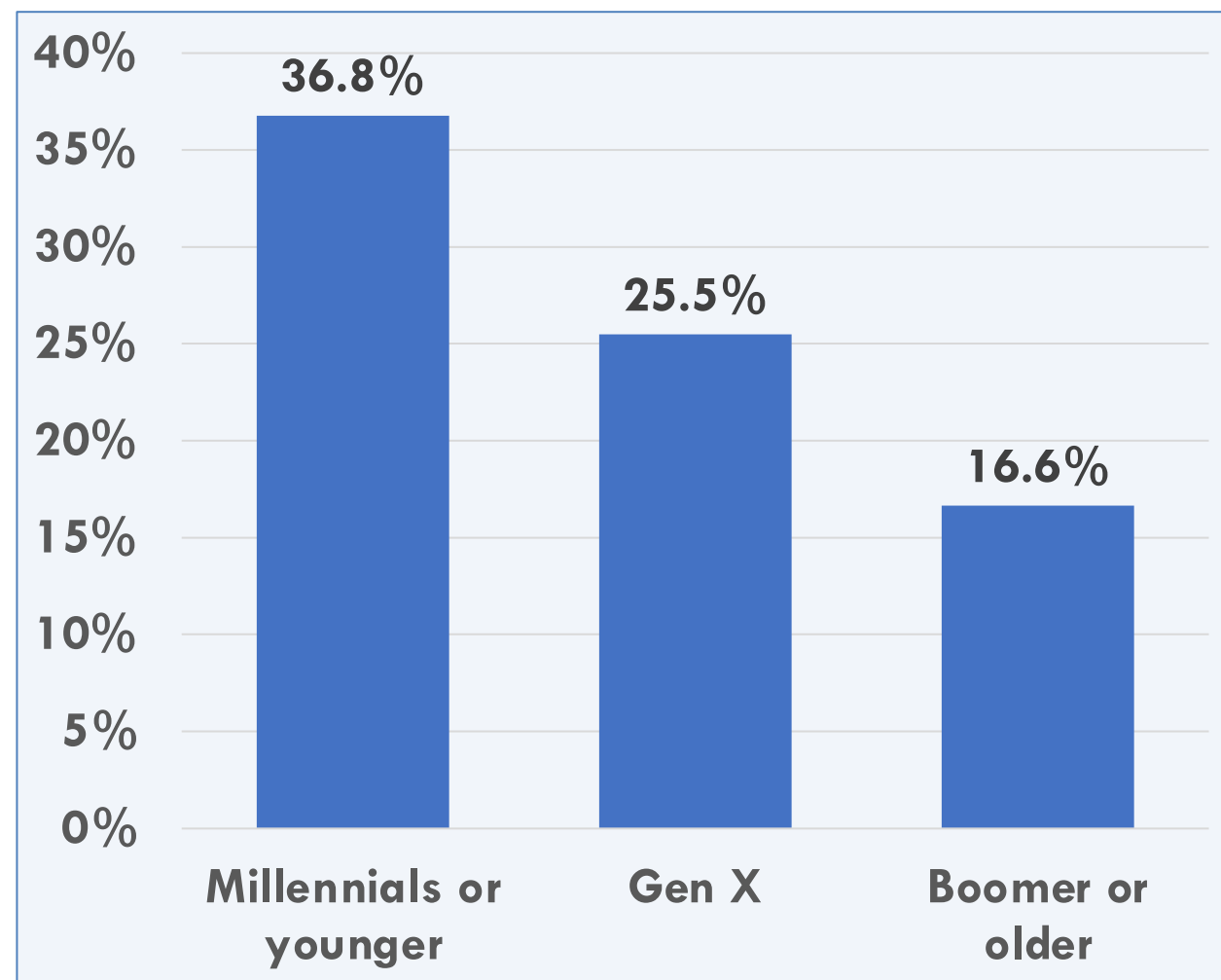
Region



INTEREST IN USING AI CHATBOTS

Question: How interested would you in using Artificial Intelligence (AI) chatbots (like ChatGPT) for travel inspiration and/or trip planning?

By Generation (Top 2 Box Score)



Generative AI Use Cases in Travel and Tourism



Published 5/8/23

share this post: [🐦](#) [f](#) [in](#) [✉](#)



- » ["Foundations and Principles of Generative AI"](#) - part one in a series on generative AI
- » ["The Power of Generative AI & ChatGPT"](#) - webinar with Miles Partnership, Phocuswright and PhocusWire



Google vs DMO Travel Content & Business Listings








things to do in san francisco california

- Maps
- Images
- Unique
- Today
- For adults
- Videos
- For couples
- Free
- In December

All filters | Tools

About 339,000,000 results (0.63 seconds)

Sponsored · Tickets & tours :

 <p>San Francisco CityPASS \$86 CityPASS 4.7 ★ (3.2K)</p>	 <p>Alcatraz with San Francisco... \$139 Viator 4.1 ★ (425)</p>	 <p>Alcatraz with Muir Woods an... \$159 Viator 4.5 ★ (599)</p>	 <p>Alcatraz Tour Plus Muir Woo... \$170 Viator 4.1 ★ (1.1K)</p>	 <p>Alcatraz with San Francisco... \$139 Tripadvisor 4.0 ★ (169)</p>
---	---	--	--	--

Top sights in San Francisco :

 <p>Golden Gate Bridge 4.8 ★ (67,369) Bridge</p>	 <p>Alcatraz Island 4.7 ★ (35,276) Historical place \$45.25</p>	 <p>Golden Gate Park 4.7 ★ (42,019) Park Free</p>
---	--	---

More things to do



San Francisco

City in California

San Francisco, officially the City and County of San Francisco, is a commercial, financial, and cultural center of Northern California. [Wikipedia](#)

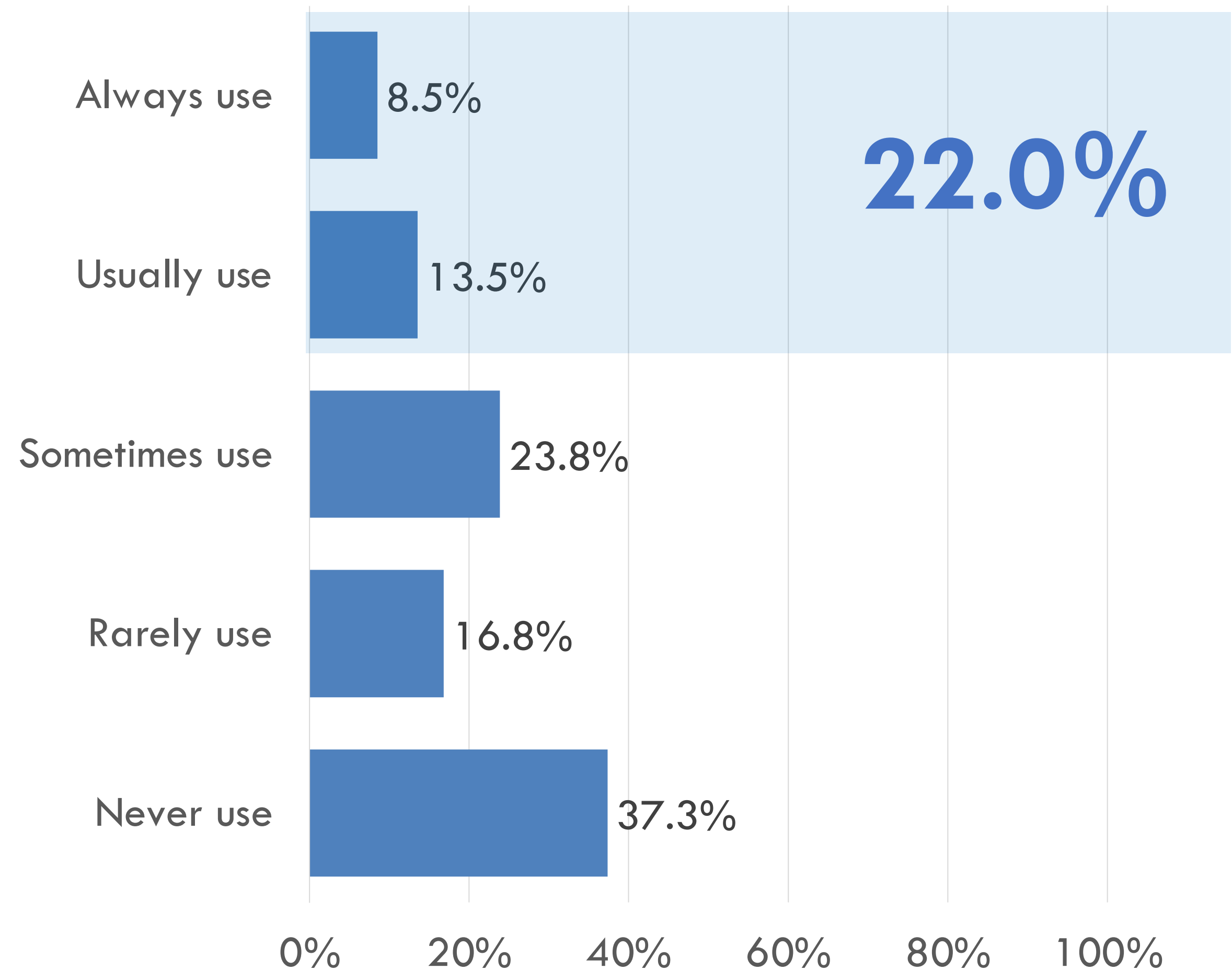
- Age:** 246 years
- Founded:** June 29, 1776
- Population:** 815,201 (2021)
- Unemployment rate:** 2.3% (Nov 2022)
- Mayor:** London Breed
- Weather:** 58°F (14°C), Wind NW at 2 mph (3 km/h), 64% Humidity
[More on weather.com](#)
- Local time:** Tuesday 7:53 AM

Events

- Tue, Jun 20 8:30 AM Tenderheart Happy Hour, 3:30-5pm Tenderheart

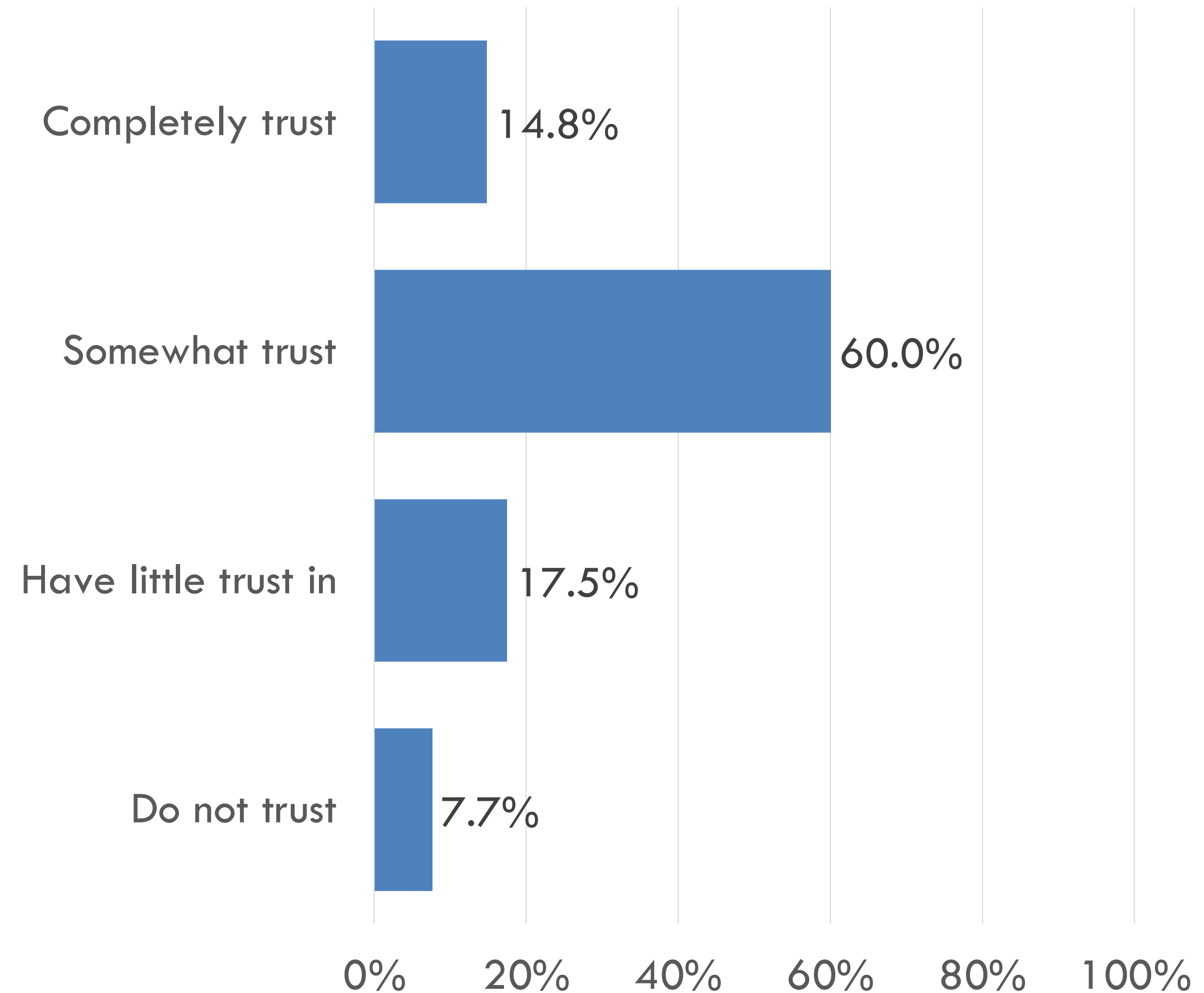
FREQUENCY OF USE: GOOGLE-CURATED DESTINATION CONTENT

Question: How frequently do you use Google-curated destination content to plan your leisure trips?



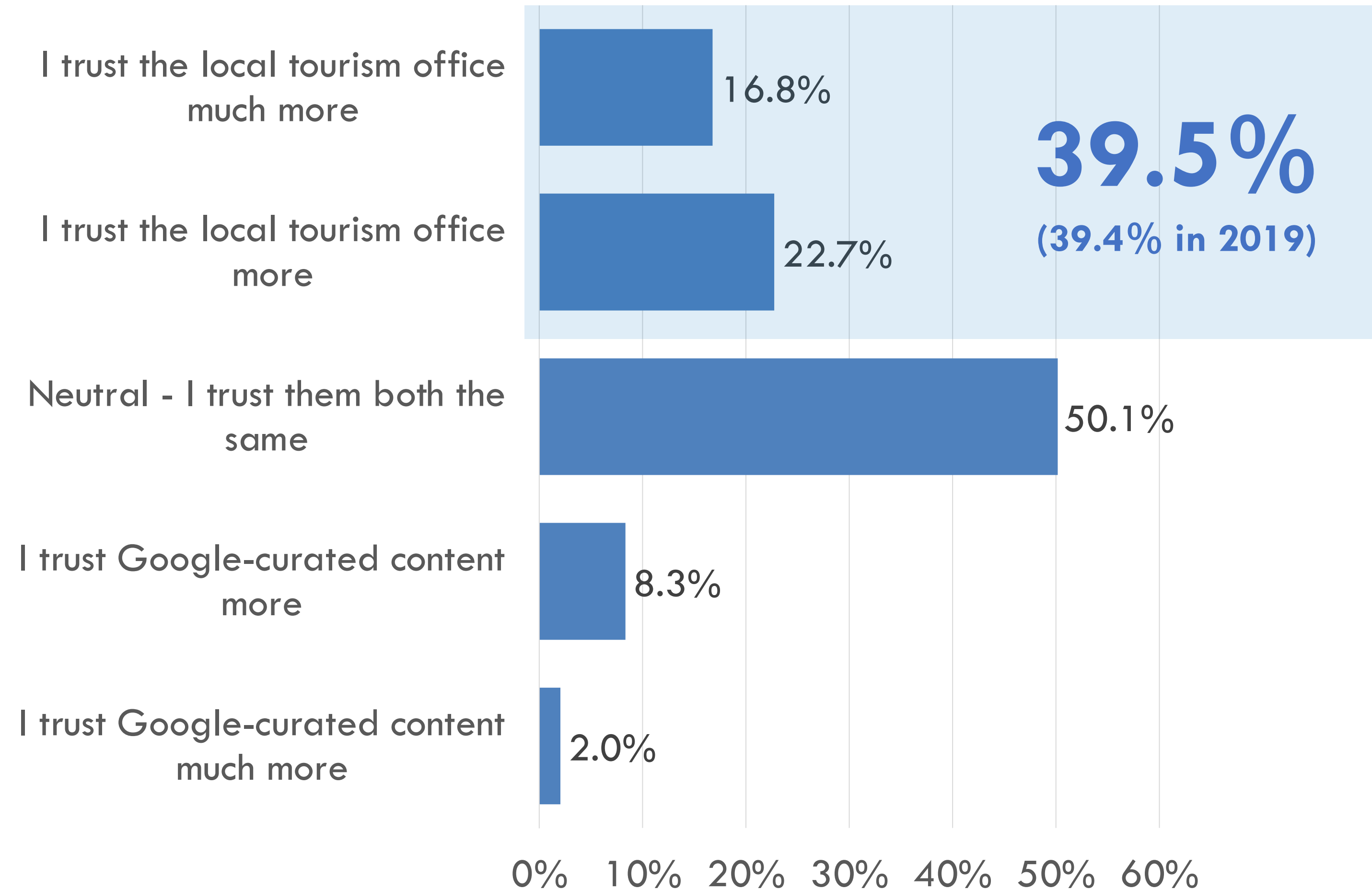
TRUST: GOOGLE-CURATED DESTINATION CONTENT

Question: How much would you trust the content, opinions and advice available of Google-curated destination content?



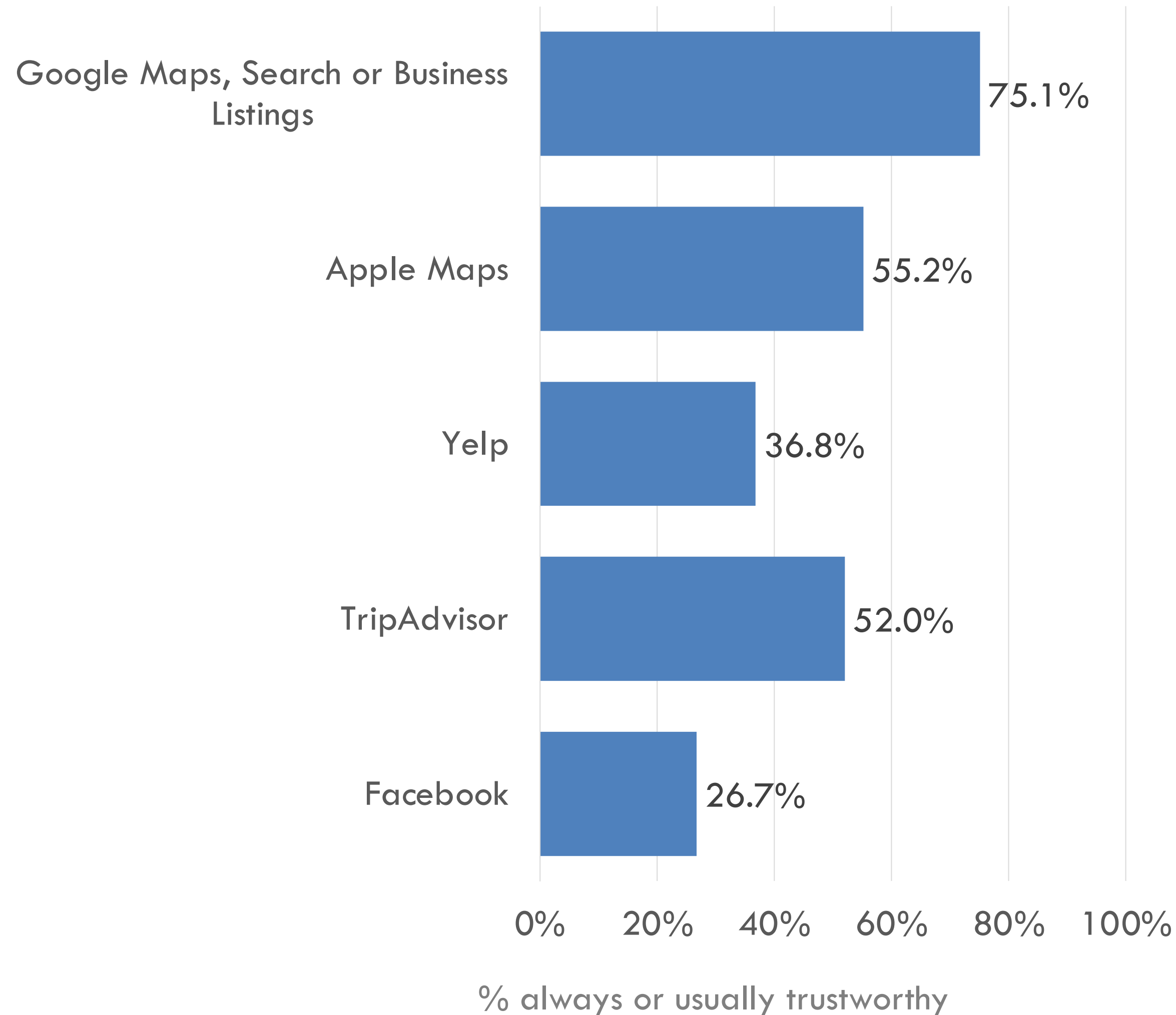
TRUST: DMO VS. GOOGLE-CURATED DESTINATION CONTENT

Question: Which content, opinions and advice would you generally trust more? A local visitor bureau/tourism office or Google-curated content?



39.5%
(39.4% in 2019)

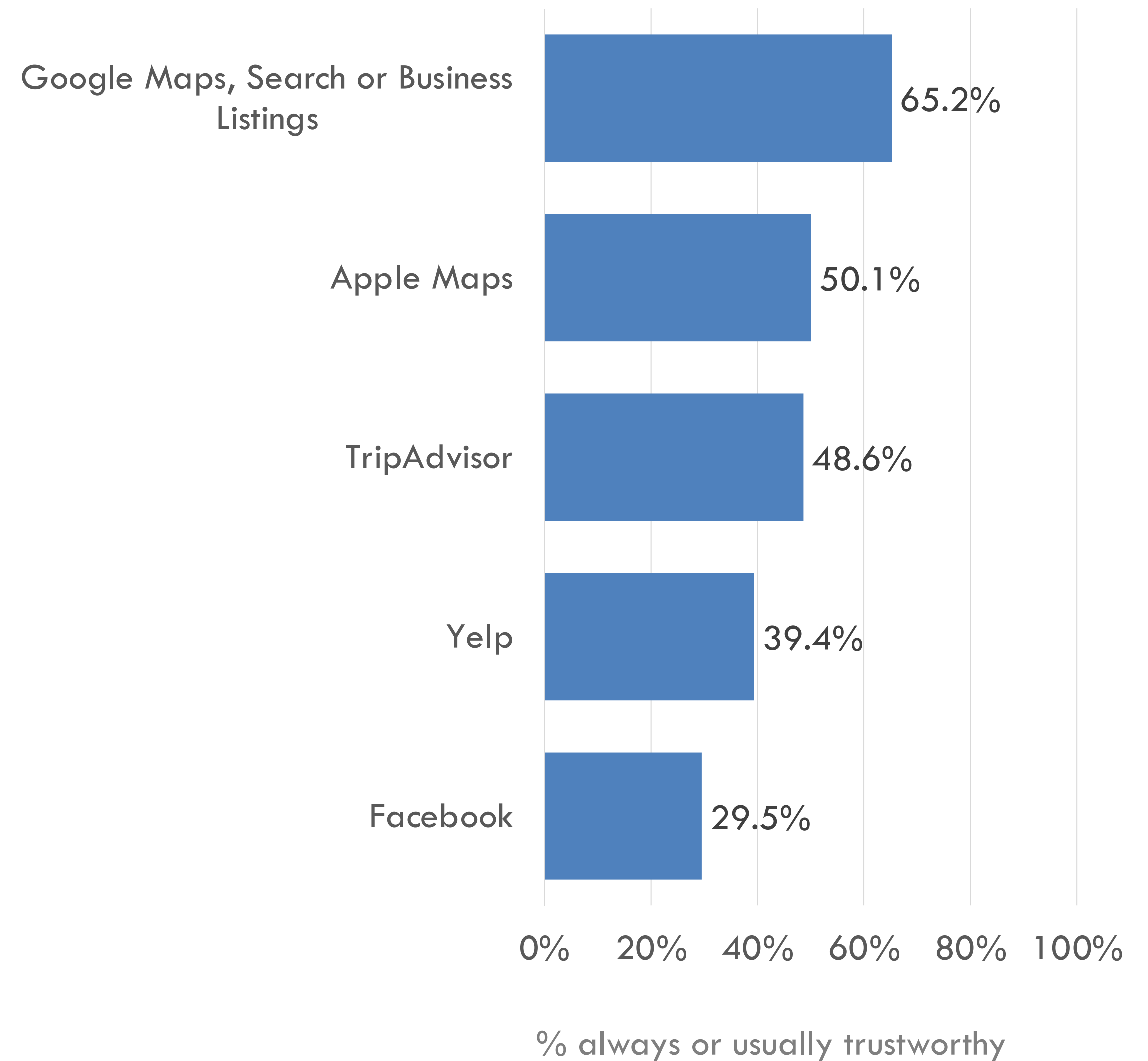
TRUST IN BUSINESS INFORMATION RESOURCES



Question: Please evaluate how trustworthy each of these are when looking for business information (e.g., hours, menu, location, services)

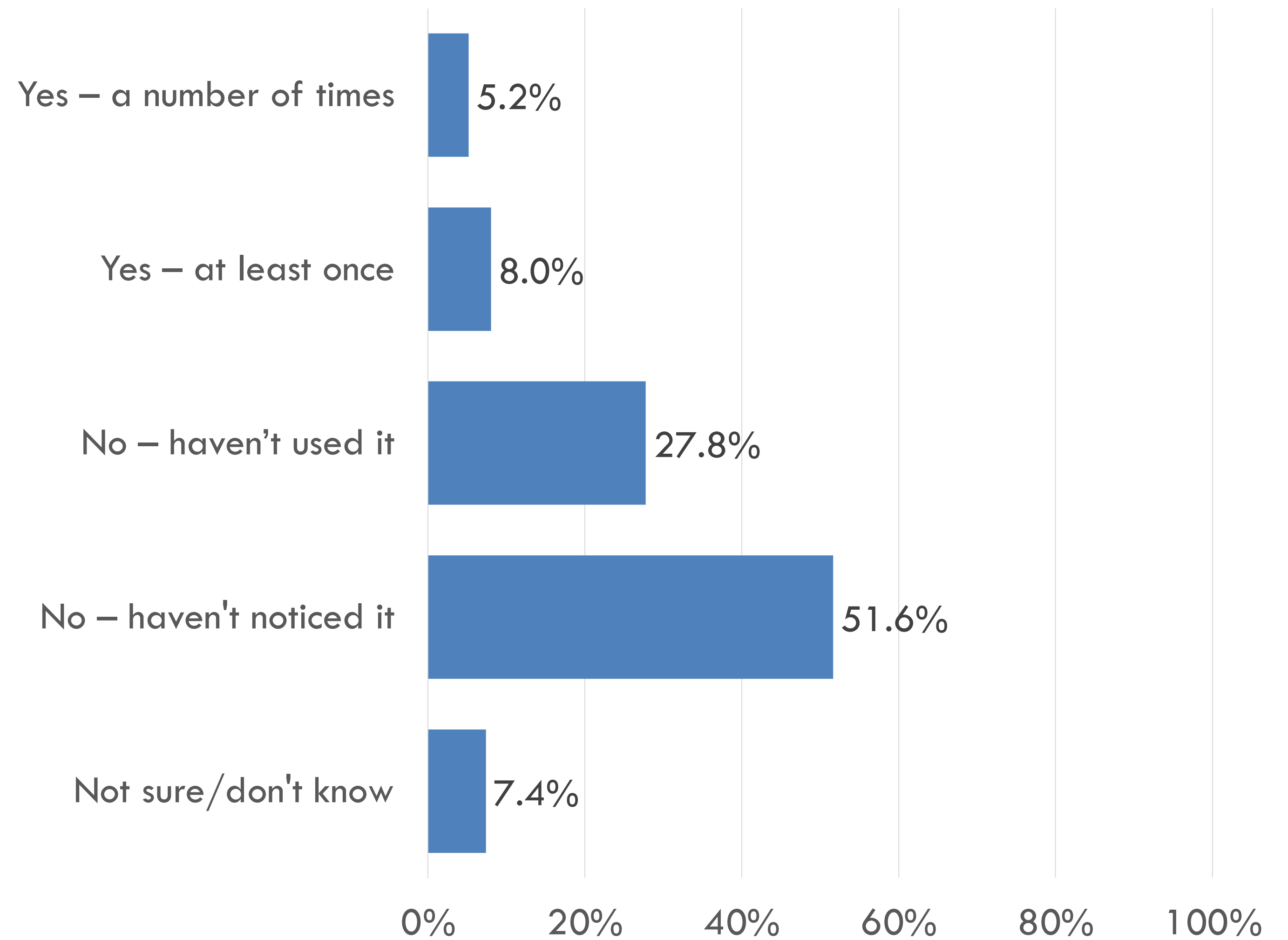
TRUST IN USER REVIEW RESOURCES

Question: Please evaluate how trustworthy is the customer rating/review information available on each platform.



USE OF GOOGLE TICKETS & TOURS

Question: Have you used Google's new 'Tickets & Tours' feature to view, plan and/or book travel activities?



THE STATE OF THE AMERICAN TRAVELER: TECHNOLOGY EDITION

Research, slides and other resources will be available at

www.milespartnership.com/SAT

www.destinationanalysts.com



Destination  Analysts

miles
PARTNERSHIP

2023

DIGITAL MEDIA TRENDS

Presenter: Danelle Amos, Media Director

miles
PARTNERSHIP

Digital Media Technology Trends

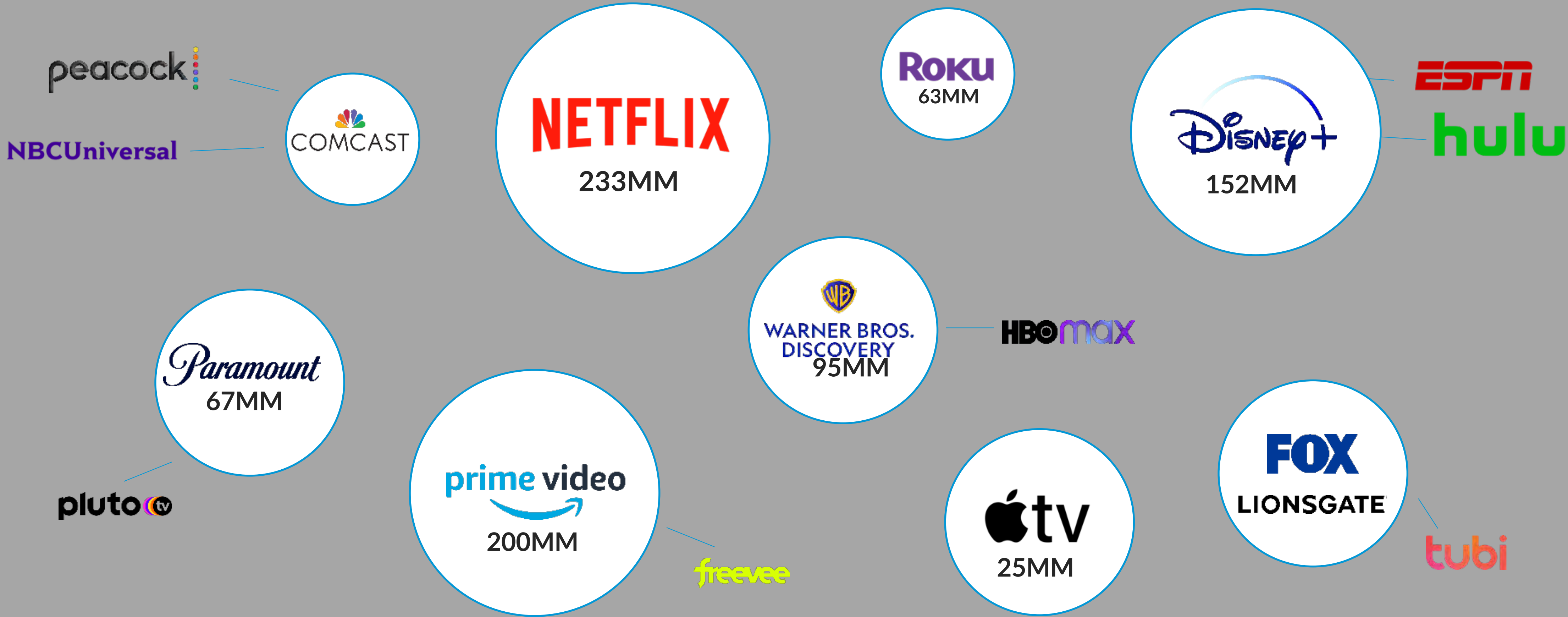
- Streaming TV
- QR Codes
- Streaming Audio
- The Cookieless World

Streaming TV



STREAMING TV CONSOLIDATION

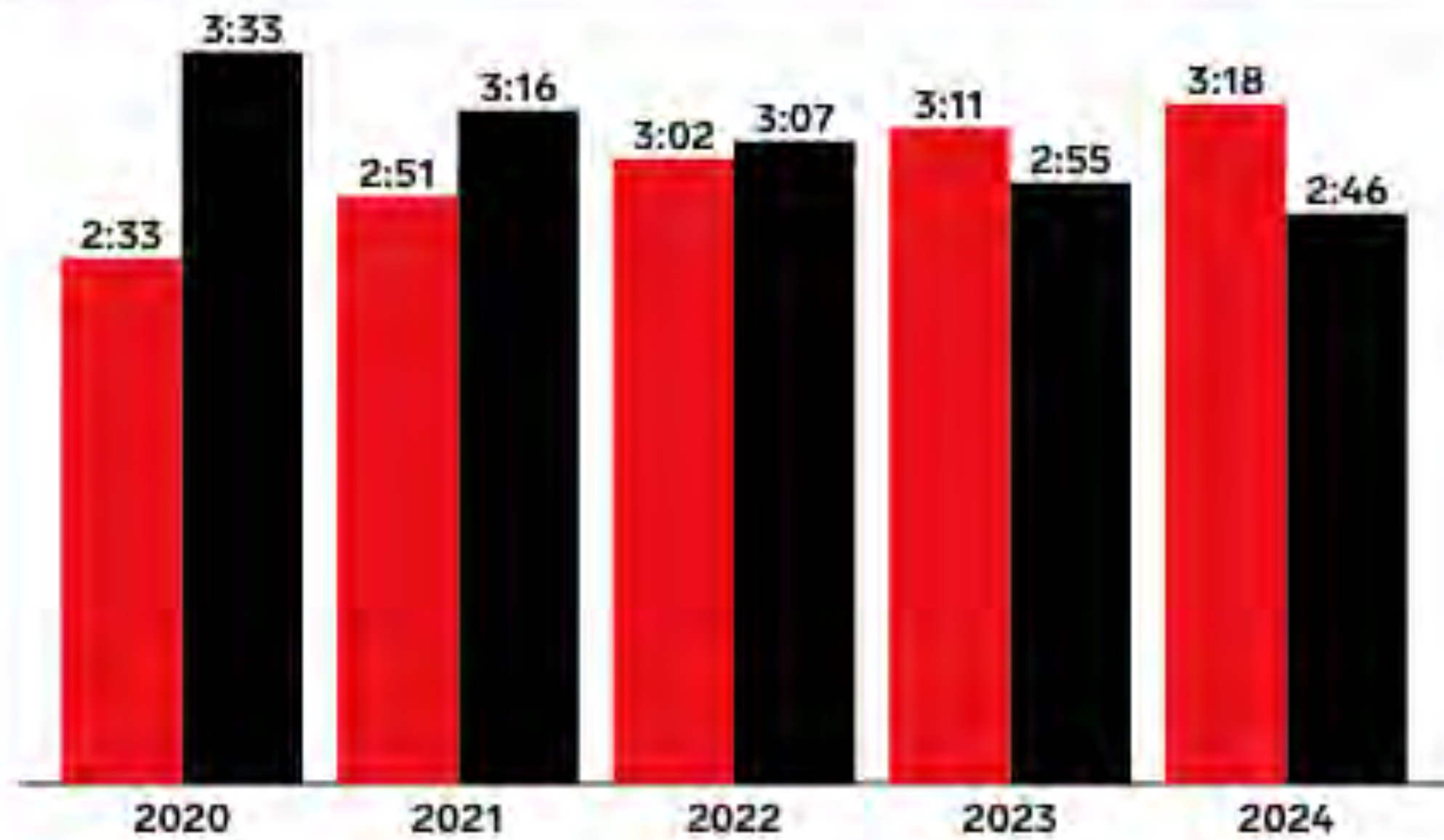
THE STREAMING ECOSYSTEM CONTINUES TO EVOLVE



TV EVOLUTION

Average Time US Adults Spend per Day With Digital Video* and TV**, 2020-2024

hrs:mins



■ Digital video* ■ TV**

Note: ages 18+; *includes all time spent with online video activities; includes viewing via any device; includes time spent with video via social networks; **includes live, DVR, and other prerecorded video (such as video downloaded from the internet but saved locally); includes all time spent watching TV; excludes digital
Source: Insider Intelligence, Jan 2023

280824

[InsiderIntelligence.com](https://www.insiderintelligence.com)



STREAMING TV CONSOLIDATION

The Current Streaming Ecosystem

- Time spent on digital video will surpass traditional TV for the first time this year
 - Less than half of US households now subscribe to traditional pay TV
 - Led by ConnectedTV (CTV)
- Consumers would rather save money than avoid ads (64%)
- As most streaming platforms move to ad supported offerings, there will need to be consolidation
- 79% of Wi-Fi enabled homes are watching streaming content on CTV devices

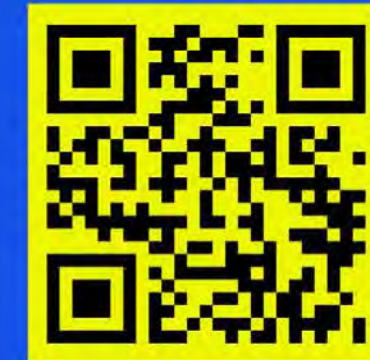
QR Codes



To QR Code or Not To?

2022 Coinbase Super Bowl Ad revived the QR code in advertising

- Over 20 million people visited Coinbase's landing page in a single minute
- Coinbase jumped from 186th place to 2nd on the app store
- It was the commercial to prominently display a QR code
- Due to the website traffic, the site crashed



QR CODES IN TV

How to Use a QR Code

- A good way to take a high funnel tactic (TV) and still drive site traffic
- Drive users to engaging content, you have to have something worth scanning for
- User can not have a bad experience (site crashing)



Streaming Audio



STREAMING AUDIO

Surround Sound: Audio is Everywhere

- 96% of Americans ages 13+ listen to some form of audio daily
- 3 hours per day are being spent with streaming audio – 75% of that time is ad supported
- Streaming audio only captures 2.5% of all digital ad spend



7:00 AM

Commuting + Podcasting



8:00 AM

At Work Focus Mode



6:00 PM

Post-Work Workout Zone



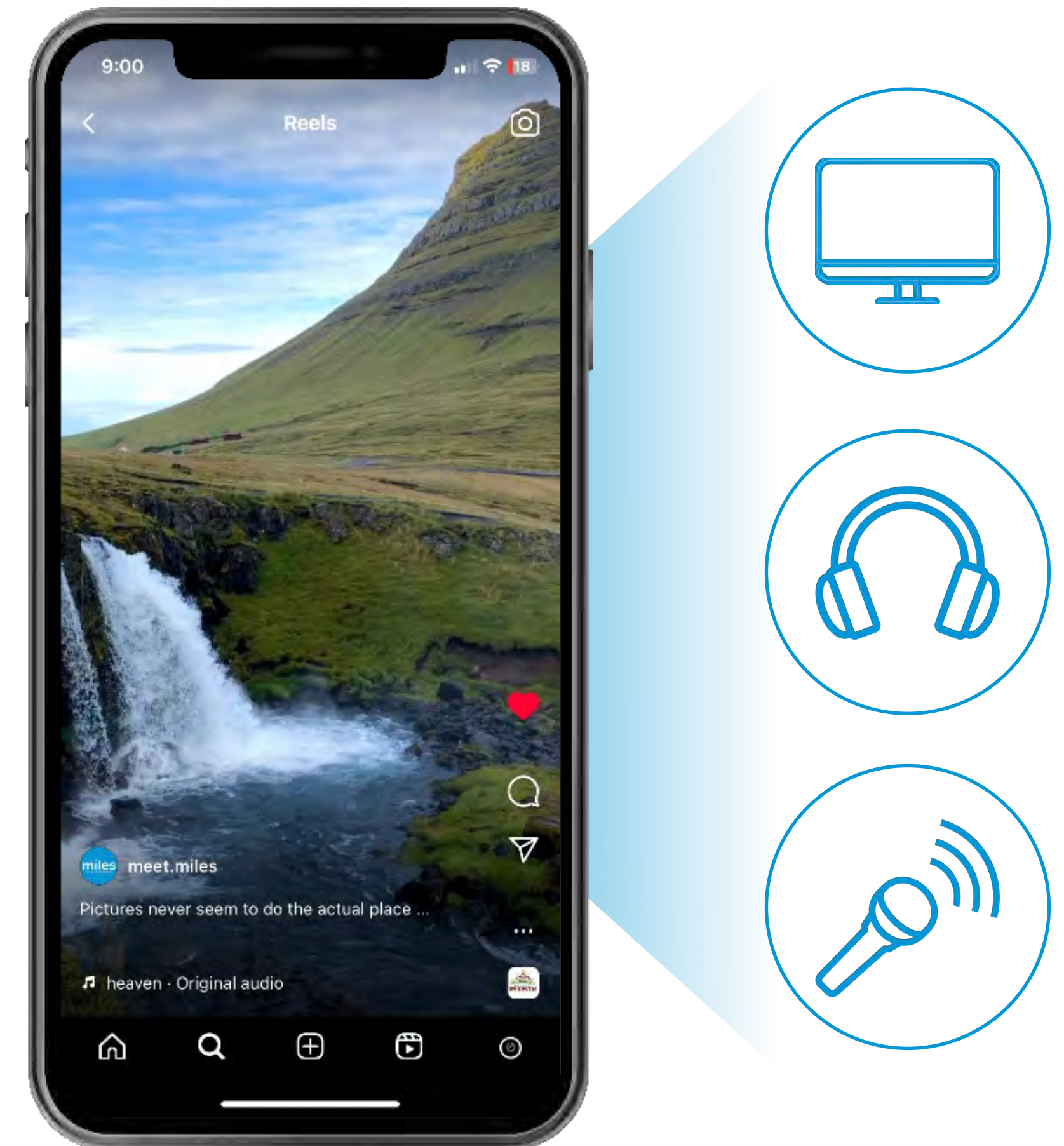
8:00 PM

Dinner Party Soundtrack

Audio Branding Cements Memorability

Brands should be heard as much as they are seen.

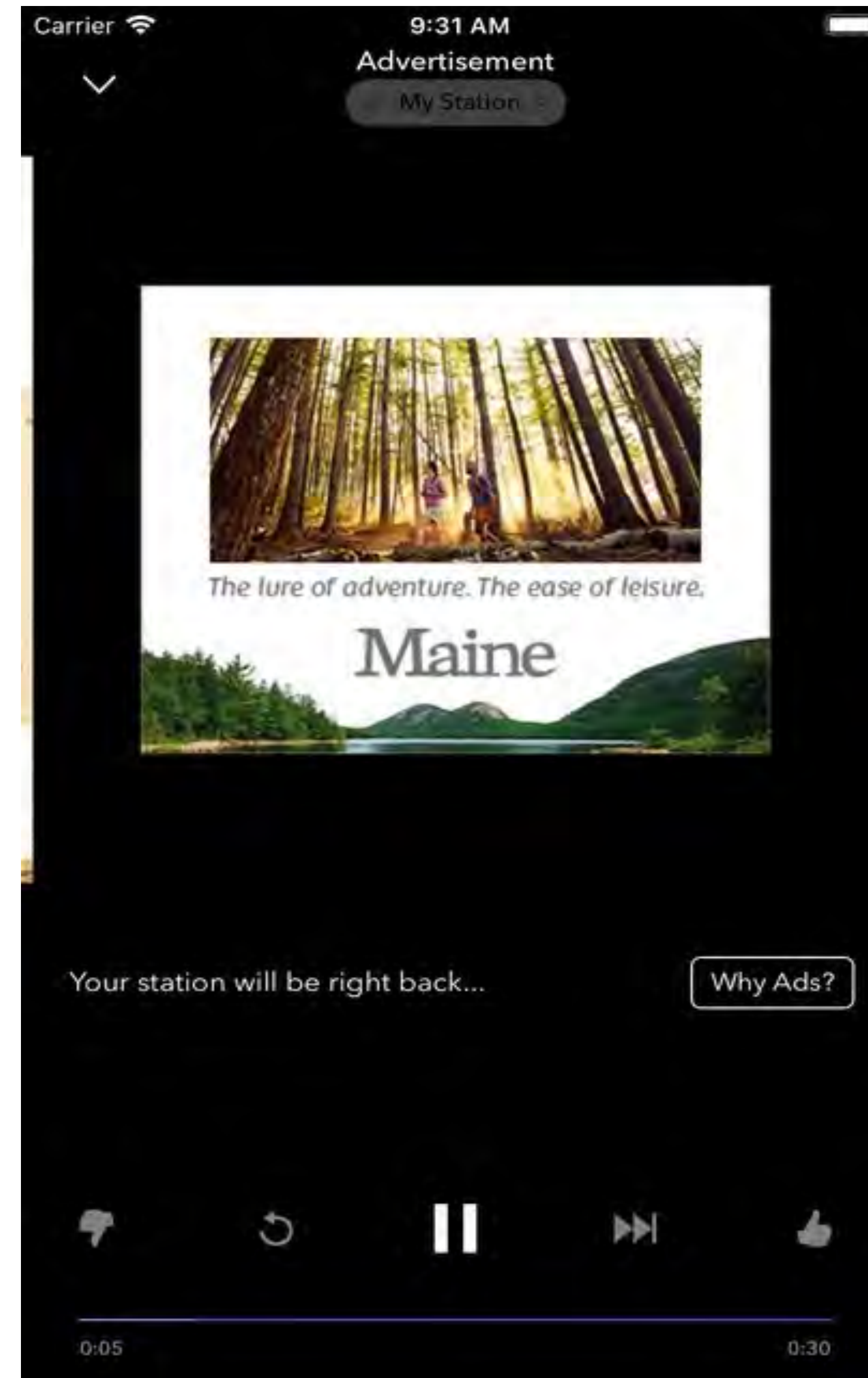
SOUND CREATES CROSS-CHANNEL SYNERGY



STREAMING AUDIO

Should You Implement?

- Nearly every American now listens to some form of streaming audio
- Develop strategies that lean into consumer listening habits
- Brands should start to develop robust audio strategies



The Cookieless Future



THE COOKIELESS FUTURE

We're Living in the Cookieless Future, Now

- Safari & Firefox already block third-party cookies
- Google plans to eliminate third-party cookies for 1% of chrome users in Q1, 2024
- What it impacts?
 - Audience targeting capabilities
 - Measurement and attribution
 - Website traffic and performance



THE COOKIELESS FUTURE

We're Living in the Cookieless Future, Now

- Ensure any measurement plan put into place accounts for continued deprecation of cookies
- Prepare for decreased website and media metrics
- Current Solutions:
 - Data Clean Rooms
 - Mixed Media Modeling
 - Server to Server Connections



Digital Media Technology Trends – Resources

- Vertical Video
- Generative AI



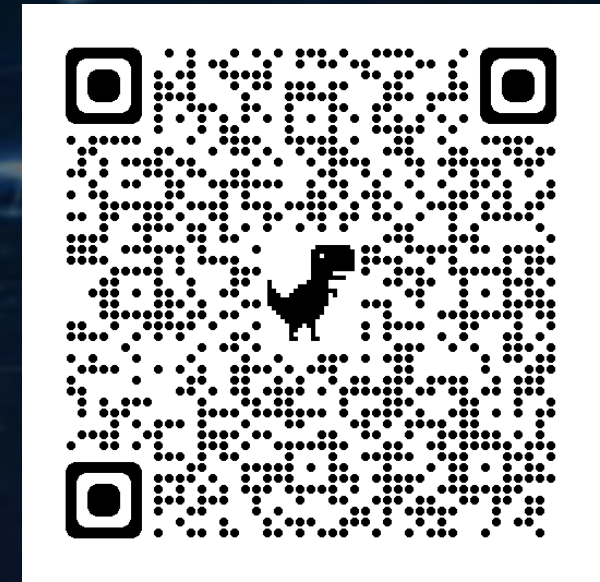
VERTICAL VISION

DESTINATION ANALYSTS + MILES PARTNERSHIP

June 1, 2023

Destination  Analysts

miles
PARTNERSHIP



THE POWER OF GENERATIVE AI & CHATGPT

What It Means for Tourism & Hospitality

APRIL 27, 2023



UPCOMING QUARTERLY EDITIONS OF THE STATE OF THE AMERICAN TRAVELER

Traveler Segments Edition: August 29, 2023

Destination Management Edition: November 7, 2023

Register at www.MilesPartnership.com/SATS

A woman with long dark hair, wearing a straw hat and a blue floral dress, is smiling and taking a selfie with her smartphone on a boat. The background features the iconic Wat Arun temple in Bangkok, Thailand, situated on the Chao Phraya River under a bright, slightly cloudy sky.

Q&A

Thank you