

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

Updated August 2024



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

↑ Significant Increase in Share of Road Trips 1997 - 2023 ↓ Significant Drop in Share of Road Trips 1997 - 2023

THE BOTTOM LINE

\$50+ BILLION DIRECT SPENDING BY U.S. ROAD TRIPS TRAVELERS

108+ MILLION ADULTS • **29+ MILLION** CHILDREN

137+ MILLION ROAD TRIPS IN THE USA

*Estimates for 2023 based on Longwoods USA Research data 2019

LONGER & MULTI-STATE ROAD TRIPS

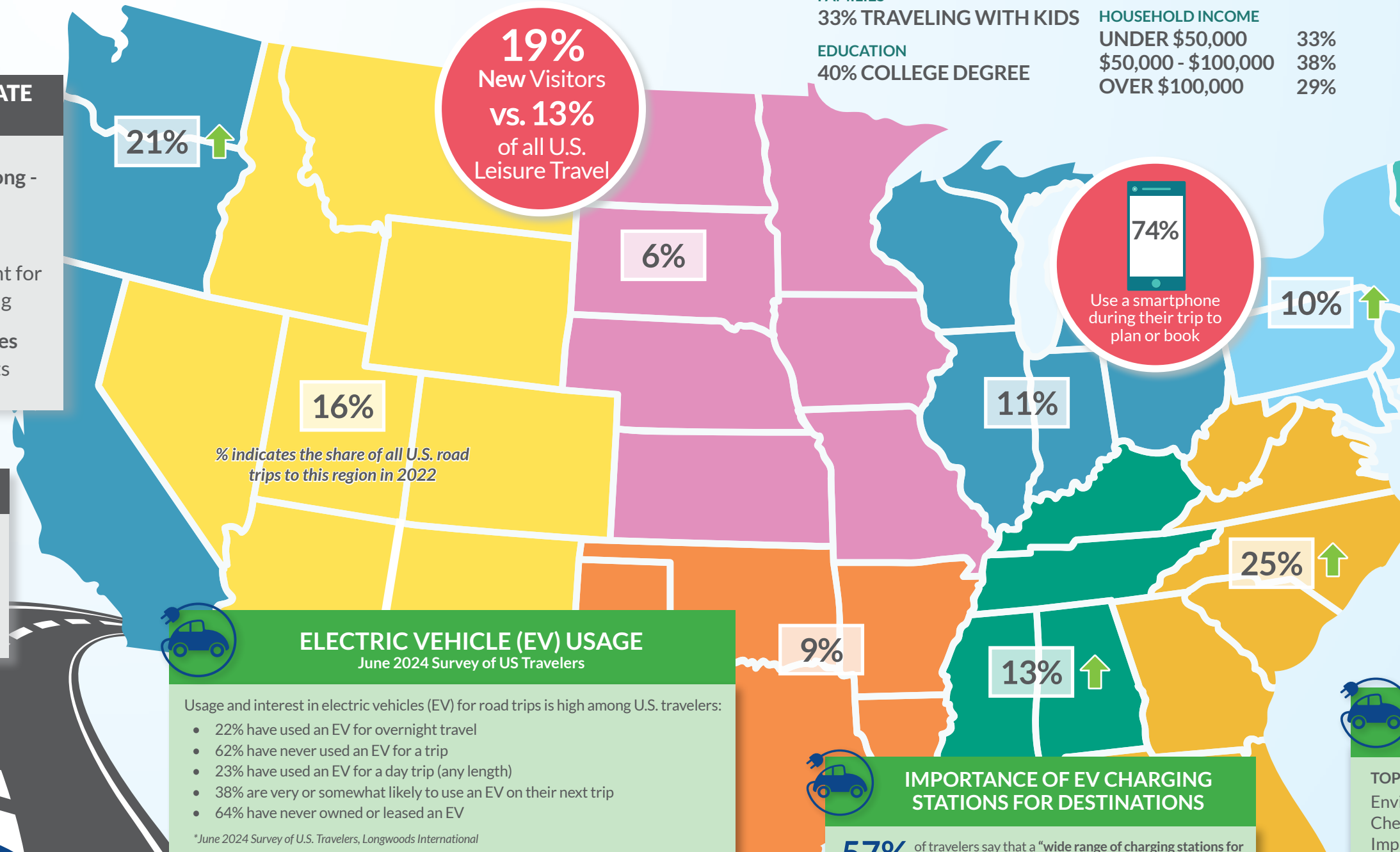
- 28% of Road Trips are Long - 5 nights or more
- 45% of Spending Longer Road Trips account for almost half of spending
- 67% that Visit 3+ States have a trip of 5+ nights

*2022 data

TRANSPORTATION

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

*2022 data



SOURCES OF INFORMATION

Hotel or Resort Information	22%
Online Travel Agencies	17%
Advice from Relatives or Friends	17%
Destination Websites (City, State)	16%
Social Media	13%
Travel Company Website	12%
Travel Guide	10%
Short Term Rental Site	10%
AAA - Auto Club	9%
Visitor Bureau/Govt Agency	9%

ELECTRIC VEHICLE (EV) USAGE

June 2024 Survey of US Travelers

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

- 22% have used an EV for overnight travel
- 62% have never used an EV for a trip
- 23% have used an EV for a day trip (any length)
- 38% are very or somewhat likely to use an EV on their next trip
- 64% have never owned or leased an EV

*June 2024 Survey of U.S. Travelers, Longwoods International

EV TRAVELERS AT A GLANCE

June 2024 Survey of Electric & Hybrid Vehicles Travelers

- Affluent - 46% have HH income of >\$100k (vs. 19% of gas vehicle travelers)
- Educated - 73% are college graduates (vs. 53% of gas vehicle travelers)
- Skew Male (72% of overnight trips)
- Skew Younger (77% are 18-44 years old)
- More likely to experience outdoor, cultural and sporting activities

*June 2024 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.

*June 2024 Survey of U.S. Travelers, Longwoods International

BENEFITS & BARRIERS TO EVs ON ROAD TRIPS

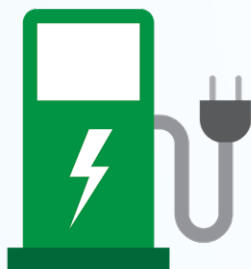
TOP BENEFITS OF USING AN EV WHEN TRAVELING	
Environmentally Friendly	49%
Cheaper to Run/Financial	45%
Improved Car Services/Features	28%
Easy to Refill/Charge	25%
Personal Interest in EVs	20%
Superior Driving Performance	19%
TOP BARRIERS OF USING AN EV WHEN TRAVELING	
Difficulty in Finding a Charging Station	59%
Lengthy Charging Times for EVs	51%
Limited Driving Range for EVs	53%
Wait Times at EV Charging Stations	52%
High Initial Cost in Buying/Leasing EV	39%

*June 2024 Survey of U.S. Travelers, Longwoods International



EXAMPLES & BEST PRACTICES

ROAD TRIPS & EV TRAVEL INSIGHTS



EXPAND EV CHARGING IN YOUR DESTINATION

More than four out of five U.S. travelers cite concern over charging as a major challenge when considering an electric vehicle (EV) road trip. Here are six steps to support the development of charging infrastructure in your destination:

- 1. Access Expert Resources.** Expert resources on EV charging are available, including the Department of Energy's [EV Charging Blueprint](#) and [Vehicle Charging Infrastructure Playbook](#).
- 2. Find & Collaborate with Partners.** Identify the local and state government agencies responsible for enhancing EV charging infrastructure in your community.
- 3. Complete a Visitor Needs & Gap Assessment.** Use research and data to find the spots in your destination where EV travelers struggle to find convenient charging.
- 4. Develop A Plan.** Develop a plan for the right charging technology in the right places in your destination including accommodations, attractions, main streets and service stations.
- 5. Secure Funding.** Collaborate with partners to tap into funding from the federal government and other sources. With over **\$7 billion available**, up to 80% of your costs could be covered.
- 6. Maintain & Manage.** Ensure your EV chargers are reliable by implementing a robust monitoring and maintenance program. Regularly evaluate and adapt to the evolving needs of visitors for EV charging infrastructure.

DESTINATION EXAMPLES



Michigan: A leading state in promoting "future mobility" including electric vehicle travel, Michigan's Office of Future Mobility & Electrification is a national leader including an innovative partnership with the National Park Service.

michiganbusiness.org/futuremobility

Oregon Coast: Oregon is also a national leader in promoting and supporting EV travel, and the Oregon Coast Visitor Association is a critical partner in this work. They work with communities and businesses to build out EV charging infrastructure in each community.

visittheoregoncoast.com/electric-vehicle-travel

Slovenia: Slovenia takes a sophisticated approach to EV travel, with a strong commitment to sustainability, including "green mobility." Beyond charging stations, Slovenia integrates EV travel with other sustainable options like e-bikes, public transport, and walking.

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

THREE TIPS FOR MARKETING ROAD TRIPS & EV TRAVEL

- 1 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.
- 2 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.
- 3 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: Leverage our resources on taking action on EV charging infrastructure and climate change in your destination. See milespartnership.com/us-road-trips and milespartnership.com/ClimateChange.