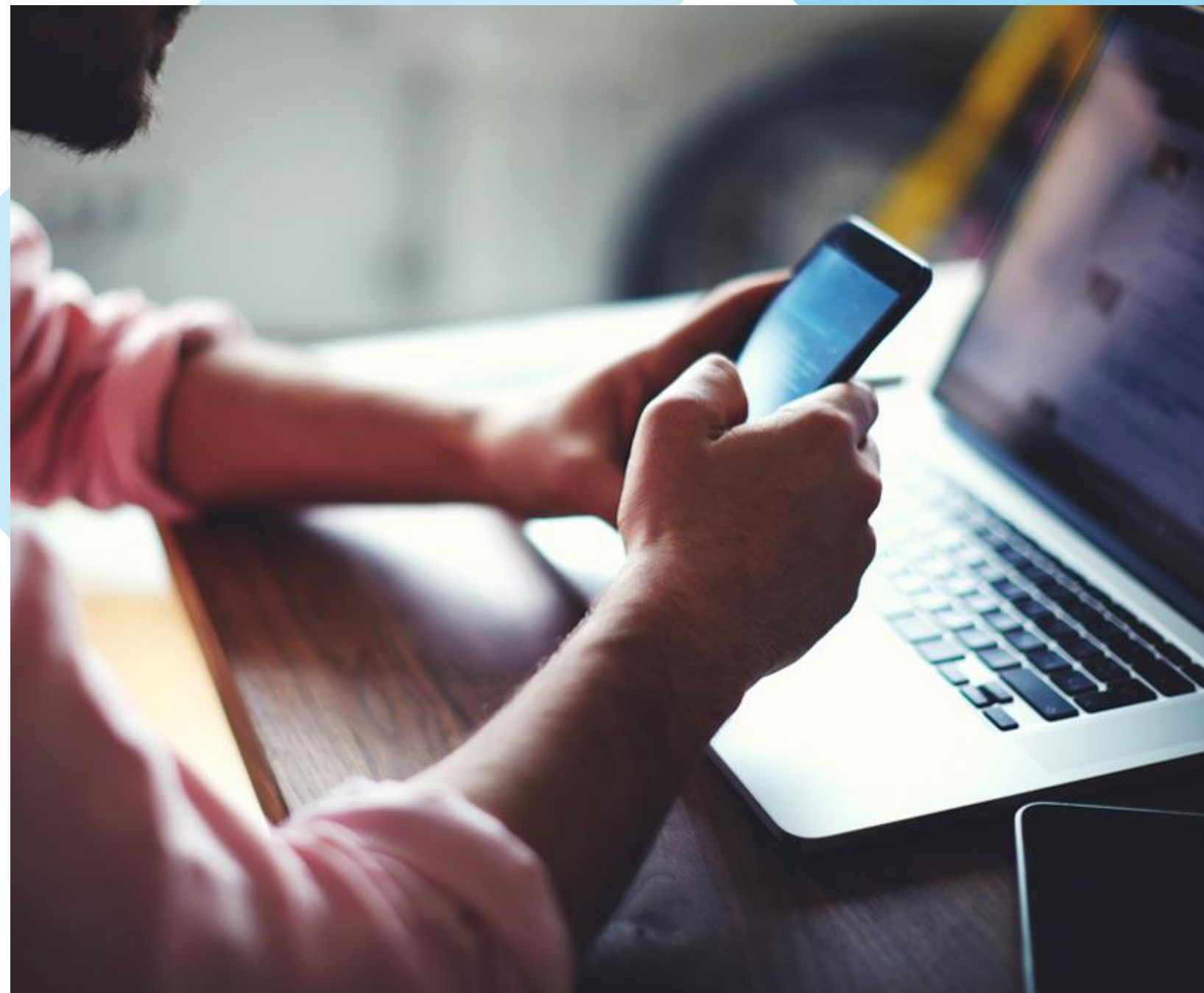


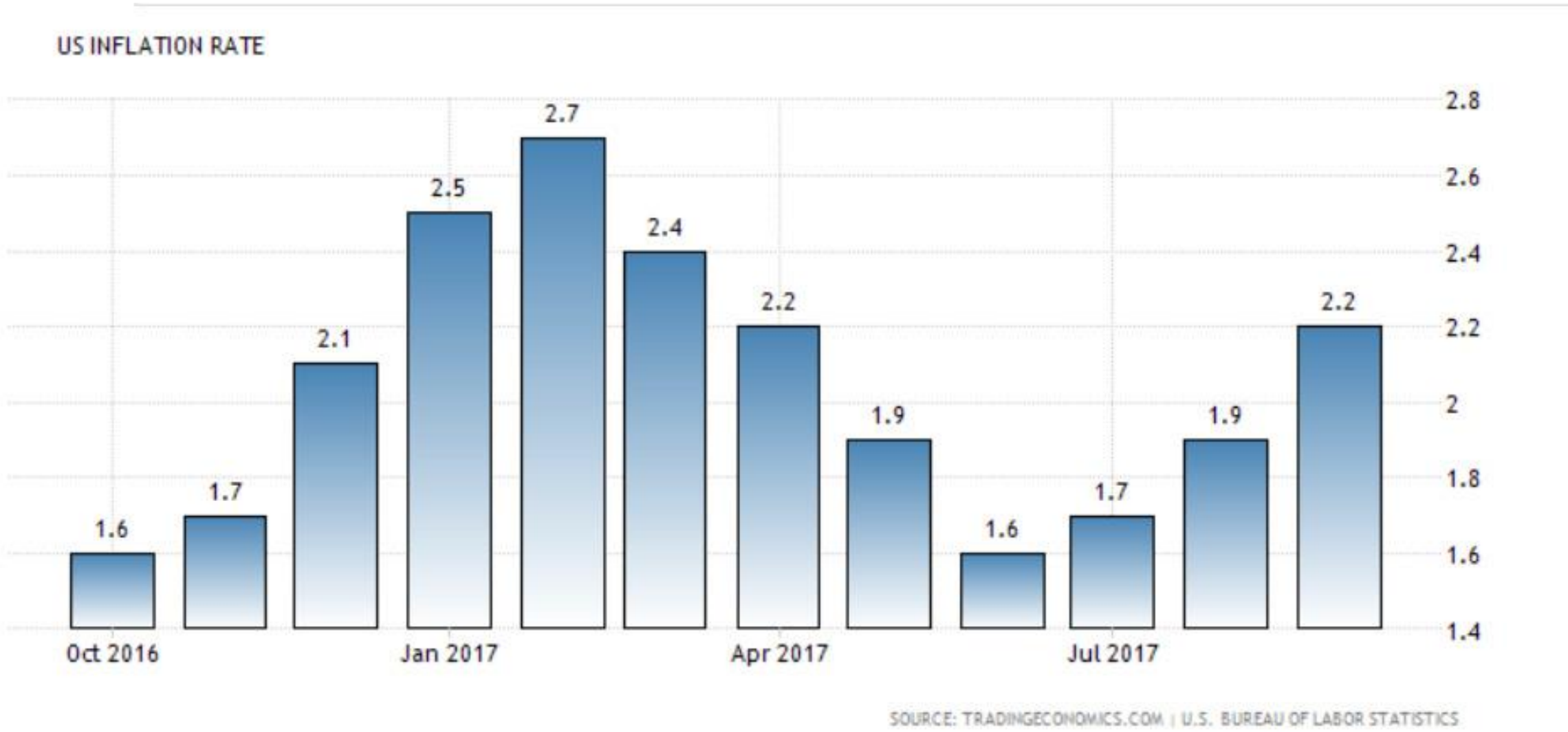
# THE STATE OF THE AMERICAN TRAVELER

## MOBILE EDITION





# Current Economic Conditions



# The State of the American Traveler



Destination  Analysts


## The Mobile Edition

THIS FALL EDITION of *The State of the American Traveler™* explores travelers' use of mobile devices in planning and executing their trips. As always, we start with an examination of how American travelers are feeling about the near-term future, and the story continues to be very positive. Travelers are currently showing record levels of optimism for travel in the next year. In this issue we also introduce our Mobile Addiction Test, which shows that over the past two years, leisure travelers have

grown increasingly attached to these highly engaging devices. Despite this increasing dependence, travelers still heavily rely on (and actually prefer) more traditional laptop or desktop devices for their travel planning needs. Please enjoy this edition. As always, if you have questions or ideas for future survey topics, we welcome you to message us. [info@destinationanalysts.com](mailto:info@destinationanalysts.com) or @DA\_Research.

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miles  
Running Club

- Online survey conducted since 2006
- Survey invitation sent to a nationally representative sample of US adults
- Total sample of 2,000 American leisure travelers
- Examines traveler sentiment, motivations & behaviors
- Quarterly project



AMERICAN  
TRAVELER SENTIMENT

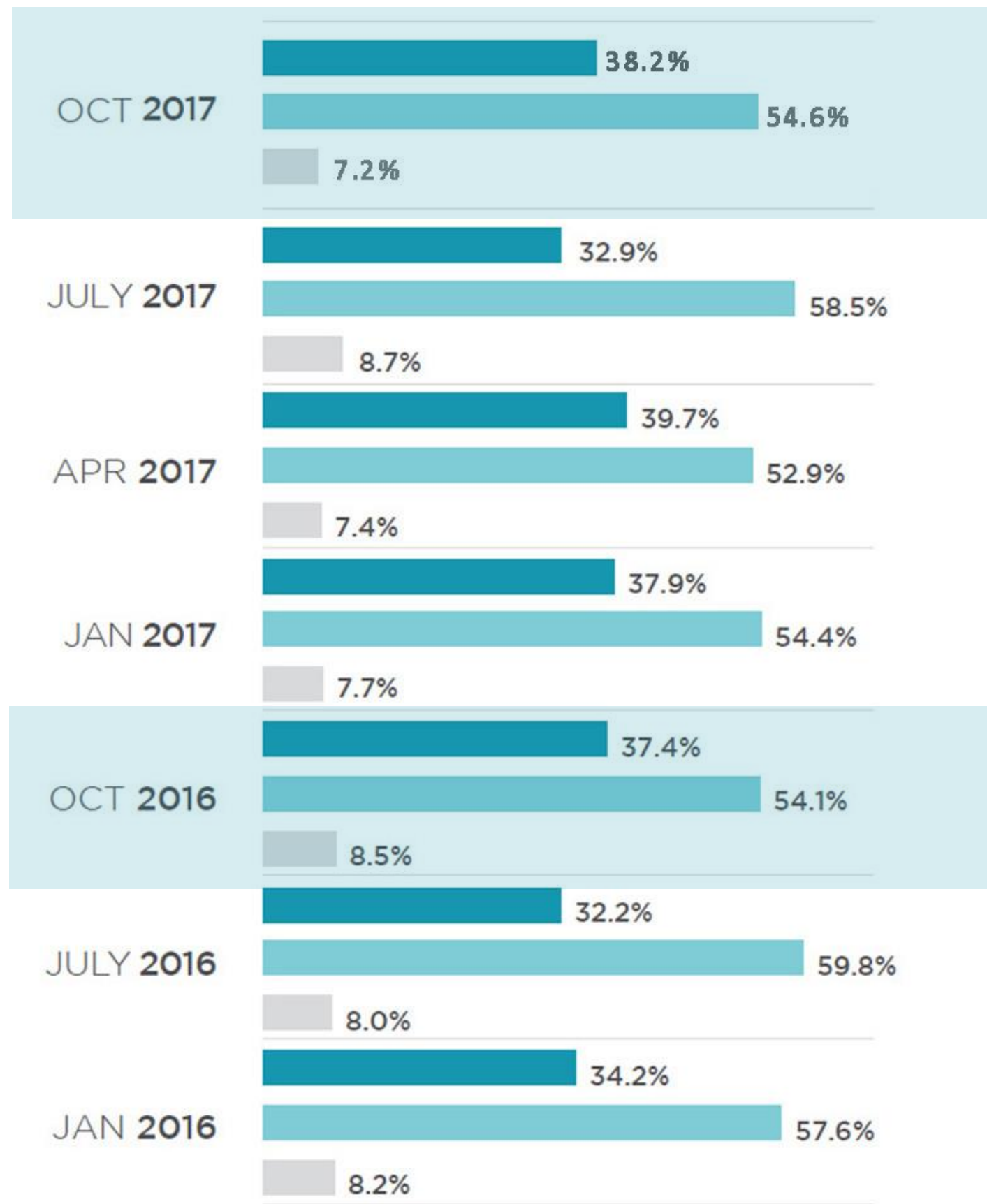
OCTOBER 2017



THE KEY: ■ expect more ■ expect the same ■ expect less

Travel Expectations (Trips)

Travel Expectations (Spending)



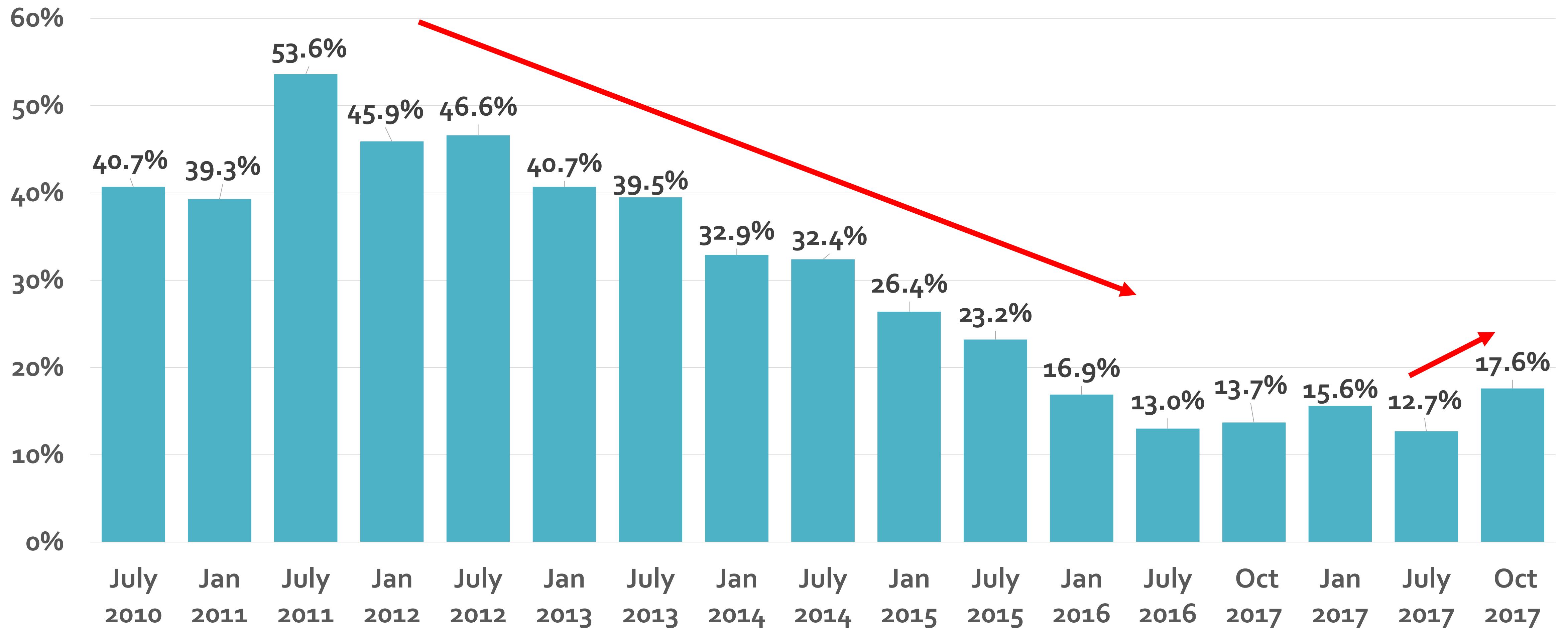
# Current Leisure Travel Optimism

## Trips & Spending (Next 12 Months)

Percentage 0 10 20 30 40 50 60

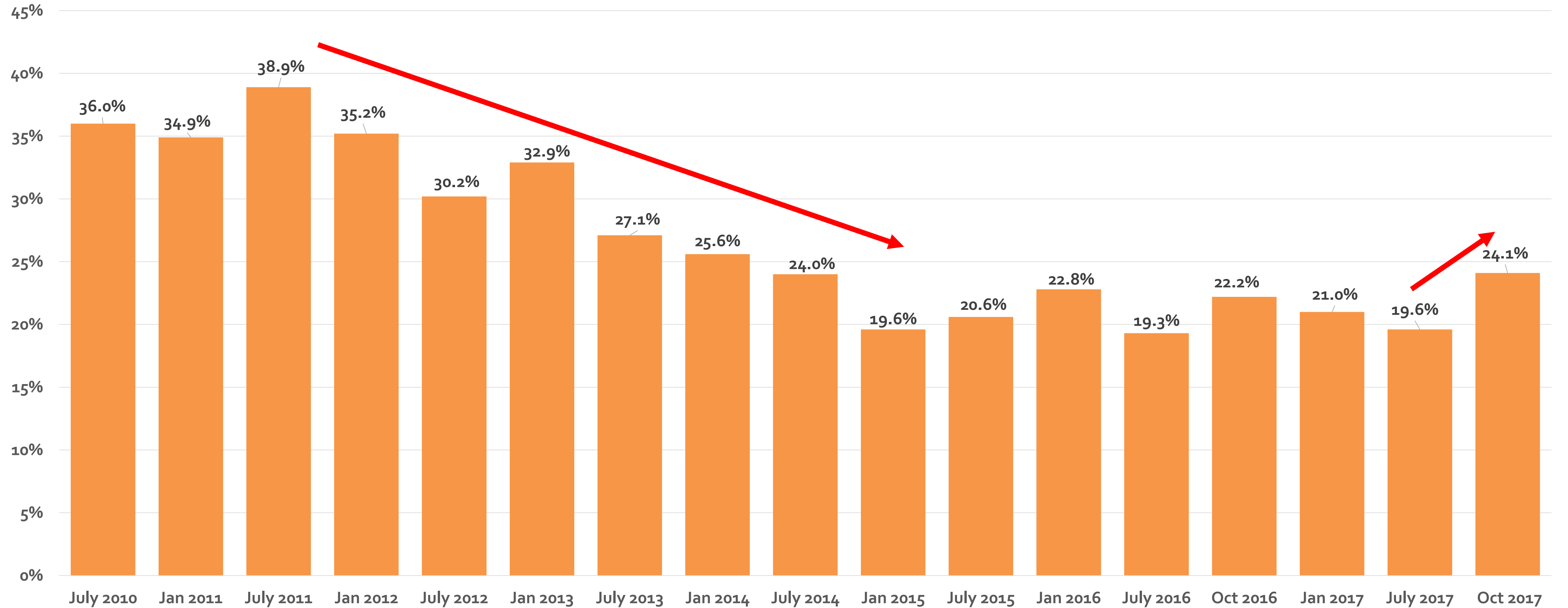
Q : In the next 12 months, do you expect to travel more or less for leisure than you did in the most recent 12 month period?

# Impediments to Travel: Gasoline Prices



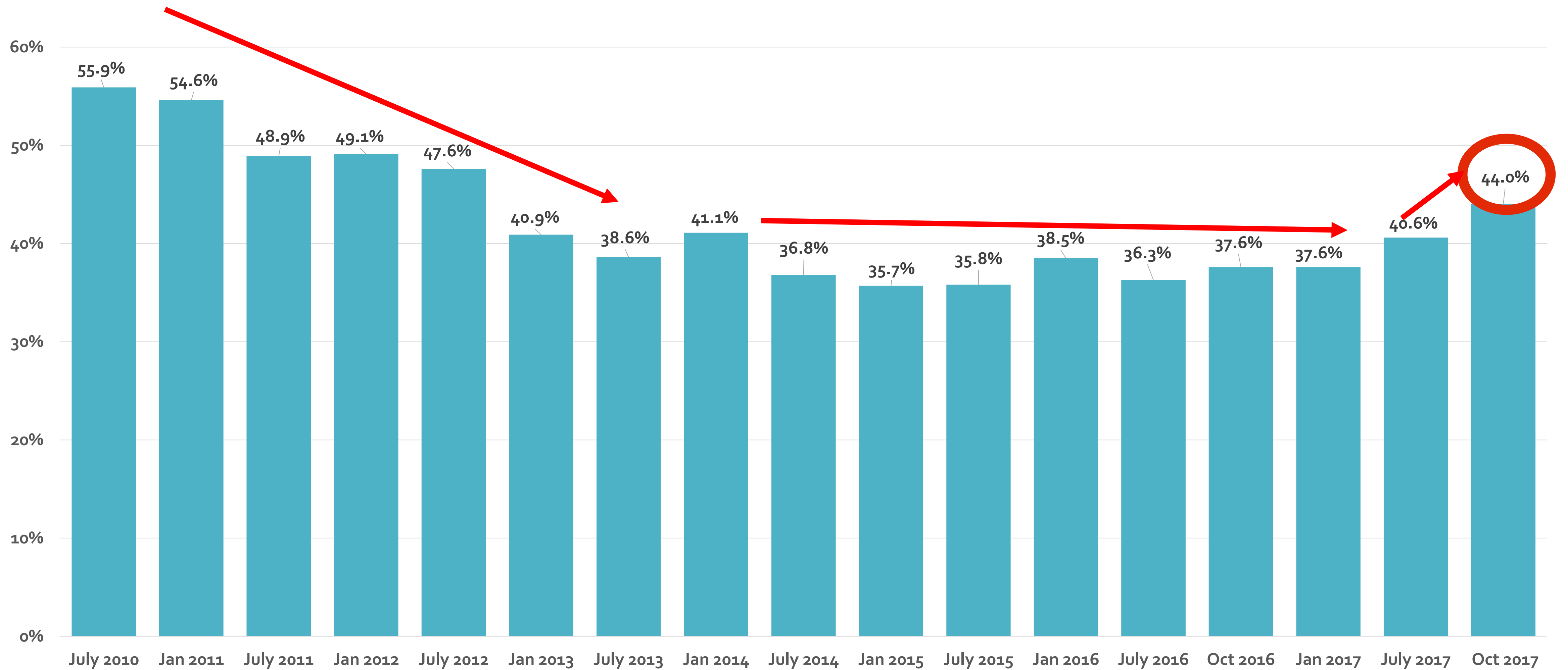
*Percent of Leisure Travelers*

# Impediments to Travel: Airfare too Expensive



*Percent of Leisure Travelers*

# Impediments to Travel: Personal Finances



*Percent of Leisure Travelers*





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