ASTA's 2023 March Consumer Research Headlines
Top Discretionary Purchases

Percentage of people who ranked each:

1. Travel: 47%
2. Home Improvement: 23%
3. New Computer: 10%

Source: American Society of Travel Advisors Consumer Research
Consumer Outlook on Leisure Travel

- 63% have travel plans between now and the end of the year.
- 30% of Americans have international travel plans in 2023.
- 17% of Americans plan to spend more on travel this year vs. last year.

Source: American Society of Travel Advisors Consumer Research
Millennials and Gen Z are Leading the way

Percentage of Millennials and Gen Z looking to travel abroad in 2024: 42%
Percentage of Millennials and Gen Z planning to spend even more on travel vs. last year: 22%

Source: American Society of Travel Advisors Consumer Research
Travel Advisors Show More Value

Consumers increasingly recognize their importance.

54% agree that “A travel advisor can cut through some of the issues regarding airline fees.”

50% of people are more likely to use a travel advisor today than they were in the past.

Source: American Society of Travel Advisors Consumer Research
Cruise Vacations are up

The number of Americans planning a cruise has jumped 40% since 2022.

Source: American Society of Travel Advisors Consumer Research
Top Travel Destinations Outside the Continental U.S.

1. Hawaii
2. Italy
3. The Caribbean
4. Alaska
5. Australia

Source: American Society of Travel Advisors Consumer Research
Top U.S. Cities

1. Las Vegas
2. Orlando
3. New York
4. Nashville
5. San Diego

Source: American Society of Travel Advisors Consumer Research
Americans Agree on the Emotional Rewards of Travel

78% “Now, more than ever, a vacation would do wonders for my mental health”

69% “I look at vacation travel as a deserved reward for what we’ve had to deal with over the past two years.”

64% “Traveling is the best quality time I can spend with my family.”

47% “This is the best time to plan a dream vacation”

Source: American Society of Travel Advisors Consumer Research
Six-Month Surge in Business Travel

Average business trips jumped to 4.3 trips from 2.8 in October’s survey.

Source: American Society of Travel Advisors Consumer Research