

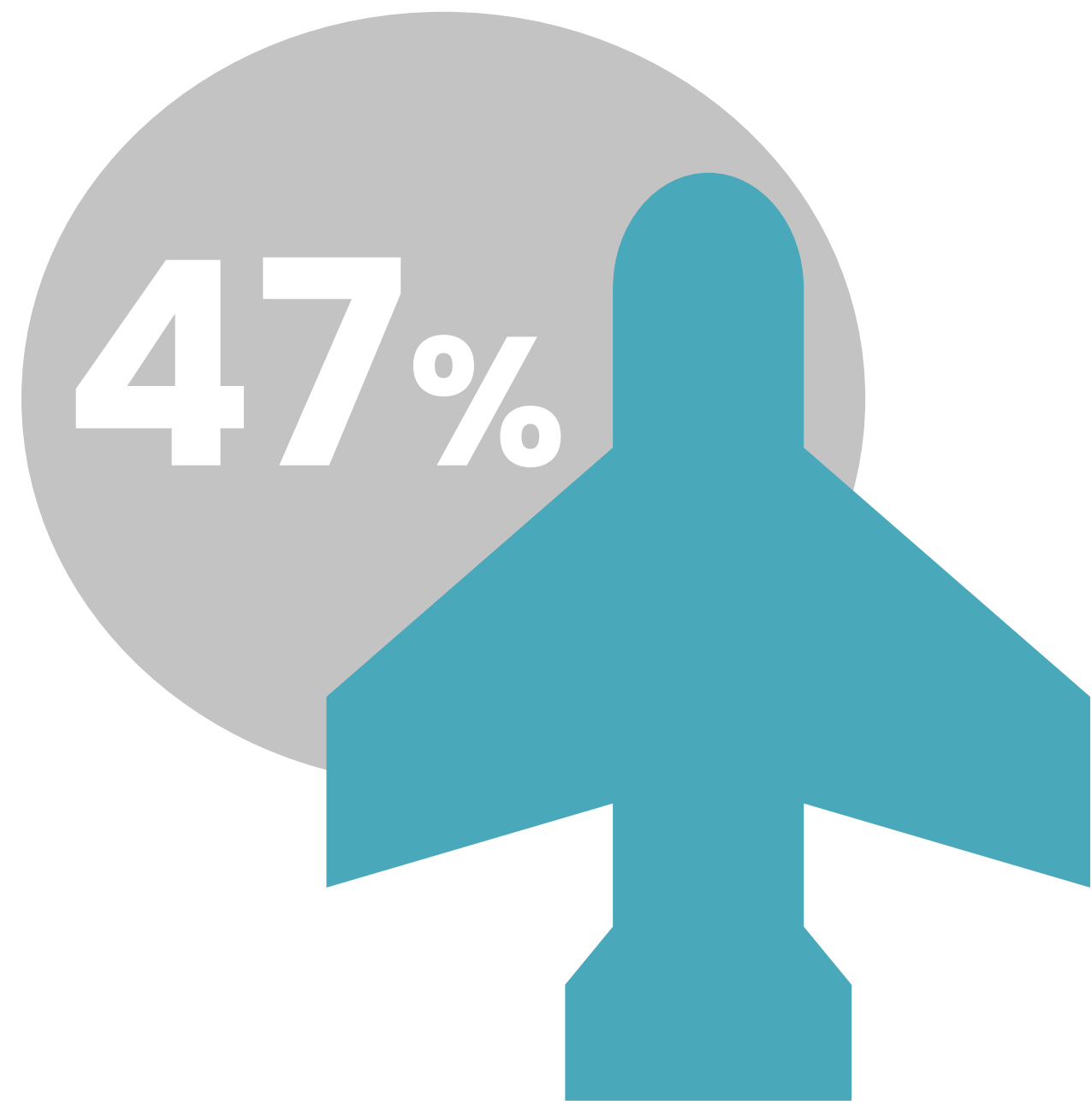


American Society of <sup>®</sup>  
**Travel Advisors**

ASTA's 2023 March  
Consumer Research Headlines

# Top Discretionary Purchases

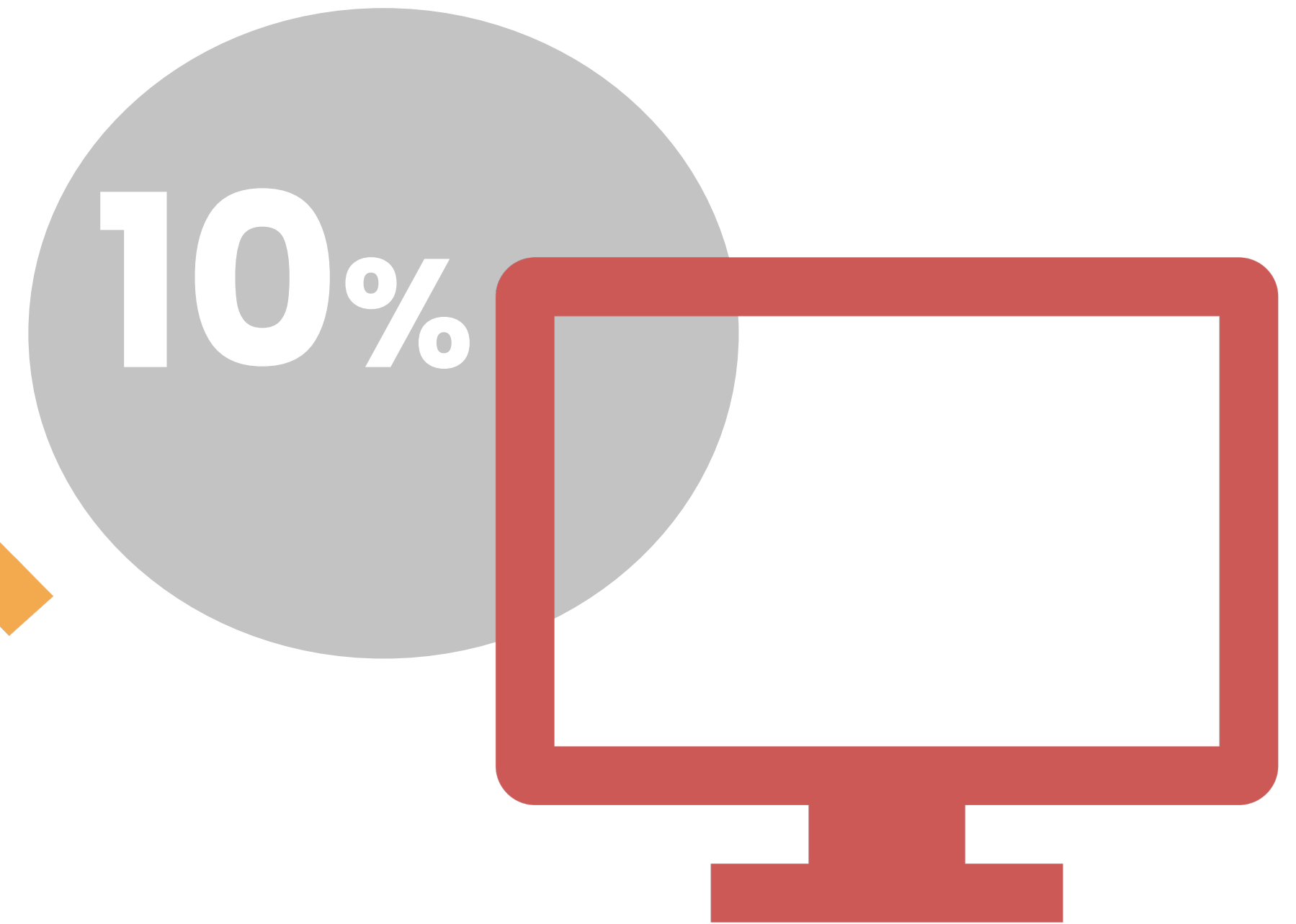
Percentage of people who ranked each:



1. Travel



2. Home  
Improvement



3. New  
Computer

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.

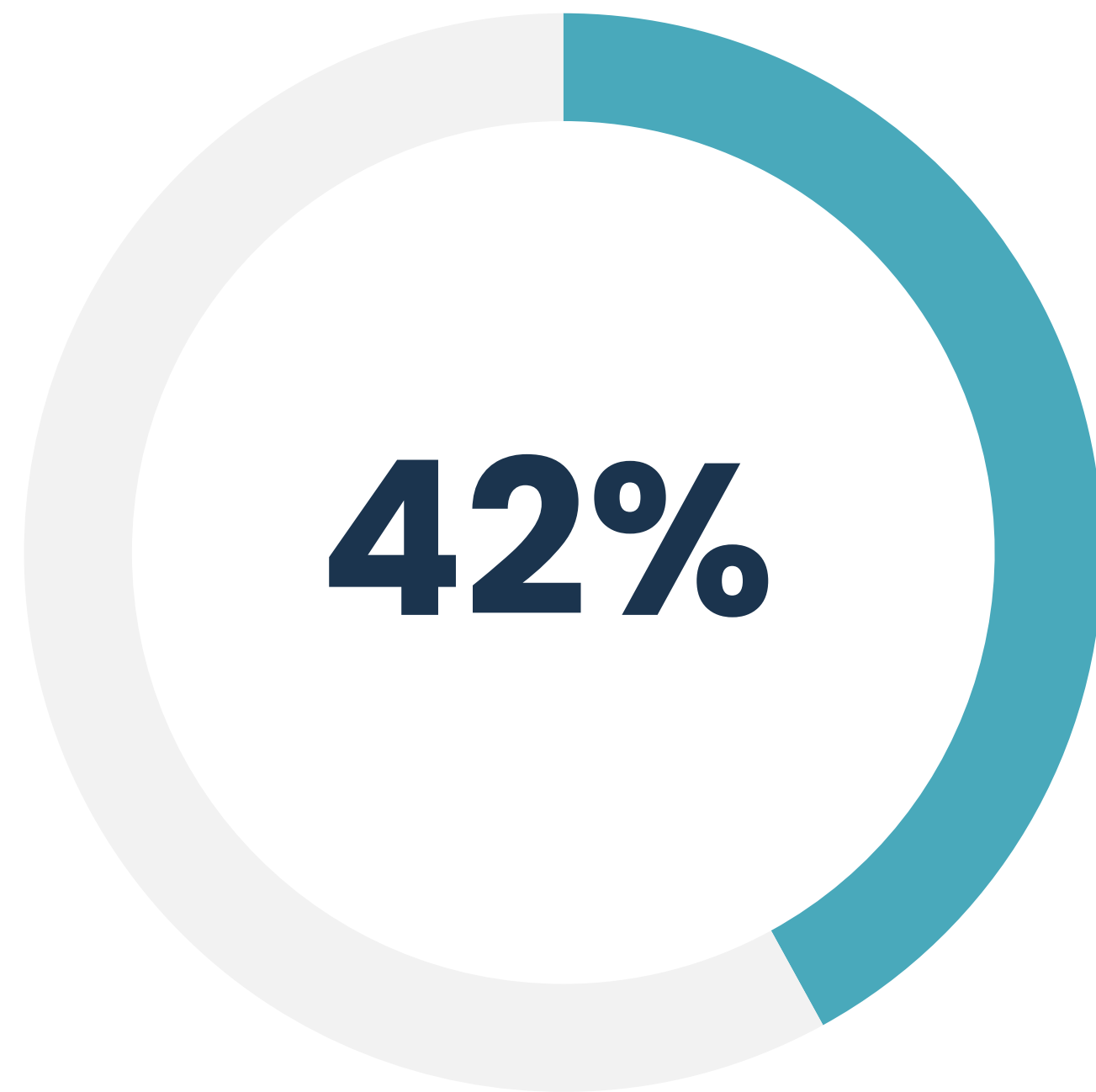
17%

of Americans plan to spend more on travel this year vs. last year.

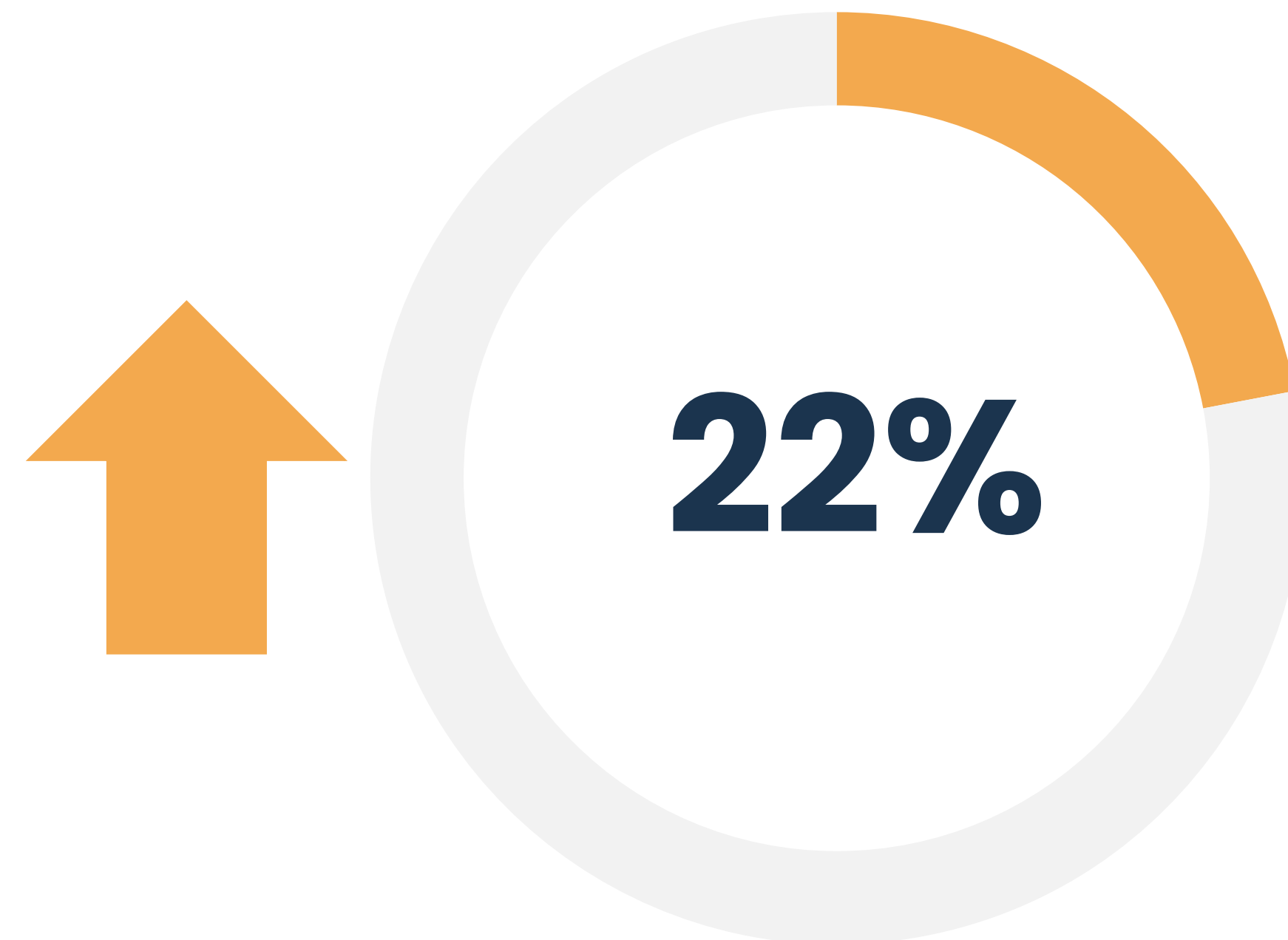
Source: American Society of Travel Advisors Consumer Research

# Millennials and Gen Z are Leading the way

Percentage of Millennials and Gen Z looking to travel abroad in 2024



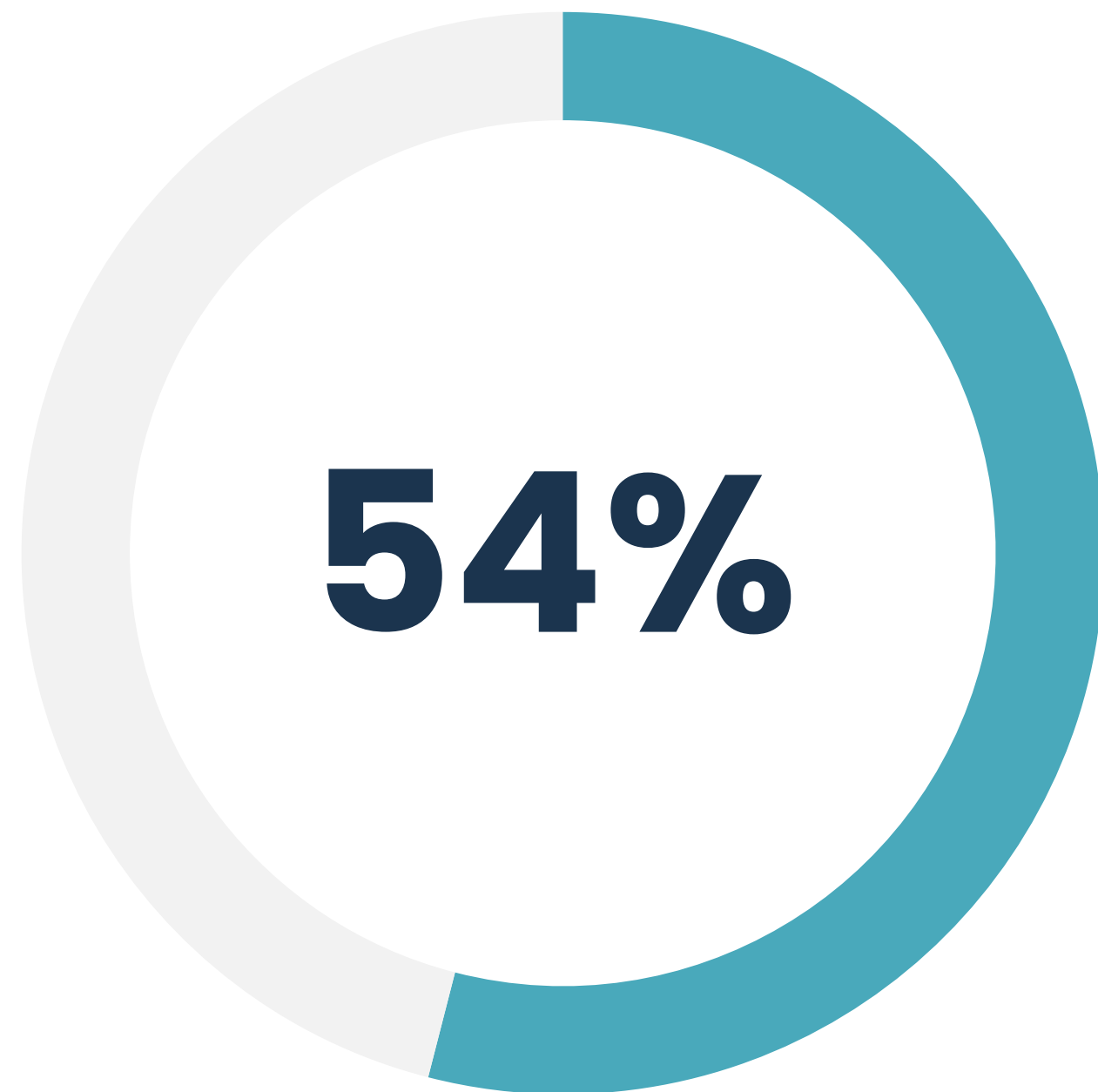
Percentage of Millennials and Gen Z planning to spend even more on travel vs. last year



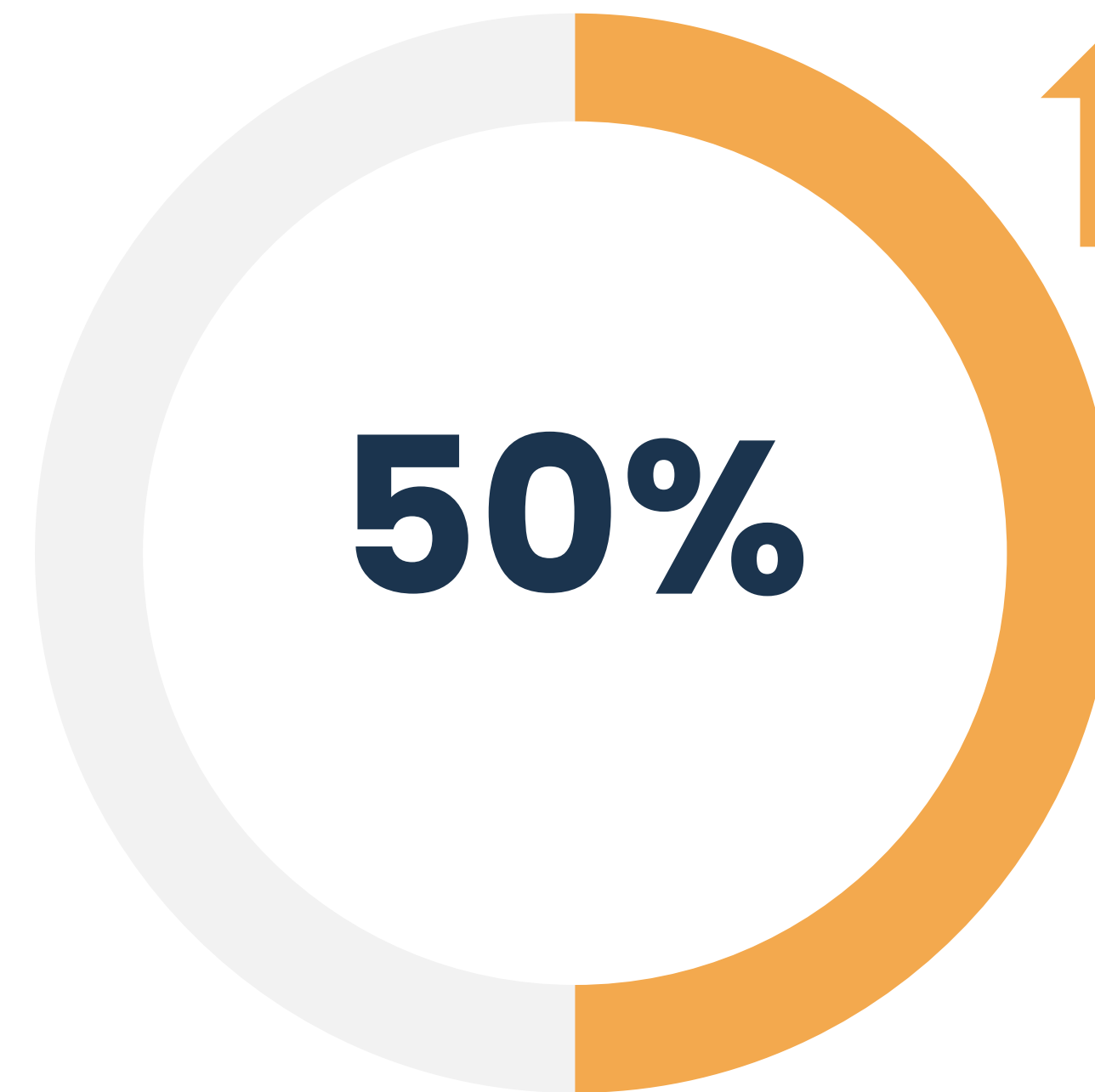
Source: American Society of Travel Advisors Consumer Research

# Travel Advisors Show More Value

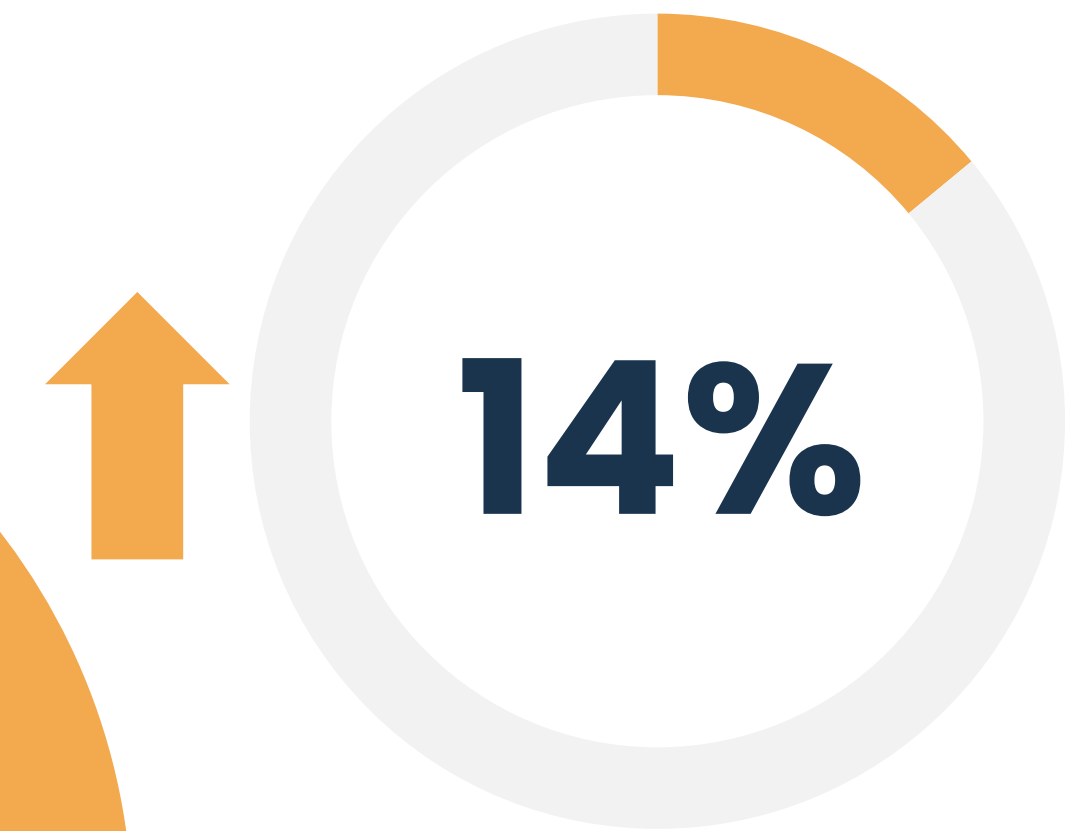
Consumers increasingly recognize their importance.



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



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



increase year-over-year in the amount of people likely to use a travel advisor.

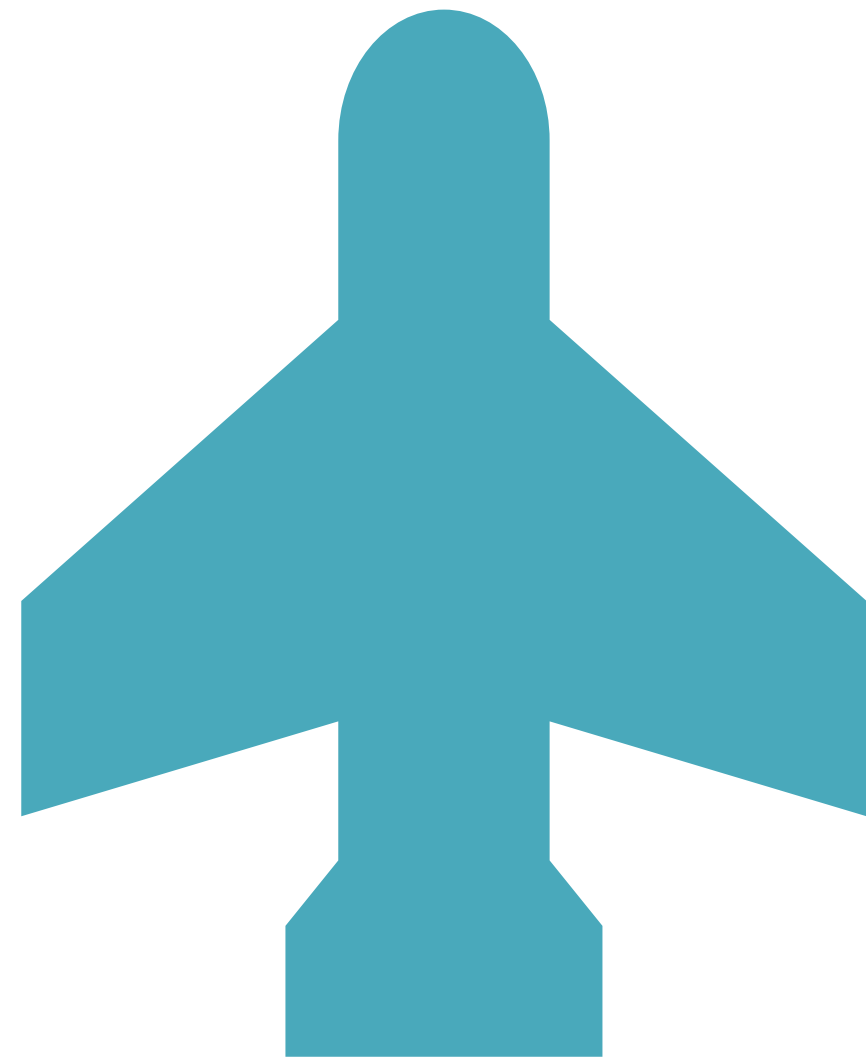
# Cruise Vacations are up



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

Source: American Society of Travel Advisors Consumer Research

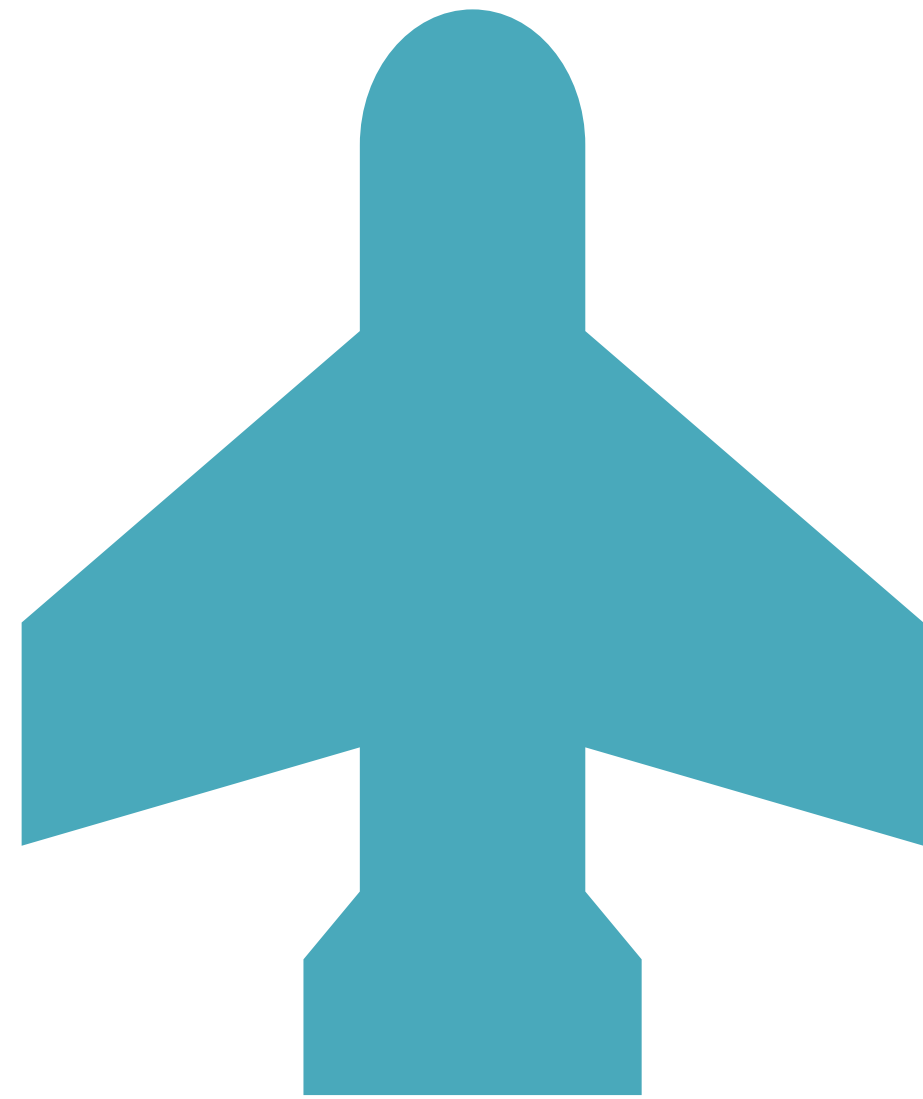
# Top Travel Destinations Outside the Continental U.S.



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

Source: American Society of Travel Advisors Consumer Research

# Top U.S. Cities

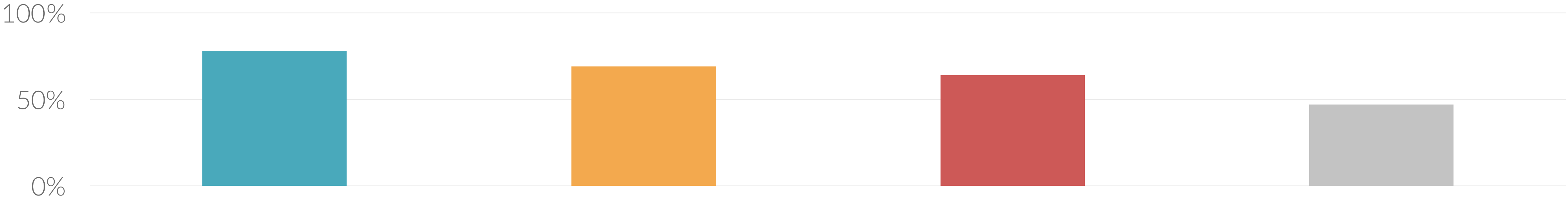
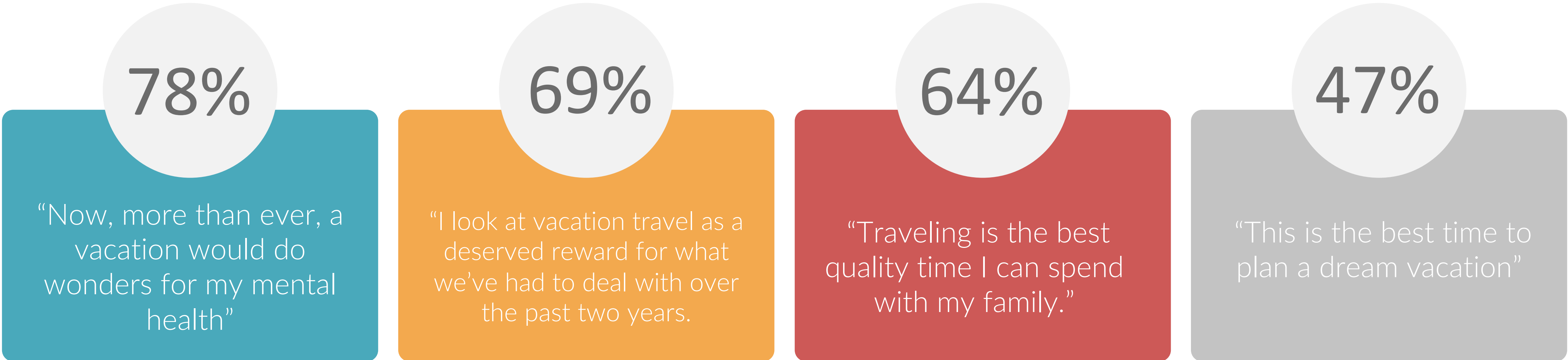


1. Las Vegas
2. Orlando
3. New York
4. Nashville
5. San Diego

Source: American Society of Travel Advisors Consumer Research



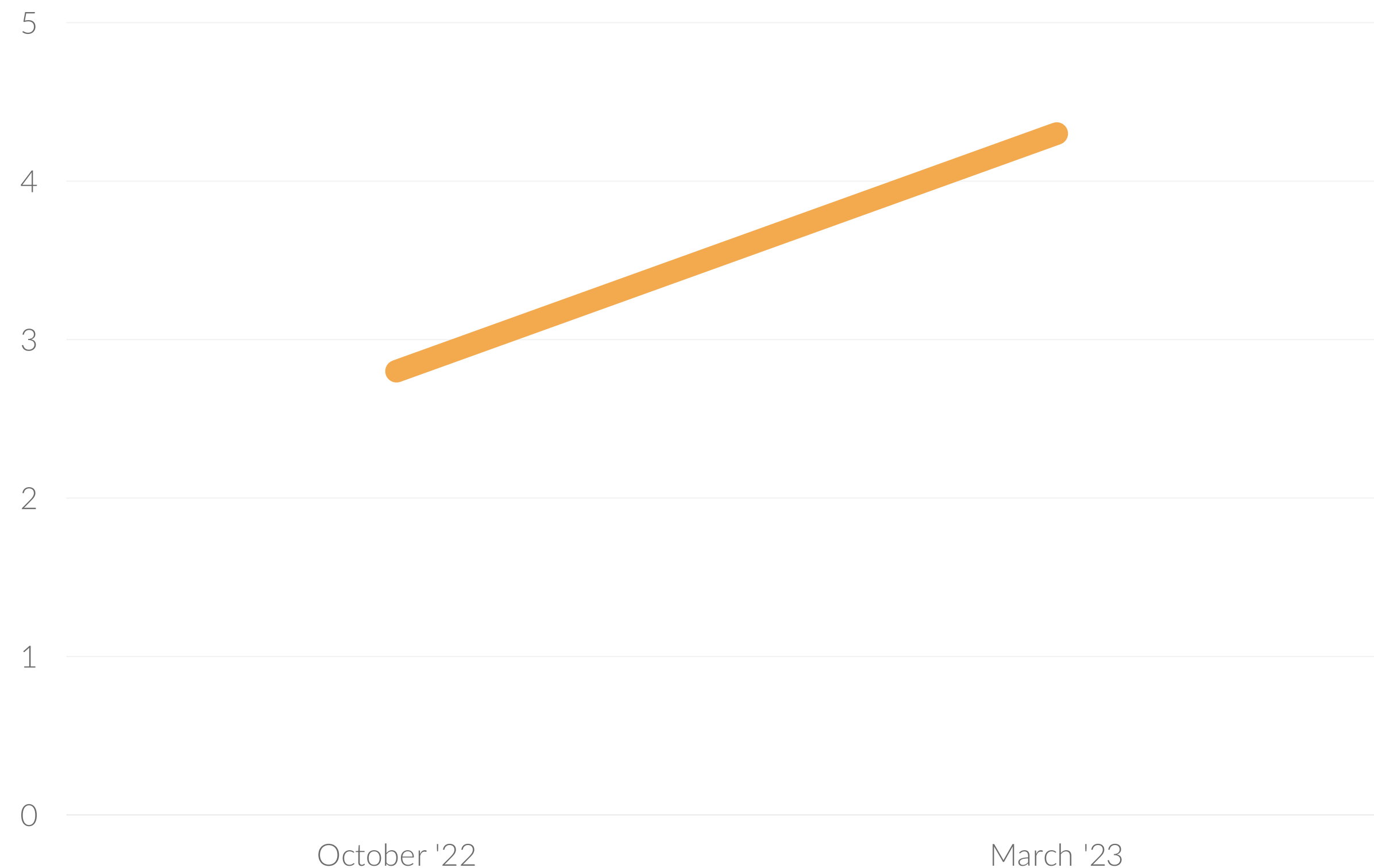
# Americans Agree on the Emotional Rewards of Travel



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