

Report: Tripadvisor Releases Seasonal Travel Index Results (June-August 2022), Outlining Traveler Sentiment and Insights in Several Markets including: United States, United Kingdom, Australia, Japan and Singapore
Despite growing concerns around inflation, travel demand remains strong for the months of June, July and August 2022 with 4 in 10 globally reporting planned travel, with only 2 in 10 taking a “wait and see” approach to their intended travel plans
Travelers overwhelmingly believe it is more important than ever to travel more sustainably post pandemic, but only if it doesn’t cost that much more to be “green”
Cities are back: Orlando, London, Sydney, Tokyo top domestic spots June-August

May 9, 2022

Overview

The following seasonal travel index covers traveler sentiment and Tripadvisor platform search data, providing a preview and outlook for travel demand and patterns for the months of June, July, August 2022.

Markets reviewed, and included within the survey conducted by Qualtrics Research, include the United States, United Kingdom, Australia, Japan and Singapore. The report also includes Tripadvisor platform search data indicating interest in both domestic and international travel during June-August 2022 in those same markets.

Overall, the growing concern of inflation across the globe appears to be changing consumer spending habits on certain discretionary purchases. While travel behaviors might change for some as a result from June-August (shorter trips or preference for domestic travel), consumers across the globe are refusing to give up their desire to vacation or holiday, especially in the Northern Hemisphere during the summer months. More than a third of global respondents report they intend to travel more in 2022 than they did in 2021, which bodes well for the ongoing travel recovery.

And as travelers get back out there and see the world again, the desire to do it in more sustainable ways is strong, even if the action that follows isn’t nearly as impressive with nearly 6 in 10 reporting that they won’t spend more to make the “greener” choice.

But according to the survey, travelers will travel this summer *and this winter in Australia*, and the bigger cities and beaches continue to see strong demand with winners from Orlando to Cancun, Sydney to Honolulu, London to Tokyo being crowned as the top places we all want to go.

The following report outlines more global facts about traveler sentiment and breaks down data by market surveyed.

Inflation Concerns

- Inflation is a significant concern for the majority of respondents within the survey, with 74% reporting they were “extremely” or “very” concerned about the rising costs of goods and services.
 - US: 74%
 - UK: 77%
 - AUS: 70%
 - JP: 69%
 - SG: 77%
- Continuing inflation will likely affect non-essential spending habits: 79% said they would spend less on non-essentials if prices continue to go up
 - US: 77%
 - UK: 83%
 - AUS: 84%
 - JP: 68%
 - SG: 82%
- When it comes to cutting down on non-essential spending, dining out and clothes top the list (items consumers will cut down on the most):
 - US: dining out (73%) and clothes (57%)
 - UK: dining out (76%) and clothes (64%)
 - AUS: dining out (76%) and clothes (63%)
 - JP: dining out (69%) and clothes (52%)
 - SG: dining out (64%) and clothes (62%)
- On the other hand, fewer people plan cuts to domestic travel, TV/music subscriptions, and international travel than other options (items consumers will cut down on the least):
 - US: international travel (37%) and domestic travel (38%)
 - UK: domestic travel (35%) and TV/music subscriptions (45%)
 - AUS: domestic travel (37%) and TV/music subscriptions (39%)
 - JP: TV/music subscriptions (22%) and technology purchases (32%)
 - SG: domestic travel (26%) and TV/music subscriptions (38%)
- In fact, those surveyed would sacrifice a range of non-essentials to fund their next vacation
 - US: food deliveries (57%) and nights out (54%)
 - UK: nights out (60%) and dining out (57%)
 - AUS: food deliveries (62%) and nights out (60%)

- JP: food deliveries (59%) and gym membership (58%)
- SG: Entertainment (attending gigs/concerts) (56%) and gym membership (54%)

Seasonal Travel Plans (June-August)

- Ultimately, travel remains a top priority despite rising costs: 85% of respondents plan on traveling this year
 - US: 86%
 - UK: 90%
 - AUS: 90%
 - JP: 74%
 - SG: 84%
- 36% of respondents plan to travel more this year than the last; 29% of respondents will travel about the same
 - US: 31% more than last year; 37% about the same
 - UK: 40% more than last year; 28% about the same
 - AUS: 48% more than last year; 28% about the same
 - JP: 22% more than last year; 29% about the same
 - SG: 39% more than last year; 23% about the same
- 41% of those surveyed are planning on travel during the months of June-August; 21% are taking a wait-and-see approach to their travel plans.
 - US: Planning to travel (43%), Waiting to plan (20%)
 - UK: Planning to travel (52%), Waiting to plan (15%)
 - AUS: Planning to travel (44%), Waiting to plan (22%)
 - JP: Planning to travel (24%), Waiting to plan (25%)
 - SG: Planning to travel (43%), Waiting to plan (22%)
- The rate of those currently planning summer travel is 32% higher than last summer
 - US: flat on last summer (0%)
 - UK: 42% higher than last summer
 - AUS: 100% higher than last summer
 - JP: 8% lower than last summer
 - SG: 72% higher than last summer
- Not surprisingly, rising costs will have some effect on travel this summer: 33% will likely take shorter trips, and 32% may travel closer to home
 - US: Planning to take shorter trips (32%), travel close to home (31%)
 - UK: Planning to take shorter trips (27%), travel close to home (30%)
 - AUS: Planning to take shorter trips (29%), travel close to home (35%)
 - JP: Planning to take shorter trips (37%), travel close to home (19%)
 - SG: Planning to take shorter trips (42%), travel close to home (39%)
- Closer escapes: Globally, 76% of respondents are planning domestic trips this summer, while 32% plan to travel internationally
 - US: Domestic travel planned (91%), International travel planned (16%)
 - UK: Domestic travel planned (62%), International travel planned (42%)
 - AUS: Domestic travel planned (82%), International travel planned (22%)
 - JP: Domestic travel planned (97%), International travel planned (8%)
 - SG: Domestic travel planned (54%), International travel planned (58%)
- However, a full 83% plan to spend at least the same or more on travel this summer compared to last
 - US: 92%
 - UK: 86%
 - AUS: 87%
 - JP: 70%
 - SG: 76%
- Over half (54%) of those intending to travel this summer will plan more than a month ahead
 - US: 55%
 - UK: 63%
 - AUS: 56%

- JP: 50%
- SG: 44%
- Those travel intenders are eager to rest & relax, reconnect with family & friends, and explore new destinations (top three interests)
 - US: rest & relax (35%), visit family/friends (28%) and explore new places (20%)
 - UK: rest & relax (52%), explore new places (19%) and visit family/friends (15%)
 - AUS: rest & relax (41%), visit family/friends (30%) and explore new places (22%)
 - JP: rest & relax (44%), explore new places (20%) and visit family/friends (15%)
 - SG: rest & relax (39%), visit family/friends (21%) and explore new places (18%)

Sustainability

- 65% of respondents think sustainable travel is more important than it was pre-pandemic
 - US: 58%
 - UK: 70%
 - AUS: 68%
 - JP: 59%
 - SG: 72%
- Concerns about sustainability haven't always translated into action: 59% have not yet spent more on sustainable travel
 - US: 64%
 - UK: 63%
 - AUS: 55%
 - JP: 66%
 - SG: 45%
- Almost half (45%) of respondents worry about their carbon footprint when planning travel; however nearly 6 in 10 respondents (59%) said they have done absolutely nothing to lower their carbon footprint.
 - US: 42% worry, 64% have done nothing to offset their carbon footprint
 - UK: 51% worry, 63% have done nothing to offset their carbon footprint
 - AUS: 51% worry, 55% have done nothing to offset their carbon footprint
 - JP: 24% worry, 66% have done nothing to offset their carbon footprint
 - SG: 57% worry, 45% have done nothing to offset their carbon footprint
- A full 85% state they practice some sustainable habits while traveling, including eating and shopping locally at destinations, and traveling closer to home
 - US: 85% practice some sustainable habits
 - UK: 86% practice some sustainable habits
 - AUS: 85% practice some sustainable habits
 - JP: 74% practice some sustainable habits
 - SG: 93% practice some sustainable habits
- Respondents say they're open to changing their spending habits to spend more to be green: 65% said they would be willing to spend more to travel sustainably in the future
- Respondents globally would like assistance in establishing sustainable travel habits: Almost half (47%) cite wanting information about sustainability in travel reviews, followed by an industry scoring or rating system (top choices)
 - US: information in reviews (46%), scoring or rating system (43%)
 - UK: scoring or rating system (50%), information in reviews (48%)
 - AUS: information in reviews (50%), scoring or rating system (50%)
 - JP: badges for eco-minded businesses (34%), information in reviews (31%)
 - SG: information in reviews (60%), eco-certifications for travel businesses (58%)

Top Destinations June-August 2022

United States

- Dates of search Mar 1 - Mar 31
- Dates of travel Jun 1 - Aug 31

Domestic	International
1. Orlando, FL	1. Cancun, Mexico
2. Las Vegas, NV	2. Cabo San Lucas, Mexico

3. Myrtle Beach, NC	3. Punta Cana, Dominican Republic
4. Honolulu, HI	4. Playa Del Carmen, Mexico
5. New York City, NY	5. Paris, France
6. Key West, FL	6. London, United Kingdom
7. Miami Beach, FL	7. Bavaro
8. Lahaina, HI (Big Island)	8. Palm-Eagle Beach
9. Ocean City, MD	9. Puerto Vallarta, Mexico
10. Nashville, TN	10. Providenciales

United Kingdom

- Dates of search Mar 1 - Mar 31
- Dates of travel Jun 1 - Aug 31

Domestic	International
1. London	1. Analipsi
2. Edinburgh	2. Paris
3. Liverpool	3. Antalya
4. Blackpool	4. Dubai
5. Manchester	5. Barcelona
6. York	6. Amsterdam
7. Glasgow	7. Benidorm
8. Bournemouth	8. Rome
9. Brighton	9. Costa Adeje
10. Birmingham	10. Albufeira

Australia

- Dates of search Mar 1 - Mar 31
- Dates of travel Jun 1 - Aug 31

Domestic	International
Sydney	Seminyak
Cairns	Singapore
Melbourne	Legian
Darwin	Nusa Dua
Port Douglas	Kuta
Surfer's Paradise	London
Brisbane	Honolulu
Hobart	Sanur
Adelaide	Ubud
Noosa	Paris

Japan

- Dates of search Mar 1 - Mar 31
- Dates of travel Jun 1 - Aug 31

Domestic	International
1. Chuo City, Tokyo	1. Honolulu, Hawaii, USA
2. Onna-son, Okinawa	2. Paris, France
3. Miyakojima, Miyako Islands, Okinawa	3. Bangkok, Thailand
4. Naha, Okinawa	4. London, United Kingdom
5. Ishigaki, Ishigaki Island, Okinawa	
6. Minato Cty, Tokyo	
7. Hakone-machi (in Japan's Fuji-Hakone-Izu National Park west of Tokyo)	
8. Kita, Tokyo	
9. Naka, Ibaraki	
10. Karuizawa-machi (a resort town in the mountains near Nagano, Japan)	

Singapore

- Dates of search Mar 1 - Mar 31
- Dates of travel Jun 1 - Aug 31

Domestic	International
1. Singapore	1. London, United Kingdom
2. Sentosa Island	2. Paris, France
	3. Bangkok, Thailand
	4. Kuala Lumpur, Malaysia
	5. Melbourne, Australia
	6. Seminyak, Bali, Indonesia

Methodology

The data cited in this release was gathered and analyzed from two key sources:

A Tripadvisor Consumer Sentiment Survey, based on data drawn from an online survey of over 2,100 consumers, in partnership with Qualtrics, conducted in April 2022 across five countries - U.S., UK, Australia, Singapore and Japan.

Site behavioral data sourced from first party traffic data on the Tripadvisor platform, gathered during the month of March 1-31, 2021, for searches made by travelers in the U.S., U.K., Australia, Japan and Singapore for travel between June 1, 2022 through August 31, 2022.

Authors

This report was compiled by Tripadvisor's research (Tatiana Gonzalez, Ryan Gillis) and communications team (Brian Hoyt, Duncan Skehens and Hayley Coleman) in partnership with survey results conducted by Qualtrics Research.

Contacts:

- uspr@tripadvisor.com (Americas)
- ukpressoffice@tripadvisor.com (United Kingdom)
- apacpr@tripadvisor.com (Australia, Japan, Singapore)

About Tripadvisor

Tripadvisor, the world's largest travel guidance platform*, helps hundreds of millions of people each month** become better travelers, from planning to booking to taking a trip. Travelers across the globe use the Tripadvisor site and app to discover where to stay, what to do and where to eat based on guidance from those who have been there before. With more than 1 billion reviews and opinions of nearly 8 million businesses, travelers turn to Tripadvisor to find deals on accommodations, book experiences, reserve tables at delicious restaurants and discover great places nearby. As a travel guidance company available in 43 markets and 22 languages, Tripadvisor makes planning easy no matter the trip type.

The subsidiaries of Tripadvisor, Inc. (NASDAQ:TRIP), own and operate a portfolio of travel media brands and businesses, operating under various websites and apps, including the following websites:

www.bokun.io, www.cruisecritic.com, www.flipkey.com, www.thefork.com, www.helloreco.com, www.holidaylettings.co.uk, www.housetrip.com, www.jetsetter.com, www.niur.com and www.viator.com.

* Source: SimilarWeb, unique users de-duplicated monthly, March 2022

** Source: Tripadvisor internal log files