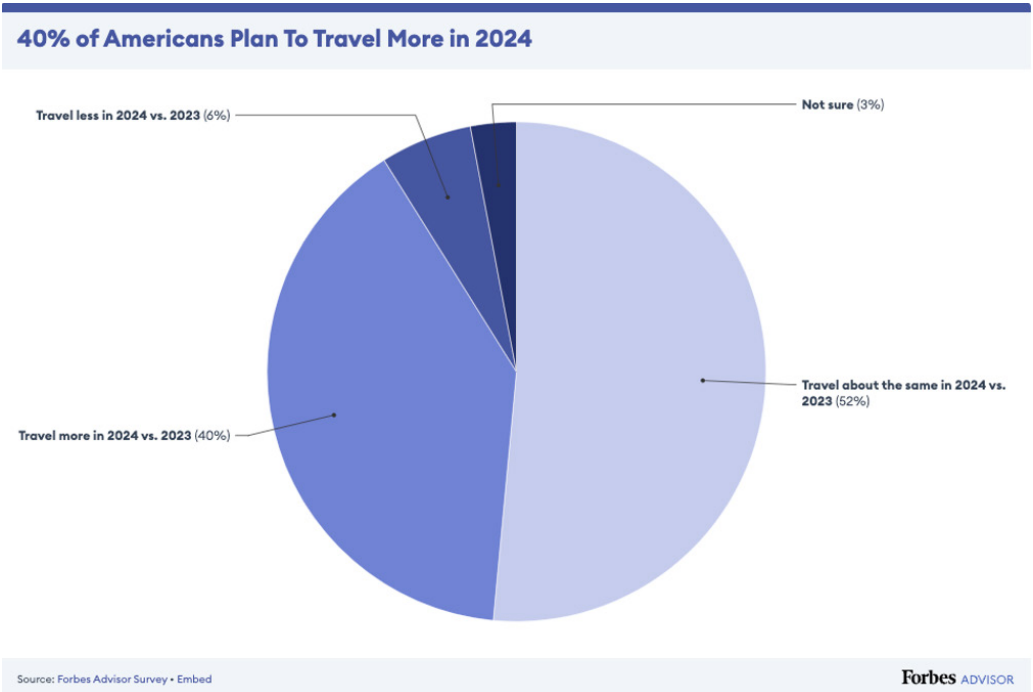


TRAVELSTORYS

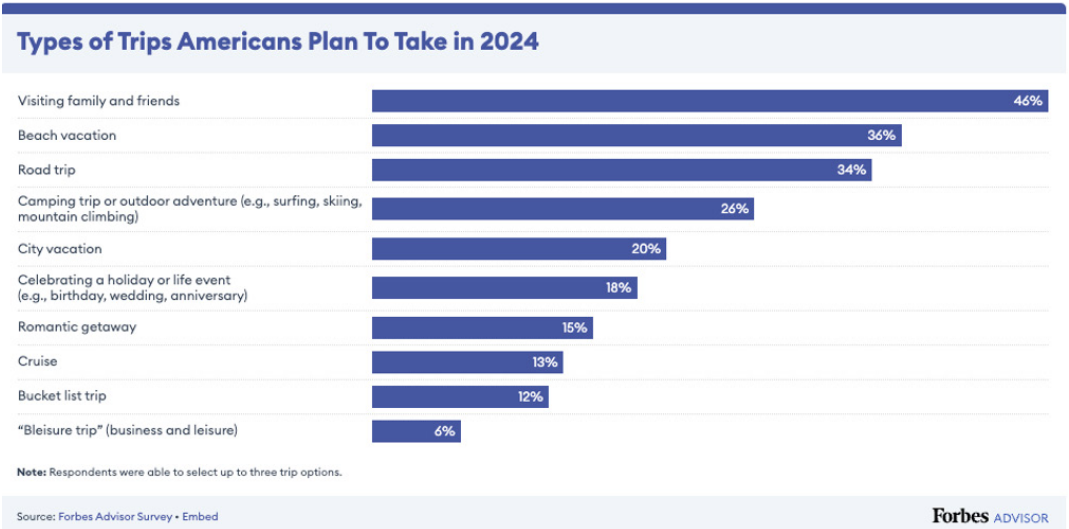
2024 Travel Outlook

According to *Forbes*, 52% of consumers plan to maintain their previous travel standards from 2023, while 40% plan on traveling even more. This increase is slightly lower than the increase seen from 2022 to 2023 (49%), but it is still notable, especially considering that 63% of Americans took at least two leisure trips in 2023.

Younger generations, particularly Gen Zers (56%) and Millennials (49%), are the most inclined to increase their travel this year, compared to 39% of Gen Xers and 29% of Baby Boomers. Older generations are likely to maintain their current travel habits, as they may have already reached their desired amount of travel in 2023 or earlier.¹



Among the *Forbes* survey respondents, the most popular plans for leisure travel are "visiting family and friends (46%), beach vacations (36%) and road trips (34%). All three of these trip types were also top selections in 2023."²



1 Forbes Advisor
2 Forbes Advisor

TRAVELSTORYS

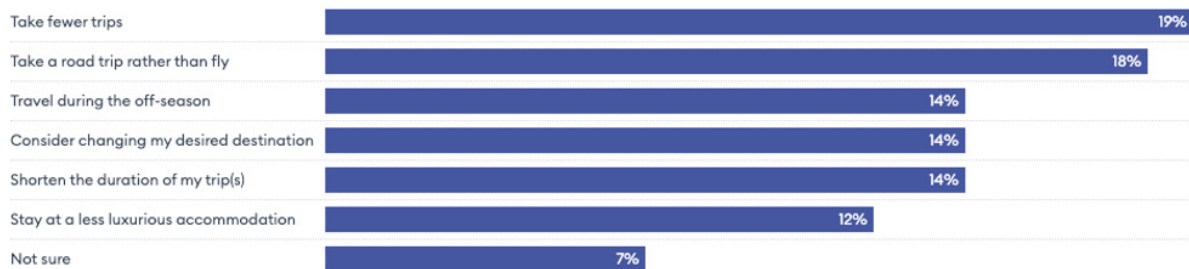
2024 Travel Outlook

Travelers are bracing for higher costs, with 39% expecting increased budgets compared to last year. (In 2023, 45% anticipated higher budgets.) Despite inflation pressures on household expenses, 35% plan to maintain their travel budget.

In total, 72% of respondents plan to spend over \$2,000 on travel in 2024, with nearly half (48%) budgeting at least \$4,000 for the year. Given the average cost for a family of four's trip of \$3,600, these figures aren't surprising. Millennials (62%) and Gen Zers (61%) are most likely to budget \$4,000 or more.

In response to rising prices, 46% of travelers are planning adjustments, such as taking fewer trips (19%), shortening their duration (14%), and driving instead of flying (18%).¹

Travel Changes Americans Will Make Due to Continued Inflation

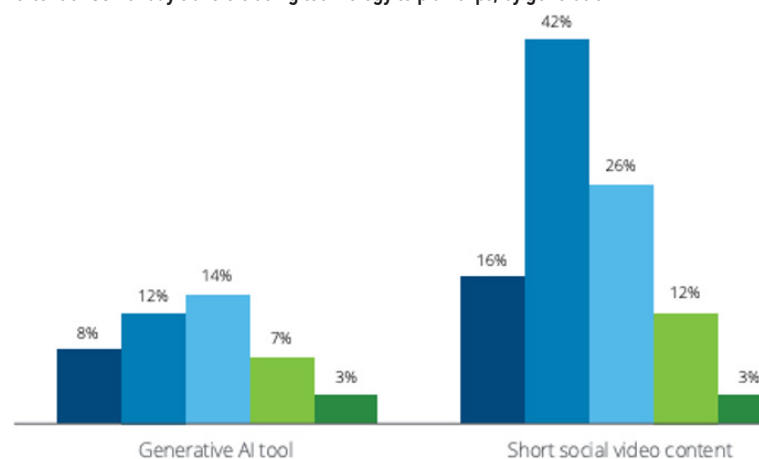


Note: 46% of respondents report they are very likely or somewhat likely to change their travel plans in 2024 due to inflation. These respondents selected the primary change they would make, as represented in the chart above.

Artificial intelligence (AI) is already making waves in the travel industry, particularly in improving call center efficiency, which is widely acknowledged as a significant benefit. While attention will likely be drawn to more visible applications, such as innovative options for discovery, shopping, and booking, the true impact may lie in less apparent uses. Travel providers are exploring promising opportunities in advertising strategy, marketing content, and personalized experiences facilitated by AI. Additionally, there's a growing exploration of how AI can optimize core operational functions within the industry.

Hotels and airlines are at the forefront of experimenting with AI's capabilities in back-office operations, while travelers are already embracing it as a planning tool. Surprisingly, approximately one in ten travelers have utilized AI to plan their holiday trips, indicating a noteworthy adoption rate given that this technology has only been widely available for about a year.

Percent of US holiday travelers using technology to plan trips, by generation



■ Overall ■ Gen Z ■ Millennial ■ Gen X ■ Boomer+

Source: Deloitte ConsumerSignals; Deloitte summer and holiday travel studies in 2021, 2022, and 2023