

Traveler Survey Insights

Preferences & Expectations On Pre & Post-Pandemic Travel

The Hospitality Innovation and Technology (HIT) Lab at West Virginia University (WVU) asked 1,222 Travelers about how they traveled before and during the pandemic, alongside what they expect their future travel to look like. Continue on to discover traveler's current expectations and desires for tourism in today's post-pandemic world.

Changes in Travel Frequency and Reasons for Travel

Over 33.3%

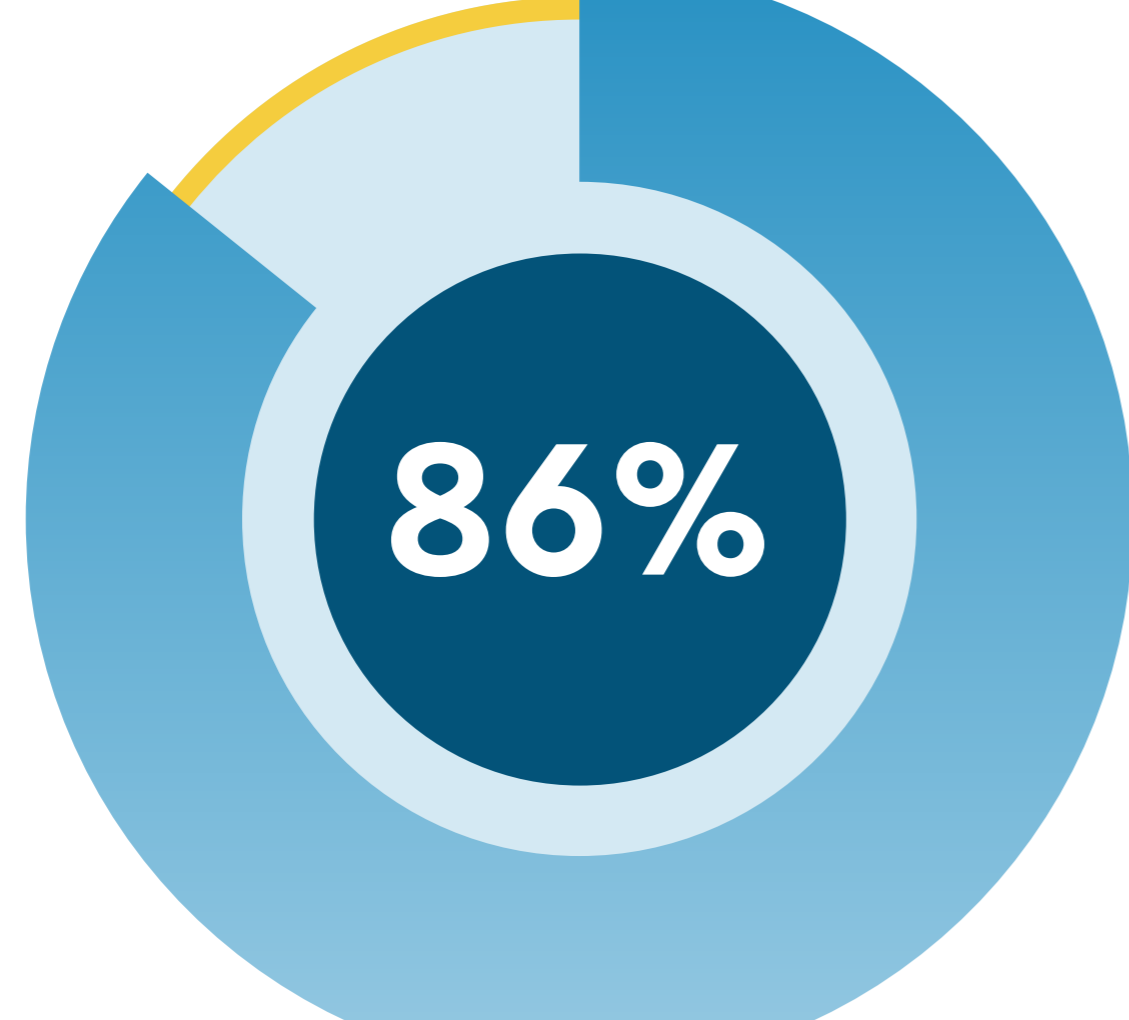
Percentage of travelers who went on five or more leisure trips yearly pre-pandemic.

Only 15%

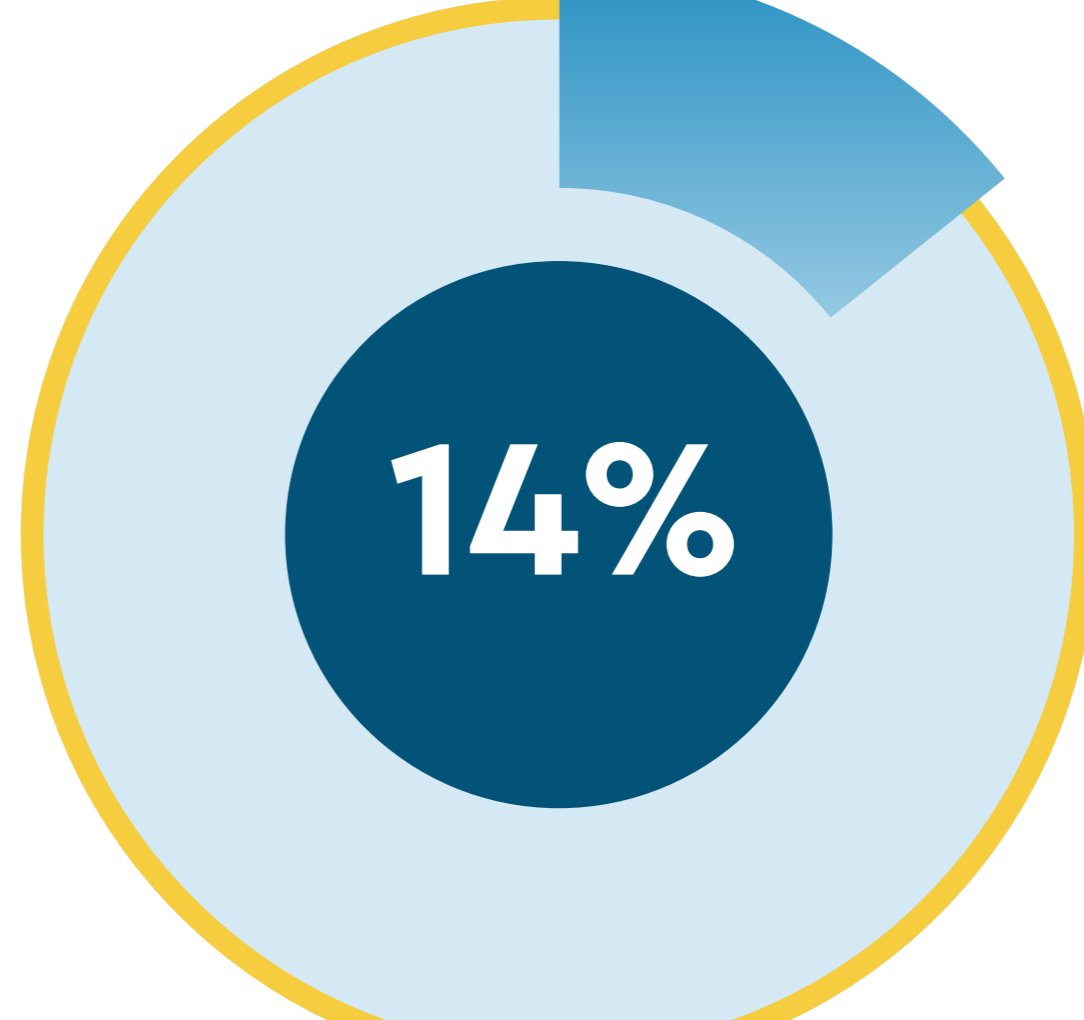
Of households have traveled more than five times annually since 2020.



While experts suggest these numbers will eventually rebound as the industry fully recovers, the reasons for travel post pandemic have drastically shifted.



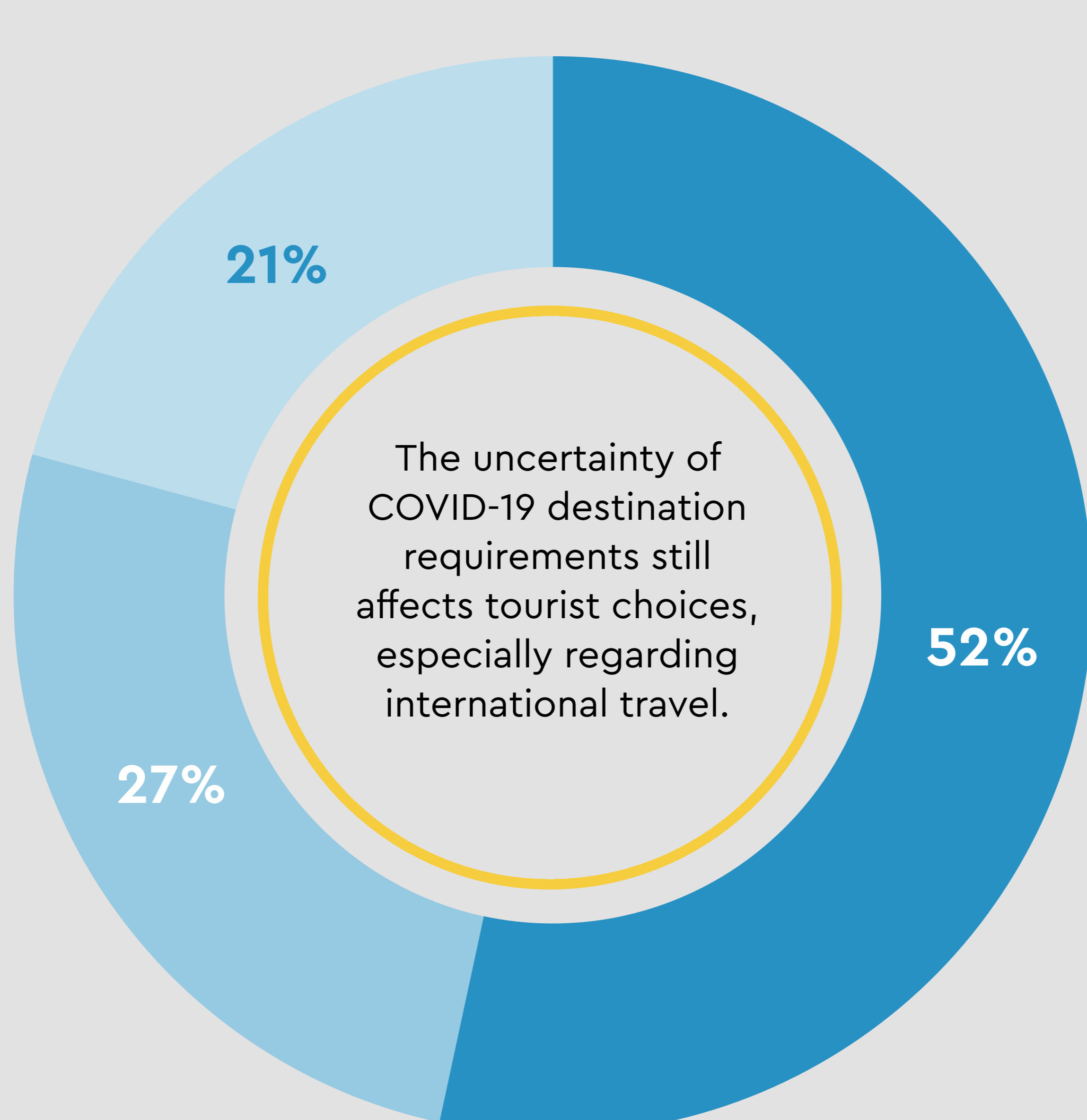
Reported traveling for leisure.



Reported traveling for business.

This shows a significant decrease in corporate travel and an increase in domestic tourism.

Shifts in Travel Destinations



52%

Of respondents are willing to travel internationally yet still not to the pre-pandemic levels.

27%

Of respondents are still avoiding an international trip entirely.

21%

Of respondents are not confident enough yet to actively plan international travel.

While high-income households are still traveling by plane, low- and middle-income households are experiencing a resurgence in car travel and road trips; over half of survey respondents put personal cars as their preferred option for future travel.

Differences Between Demographics

Over 64%

of travelers are still not confident about attending large events of 500 people or more.

This percentage represents a generational divide.

Gen Z and Baby Boomers

seem more willing to attend packed events such as concerts, conventions, and sports.

Millennials and Gen X

have reprioritized smaller, private, outdoor events within their travel schedules.

Brand Relationships Over Loyalty

Post-pandemic travelers focus more on brand trust than brand loyalty, willing to try new experiences if the data supports a positive experience.

65%

of respondents are willing to try a new hotel brand.

39%

of respondents are willing to try a new, trustworthy airline.

Priorities for Technology

The survey also found technology as a large priority for travelers when booking their trips, with two areas of particular note.



Trip Planning

Survey respondents overwhelmingly mentioned the importance of using technology to vet locations and plan their trip — including viewing property ratings, making online reservations, and comparing prices between options.



Sustainability

An increasingly notable factor in how certain groups of travelers view a brand's trustworthiness — college-aged travelers actively search for eco-friendly hotels and other lodging options at double the rate of previous generations.

Prepare Your Property for Today's Traveler with BlueprintRF

Amidst changing demographics and shifting expectations for technology, hotels need a reliable WiFi provider to keep them on track. BlueprintRF provides managed network solutions while building meaningful relationships with our clients — supplying WiFi solutions built to your exact needs with real-time monitoring, deep datasets, and dedicated support staff. Contact us today and futureproof your lodging for generations to come.