



CONSUMER INSIGHTS: SEAMLESS AND SECURE TRAVEL

U.S. Travel's quarterly consumer survey with Ipsos—launched in early 2023—digs into the traveler experience and identifies barriers and points of friction that keep travelers at home or traveling within the United States less frequently. These insights help anticipate and identify consumer behaviors and risks—highlighting the greatest opportunities to grow travel.

KEY FINDINGS

The travel experience is deterring Americans from traveling.

- Nearly **four in 10 leisure travelers (36%) would travel more in the next six months** if the travel experience was not as much of a hassle as it is today.
- The air travel experience is sub-par for nearly half of Americans: Just one in 10 (13%) rate their overall travel experience as excellent while **nearly half (45%)** rate it as average or below average.
 - Flight delays or cancelations, crowds and congestion, airport security process and cumbersome travel logistics were the main contributors to a below average travel experience.

Many Americans are **not familiar with programs** to expedite the security process such as TSA PreCheck/Global Entry or CLEAR.

- One third of Americans (33%) say they are not aware of PreCheck and almost double that number say they are not aware of CLEAR (65%).
- Just 17% of all Americans are **currently enrolled in PreCheck and even fewer are enrolled in CLEAR (3%)**.
 - While less than one-quarter (23%) of leisure travelers and 32% of business travelers are enrolled in TSA PreCheck.
- Those currently enrolled in an expedited airport clearance program were significantly more likely to have a positive experience getting through airport security than those who are not.
 - More than half (54%) of people enrolled in these programs rated their experience as good or excellent, compared to just 35% of those not enrolled.

Americans are **willing to share biometric data** if it resulted in a more seamless, secure and efficient travel experience.

- Approximately **half of Americans and nearly two-thirds of business travelers** are comfortable sharing biometric data with TSA to get through security, board an airplane or check in for a flight if it resulted in a more seamless, secure and efficient travel experience.

For the full quarterly report insights, [click here](#).

Q2 quarterly insights will be released in late April.

Source: Ipsos Poll conducted between January 13 - January 22, 2023, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,189 general population adults age 18 or older. The sample includes 684 Americans planning to travel for leisure in the next 6 months, and 277 Americans planning to travel for business in the next 6 months.