As travel demand begins to normalize, travelers are noting pain points and obstacles, some even before arriving at an airport, which are having a meaningful impact on demand.

Specifically, **air travel hassles are hindering travel industry’s growth** as inefficiencies are negatively impacting travel plans, costing the U.S. economy billions of dollars.

- Nearly six in 10 recent air travelers say the air travel experience is **the same or worse than going to the DMV**.
- And if hassles were reduced, half of air travelers agree they would **travel more in the next six months**.
- **Fewer than one in five recent air travelers** (17%) rate their overall experience as excellent and entirely hassle free.
- Additionally, one-quarter of recent air travelers (24%) are less likely to book air travel over the next year due to air travel hassles experienced.
  - The top reasons they’ll avoid traveling are the likelihood of flight delays or cancellations and airport process inefficiencies.
- Air travelers are **avoiding an average of 2 trips per year** due to air travel hassles, equating to **27 million trips avoided** and **$71 BILLION IN LOSSES** for the U.S. economy over the next year.
- Yet, travelers enrolled in TSA PreCheck/Global Entry are significantly more satisfied with nearly all aspects of the travel experience.

**Air travel inefficiencies are holding back business travel’s return which remains 29% below 2019 levels at the end of 2022.**

- Although 74% of business travelers plan to travel for work in the next six months, **one third report traveling LESS than they did pre-pandemic.**
  - The unpredictability of flights due to cancellations and delays is one reason for a reduction in
• Nearly four in 10 organizations (38%) have policies in place restricting business travel.
  • The top policy in place is additional cost controls or spending limits for business trips.
• Business travelers would take an average of **TWO more business trips per year** if air travel hassles improved, resulting in **18 million additional trips and $52 BILLION in ECONOMIC IMPACT.**

**Solutions exist and the majority of Americans** and even higher percentage of air travelers are **willing to share biometric data** if it resulted in a more seamless, secure and efficient travel experience.

• Nearly **six in 10 recent air travelers (59%)** say as a result of advances in security technology, it is **time for the government to update certain security measures.**

• Roughly **two thirds of recent air travelers and business travelers** are comfortable sharing their biometric data with either the government, a private corporation or both.

• More than half of Americans are comfortable using biometrics to board a plane (52%), get through security (55%), touchless ticketing (51%) or to check in for a flight (51%).
  • Recent air travelers are even more comfortable using biometrics to board a plane (63%), get through security (68%), touchless ticketing (64%) or to check in for a flight (62%).

**As seasonality trends return this fall,** demand for travel remains strong but is normalizing somewhat following more than two years of unprecedented pent-up demand—inefficiencies threaten to stall this demand if not addressed.

• Just **under half (49%) of Americans** plan to travel in the next six months, down from Q2 (53%) and Q1 (52%).
  • Nearly three-quarters of leisure travelers (74%) have plans to travel for leisure in the next six months, down from 81% in Q2 and 79% in Q1.

• One in five Americans plan to **increase the amount they spend on leisure travel** in the next three months, about on par with Q1 levels (19%) but below Q2 (26%).

• More than half of Americans (54%) and 66% of leisure travelers agree that ‘taking time off to travel is more important than ever’.

**Source:** Ipsos, Longwoods International, J.D. Power

*Ipsos Poll conducted between August 11 - 20, 2023, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,408 general population adults aged 18 or older. The sample includes 469 respondents who have traveled by air in the past 3 months, and 363 business travelers. Margin of error: +/- 2.8 percentage points at the 95% confidence level for all respondents.*