

MONTHLY TRAVEL DATA REPORT

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Travel Recovery Insights Dashboard

Pent-up leisure travel demand superseding inflation woes

While the U.S. economy contracted in Q1, the travel industry showed resilience.

Declining virus fears, lessening pandemic-related restrictions, the accelerating return of business travel and summer weather should continue to push the travel recovery ahead despite hot inflation, an aggressive Fed tightening cycle, supply chain snarls and slowing economic growth.

Travel spending in April exceeded 2019 levels for the first time since the start of the pandemic. Yet, largely as a result of strict entry requirements, international visitation continues to struggle despite month over month gains.

Traveler sentiment remains relatively buoyant as virus fears recede, but recent traveler survey results suggest rising gas and airfare prices are beginning to dissuade some leisure travelers. Predictive indicators suggest business conditions are becoming more favorable for business travel recovery, as the pace of group room bookings is showing an uptick for the first three quarters of 2022.

Rapidly rising prices did not deter consumers from spending. Consumers' tolerance of high inflation will continue to be tested, but robust wage growth and ample excess savings should support consumer spending. **Risks of a U.S. recession have increased, particularly in 2023,** as headwinds strengthen, but the expected moderating of supply chains and inflationary pressures, coupled with consumers' rotation away from goods to services consumption remain positive factors for the ongoing travel recovery.

[GO TO DASHBOARD](#)

Member login required

Key Highlights

For more detail, [log in to the dashboard.](#)

TRAVEL SPENDING

+3%

Total travel spending exceeded 2019 levels for the first time since the start of the pandemic in April—driven largely by leisure travel—and is now **3% above 2019 levels**

Source: Tourism Economics



TRAVEL PRICE INDEX

+11%

For the first time since the pandemic, **airfare surpassed 2019 levels and was up by 11%** in April compared to April 2019

Source: U.S. Travel Association

AUTO TRIPS

+6%

After dipping in March, despite rising gas prices, **auto trips improved to 6% above 2019 levels** in April

Source: Arrivalist



WAGES

+20%

L&H wage growth continued to accelerate with **average earnings reaching 20% above 2019 levels** in April—greater than the overall private sector (+15%)

Source: BLS

GROUP HOTEL DEMAND

-16%

While total hotel room demand reached 2019 levels in April, group demand in the top 25 markets still **trails 2019 levels by 16%**

Source: STR



OVERSEAS ARRIVALS

-43%

Overseas arrivals continued to improve and were **down just 43%** compared to 2019 levels in April compared to 52% in March

Source: NTTO

April Economic Impact

National Analysis

- For the first time since the start of the pandemic, **travel spending (\$100 billion) was 3% ABOVE 2019 levels in April 2022**

Regional/State Analysis

- Through the first four months of the year, Maine (+26%) and Montana (+21%) performed the best relative to 2019 levels
- Washington D.C. remains down 32% year-to-date compared to the same time period in 2019

ACCESS ADDITIONAL
STATE DETAIL

Available through the dashboard, member login required

Source: Tourism Economics

NEW: U.S. Travel Answer Sheet

Last week, U.S. Travel published an [updated Answer Sheet](#) which included facts and figures relating to the overall industry, jobs, economic impact, business travel and international inbound travel.

The [answer sheet](#) is the industry's go-to resource for annual data on travel spending, employment and economic impact. This resource includes three years of data and reflects travel's substantial economic impact in 2019, its decline in 2020 and uneven recovery in 2021.

Travel remains the hardest-hit industry. Despite significant gains in domestic leisure travel, business travel and international inbound travel remain severely depressed, resulting in an uneven recovery across travel sectors.

This resource includes three components:

- **Page one:** [National factsheet \(all sectors\)](#)
- **Page two:** [Business travel \(domestic and international\)](#)
- **Page three:** [International Inbound Travel](#)

DIVE INTO THE DATA

Workforce Insights

- As of the latest April data, the overall economy is nearly back to 2019 levels with less than 1% of jobs still lost, but **leisure and hospitality (L&H) remains 8.5% or 1.4 million jobs below 2019 levels** – far exceeding any other industry
- The problem isn't a lack of openings but a lack of available workers
 - **With 1.5 million job openings, L&H accounted for a disproportional one in eight of all U.S. job openings**
- There are not enough Americans seeking employment to fill the current workforce need. If every unemployed American took a job, **we would still have almost six million job openings**
 - To put that in perspective, for **every 100 job openings there are only 48 available workers**
- Even though L&H average hourly earnings were 20% above 2019 levels in April—greater than the 15% increase for the private sector overall, quit rates (5.2%) remain significantly higher than the overall economy (2.9%)

Source: [Bureau of Labor Statistics](#)

Additional Consumer and Traveler Insights

Domestic Leisure

- **Seven in 10 Americans view [inflation as the top problem facing the country](#) today, followed by the affordability of healthcare (55%) and violent crime (54%)**
- AAA estimated [39 million Americans traveled](#) over the Memorial Day weekend – an **increase of 8% over 2021**
- More than one-quarter (28%) of travelers plan to [spend significantly more](#) this summer over their 2019 travel budgets for marquee trips, due to higher prices as well as accumulated savings
 - Six in 10 Americans plan to travel this summer, up from five in 10 last year
 - Still, inflation is having an impact on demand, of the **four in 10 Americans NOT traveling for leisure** this summer – the top concern is financial, followed by health concerns
- **Nearly six in 10 American travelers (59%) say [rising gas prices will impact their decision to travel](#) in the next six months**
 - Although just 6% plan on cancelling trips, 39% are choosing destinations closer to home, 36% plan to reduce the number of trips and 32% are reducing the amount they are spending on retail purchases
- Findings from a [social listening study](#) showed that **travelers now care more about who they travel with as opposed to where they go**
 - One in five mentions of summer vacation include a reference to spending quality time with loved ones, whether that be family members, a significant other or friends

Source: [Pew Research](#), [AAA](#), [Deloitte](#), [Longwoods International](#), [Carnival](#)

Business Travel, Meetings and Events

- **One in 10 meeting planners say business is already back to 2019 levels**, yet [65% of meeting planners do not expect business](#) to reach 2019 levels until at least 2023
 - Projected live meeting attendance over the next year is positive for 85% of meeting planners, up from 75% in the winter of 2021
- **Nearly seven in 10 [event organizers are planning an in-person only event](#) during Q2-3**, up from under 50% who said the same in February for Q1-2
 - **Planners are more optimistic about attendance levels** at their in-person event this year: as of April, 18% think attendance will bounce back to pre-pandemic levels versus 10% in February. Yet, 39% are still expecting an attendance decline in 2022

Source: [Meeting Professionals International](#), [PCMA](#)

International

- While **overseas visitation remained 43% below 2019 levels in April**, European markets have vastly improved and are down just 34%
- **Asian markets are still down 71%** largely due to restrictions in individual countries
- Mexican air travelers were down 15% in April compared to April 2019
- **NEW: [Brand USA Interactive Market Data Dashboard](#) showcases travel trends** and market information for 18 countries
 - **Latin America markets – Brazil and Mexico expressed the highest levels of travel intent to visit the U.S.** in the next two years at 71% and 86%, respectively

- o More than half of British travelers said they are likely to visit the U.S. in the next two years as did roughly four in ten German, French and Australian travelers
- **Nearly nine in 10 (86%) of [international travelers plan to spend more or the same](#) on international travel than they did in 2019, with **half planning to spend more****
- o Shorter booking windows continue to trend across regions, but there's growth in booking windows longer than 30 days as confidence accelerates
- o The top type of trips international travelers are seeking in the coming months include: relaxation, bucket list travel and city breaks
- **NEW:** National Travel and Tourism Office [International Fact Sheets](#)

Source: [National Travel and Tourism Office](#), [SkyScanner](#)



The Semi-Annual Forecast: What's On the Horizon

June 16, 2022 | 1:00 p.m. – 2:00 p.m. ET

As we head into summer, we know leisure travel leads the industry's recovery, but what are **expectations for business and international?** **Mark your calendars to join us for the Semi-Annual Forecast webinar** featuring an engaging presentation from Adam Sacks, president and CEO of Tourism Economics. We will break down the forecast, discuss the important implications it has for the industry and economy and dive into what this means for all sectors of travel—especially business and international—through the end of 2022 and beyond.

RESERVE YOUR SPOT

Registration is limited to U.S. Travel members only

[Access all member webinars](#)

News, Resources and Examples from Around the Industry

- [Shifting Skills, Moving Targets and Remaking the Workforce](#) | Emsi Burning Glass
- [Four Pandemic Trends Here to Stay – and Two on their Way Out](#) | Emsi Burning Glass

- [Work From Home Revolution Yields Opportunity for Local Small Businesses](#) | U.S. Chamber of Commerce
- [Travel Trend Report Q1 2022](#) | Expedia Group Media Solutions
- [Travel's Resilience and Trends Shaping Recovery](#) | SkyScanner
- [Employee Turnover Will Jump by Nearly 20%](#) | Gartner
- [Meetings Recovery Forecast](#) | Knowland
- [How U.S. Consumers are Feeling, Shopping and Spending](#) | McKinsey & Company
- [Is Travel Making a Comeback?](#) | McKinsey & Company
- [Meetings Outlook Spring 2022](#) | Meeting Professionals International
- [U.S. Supply Chains & Inflation](#) | Morning Consult

Upcoming Research Webinars

- **June 21 at 1:00 p.m. ET** | [Q2 Virtual Insights Summit](#) | Expedia Group Media Solutions

Questions?

Access topline findings on our [Data and Insights webpage](#). Additional research resources can also be [found on our website](#).

Please [submit any questions](#) to us. We will do our best to reply in a timely manner.

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