# **VISION INSIGHTS**

Vision Insights U.S. Traveler Profiles August 2023

September 13, 2023





AUTHORITY

## Vision Insights Syndicated Survey

- DBEDT subscribes to Vision Insight's Brand Health and Profiles databases for the U.S., Japan, Canada, Australia, and Korea
- Consumers are surveyed each day
- DBEDT receives access to new data each week for selected traveler profile segments for the U.S., Japan, Canada, Australia, and Korea

## **Segment Definitions**

#### Avid Traveler \$100k+

- Gross household income is \$100k+
- Age is 25-54
- Either
  - Took an international vacation by air in the last 12 months
  - Likely/very likely to book an air trip in the next 12 months
  - Most recent leisure destination was Hawai'i or Alaska
  - Next leisure destination is Hawai'i or Alaska

#### Long-Distance Air Traveler under 55

- Took an international vacation by air in the last 12 months
- State of residence is not Hawai'i
- Under the age of 55

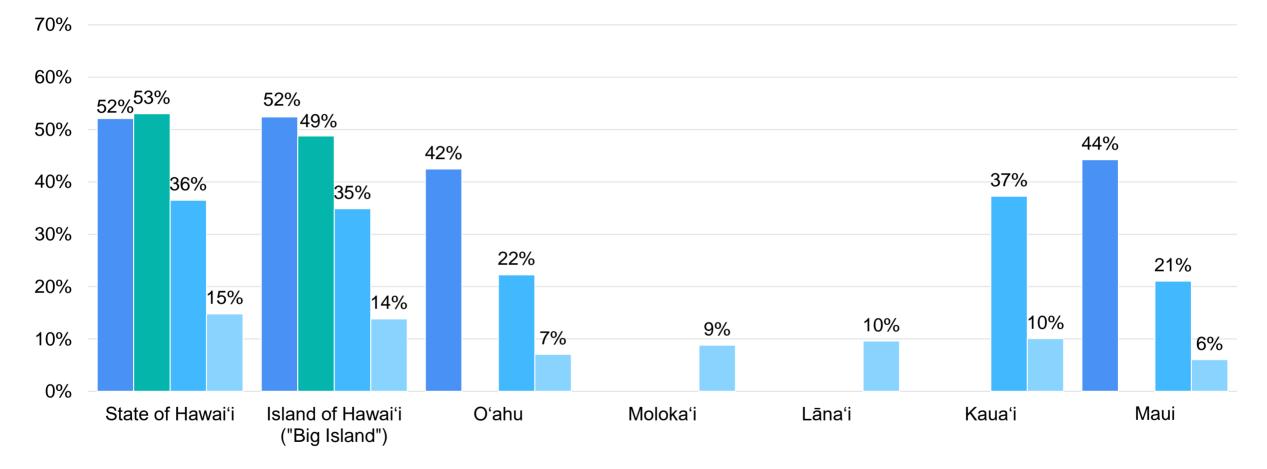
#### Avid Traveler \$150k+

- Gross household income is \$150k+
- 2+ persons per household
- Age is 25-54
- Either
  - Took an international vacation by air in the last 12 months
  - Likely/very likely to book an air trip in the next 12 months
  - Most recent leisure destination was Hawai'i or Alaska
  - Next leisure destination is Hawai'i or Alaska

#### Nationally Representative Sample (Nat Rep)

• Representative of U.S. adults in terms of age, gender, social class and education

## U.S. - Leisure Trip In Past 12 Months



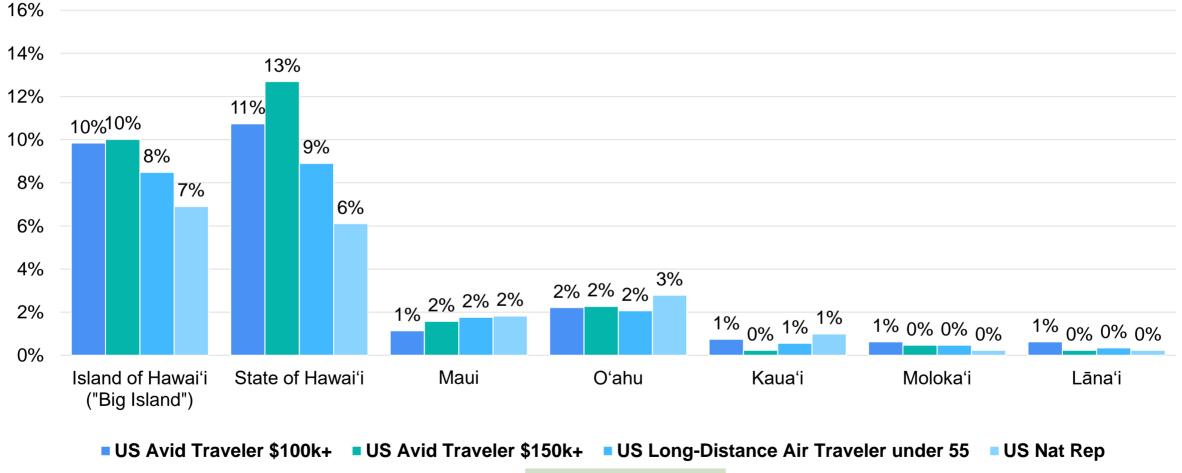
US Avid Traveler \$100k+ US Avid Traveler \$150k+ US Long-Distance Traveler US Nat Rep

Sample Min. n=75

Note: US Avid Traveler \$100k+, US Avid Traveler \$150k+, and US Long-

Distance Traveler sample size is too small for select islands

## U.S. – Next Destination for Leisure Trip

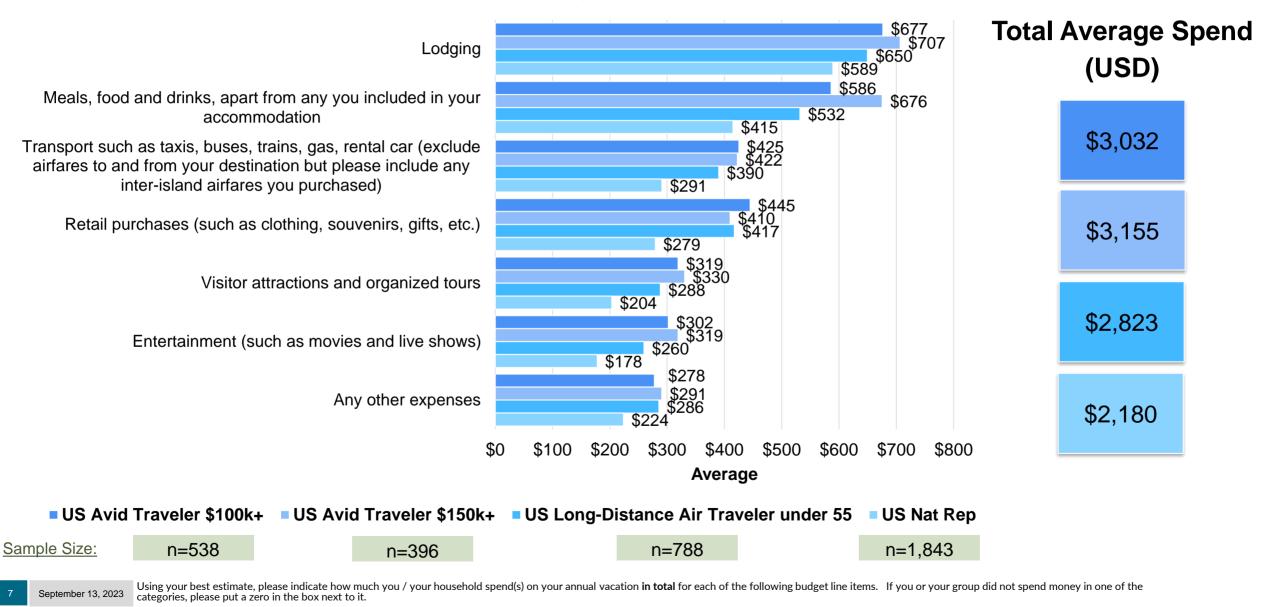


Sample Min. n=75

### Top 10 States of Residence by Segment

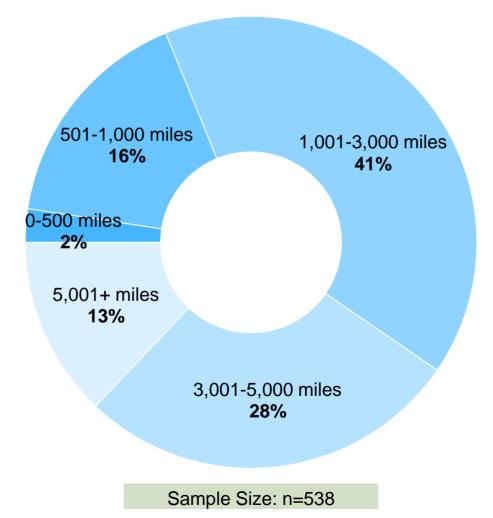
	US Avid Traveler \$100K 25-54		<b>US Avid Traveler</b> <b>\$150K</b> 25-54, 2+ household		US Long-Distance Air Traveler Under 55		US Nat Rep	
-		%		%		%		%
	New York	37.2%	Texas	18.4%	New York	27.1%	Texas	18.4%
	Texas	34.2%	New York	16.1%	Texas	26.2%	New York	16.1%
(	California	14.3%	California	9.5%	California	13.2%	California	9.5%
	Washington	3.6%	Florida	4.2%	Illinois	3.3%	Florida	4.2%
	Illinois	2.8%	Illinois	3.2%	Washington	3.1%	Ohio	3.4%
(	Georgia	1.5%	Pennsylvania	3.1%	Florida	3.1%	Illinois	3.2%
I	Pennsylvania	0.6%	Virginia	2.3%	Georgia	1.8%	North Carolina	3.2%
	Florida	0.4%	Washington	2.0%	Virginia	1.6%	Pennsylvania	3.1%
,	Virginia	0.3%	New Jersey	1.2%	Pennsylvania	1.4%	Georgia	2.4%
	Minnesota	0.2%	Colorado	1.0%	Minnesota	1.0%	Virginia	2.3%
ize:	n=538		n=396		n=788		n=1,843	

## U.S. - Total Annual Holiday Spend



### U.S. Avid Travelers \$100k+: Annual Vacation

### **Distance Travelled on Annual Vacation**



September 13, 2023 8 in the box next to it.

How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation in total for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero

## U.S. Avid Travelers \$100k+: Annual Vacation

#### **Average Spend**



#### **Spend Per Person Per Day**

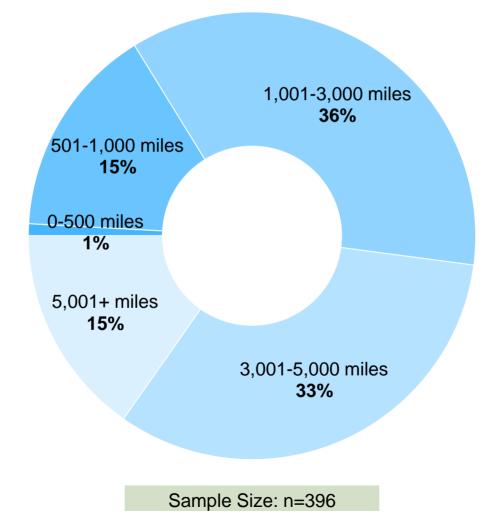


Ave. Per Person Per Day Spend

How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation in total for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

### U.S. Avid Travelers \$150k+: Annual Vacation

#### **Distance Travelled on Annual Vacation**



September 13, 2023 How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

### U.S. Avid Travelers \$150k+: Annual Vacation

#### **Average Spend**

September 13, 2023

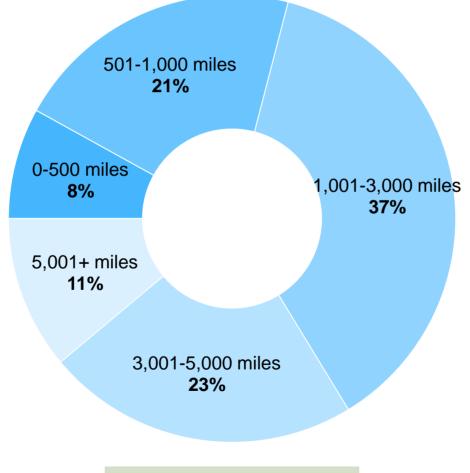
#### **Spend Per Person Per Day**



How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

## U.S. Long-Distance Travelers: Annual Vacation

#### **Distance Travelled on Annual Vacation**



Sample Size: n=788

September 13, 2023 How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

## U.S. Long-Distance Travelers: Annual Vacation

#### **Average Spend**



### **Spend Per Person Per Day**



Meals, food and drinks, apart from any you included in your accommodation

Retail purchases (such as clothing, souvenirs, gifts, etc.)

Transport such as taxis, buses, trains, gas, rental car (exclude airfares to and from your destination but please include any inter-island airfares you purchased)

Visitor attractions and organized tours

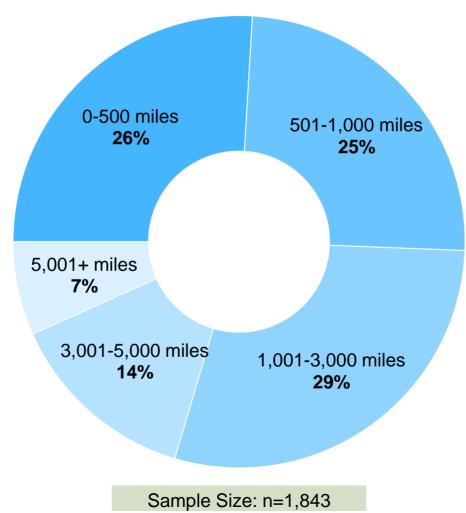
Entertainment (such as movies and live shows)

Any other expenses

How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation in total for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

### U.S. Nat Rep: Annual Vacation

### **Distance Travelled on Annual Vacation**



September 13, 2023 How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation **in total** for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

## U.S. Nat Rep: Annual Vacation

### **Average Spend**

\$589.42 Lodging Meals, food and drinks, apart from any you included in \$414.97 \$290.91 \$279.36 \$203.52 \$177.89 \$223.83

### **Spend Per Person Per Day**



your accommodation Transport such as taxis, buses, trains, gas, rental car (exclude airfares to and from your destination but please include any inter-island airfares you purchased)

Retail purchases (such as clothing, souvenirs, gifts, etc.)

Visitor attractions and organized tours

Entertainment (such as movies and live shows)

Any other expenses

Sample Size: n=1,843

How far do you normally travel for your annual vacation? | Typically, for how many nights do you travel for your annual vacation? | Including yourself, how many individuals typically travel with you on your annual vacation? | Using your best estimate, please indicate how much you / your household spend(s) on your annual vacation in total for each of the following budget line items. If you or your group did not spend money in one of the categories, please put a zero in the box next to it.

### **U.S. - Importance of Travel Factors**

		Very Impo	rtant 5	
	US: Avid Traveler \$100k+	US: Avid Traveler \$150k+	US: Long-Distance Air Traveler under 55	US Market
Value for money	60%	63%	60%	60%
Comfort and accessibility	63%	62%	60%	58%
Natural attractions/activities	58%	57%	57%	51%
Family friendly locations and activities	61%	62%	57%	48%
Opportunity to experience local restaurants/businesses	58%	58%	54%	47%
Cultural attractions	56%	56%	52%	45%
Entertainment and nightlife	61%	61%	56%	41%
Consideration of sustainable principles	58%	60%	51%	37%
Sample Size:	n=538	n=396	n=788	n=1,843

### U.S. Avid Travelers \$100k+: Importance of Travel Factors

	Value for money	Comfort and accessibility	Natural attractions/ activities	Family friendly locations and activities	Opportunity to experience local restaurants/ businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles
Very Important 5	60%	63%	58%	61%	58%	56%	61%	58%
■ 4	32%	29%	33%	28%	34%	35%	28%	32%
■3	4%	5%	7%	8%	5%	7%	7%	6%
2	2%	1%	1%	2%	1%	1%	2%	2%
Not very Important 1	1%	1%	1%	2%	2%	1%	2%	1%

Not very Important 1 2 3 4 Very Important 5

Sample Size: n=538

### U.S. Avid Travelers \$150k+: Importance of Travel Factors

	Value for money	Comfort and accessibility	Natural attractions/ activities	Family friendly locations and activities	Opportunity to experience local restaurants/ businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles
Very Important 5	63%	62%	57%	62%	58%	56%	61%	60%
■4	31%	30%	34%	28%	33%	35%	31%	32%
■3	4%	5%	6%	7%	5%	6%	5%	5%
2	2%	1%	1%	2%	2%	1%	2%	2%
Not very Important 1	1%	2%	2%	2%	2%	1%	1%	1%

Not very Important 1 2 Very Important 5

Sample Size: n=396

How important are the following factors in choosing your travel destination? Please rate the following list with 1 = not very important and 5 = Very important | Which activities would you participate in if you take a trip to Hawai'i? September 13, 2023 Select all that apply

### U.S. Long Distance Travelers: Importance of Travel Factors

	Value for money	Comfort and accessibility	Natural attractions/ activities	Family friendly locations and activities	Opportunity to experience local restaurants/ businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles
Very Important 5	60%	60%	57%	57%	54%	52%	56%	51%
■ 4	29%	28%	29%	26%	32%	32%	27%	29%
■3	8%	7%	10%	10%	9%	11%	12%	13%
2	2%	2%	2%	4%	2%	2%	3%	3%
Not very Important 1	2%	2%	2%	3%	3%	3%	2%	3%

Not very Important 1 2 Very Important 5

Sample Size: n=788

### U.S. Nat Rep: Importance of Travel Factors

20

	Value for money	Comfort and accessibility	Natural attractions/ activities	Family friendly locations and activities	Opportunity to experience local restaurants/ businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles
Very Important 5	60%	58%	51%	48%	47%	45%	41%	37%
■4	26%	28%	30%	25%	31%	30%	25%	24%
■3	9%	10%	13%	15%	15%	16%	18%	22%
2	2%	2%	3%	6%	3%	4%	8%	8%
Not very Important 1	2%	2%	3%	6%	4%	5%	9%	9%

Not very Important 1 2 Very Important 5

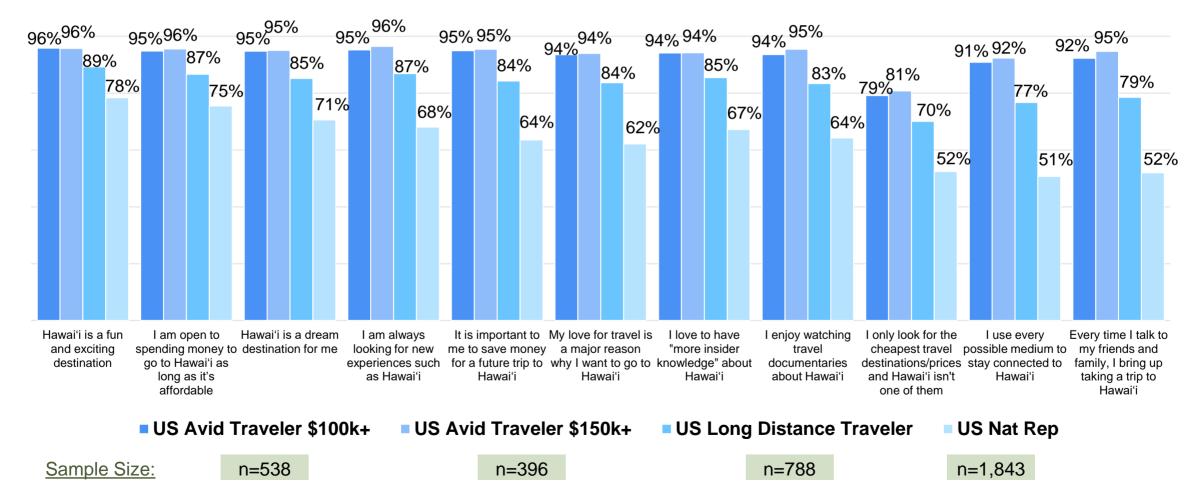
Sample Size: n=1,843

How important are the following factors in choosing your travel destination? Please rate the following list with 1 = not very important and 5 = Very important | Which activities would you participate in if you take a trip to Hawai'i? September 13, 2023 Select all that apply

## U.S. - Hawai'i as an Aspirational Destination

### Agreement Regarding Hawai'i as a Travel Destination

#### (Strongly Agree)



Please tell us how much you agree or disagree with each statement below about Hawai'i as a travel destination to you?

### U.S. Avid Travelers \$100k+: Hawai'i as an Aspirational Destination

#### Agreement Regarding Hawai'i as an Aspirational Destination

			_			
n				40%		56%
е				38%		57%
е	<mark>5%</mark>		3	85%		60%
ʻi			÷	37%		58%
ʻi		38%			57%	
ʻi				35%		58%
ʻi	<mark>5%</mark>			39%		55%
ʻi	5%			38%		56%
n	8% 6% 7%		<b>6% 7%</b> 36%		36%	44%
ʻi	<b>8%</b> 35%			56%		
ʻi	<mark>6%</mark> 38%			55%		

Hawai'i is a fun and exciting destination I am open to spending money to go to Hawai'i as long as it's affordable Hawai'i is a dream destination for me I am always looking for new experiences such as Hawai' It is important to me to save money for a future trip to Hawai' My love for travel is a major reason why I want to go to Hawai' I love to have "more insider knowledge" about Hawai' I enjoy watching travel documentaries about Hawai I only look for the cheapest travel destinations/prices and Hawai'i isn't one of them I use every possible medium to stay connected to Hawai' Every time I talk to my friends and family, I bring up taking a trip to Hawai'

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

### U.S. Avid Travelers \$150k+: Hawai'i as an Aspirational Destination

#### Agreement Regarding Hawai'i as an Aspirational Destination

ו	39%	57%
Э	38%	58%
Э	34%	61%
i	37%	60%
i	37%	58%
i	36%	58%
i	39%	55%
i	37%	59%
۱	<b>9% 5% 5%</b> 36%	45%
i	<b>7%</b> 35%	58%
i	39%	55%

Hawai'i is a fun and exciting destination I am open to spending money to go to Hawai'i as long as it's affordable Hawai'i is a dream destination for me I am always looking for new experiences such as Hawai'i It is important to me to save money for a future trip to Hawai'i My love for travel is a major reason why I want to go to Hawai'i I love to have "more insider knowledge" about Hawai'i I enjoy watching travel documentaries about Hawai'i I only look for the cheapest travel destinations/prices and Hawai'i isn't one of them I use every possible medium to stay connected to Hawai'i Every time I talk to my friends and family, I bring up taking a trip to Hawai'i

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

### U.S. Long Distance Traveler: Hawai'i as an Aspirational Destination

#### **Agreement Regarding Hawai'i as an Aspirational Destination**

8%	38%	51%
11%	37%	50%
11%	34%	51%
9%	37%	49%
11%	36%	48%
11%	35%	48%
11%	39%	47%
11%	35%	49%
7% 8%	<b>14%</b> 33%	37%
5% 15%	30%	46%
6% 12%	34%	45%

Hawai'i is a fun and exciting destination I am open to spending money to go to Hawai'i as long as it's affordable Hawai'i is a dream destination for me I am always looking for new experiences such as Hawai'i It is important to me to save money for a future trip to Hawai'i My love for travel is a major reason why I want to go to Hawai'i I love to have "more insider knowledge" about Hawai'i I enjoy watching travel documentaries about Hawai'i I only look for the cheapest travel destinations/prices and Hawai'i isn't one of them I use every possible medium to stay connected to Hawai'i Every time I talk to my friends and family, I bring up taking a trip to Hawai'i

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

### U.S. Nat Rep: Hawai'i as an Aspirational Destination

#### **Agreement Regarding Hawai'i as an Aspirational Destination**

n	17%	6	41%		37%
е	5% 1	6%	41%		34%
е	5% 6%	18%	33%		37%
ʻi	5% 6%	21%	35	5%	33%
ʻi	6% 9%	22%		31%	32%
ʻi	<b>6%</b> 10%	22%		31%	31%
ʻi	6%	22%	3	6%	31%
ʻi	5% 7%	24%		33%	31%
n	9% 14	4%	25%	27%	26%
ʻi	9% 1	6%	25%	23%	28%
ʻi	15%	16%	18%	25%	27%

Hawai'i is a fun and exciting destination I am open to spending money to go to Hawai'i as long as it's affordable Hawai'i is a dream destination for me I am always looking for new experiences such as Hawai' It is important to me to save money for a future trip to Hawai' My love for travel is a major reason why I want to go to Hawai I love to have "more insider knowledge" about Hawai' I enjoy watching travel documentaries about Hawai I only look for the cheapest travel destinations/prices and Hawai'i isn't one of them I use every possible medium to stay connected to Hawai Every time I talk to my friends and family, I bring up taking a trip to Hawai'

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

### U.S. - Sustainability and Travel Responsibility Statements Agreement Regarding Sustainable Practices While Traveling (Strongly Agree) 55%

57%

53%

56%

55% 56%

53%



Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with September 13, 2023 the following statements about sustainability of culture and community.

### U.S. - Sustainability and Travel Responsibility Statements Agreement Regarding Sustaining Local Culture While Traveling (Strongly Agree)

I prefer to shop at local markets and/or make purchases from local artisans & crafts people while traveling

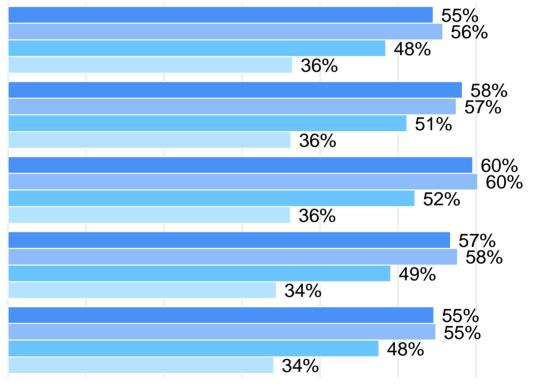
I would like to be offered locally sourced food and drink where possible

Sustaining the local culture and community is as important as sustaining the environment to me

I seek out meaningful experiences with the local population in the places I visit

When I travel, I want to understand the destination and 'live like a local' through informed decisions

27





### U.S. Avid Travelers \$100k+: Sustainability and Travel Responsibility Statements

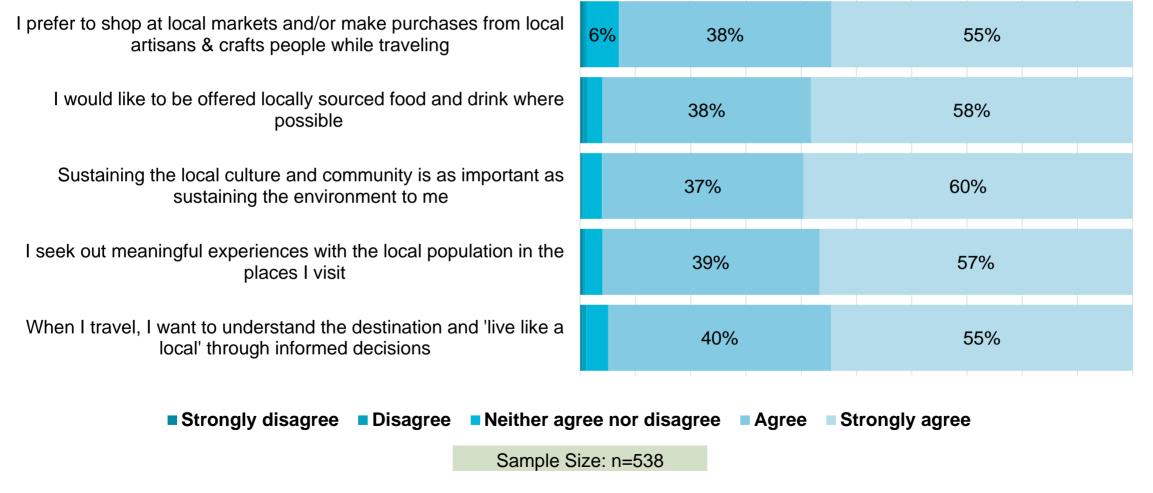
28

#### **Agreement Regarding Sustainable Practices While Traveling**

Feel personal responsibility to take care of the places I visit		40%	55%
Practice 'leave no trace' when traveling to protect the environment	<mark>5%</mark>	42%	49%
Care about the environment and take extra steps to travel in an environmentally responsible way	<mark>5%</mark>	40%	53%
Prioritize comfort and value for money over environmentally friendly 'green' practices		40%	51%
Take the time to learn about local norms and standards prior to travelling to a destination to reduce my impact on the environment/historic sites	<mark>5%</mark>	43%	50%
Would like to have information about the sustainable management policies of hotels and guesthouses when booking accommodation	<mark>5%</mark>	38%	55%
Would be willing to pay more for tourism destinations that have explicit components that are environmentally friendly (e.g., reduction of waste, water, and energy use)		40%	53%
Strongly disagree	ee nor (	disagree ■Agree ■S	strongly agree

### U.S. Avid Travelers \$100k+: Sustainability and Travel Responsibility Statements

### Agreement Regarding Sustaining Local Culture While Traveling



September 13, 2023 Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with the following statements about sustainability of culture and community.

29

### U.S. Avid Travelers \$150k+: Sustainability and Travel Responsibility Statements

30

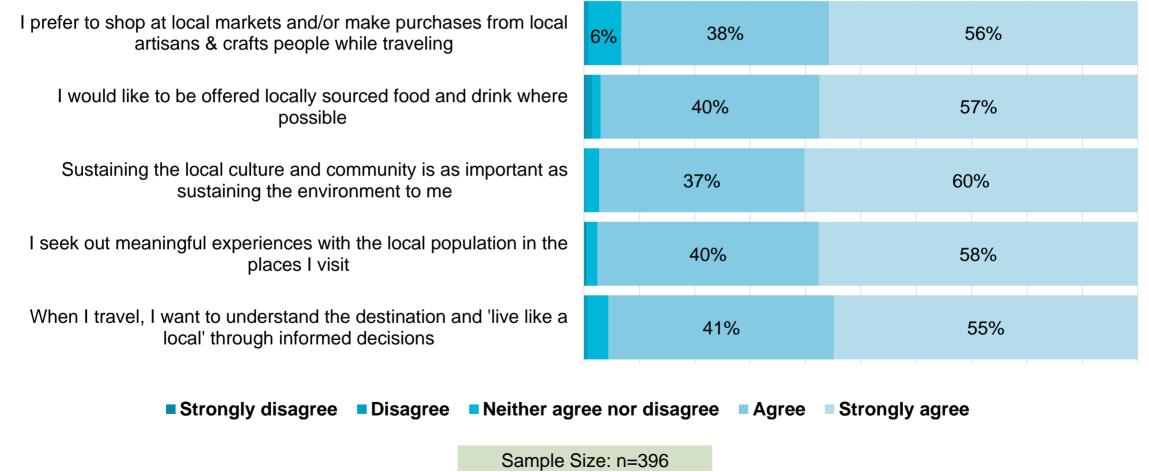
#### **Agreement Regarding Sustainable Practices While Traveling**

Feel personal responsibility to take care of the places I visit	40%	57%
Practice 'leave no trace' when traveling to protect the environment	<mark>6%</mark> 41%	50%
Care about the environment and take extra steps to travel in an environmentally responsible way	37%	56%
Prioritize comfort and value for money over environmentally friendly 'green' practices	40%	51%
Take the time to learn about local norms and standards prior to travelling to a destination to reduce my impact on the environment/historic sites	44%	51%
Would like to have information about the sustainable management policies of hotels and guesthouses when booking accommodation	39%	56%
Would be willing to pay more for tourism destinations that have explicit components that are environmentally friendly (e.g., reduction of waste, water, and energy use)	42%	53%
Strongly disagree	ee nor disagree 🔳 Agree 🔳 St	trongly agree
Sample Si	ze: n=396	

September 13, 2023 Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with the following statements about sustainability of culture and community.

### U.S. Avid Travelers \$150k+: Sustainability and Travel Responsibility Statements

### Agreement Regarding Sustaining Local Culture While Traveling



September 13, 2023 Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with the following statements about sustainability of culture and community.

31

### U.S. Avid Travelers Long Distance Traveler: Sustainability and Travel Responsibility Statements

#### **Agreement Regarding Sustainable Practices While Traveling**

Feel personal responsibility to take care of the places I visit	7%	40%	49%			
Practice 'leave no trace' when traveling to protect the environment	10%	41%	43%			
Care about the environment and take extra steps to travel in an environmentally responsible way	10%	40%	45%			
Prioritize comfort and value for money over environmentally friendly 'green' practices	6% 9%	39%	43%			
Take the time to learn about local norms and standards prior to travelling to a destination to reduce my impact on the environment/historic sites	9%	43%	43%			
Would like to have information about the sustainable management policies of hotels and guesthouses when booking accommodation	9%	38%	46%			
Would be willing to pay more for tourism destinations that have explicit components that are environmentally friendly (e.g., reduction of waste, water, and energy use)	10%	38%	46%			
Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree						

Sample Size: n=788

32

### U.S. Avid Travelers Long Distance Traveler: Sustainability and Travel Responsibility Statements

#### Agreement Regarding Sustaining Local Culture While Traveling



September 13, 2023 Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with the following statements about sustainability of culture and community.

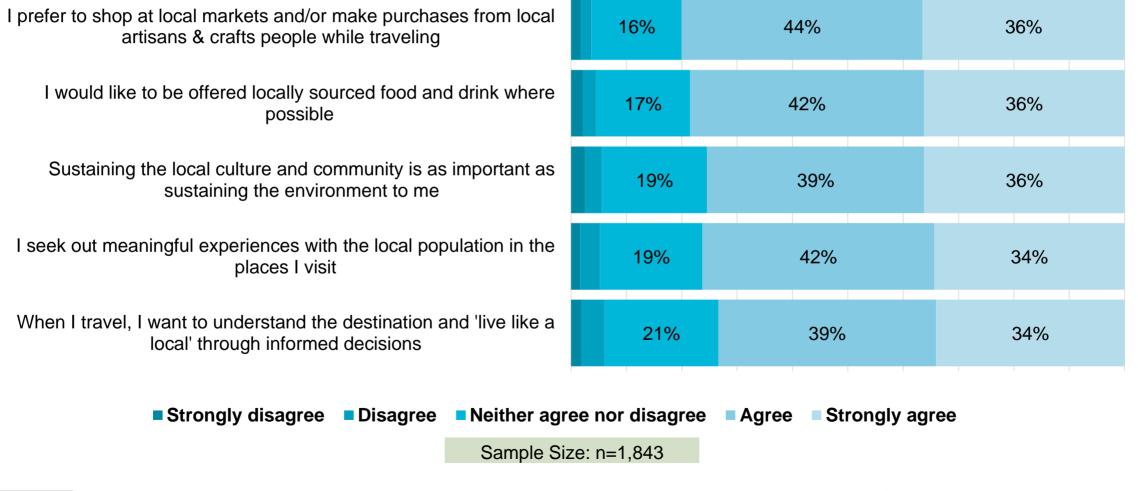
### U.S. Avid Travelers Nat Rep: Sustainability and Travel Responsibility Statements

#### **Agreement Regarding Sustainable Practices While Traveling**

Feel personal responsibility to take care of the places I visit		129	6		44%	38%
Practice 'leave no trace' when traveling to protect the environment			17%		42%	33%
Care about the environment and take extra steps to travel in an environmentally responsible way	5	5%	20%		41%	31%
Prioritize comfort and value for money over environmentally friendly 'green' practices		9%	20%		38%	30%
Take the time to learn about local norms and standards prior to travelling to a destination to reduce my impact on the environment/historic sites		7%	20%		40%	29%
Would like to have information about the sustainable management policies of hotels and guesthouses when booking accommodation	5%	6 8%	21%	,	35%	30%
Would be willing to pay more for tourism destinations that have explicit components that are environmentally friendly (e.g., reduction of waste, water, and energy use)	6%	6 119	% 23	3%	32%	29%
Strongly disagree	ee I	nor di	isagree	Agr	ree Strongly agree	е

### U.S. Avid Travelers Nat Rep: Sustainability and Travel Responsibility Statements

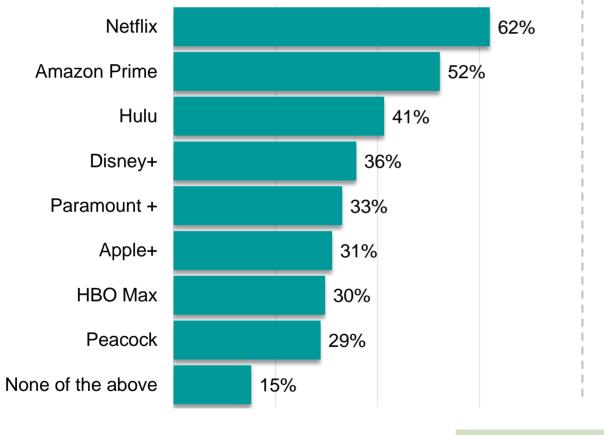
### Agreement Regarding Sustaining Local Culture While Traveling



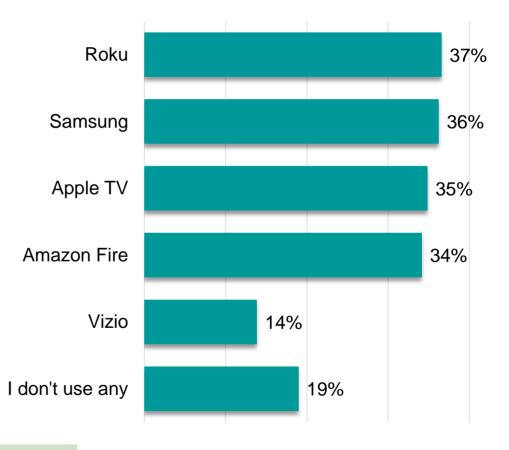
September 13, 2023 Please indicate your level of agreement or disagreement with each of the following statements regarding sustainability and environmental practices while you are travelling. | Please indicate the extent to which you agree or disagree with the following statements about sustainability of culture and community.

### U.S. Media Consumption

#### **Streaming Platforms Used Weekly**



#### **Connected Device Used**



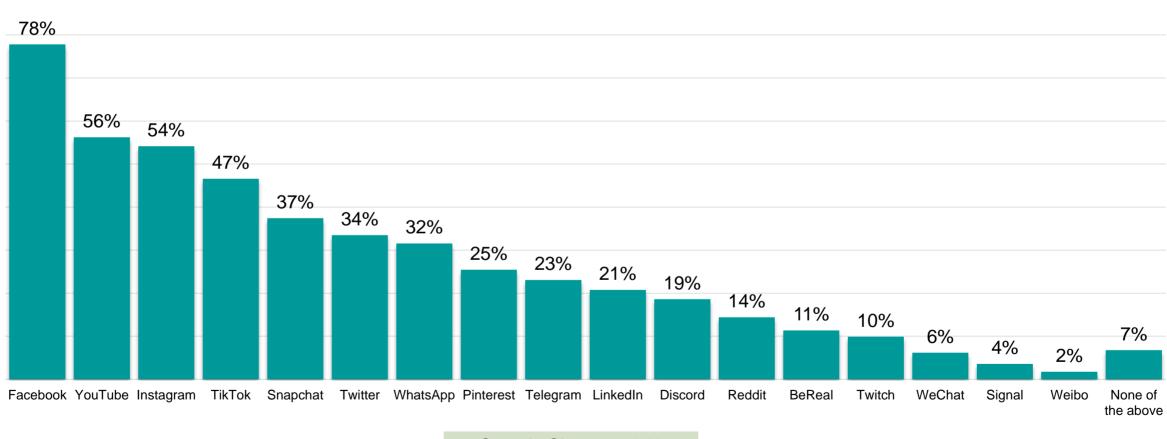
#### Sample Size: n=1,843

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply** 

36 September 13, 2023

### U.S. Media Consumption

#### **Social Media Platforms Used Weekly**



Sample Size: n=1,843

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply** 

37 September 13, 2023

### U.S. Media Consumption

#### **Travel Destination Source of Awareness**

	-
Social Media	47%
Friends/Family	46%
Online	42%
YouTube	40%
TV commercials	34%
TV Program/Documentary	27%
Email	27%
Newspaper	21%
Radio	18%
Out of home advertising (e.g. Poster Billboards, bus shelter advertisements, etc.)	17%
I don't recall	9%

# Actions Taken After Seeing an Ad for a Destination

I search for information about the	
destination online	51%
I talk to friends/family about the	42%
destination	42.78
Las to the destination's website	39%
I go to the destination's website	
I look up the destination on social	220/
media	33%
I book travel to the destination almost	<b>a</b> 404
immediately	24%
	120/
I don't do anything	13%
None of the choice	6%
None of the above	570

#### Sample Size: n=1,843

38 September 13, 2023 and/or instant m

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply**