

# Hotwire Survey QuickRead Report September 2021

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## METHODOLOGY

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An online survey to 1,000 nationally representative U.S. adults, ages 18+.

## CONTENT QUESTIONS

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1. Are you planning on traveling over the next six months?

Response	%
Yes, I've already booked a trip	26%*
Yes, but I haven't booked a trip yet	34%
No	39%
<b>QuickFacts<sup>±</sup></b>	
Yes (net)	61%

2. For which of the following reasons, if any, do you prefer short trips (3 nights or less) to long trips?

Response	%
They are less stressful to plan	41%
They allow me to travel more often	35%
They require fewer days off work	28%
They allow me to get more for my money	24%
They require less lead time or notice to book travel accommodations	23%
They allow me to enjoy a wider range of experiences	23%
They are more exciting or "action-packed"	17%
Other	3%
I prefer long trips over short trips	16%
<b>QuickFacts</b>	
Any (net)	84%

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\* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.

<sup>±</sup> Data under "QuickFacts" were derived from the responses, not included as response options that were read during fielding. We include QuickFacts in instances where we feel they will be helpful.



3. Which of the following best describes your motivation to travel over the next six months?

Response	%
Mental recharge	46%
Making up for lost time	32%
Strengthen my relationships	31%
Attend an event (music, sports, family, etc.)	25%
Meet new people and socialize	20%
Other	4%
None of these	15%
<b>QuickFacts</b>	
Any (net)	85%
Strengthen or build relationships (net)	42%

4. If booking a hotel was less expensive than you expected, which of the following, if any, would you do on your trip with the money saved?

Response	%
Add a fun, active experience to my itinerary (e.g. jet skiing, amusement park, etc.)	41%
Splurge on an expensive meal	35%
Pamper myself with a massage or spa treatment	29%
Upgrade my hotel experience to a luxury property or room	28%
Other	1%
Nothing, I would save the money	21%
<b>QuickFacts</b>	
Any (net)	79%

5. How strongly do you agree or disagree with the following statement:

Quick, spontaneous trips are a great way to meet my travel needs.

Response	%
Agree strongly	32%
Agree somewhat	51%
Disagree somewhat	11%
Disagree strongly	6%
<b>QuickFacts</b>	
Agree (net)	83%
Disagree (net)	17%



6. How strongly do you agree or disagree with the following statement:

I want to travel more to make up for trips that I couldn't take in the past 18 months.

Response	%
Agree strongly	33%
Agree somewhat	43%
Disagree somewhat	15%
Disagree strongly	10%
<b>QuickFacts</b>	
Agree (net)	75%
Disagree (net)	25%

7. How important is taking a trip together when starting or renewing a romantic relationship?

Response	%
Very important	36%
Somewhat important	38%
Not too important	16%
Not at all important	10%
<b>QuickFacts</b>	
Important (net)	74%
Not important (net)	26%

**Methodological Notes:**

The Hotwire Survey was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) among 1,000 nationally representative U.S. adults, ages 18+, between August 27<sup>th</sup> and September 2<sup>nd</sup>, 2021, using an email invitation and an online survey. The data was weighted to ensure an accurate representation of U.S. adults, ages 18+.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.