

# **2023 CONSUMER SENTIMENT & RESEARCH UPDATE**

**Travel South Dakota**

# 2023 YEAR-TO-DATE TOP LINE INDICATORS



**-3%**

VISITATION

**+5.6%**

SPENDING

**+3.6%**

TAX REVENUE



..... 2023 YEAR-TO-DATE HOTEL PERFORMANCE



**-0.2%**  
OCCUPANCY

**-0.4%**  
ROOM DEMAND

**+5.7%**  
ADR



**+1%**

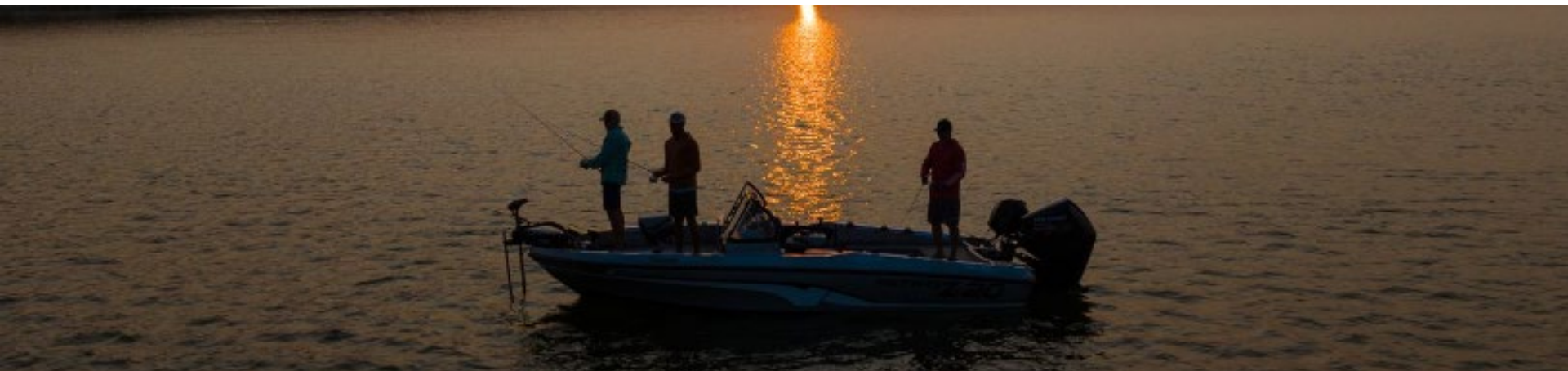
STATE PARK  
VISITATION

**-6.4%**

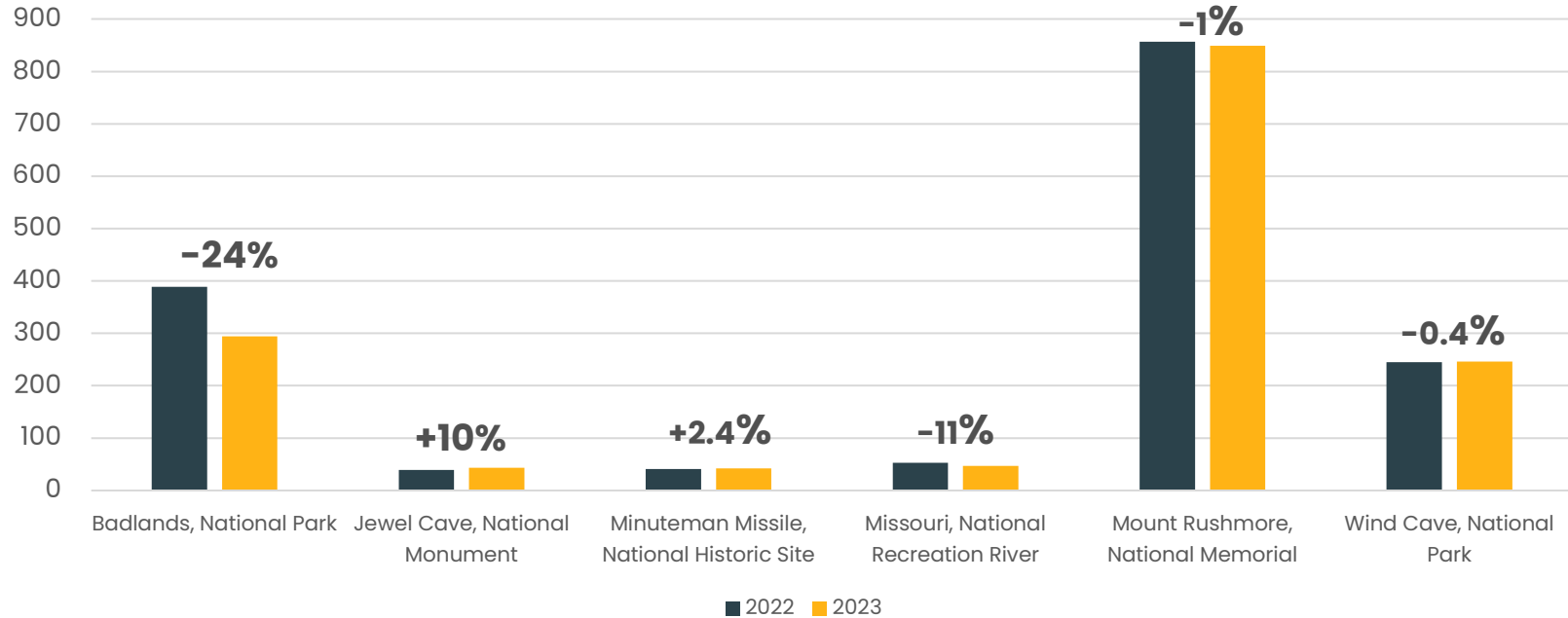
NATIONAL PARK  
VISITATION

**+8.8%**

AIR TRAVEL



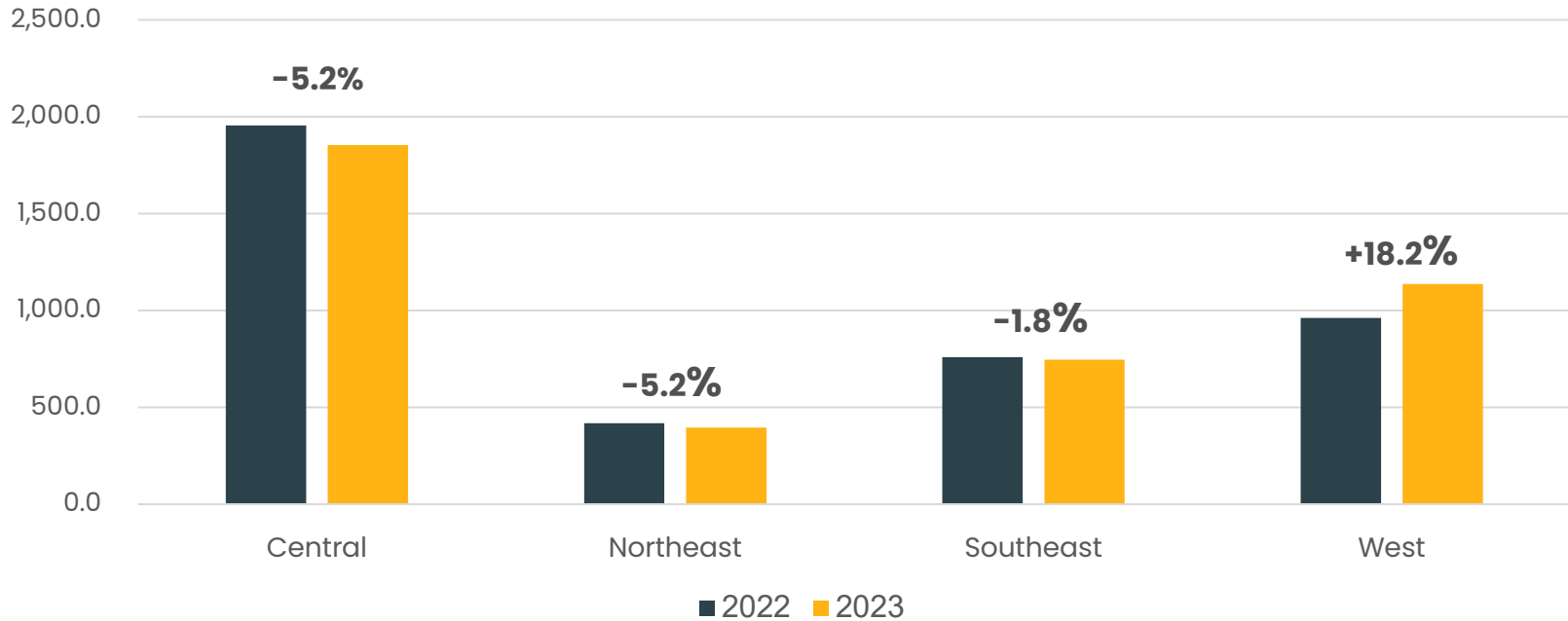
# ..... NATIONAL PARK VISITATION



**Note:** Cold weather and late season snowstorms had significant impact on these figures.

Source: NPS, value in thousands  
Timeframe: CYTD Thru June 2023

# STATE PARK VISITATION



**Note:** Cold weather and late season snowstorms had significant impact on these figures.

Source: SD GF&P  
Timeframe: CYTD Thru June 2023



**CONSUMER  
SENTIMENT  
AND 2023  
OUTLOOK**



Consumers excitement for travel remains at an all time high of **8.3** (on a scale of 1-10)



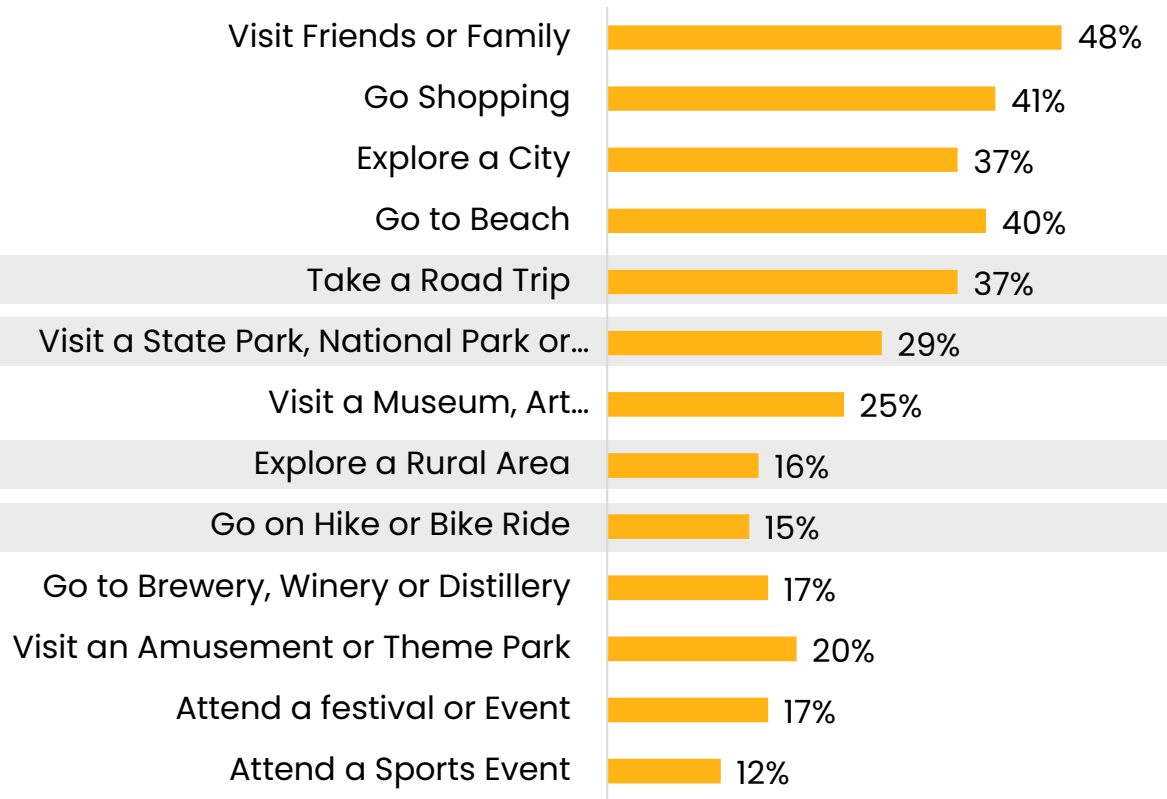


# TRAVEL PLANS

**91% of Americans have  
travel plans in the next 6  
months**

Average booking-to-arrival windows continue to shrink and are now at only **29 days**.

# PLANNED TRAVEL ACTIVITIES



Source: Longwoods International



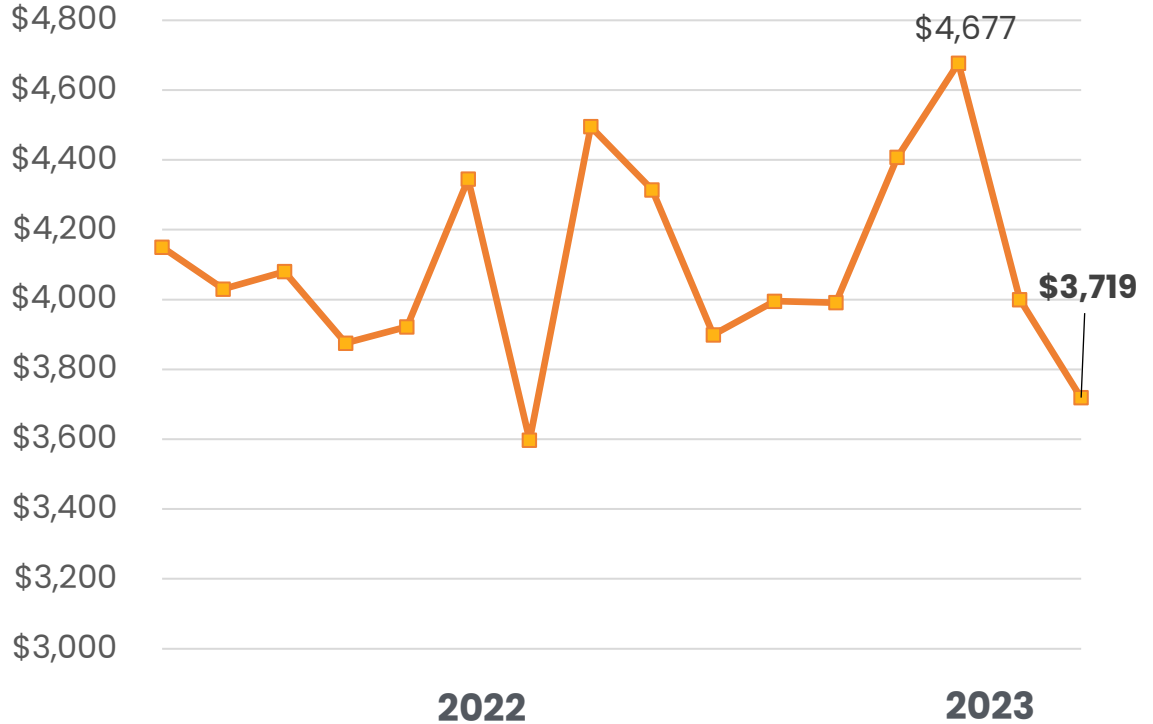
**FINANCIAL  
CONCERNS AND  
INFLATION  
IMPACTS**



**4 in 10** Consumers said they experienced sticker shock on their most recent trip with the majority (60%) stating hotel rates followed by airline fares with the main reasons.



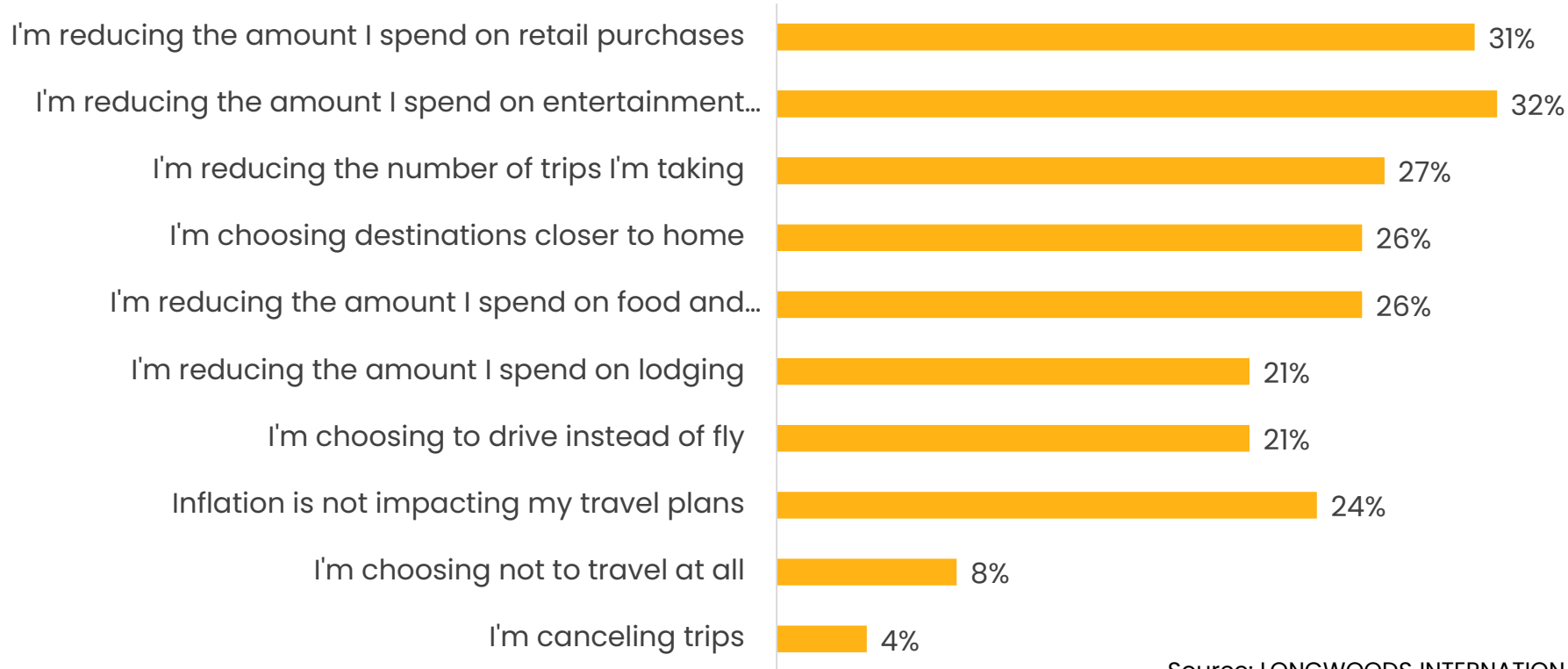
# HOW MUCH IN TOTAL IS THE MAXIMUM YOU PLAN TO SPEND ON LEISURE TRAVEL IN NEXT 12 MONTHS?



Personal travel budgets have decreased from **\$4,000** to **\$3,719**, the lowest reported since July of 2022.

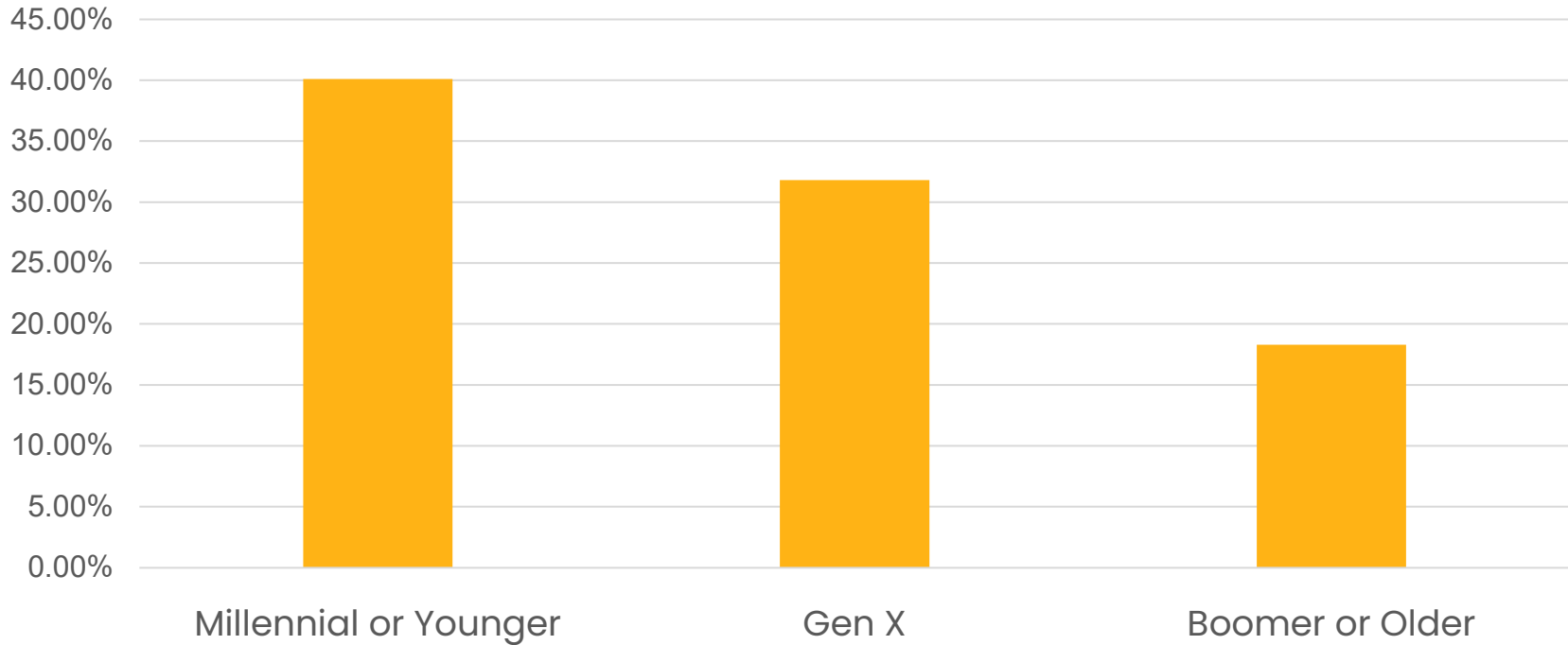


# IMPACT OF INFLATION ON TRAVEL PLANS

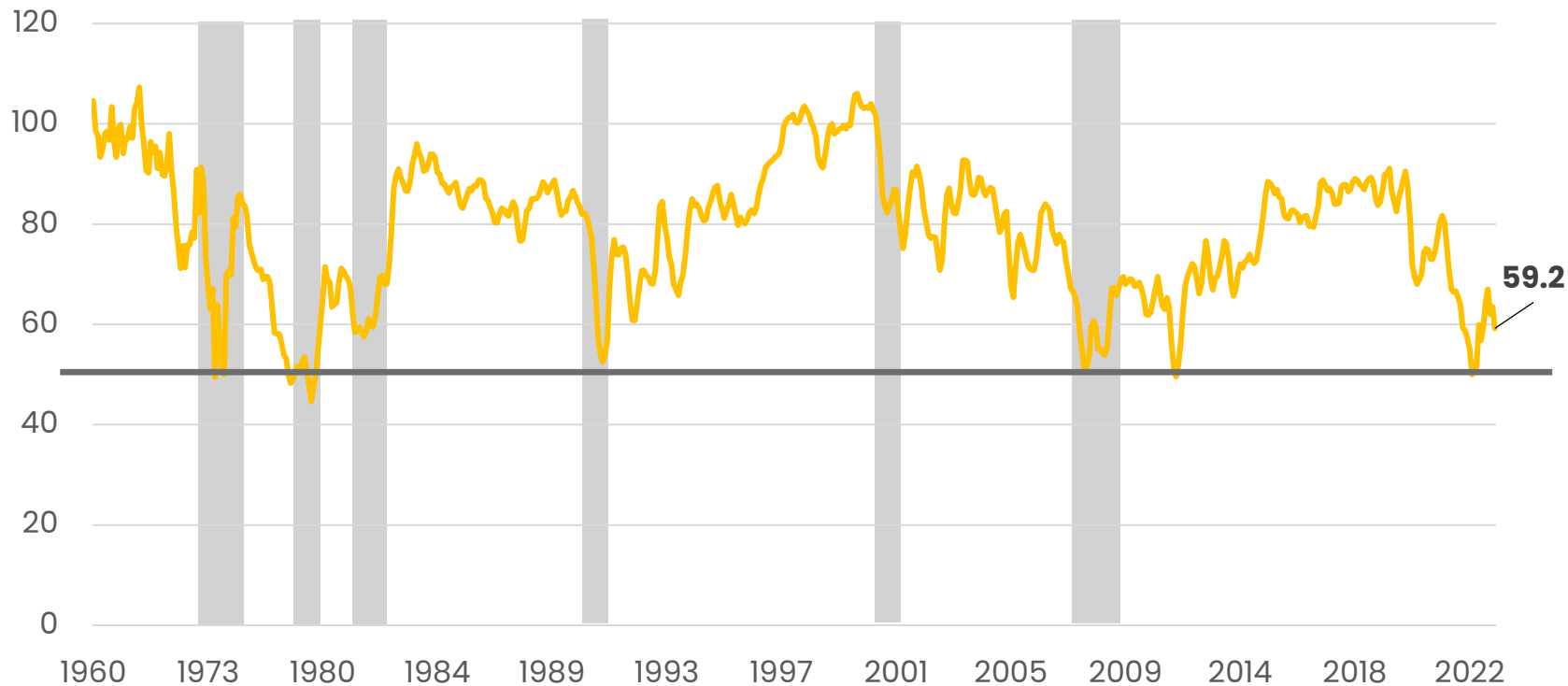


Source: LONGWOODS INTERNATIONAL

## CANCELLATIONS DUE TO INFLATION BY GENERATION



# CONSUMER SENTIMENT INDEX

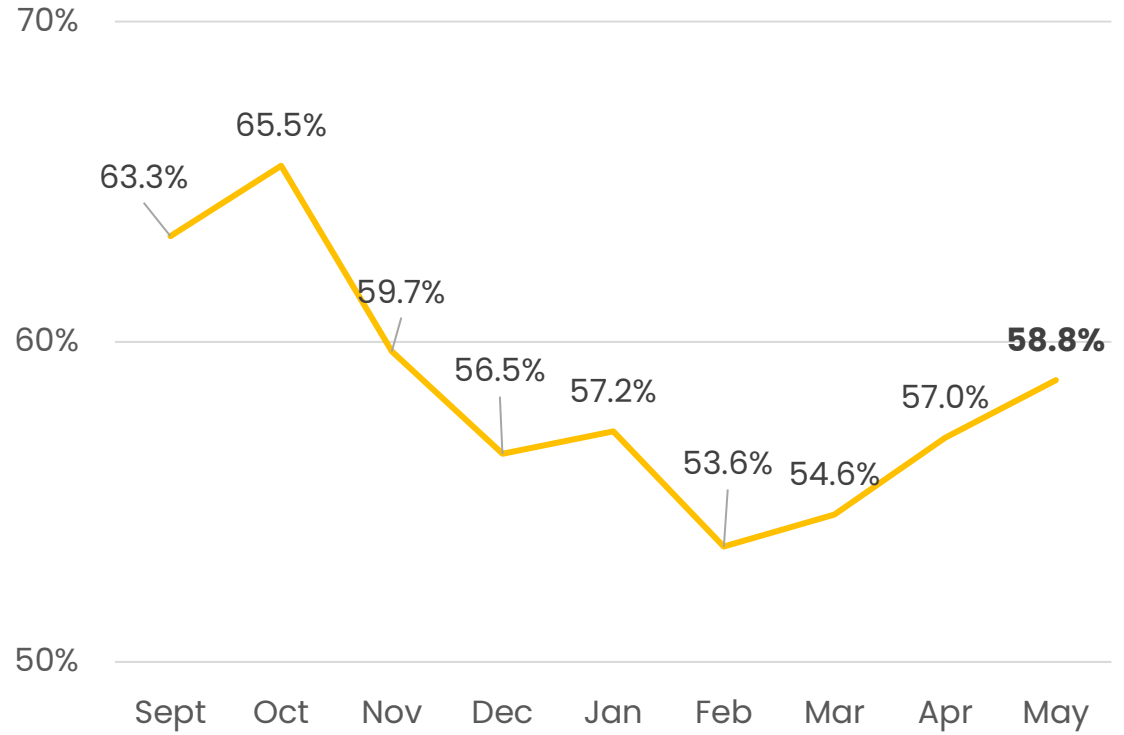


**Note:** Gray columns indicate past recessions

Source: UNIVERSITY OF MICHIGAN



# PERCENT OF AMERICANS WHO EXPECT THE U.S. TO ENTER A RECESSION IN THE NEXT SIX MONTHS

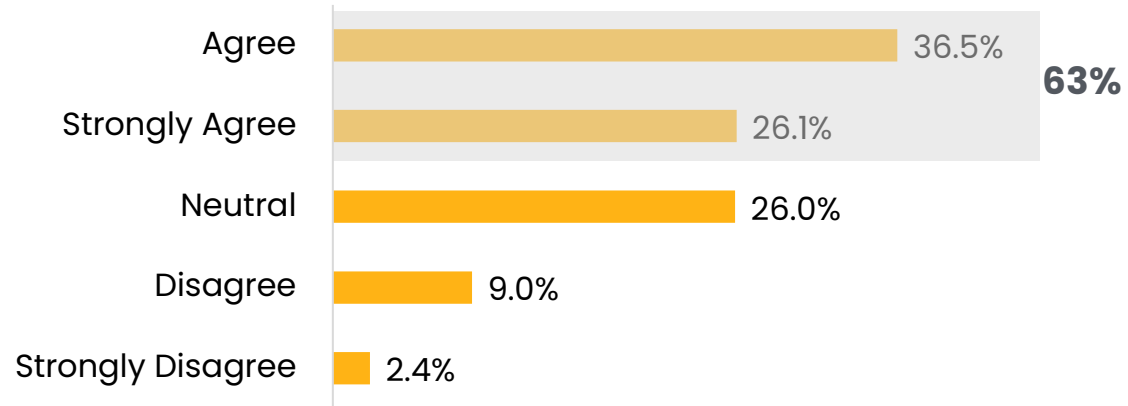


Source: DESTINATION ANALYSTS



Source: Longwoods International

I am being careful with my money because I'm concerned about an upcoming recession.



Source: DESTINATION ANALYSTS

1. Consumers are concerned about personal finances and travel costs, but most (**54.5%**) are prioritizing travel and compensating by cutting back on expenditures for retail and entertainment.
2. Booking windows continue to get shorter, now at less than a month out.
3. Trip Activities such as Road Trips, Rural Areas and State and National Parks are still ranking high for visitors, but have fallen behind shopping, beach destinations and city vacations.
4. Boomer generation and households with \$100k or more are showing a significantly higher intent to travel within the next twelve months and appear much more resilient to increased travel costs.



**THANK YOU**

**TRAVEL SOUTH DAKOTA  
KIRK HULSTEIN  
INDUSTRY OUTREACH, DEVELOPMENT AND RESEARCH DIRECTOR  
[Kirk.Hulstein@TravelSouthDakota.com](mailto:Kirk.Hulstein@TravelSouthDakota.com)**