

# Chaos in the Travel Industry is Fueling Public Opinion

Geo: Global

Time Range: March - July 2022

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# Demand Is Pushing Travel to New Heights



*Buoyed by “revenge travel,” air travel is seeing high demand, and subsequent delays and cancellations are exacerbated by factors like airline staffing issues and the spread of COVID-19. Emerging from current travel chaos are strong trends in public opinion, and dedicated travelers will stick with it until everything levels out.*



# 2022 Has Had Higher Air Travel Demand and Interruptions Than Pre-Pandemic

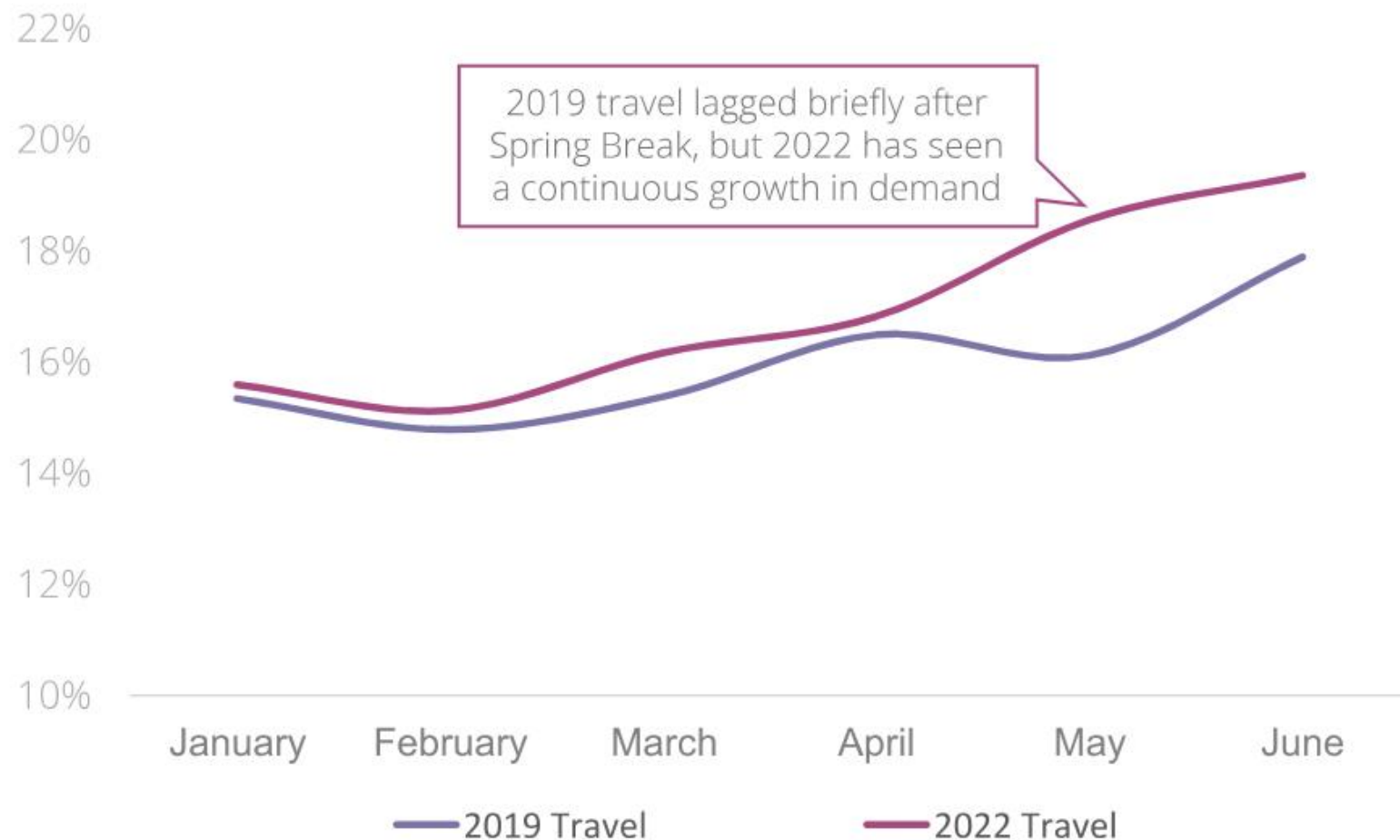


## Online Behavior of a Global Air Travel Audience

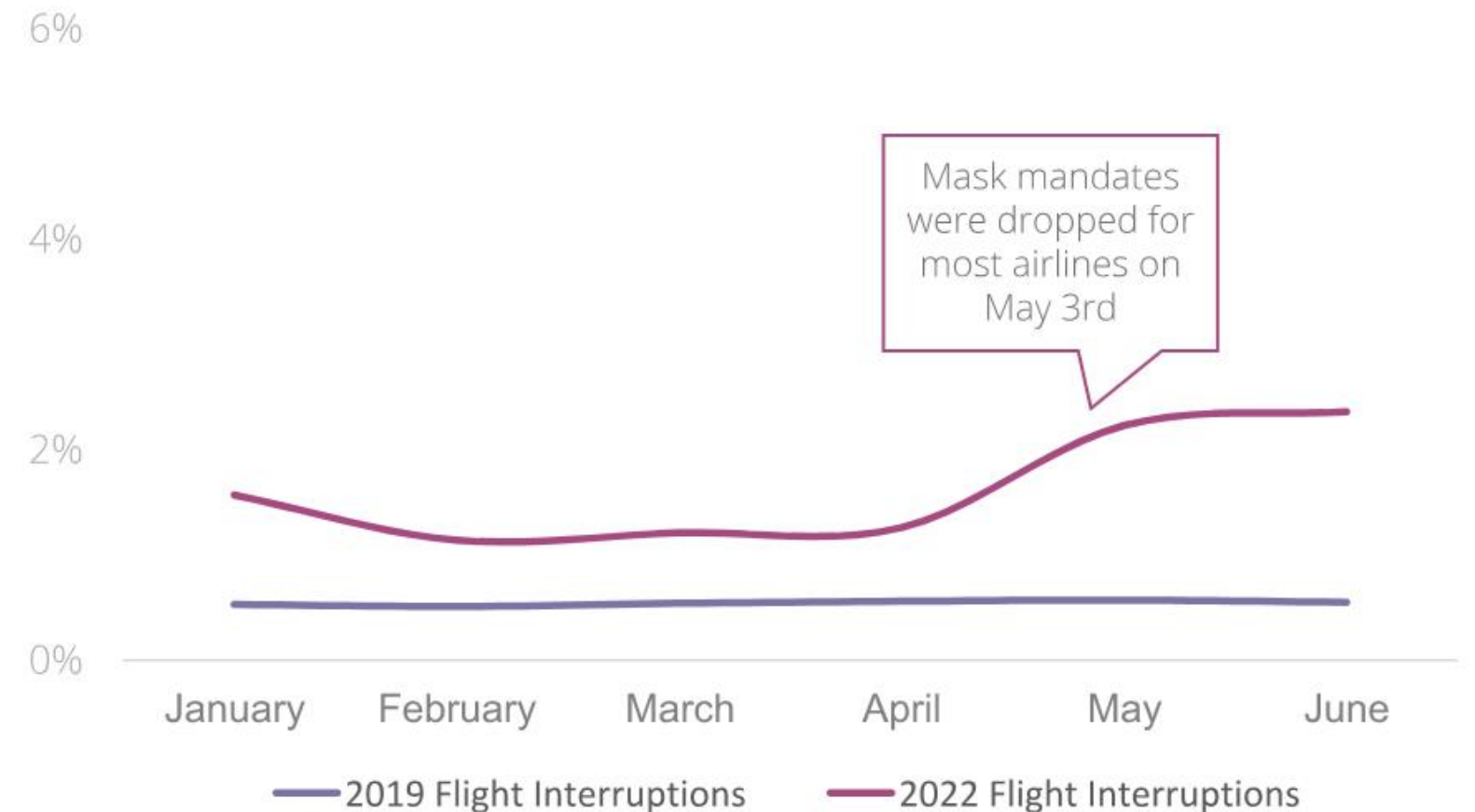


*As demand for air travel increased above 2019's levels in April, flight interruptions nearly doubled. We expect that as demand levels out, delays and cancellations will decline in turn.*

Percent Share of Travel Engagement Over Time (%):



Percent Share of Flight Delays and Cancellations Over Time (%):

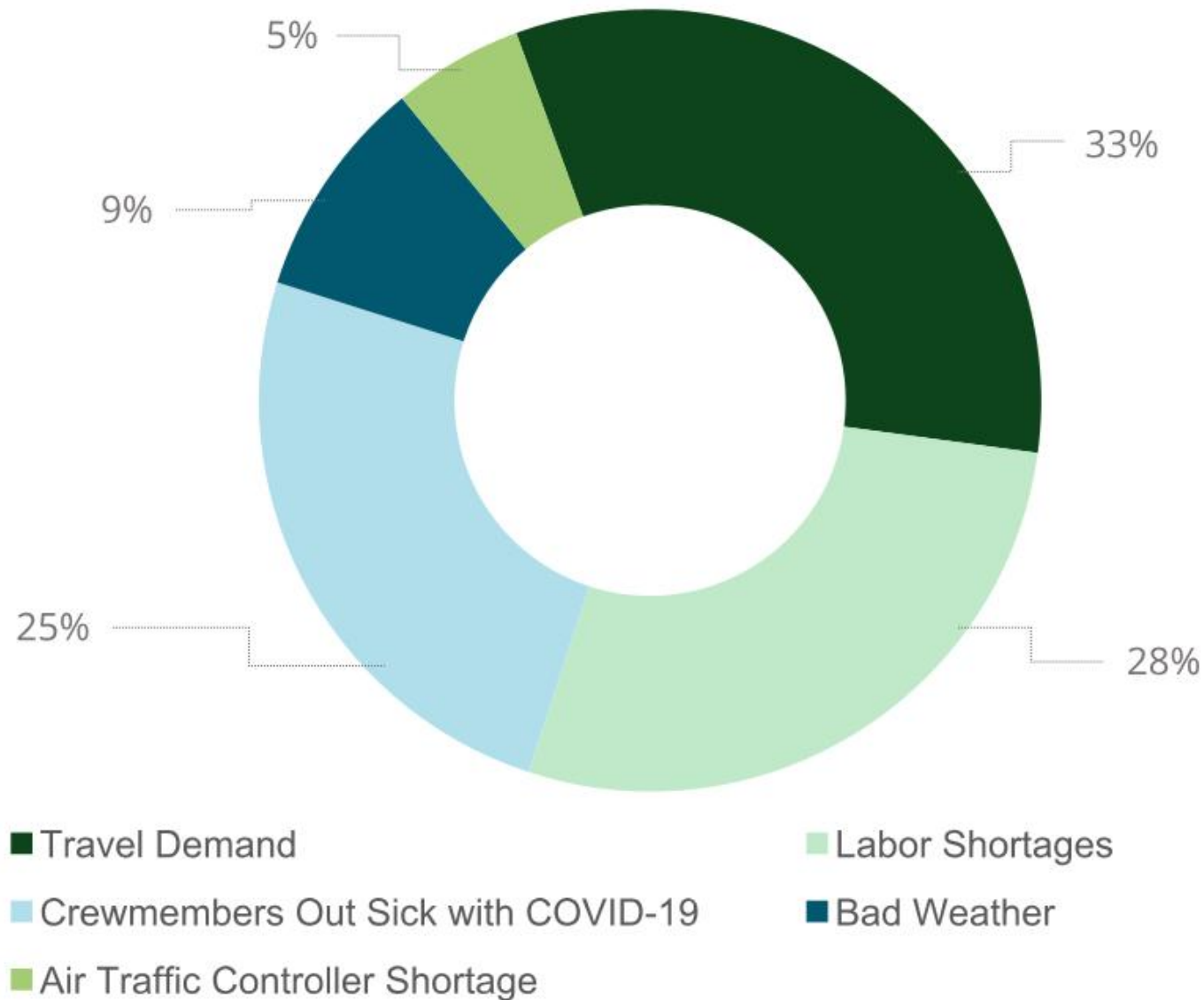


# A Combination of Factors is Causing Air Travel Delays and Cancellations

Online Behavior of a Global Travel Audience

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Percent Share of Factors Widely Discussed (%):



# 35%

*Average week-over-week increase in engagement with the keyword "pilot" as Delta pilots picketed for better working conditions, pay, and benefits*

# 6%

*Year-over-year growth in travel demand in June of 2022 versus June of 2021*

*After pandemic layoffs, airlines and airports are scrambling to grow their labor force back to sustainable levels, while also dealing with a surge in travelers and continued COVID surges.*

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global | Time Frame: March - July 2022



# Current Travel Trends Are Heightening Travel Demand

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Online Behavior of a Global Travel Audience



+41%

The background of this panel shows an airport terminal with people walking and an airplane visible through the glass windows.

*Recent average weekly growth in use of the phrase "revenge travel," expressing travelers' penchant for adventure after pandemic lock downs and travel bans*



+9%

The background of this panel shows a person wearing a white hat sitting at a table outdoors, working on a laptop with a drink nearby.

*Monthly average increase in discussion around working from anywhere and digital nomadism, made possible by increased acceptance of remote work*



+8%

The background of this panel shows a person walking alone on a path through a lush green landscape with mountains in the distance.

*Average monthly growth in engagement with the concept of solo travel*

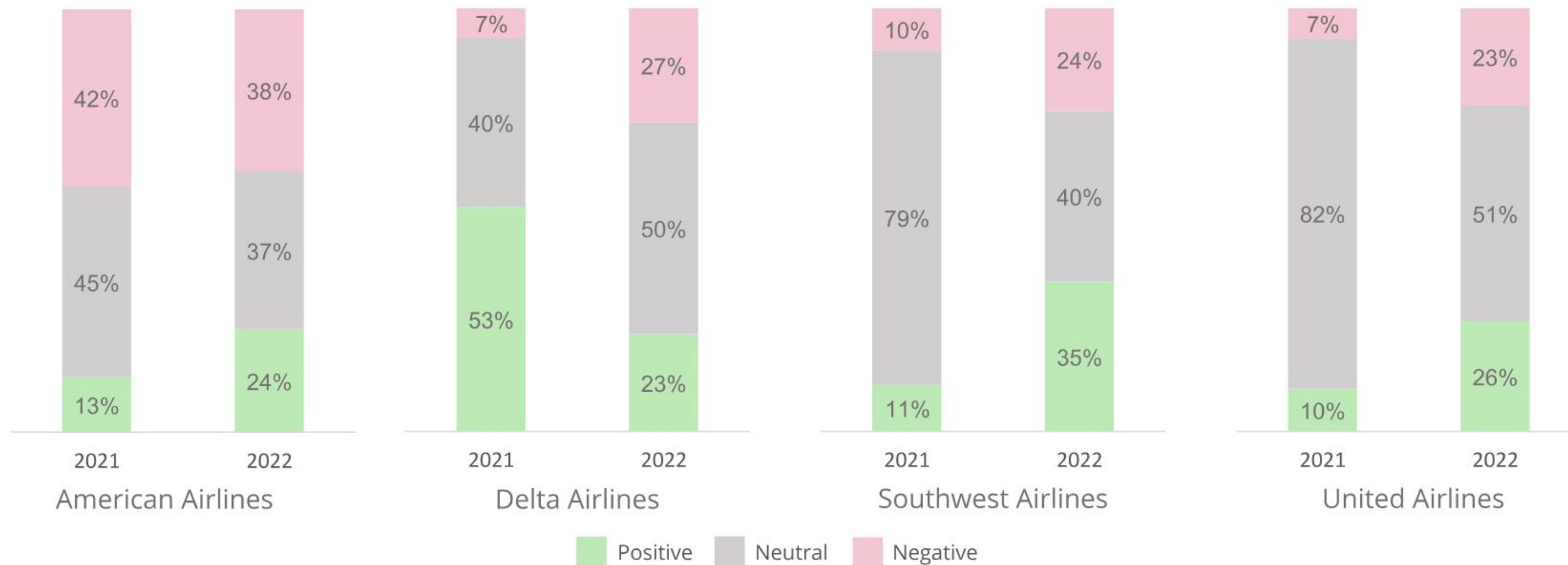


# The Public Is More Strongly For or Against Particular Airlines This Year



Online Behavior of a U.S. Air Travel Audience

Percent Share of Sentiment by Airline and Year:



*Airlines can't make choices that will please everyone during these changing times, so consumers are likely to increase loyalty to the airline whose policies most reflects their own views.*

Sentiment is measured using keywords originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: April - June 2021 & 2022



# Outdoor Adventures Are Still Topping Travel Wish Lists

Online Behavior of a Global Travel Audience



Most Searched Travel Destinations, by Above Average Search Volume:

**26.7x**

U.S. National Parks

**15.1x**

Mexico

**9.4x**

Japan

**8.3x**

France

**7.6x**

Italy

**5.0x**

Greece

**4.2x**

Spain

**4.0x**

Disney Parks

**3.5x**

Costa Rica

*These numbers represent volume above average i.e., 26.7 times the average search volume | Geo: Global | Time Frame: May - July 2022*



# North America Is Leading Outgoing Travel

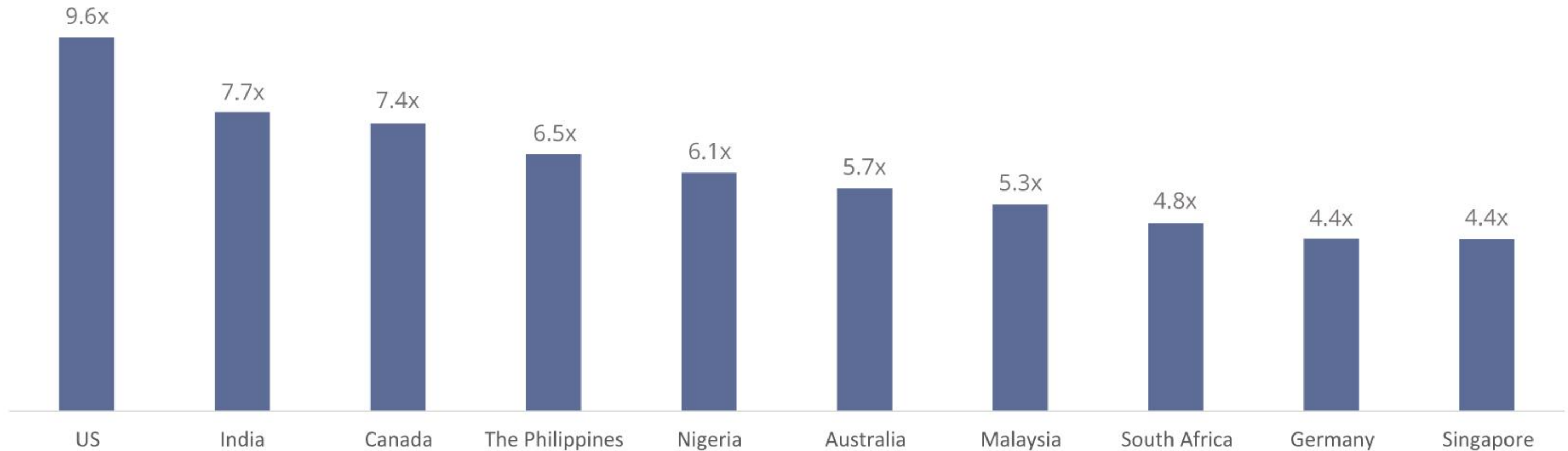
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Online Behavior of a Global Travel Audience



*Travelers likely to be coming from the U.S., India, and Canada are re-embracing travel the most in recent months.*

Top Indexes by Country of Global Travelers:



*Index Score (i.e., 9.6x) indicates how much more likely a user in this country is to be travelling | Geo: Global | Time Frame: March - June 2022*

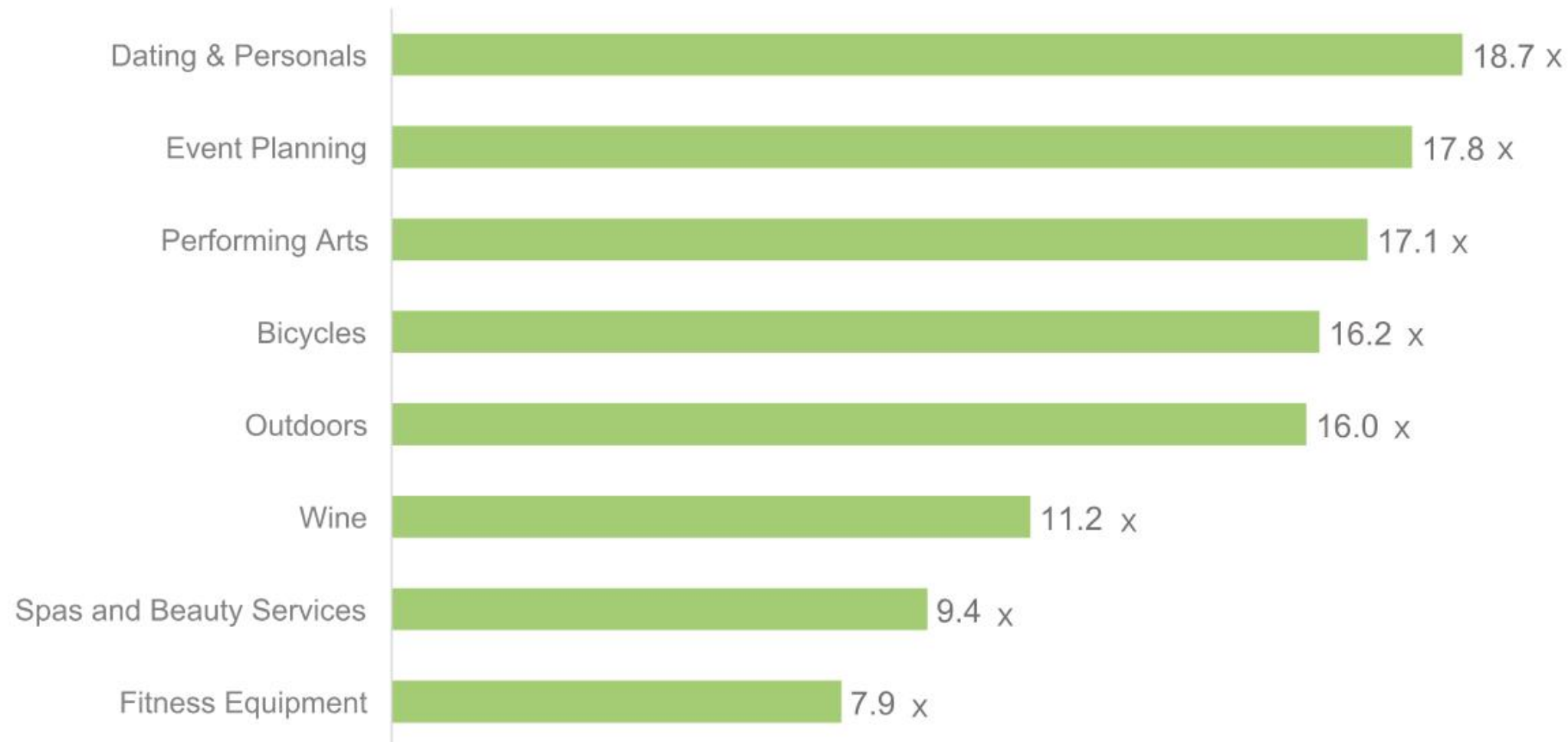


# Travelers Like to Put Themselves Out There and Value Self Care

Online Behavior by a Global Travel Audience

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Highest Indexing Categories Outside of Travel:



*Top keywords used by the global travel audience are "home" and "family time," suggesting the motivation for many travelers this summer is reuniting with relatives.*

*Index Score (i.e., 18.7x) indicates how much more likely a user in this audience is to engage with a topic compared to the average ShareThis user | Geo: Global | Time Frame: March - June 2022*

# Predictions for the Future of Travel



*After this season's peak in "revenge travel" demand and airline staffing issues, we expect that these, as well as subsequent delays and cancellations, will decline in turn.*



*As remote work and 'work from anywhere' policies become increasingly common, we anticipate these becoming the norm and for travel levels to continue to be above 2019 levels accordingly.*



*Airlines can't make choices that will please everyone during these changing times, so consumers are likely to increase loyalty to the airline whose policies most reflects their own views.*



*At the moment, U.S. citizens are more likely to be back to traveling, and they're preferring domestic National Parks, neighboring Mexico, and European vacations.*



**Thank You**