

Choice Hotels International Releases First "Choice Privileges State of the American Traveler Survey" in Partnership with Harris Poll, Uncovering How People Want to Travel This Summer and Beyond

Survey finds consumers are prioritizing experiences and exploring the U.S. and want to spend less than \$200/night on lodging

ROCKVILLE, Md., July 27, 2023 /PRNewswire/ -- Today, Choice Hotels International, Inc. (NYSE: CHH), released its first *Choice Privileges State of the American Traveler Survey*, a poll of more than 2,000 U.S. adults that sheds new light on Americans' travel plans and priorities this summer and beyond. This survey, conducted in partnership with Harris Poll, comes as nine new brands with nearly 600 hotels, including Radisson Blu, Radisson and Country Inn & Suites, are now available to be booked on [ChoiceHotels.com](https://www.choicehotels.com). Earlier this week Choice announced the successful integration of the Radisson Rewards Americas loyalty program into the award-winning Choice Privileges program. This enables the nearly 60 million Choice Privileges members to earn and redeem points at over 7,400 hotels across 22 brands in 45 countries and territories.

"Our new *Choice Privileges State of the American Traveler Survey* details how people are planning to travel this summer, fall and beyond," said Noha Abdalla, chief marketing officer, Choice Hotels International. "No matter where they're headed, what their travel preferences are, or what their budget is, ChoiceHotels.com provides an easy way for consumers to find the right hotel with the right amenities at the guaranteed lowest price — now with more great options in more locations than ever before."

Key findings include:

Most Americans want to spend less than \$200/night on lodging:

- The majority (78%) typically look to spend less than \$200/night on lodging
- Most (73%) prefer to splurge on experiences and limit costs on lodging
- With sports, music and theater getting back in full swing post-pandemic, 26% of Americans say they plan their trips around these specific experiences

Some prefer to splurge on upscale offerings:

- More than 1 in 4 (27%) splurge on lodging and limit costs of experiences, with 21% willing to spend \$200 or more/night on lodging

Loyalty programs are key tools for people to save money while traveling :

- 41% of Americans said they plan to use hotel/loyalty program points to save money this summer, and 30% book using a loyalty member rate
- When taking a road trip, nearly a third of Americans (29%) said they would pay for their road trip using loyalty points

While international travel has been booming this summer, many Americans are still choosing to road trip around the U.S.:

- More than a third of respondents (38%) report they travel to feel more connected to and explore the country
- 65% said 3 or more destinations make for an ideal road trip
- Most Americans (67%) want to see tourist attractions when traveling

- Many (57%) want to stay in a city or near a popular U.S. landmark when traveling
- More than half (57%) of Americans listen to a personalized playlist while on the road, and 51% listen to the local radio

From spouses to pets to strangers, the ideal road trip co-pilot is clear:

- Many Americans (64%) said they are road tripping this year because they want to make memories with family and friends
- More than half (60%) of Americans want to road trip with their spouse/partner/significant other
- 1 in 6 Americans (16%) would choose their pet over anyone else to travel with
- Nearly 1 in 10 (9%) prefer to be alone on their travels
- 4% would choose their co-worker to travel with
- 2% would choose a stranger

Americans continue to prioritize self-care while traveling:

- 45% want to stay at a property with a pool
- 35% say they want to enjoy a hotel spa
- More than 1 in 5 Americans (23%) say visiting the hotel gym is a must while on vacation
- 38% say being able to hike close to where they are staying is a priority

Americans continue to blend work and play while traveling:

- Most survey respondents (76%) said when traveling for work they are likely to extend their trip to include leisure time
- Most of them (86%) will also stay at the same hotel
- More than half (58%) of survey respondents reported they've had to share a hotel room with a colleague on a work trip

For more information and to start planning your next getaway and earn travel rewards, visit ChoiceHotels.com and enroll in [Choice Privileges](#) for free.

About Choice Hotels®

[Choice Hotels International, Inc.](#) (NYSE: CHH) is one of the largest lodging franchisors in the world. A challenger in the upscale segment and a leader in midscale and extended stay, Choice® has more than 7,400 hotels, representing over 625,000 rooms, in 45 countries and territories. A diverse portfolio of 22 brands that run the gamut from full-service upper upscale properties to midscale, extended stay and economy enables Choice® to meet travelers' needs in more places and for more occasions while driving more value for franchise owners and shareholders. The award-winning Choice Privileges® loyalty program and co-brand credit card options provide members with a fast and easy way to earn reward nights and personalized perks. For more information, visit www.choicehotels.com.

About Choice Privileges®

The award-winning Choice Privileges loyalty program enables members to earn and redeem points for reward nights at nearly all of the 7,400+ Choice-branded hotels across a diverse portfolio of brands in 45 countries and territories. Points can also be earned and redeemed with partners like Bluegreen Vacations, Penn Entertainment, and the iconic Circus Circus Hotel & Casino and Treasure Island Hotel & Casino in Las Vegas. Members can also exchange points for airline miles or redeem them for gift cards with popular restaurants and retail stores, stays at the luxurious Preferred Hotels & Resorts, and even VIP college football experiences through LEARFIELD. Choice Privileges Mastercard holders can earn more points faster, including on everyday spending. To enroll in the free Choice Privileges program, visit www.choicehotels.com/choice-privileges, and to learn more about the Choice Privileges Mastercard credit cards, visit www.choicehotels.com/choice-privileges.


Methodology

The study was conducted online within the United States by The Harris Poll on behalf of Choice Privileges from June 16-21, 2023, among 2,055 adults ages 18 and older, of which 1,093 have taken a road trip in the past year and 1,248 plan to take a road trip this summer. Data are weighted where necessary by age, gender, race/ethnicity, region, education, marital status, household size, household income and propensity to be online, to bring them in line with their actual proportions in the population. Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within + 2.8 percentage points using a 95% confidence level.

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