Poll: Inflation deals blow to summer travel plans for many Floridians

by Jordan Kirkland | Sep 15, 2022

- More than 85 percent of the 431 respondents said they are concerned or very concerned about the current rate of inflation
- Another 48 percent of respondents said they shortened a previously planned trip because of higher costs

changed cruise line or hotel brands specifically due to higher costs.

Peter Ricci, Ed.D., director of the FAU Hospitality and Tourism Management Program, noted the high rates charged immediately after COVID-19 lockdowns are not sustainable. He also recommended Florida's hospitality businesses restore consumer confidence by offering exceptional value over the next year.

"Pricing right to entice travelers with inflation in mind may help your business stand out from the competition," Ricci said. "While discounting is not the answer to business profitability, value-building, whenever possible, will gain long-term fans for your hotel, restaurant or airline."

The BEPI poll also revealed that roughly 68 percent of respondents did not travel for vacation this summer, with most saying the higher cost of travel or financial difficulties were the reasons why.

The survey was conducted Aug. 31 to Sept. 5 and has a margin of error of +/- 4.72 percentage points.