



American Customer Satisfaction Index

# AMERICAN CUSTOMER SATISFACTION INDEX

## Travel Study 2021-2022

April 26, 2022

Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) provide customer satisfaction benchmarks for four travel industries: airlines, car rentals, hotels, and online travel agencies. The ACSI also captures consumer opinions about critical elements of the customer experience, tailored specifically to individual industries.

The **ACSI Travel Study 2021-2022** is based on interviews with 6,285 residential customers, chosen at random and contacted via email between April 5, 2021, and March 25, 2022. Customers are asked to evaluate their recent experiences with the largest companies in terms of market share, plus an aggregate category consisting of “all other”—and thus smaller—companies in each industry.

### Airlines

#### AMERICAN CUSTOMER SATISFACTION INDEX: AIRLINES

COMPANY	2021	2022	% CHANGE
<b>Airlines</b>	<b>76</b>	<b>75</b>	<b>-1.3%</b>
JetBlue	77	79	3%
American	75	77	3%
Delta	79	77	-3%
Southwest	79	77	-3%
United	75	77	3%
Alaska	77	75	-3%
All Others	74	71	-4%
Allegiant	72	70	-3%
Frontier	68	66	-3%
Spirit	66	63	-5%

0-100 Scale

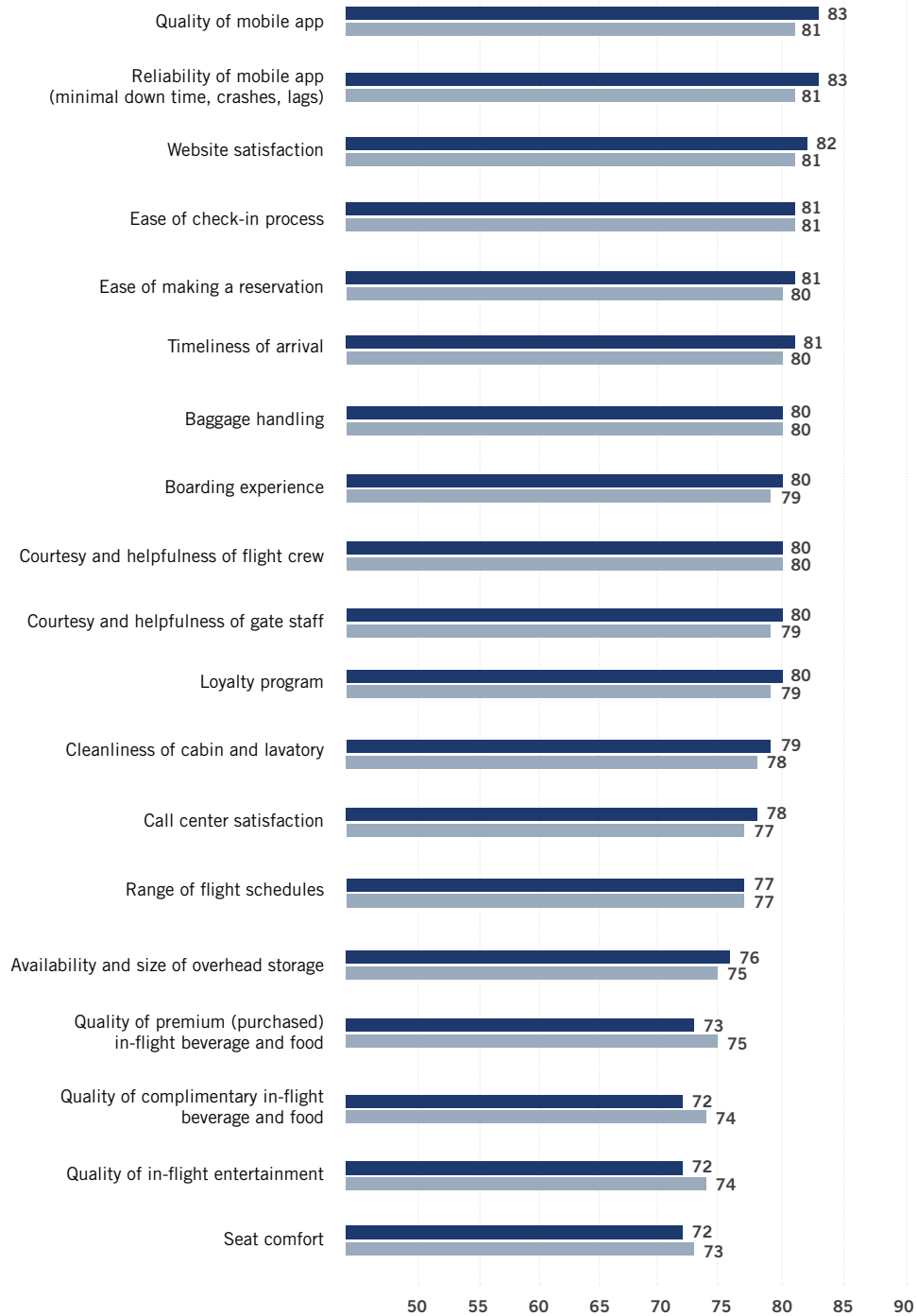
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## AIRLINES

### Customer Experience Benchmarks

#### Year-Over-Year Industry Trends

■ 2022 ■ 2021



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**AIRLINES**  
**Business Travelers**  
**Baggage Fees and ACSI**

Did you pay fees for checked or carry-on luggage on your most recent flight?	2021		2022	
	Percentage of respondents	ACSI (0-100 Scale)	Percentage of respondents	ACSI (0-100 Scale)
<b>NO-did not pay fee</b>	20%	80	46%	77
<b>YES-paid for checked</b>	45%	78	22%	81
<b>YES-paid for carry-on</b>	23%	69	16%	73

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**AIRLINES**  
**Leisure Travelers**  
**Baggage Fees and ACSI**

Did you pay fees for checked or carry-on luggage on your most recent flight?	2021		2022	
	Percentage of respondents	ACSI (0-100 Scale)	Percentage of respondents	ACSI (0-100 Scale)
<b>NO-did not pay fee</b>	40%	75	40%	73
<b>YES-paid for checked</b>	36%	75	35%	73
<b>YES-paid for carry-on</b>	15%	70	14%	72

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### AIRLINE PASSENGERS Complaints and ACSI

	2021		2022	
	Percentage of passengers who complained to the airline	ACSI score of passengers who complained to the airline	Percentage of passengers who complained to the airline	ACSI score of passengers who complained to the airline
<b>Business</b>	38%	71	41%	77
<b>Leisure</b>	17%	69	15%	67

0-100 Scale

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## Hotels

### AMERICAN CUSTOMER SATISFACTION INDEX: HOTELS

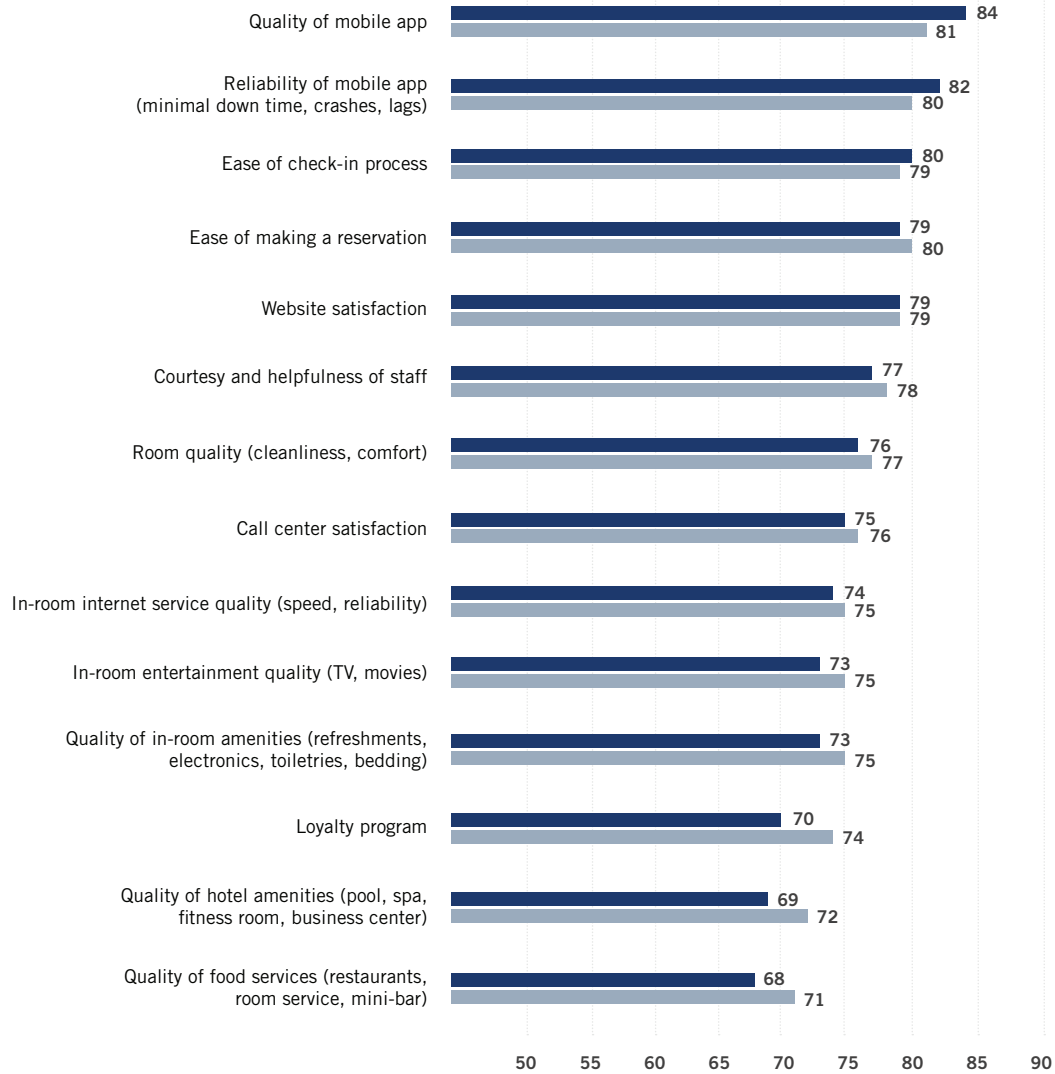
COMPANY	2021	2022	% CHANGE
<b>Hotels</b>	<b>73</b>	<b>71</b>	<b>-2.7%</b>
Marriott	76	78	3%
Hilton	79	76	-4%
Best Western	75	75	0%
IHG	78	74	-5%
Choice	71	73	3%
Hyatt	76	73	-4%
Wyndham	69	69	0%
All Others	70	65	-7%
G6 Hospitality (Motel 6)	66	56	-15%

0-100 Scale

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**HOTELS**  
**Customer Experience Benchmarks**  
**Year-Over-Year Industry Trends**

■ 2022   ■ 2021



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### HOTEL GUESTS Complaints and ACSI

	2021		2022	
	Percentage of guests who complained to the hotel	ACSI score of guests who complained to the hotel	Percentage of guests who complained to the hotel	ACSI score of guests who complained to the hotel
<b>Business</b>	32%	74	33%	76
<b>Leisure</b>	15%	64	13%	56

0-100 Scale

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## Car Rentals

### AMERICAN CUSTOMER SATISFACTION INDEX: CAR RENTALS

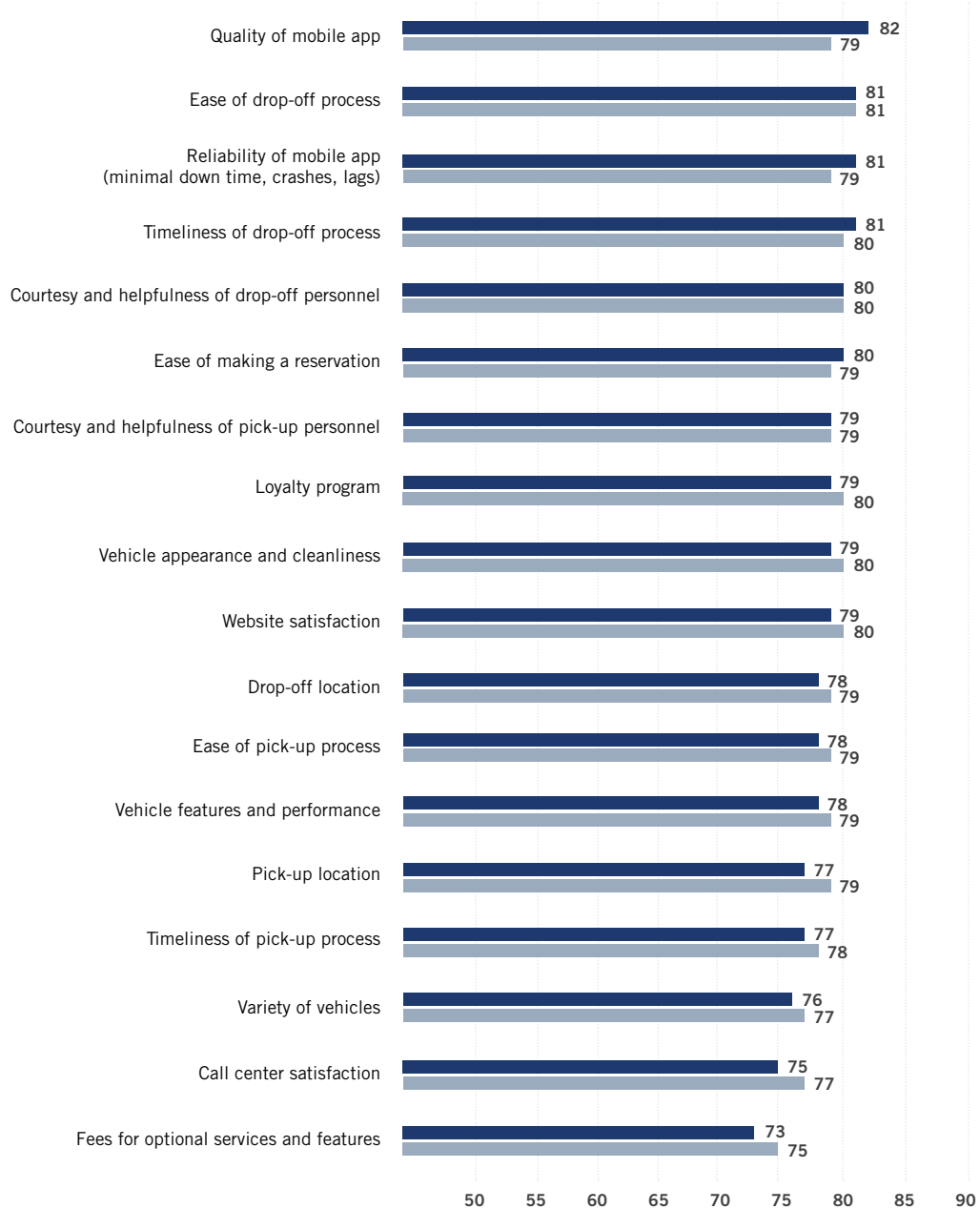
COMPANY	2021	2022	% CHANGE
<b>Car Rentals</b>	<b>76</b>	<b>75</b>	<b>-1.3%</b>
Alamo (Enterprise)	76	79	4%
Enterprise	78	76	-3%
Hertz	75	76	1%
National (Enterprise)	75	76	1%
Dollar (Hertz)	77	75	-3%
Avis (Avis Budget)	75	74	-1%
Budget (Avis Budget)	73	72	-1%
All Others	71	71	0%
Thrifty (Hertz)	72	70	-3%

0-100 Scale

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**CAR RENTALS**  
**Customer Experience Benchmarks**  
**Year-Over-Year Industry Trends**

■ 2022   ■ 2021



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## CAR RENTAL CUSTOMERS

### Complaints and ACSI

	2021		2022	
	Percentage of customers who complained to the rental company	ACSI score of customers who complained to the rental company	Percentage of customers who complained to the rental company	ACSI score of customers who complained to the rental company
<b>Business</b>	46%	75	44%	76
<b>Leisure</b>	25%	69	20%	66

0-100 Scale

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## Online Travel Agencies

### AMERICAN CUSTOMER SATISFACTION INDEX: ONLINE TRAVEL AGENCIES

COMPANY	2021	2022	% CHANGE
<b>Online Travel Agencies</b>	<b>74</b>	<b>75</b>	<b>1.4%</b>
All Others	73	77	5%
Orbitz (Expedia)	75	76	1%
Tripadvisor	76	75	-1%
Expedia	74	73	-1%
Travelocity (Expedia)	76	73	-4%
Priceline	73	72	-1%

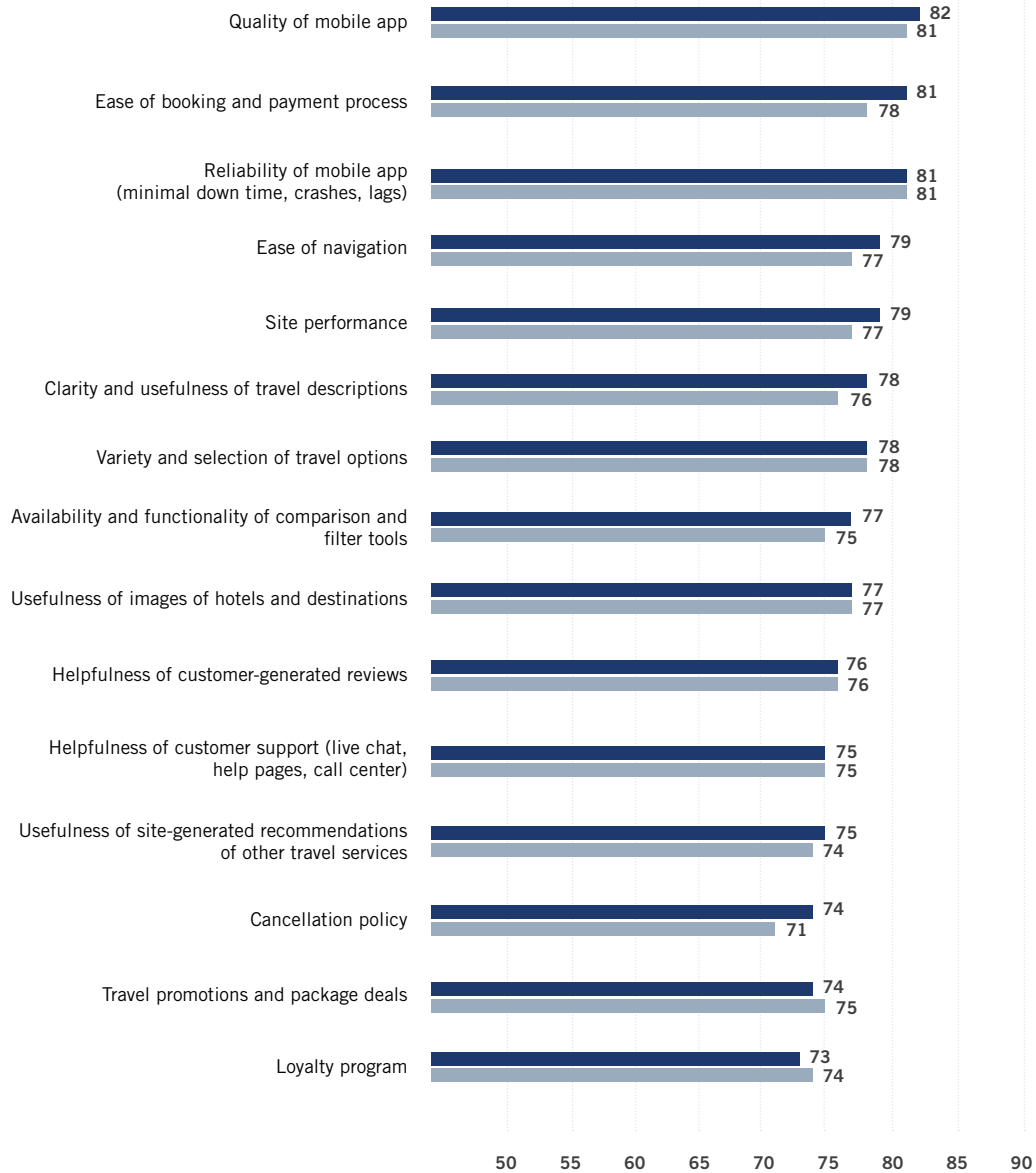
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**ONLINE TRAVEL AGENCIES**  
**Customer Experience Benchmarks**  
**Year-Over-Year Industry Trends**

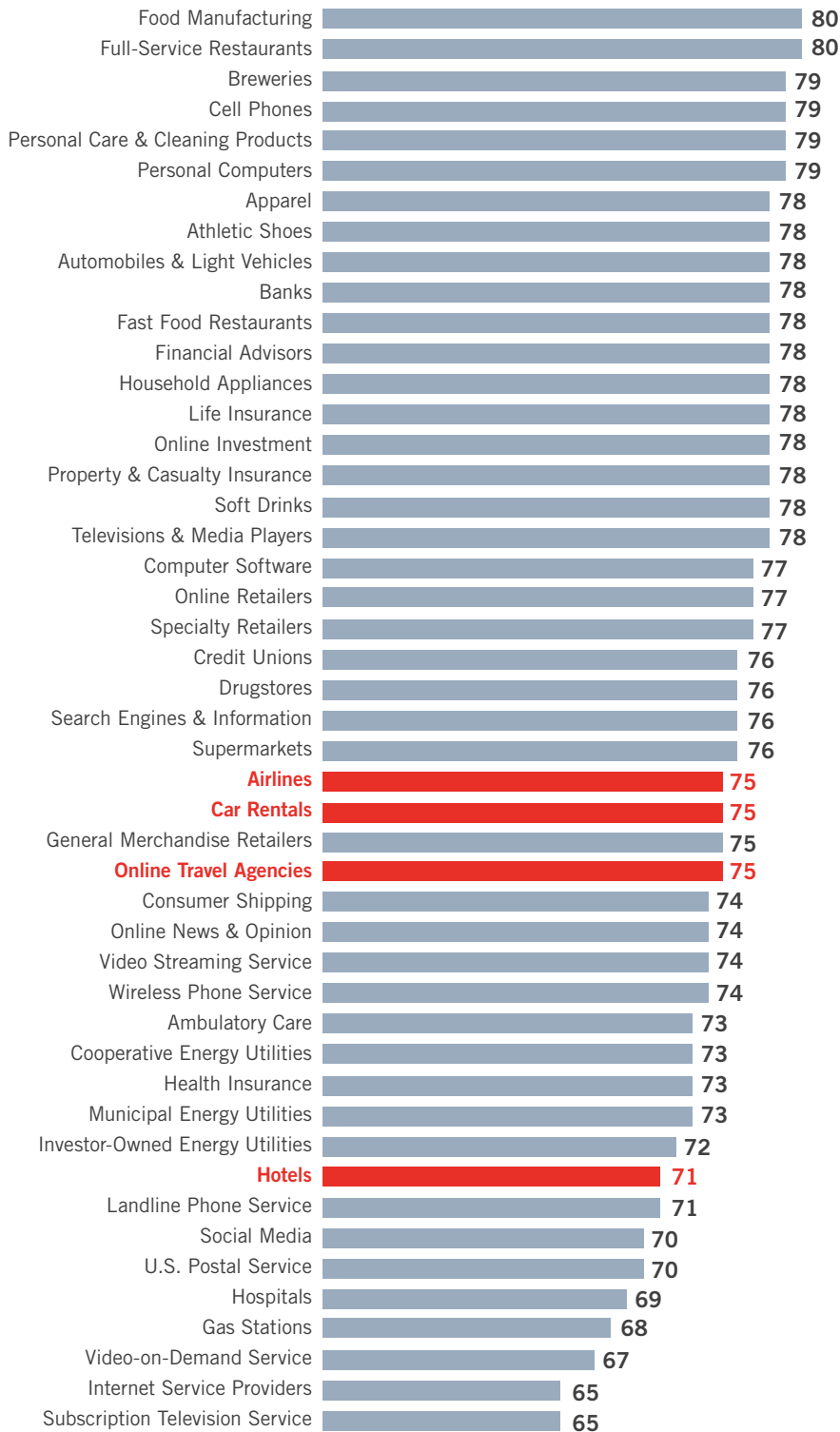
■ 2022 ■ 2021



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## CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



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ACSI survey data are used as inputs to the Index's cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

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