



# AMERICAN CUSTOMER SATISFACTION INDEX

## *ACSI® Travel Study 2023-2024*

April 23, 2024

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 five travel industries: airlines, car rentals, lodging, online travel agencies, and rideshare. The ACSI also captures consumer opinions about critical elements of the customer experience, tailored specifically to individual industries.

The ***ACSI Travel Study 2023-2024*** is based on interviews with 16,352 customers, chosen at random and contacted via email between April 2023 and March 2024, with the exception of the rideshare industry with interviews between November 2023 and March 2024. 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.

## Key Takeaways

### Airlines

- The airline industry reaches an all-time customer satisfaction high of 77 following its second consecutive 1% year-over-year improvement.
- Alaska (82) leads the industry for the second straight year, while United is the only carrier to lose ground, sliding 3% to an ACSI score of 75.
- Low-cost carriers Allegiant, Frontier, and Spirit make the biggest ACSI gains as they crank up their value propositions, but only Allegiant (78) avoids sitting at the low end of the industry.

### Lodging

- After hitting a 15-year ACSI low in 2022, guest satisfaction with lodging bounces back for a second year, up 3% to a score of 77. Hilton also shows two years of solid gains, moving into first place at 81.
- Airbnb debuts with an above-average ACSI score of 78, proving that its customer experience can compete with major hotel chains that offer a range of business and upscale options such as IHG and Hyatt.
- Gains across the lodging customer experience reflect a return to normal operations and improved staffing levels, as well as the adoption of technology innovations introduced during the pandemic.

### Car Rentals

- Customer satisfaction with car rentals continues to rise from a low point in 2022 as demand stabilizes and companies upgrade their IT infrastructures to better manage fleets and provide more frictionless experiences for customers.
- At the top of the industry, National surges 8% to an ACSI score of 84, substantially improving the quality and reliability of its mobile app and leading the field for complaint resolution.
- For the industry overall, staff courtesy improves for both pick-up and drop-off as staffing returns to prepandemic levels, although budget brands lag behind the industry leaders in this area.

### Rideshare

- New to ACSI measurement in 2024, the rideshare industry debuts with two major competitors, Lyft and Uber, deadlocked with customer satisfaction scores of 76.
- Lagging customer perceptions of value are putting downward pressure on satisfaction, likely related to price increases by rideshare companies as they shift from market-share acquisition strategies to generating profits.
- Uber and Lyft both exhibit strong scores that are closely aligned for key aspects of the customer experience related to app use and ride quality.

### Online Travel Agencies

- Much like other travel industries, online travel agencies are in recovery mode, showing three years of incremental gains to post an ACSI score of 77 in 2024.
- Booking.com takes over the lead after a 3% increase to an ACSI score of 80, remaining well ahead of other Booking Holdings brands—Priceline (76) and Kayak (73).

## Airlines

### AMERICAN CUSTOMER SATISFACTION INDEX: AIRLINES

COMPANY	2023	2024	% CHANGE
<b>Airlines</b>	<b>76</b>	<b>77</b>	<b>1%</b>
Alaska	81	82	1%
American	78	79	1%
Allegiant	75	78	4%
Southwest	78	78	0%
Delta	76	77	1%
JetBlue	76	77	1%
United	77	75	-3%
All Others	72	73	1%
Frontier	67	69	3%
Spirit	64	67	5%

0-100 Scale

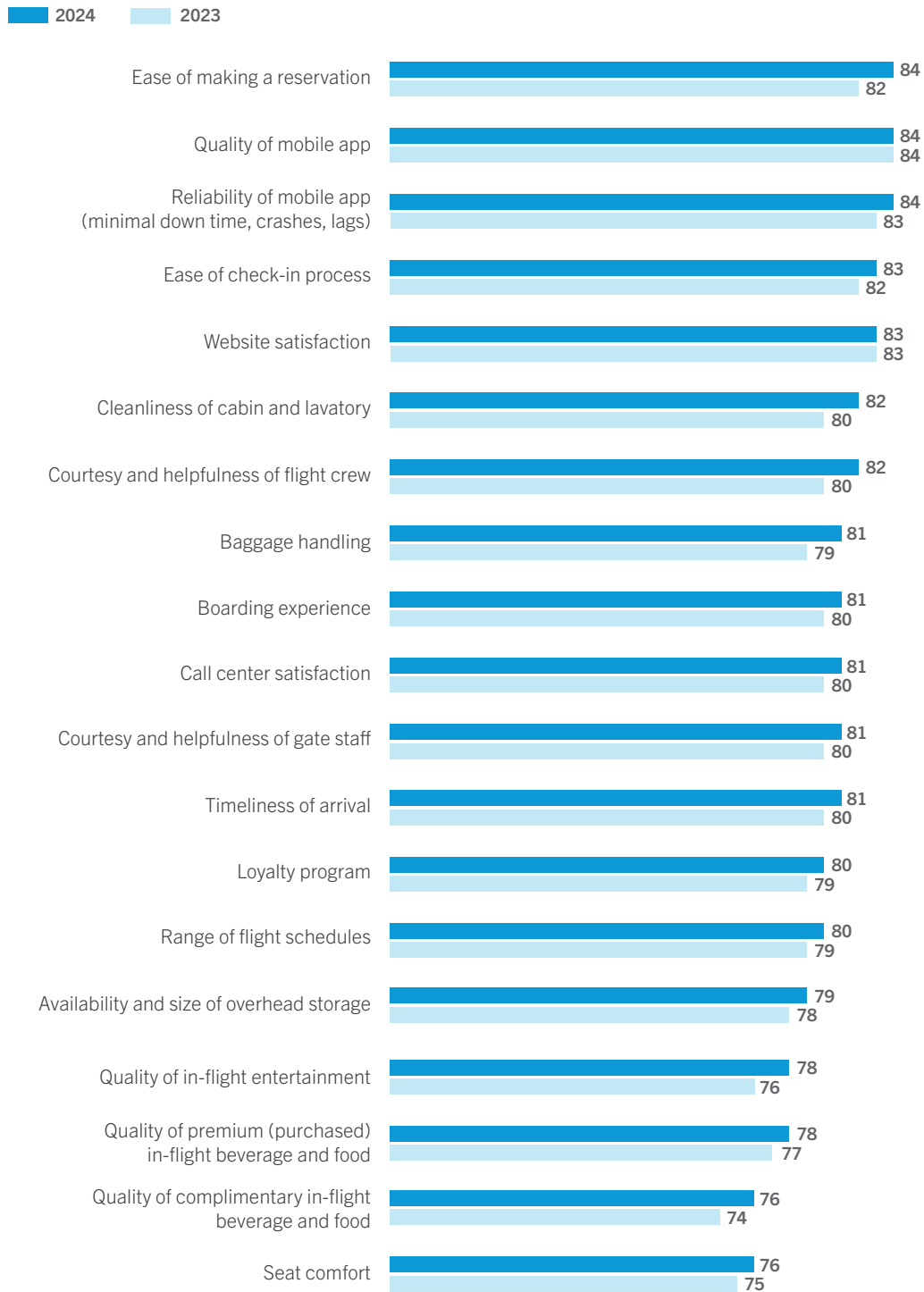
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## Airlines

### AMERICAN CUSTOMER SATISFACTION INDEX:

#### AIRLINES

#### Customer Experience Benchmarks Year-Over-Year Industry Trends



0-100 Scale

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## Airlines

### AMERICAN CUSTOMER SATISFACTION INDEX: BUSINESS TRAVELERS Baggage Fees and ACSI

Did you pay fees for checked or carry-on luggage on your most recent flight?	2023		2024	
	Percentage of respondents	ACSI	Percentage of respondents	ACSI
YES-paid for checked	45%	84	44%	82
YES-paid for carry-on	19%	80	13%	78
YES-paid for both checked and carry-on	17%	78	14%	79
NO-did not pay fee	16%	72	15%	77

0-100 Scale

Source: ACSI Travel Study 2023-2024.

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### AMERICAN CUSTOMER SATISFACTION INDEX: LEISURE TRAVELERS Baggage Fees and ACSI

Did you pay fees for checked or carry-on luggage on your most recent flight?	2023		2024	
	Percentage of respondents	ACSI	Percentage of respondents	ACSI
YES-paid for checked	31%	76	33%	77
YES-paid for carry-on	14%	73	11%	71
YES-paid for both checked and carry-on	10%	76	10%	72
NO-did not pay fee	42%	76	42%	76

0-100 Scale

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### AMERICAN CUSTOMER SATISFACTION INDEX: AIRLINE PASSENGERS Complaints and ACSI

	2023		2024	
	Percentage of passengers who complained	ACSI score of passengers who complained	Percentage of passengers who complained	ACSI score of passengers who complained
Business	48%	79	26%	78
Leisure	17%	68	13%	68

0-100 Scale

Source: ACSI Travel Study 2023-2024.

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## Lodging

### AMERICAN CUSTOMER SATISFACTION INDEX: LODGING

COMPANY	2023	2024	% CHANGE
<b>Lodging</b>	<b>75</b>	<b>77</b>	<b>3%</b>
Hilton	79	81	3%
Marriott	80	79	-1%
Airbnb	NM	78	NA
Hyatt	80	78	-3%
IHG	76	78	3%
BWH Hotels	76	77	1%
Choice	74	75	1%
All Others	72	73	1%
Wyndham	72	70	-3%

0-100 Scale

NM=Not Measured  
NA=Not Available

Source: ACSI Travel Study 2023-2024.

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### AMERICAN CUSTOMER SATISFACTION INDEX: LODGING BRANDS

BRAND	PARENT	TYPE*	ACSI
Hampton	Hilton	Upper Midscale	82
Hilton Garden Inn	Hilton	Upscale	82
Hilton Hotels & Resorts	Hilton	Upper Upscale	82
AC Hotels	Marriott	Upscale	81
Marriott Hotels	Marriott	Upper Upscale	80
Airbnb	Airbnb	Homeshare	78
Best Western Plus	BWH Hotels	Upper Midscale	78
Comfort	Choice	Upper Midscale	78
Holiday Inn	IHG	Upper Midscale	78
Holiday Inn Express	IHG	Upper Midscale	77
Best Western	BWH Hotels	Midscale	76
Andaz	Hyatt	Luxury	75
Aloft Hotels	Marriott	Upscale	74
Baymont	Wyndham	Midscale	74
Wyndham Hotels & Resorts	Wyndham	Upscale	74

0-100 Scale

\*Lodging type per  
industry standards.

Source: ACSI Travel Study 2023-2024.

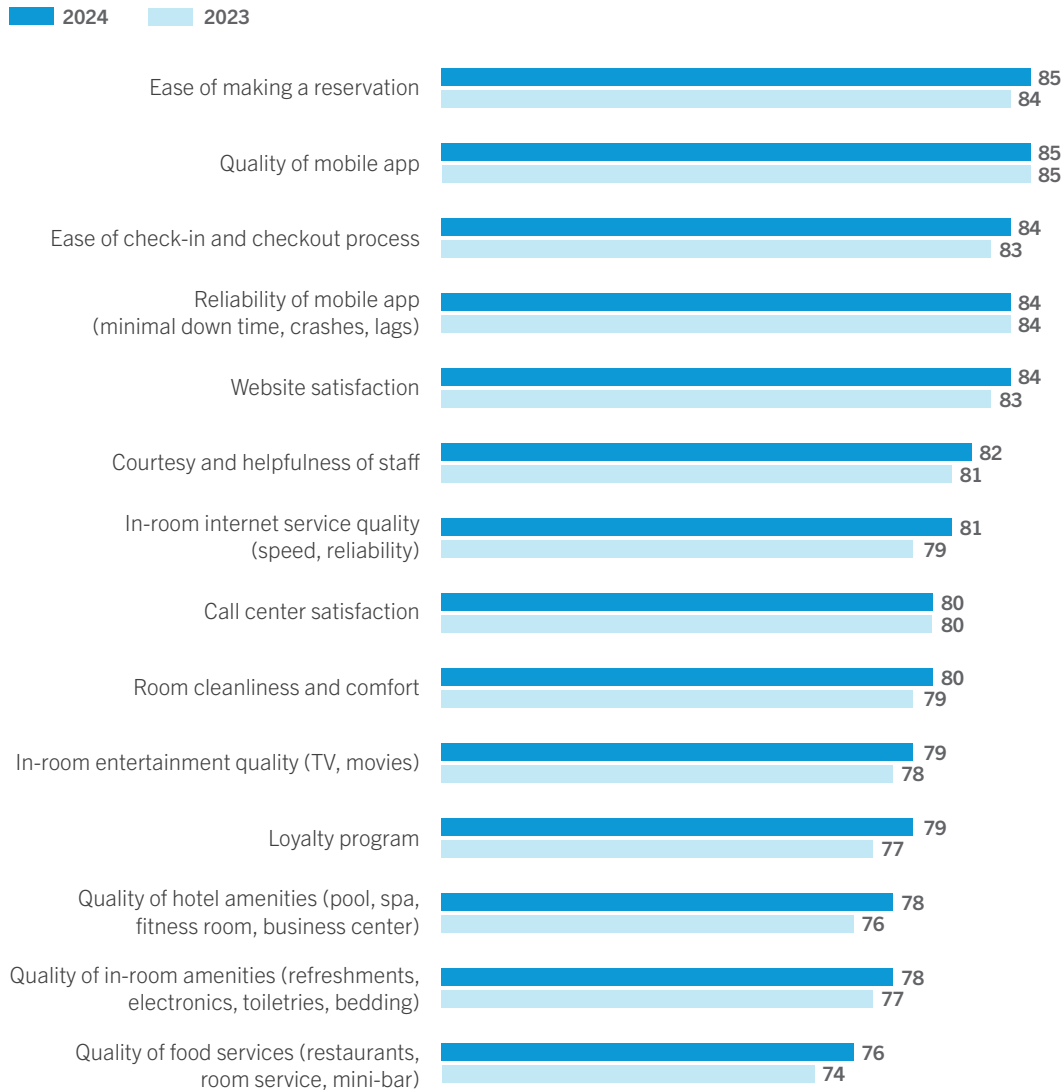
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## Lodging

### AMERICAN CUSTOMER SATISFACTION INDEX:

#### LODGING

#### Customer Experience Benchmarks Year-Over-Year Industry Trends



0-100 Scale

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## Lodging

### AMERICAN CUSTOMER SATISFACTION INDEX: LODGING GUESTS Complaints and ACSI

	2023		2024	
	Percentage of guests who complained	ACSI score of guests who complained	Percentage of guests who complained	ACSI score of guests who complained
<b>Business</b>	39%	78	31%	77
<b>Leisure</b>	13%	59	12%	64

0-100 Scale

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## Car Rentals

### AMERICAN CUSTOMER SATISFACTION INDEX: CAR RENTALS

COMPANY	2023	2024	% CHANGE
<b>Car Rentals</b>	<b>76</b>	<b>77</b>	<b>1%</b>
National (Enterprise)	78	84	8%
Alamo (Enterprise)	83	78	-6%
Avis (Avis Budget)	80	78	-3%
Hertz	76	78	3%
Enterprise	79	77	-3%
Dollar (Hertz)	75	75	0%
All Others	71	74	4%
Budget (Avis Budget)	76	73	-4%

0-100 Scale

Source: ACSI Travel Study 2023-2024.

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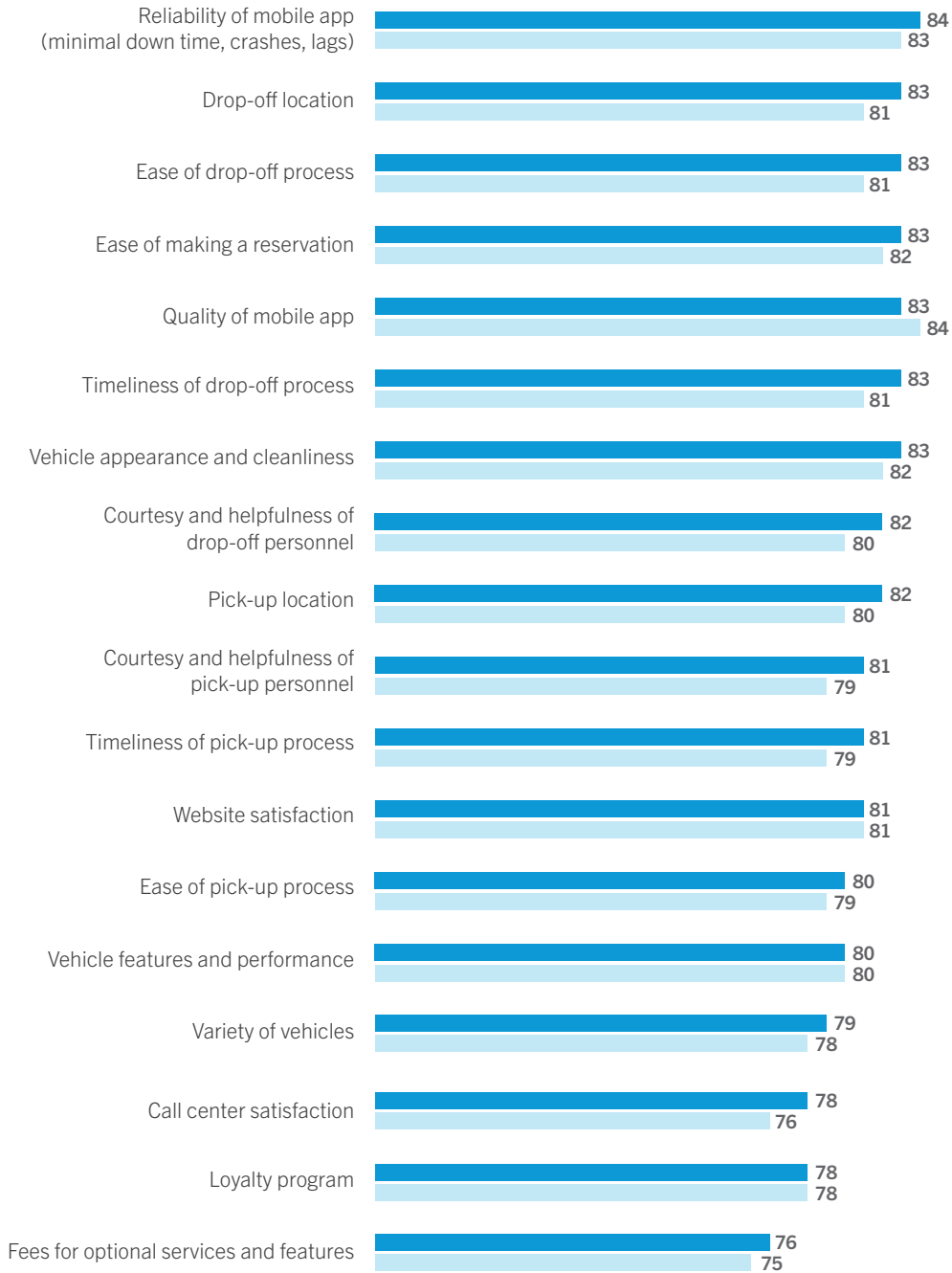
## Car Rentals

### AMERICAN CUSTOMER SATISFACTION INDEX:

### CAR RENTALS

### Customer Experience Benchmarks Year-Over-Year Industry Trends

2024 2023



0-100 Scale

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## Car Rentals

### AMERICAN CUSTOMER SATISFACTION INDEX: CAR RENTAL CUSTOMERS Complaints and ACSI

	2023		2024	
	Percentage of customers who complained	ACSI score of customers who complained	Percentage of customers who complained	ACSI score of customers who complained
<b>Business</b>	38%	78	43%	71
<b>Leisure</b>	18%	62	21%	67

0-100 Scale

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## Rideshare

### AMERICAN CUSTOMER SATISFACTION INDEX: RIDESHARE

COMPANY	2023	2024	% CHANGE
<b>Rideshare</b>	<b>NM</b>	<b>76</b>	<b>NA</b>
Lyft	NM	76	NA
Uber	NM	76	NA

0-100 Scale

NM=Not Measured  
NA=Not Available

Source: ACSI Travel Study 2023-2024.

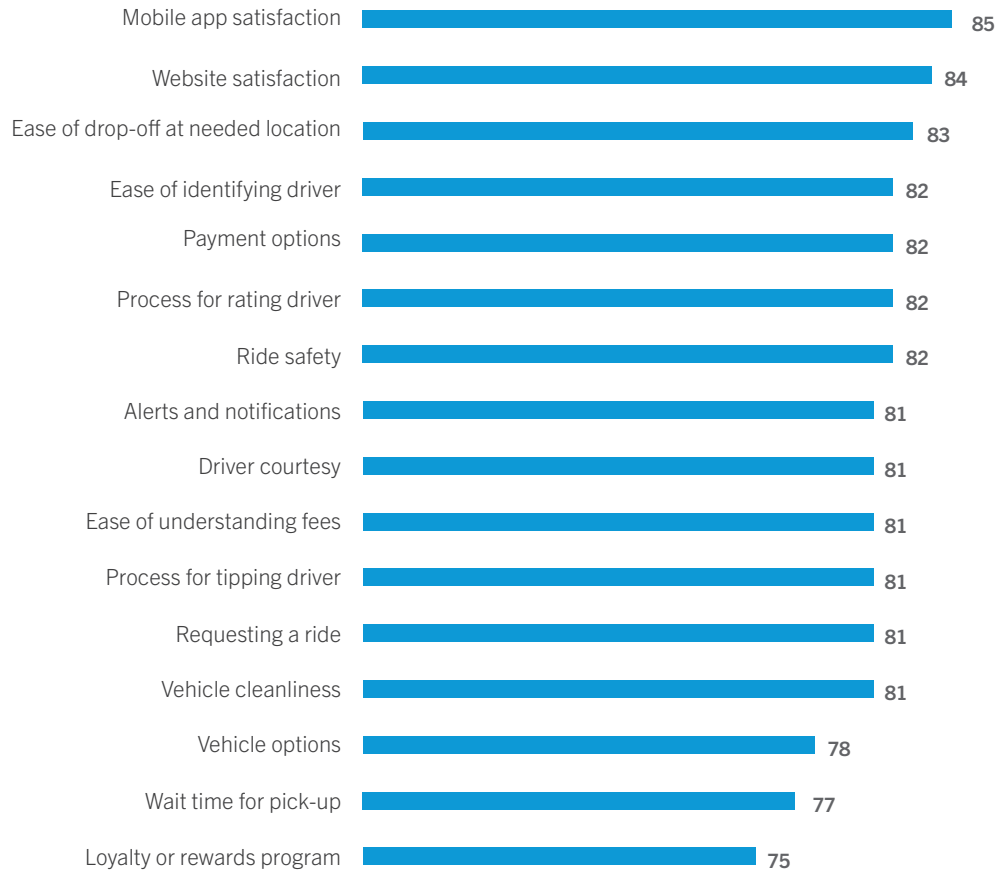
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## Rideshare

### AMERICAN CUSTOMER SATISFACTION INDEX: **RIDESHARE** Customer Experience Benchmarks 2024

2024



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## Online Travel Agencies

### AMERICAN CUSTOMER SATISFACTION INDEX: ONLINE TRAVEL AGENCIES

COMPANY	2023	2024	% CHANGE
<b>Online Travel Agencies</b>	<b>76</b>	<b>77</b>	<b>1%</b>
Booking.com (Booking Holdings)	78	80	3%
Expedia	79	79	0%
All Others	79	78	-1%
Travelocity (Expedia)	75	78	4%
Trivago (Expedia)	77	77	0%
Priceline (Booking Holdings)	73	76	4%
Tripadvisor	76	76	0%
Kayak (Booking Holdings)	73	73	0%
Orbitz (Expedia)	71	73	3%

0-100 Scale

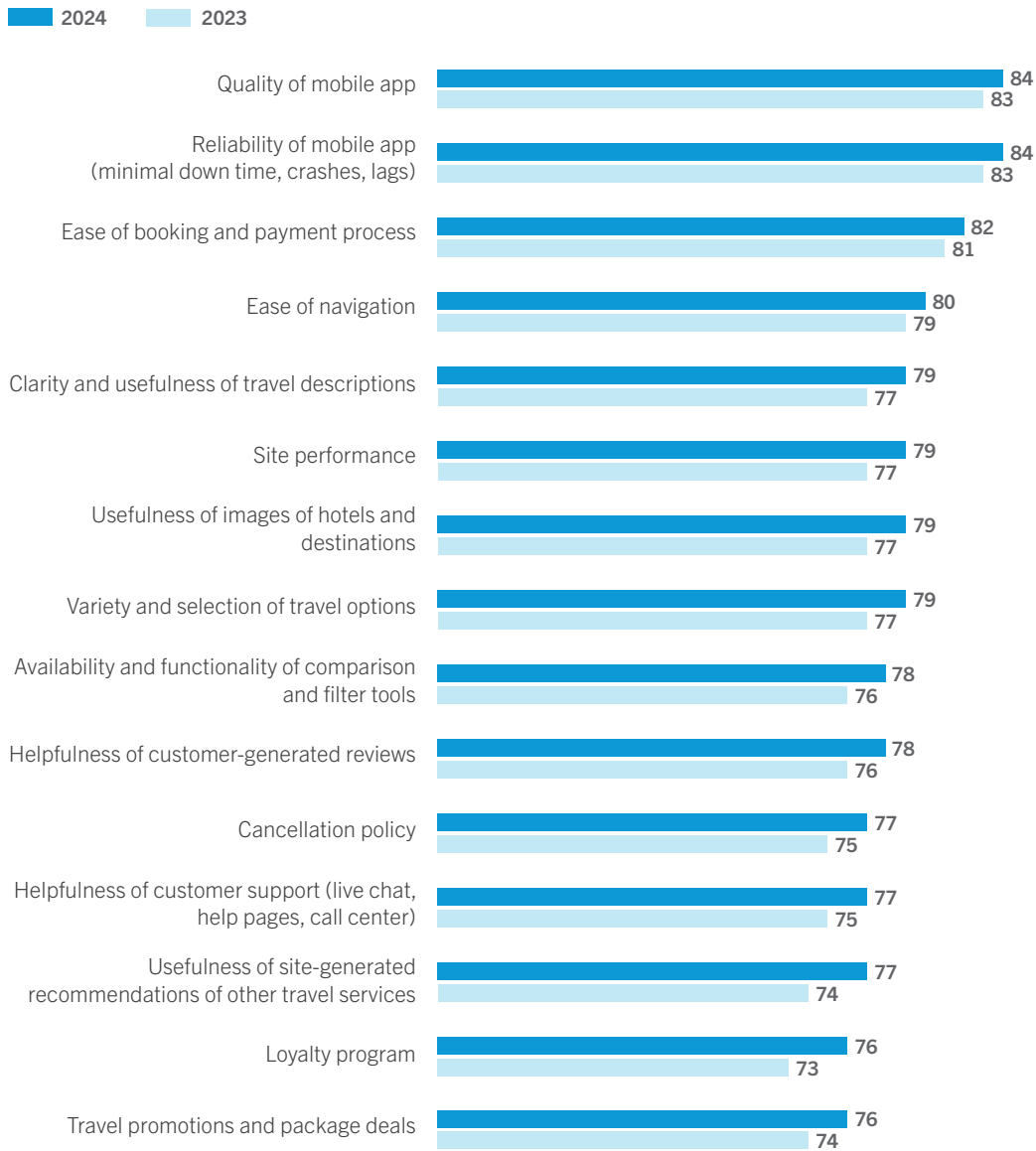
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## Online Travel Agencies

### AMERICAN CUSTOMER SATISFACTION INDEX: ONLINE TRAVEL AGENCIES Customer Experience Benchmarks Year-Over-Year Industry Trends



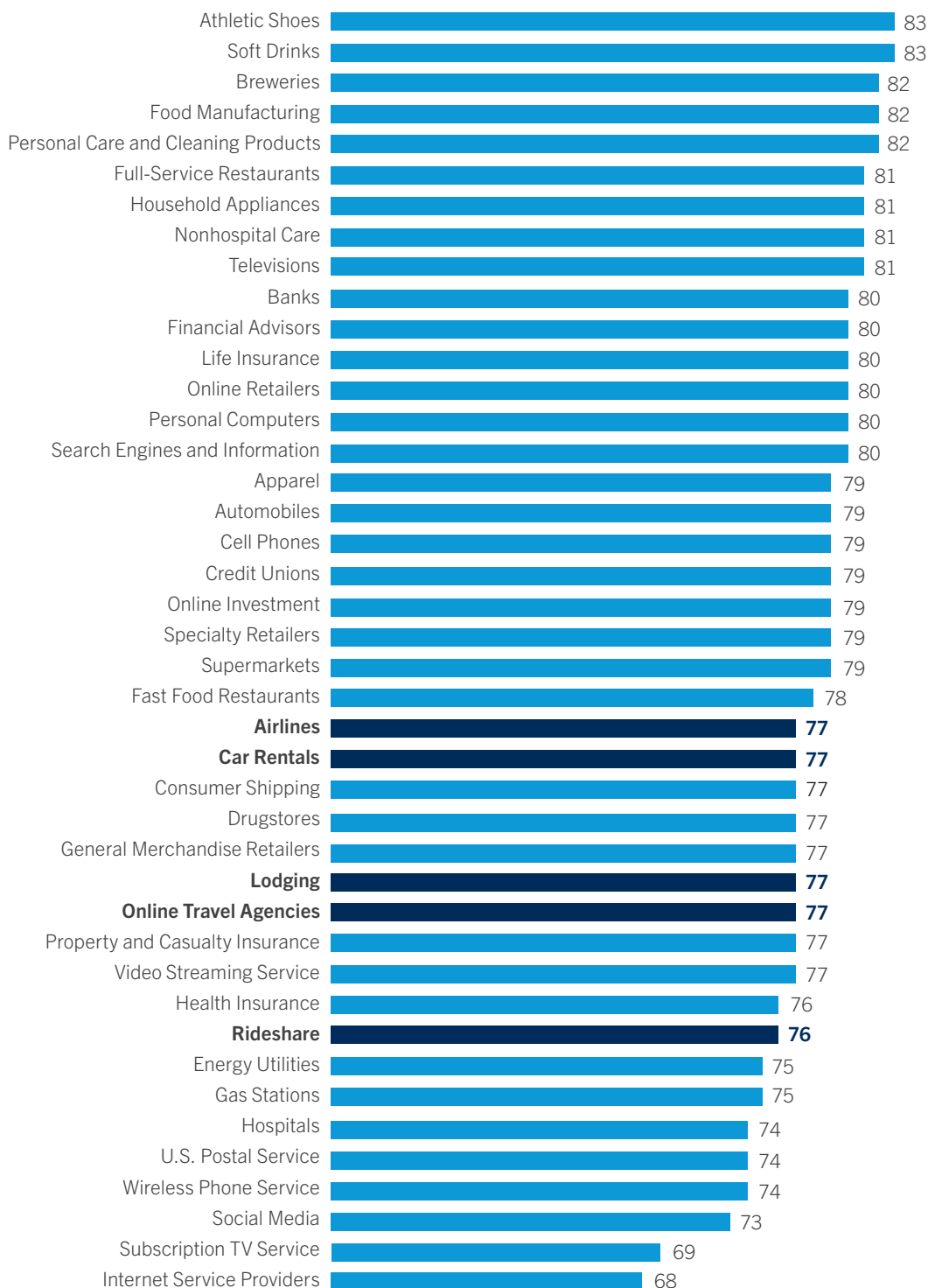
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AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®):  
**CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY**



0-100 Scale

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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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