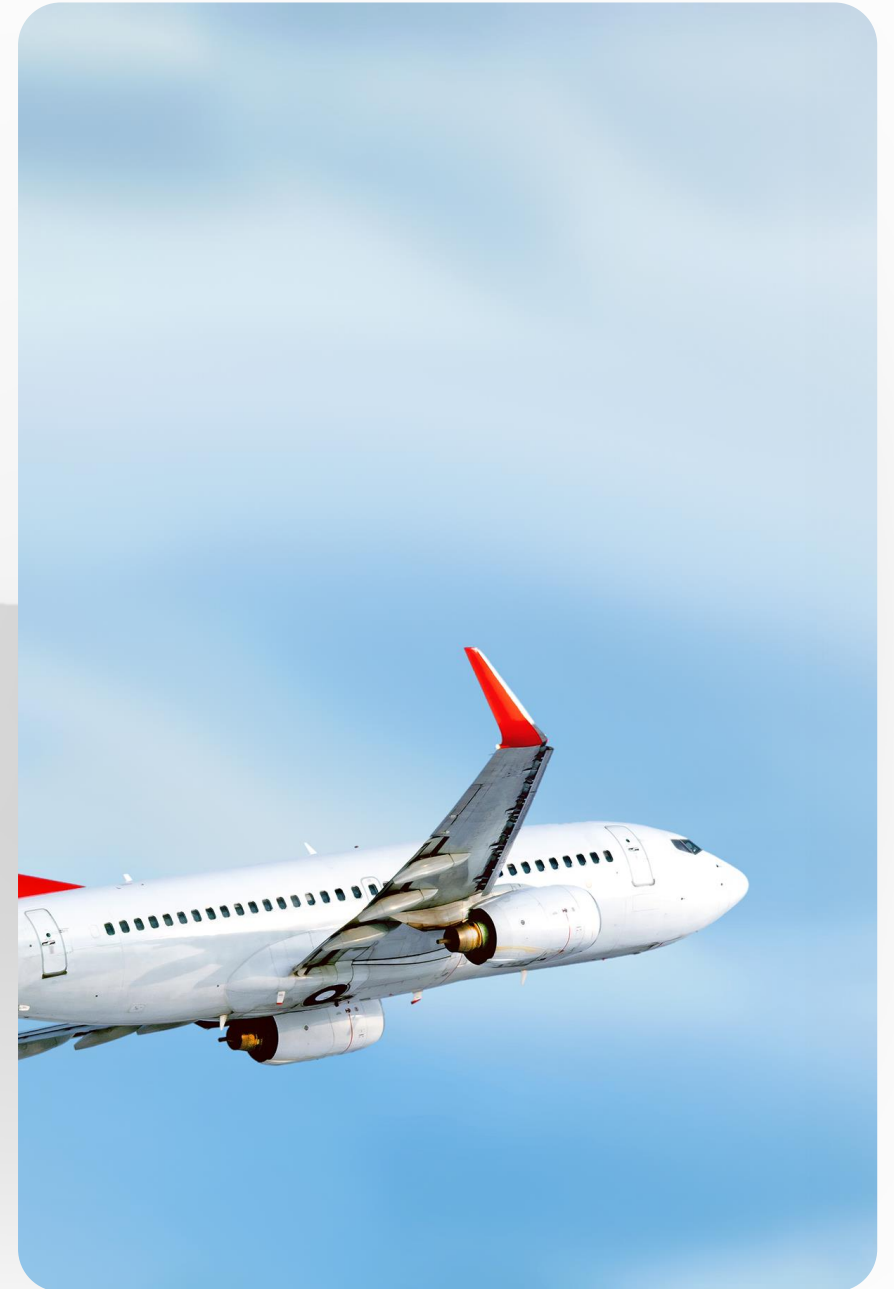




Report

# U.S. Travel Insights: Summer Travel Plans

May 2024



# Content

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Methodology	3
1. Key Findings	4
2. Detailed Findings	6
3. Appendix	16

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# Methodology



## Methodology

Online survey among respondents 18 years of age or older (U.S. sample: Winter n=1,005, Summer n=1,008)

Respondents were randomly recruited using LEO's online panel



## When

Winter: December 8-10, 2023  
Summer: April 26-28, 2024



## Significant Differences

Data in **red** indicate a significantly lower proportion than that of other participants. Conversely, data in **green** indicate a significantly higher proportion than that of other participants.



## Questions

Have questions about the data in this report?

Please contact Alicia Ierardi, Executive Vice-President, U.S. at [aierardi@leger360.com](mailto:aierardi@leger360.com)

1

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# Key Findings

Leisure travel is expected to increase significantly in the summer of 2024 compared to the winter of 2023. However, costs remain a key factor in decision-making and consumers are ready to make necessary sacrifices and seek bargains to stay within budget. And with school out of session, households with kids are more likely to plan summer leisure trips.

### Summer Travel Plans



Many are planning a summer leisure trip, up significantly from winter (52% vs. 32%).



Nearly all summer leisure travelers will visit a U.S. state, with the Southeast being most popular.



Visiting family/friends (52%) or a city (30%) are top activities planned.



Travelers estimate their budget at \$4,410, and most will rely on debit cards/cash and credit cards to cover costs.

### Factors & Preparations



Inflation and transportation costs remain key factors impacting travel decisions.



To manage costs, travelers are cutting back on luxuries at home, looking for less expensive accommodations, staying with friends or family, and choosing destinations closer to home.

### Kids in Household



Summer leisure travel will be most prevalent among households with kids (70%).



Households with children are setting aside a larger budget for summer travel, averaging \$5,676, and are also more receptive to the idea of bargain hunting and deals.



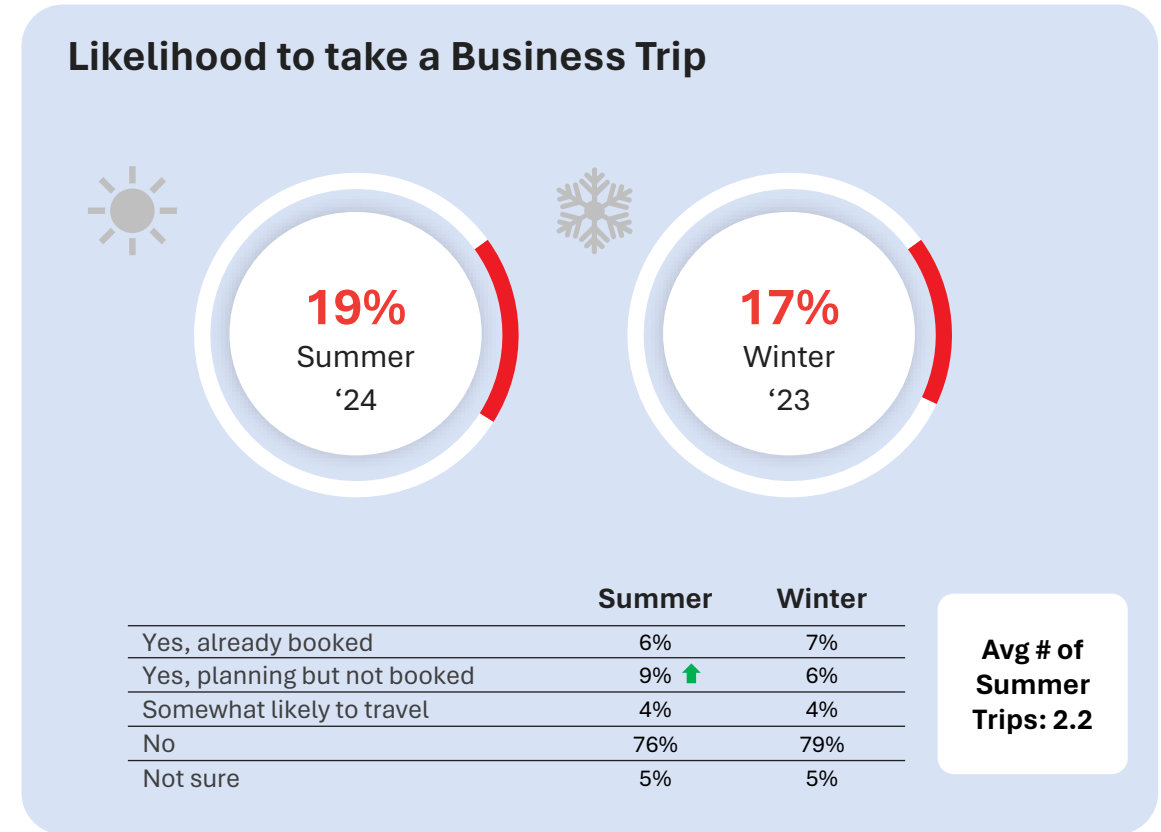
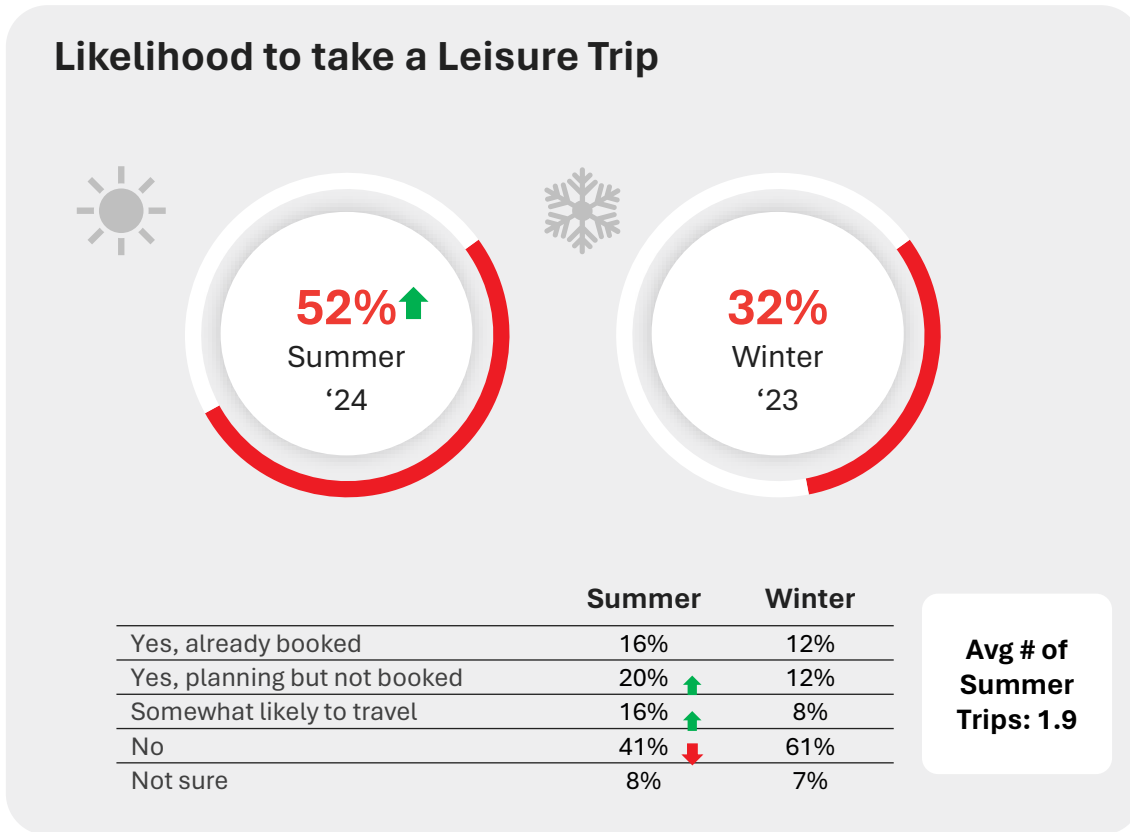
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# Detailed Findings

## Travel Behavior

Half of U.S. residents report plans for a leisure trip this summer, a significant increase over winter leisure travel. While some have already booked their trip, many are still weighing their options.



Base: U.S. Residents: Winter (n=1,005), Summer (n=1,008)

UST1. Are you planning to take a business and / or leisure trip during the winter (December to February) / summer (June to August)?

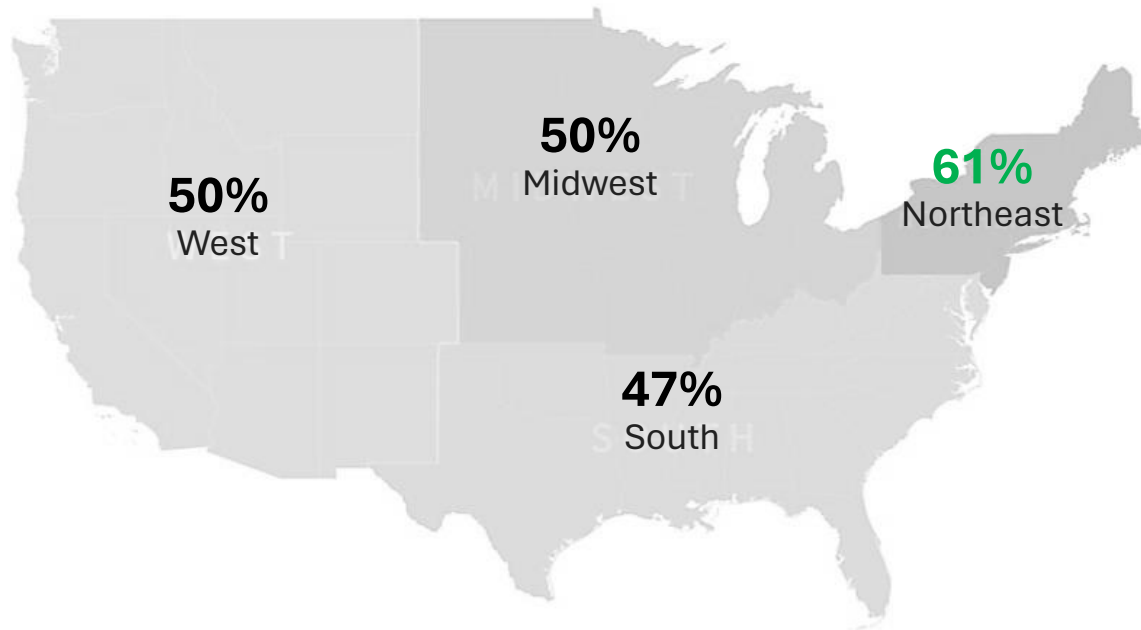
UST1A. How many trips are you planning to take this winter (December to February) / summer (June to August)?

↑ Statistically significantly higher than Winter

↓ Statistically significantly lower than Winter

## Summer Travel Behavior – By Demographics

Residents in the northeast, 18-34 year olds, and households with children are most likely to take a leisure trip this summer.



Gender	Male	Female
	n=500	n=508
	53%	49%

Age	18-34	35-54	55+
	n=241	n=328	n=439
	58%	56%	41%

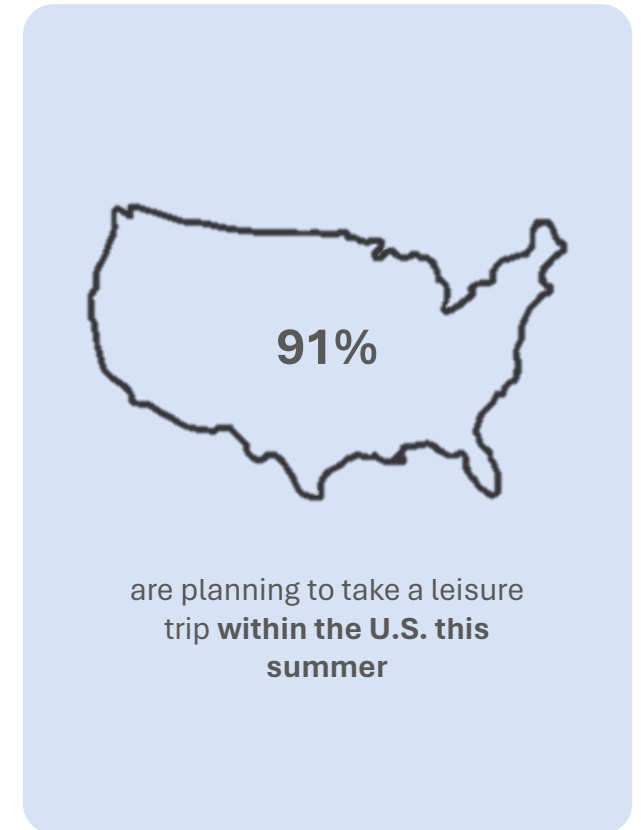
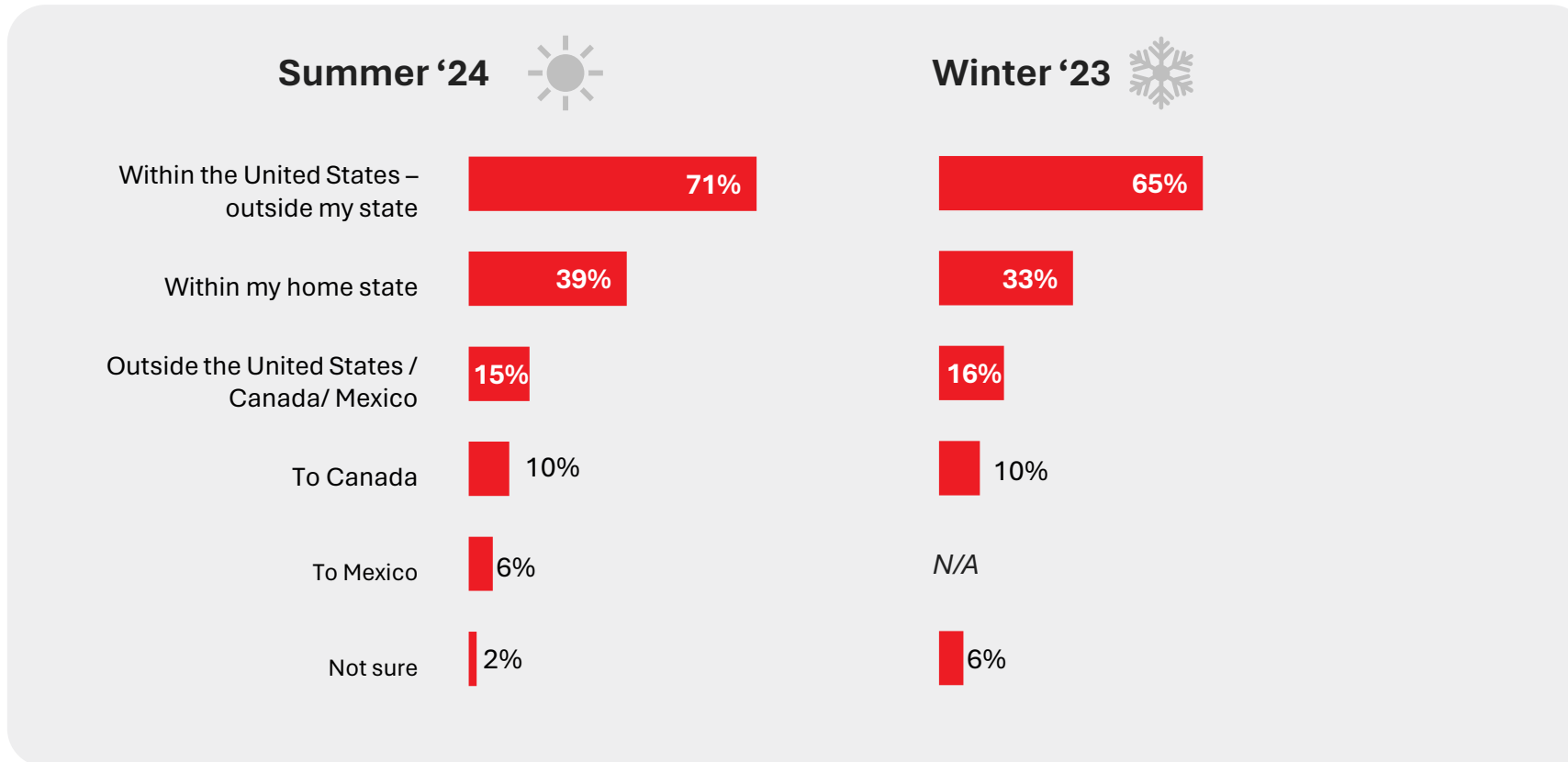
Kids in HH	Kids	No Kids
	n=261	n=726
	70%	44%

Base: U.S. Residents: Summer (n=1,008)  
 UST1. Are you planning to take a leisure trip during the summer (June to August)?



## Leisure Travel Destinations

Summer travel will take place largely within the U.S. with most U.S. residents exploring outside their home state. A smaller proportion of travelers will visit Canada, Mexico or destinations beyond North America.



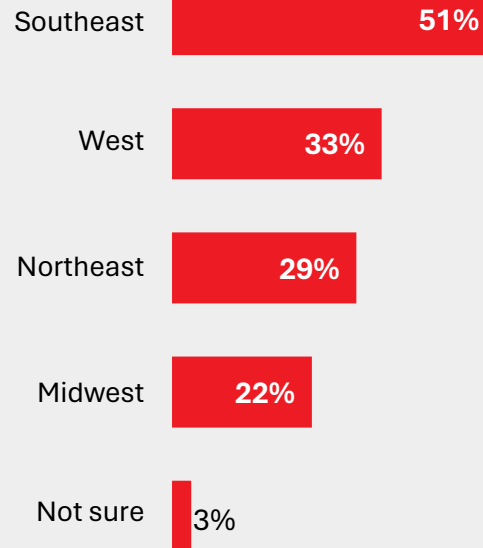
Base: Already Booked, Planning To Travel But Not Booked, Or Likely To Travel For Leisure Or Business Purposes: Winter (n=347), Summer (n=513)  
 UST2. Where are you planning to travel to this winter (December to February) / summer (June to August)?

↑ Statistically significantly higher than Winter  
 ↓ Statistically significantly lower than Winter

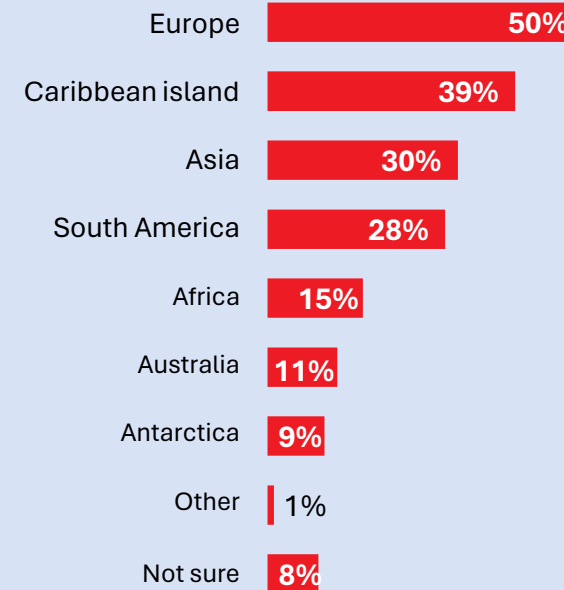
## Summer Leisure Travel Destinations

This summer, half of U.S. residents traveling within the U.S. plan to visit the Southeast region, with the Western region being the next most popular destination. For those traveling outside of North America, Europe is a top destination, followed by a Caribbean island.

### U.S. Regions



### Outside U.S./Canada/Mexico



Base: Already Booked, Planning To Travel But Not Booked, Or Likely To Travel: Within The U.S. (n=367), Outside The U.S. (n=66)

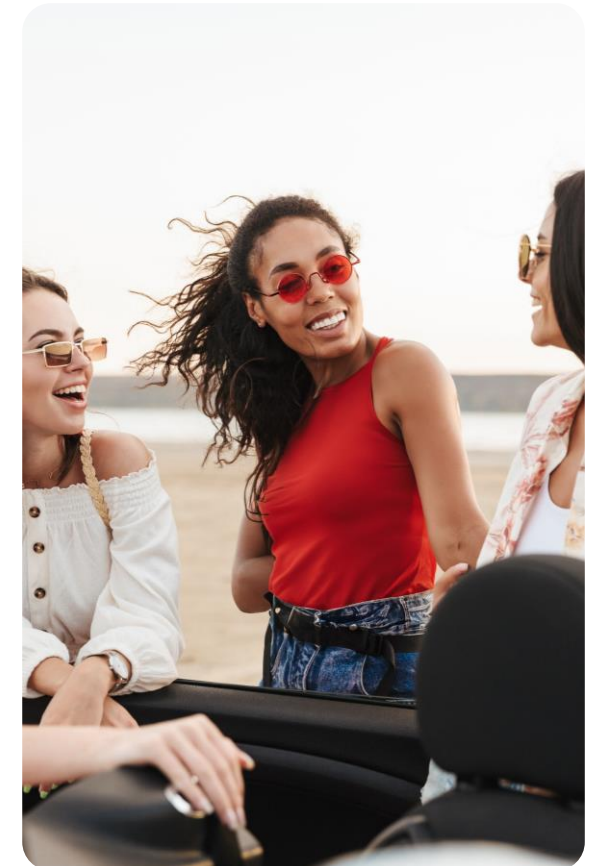
UST2A. Which region(s) within the United States are you planning on visiting this summer (June – August)?

UST2B. Where outside of the U.S., Canada and Mexico are you planning on visiting this summer (June – August)?

## Type of Summer Vacation

Visiting friends/family, as well as exploring city destinations remain popular for leisure travel. Music/art festivals and amusement parks are more popular during the summer than the winter months, while wellness retreats tends to decrease in the summer.

	Summer '24	Winter '23
Visiting friends / family	52%	47%
Visit to a city destination	30%	33%
Adventure travel (e.g., hiking, mountain biking, safari, camping)	19%	19%
Visit to a national park	19%	N/A
Attending music / art festival / concert	19%	9%
Visit to a tropical / warm weather resort / hotel	18%	21%
Visit to a historical site	16%	N/A
Attending amusement / theme park	15%	2%
Attending live sporting event	13%	10%
Cruise vacation	9%	8%
Visit to a mountain resort (e.g., skiing, snowboarding, snowshoeing)	8%	12%
Wellness retreat (e.g., spa, yoga)	6%	12%
Volunteering	5%	6%
Other	5%	4%
Not sure	4%	5%

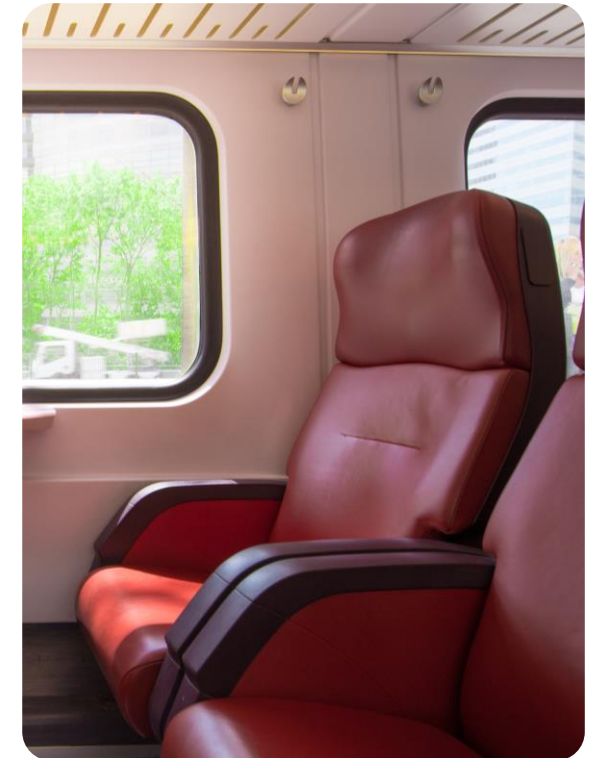
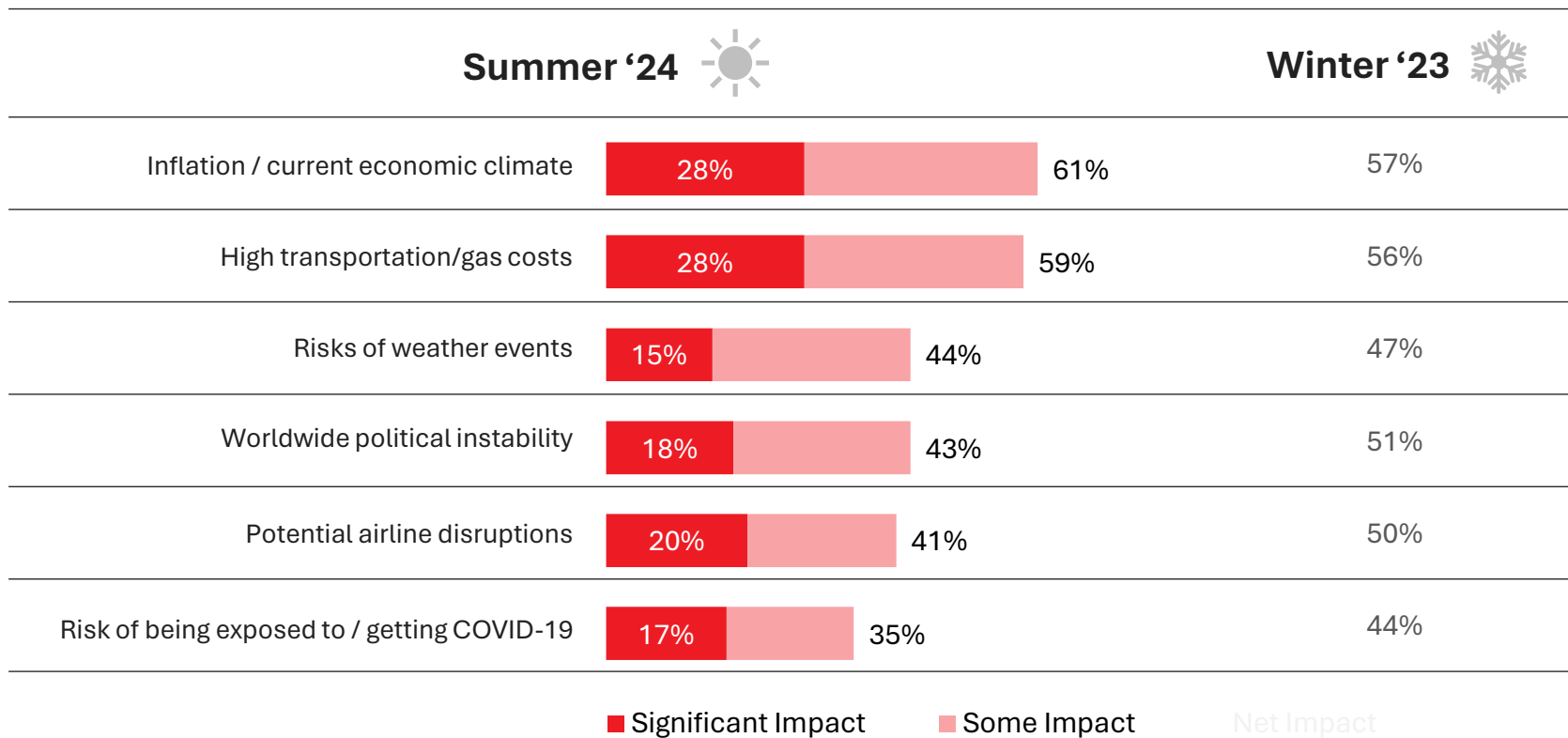


Base: Already Booked, Planning To Travel But Not Booked, Or Likely To Travel For Leisure Purposes:  
 Winter (n=332), Summer (n=501)  
 UST3. What type of leisure trip are you planning to take this winter (December to February) / summer (June – August)?

Statistically significantly higher than Winter  
 Statistically significantly lower than Winter

## Factors Impacting Summer Vacation

As observed during the winter months, the current economic climate and high transportation costs continue to be top factors impacting summer vacation decisions. Weather events, political instability and potential airline disruptions also contribute to the planning process.






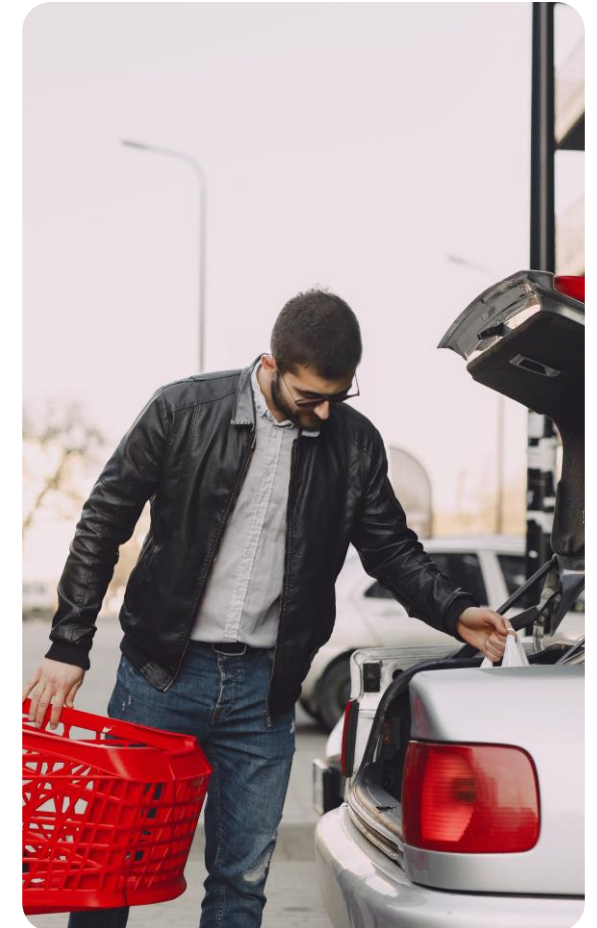
Base: Already Booked Or Planning To Travel But Not Booked, For Leisure Purposes: Winter (n=237), Summer (n=347)  
 UST4. How much of an impact have each of the following had on your winter/summer travel plans?

↑ Statistically significantly higher than Winter  
↓ Statistically significantly lower than Winter



## How Summer Travel Has Been Impacted

Most summer leisure travelers are making compromises to reduce costs, such as spending less on shopping and selecting less expensive accommodations. Choosing a destination closer to home is more common for summer travel than winter.

	Summer '24 	Winter '23 
TOTAL IMPACT	74%	70%
Reduce spending on shopping	29%	27%
Choose less expensive accommodation options	26%	20%
Reduce spending on activities and attractions	24%	24%
Choose alternative transportation methods	23%	17%
Cut back on dining out	23%	17%
Stay with friends or family	23%	15%
Choose destinations closer to home	23% 	14%
Reduce length of trip	21%	20%
Use rewards or credit card points	21%	N/A
Travel during the off-peak season	15%	22%
Avoid popular / tourist destinations	15%	N/A
Cancel or postpone travel	10%	14%

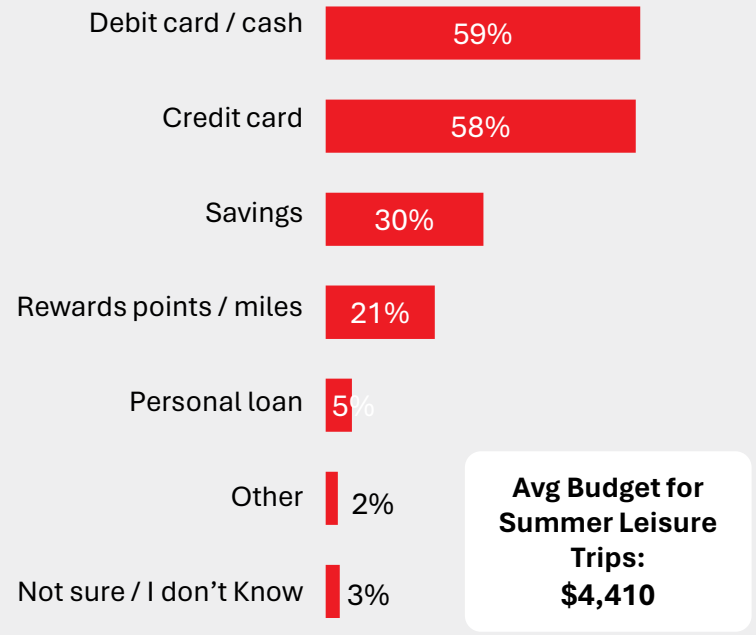


Base: Already Booked Or Planning To Travel But Not Booked For Leisure Purposes and Impacted By At Least One Factor: Winter (n=211), Summer (n=306)  
UST5. How have your winter/summer travel plans been impacted?

 Statistically significantly higher than Winter  
 Statistically significantly lower than Winter

## How Plan to Pay for Summer Vacation

Summer leisure travelers budget approximately \$4,400 for all travel expenses, covering these costs through multiple sources, with debit cards/cash and credit cards being the most common. Male travelers, those aged 18-34 and households with kids have notably larger budgets than their counterparts.



Gender	Male n=259	Female n=242
	\$5,664	\$3,106

Age	18-34 n=140	35-54 n=178	55+ n=183
	\$6,203	\$4,154	\$2,694

Kids in HH	Kids n=178	No Kids n=313
	\$5,676	\$3,668

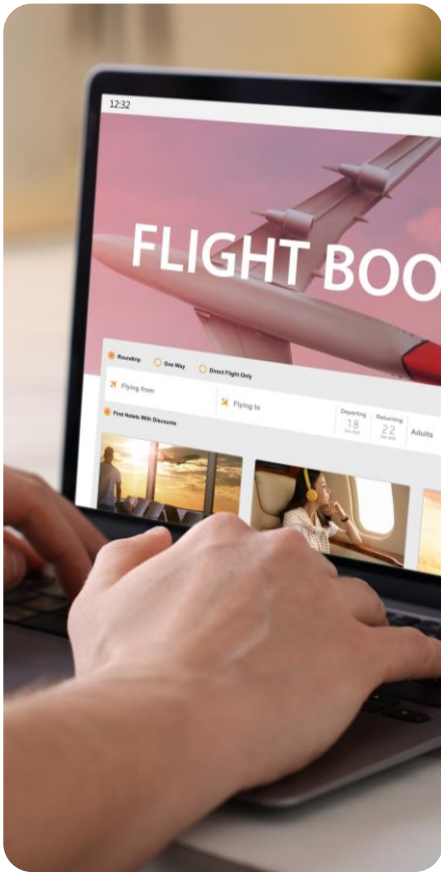
Base: Already Booked, Planning To Travel But Not Booked, Or Likely To Travel For Leisure Purposes: Summer (n=501)

UST7. How do you primarily plan to pay for your travel?

UST6. Now thinking about your leisure trips this summer, what is your estimated budget? Please take your accommodations, transportation, food & dining, activities & entertainment and any other factors into consideration.

## Spending Perceptions

A majority of summer travelers enjoy bargain hunting for travel deals, and more than half prepare for their trips by spending less on indulgences at home. Those aged 35-54 and those with kids in the household tend to be most savvy, searching for deals and enrolling in rewards programs, while those aged 55+ are more likely to stick to their original budget.



		18-34 n=140	35-54 n=178	55+ n=183	Kids n=178	No Kids n=313
I enjoy bargain hunting for deals on accommodations, flights & experiences	<b>71%</b>	72%	82%	60%	81%	67%
I spend less on indulgences at home to save money for my summer travel plans	<b>58%</b>	60%	63%	52%	58%	59%
I am willing to spend more than I initially budgeted for the vacation I want this summer	<b>45%</b>	47%	50%	37%	50%	44%
I am enrolled in travel reward programs to help plan and pay for my summer travel	<b>42%</b>	44%	54%	28%	46%	41%
I find it stressful to book my summer travel plans	<b>36%</b>	49%	40%	19%	42%	32%

Base: Already Booked, Planning To Travel But Not Booked, Or Likely To Travel For Leisure Purposes: Summer (n=501)  
UST8. How much do you agree with each of the following statements?

3

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Appendix



## Weighted and Unweighted Sample

The tables below present the distribution of respondents for the most recent wave on key variables before and after weighting.

Gender	Unweighted	Weighted
Male	500	493
Female	508	515

Age group	Unweighted	Weighted
18-34	241	311
35-54	328	300
55+	183	397

Region	Unweighted	Weighted
Northeast	190	177
Midwest	210	209
South	401	383
West	207	238

Household income	Unweighted	Weighted
<\$50k	463	491
\$50k – <\$100k	320	305
\$100k+	183	170

## Contact Us

For more information on this study, please contact our experts:



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