

## THE PULSE OF THE AMERICAN CONSUMER

## CATEGORY INSIGHTS: VACATION

CARAVAN<sup>®</sup>  
Omnibus Surveys

## THE STATE OF TRAVEL/VACATION

45%

of consumers are actively planning or thinking of planning a vacation

29%

of consumers will not be taking a vacation this year

26%

of consumers have already planned a vacation

## WHY ARE CONSUMERS NOT PLANNING TO TRAVEL?

49%

say it's too expensive to travel

41% indicated they have other financial priorities to focus

28%

do not want to travel during the pandemic

32% of Baby Boomers are concerned with traveling during the pandemic, making them the most concerned

15%

do not want to travel due to non-pandemic related world events

11%

do not have enough time off from work to do so

## WHERE ARE CONSUMERS GOING?

80%

within the US/Canada

77%

anywhere within the U.S.

57%

the South

40%

the West

20%

the Northeast

18%

the Midwest

31%

International

In the Caribbean the top 3 places to travel are the Bahamas (40%), Puerto Rico (25%), and Jamaica (23%)

In Europe the top 3 places to travel are France (33%), Italy (33%), and Spain (24%)

More than any other consumer groups, consumers making more than \$100K are planning to travel to any destination

## WHICH METHODS OF TRAVEL ARE CONSUMERS CHOOSING?



53%

airplane



51%

motor vehicle



9%

cruise



7%

train



5%

bus

62% of consumers who make more than \$100K are planning to travel by airplane

## HOW MUCH DO CONSUMERS PLAN TO SPEND ON VACATION?

27%

\$1,000 – \$1,999

23%

\$2,000 - \$3,999

21%

\$500 - \$999

13%

\$499 or less

8%

\$5,000 or more

Consumers making more than \$100K are more likely to spend at least \$2,000 while on vacation

## WHO WILL BE JOINING CONSUMERS ON THEIR NEXT VACATION?

Total  
\*net

Gen Z

Millennials

Gen X

Baby Boomers



58%

plan on having their spouse/significant other join them

62% 63% 58%

71% of consumers making more than \$100K all plan on taking their significant other on vacation



31%

plan to take their children on vacation



20%

plan on taking a group vacation with friends



12%

plan to take their parents on a vacation



11%

plan to join siblings on vacation



9%

plan on going to vacation by themselves

## WHAT TYPE OF ACCOMMODATION WILL CONSUMERS SELECT DURING THEIR NEXT VACATION?



59%

hotel/resort

59% 64%

66% of consumers who make more than \$100K prefer to stay at hotels



32%

family/friends residence

37%



11%

camping



20%

Airbnb/VRBO



9%

cruise

## CONSUMER PLANNING PREFERENCES

68%

are more likely to plan each aspect of their own vacation

61% 68% 82%

62%

prioritize warm weather

61%

prefer beaches and relaxation during vacation

57%

prefer vacation focused on relaxation

39%

prefer cities and sightseeing

32%

are more likely to book an all-inclusive vacation

## ALCOHOL CONSUMPTION ON VACATION

73%

say alcohol is not a major factor while vacationing

76% 82%

27%

say alcohol is major factor while vacationing

## FOOD ON VACATION

57%

love to travel and explore new and exciting food

43%

prefer to stick with foods they are familiar with

## VACATIONING WITH GROUPS

86%

of consumers prefer vacationing with small groups

81% 88% 95%

14%

of consumers prefer vacationing with large groups

## ONE OR MORE DESTINATIONS

54%

of consumers prefer to visit a single location

49% 57% 62%

46%

of consumers prefer to visit multiple locations

61%