

VACATION CONFIDENCE INDEX

ALLIANZ

May 2025



Methodology

These are the findings of an Ipsos poll conducted on behalf of Allianz.



For this survey, a sample of 2,005 Americans aged 18+ was interviewed from **April 14 to 15, 2025** via the Ipsos Online Omnibus.

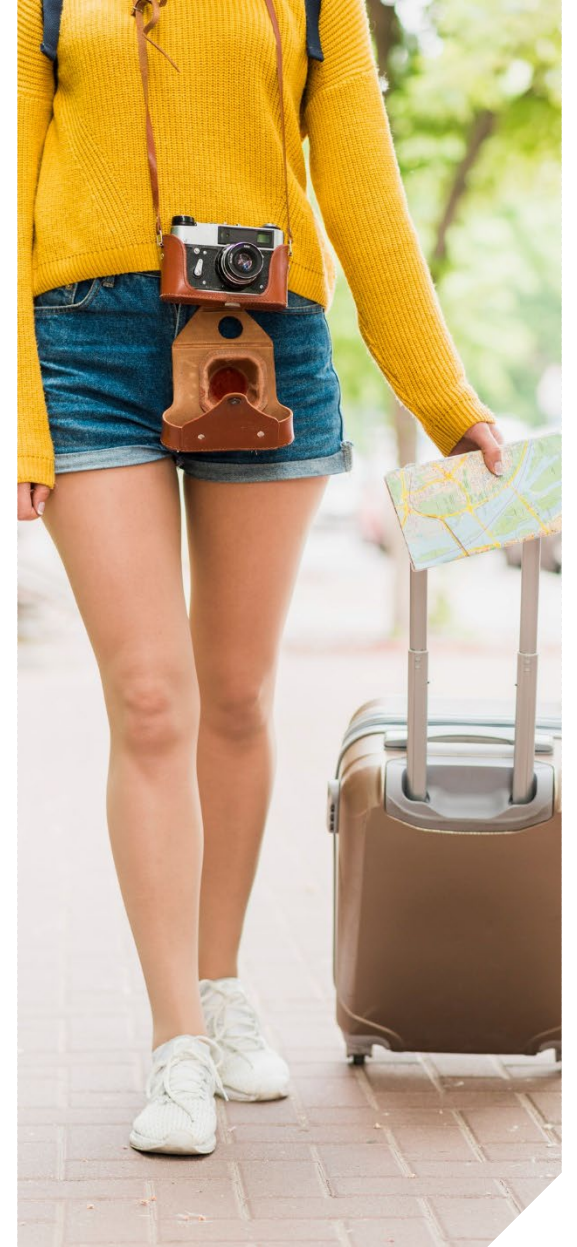
The precision of Ipsos online polls is measured using a credibility interval. In this case, the results are **accurate to within +/- 2.5 percentage points**, 19 times out of 20, of what the results would have been had all American adults been polled.

Quota sampling and weighting were employed in order to balance demographics and ensure that the sample's composition reflects that of the actual U.S. population, according to data from the U.S. Census Bureau.

Credibility intervals are wider among subsets of the population.

In the subgroup tables, significant differences between subgroups are denoted by stat testing letters where boxes with letters identify when one demographic group is statistically higher than the other.

While green arrows  in charts are used to identify statistically significant increases and red arrows  denote statistically significant decreases, relative to previous waves.



KEY FINDINGS & HEADLINES



A New Record, Again!

\$2867 Avg Spend

Up \$24 from 2024

Projected Spend (in Billions): \$226.6 (+2.6%)



Potential Media Stories

(1/2)

1

American summer travel set to soar: Setting new records

- Average spend is \$2867, up \$24 YoY
- Summer travelers confident they'll take a vacation at all-time high (63%, +1)
- Travel spend for summer vacations at all-time high (\$226.6B, + 2.6%)
- Importance of annual vacation remains high (75%)
- Younger Americans most likely to vacation this summer

2

Economic Concerns Keep Some Americans Closer to Home this Summer

- Budget constraints block summer getaways for some; 69% (+7) say it's about the money
- 74% of Americans who can't afford a vacation say they desperately need one
- 51% say they can't afford a vacation, yet 4 in 10 are confident they'll take one anyway
- Vacation deficit increases 2 points, with 17% of Americans saying an annual vacation is important to them, but they aren't confident they'll take one.

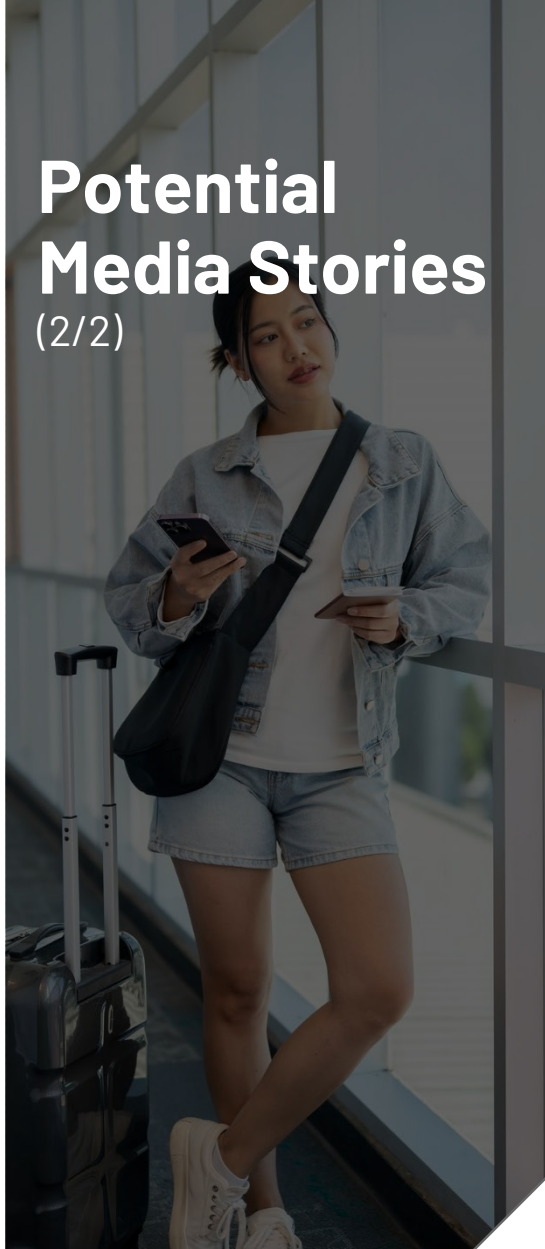
3

Shorter vacations, bigger splash: Microcations on the rise

- One third (34%, +4) of travelers opt for one or two-night vacations, with many adding leisure to business trips (33%, +9).
- Americans splurge for costlier one-night (\$700 per night, +\$106) and two-night (\$530 per night, +\$97) micro getaways this year

Potential Media Stories

(2/2)



4 Pop Culture Pulls: Travel for Major Events Surges by 5 Points This Year

- Significantly more Americans are traveling to a destination to attend a major pop culture event this year compared to last (29%, +5).
- Over half (53%, +1) are expected to participate in ticketed concerts or festivals this year.

5 Sharing Economy Usage Set to Rise this Summer

- Trust in sharing economy services holds at 65%, a significant rebound continuing from 2017 levels
- Intent to utilize these services hits a high; 57% plan to use them this summer (+4)
- Younger adults (78% among ages 18-34) and families with kids demonstrate greater readiness to embrace tech-driven travel solutions

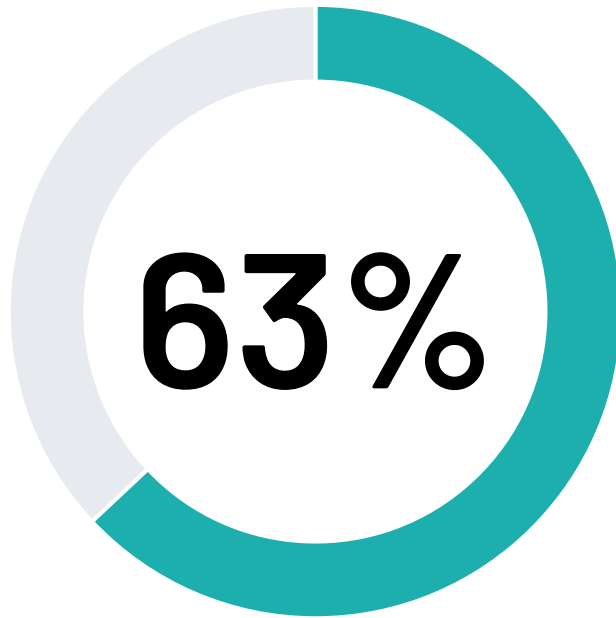
6 Luxury and Sustainability Lead: Americans Opt for High-End, Eco-friendly Travel

- More Americans are investing in luxury travel experiences this year (31%, +4), especially 18-34-year-olds (46%).
- 41% (+1) demonstrate a preference for sustainable travel options and suppliers.

DETAILED RESULTS

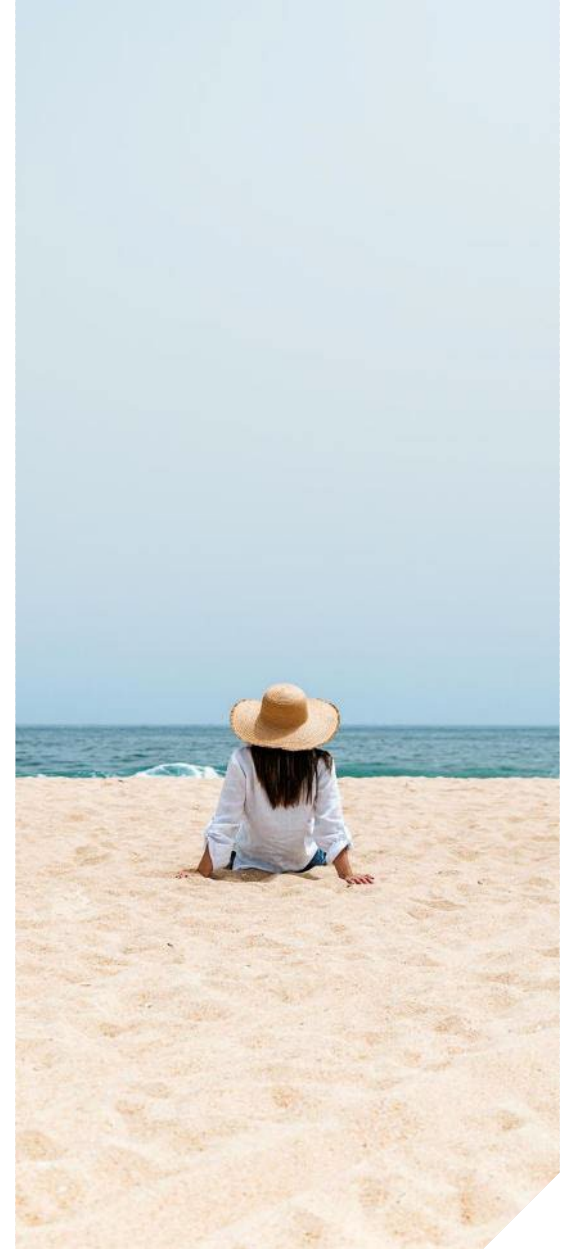


Confidence remains strong among Americans. Six in ten say that they'll take a summer vacation this year, up 1 point.



Confident will take summer vacation this year

Q1. How confident are you that you will take a summer vacation this year? Would you say...
Base: All respondents 2025 (n=2005)



Summer Vacation Confidence is at an All-Time High

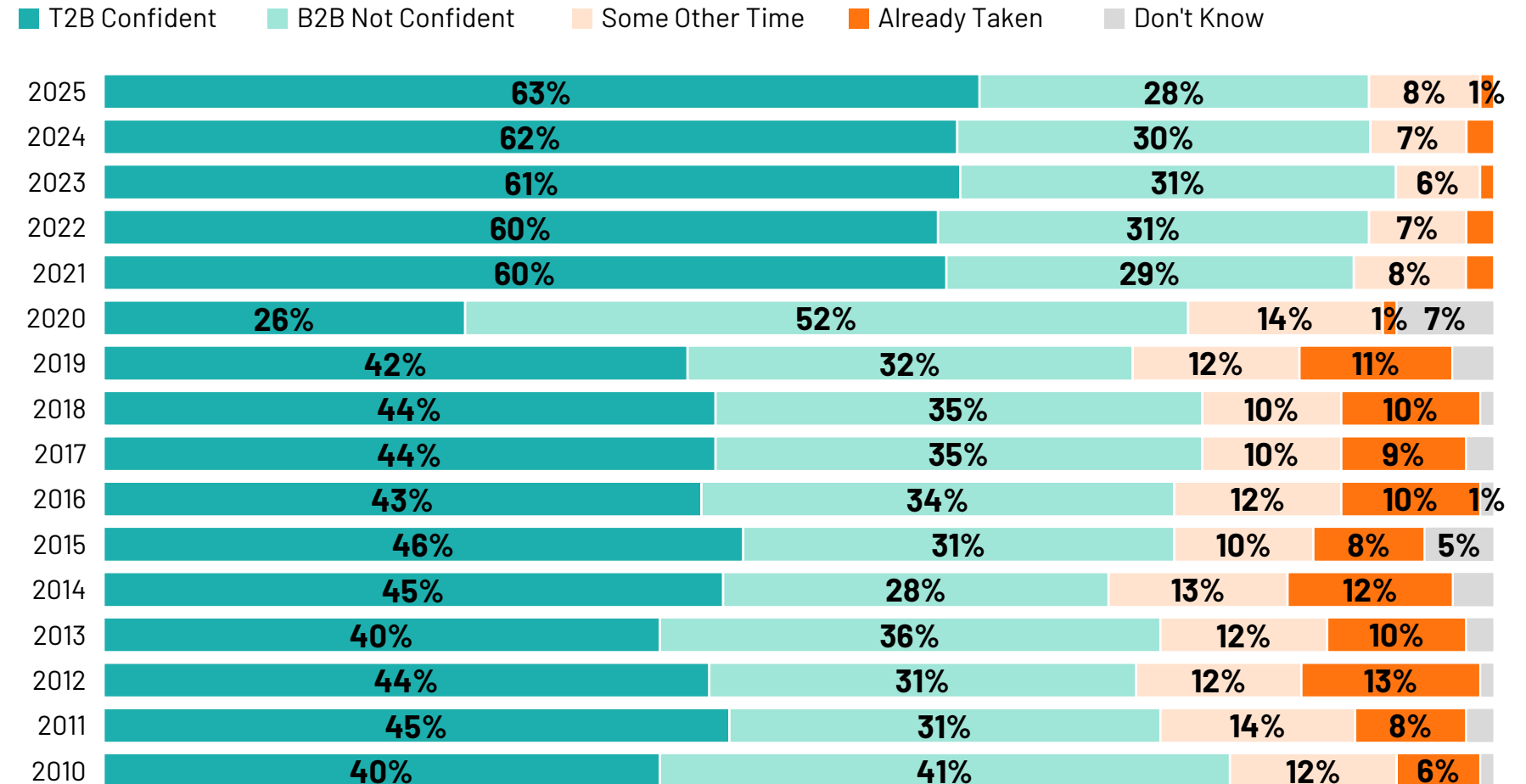
Six in ten Americans (63%) are optimistic about embarking on a summer vacation, maintaining a steady growth of one point each year since 2022, despite current economic challenges.

Q1. How confident are you that you will take a summer vacation this year? Would you say...

Base: All respondents 2025 (2005) 2024 (n=2010); 2023 (n=2005); 2022 (n=2011)

*Don't Know response option was removed starting in 2021.

Confidence in Taking Summer Vacation This Year



Data <3% not labelled

Younger Americans, Men, and Higher-Income More Confident

Those with higher incomes (76%), individuals with children at home (74%), those under the age of 55 (67%), and those who place importance on annual vacations (75%) show greater confidence. Men (68%) consistently demonstrate more certainty about taking summer vacations compared to women (59%).

Confidence in Taking Summer Vacation This Year (2025)



18-34

70%

vs. **64%** 35-54

vs. **57%** 55+



\$100K+

76%

64% \$50K-<\$100K

vs. **45%** <\$50K



Men

68% vs.
59% Women



Kids

74% among those who
have kids at home
vs. **58%**

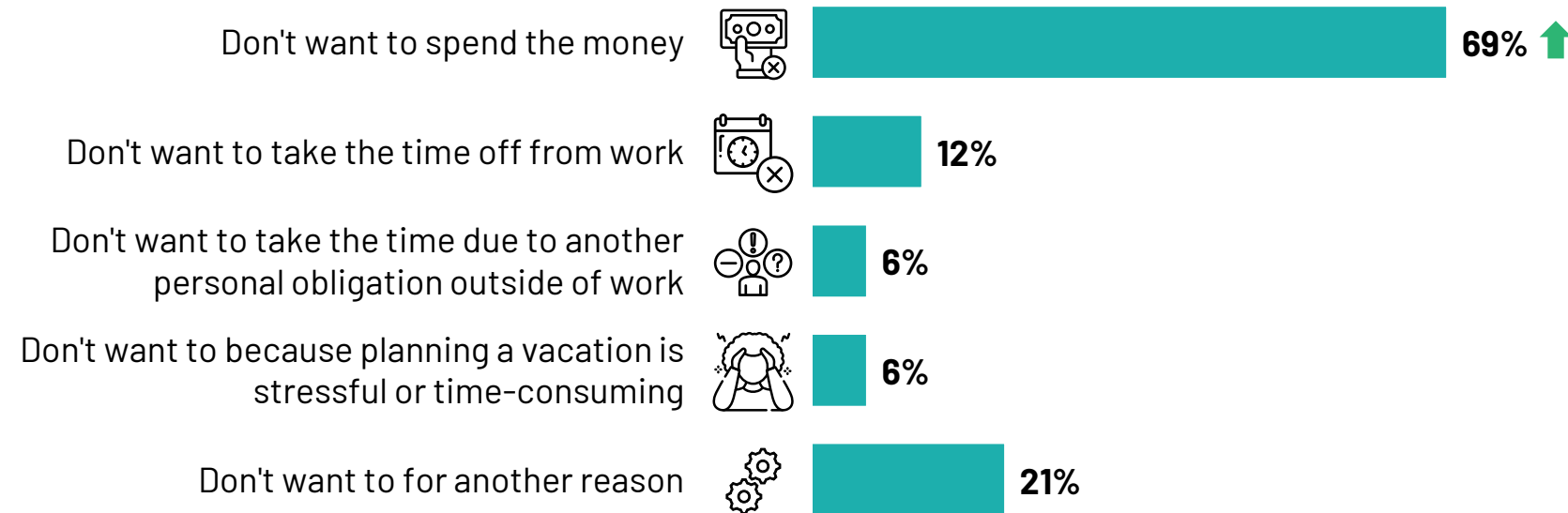
Q1. How confident are you that you will take a summer vacation this year? Would you say...

Base: All respondents 2025 (n=2005); 2024 (n=2010)

Financial limitations increasingly are the primary factor preventing some Americans from taking vacations

An increasing number of Americans who lack confidence in taking a summer vacation this year are opting out due to financial concerns, with 69% citing they either don't want to or can't afford the expense, a significant increase from 62% last year.

Reasons for Lacking Confidence in Taking Summer Vacation This Year



2024	2023	2022	2021
62%	57%	57%	38%
11%	13%	11%	11%
10%	7%	10%	12%
7%	7%	7%	8%
31%	34%	32%	44%

Q2. Why aren't you confident that you'll take a summer vacation this year?

Base: Respondents not confident they will take a summer vacation this year 2025 (561); 2024 (n=718); 2023 (n=724); 2021 (n=712)

Reasons for Not Taking a Summer Vacation By Key Demos

The hesitation to spend on vacations is notably more prevalent among younger Americans, with 75% of individuals under the age of 55 pointing to financial limitations as their primary reason for not going on a summer vacation. Conversely, those aged 55 are less impacted by finances.

Q2. Why aren't you confident that you'll take a summer vacation this year?

Base: Respondents not confident they will take a summer vacation this year; 2025 (n= 561)

Don't Want to Spend the Money
69%

75% 18-54

vs. **62%** 55+



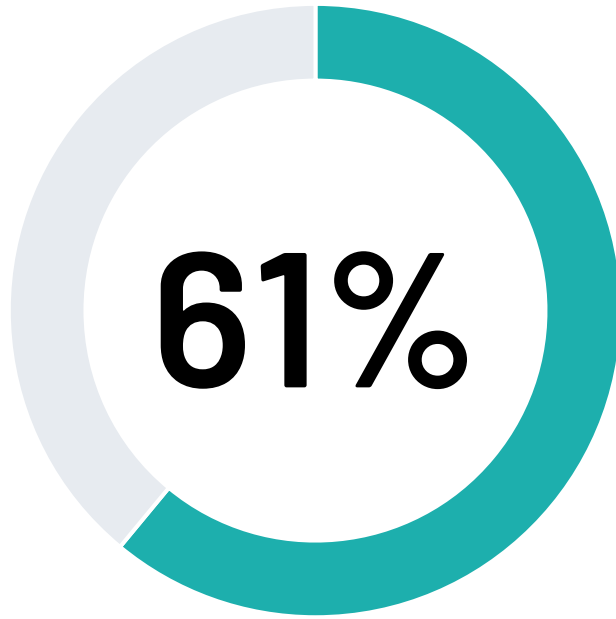
Some other Reason
21%

33% 55+

vs. **6%** 18-34
and **15%** 35-54

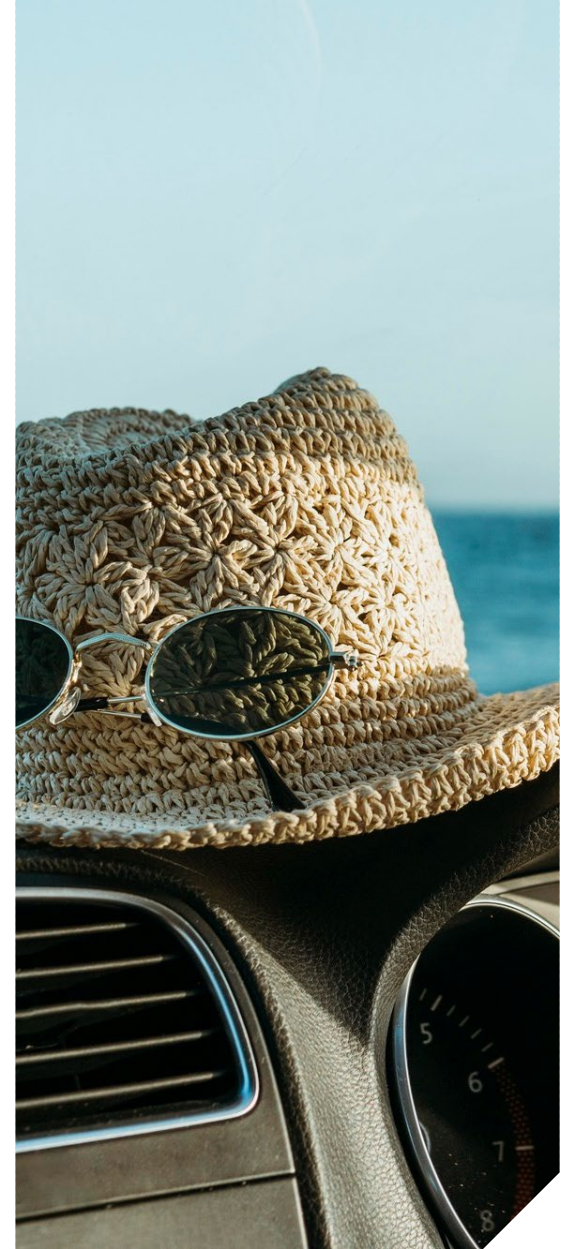


Six in ten (61%) of Americans indicate that they typically take an annual summer vacation, marking an increase of one point.



Typically Take A
Summer Vacation

Q3. Do you typically take an annual summer vacation of some kind?
Base: All respondents 2025 (n=2005)



The Summer Vacation Trend Continues

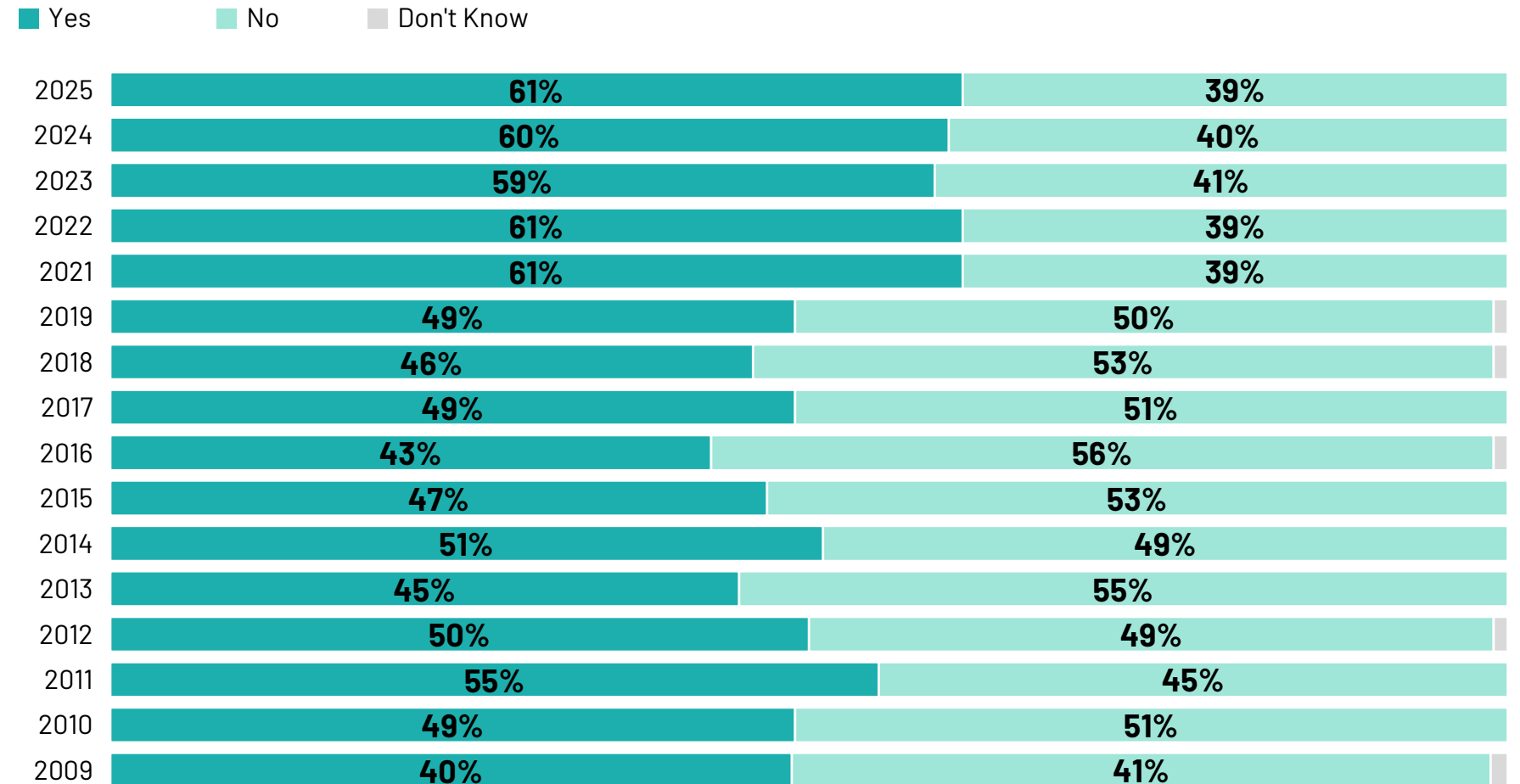
The trend of taking summer vacations remains stable among Americans, with 61% typically going on some form of vacation during the summer, marking an increase of one point.

Q3. Do you typically take an annual summer vacation of some kind?

Base: All respondents 2025 (n=2005); 2024 (n=2010); 2023 (n=2005); 2022 (n=2011)

*Don't Know response option was removed starting in 2021.

Typically Take Summer Vacation



Data <3% not labelled

Typically Take a Summer Vacation By Key Demos

Typically, those with a college degree, men, earning 100K+ or more and those who think taking an annual vacation is important are likely to take summer vacation.

Typically Take Summer Vacation (2024)



Education

70% College degree
vs. **50%** No College degree



35-54

66%
vs. **62%** 18-34
vs. **56%** 55+



\$100K+

75%
and **62%** \$50-<\$100K
vs. **44%** <\$50K

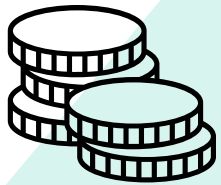


Men

65%
vs. **55%** Women

Q3. Do you typically take an annual summer vacation of some kind?
Base: All respondents 2025 (n=2005); 2024 (n=2010)

Americans are projected to increase their spending on summer vacations by 2.26% this year, indicating a continuous rise in travel budget allocations.



\$226.6B

Expected Spending on Summer Vacations, 2025

Q4. How much do you anticipate spending on vacation this summer?

Base: Respondents confident they will take a summer vacation this year 2025 (n=2005)

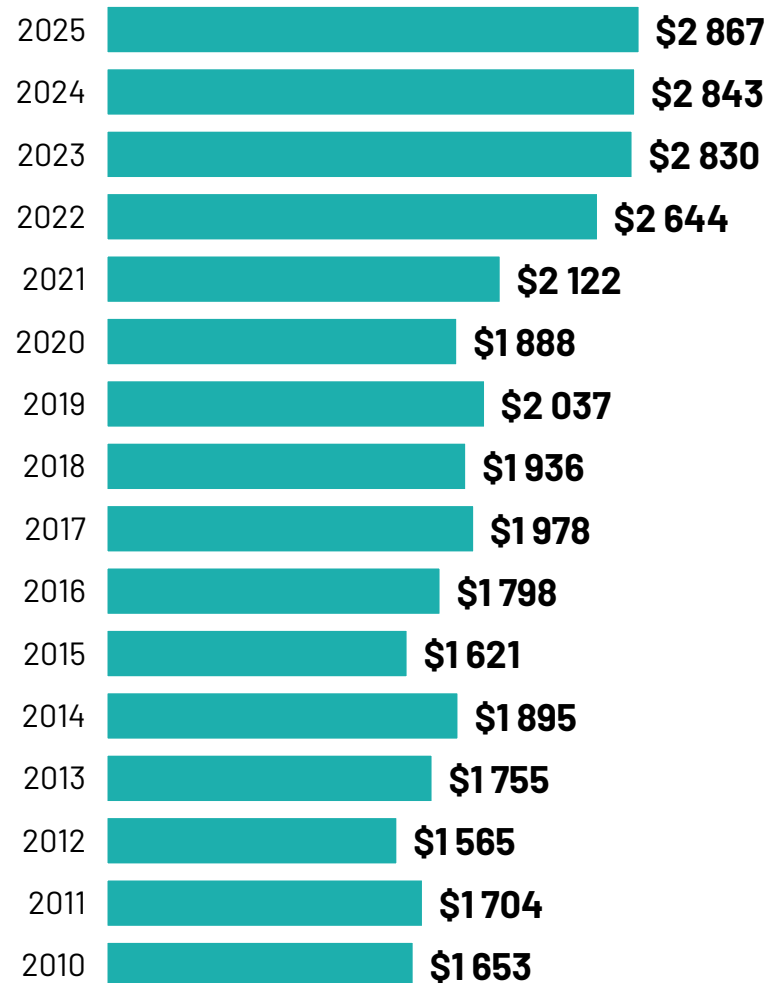


Steady Growth in Anticipated Spending on Summer

The upward trend in average anticipated spending per household remains robust. In 2025, this amount is expected to reach \$2,867, marking a modest rise from \$2,843 in 2024. Overall spend is projected to rise to 2.6 percent.

Q4. How much do you anticipate spending on vacation this summer?
Base: Respondents confident they will take a summer vacation this year 2025 (n=2005); 2024 (n=2010)

Average Anticipated Spend on This Summer Vacation



\$100K+

\$3421 and **\$2756** \$50k-
<\$100k vs. **\$1820** <\$50K

Anticipated Spend...

63% likely to vacation X
\$2867 spend on average
X 127,482,865 households
= \$226.6 Billion

\$226.6 Billion Estimated Spend in 2025

Up from \$221.6 Billion in 2024
up from \$214.1 Billion in 2023
Up from \$194.1 Billion in 2022
Up from \$153.7 Billion in 2021
Up from \$59.3 Billion in 2020
Up from \$101.7 Billion in 2019

Vacations Increase in Last Three Months

One third (34%) have not taken a vacation in the past year, marking a 3-point decrease from last year and representing the lowest percentage recorded since the inception of this study. Significantly more Americans have taken a vacation in the past 3 months this year compared to last (25%, up 3-pts).

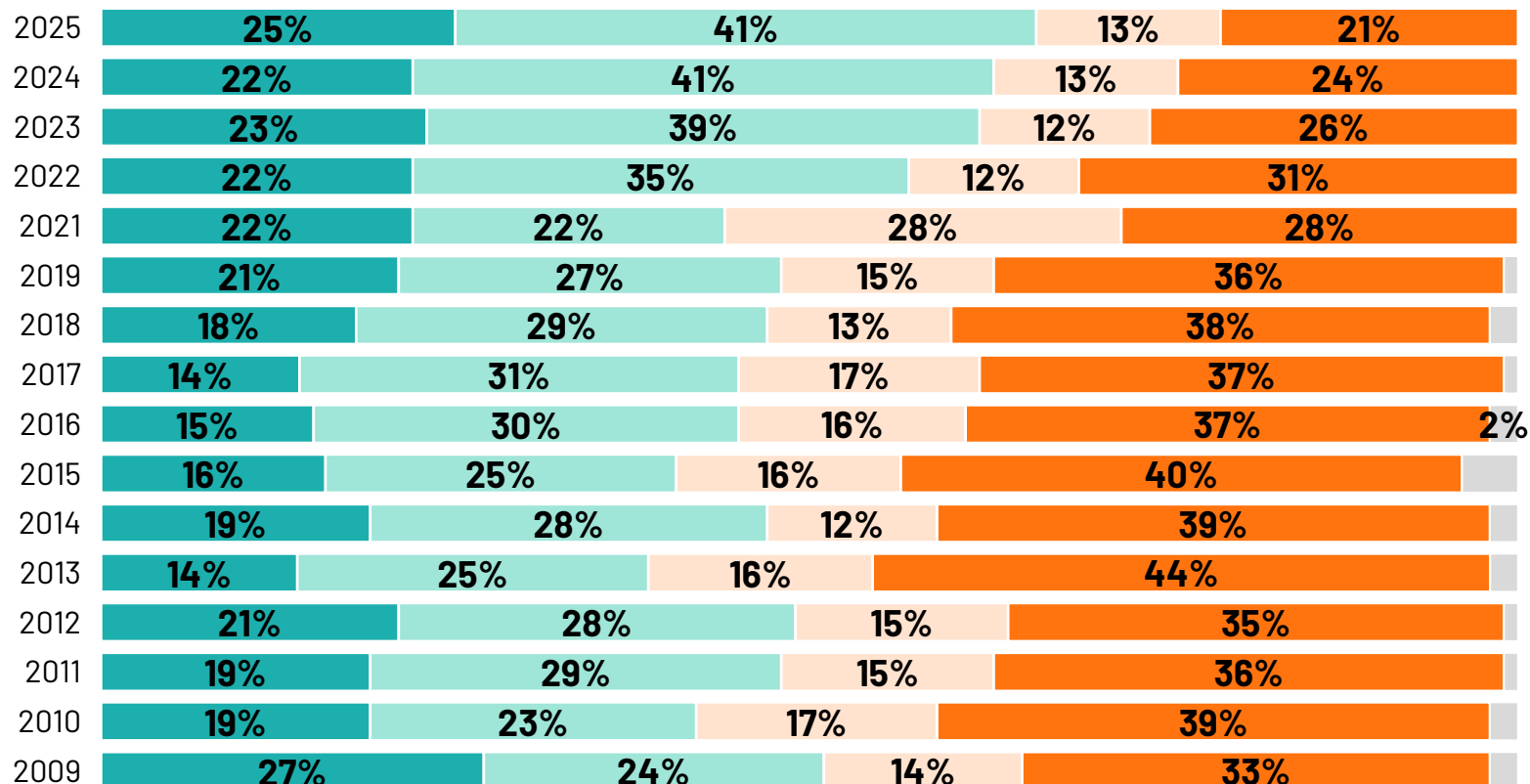
Q5. When was the last time you took a vacation? For the purposes of this question, vacation is defined as leisure travel of at least a week to a destination at least 100 miles from your home. Was it ...

Base: All respondents 2025 (n=2005); 2024 (n=2010); 2004 (n=2010); 2023 (n=2005); 2022 (n=2011)

Last Time Took Vacation

■ Past 3 Months ■ 4 To 12 Months Ago ■ More Than A Year Ago ■ More Than 2 Years Ago ■ Don't Know

Past 3 months: 25% +3 pts vs. 2024 ↑



Data <3% not labelled

Most Recent Vacation By Key Demos

Younger groups are significantly more likely than older groups to have vacation in the last 3 months, especially those aged 18-34 (29%), as are those with kids living at home (31%). Those earning less than 50k a year are significantly more likely than higher earners to have gone on their last vacation more than a year ago (56%), as are women (37%) compared to men (31%).

Last Time Took Vacation

Past 3 Months: 25%



18-34

29%

vs. **26%** 35-54

vs. **20%** 55+



Kids

31% among those who
have kids at home

vs. **22%**

1+ Year: 34%



Under \$50K

56%

and **33%** \$50-<\$100K

vs. **18%** <\$100K



Women

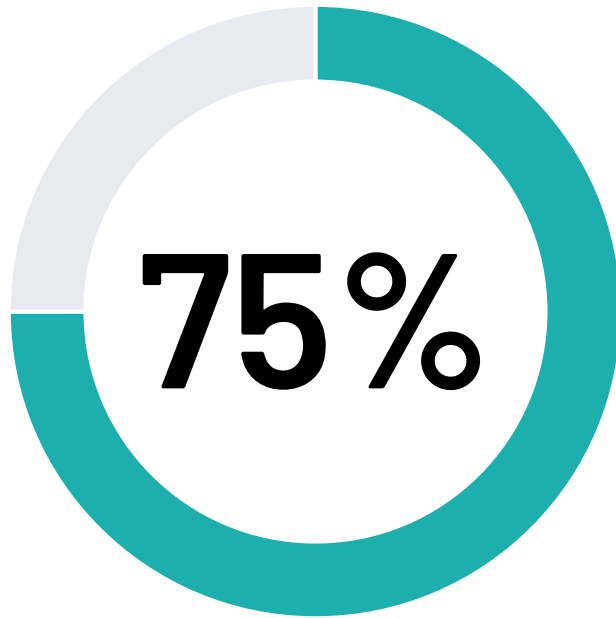
37%

vs. **31%** Men

Q5. When was the last time you took a vacation? For the purposes of this question, vacation is defined as leisure travel of at least a week to a destination at least 100 miles from your home. Was it ...

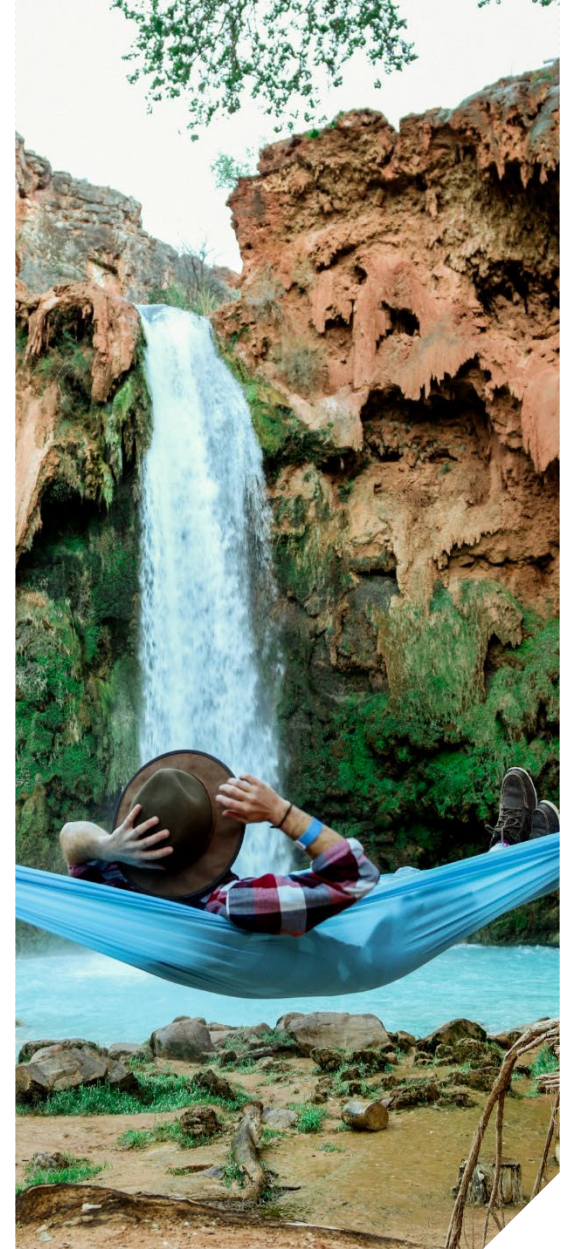
Base: All respondents 2025 (n=2005); 2024 (n=2010)

Americans are still prioritizing vacations: three quarters say taking a summer vacation is important.



Annual Vacations
Are Important

Q6. How important is an annual vacation to you? Again, for the purposes of this question, vacation is defined as leisure travel of at least a week to a destination at least 100 miles from your home. Is taking an annual vacation ...
Base: All respondents 2025 (n=2005)



Vacations matter: 75% of Americans prioritize annual time away

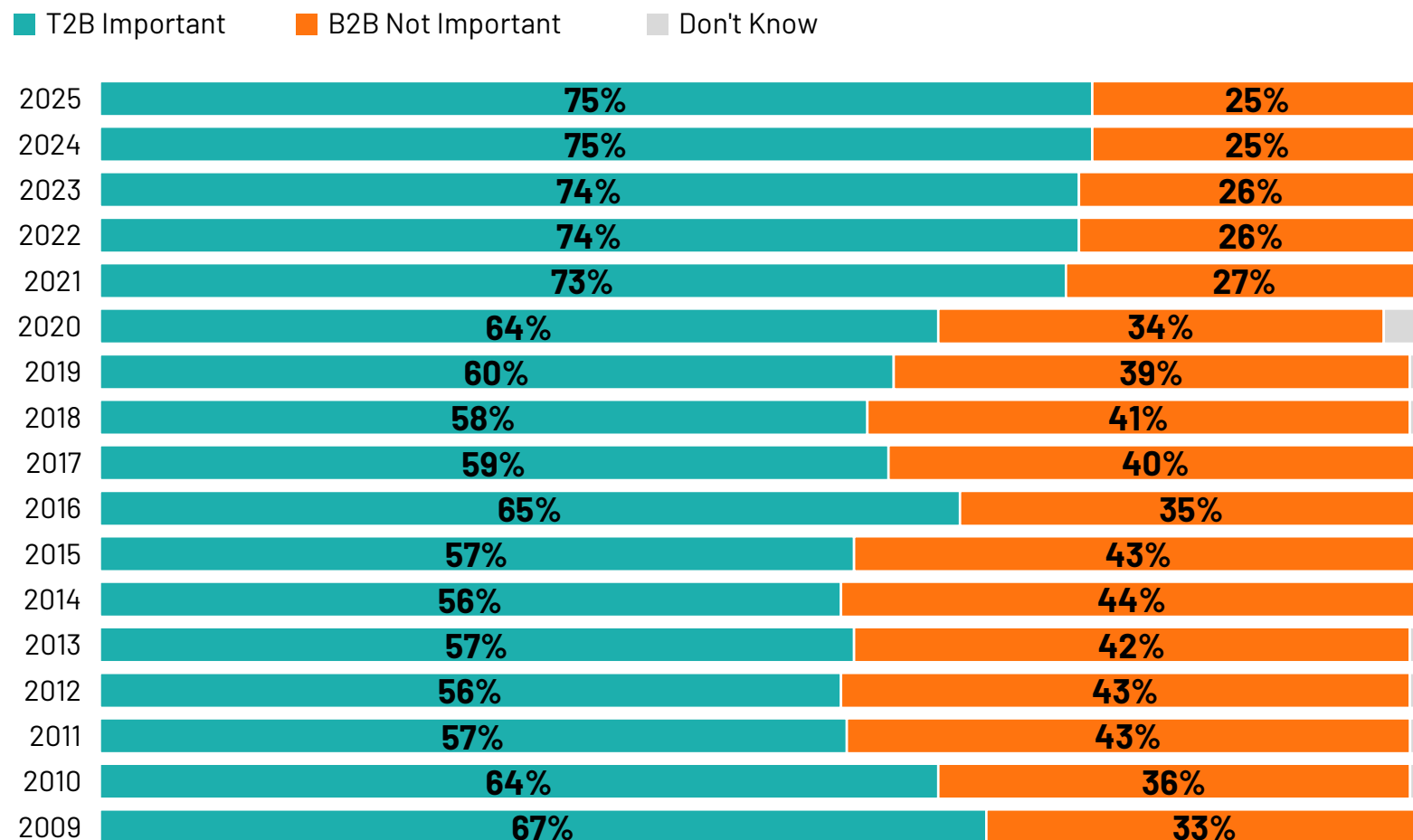
Annual vacations are a priority for a significant majority of Americans, with 75% considering them important regardless of their ability to take vacations.

Q6. How important is an annual vacation to you? Again, for the purposes of this question, vacation is defined as leisure travel of at least a week to a destination at least 100 miles from your home. Is taking an annual vacation ...

Base: All respondents 2025 (n=2005); 2024 (n=2010); 2023 (n=2005); 2022 (n=2011)

*Don't Know response option was removed starting in 2021.

Importance of Annual Vacation



Data <3% not labelled

Importance of Annual Vacation By Key Demos

The importance of annual vacations is significantly higher for Americans under 55 years of age as well as amongst higher-income earners.

Annual Vacation Important



Under 55

81% 18-54
vs. **66%** 55+



Kids

87% among those who have
kids at home vs. **70%**



\$100K+

85% \$100K+,
75% \$50K-<\$100K
vs. **64%** <\$50K

Q6. How important is an annual vacation to you? Again, for the purposes of this question, vacation is defined as leisure travel of at least a week to a destination at least 100 miles from your home. Is taking an annual vacation ...

Base: All respondents 2025 (n=2005)

Two Thirds are Confident They Will Take a Vacation in 2025

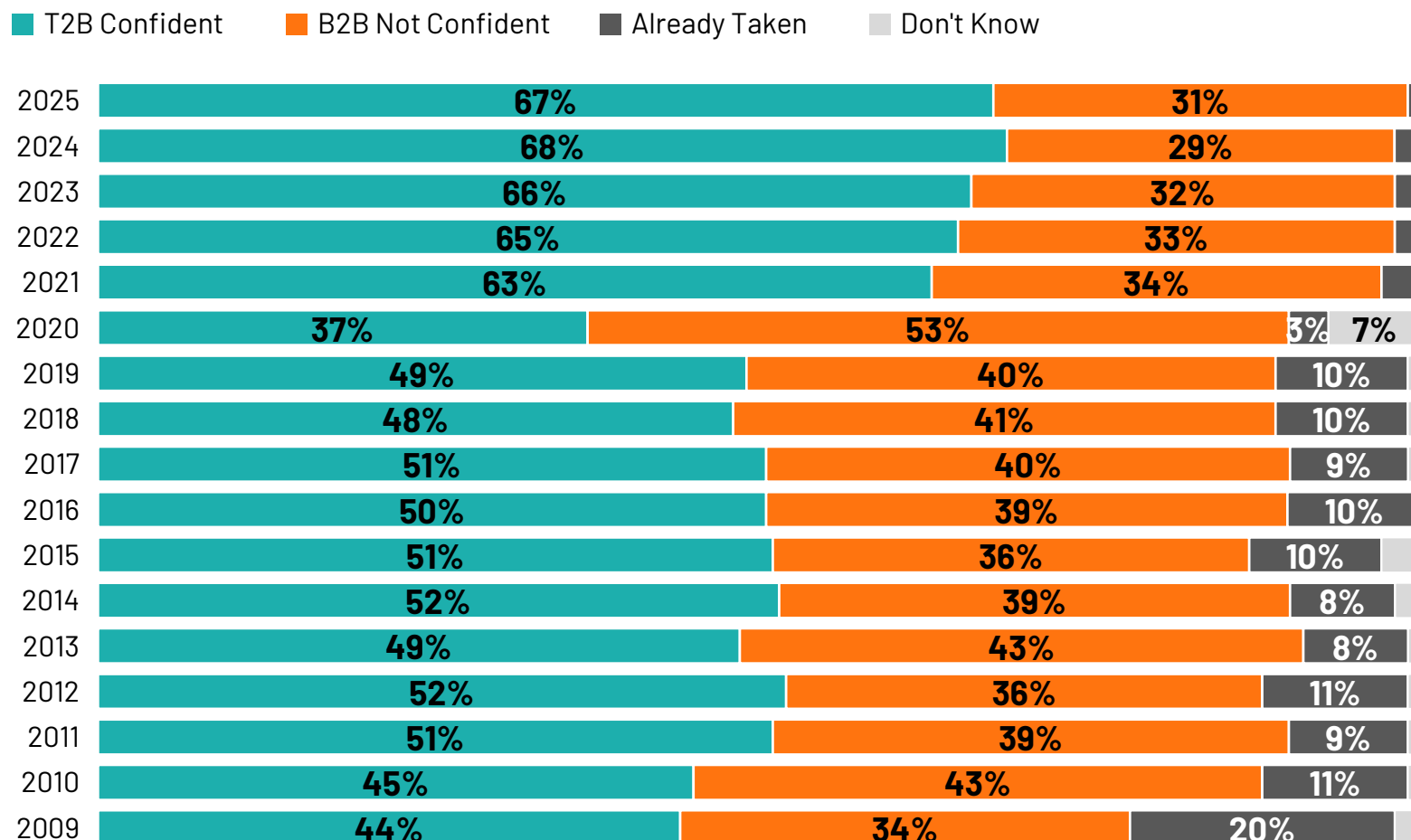
While confident in taking a vacation at some point in 2025 is down 1 point this year, confidence remains high at 67%. Four in 10 are very confident they will take a vacay this year.

Q7. How confident are you that you'll take a vacation in 2024? Would you say...

Base: All respondents 2025 (n=2005); 2024 (n=2010); 2023 (n=2005); 2022 (n=2011)

*Don't Know response option was removed starting in 2021.

Confidence in Taking Vacation Sometime in 2025



Data <3% not labelled

Confidence in 2025 Vacation By Key Demos

Confidence is highest amongst those under 55, especially 18-34 years (72%) compared to those aged 55 and older (62%). Families with children at home are significantly more likely than those without to be confidence in a vacation this year (79% vs. 62%). Those with higher incomes (\$100K+) exhibit significantly more confidence (79%) compared to those with lower incomes (50% for under \$50K).

Confidence in Taking Vacation Sometime in 2024: 68%



Under 55

72% (18-34), **69%** (35-54)

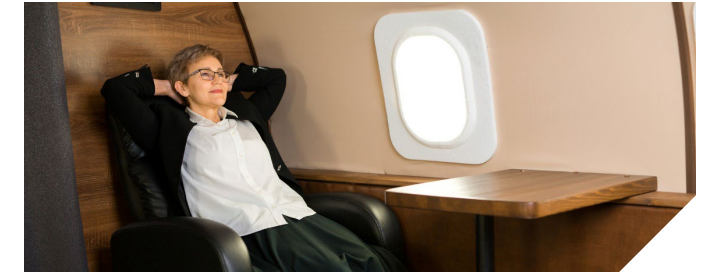
vs.

62% 55+



Kids

79% among those who have kids at home vs. **62%**



\$100K+

79%

and **69%** \$50K-<\$100K
vs **50%** Under \$50K

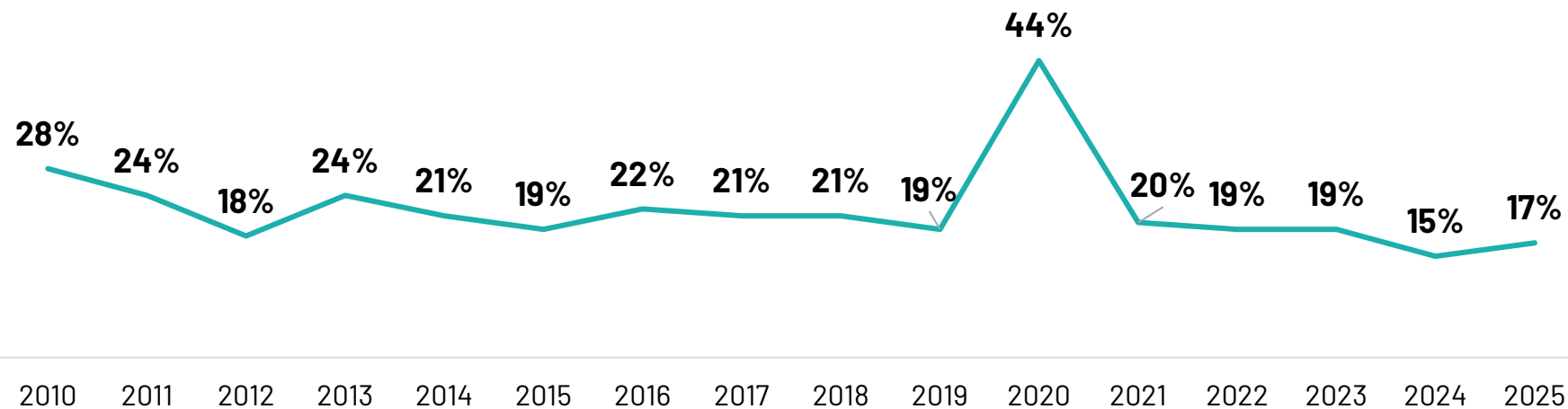
Q7. How confident are you that you'll take a vacation in 2024? Would you say...

Base: All respondents 2025 (n=2005)

Vacation Deficit

While vacation deficit has increased 2 points this year to 17%, confidence in summer vacations and annual vacations remains high.

Vacation deficit means that they think taking vacations is important but are not confident they'll take one this year.



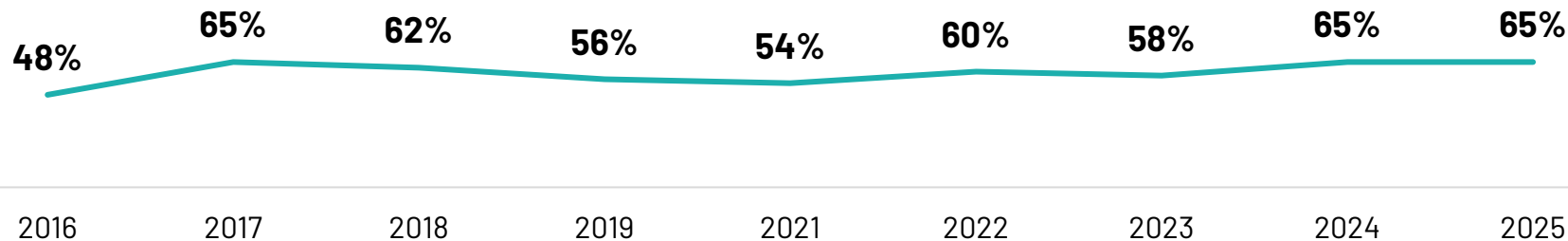
Q7. How confident are you that you'll take a vacation in 2024? Would you say...(Bottom 2 Box Not Confident)
Base: Respondents who say vacation is important to them 2025 (n=2005); 2024 (n=2010); 2023 (n=1402); 2022 (n=1407)



Trust in sharing economy services in 2025 (65%) is on par with last year and comparable to the levels observed in 2017, showing a significant rebound in the trust of these services.



65% Very + Somewhat Trustworthy



Q8. To what extent do you trust "sharing economy" services such as Airbnb, VRBO, Uber, Lyft, etc.? Would you say you find them...
Base: All respondents (n=2005)



Younger and Higer-Income Travelers are More Trusting, as are those with Kids

Trust in sharing economy services is notably higher among younger adults aged 18-54, ranging from 71-78%. Additionally, trust is correlated with income levels, where individuals earning \$100K+ demonstrate a 69% trust level. Trust is also higher among those with children at home, showing 78% trust compared to 59% among those without children.

Trust In Sharing Economy Services (2024)



18-34

78%

71% (35-54) vs. **49%** 55+



Kids

78% among those who have kids at home vs. **59%**



\$100K+

69%

and **66%** \$50K-<\$100K vs **57%** Under \$50K

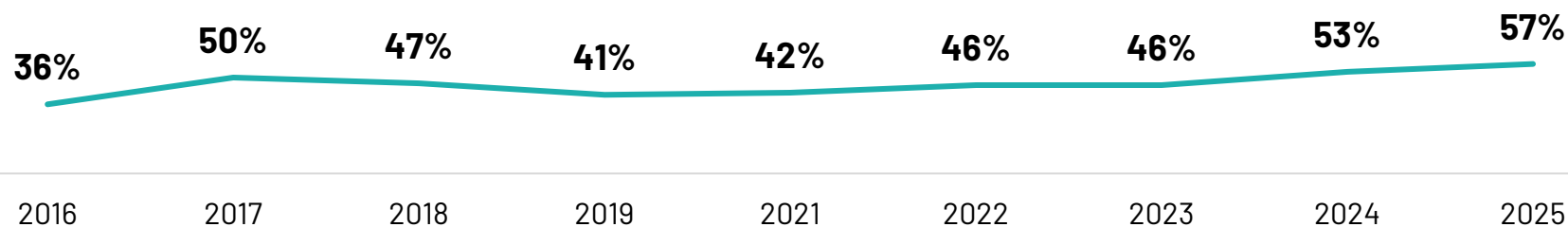
Q8. To what extent do you trust "sharing economy" services such as Airbnb, VRBO, Uber, Lyft, etc.? Would you say you find them...

Base: All respondents (n=2005)

As trust solidifies, usage follows suit, with a historically high number of Americans expected to utilize sharing-economy services this summer, marking a significant increase from last year's 53%.



57% Likely to Use Sharing Economy Services



Q9. How likely are you to use a "sharing economy" service like Airbnb, VRBO, Uber, Lyft, etc. during your summer vacation this year?
Base: All respondents (n=2005)



Younger Adults Lead the Charge on Sharing Economy Usage

Younger demographics (18-34) exhibit the highest likelihood of using sharing economy services (78%). This aligns with the general trend of younger generations being more comfortable with and adaptable to technology-driven services. Those with children at home, who also shower higher trust, are more likely than those without to use these services (75% vs. 49%).

Likelihood To Use Sharing Economy Services (2025)



18-34

78%

64% (35-54) vs. **34%** 55+



Kids

75% among those who have kids at home vs. **49%**



\$100K+

61%

and **58%** \$50K-<\$100K vs **50%** Under \$50K

Q9. How likely are you to use a "sharing economy" service like Airbnb, VRBO, Uber, Lyft, etc. during your summer vacation this year?

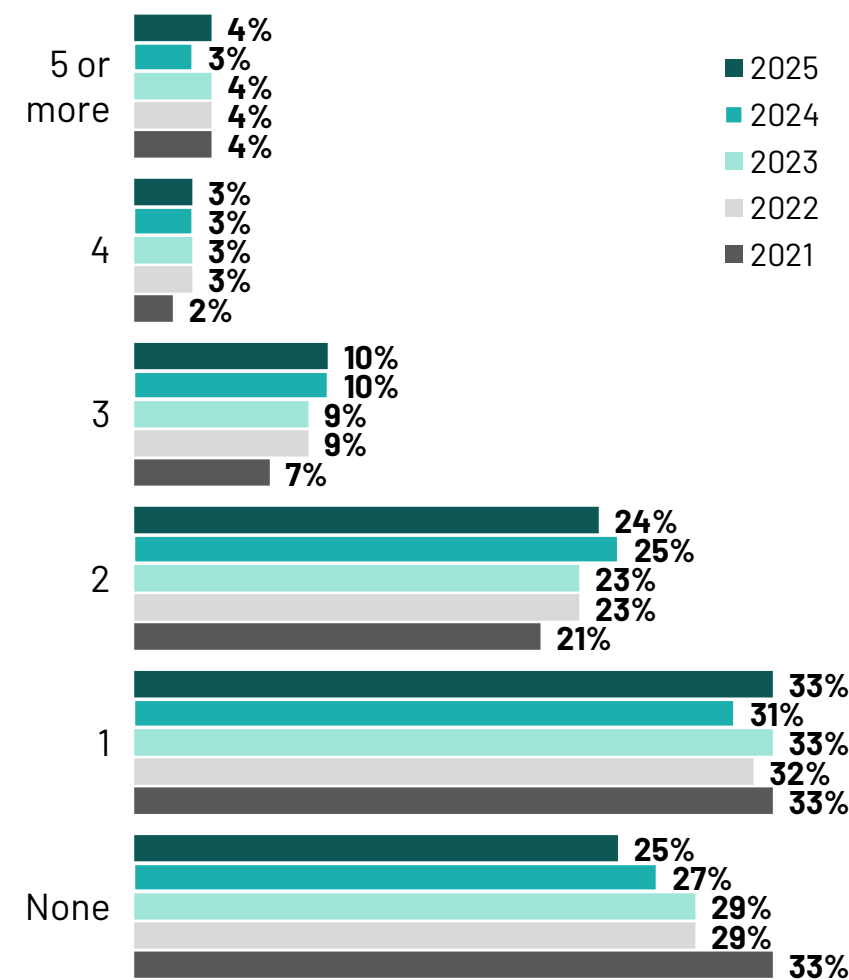
Base: All respondents (n=2005)

Likelihood of Taking Trips on Par with Last Year

The most common summer travel pattern continues to be taking either one or two overnight leisure trips. Fifteen (15%) percent of those who make more than 100K a year will take at least 3 trips away this summer.

Q10_1. Between now and September, how many overnight trips do you intend to take for leisure/vacation that are at least 100 miles away from home?
Base: All respondents 2025 (n=2005); 2025 (n=2005); 2024 (n=2010); 2023 (n=2005); 2022 (n=2011); 2021 (n=2009)

Number of Overnight Trips Expected To Take This Summer



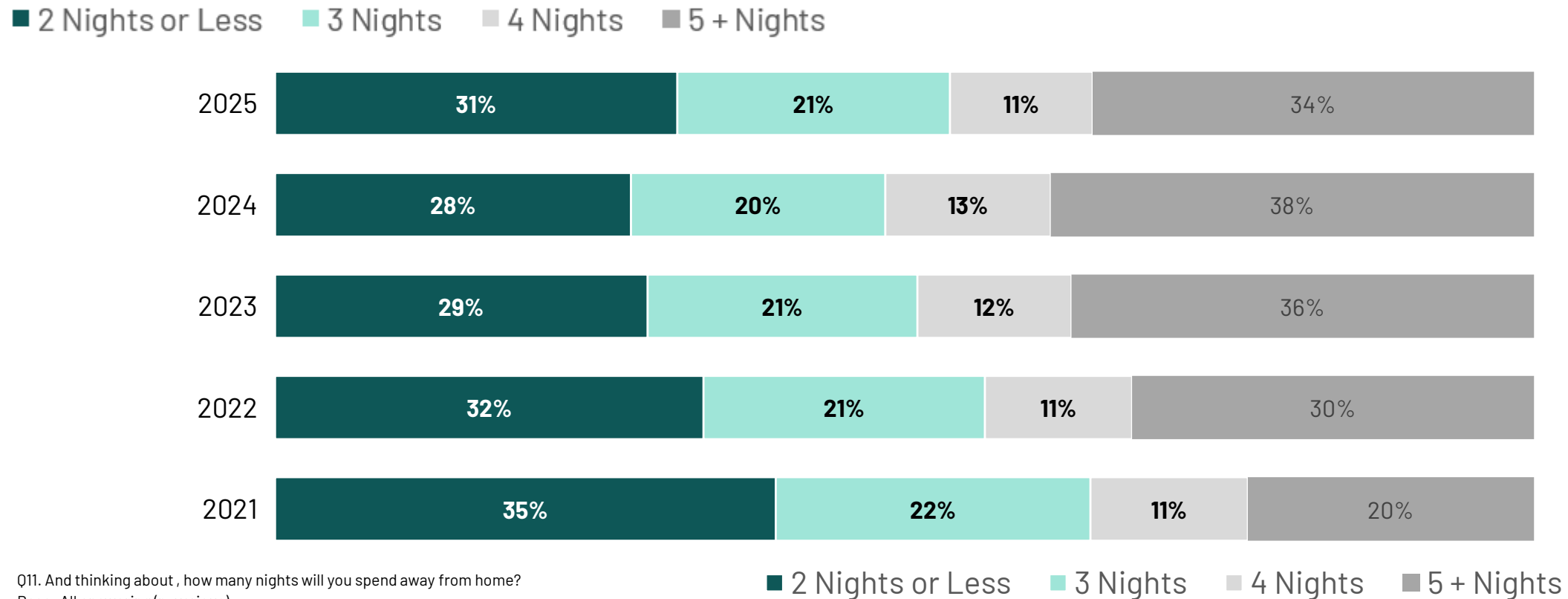
Overnight Trips By Income Levels			
No. of trips	Under \$50K	\$50K- <\$100K	\$100K+
	G	H	I
0	42% HI	22% I	14%
1	32%	35% G	30%
2	16%	26% G	29% G
3	5%	10% G	15% GH
4	1%	3%	4% GH
5	2%	4%	7%GH



On the whole, vacations are getting shorter

In the aggregate, Americans are increasingly likely to take one- or two-night trips (31%, +3), while fewer are taking vacations lasting more than 5 nights (34%, -4) compared to last year.

Total Number of Nights



Microcations are back in style!

This year, 34% (+4) of Americans are taking vacations of 2 nights or less on their first trip. The average number of nights per trip is decreasing, heading back towards 4 nights. Microcations are back in style!

Length Of Trips

■ 2 Nights Or Less

■ 3 Or 4 Nights

■ 5 To 7 Nights

■ More Than One Week

Trip #1 (n=1503)

34%

31%

25%

9%

Trip #2 (n=846)

31%

30%

26%

11%

Trip #3 (n=356)

22%

37%

22%

13%

Trip #4 (n=146)

27%

28%

23%

13%

Trip #5 (n=90)

30%

28%

20%

9%

Avg # of nights

2025

2024

2023

2022

2021

4.2

4.6

4.5

4.3

4.1

4.5

4.4

4.5

4.2

4.0

4.4

4.7

4.6

4.3

4.0

4.1

4.2

4.0

4.0

3.6

3.5

5.0

3.6

4.1

3.5

Q11. And thinking about , how many nights will you spend away from home (per trip)?

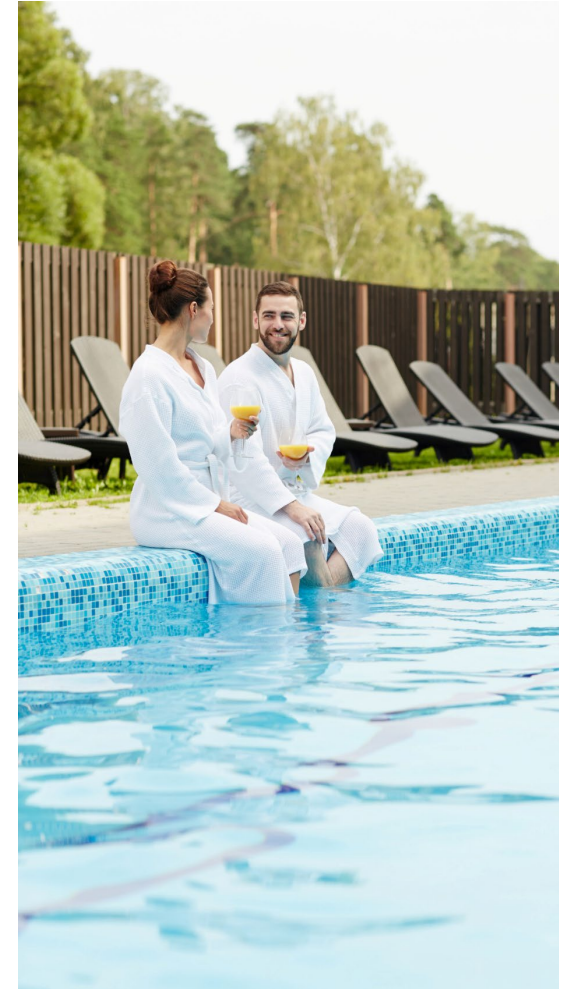
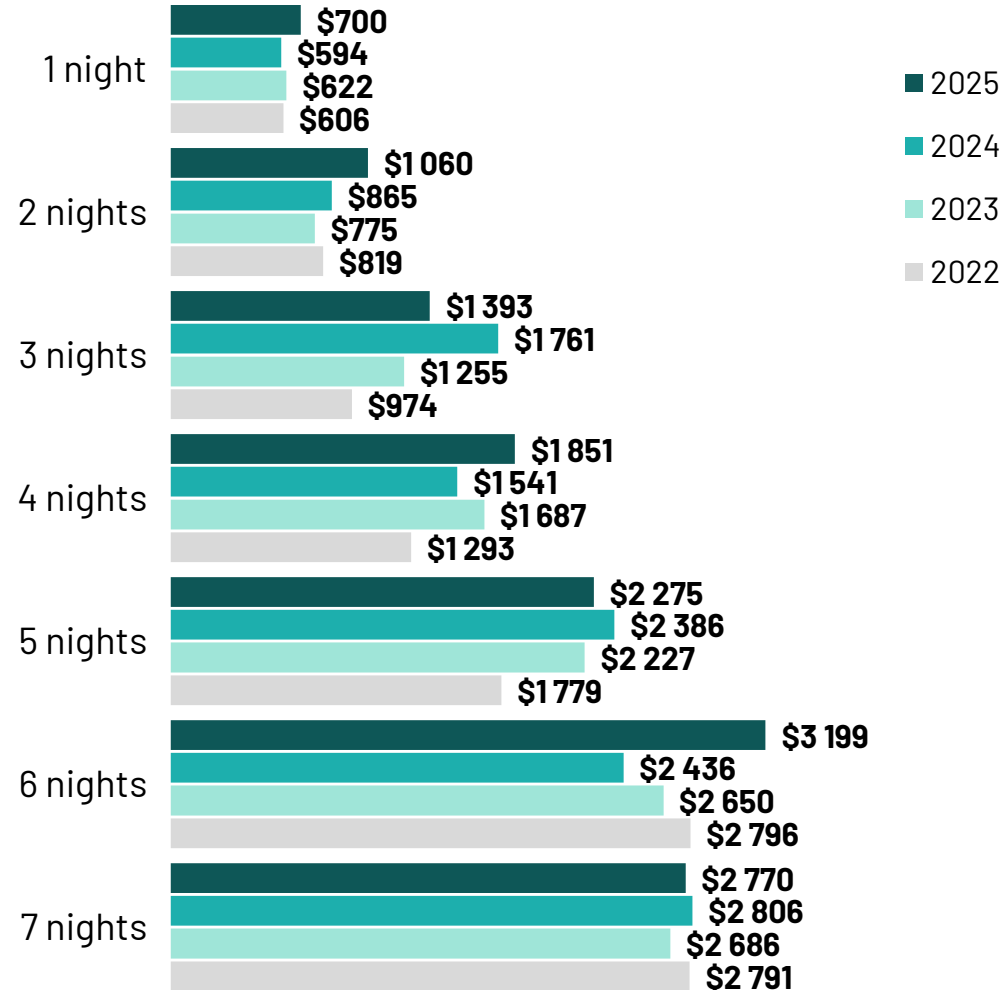
Base: All answering (n=various)

Americans splurge on their shorter vacations

The amount spent on 1 and 2-night trips has grown significantly this year.

Q12_NEW. Thinking about your next overnight trip for leisure/vacation that is for [insert # of nights from trip #1 in Q11] nights, how much do you anticipate spending on this trip?
Base: All respondents (n=varies based on # of nights spent)

Avg. Spending Per Night By Number Of Nights



Splurging vs. Value: Average Spend per Night

One-night splurges are the costliest while the best value is found at the 1-week mark.

Q12_NEW. Thinking about your next overnight trip for leisure/vacation that is for [insert # of nights from trip #1 in Q11] nights, how much do you anticipate spending on this trip?
Base: All respondents (n=varies based on # of nights spent)

Avg. Spending Per Night By Number Of Nights

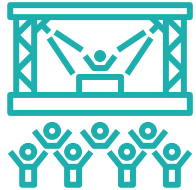
No. of nights	Average spend per night			
	2025	2024	2023	2022
1 night	\$700	\$594	\$622	\$606
2 nights	\$530	\$433	\$388	\$410
3 nights	\$464	\$587	\$418	\$325
4 nights	\$463	\$385	\$422	\$323
5 nights	\$455	\$478	\$445	\$356
6 nights	\$533	\$406	\$442	\$466
7 nights	\$396	\$401	\$384	\$399



Concerts, Festival, and the Arts leads the Charge on Ticketed Experiences

Over half (53%, +1) are expected to participate in ticketed concerts or festivals this year, with 43% showing a predisposition towards attending sporting events. Additionally, 41% (+1) demonstrate a preference for sustainable travel options and suppliers. Significantly more Americans are traveling to a destination to attend a major pop culture event this year compared to last (29%, +5).

Travel & Entertainment



53% ⁺¹

Attend a ticketed concert or festival, performing arts event, etc.



43%

Attend a ticketed sporting event



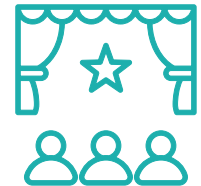
41% ⁺¹

Prioritize sustainable travel options and suppliers



29% ⁺³

Take a cruise, riverboat or expedition voyage



29% ⁺⁵

Travel to a destination to attend a major pop culture event

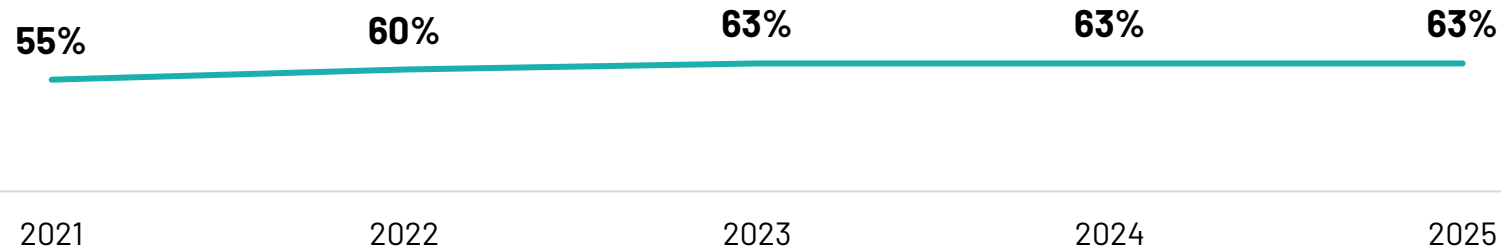
Q13. By the end of the year how likely are you to do the following?

Base: All respondents 2025 (n=2005)

The proportion planning to attend a concert or ticketed event continues to hold at 63% this year.



63% Plan to attend 1+ concerts or ticketed events in 2025



Q14. How many ticketed concerts, festivals or events do you think you'll attend by the end of the year?
Base: All respondents 2025 (n=2005); 2024 (n=2010); 2023 (n=2005); 2022 (n=2011); 2021 (n=2009)



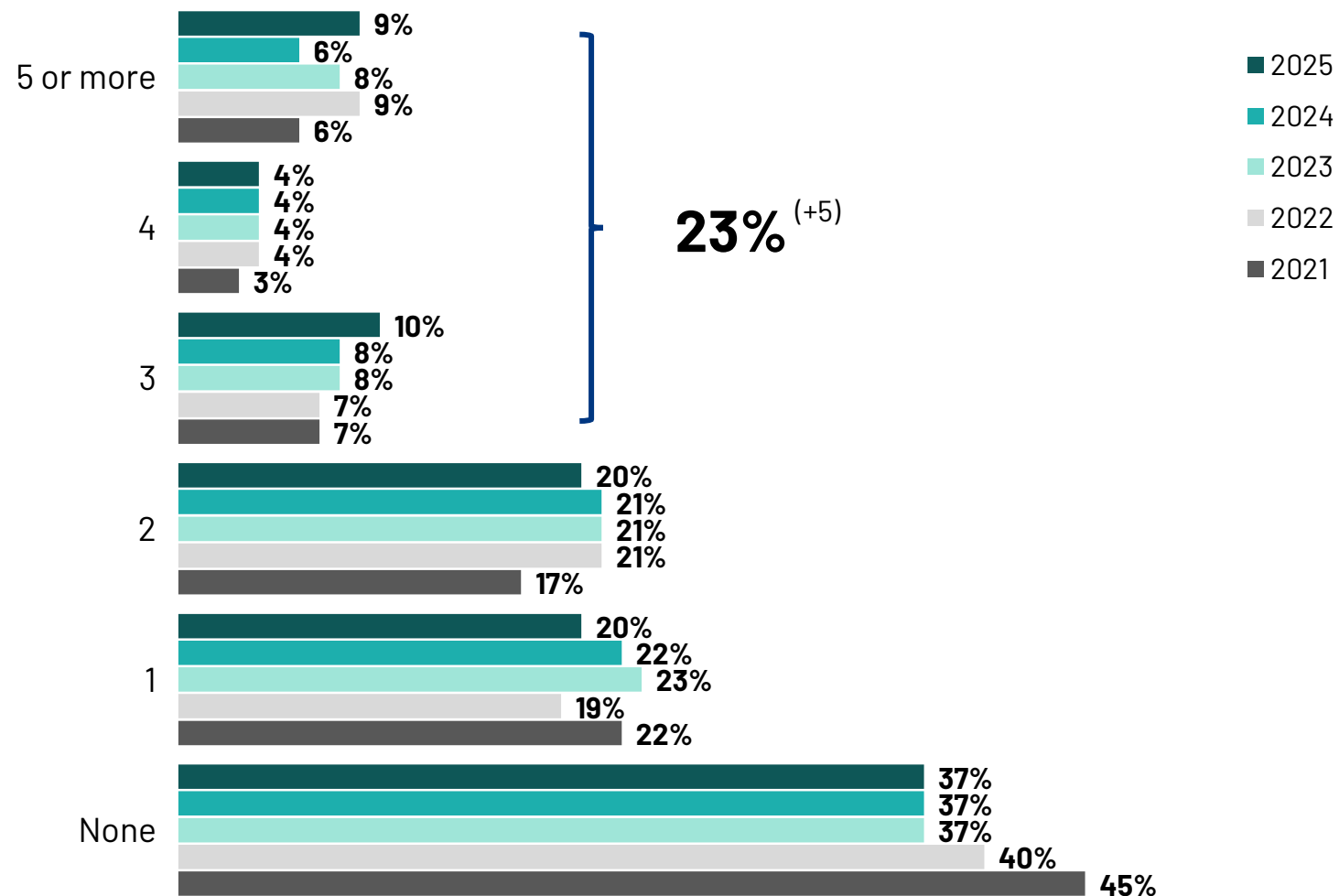
Concert and Event Attendance Trends: Increase in Frequent Attendees

The proportion attending 3 or more concerts, festivals, or events is 23% has increased this year by 5 points, while the proportion attending none has remained the same at 37%.

Q14. How many ticketed concerts, festivals or events do you think you'll attend by the end of the year?

Base: All respondents 2025 (n=2005); 2024 (n=2010); 2023 (n=2005); 2022 (n=2011); 2021 (n=2009)

Number Of Ticketed Events Expect To Attend This Year



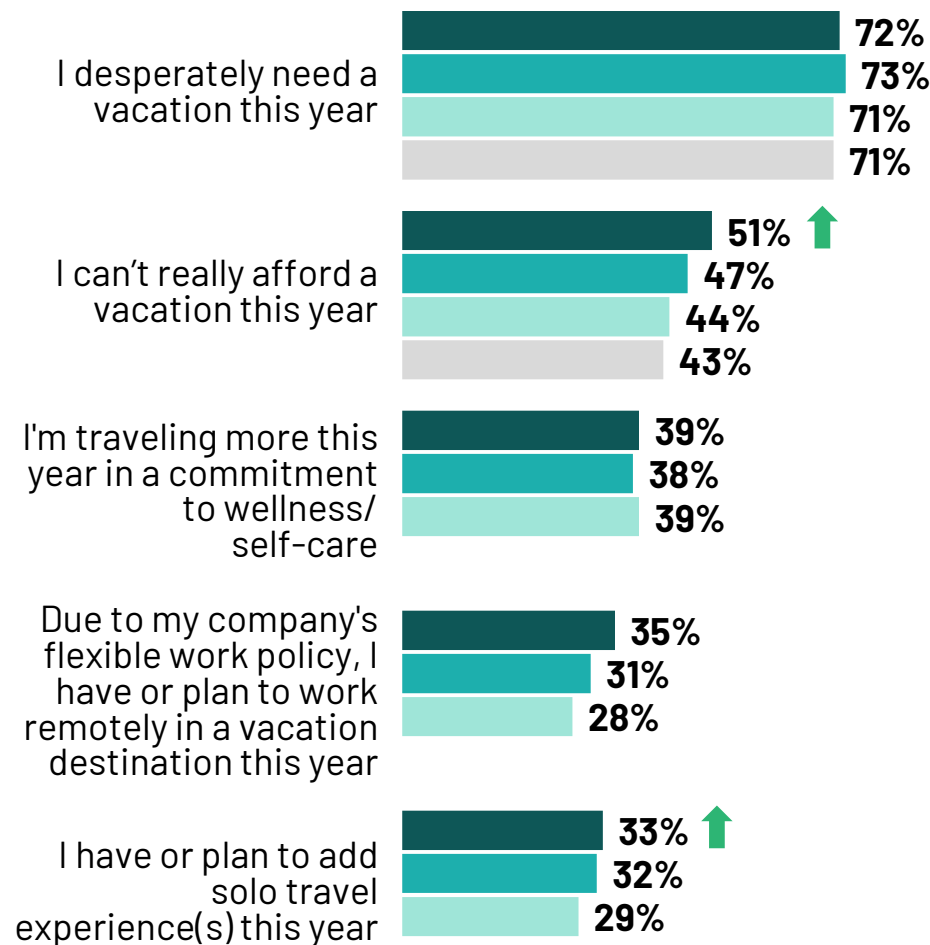
Americans Yearn for Time Off, But Financial Hurdles Persist

Many are desperate for a vacation (72%). However, financial constraints are a significant barrier this year compared to last, with 51% indicating that they cannot afford one. This is even more pronounced among those earning under \$50,000, with 69% stating affordability issues.

Q15_NEW. To what extent do you agree or disagree with the following:

Base: All respondents 2025 (n=2005); 2024 (n=2010); 2023 (n=2005); 2022 (n=2011)

Strongly/Somewhat Agree



...but **56%** won't take a vacation

...but **39%** are confident they will take a vacation anyway

■ 2025
■ 2024
■ 2023
■ 2022

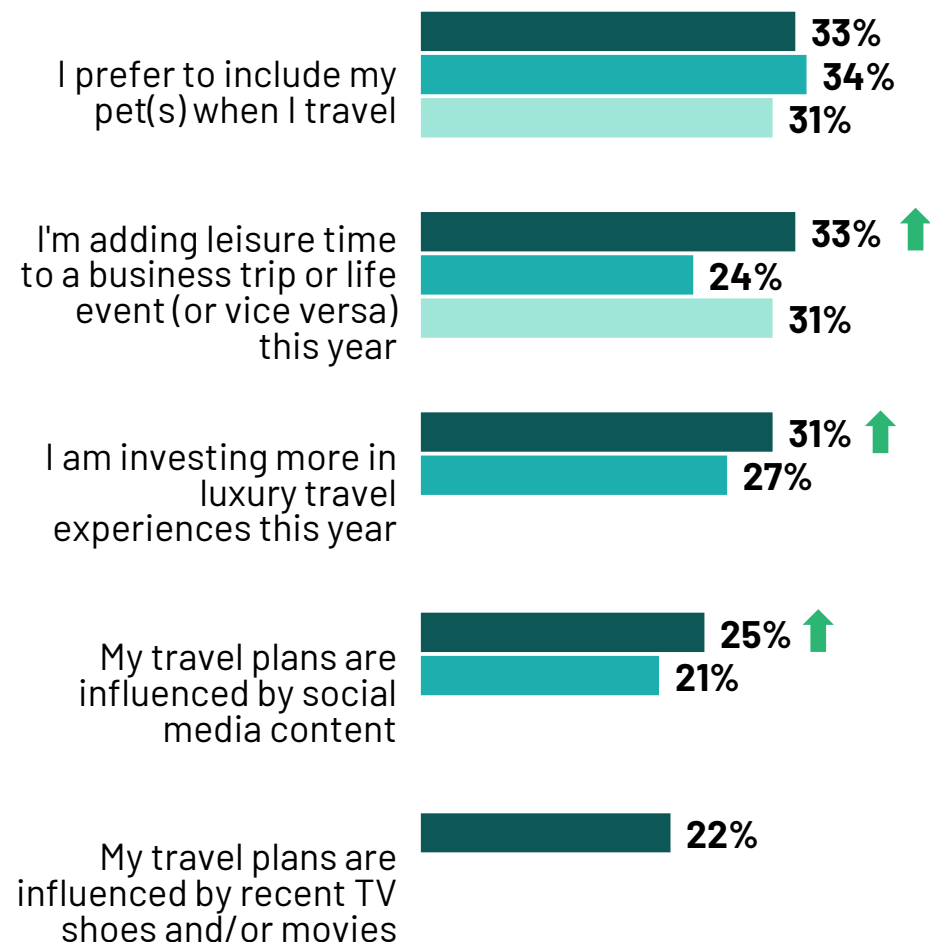
Converted Business Trips and Social Media Influence on the Rise

Significantly more Americans are adding leisure time to a business trip or life event (or vice versa) compared to last year (33%, +9), more are investing in luxury travel experiences (31%, +4), and more say their travel plans are influenced by social media (25%, +4).

Q15_NEW. To what extent do you agree or disagree with the following:

Base: All respondents 2025 (n=2005); 2024 (n=2010); 2023 (n=2005); 2022 (n=2011)

Strongly/Somewhat Agree



Vacation Perceptions, Attitudes, & Behaviours By Key Subgroups ^(1/2)

Young Americans (under 55) yearn for vacation, and they are committed to travelling more for wellness/self care, but they are also more likely to say they can't afford it. Men are significantly more likely than women to agree with many of these statements.

Strongly/Somewhat Agree	Total	Gender			Age			Region			
		Male	Female	Other	18-34	35-54	55+	Northeast	Midwest	South	West
	2005	958	1027	20	587	656	762	347	416	763	479
		A	B	C	D	E	F	J	K	L	M
I desperately need a vacation this year	72%	71%	73%	87%	76%F	82%DF	60%	71%	75%	73%	68%
I can't really afford a vacation this year	51%	49%	52%	87%	58% F	56% F	41%	47%	54%	48%	54%
I'm traveling more this year in a commitment to wellness/self-care	39%	45%B	34%	41%	57%EF	42%F	23%	40%K	33%	42%K	39%
Due to my company's flexible work policy, I have or plan to work remotely in a vacation destination this year	35%	41%B	30%	36%	48% EF	36%F	17%	36%	31%	36%	39%
I prefer to include my pet(s) when I travel	33%	34%	31%	56%	43%EF	33%F	25%	33%	32%	35%	30%
I have or plan to add solo travel experience(s) this year	33%	41%B	26%	31%	46%EF	34%E	23%	31%	29%	34%	36%
I'm adding leisure time to a business trip (or vice versa) this year	33%	40%B	26%	41%	52%EF	35%F	16%	32%	32%	36%	30%
I am investing more in luxury travel experiences this year	31%	37%B	26%	16%	46%EF	31%F	20%	31%	26%	36%KM	29%
My travel plans are influenced by social media content	25%	30%B	20%	35%	47%EF	25%F	8%	23%	21%	28%K	24%
My travel plans are influence by recent TV shoes and/or movies	22%	28%B	16%	35%	42%EF	23%F	7%	22%	21%	24%	20%

Q15_NEW. To what extent do you agree or disagree with the following:

Base: All respondents 2025 (n=2005); 2024 (n=2010); 2023 (n=2005); 2022 (n=2011)

Vacation Perceptions, Attitudes, & Behaviours By Key Subgroups (2/2)

Those who place a high value on vacations are more inclined to feel the need for one this year and are more likely to have plans accordingly. Those who hold college degrees and have higher incomes are significantly more inclined to invest in luxury travel experiences compared to other groups.

Strongly/Somewhat Agree	Total	Vacation Important		Education		Income		
		Important	Not important	No college degree	College degree	Under \$50K	\$50K-<\$100K	\$100K+
	2005	1505	500	1020	985	533	828	644
		A	B	C	D	G	H	I
I desperately need a vacation this year	72%	82%B	42%	72%	72%	72%	71%	72%
I can't really afford a vacation this year	51%	46%	66%A	56%D	45%	69%HI	49%I	37%
I'm traveling more this year in a commitment to wellness/self-care	39%	12%B	3%	39%	39%	39%	42%I	35%
Due to my company's flexible work policy, I have or plan to work remotely in a vacation destination this year	35%	40%B	15%	31%	39%C	34%	35%	37%
I prefer to include my pet(s) when I travel	33%	35%B	27%	33%	33%	36%I	33%	30%
I have or plan to add solo travel experience(s) this year	33%	38%B	18%	33%	34%	34%	35%	30%
I'm adding leisure time to a business trip (or vice versa) this year	33%	40%B	12%	30%	36%C	30%	34%	34%
I am investing more in luxury travel experiences this year	31%	38%B	10%	29%	34%C	25%	33%	34%GH
My travel plans are influenced by social media content	25%	30%B	10%	24%	26%	24%	26%	23%
My travel plans are influence by recent TV shoes and/or movies	22%	27%B	8%	21%	24%	23%	24%I	19%

Q15_NEW. To what extent do you agree or disagree with the following:

Base: All respondents 2025 (n=2005); 2024 (n=2010); 2023 (n=2005); 2022 (n=2011)

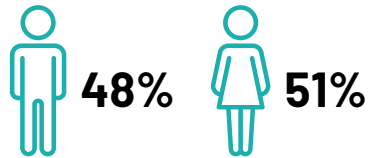
DEMOGRAPHICS



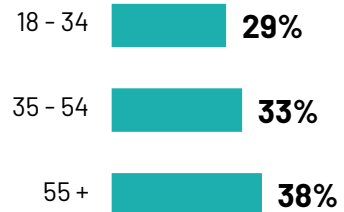
Demographics



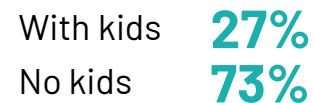
Gender



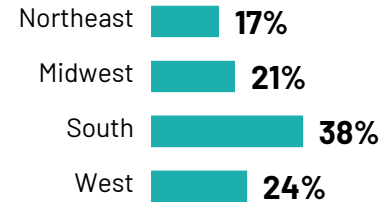
Age



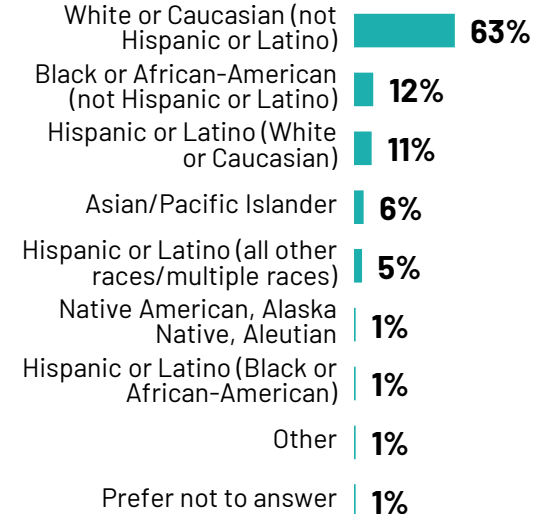
HH Composition



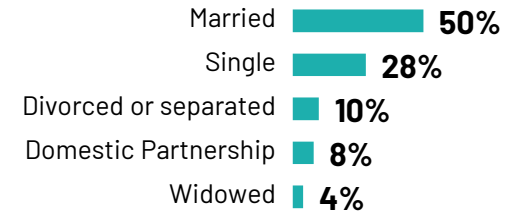
Region



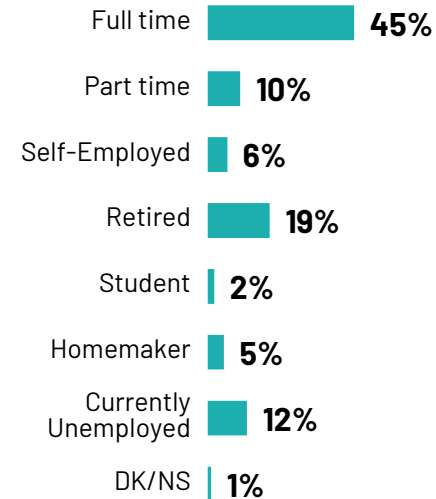
Ethnicity



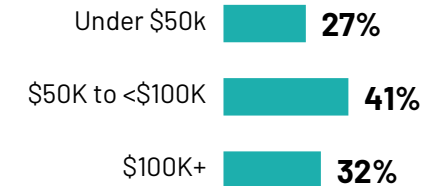
Marital Status



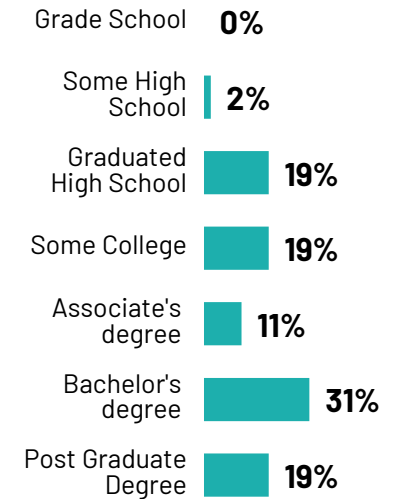
Employment Status



Income



Education



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