

BARRIERS AND CHALLENGES TO TRAVEL



In 2018, Americans took 1.8 billion domestic leisure trips, whose \$650 billion in spending supported 5.5 million American jobs—making this thriving segment a critical component of the travel industry and the U.S. economy as a whole.

WHAT IS PREVENTING AMERICANS FROM TRAVELING MORE?

Despite the fact many Americans value taking time off to travel, challenges ranging from **cost** to **logistical hassles** prevent them from traveling more. While down slightly from 2018, **cost** remains the top barrier to travel, by far.

Top Barriers to Travel	#1 Reason	#2 Reason
Cost	52%	17%
Too hard to get away from work	13%	16%
Air travel hassles	8%	16%
Logistical planning and coordination	7%	14%
Driving hassles	7%	13%
Flight availability/options	5%	11%
Safety and security concerns	4%	7%

Work-related issues made taking a vacation more difficult for many Americans.



Lack of coverage at work (36%)



My workload is too heavy (35%)



Worry that vacation will make you look less dedicated (15%)

Barriers by Generation

TOP BARRIER FOR EVERY GENERATION?

COST



MILLENNIALS



GEN X



BABY BOOMERS

73%

68%

63%

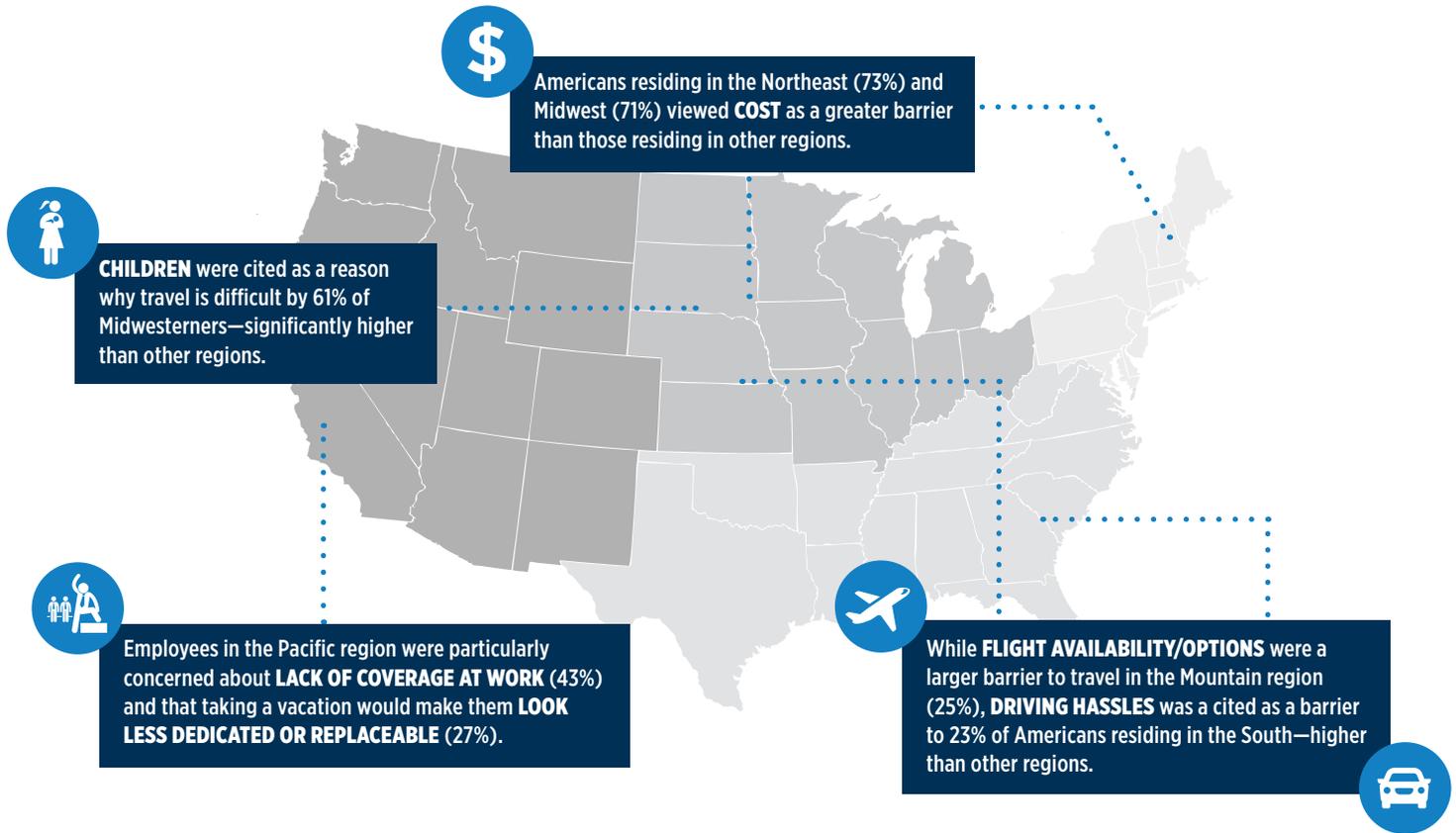
Other Generational Barriers

	Millennials	Gen X	Baby Boomers
Too hard to get away from work	34%	27%	22%
Air travel hassles	21%	24%	27%
Logistical planning and coordination	24%	20%	18%
Driving hassles	16%	21%	22%
Flight availability/options	12%	17%	19%
Safety and security concerns	9%	9%	14%

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Barriers by Region



HOW CAN THE U.S. HELP REDUCE BARRIERS TO TRAVEL?

Invest in infrastructure: Our national transportation network is unable to cope with current, much less future travel demand. U.S. Travel's [infrastructure platform](#) outlines how our government can improve our nation's infrastructure by:

- Strengthening investment and encourage innovative partnerships
- Prioritizing federal investments in projects that enhance national and regional mobility
- Accounting for visitation in the distribution of formula funds and embrace new and transformative transportation

Source: Ipsos

Methodology: Ipsos conducted an online survey January 22- February 3, 2019 with 1,025 American workers, age 18+ who work more than 35 hours a week and receive paid time off from their employer. These data were weighted and scaled.



Increasing domestic leisure travel is a significant opportunity for our economy and jobs—but to do so, Americans need to take all their time off. The best way to ensure Americans use their vacation time and overcome some of the barriers keeping them from traveling? Planning. Join us on **January 28, 2020** for **National Plan for Vacation Day** and encourage Americans to avoid workplace barriers by starting the year ahead with planning their time off.