

MOTIVATIONS OF 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'S MOTIVATING AMERICANS TO TRAVEL?



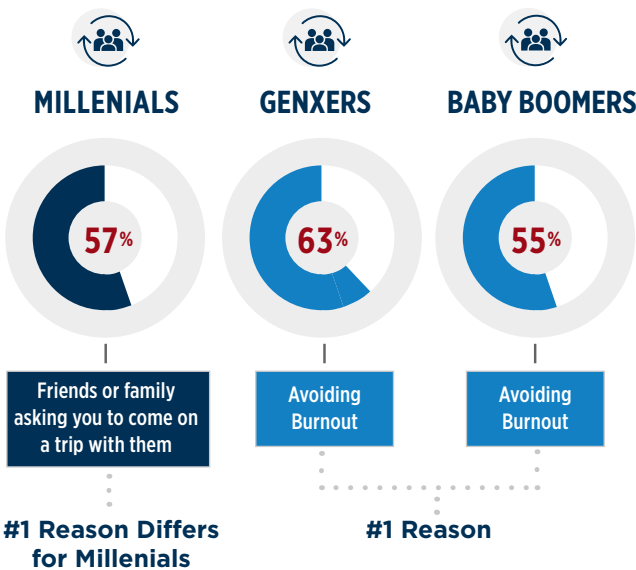
There are many reasons why Americans use their time off for travel, with **avoiding burnout**, seizing an opportunity to **travel with friends or family** and **holidays** being the primary drivers.

Motivations to Take a Vacation for Travel

Top reasons to travel are the same in 2019 as in 2018

	#1 Reason	#2 Reason	#3 Reason	Total (2019)	Total (2018)
Avoiding burnout	28%	17%	14%	58%	52%
Friends or family asking you to come on a trip with them	23%	19%	13%	53%	57%
Holidays	12%	18%	15%	44%	41%
Travel discounts (airline, rental car, hotel, tickets, etc.)	9%	11%	11%	30%	34%
Checking an item off your bucket list	8%	9%	12%	28%	28%
If work made it easier for you to go	4%	7%	8%	18%	17%
Seeing the vacations of friends and family on social media	2%	6%	8%	15%	19%

Motivations by Generation



MOST important benefits of traveling	Millenials	GenXers	Baby Boomers	Total (2019)
✓ Relaxing/reducing stress	18%	20%	27%	21%
✓ Having fun, excitement and adventure	20%	18%	18%	19%
✓ Making memories	19%	17%	12%	17%
✓ Strengthening bonds with family and friends	10%	16%	11%	12%
✓ Seeing my child excited about the experience	8%	9%	3%	7%
✓ Seeing or doing something new	7%	4%	7%	6%
✓ Spending time with extended family	4%	6%	8%	6%

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Motivations by Region

All regions share the same top reasons to use vacation to travel

- #1: Avoiding Burnout
- #2: Friends/Family ask
- #3: Holidays
- #4: Travel Discounts

Avoiding burnout and vacationing at the request of friends or family is actually a tie in the South (55% for both)

In the NE and West regions, taking vacations due to a great travel discount weigh more important than in other regions.

MOST important when traveling

WEST

- Making memories (23%)
- Having fun, excitement and adventure (19%)
- Relaxing/reducing stress (15%)

MOST important when traveling

SOUTH

- Relaxing/reducing stress (25%)
- Having fun, excitement and adventure (19%)
- Making memories (15%)

MOST important when traveling

MIDWEST

- Relaxing/reducing stress (22%)
- Having fun, excitement and adventure (20%)
- Strengthen bonds with family/friends (15%)

MOST important when traveling

NORTHEAST

- Relaxing/reducing stress (22%)
- Strengthen bonds with family/friends (20%)
- Having fun, excitement and adventure (17%)

TOP REASONS TO TRAVEL?

Avoiding Burnout

- Divorced **64%**
- Children under 18 **64%**
- Children under the age of 5 **60%**
- Married or living with partner **59%**
- Unmarried **55%**
- No children in household **54%**

Friends or Family Ask You to Come on a Trip with Them

- Children under the age of 5 **59%**
- Unmarried **57%**
- Divorced **54%**
- No children in household **53%**
- Children under 18 **51%**
- Married or living with partner **51%**



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 take their vacation? Planning. Join us on **January 28, 2020** for **National Plan for Vacation Day** and encourage Americans to plan their time off.

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.