

# PLANNING: KEY TO TAKING TIME OFF AND TRAVELING



Planners have a distinct advantage over non-planners: they use more of their time off and take longer vacations. But nearly half (46%) of American households don't do this simple step—and lose out on their time off.

- ✓ **Younger travelers are the least likely to plan for vacation.** More than one-third (36%) of Americans who did not plan their time off were under the age of 35 compared to 27% of planners.
- ✓ **Planners used an average of 12 paid time off days** to travel in 2018 compared to just 5 days used by non-planners.
- ✓ Nearly **one-quarter (23%) of non-planners have not taken a vacation or trip** in the last two years.



**54%** of households set aside time to plan their paid time off.



**47%** of planners took all of their vacation time.



Planners are more likely than non-planners to use all or most of their time off to travel.

**(39% vs. 20%)**

## PLANNING LEADS TO HAPPINESS

Planners tend to be happier in general—with everything from their personal relationships to their health and well-being and their job.

	PLANNERS	NON-PLANNERS
	<b>Extremely or Very Happy</b>	
<b>PERSONAL RELATIONSHIPS</b> with friends and family	<b>82%</b>	<b>68%</b>
How paid <b>TIME OFF IS SPENT</b>	<b>76%</b>	<b>54%</b>
How much of paid <b>TIME OFF IS USED</b>	<b>75%</b>	<b>51%</b>
<b>HEALTH</b> and well-being	<b>63%</b>	<b>51%</b>
Your <b>WORKPLACE</b>	<b>61%</b>	<b>50%</b>
Your <b>JOB</b>	<b>61%</b>	<b>49%</b>

## GETTING MOTIVATED TO TRAVEL

While both planners and non-planners are motivated for similar reasons, planners are more likely to be driven to use time off to travel to check an item off their bucket list. However, non-planners indicated work pressure makes it difficult to travel (24% vs. 14%).

	PLANNERS	NON-PLANNERS
	<b>Top Motivations to Use PTO to Travel</b>	
<b>AVOIDING BURNOUT</b>	<b>59%</b>	<b>57%</b>
<b>FRIENDS AND FAMILY</b> asking you to come on a trip with them	<b>52%</b>	<b>54%</b>
<b>HOLIDAYS</b>	<b>45%</b>	<b>44%</b>
Checking an item off your <b>BUCKET LIST</b>	<b>31%</b>	<b>24%</b>
<b>INSPIRATION</b> from travel websites and magazines	<b>18%</b>	<b>12%</b>

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## ● UNDERSTANDING THE **BENEFITS OF TRAVEL**

Planners rated nearly every goal and benefit of traveling as more important than non-planners. Making memories and having fun, excitement and adventure were the most important outcomes of traveling for planners while non-planners rated relaxing or reducing stress as the most important.

	PLANNERS	NON-PLANNERS
Having fun, excitement and <b>ADVENTURE</b>	19%	19%
Making <b>MEMORIES</b>	19%	14%
<b>RELAXING</b> or reducing stress	17%	26%
<b>STRENGTHENING BONDS</b> with family and friends	13%	12%

## ● OTHER DECIDING FACTORS FOR **TAKING TIME OFF TO TRAVEL**

**COST OF TRAVEL** is a top barrier for both planners and non-planners, but planners are more deterred from limited flight availability (20% vs. 11%) while 34% of non-planners find it difficult to get away from work compared to 23% of planners.

Non-planners are more likely to be the sole decision-maker when it comes to travel planning while planners indicated **SHARED DECISION-MAKING RESPONSIBILITIES** with their spouse or their entire family.



**67% of planners** and **71% of non-planners** say cost of traveling is the top barrier in taking more time off.



**43% of planners** select their destinations as a family vs. **32% of non-planners**

Methodology: Ipsos conducted an online survey January 22- February 3rd, 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.