62% of US Summer Vacationers Plan to Travel by Car

Personal Auto Travel Rules in Summer 2020
- 63% plan to travel the same distance or longer than last year.
- 14% plan to travel within 100 miles (roundtrip)
- 79% plan to travel over 100 miles or more (roundtrip)
- 54% plan to travel over 400 miles (roundtrip).

53% of the respondents are still planning summer vacations.

65% plan to vacation for the same length of time or more than last year.

Almost half (47%) of vacation will be groups of three or more, and for 72% their group size will be the same or larger than last year.

Vacation Plans Reveal Pent-Up Spending Behavior
- 69% plan to spend the same or more than last year.
- 24% plan to spend over $2500 on their vacation.
- Over half plan to rent accommodations
- OOH over-indexes with adults, ages 18–34, and this segment is planning to take the longest vacations and travel the farthest.

Outdoor Activities Clustered Among Top Vacation Plans
Top planned activities are:
- Time with family and friends: 36%
- Dining out: 35%
- Visiting beach/lake: 34%
- Shopping: 30%
- Recreational activities: 28%
- Sightseeing: 27%

Urban Consumers Have Higher Propensity to Vacation, Travel Farther, Spend More
In cities of more than one million:
- 60% still plan a vacation this year.
- 25% plan to travel farther this summer
- 30% plan to vacation for more than one week
- 28% plan to vacation longer than last summer
- 30% plan to spend more on vacation than last summer

Source: OAAA, OnDevice