

OOH Impact: Increased Summer Travel in 2022



Most Consumers Plan Summer Vacation Travel

-  **85%** plan summer vacation travel
-  **79%** plan to drive
-  **46%** plan to fly
-  **59%** of urban residents of 1M+ cities, and Millennials plan to fly



More Vacation Days, Paid Stays and Traveling Farther this Summer

-  **48%** will take at least two weeks
-  **63%** plan to stay at hotels
-  **73%** of Gen Z plan to stay at hotels
-  **28%** plan to use rental properties
-  **26%** plan to stay at a resort
-  **21%** plan to camp
-  **19%** will travel over 2K miles
-  **24%** of Suburbanites will travel over 2K miles



Summer Vacationers Are Seeking Destinations

- 78%** are likely to visit another **city/town**
- 65%** are likely to visit a **resort/beach**
- 53%** are likely to **hike or camp at parks**
- 31%** are likely to **travel internationally**