

# 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.

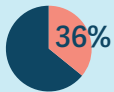
## Vacation Plans Reveal Pent-Up Spending Behavior

- 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.

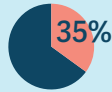
## Outdoor Activities Clustered Among Top Vacation Plans

Top planned activities are:

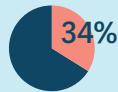
Time with family and friends



Dining out



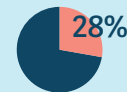
Visiting beach/lake



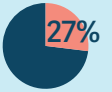
Shopping



Recreational activities



Sightseeing



## 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