

# OOH Opportunities: Summer Vacation Travel 2023



## More Vacation Travel: Auto Reigns Supreme, Air Travel Jumps



## Summer Vacationers Are Seeking Destinations



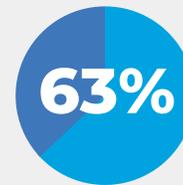
plan to visit a beach or lake including 94% of Millennials



plan to visit resorts



plan to visit national or state parks



plan to visit destination cities

## Vacation Accommodations and Spending

