



## FACTUM

### Expected Summer Vacation Spending Set to Soar to New Heights in 2023

Projected total spending on summer vacations among Americans expected to reach an all-time high of \$214.1 billion, 10% higher than it was in 2022

**Toronto, ON, June 14, 2023** – Summer is nearly upon us, and, for many, this means upcoming summer getaways. A new Ipsos poll conducted on behalf of Allianz Partners USA finds that, in spite of the ongoing economic pinch felt throughout 2023, Americans' annual summer vacation spend is expected to maintain its upward momentum held over the last four years, with greater expected splurging on summer retreats compared to previous years.

Results of the 15<sup>th</sup> annual Allianz Partners USA Vacation Confidence Index study show that, continuing the surge that started in 2021, 2023 has achieved the highest anticipated average spend on summer vacations since tracking began in 2010, surpassing the previous high-water mark that was recorded in 2022. Americans are expected to spend about 10% more on summer vacations in 2023 than they did in 2022, amounting to about \$214.1 billion expected spend this year compared to \$194.1 billion last year. In fact, this figure has been steadily increasing, representing a 39% increase from \$153.7 billion in 2021, a 261% increase from \$59.3 billion in 2020, and a 111% increase compared to pre-pandemic vacation spending in 2019 (\$101.7 billion).

In just three years since the pandemic arrived, average expected vacation spending per individual household has increased by almost \$1k, with the average American household expected to spend an average of \$2,830 on their summer vacation this year. This marks a 7% increase since \$2,644 in 2022, a 33% increase since \$2,122 in 2021, a 50% increase since \$1,888 in 2020, and a 39% increase compared to pre-pandemic in 2019 when it was \$2,037. Annual vacation spend on a household level is highest among those with a household income of \$100k or more (\$3,821) compared to those with lower income (\$2,441 \$50k-<\$100k, \$1,596 <\$50k).

### About the Study

These are the findings of an Ipsos poll conducted on behalf of Allianz Partners USA. For this survey, a sample of 2,010 Americans aged 18+ was interviewed from May 2 to 4, 2023, via the Ipsos Online Omnibus. The precision of Ipsos online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 2.5 percentage points, 19 times out of 20, of what the results would have been had all American adults been polled. Quota sampling and weighting were employed in order to balance demographics and ensure that the sample's composition reflects that of the actual U.S. population, according to data from the U.S. Census Bureau. Credibility intervals are wider among subsets of the population.



## FACTUM

**For more information on this news release, please contact:**

Sean Simpson  
Senior Vice President, Ipsos Public Affairs  
+1 416 324 2002  
[Sean.Simpson@ipsos.com](mailto:Sean.Simpson@ipsos.com)

### About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

[www.ipsos.com](http://www.ipsos.com)