



Sick of winter? It could be time to start thinking of your next vacation.

It is hoped that wherever you live spring is finally in the air. However, for many Americans it has been a long, cold winter so getting out somewhere warm sounds great about now. Our recent Ipsos Omnibus survey looks at how Americans plan to vacation this year.

No wonder travel and tourism is one of the largest industries in the United States. Americans appear to be a lucky bunch because most plan to take a vacation in 2018. Seven out of ten Americans (67%) say they plan on vacationing this year, and that number jumps to 78% among households that earn \$50,000 or more a year. Two in ten (19%) are not sure if a vacation is on their horizon in 2018 and just 14% feel certain they will not take a vacation this year.

Price and location are the leading factors when planning a vacation. Beach locations are popular destinations and it wasn't surprising that Americans would also choose the sand and sun if the trip was free: When asked which one of the most popular vacation spots in the United States they'd choose if they won a one-week vacation, the overwhelming favorite destination was Honolulu, Hawaii (35%). The prospect of going to Hawaii was especially enticing (41%) for those in the 35–54 age group. It is hard to believe that a full 8% said they would not accept a free one-week vacation!

There is a lot of interest in having new experiences and cultures when traveling, but the prevalent feeling seems to be you can have new experiences and be in a nice, warm climate too!



Preference* for popular USA vacation spots

Honolulu, HI	35%
Orlando, FL	10%
New York, NY	9%
Grand Canyon, AZ	9%
San Francisco, CA	8%
Miami, FL	7%
Washington, DC	5%
Breckenridge, CO	4%
Boston, MA	3%
Philadelphia, PA	1%
None/won't accept	8%

*If won a one-week vacation in USA

Even though cost is the top of mind consideration for those planning a vacation, competitive airfare has made flying an option for most people. Air travel might not be as comfortable or customer friendly as it once was, but it is still the most preferred (58%) mode of transportation for vacation travel. Millennials in particular (63%) want to fly to their next vacation spot. Driving in a car (31%) is also popular, while travel by ship/boat (4%), train (3%) or bus (1%) was low on the list of preferred options for vacation travel.

Most Americans (64%) plan to stay in a hotel or resort when they take their next vacation. Twelve percent say they will probably stay in a short-term vacation rental such as HomeAway or Airbnb for their next vacation. It is not surprising that millennials are the most likely (18%) to plan that their next vacation will include a short-term vacation rental, since the concept has now been around for ten years, enough time to have become familiar. Cruise ship/boat (7%), own timeshare or vacation home (6%), camping (6%), friends or family (4%) are all vacation options that were mentioned less frequently for the next planned vacation.

Not only do Americans like to go on a vacation every year, many go on more than one per year. A quarter of us are more budget-minded and usually go on a vacation less frequently than once a year. Naturally, household income is a major factor for deciding the number of vacations a household tends to take.

Number of vacations taken in an average year

Once a year	32%
Twice a year	24%
Three times	11%
4-5 times	8%
>5 times	2%
<1/none a year	23%

It appears that vacation spending for most Americans will continue to be an important yearly expense. The combination of healthy consumer spending, airline competition and a growing desire to spend money on “experiences” over “things” all point to Americans wanting to get out and see the USA and the world.

Each week Ipsos U.S. eNation omnibus completes five national surveys. Ipsos Omnibus offers a variety of services, including overnight or custom studies. To collect complimentary access to this 2018 Vacation study or to learn more about eNation omnibus, please visit contact:

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