



Itching for summer travel? You're not alone.

By Chris Deeney

It's looking like a bright summer ahead for the travel industry. Ipsos researchers wanted to see if this summer's travel would feel the heat of rising prices and COVID-19 cases—but it turns out Americans are looking forward to traveling and enjoying this summer season.

According to the latest Ipsos North American Omnibus from April 14, 2022, most Americans (67%) say they plan to go away on a vacation, substantially higher than last summer (47%). Despite the challenges of a pandemic and high inflation, Americans are ready to hit the road.

Behind the numbers

Here's a closer look at the 67% of Americans who plan to go on a vacation this summer. Millennials (71%) are especially likely to have travel planned this year.

Likelihood of going away on vacation this summer:	2022	2021
Definitely/probably (net)	67%	47%
Definitely	40%	26%
Probably	27%	21%
Might/might not	16%	21%
Probably/definitely not (net)	17%	32%
Probably not	9%	19%
Definitely not	8%	13%



Many Americans canceled travel plans in 2020 and to a lesser extent, in 2021. Last year, when Ipsos asked Americans about travel expectations for 2022, virtually the same percentage (65%) said they planned to go away. Facing a third year without a summer vacation does not appear to be something many are willing to tolerate.

As part of the latest Omnibus, Ipsos researchers uncovered how Americans prefer to spend their vacation time amid rising inflation and vaccinations and declining COVID hospitalizations and deaths.

This summer, Americans are most likely to stay at a hotel/motel (56%), with family/friends (44%) or at a vacation rental (29%). Summer travel will likely be by car (77%) for most of us but plans to fly this summer (44%) are much higher than last year (33%).

When we looked at the almost one-fifth (17%) of Americans who indicated they most likely will not go away on vacation, under half of this group (48%) indicated COVID-19 considerations played a factor in their decision not to travel.

Overall, COVID is playing a smaller role in travel plans this summer compared to 2021. Instead, inflation (67%) appears to be the top factor for not planning on going away this summer.

Influence COVID played on decision to not travel this summer:	2022	2021
Played a role (net)	48%	72%
Sole reason	14%	25%
Played major role	15%	22%
Played a role	19%	25%
Not any role	52%	28%

Influence inflation played on decision to not travel this summer:	2022
Played a role (net)	67%
Sole reason	12%
Played a major role	23%
Played a role	32%
Not any role	33%

Regardless of their travel plans this summer, 30% say they will not make any changes due to inflation, while others indicate they will change at least one of the following for their summer plans due to rising prices:

Cook/eat in versus going out	30%
Reduce overall budget	26%
Select cheaper accommodations	24%
Shorten length of vacation	21%
Eliminate some activities	17%
Change transportation	13%
Invite fewer people	10%
Cancel plans	8%
Don't plan any changes	30%

Summer Activities

While not everyone is planning a vacation away this summer, Americans will be out and participating more. While just being with friends and family is the favorite activity, plans to go to public venues such as festivals, museums, water parks and concerts are way up this year.

Activities most likely to do this summer:	
Visit with family and friends	65%
Beach/lake	57%
Day trips	48%
Bike/hike	34%
Festival/fair/market	34%
Museum/zoo	33%
Water park/pool	32%
Concert	24%
Playground	21%
Professional sporting event	19%
A tour	18%
Other	5%



Regardless of travel or activities planned, just thinking in terms of the coronavirus, most of us anticipate this summer will be more enjoyable than last year.

Compared to last summer Expect this summer to be:	2022	2021
More enjoyable (net)	71%	61%
Much more enjoyable	38%	23%
Somewhat more	33%	38%
Same as last year	23%	27%
Less enjoyable (net)	6%	12%
Somewhat less enjoyable	4%	7%
Much less enjoyable	2%	5%

Willingness to be with others this summer

Americans feel more open to travel or visits with family members who are not vaccinated than they were last year. Although over half (56%) say they'd be willing to be with unvaccinated family, more than four in ten (44%) still are unlikely to take the chance. Millennials are most likely to be comfortable around those unvaccinated.

Likelihood to travel/stay with family not vaccinated:	2022	2021
Likely (net)	56%	42%
Very likely	31%	21%
Somewhat likely	25%	21%
Unlikely (net)	44%	58%
Somewhat unlikely	13%	23%
Very unlikely	31%	35%

Why Ipsos eNation Omnibus

Want to learn more about how Americans feel? Try Ipsos eNation Omnibus. One of the most important aspects of marketing is knowing your audience. The Ipsos eNation Omnibus is the ideal marketing tool because it can quickly measure public opinion and consumer attitudes about any topic, any time. Our rapid response research is affordable, efficient, accurate, flexible and includes overnight and custom study options. These actionable Ipsos insights can be incorporated into your marketing strategy immediately.

Our **Summer Vacation Study** provides details on what Americans expect to do this summer while still dealing with coronavirus cases and now inflation. This valuable information allows you to optimize messaging on an infinite number of products and categories or identify growth with potential product extensions.

If you would like complimentary access to this **Summer Vacation Study**, a copy of a past Thought Starter Omnibus study, or to learn more about eNation Omnibus, please contact us today.

Ipsos eNation Omnibus Thought Starters still available:

- Inflation
- 2021 Year-In-Review
- Back-To-School Spending
- Summer Vacations 2021
- Our Homes During COVID

Ipsos U.S. eNation Omnibus completes five national surveys each week. Ipsos Omnibus offers a variety of services, including overnight and custom studies. Data for this study was generated by an Ipsos digital omnibus study of 1,000 American adults, age 18 and older, conducted April 14, 2022. If you would like complimentary access to this **Summer Vacation Study**, or to learn more about eNation Omnibus, please contact:

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