

# **Vacation Deficit Increases as Fewer Americans Confident They'll Take a Vacation This Year *But Overall Spending On Summer Vacations Up as Vacationers Intend to Spend More***

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## **Vacation Deficit Increases as Fewer Americans Confident They'll Take a Vacation This Year *But Overall Spending On Summer Vacations Up as Vacationers Intend to Spend More***

**New York, NY** – The vacation deficit in America is increasing this year over last, as fewer Americans intend to take a vacation in 2013, according to a new Ipsos Public Affairs poll conducted on behalf of Allianz Global Assistance. Fewer than half (48%) of Americans say they're 'confident' (32% very/16% somewhat) that they'll take a vacation in 2013 – defined as leisure travel of at least a week at least 100 miles from home – down 4 points from last year. Furthermore, just 8% say they have already taken a vacation this year, which is down 3 points since last year.

Just 13% of Americans this year say that they have taken a vacation in the last three months, down significantly from the 21% of Americans who said they had taken a vacation in the three months prior to last year's poll. Moreover, 44% of Americans haven't had a vacation in more than two years, up significantly from the 35% who said the same last year.

### ***Fewer Summer Vacationers; But Vacationers Spending More***

Slightly fewer Americans say that they will take a summer vacation, specifically, this year, as only four in ten (40%) say they're confident that they will (down 4 points). One in ten (12%) won't take a summer vacation but intend to take an annual vacation at some other point in time this year, while one in ten (10%) say they've already taken their annual vacation and so they won't travel this summer.

Fewer Americans, overall, are saying that they typically are taking an annual summer vacation of some kind, which appears to be the new post-recession norm. Just 45% say they typically take an annual summer vacation, down 5 points from last year and 10 points from two years ago.

While fewer Americans are intending on vacationing this summer, those who are intend to spend significantly more than last year. The average summer vacationer intends to spend \$1,755 on their family's vacation this year, which is up from the \$1,565 that vacationers intended to spend last year. Despite fewer intending to travel, the increase in spending for those who are travelling translates into an overall increase of over \$1.5 Billion for the American travel and tourism economy this year.

Those aged 55+ will spend the most on their summer travel this year (\$2,471 on average), followed by those aged 35 to 54 (\$1,940) and those aged 18 to 34 (\$969). Families that earn more than \$75K a year intend to spend the most (\$2,531) when compared to those who make between \$25K and \$75K (\$1,244) or less than \$25K (\$669). Travelers from the Northeast (\$2,404) are the biggest spenders, followed by travelers from the West (\$1,869), South (\$1,543) and the Midwest (\$1,420).



*These are some of the findings of an Ipsos poll conducted June 6 to 10, 2013. For the survey, a nationally representative sample of 1,000 randomly-selected adults residing in the U.S. interviewed by telephone via Ipsos' U.S. Telephone Express omnibus. With a sample of this size, the results are considered accurate within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire population of adults in the U.S. been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/gender composition reflects that of the actual U.S. population according to data from the U.S. Census Bureau.*

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