
Will You Stay or Will You Go?

December 14, 2023

28% of respondents plan to travel for the holidays this year.

At-A-Glance:

- 32% of holiday travelers led by younger generations who over index on this method of travel.
- 41% say that a shortage of money is a reason for not traveling.
- 83% of holiday travelers will spend time with family and friends.



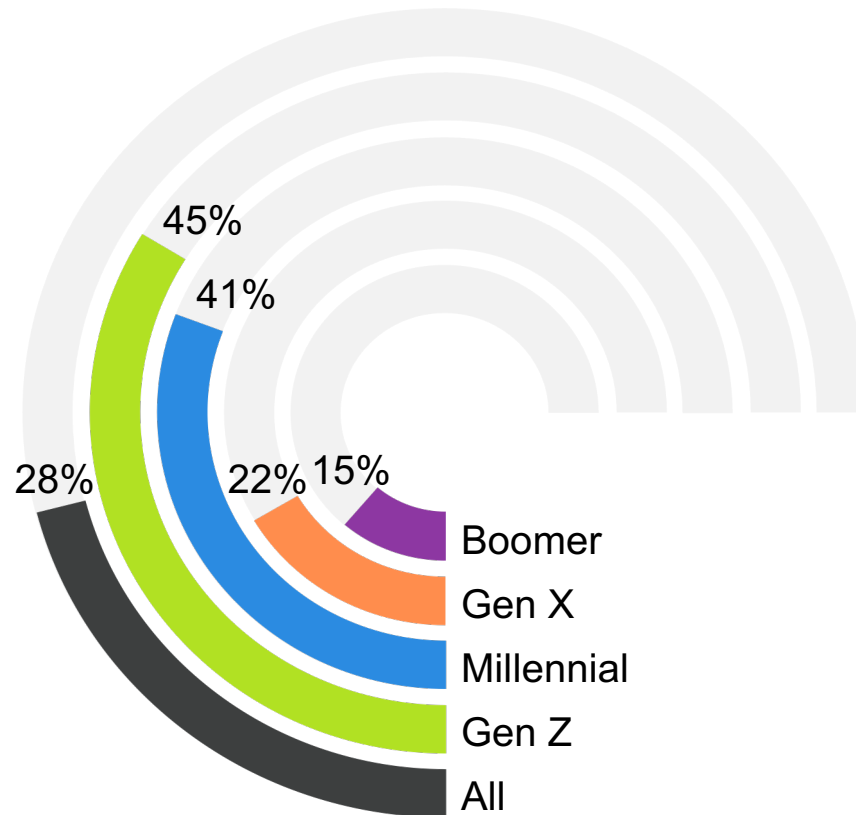
Wishing you a safe and healthy holiday season:

Whether you stay home or head out, we wish you peace and joy for the holidays. The Consumer Pulse will return after the first of the year, rested and ready for another year of fresh insights!



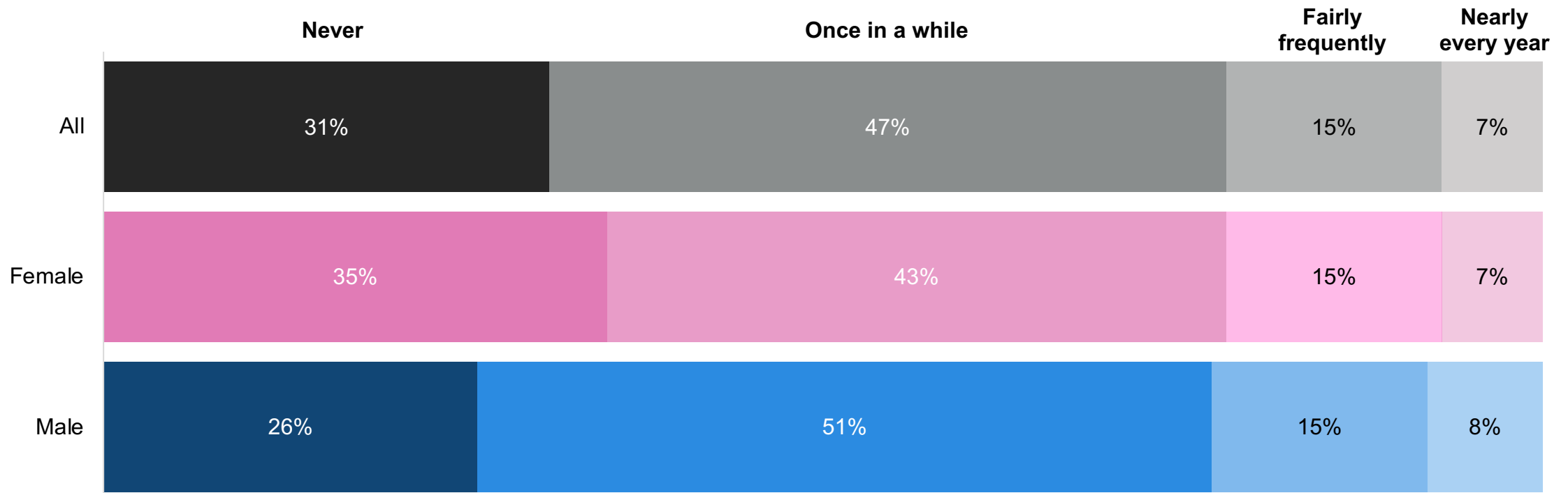
While 28% overall plan to travel this holiday season, Gen X and Boomers are significantly less likely to be on the move this December.

Plan to travel for the holidays this year



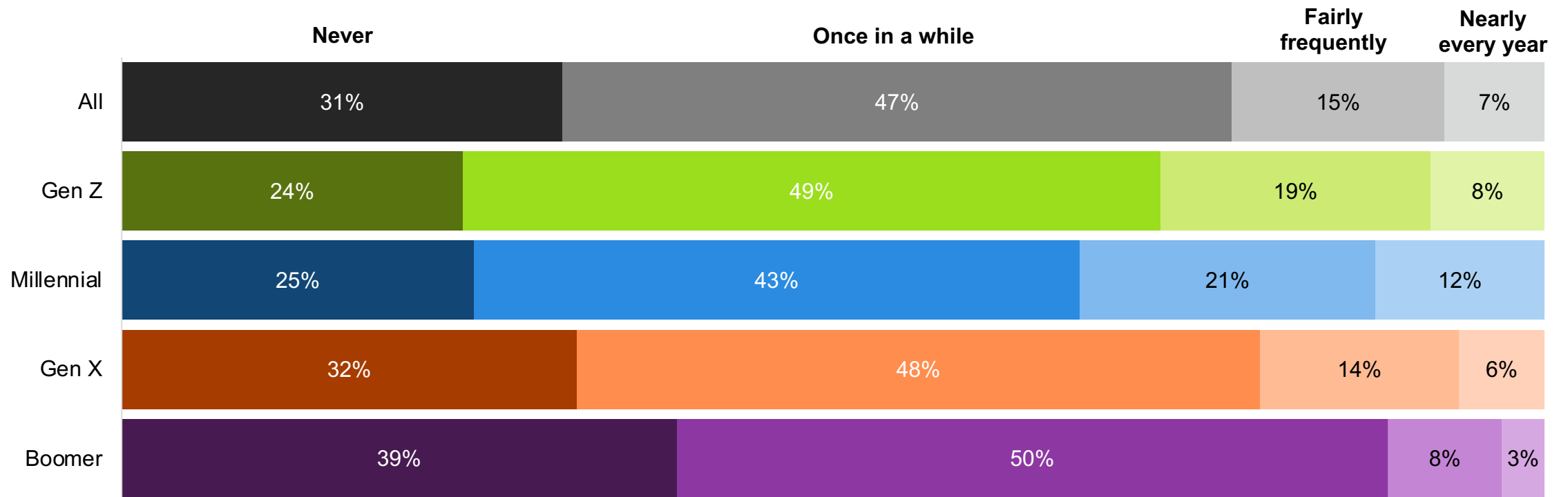
The travel numbers this year are relatively consistent with prior years. 22% of respondents say they have traveled fairly frequently or nearly every year and 47% report traveling only occasionally.

Frequency of holiday travel in the past



Boomers have historically traveled much less than their younger counterparts during the holidays.

Frequency of holiday travel in the past



The leading reason people cite for not traveling this holiday season is a change in their personal situation (44%).

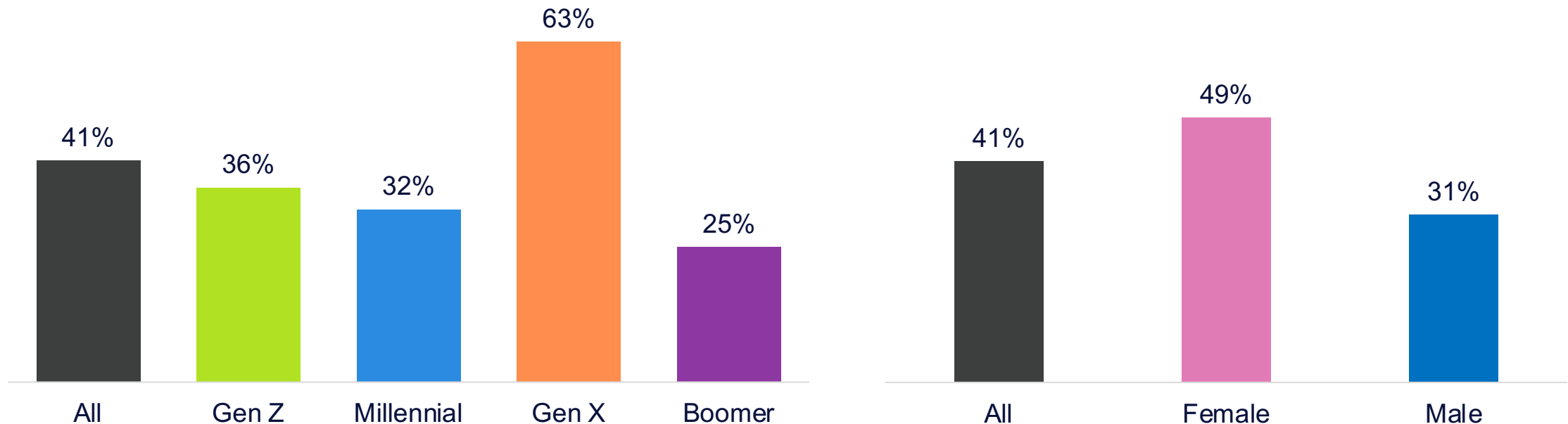
Reasons to not travel this holiday season	All	Gen Z	Millennial	Gen X	Boomer
Change in personal situation	44%	82%	34%	33%	67%
Shortage of money	41%	36%	32%	63%	25%
Lack of time	30%	67%	28%	35%	0%
No place they want to go	27%	74%	19%	34%	7%



A lack of funds (41%) is right on the heels of a change in personal situation as a reason for not traveling this December.

Women (49%) are much more likely than men (31%) to note a shortage of funds as influential on their decision.

Reason for not traveling this holiday season:
Shortage of money



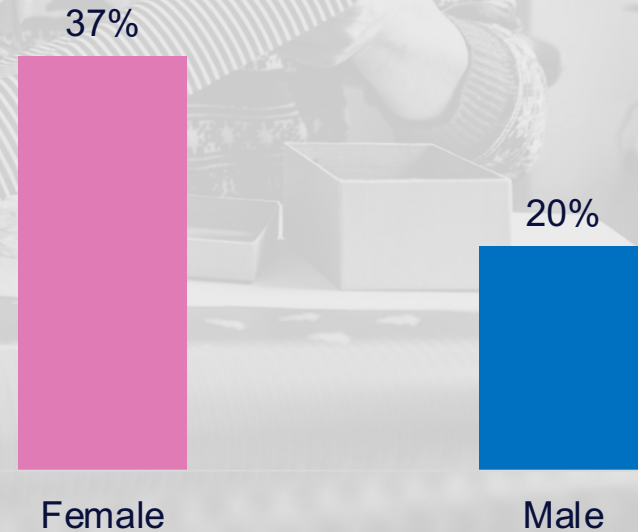
Of those not traveling this holiday season, nearly one in three (30%) cite lack of time as a significant factor in their decision-making. Women (37%) are much more likely than men to feel the time crunch.

Reason for not traveling this holiday season:
Lack of time

30%



All



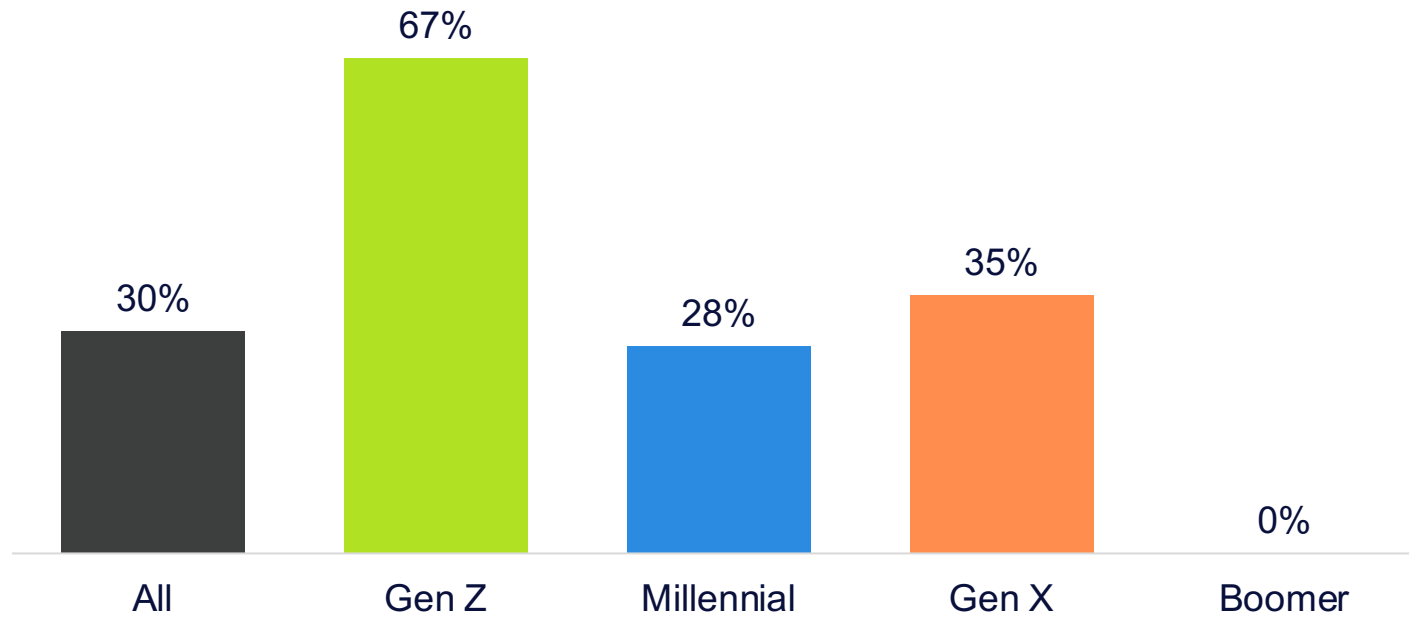
Female

Male



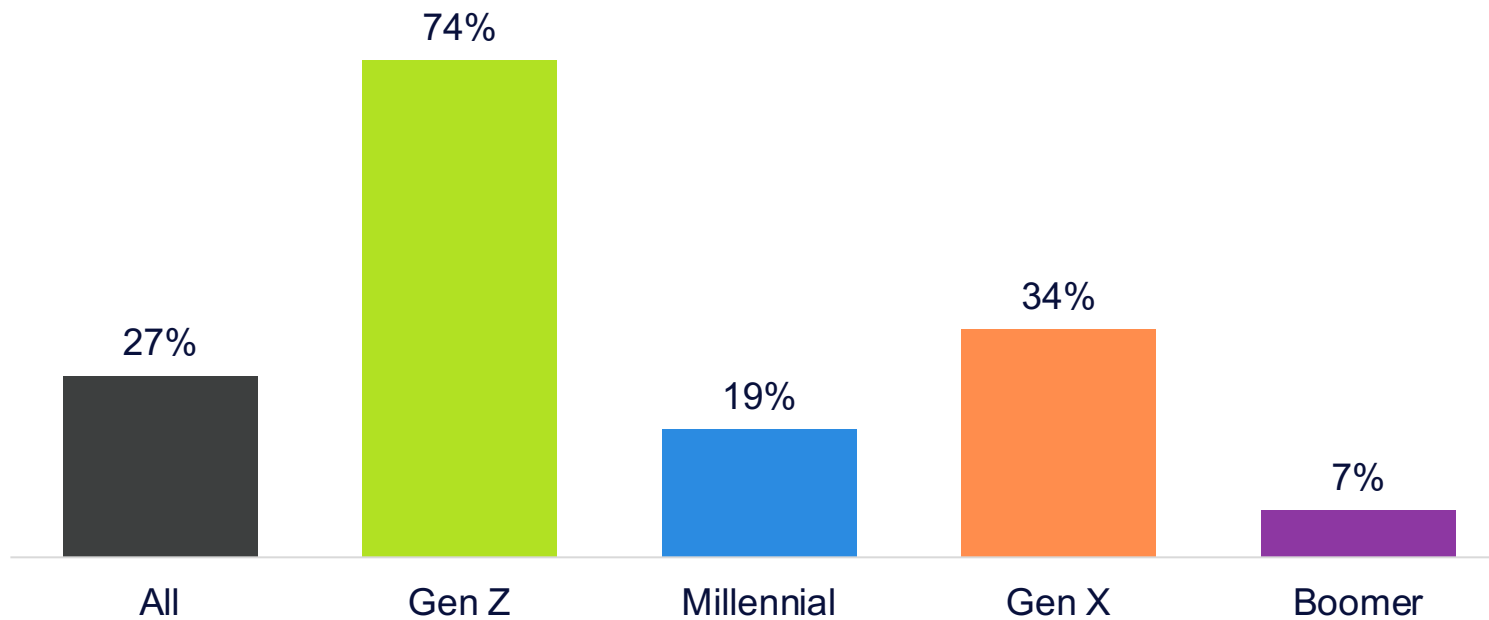
Time is a non-issue for Boomers. None of the Boomers in the sample noted it as having any influence on their holiday travel decision-making.

Reason for not traveling this holiday season:
Lack of time



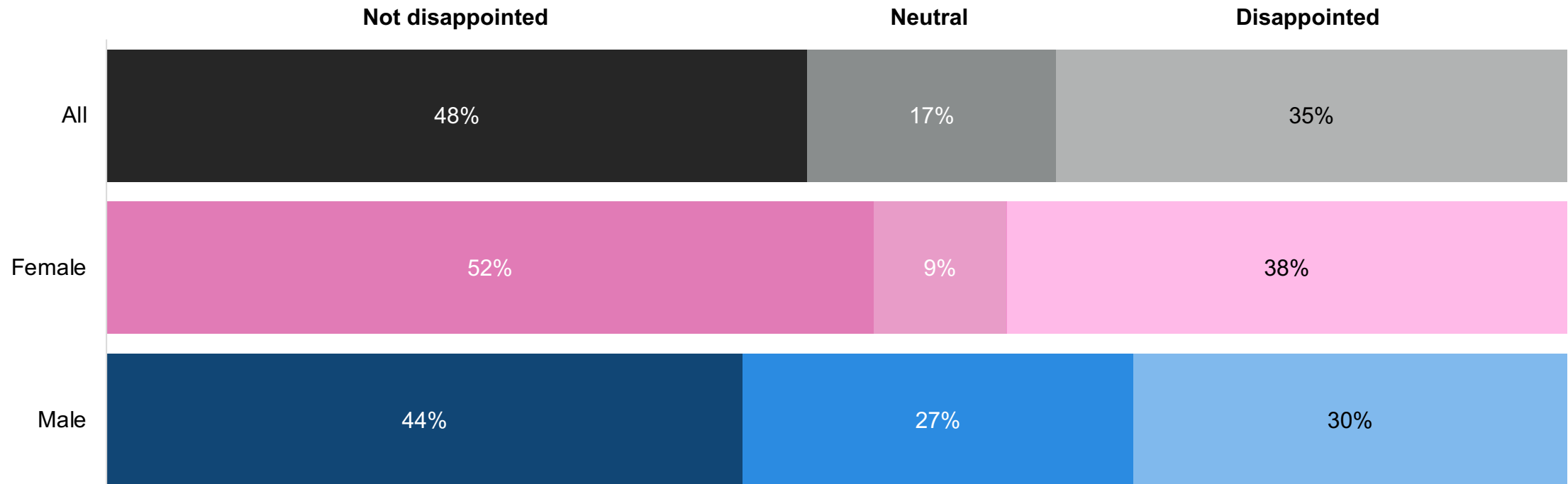
Among those not traveling, only about 1 in 4 (27%) cite not having any place they want to go as a factor influencing their decision.

Reason for not traveling this holiday season:
No place they want to go



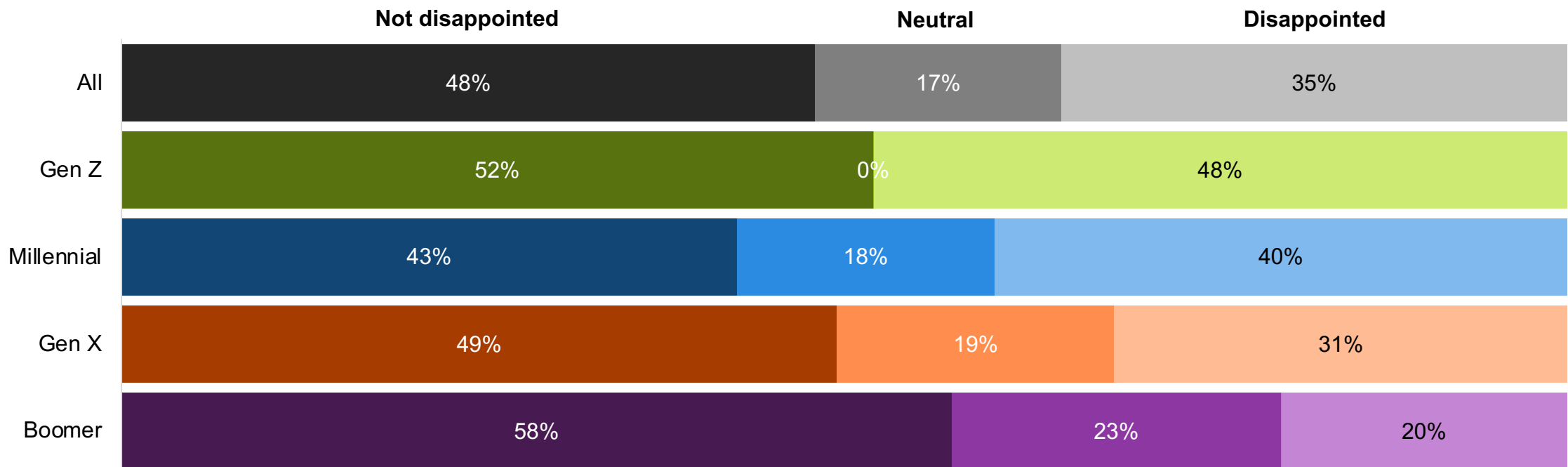
Only about a third of those who are not traveling (35%) feel disappointed about it. Women (38%) are slightly more disappointed than men (30%).

Disappointment to not be traveling this year

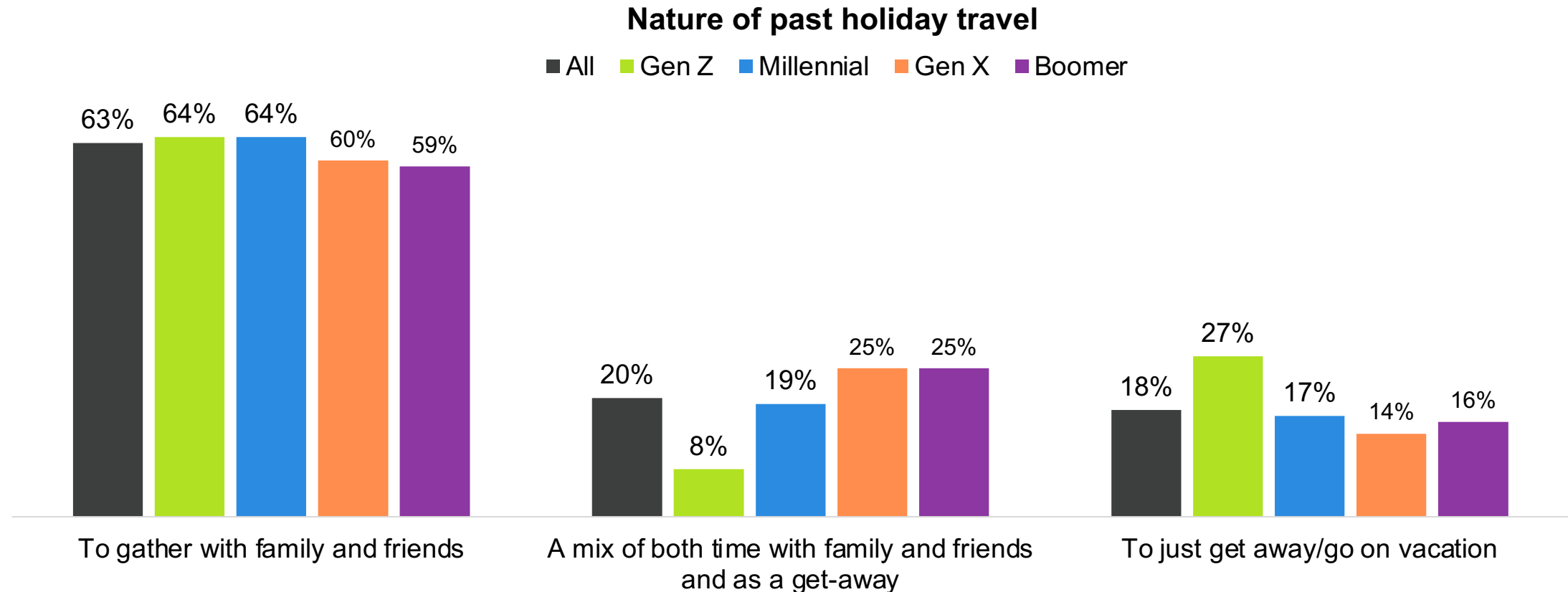


Disappointment in not traveling declines significantly by generation, from a high of 48% among Gen Z to a low of 20% among Boomers.

Disappointment to not be traveling this year



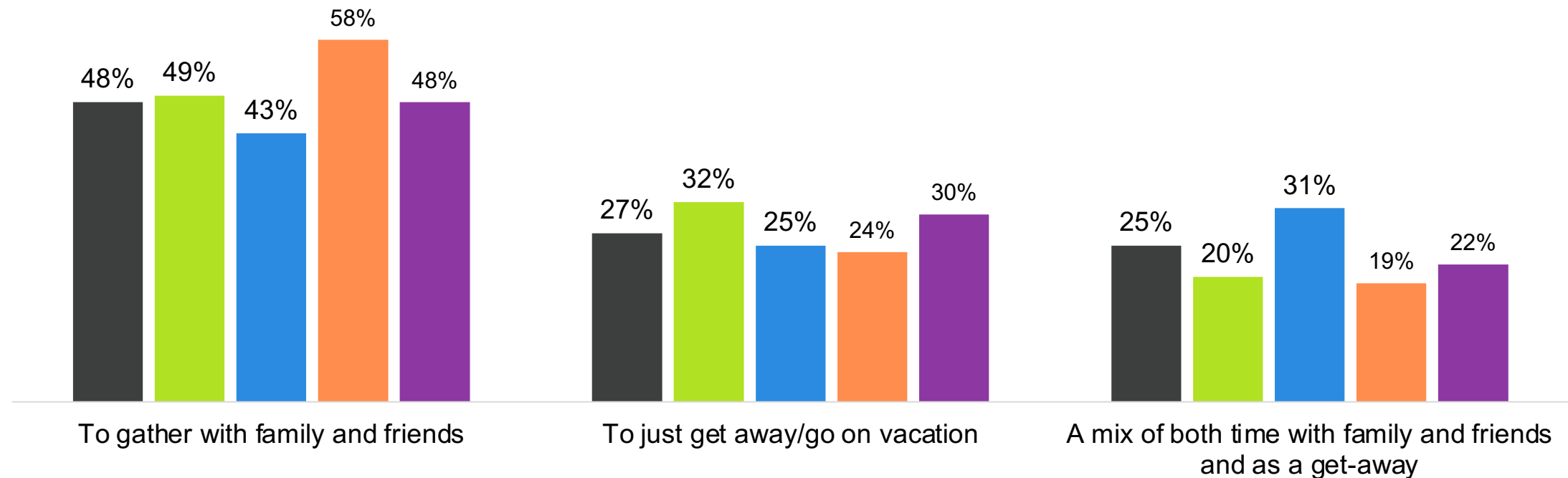
Nearly everyone (83%) who has traveled for the holidays in prior years note doing so to spend time with family and friends.



As opposed to prior years in which 18% have typically vacationed without friends or family, 27% report they'll be doing so this year.

Nature of holiday travel this year

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



Prior year's holiday travel has primarily been done by car (62%), followed by nearly one-quarter of respondents who traveled by air (21%).

Typical method of holiday travel in the past

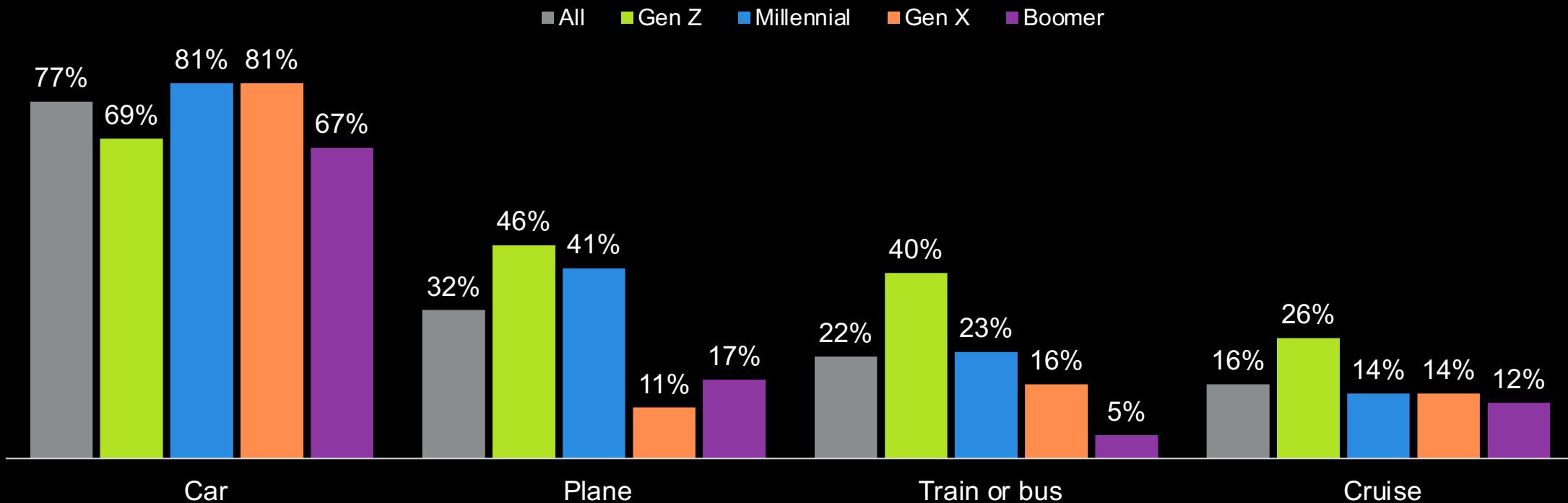


This year, about one-third (32%) of those traveling will do so by plane. There is also a significant increase compared to prior years among those who will use multiple modes of transportation.

1.5

The average number of methods respondents will use for travel this holiday season.

Methods of holiday travel this year



**The total time spent traveling will be limited.
60% expect to be away from home for 5 days or fewer.**

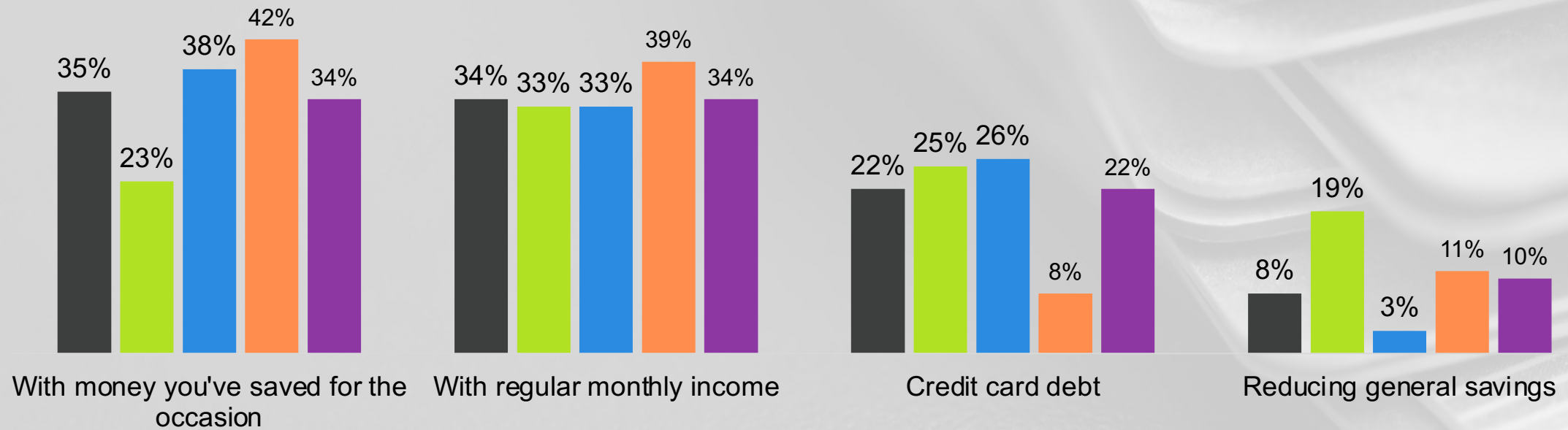
Length of holiday travel	All	Gen Z	Millennial	Gen X	Boomer
2 to 3 days	26%	38%	18%	30%	33%
4 to 5 days	34%	30%	40%	30%	26%
6 to 7 days	20%	17%	21%	27%	15%
8 to 10 days	14%	9%	19%	10%	9%
More than 10 days	6%	6%	3%	3%	17%



Fewer than 1 in 4 people (22%) who will be traveling this holiday season will incur credit card debt to do so.

Method to pay for holiday travel

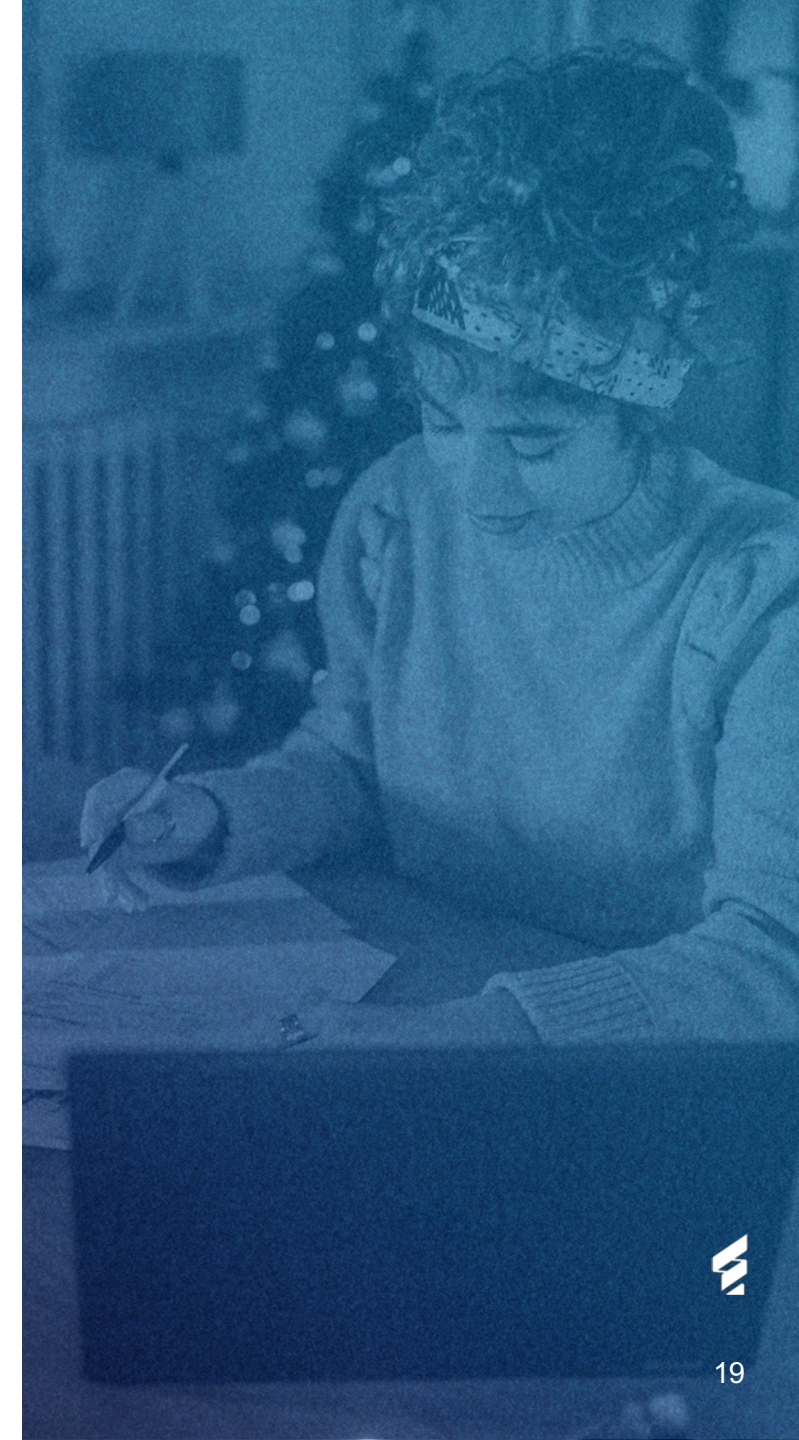
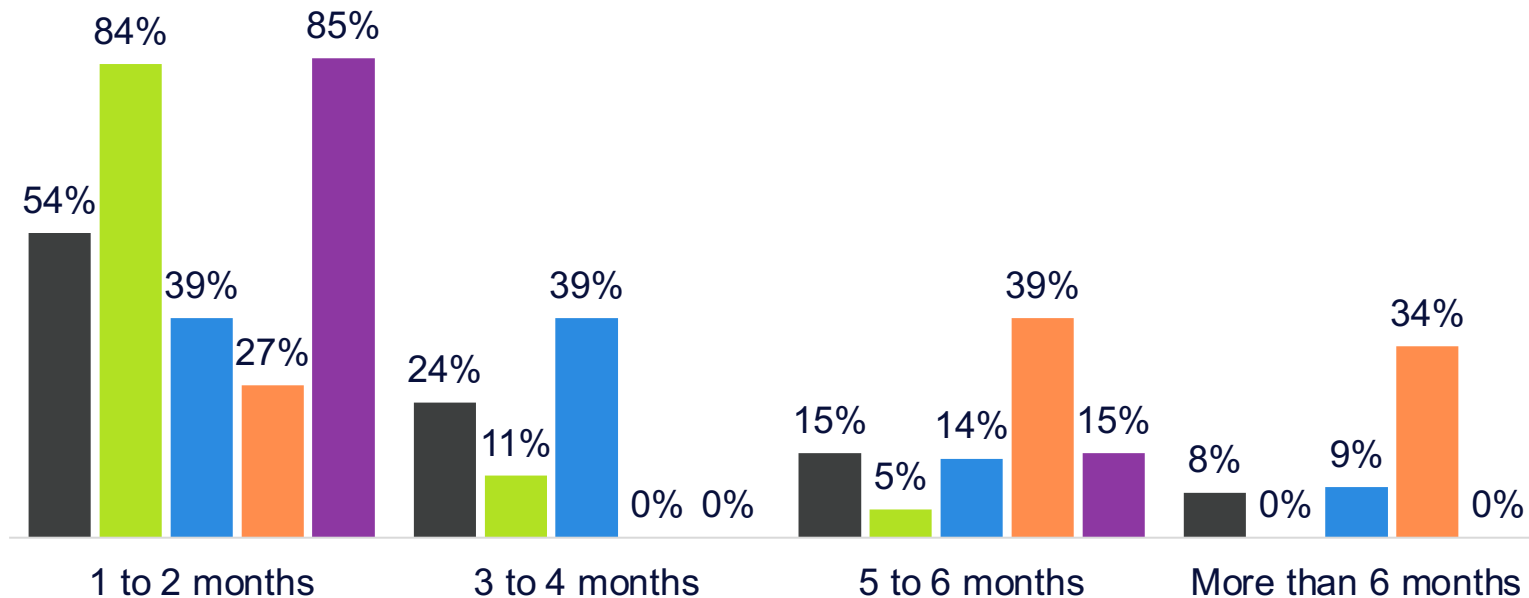
■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



Most of those incurring debt are not digging themselves a deep hole. Only 8% expect that it will take them more than 6 months to pay off their travel charges while more than half say their debt will be paid off in 2 months or less.

Expected time to pay off travel credit card debt

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



Will You Stay or Will You Go?

N = 938
MOE ± 3.2%
Panel: General Population
Collected: 11/17/23-11/18/23



Gen Z
11%



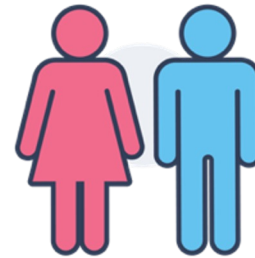
Millennial
32%



Gen X
27%



Baby Boomer
30%



Female
51%

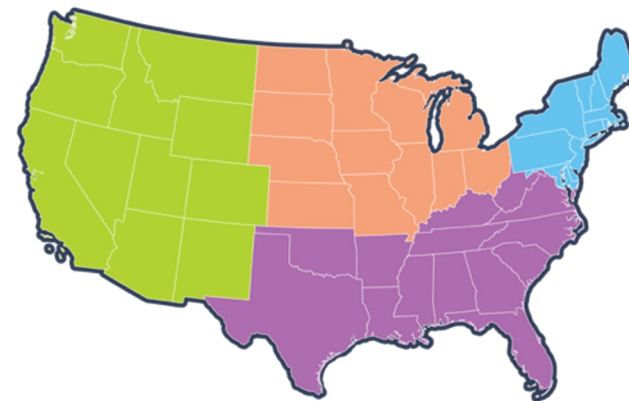
Male
49%



Urban
32%

Suburban
46%

Rural
22%



Northeast
17%

Midwest
21%

South
38%

West
24%



Do you want to take the Pulse of *your* consumers?

Our insights team will partner with you to design a study that will help you better understand your customers and their problems, and how your brand can win at retail.

To learn more about what our Four-Part Process and custom research studies can do for you, contact:

Jenni Becker SVP, Business Development
jenni.becker@salesfactory.com

The logo for Sales Factory Consumer Pulse is centered on the right side of the slide. It features the words "SALES FACTORY" in a small, white, sans-serif font above the word "Consumer" in a larger, white, sans-serif font. To the right of "Consumer" is the word "Pulse" in a bold, white, sans-serif font, with a stylized blue lightning bolt symbol integrated into the letter 'e'. The background of the slide is a dark blue with a grid of white plus signs and various data visualization elements like line graphs and bar charts, all in a lighter blue tone.

SALES FACTORY
Consumer **Pulse**