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# Summer 2024 Travel Outlook

May 9, 2024

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## At-A-Glance:

- 77% of respondents typically travel during the summer, showing consistent enthusiasm across different age groups.
- Financial constraints remain a concern for those who are choosing not to travel, with 68% citing a lack of funds due to inflation as a significant barrier to travel plans.
- Despite economic pressures, a striking 56% plan to travel more than usual.



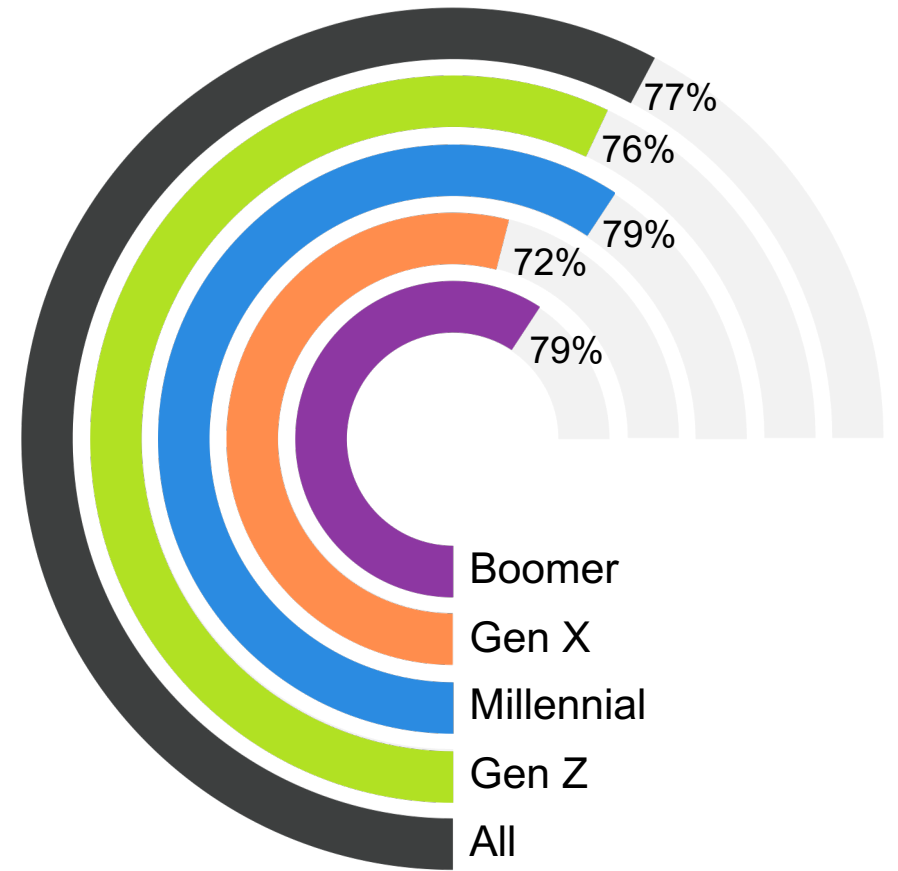
## The Outlook:

The data suggests a robust season for the travel industry, yet it's not without its challenges. With 68% of non-travelers citing inflation and 61% pointing to high costs as deterrents, there's a clear opportunity for businesses to offer value-driven solutions that address financial concerns. Additionally, the variance in travel intent among different demographic and behavioral profiles provides an opportunity for targeted marketing strategies.

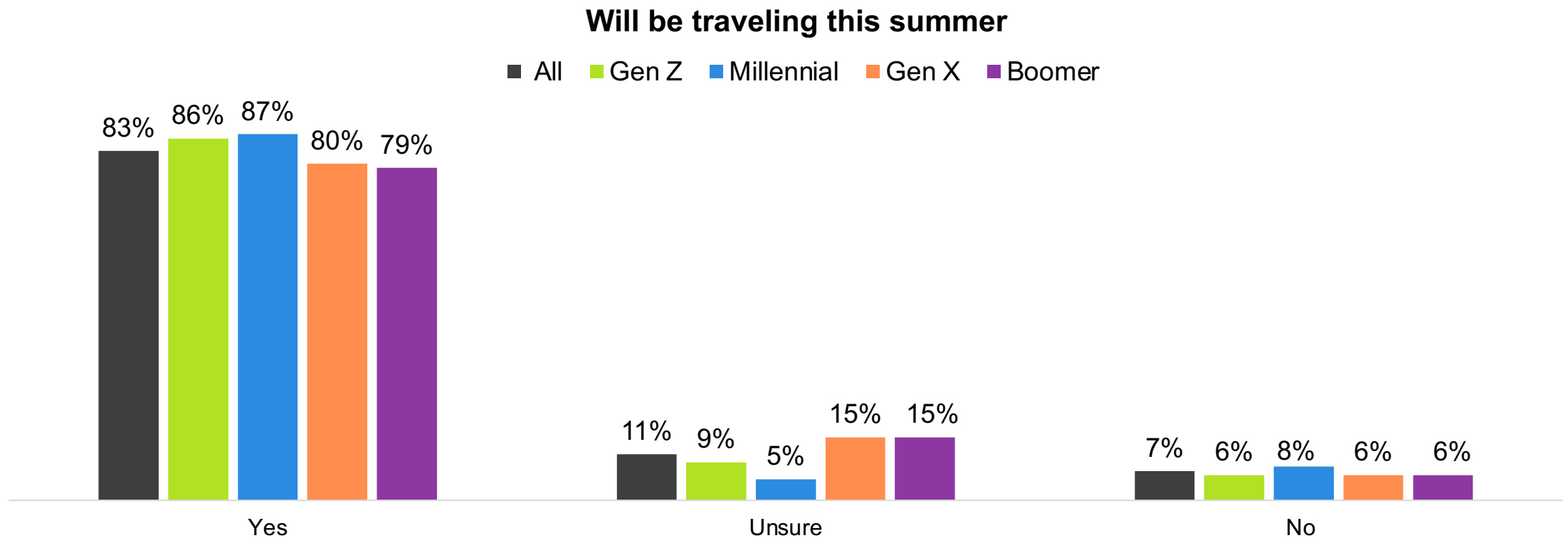
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**Slightly more than three-quarters of respondents (77%) report they typically travel during the summer season.**

Typically travel over the summer



**Whether it's the result of remaining pent-up demand from COVID or the attitude of people enjoying life when they can, 83% plan to travel this summer. An additional 11% report that they are still unsure whether they will or not.**



**Among those who are sure they won't be traveling this summer, the usual suspects like a lack of funds due to inflation (68%) and higher than normal costs (61%) are cited as the most influential deterrents.**



Influence on not traveling: Very or Extremely influential	All	Gen Z	Millennial	Gen X	Boomer
Lack of funds due to inflation	68%	100%	68%	74%	55%
Need to be conservative due to financial uncertainties	63%	76%	57%	71%	25%
Higher than normal cost of travel	61%	54%	58%	71%	60%
Health or health of a loved one	28%	54%	38%	5%	25%



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**Given that men are typically more liberal with their spending than women, it is somewhat surprising that men (74%) are more impacted by inflation than women (63%) when it comes to making travel plans.**

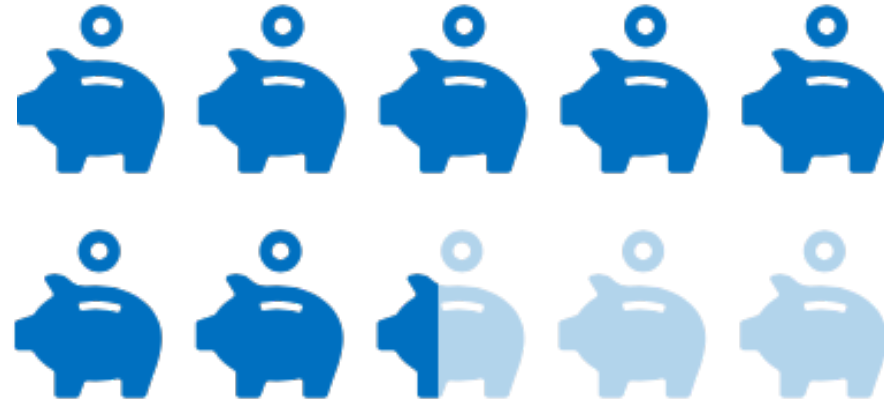
Influence of inflation on not traveling this summer:  
“Very” or “Extremely” Influential

**63%**



Women

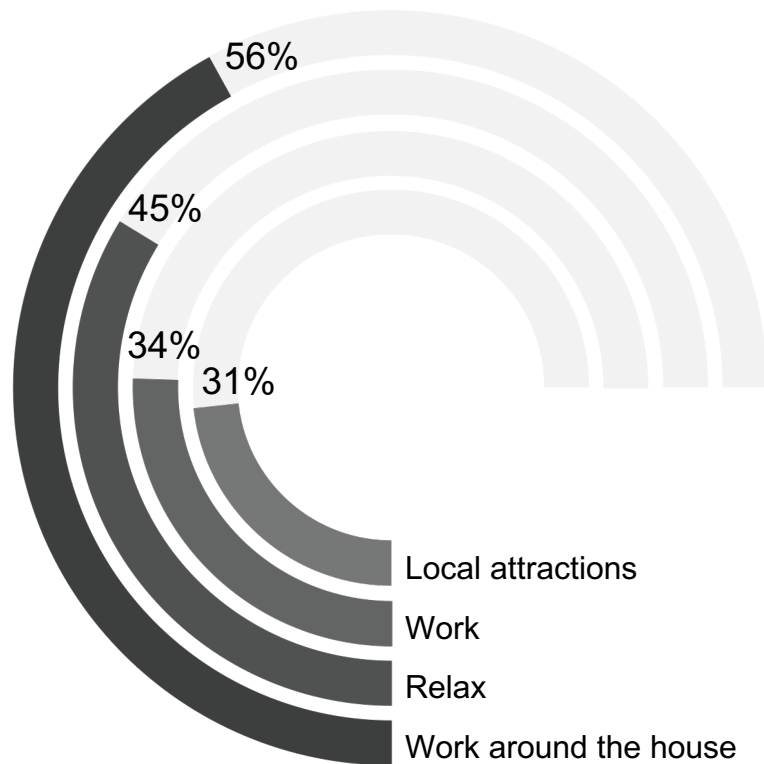
**74%**



Men

**Among those who won't be traveling, 34% will take at least a portion of the time to work while a majority (56%) will do some work around their home.**

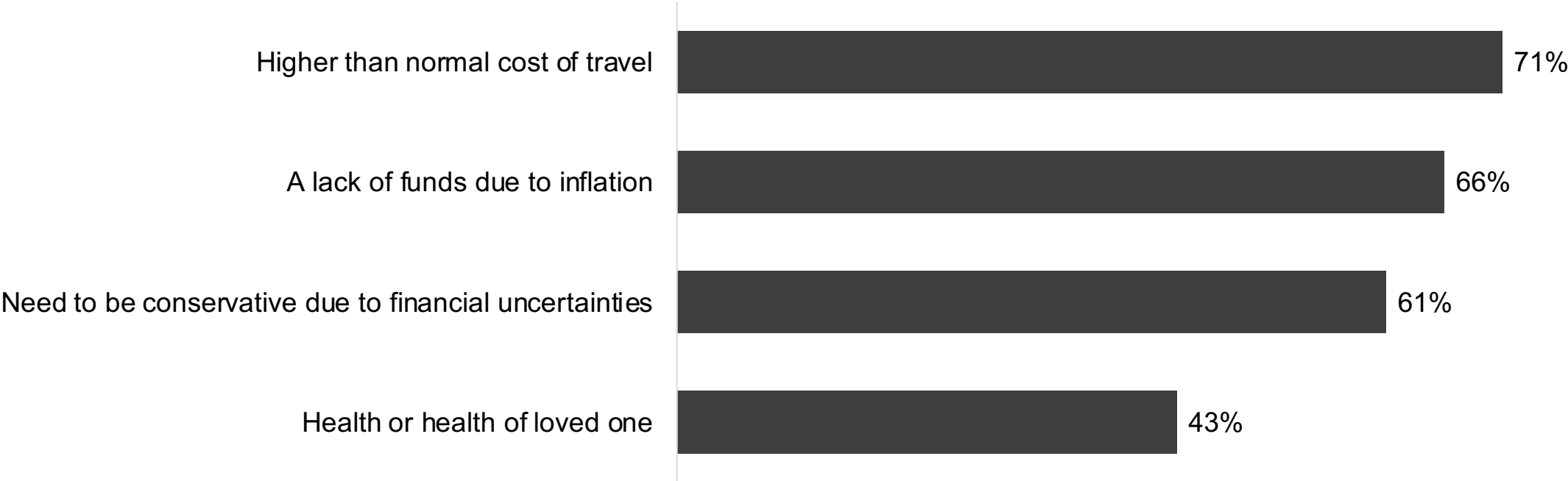
Activities planned to do instead of travel





**Among those uncertain about their travel plans this year, the impact of inflation (66%) and the higher-than-normal costs of travel (71%) are the greatest causes of hesitancy.**

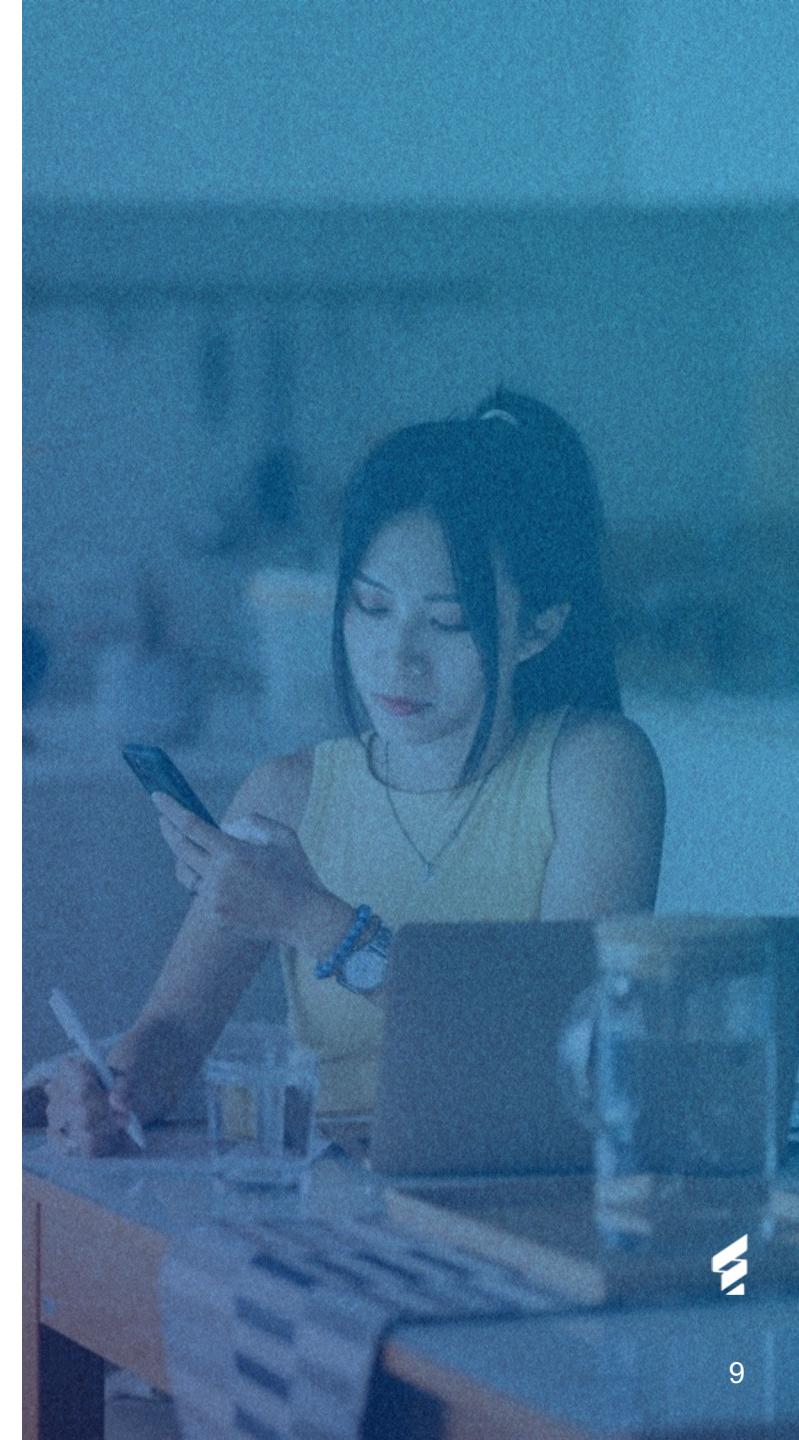
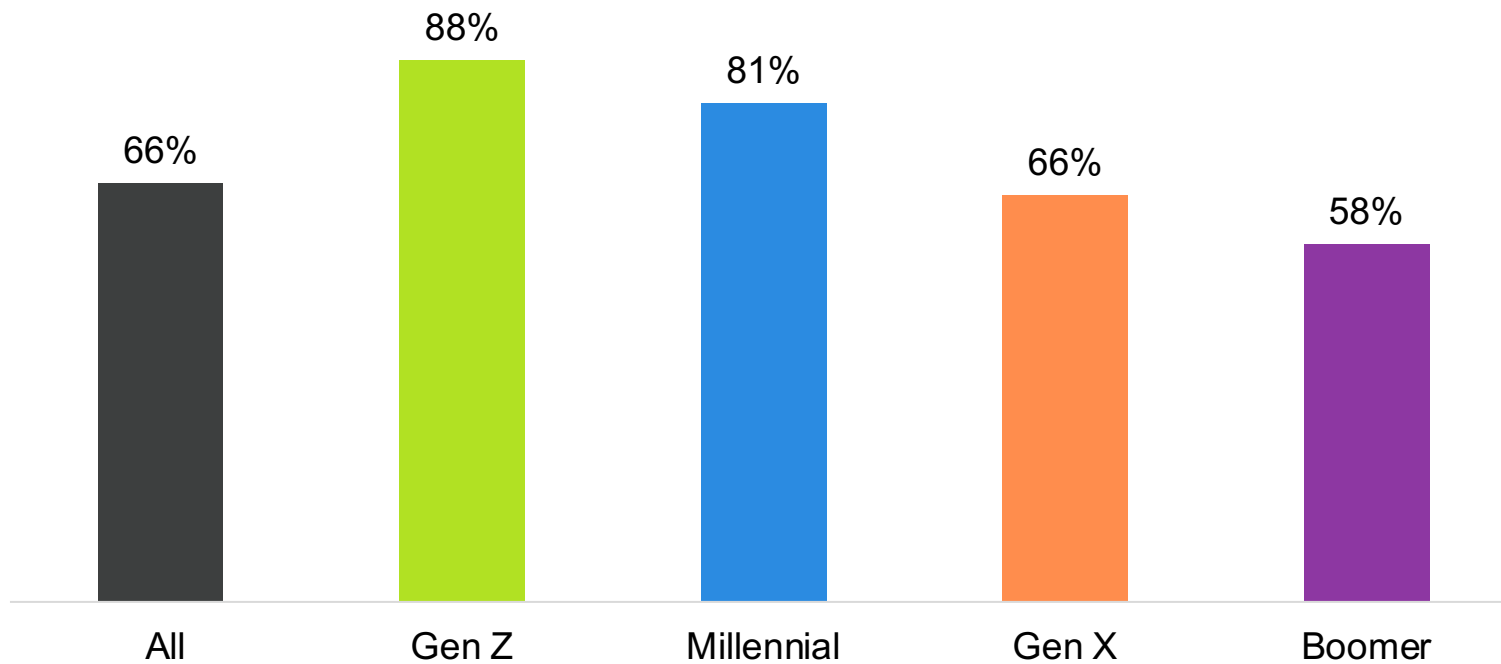
**Influence on uncertainty about travel this summer:  
“Very” or “Extremely” Influential**





**The younger generations are the most likely to be feeling the affects of inflation.**

**Influence of inflation on uncertainty about travel this summer:  
“Very” or “Extremely” Influential**



**Among those who remain uncertain, most will spend their time just relaxing (64%) should they decide not to travel. Interestingly, Gen Z are more likely than other generations to participate in the full range of activities available.**

Activities will do if not traveling	All	Gen Z	Millennial	Gen X	Boomer
Relax	64%	81%	60%	56%	69%
Work around the house	56%	91%	48%	66%	44%
Local attractions	41%	60%	39%	33%	43%
Work	29%	80%	39%	29%	15%



**Not only are more people planning on traveling this summer season than they normally do, but more than half (56%) are planning to travel more than they have traditionally.**

*Fewer than **1 in 5** (17%) will travel less than their norm.*

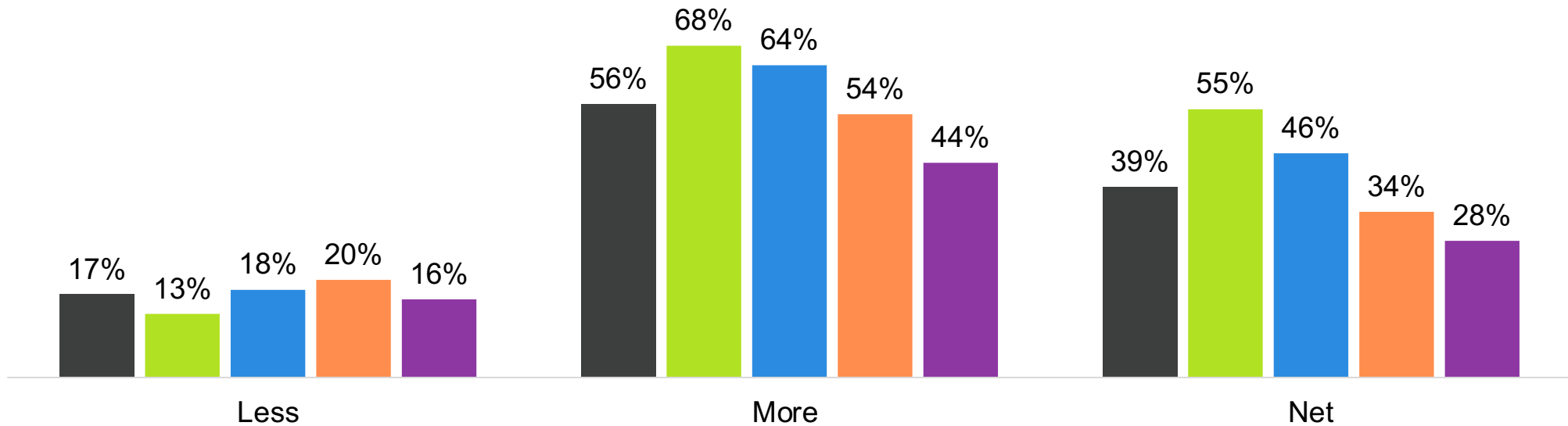
Planned time spent traveling this year compared to normal



**Interestingly, the net gain (more travel-less travel) in the amount of travel planned declines significantly by generation.**

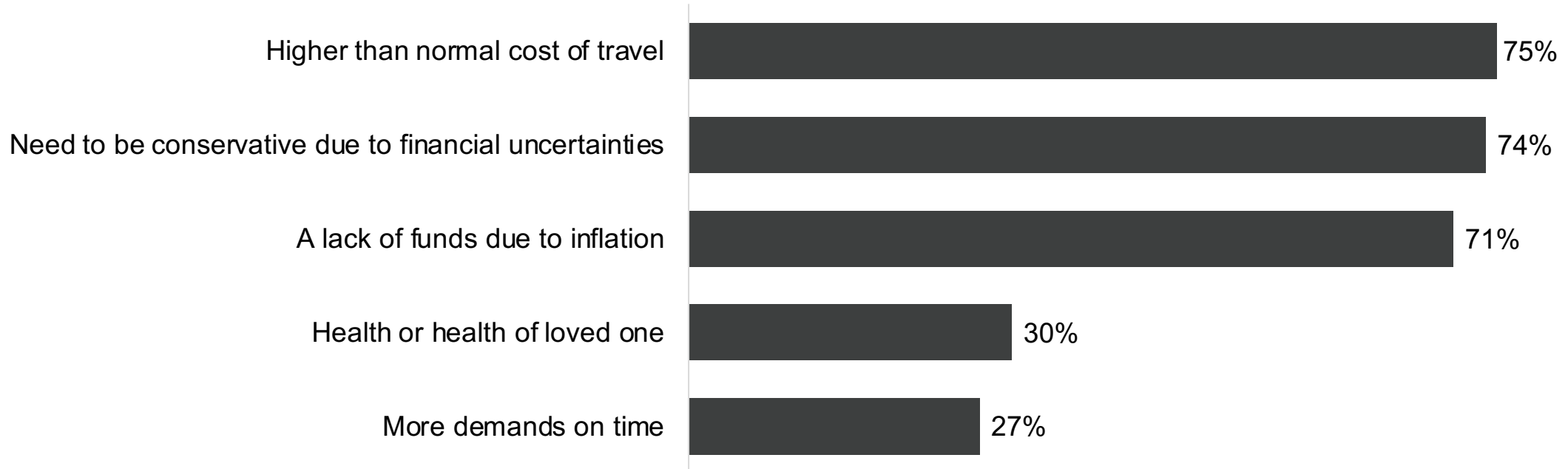
Planned time spent traveling this year compared to normal

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



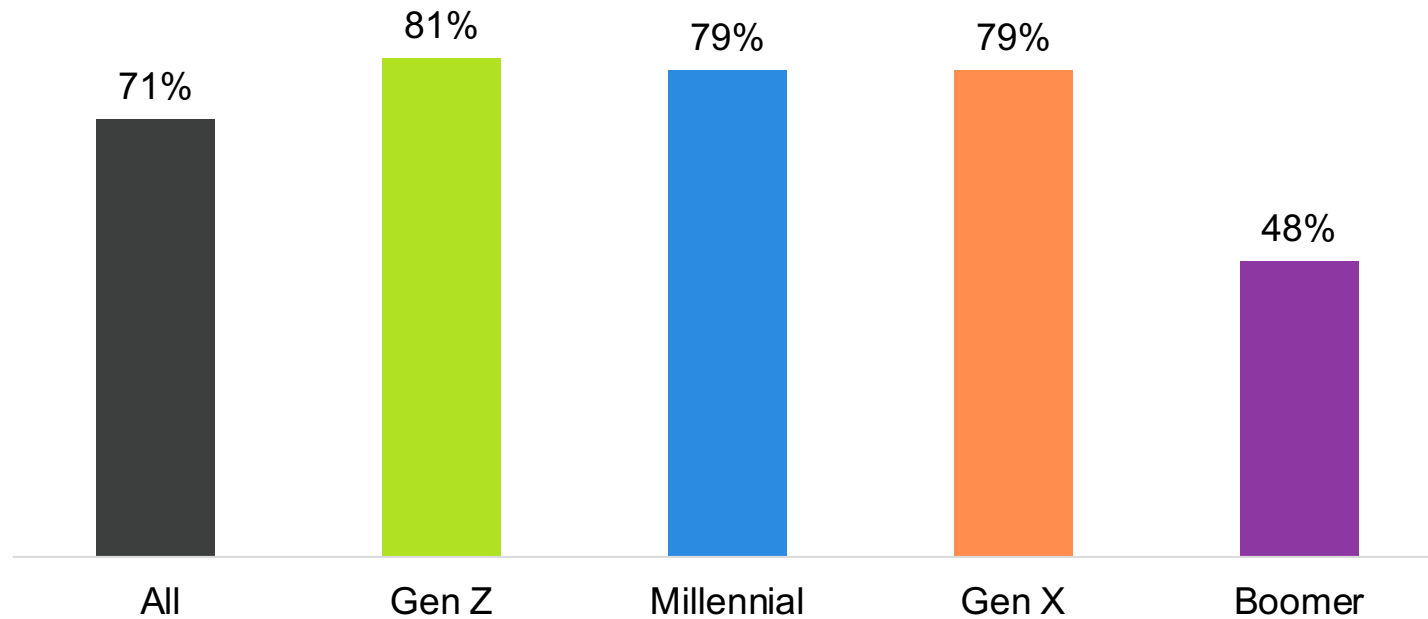
**The higher-than-normal costs of travel (75%), financial uncertainty (74%), and the impact of inflation (71%) are the reasons cited as most influential among those who will be traveling less than they normally would.**

**Influence on traveling less this summer:  
“Very” or “Extremely” Influential**



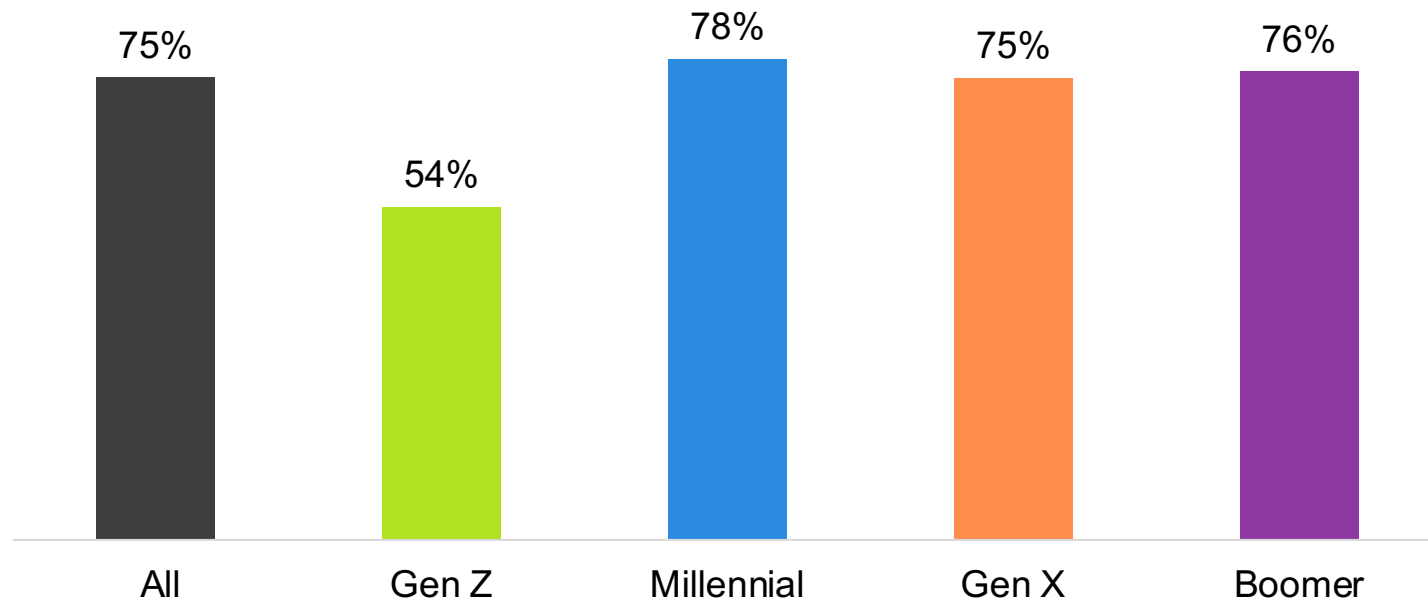
**Interestingly, a lack of funds due to inflation is a universal influence on decreasing travel frequency for all generations except for Boomers.**

**Influence of inflation on traveling less this summer:  
“Very” or “Extremely” Influential**



**On the other hand, the higher-than-normal costs of travel are impacting Gen Z's travel frequency much less than the other generations.**

**Influence of travel costs on traveling less this summer  
"Very" or "Extremely" Influential**



# Summer 2024 Travel Outlook

N = 940  
MOE ± 3.2%  
Panel: General Population  
Collected: 4/12/24-4/13/24



**Gen Z**  
11%



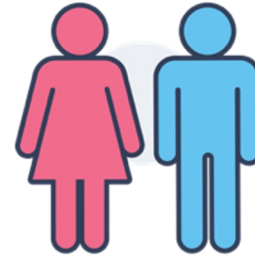
**Millennial**  
32%



**Gen X**  
27%



**Baby Boomer**  
30%



**Female**  
51%

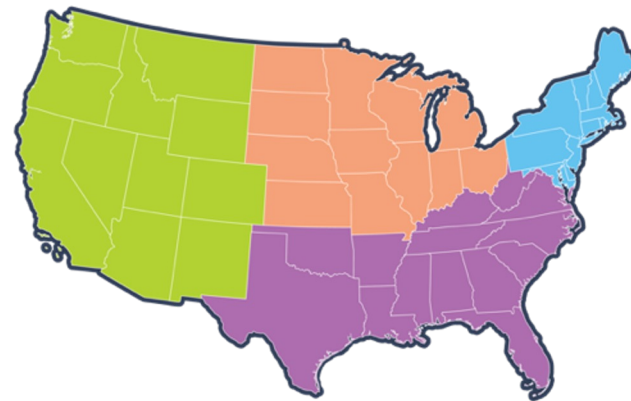
**Male**  
49%



**Urban**  
32%

**Suburban**  
51%

**Rural**  
18%



**Northeast**  
17%

**Midwest**  
21%

**South**  
38%

**West**  
24%





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# 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](mailto: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 bar charts and line graphs, all in a lighter blue tone.

SALES FACTORY  
Consumer **Pulse**