

# American Express Spending & Saving Tracker



## *Americans Gearing Up for Summer Getaways*

*June 2, 2014*

Prepared by:

**ebiquity**

Data-driven insights

# Research Method

The **American Express Spending & Saving Tracker** research was completed among a random sample of 1,500 adults, including the general U.S. population, as well as an Affluent demographic, defined as having a minimum annual household income of \$100,000.

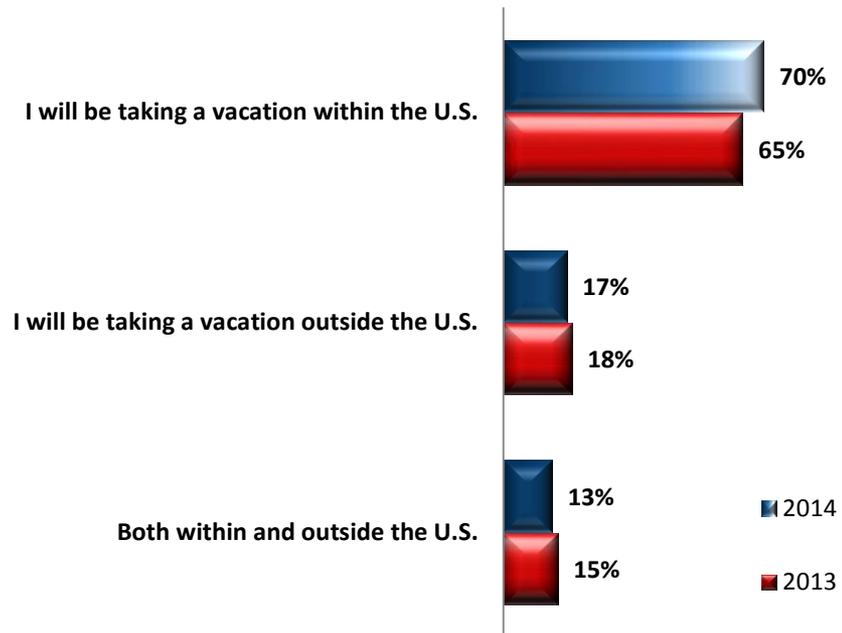
Interviewing was conducted by **Ebiquity**, formerly Echo Research, between April 18 and 22, 2013. Overall the results have a margin of error of  $\pm 2.5$  (total) and  $\pm 2.9$  (total with summer vacation plans) percentage points at the 95% level of confidence.

# More Americans are Gearing Up for Summer Getaways

Three in four (75%) consumers overall are planning a summer getaway this year (vs. 69% in 2013) with most planning a vacation close to home.

The average summer trip is expected to cost \$1,246, per person (up from \$1,145 in 2013).

## 2014 Summer Vacation Plans

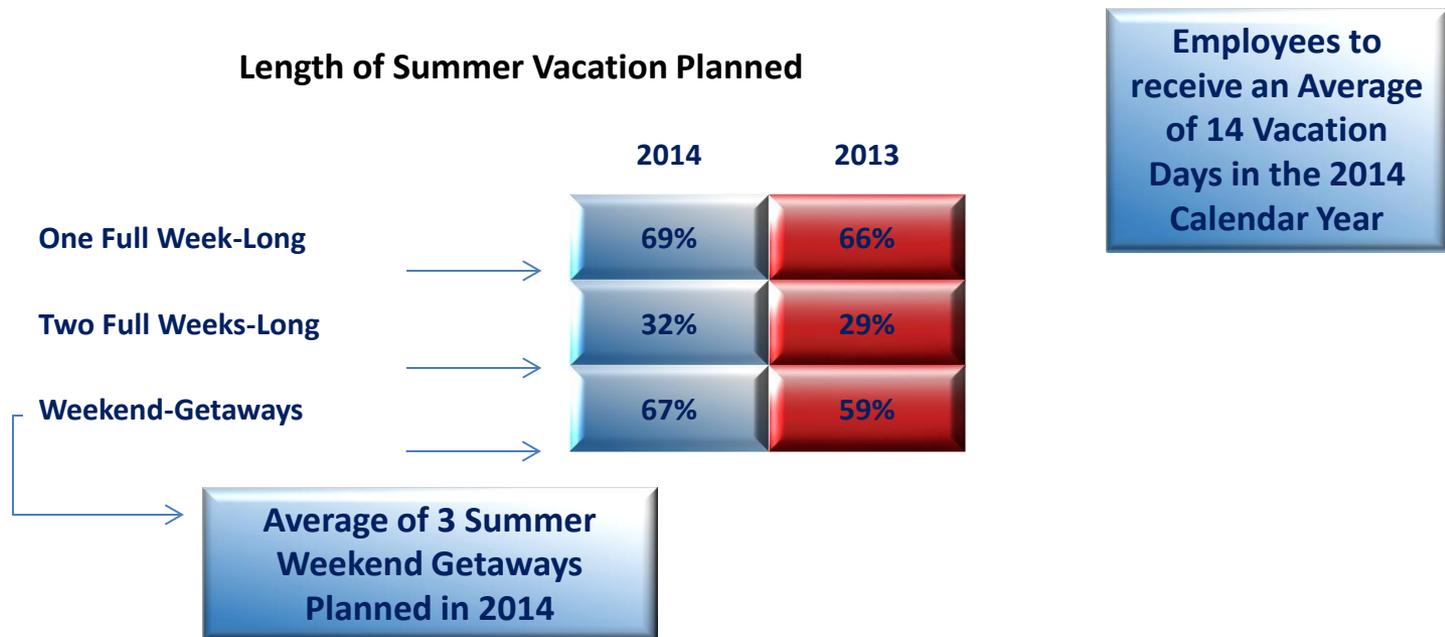


Q. Which of the following describes where you plan to travel for your summer vacation? BASE: Total respondents

Q. How much per person do you plan to spend on your summer vacation(s), overall, in 2014? Base: Among those with summer vacation plans

# Weekend Getaway Plans between May and September Expected to be on the Rise

More than two thirds of summer travelers plan to take at least one-full week (69%), and 67% (up from 59% in 2013) are planning weekend-getaways for an average of 3 weekends between May and September. And, a third (32% vs. 29% in 2013) are planning to get away for two weeks or longer.



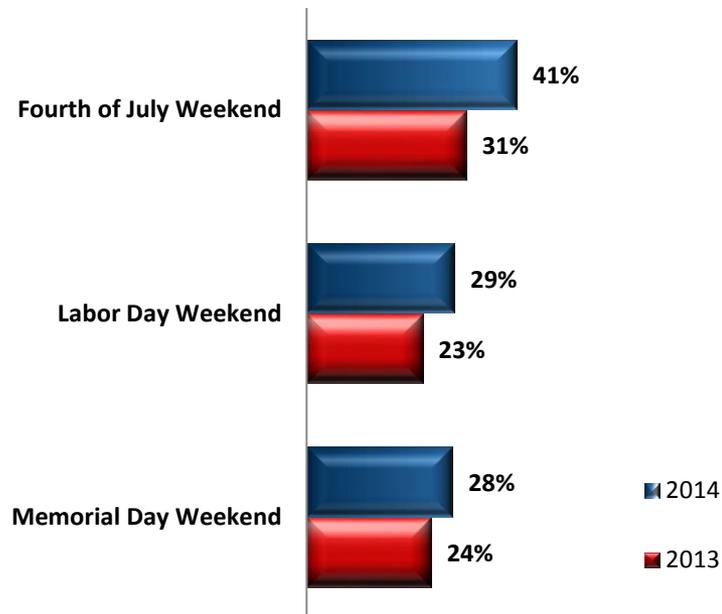
Q. How much vacation time do you get in a calendar year? Base: Total Respondents Employed  
 Q. How many WEEK-LONG TRIPS do you plan on taking, overall, this summer?  
 Q. And, how many summer WEEKEND-GETAWAYS are you planning for between May and September?  
 Base: Among those with summer vacation plans

# Most Summer Travelers will Travel over a Holiday Weekend

More than one half (54% - up from 45% in 2013) of summer travelers intend to vacation over the holiday – such as, The Fourth of July (41%, up from 31% in 2013) and Labor Day Weekend (29%, up from 23% in 2013).

**Any Holiday Travel – 54%**  
(up from 45% in 2013, and  
43% in 2012)

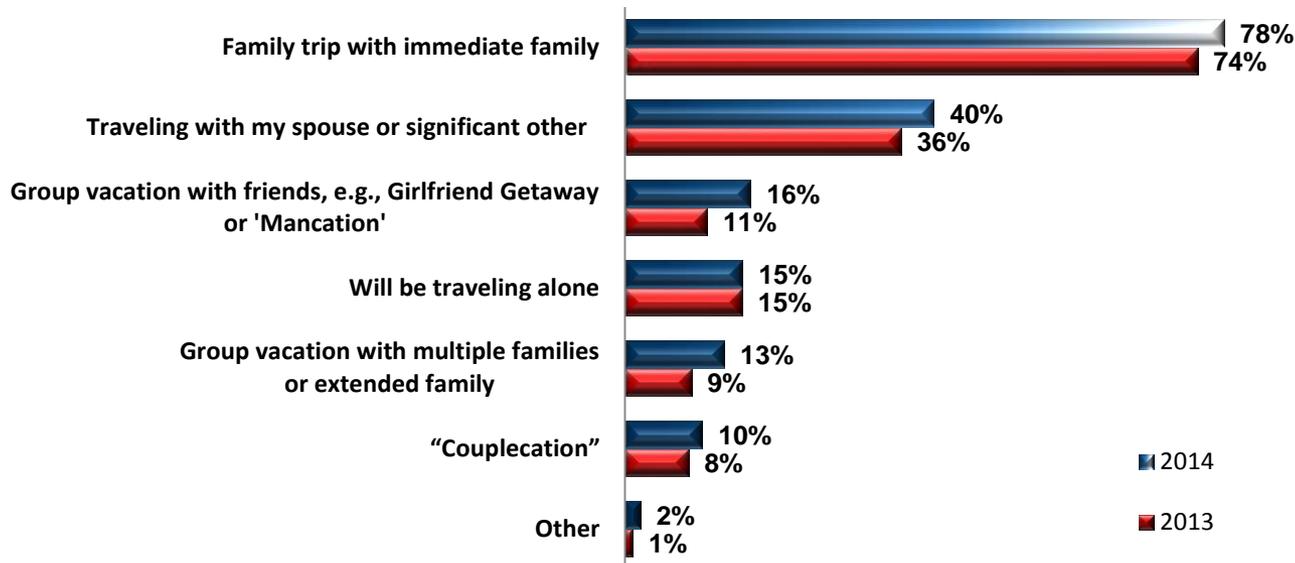
## 2014 Holiday Vacation Plans



# Family Trips Continue to be the Top Summer Vacation

Just under eight in ten (78% vs. 74% in 2013) summer travelers plan to travel with their immediate family.

## Who do Consumers Plan to Travel with this Summer?



**51% of summer travelers will likely (very or somewhat) bring their pet along (vs. 49% not very or not at all likely)\***

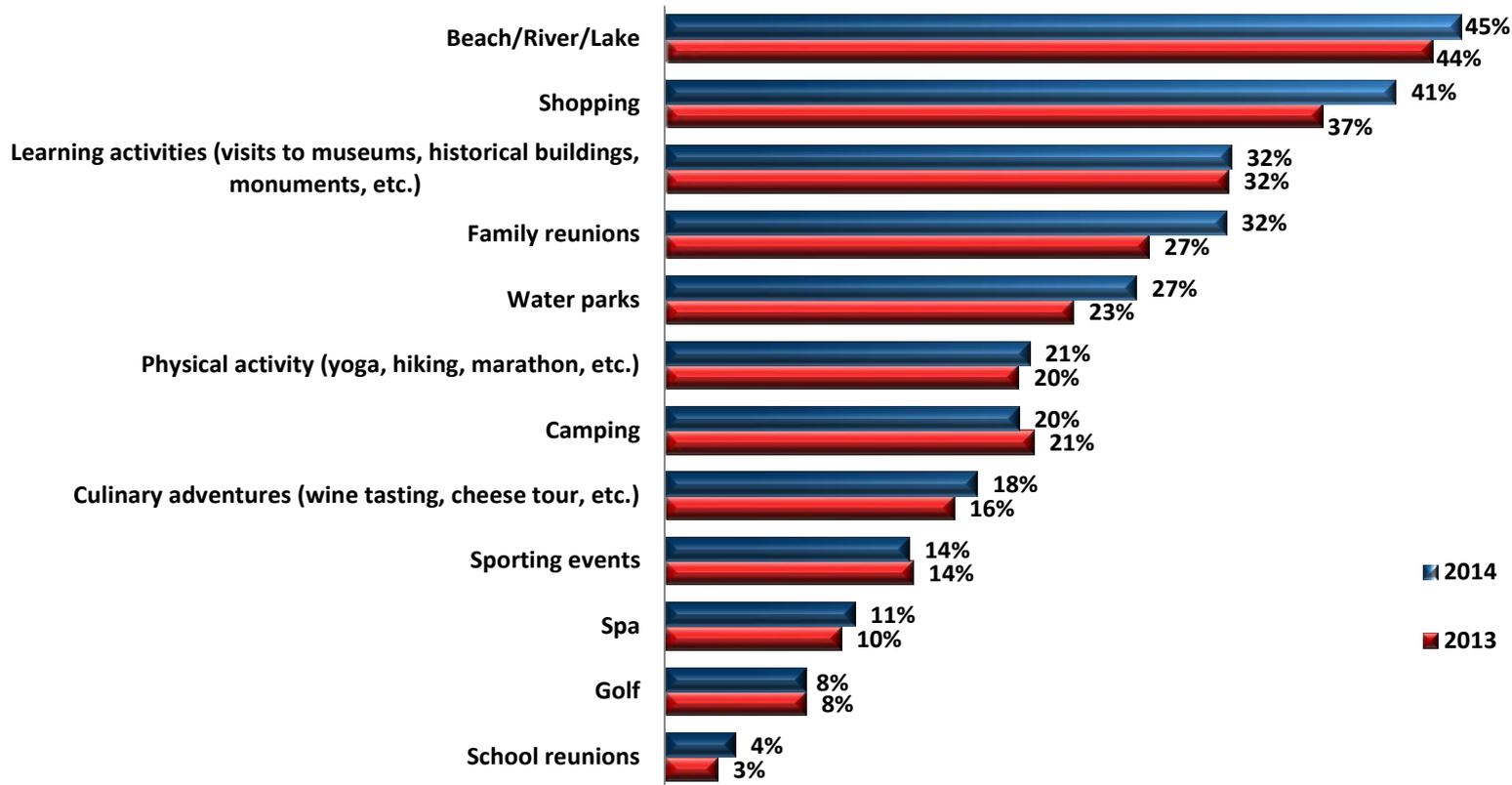
\*note: 59% of summer travelers own a pet

Q. Who do you plan on traveling with for your summer vacation(s)? Base: Among those with summer vacation plans  
 Q. How likely are you to bring your pet with you on your summer vacation this year? Base: Among those with summer vacation plans who own a pet

# Activities at the Beach, River, or Lake Lead for Summer Plans

Nearly one half (45%) of summer travelers are planning activities that involve a trip to the beach, river or lake, followed by shopping (41%).

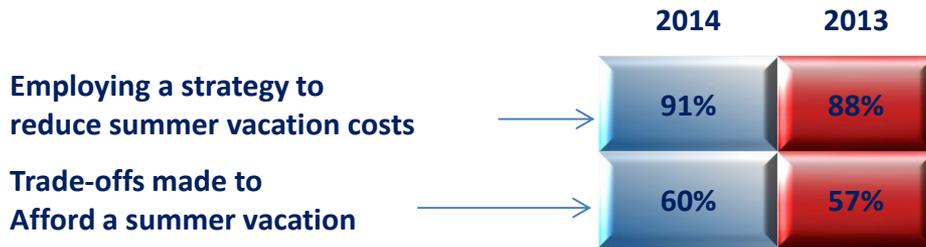
Activities Planned for Summer Travel this Year –  
Total with Summer Vacation Plans



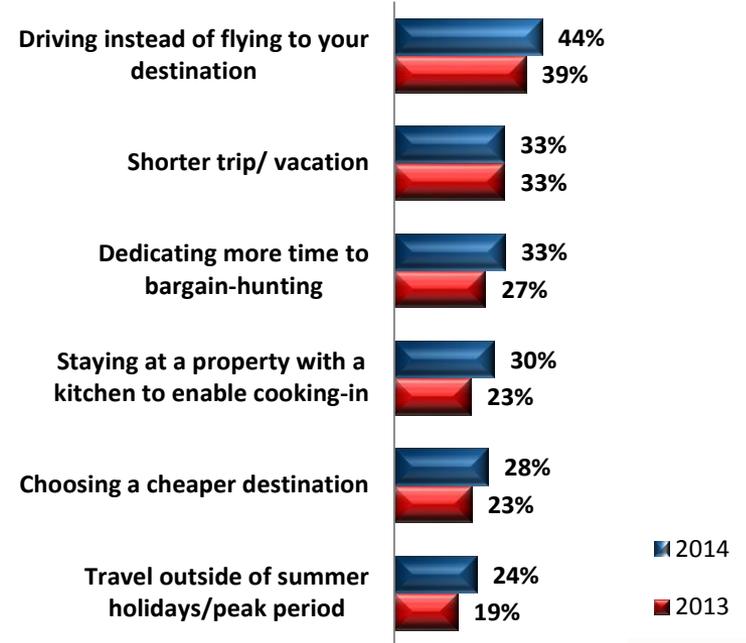
# More Summer Travelers are Looking for Ways to Reduce Vacation Costs

More than nine in ten (91% - up from 88% in 2013) of travelers say they're looking for ways to reduce costs or make trade-offs in order to afford their trips (60% - up from 57% in 2013). These travelers are employing a variety ways to stretch their budgets, and among those include driving instead of flying (44% - up from 39% in 2013), taking a shorter trip and dedicating more time bargain hunting (33% each), taking a shorter trip and dedicating more time bargain hunting (33% each).

## Summer Travelers Look for Ways to Reduce Costs and Willing to Make Trade-Offs



## Methods Employed to Stretch Budgets



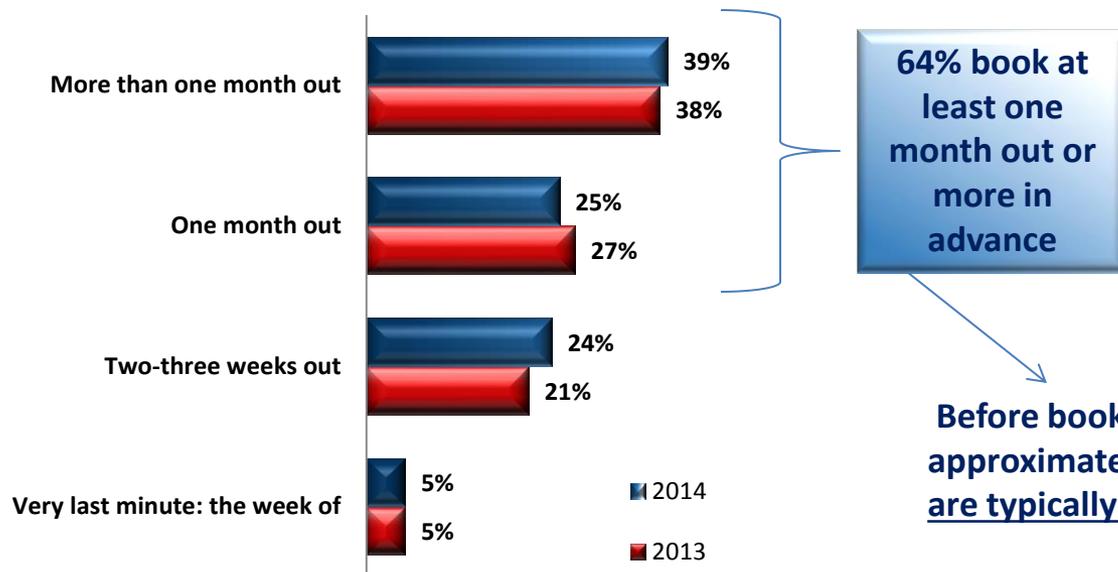
Top 6 out of 14 illustrated

Q. Strategy to reduce the cost of your summer vacation?  
 Q. What trade-offs, if any, have you made in order to afford a summer vacation?  
 Base: Among those with summer vacation plans

# More Travelers Plan their Summer Trips Earlier Rather than Later

About two-thirds (64%) book their summer travel plans at least one month out or more in advance. On average travelers typically visit 5 online sites before booking.

### How Far Out are Summer Plans Booked?



Before booking travel plans, approximately 5 online sites are typically visited

Not illustrated - % responded 'other' or not sure

Q. Before booking your travel plans, approximately how many online sites do you typically visit?

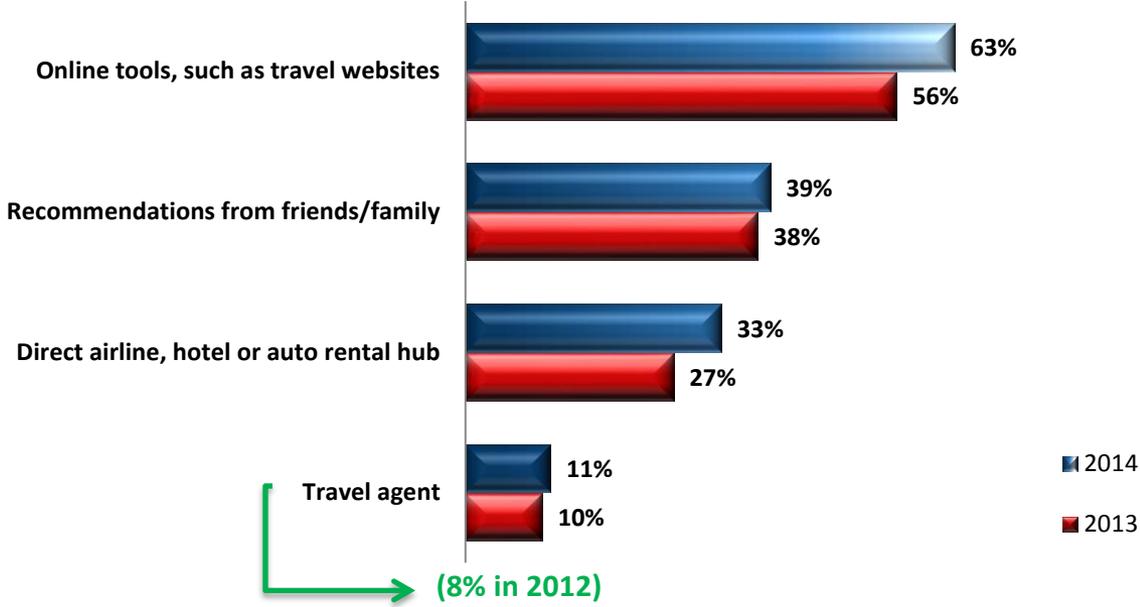
Q. How far out do you typically book your summer travel?

Base: Among those with summer vacation plans

# Online Tools Continue to be Top Resource for Booking Summer Travel

More than six in ten (63%, vs. 56% in 2013) summer travelers turn to the internet to book their summer vacations. Notably, resourcing of travel agents has risen to 11% (from 8% in 2012).

Resources Used when Booking Summer Vacations



Q. Which of the following resources will you be using when booking your summer vacations?  
Base: Among those with summer vacation plans