



AMERICAN EXPRESS SPENDING & SAVING TRACKER

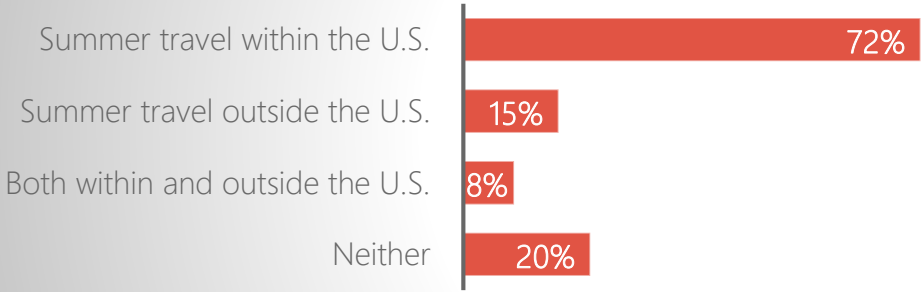
“Pack Your Bags, America: 8 in 10 to Travel this Summer”

ebiquity

Data-driven insights

Americans Expect to Spend an Average of \$941 Per Person on Summer Getaways

2016 SUMMER GETAWAY PLANS - General Population -



Greater than 100% because respondents could select both within and outside of the U.S.

80%
of Americans
or **195.9 million people**,
have Summer
getaway plans and
spend an average of
\$941 per person on their
trips

89% of Millennials (18 to 34) have summer getaway plans. Among the 11% with no plans, nearly one-in-five (18%) attribute staying home to experiencing major milestones in their lives, such as a new baby or a new job (vs. 10% general population).

Q.2. Which of the following describes where you plan to travel for your summer vacation? Base: total respondent
Q.14 How much per person do you plan to spend on your summer vacation(s), overall? Base: have summer vacation plans
Q.29 Which of the following is the primary reason you won't be taking a summer vacation this year?
Population of Americans planning a summer getaway is calculated on 245+ million U.S. adults

Americans are Planning an Average of Three Weekends Away

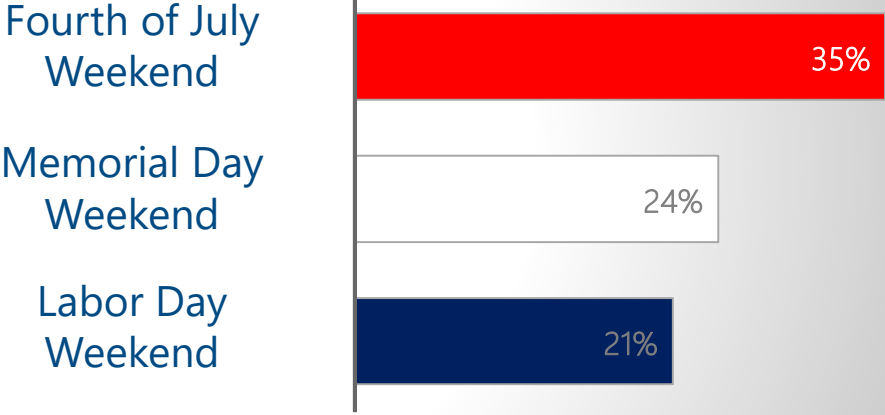
Many will Choose to Travel Fourth of July Weekend

General Population with 2016 Summer Vacation Plans

64%
are planning
weekend getaways
(on par with 2015)

Three
weekend trips
are planned,
on average

INTENTIONS TO TRAVEL OVER A HOLIDAY WEEKEND IN 2016

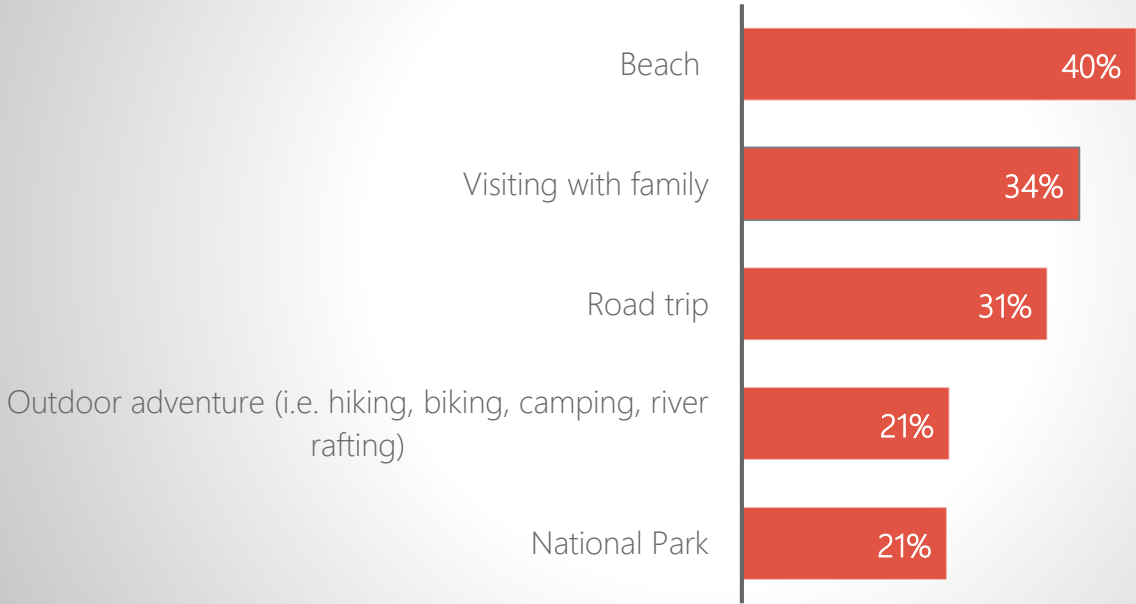


On average, American Employees get **14 vacation days**. They plan to use an average of **eight** days for summer vacation.

Q.7. How many WEEKEND-GETAWAYS between May and September? Base: have summer vacation plans
Q.8. Will you be traveling over any of the summer holiday weekends? Base: have summer vacation plans
Q.1. How much vacation time do you get in a calendar year? Total employed
Q.T1. How many paid days off do you intend to use this summer to travel? Base: have summer vacation plans

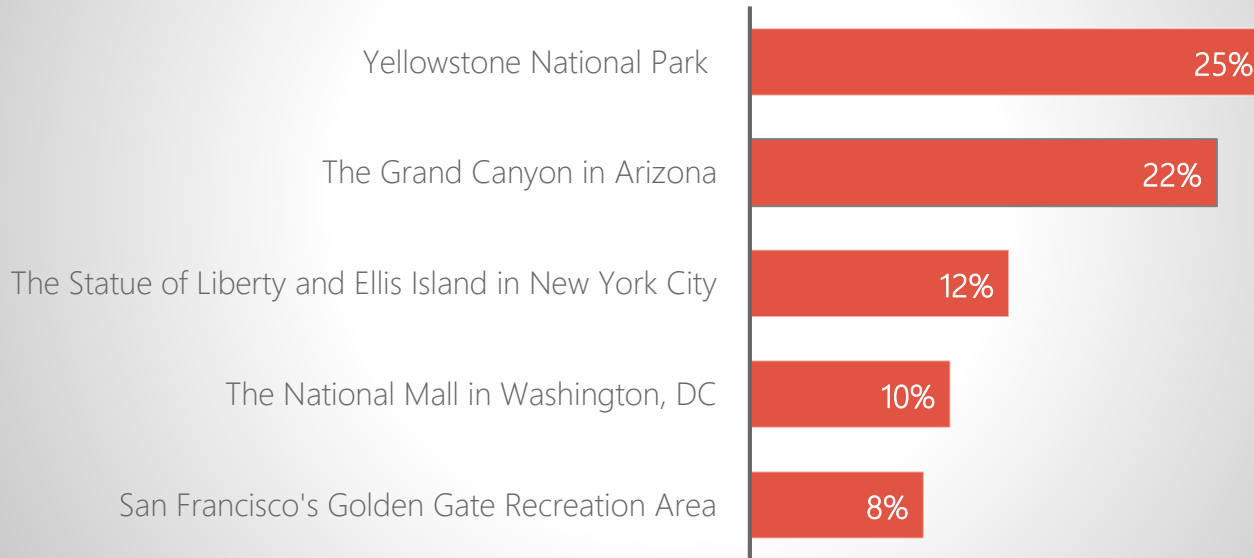
U.S. National Parks Make the List of Top Five Vacation Plans this Summer

THE MOST POPULAR TYPES OF TRIPS PLANNED FOR 2016 SUMMER TRAVEL



Yellowstone National Park Ranked Highest of National Landscapes Most Interested in Visiting on their Summer Vacation

78% Of Summer Travelers are Interested in Visiting a National Landscape, such as:



A Majority of Americans Use Specific Cost-Cutting Measures to Save Money for Summer Getaways

Travel Booking Behaviors among the Summer Traveler...

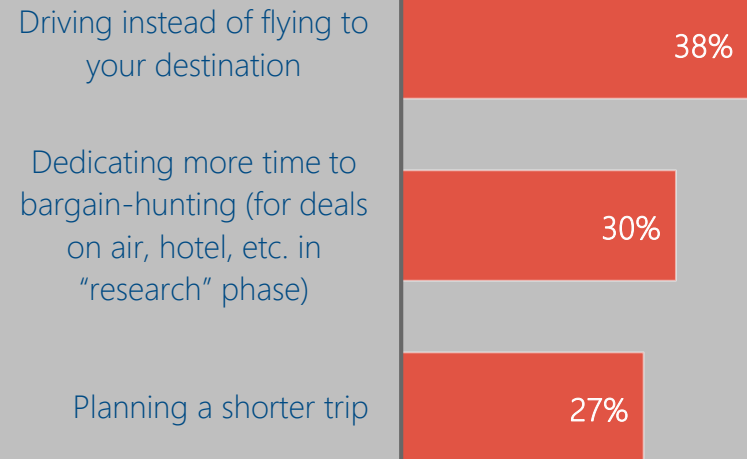
75% Set aside money for their planned trips
(vs. 81% in 2015)

46% Plan their trips more than one month
out from booking (vs. 37% in 2015)
Six websites are visited, on average,
before booking

46% Book when confident they've found the
right deal (vs. 42% in 2015)

91% Report using specific cost-cutting measures to save money.

LEADING COST-SAVING MEASURES



Q.M4. Percent agree to have "Saved/have money set aside to travel this summer" Base: have summer vacation plans

Q.11. How far out do you typically book your summer travel? Base: have summer vacation plans Base: have summer vacation plans

Q.M6. What is the leading factor in determining when you book your summer travel? Base: have summer vacation plans

Q.12. Which of the following describes your strategy to reduce the cost of your summer vacation? Base: have summer vacation plans

ABOUT THE AMERICAN EXPRESS SPENDING & SAVING TRACKER

METHODOLOGY

The [American Express Spending & Saving Tracker](#) research was completed online among a random sample of 1,502 adults, including the general U.S. population, as well as an affluent demographic defined by a minimum annual household income of \$100,000. Interviewing was conducted by Ebiquity between April 28 and May 4, 2016. The overall margin of error is +/- 2.5 percentage points at the 95 percent level of confidence; the results have a margin of error of +/- 2.4 among summer travelers and +/- 3.3 for millennials.

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