



# Trendspotter: Travelers Make Plans for the Holidays

Travel demand throughout 2022 has remained strong, despite record-high fuel prices and canceled flights, as travelers remain resilient and committed to enjoying quick getaways and making up for lost time during the pandemic. After hitting a five-year high in April 2022, airline prices are sliding back toward pre-pandemic levels. Travel resilience, combined with shifting prices, means that current trends are expected to continue throughout the holiday season.

PMG's latest proprietary consumer research offers key insight into the state of holiday travel as the industry continues its recovery from the pandemic and Americans make holiday plans.

**For all inquiries, please connect with us at [insights@pmg.com](mailto:insights@pmg.com)**

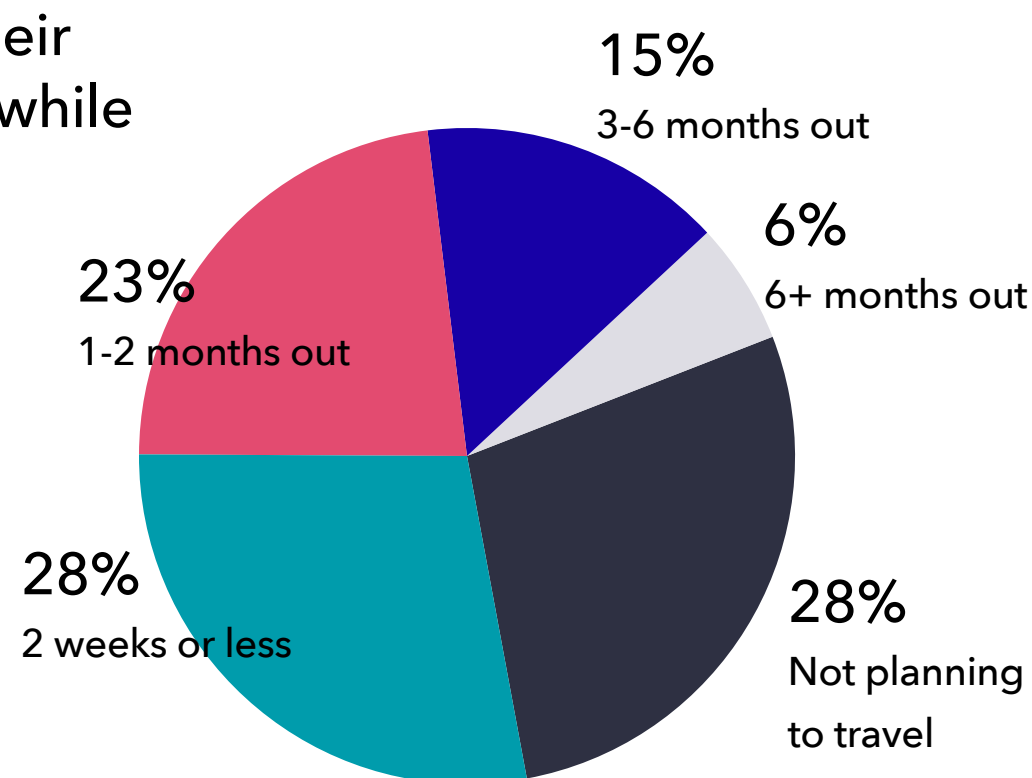
All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1032 adults. Fieldwork was undertaken between 8th - 13th September 2022. The survey was carried out online. The figures have been weighted and are representative of all U.S. adults (aged 18+).

## When Do Travelers Plan to Book Accommodations?

Of the 72% of 2022 vacation-goers, over 1/3 (39%) book their accommodations just two weeks or less ahead of their trip, while 23% book 1-2 months ahead of time.

Planning styles by demographic:

- Travelers 18-34 over-index for 2 weeks or less (48%)
- 35% of parents with kids <18 plan their stay 2 weeks out or less
- Travelers with HHI of \$80K+ tend to plan 1-2 months out (30%)



## What Do Travelers Plan To Spend For Holiday Travel?

37% of travelers plan to spend the same amount of money or more (24%) on their holiday travel plans this year, while 39% plan to spend less.

Where is increased travel spend intent highest?

- Travelers 18-34 (32%)
- Travelers in the Northeast (33%)
  - Southern travelers intend to spend less (43%)
- Parents with kids <18 (33%)
- Travelers with HHI of \$80K+ (28%)

**39%**

Plan to spend less

**37%**

Plan to spend the same

**24%**

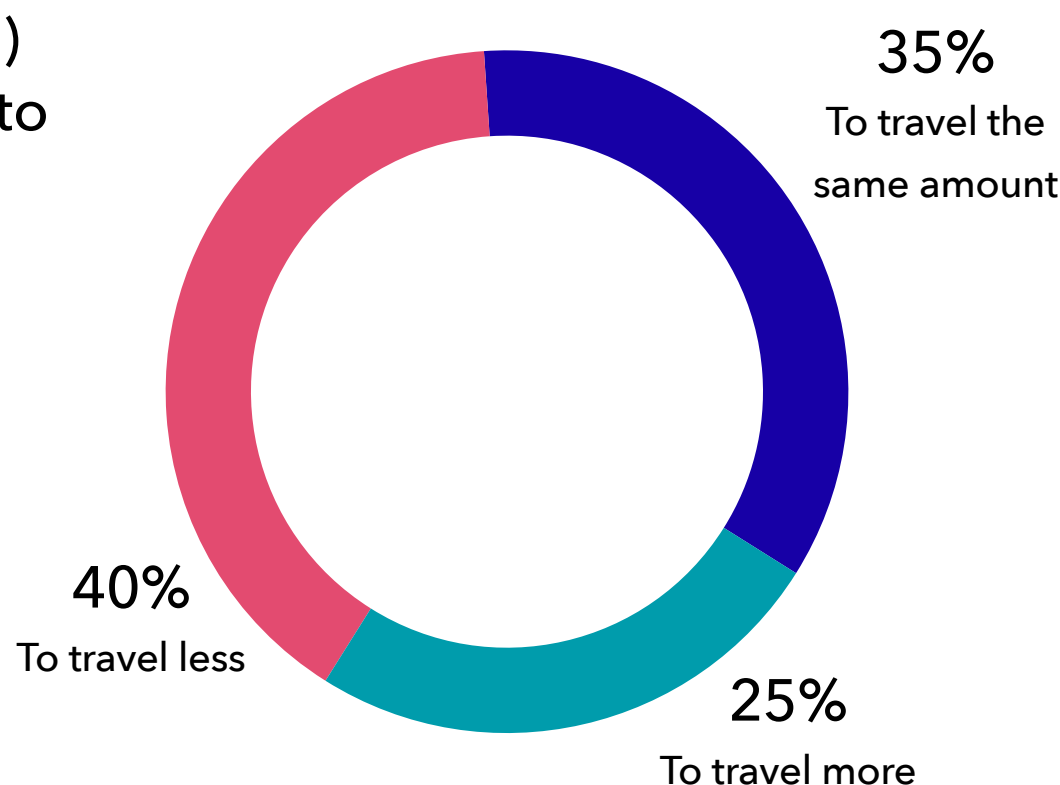
Plan to spend more

## How Frequently Do People Plan to Travel?

Most travelers plan to travel the same (35%) or less (40%) than they did last holiday season, while nearly 25% plan to travel more.

Who plans to travel more frequently this holiday?

- Travelers 18-34 (37%)
- Parents with kids <18 are more likely to plan more frequent travel this holiday season (30%) than people with older kids or no kids
- Travelers living out West (24%)
- Travelers with HHI of \$80K+ (29%)



While holiday travel demand looks strong, travel advertisers will need to remain flexible as more travelers may reimagine their travel plans if inflation continues to drive airline fares or fuel prices higher than they are today," said Stephanie Dworak, senior client strategy director at PMG. "In these moments, it will be important to leverage all available data to make strategic decisions about the best moments to engage travelers in the months to come."