15th Annual Vacation Confidence Index

Summer 2023
2023 Vacation Confidence Index Findings | July 19, 2023
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Allianz Partners USA's Annual Vacation Confidence Index (VCI) Celebrates 15 years

Survey conducted by Ipsos

Data analyzed to reveal Americans' vacation habits and trends:

- Confidence levels toward taking summer and annual vacations
- How much Americans plan to spend on summer vacation
- Changes to average trip length and average nightly spend
- Americans' plans for large-scale ticketed events
- Emerging travel trends led by young Americans
- Americans' trust in and use of the sharing economy
Survey Methodology

Survey conducted May 2 to 4, 2023

Sample included 2,010 Americans aged 18+

For the purposes of this survey, a vacation is defined as a leisure trip of at least one week to a place that is 100 miles or more from home.

Questions? Please add them to the chat feature to be addressed during the Q+A session at the end of today’s event.
In 2023, summer vacation spending is expected to reach record-breaking levels. Americans’ total vacation spend forecast to top $214.1 Billion. Spending in 2023 more than doubles pre-pandemic levels.
Vacation Average Spend

Average intended outlay on vacation travel is

$2,830 per US household

Americans’ Average Vacation Spend 2010–2023
Amounts in Dollars per Household

$1,653 $1,704 $1,755 $1,895 $1,621 $1,798 $1,936 $2,037 $1,888 $2,122 $2,644 $2,830

Summer Vacation Annual Confidence

61% are confident they’ll take a summer vacation this year.

Revenge travel plans fueled the dramatic spike to 60% and are holding steady in 2023.

Confidence in taking a summer vacation

- 2010: 40%
- 2011: 45%
- 2012: 44%
- 2013: 40%
- 2014: 45%
- 2015: 46%
- 2016: 43%
- 2017: 44%
- 2018: 44%
- 2019: 42%
- 2020: 26%
- 2021: 60%
- 2022: 60%
- 2023: 61%

Vacation: Leisure travel of at least a week to a destination 100 miles or more away from home.
Summer Vacation Confidence Trends

Nearly three-quarters (74%) of Americans say that an annual summer vacation is important.

Younger Americans, ages 18-34, are the most confident (67%) they will take a summer vacation.

Confidence in taking a summer vacation this year 2023

- 18-34: 67%
- 35-54: 64%
- 55+: 53%

Up 19 points since 2019, vacation confidence remains at record level.

- 61% of Americans are confident they will take a summer vacation.
- 65% of men are confident they’ll take a summer vacation vs. 57% women.
### Summer Vacation Challenges

**Financial consideration** is the most cited reason a lack of confidence in a summer vacation.

57% of respondents “did not want to spend the money,” led by the 35-54 year-old demographic (67%).

### 2023 Top reasons Americans aren’t confident about a summer vacation

<table>
<thead>
<tr>
<th>Reason</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>You don't want to spend the money</td>
<td>57%</td>
<td>54%</td>
<td>51%</td>
</tr>
<tr>
<td>You don't want to take the time off from work</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>You don't want to because planning a vacation is stressful and time consuming</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>You don't want to due to another personal obligation outside of work</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Not confident for another reason**

34%
New Trend: Pay-cations

3 in 10 Americans will choose to work remotely from a vacation destination this year.

42% of 18 to 34-year-olds are likely to travel to a vacation destination to work remotely.

New Travel Trend: The Pay-cation


Among Working Americans
The 18-34 demographic is more likely to work remotely from a vacation destination.

3 in 10 (31%) Americans will take a pay-cation this year, a remote work trend supported by flexible remote work policies developed during the pandemic.
Young American Travel Trends

54% of 18-34-year-olds report wellness and self-care as a travel priority this year

42% of 18-34-year-olds will embark on a trip alone

41% of 18-34-year-olds will opt to include their pets on vacations this year
Summer Trip Length + Spending

Average trip length expected to grow to **4.5** nights

Average spend on room nights increases up to **30%**

Travelers splurge on shorter trips

For vacations less than a week, average nightly spend has risen up to 30%

**Up to 30% increase over 2022**

For trips of 3, 4 and 5 nights, average nightly spend has risen by nearly $100 per night in 2023

<table>
<thead>
<tr>
<th>Night(s)</th>
<th>Anticipated Spend</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>$622</td>
</tr>
<tr>
<td>2</td>
<td>$775 (average: $388)</td>
</tr>
<tr>
<td>3</td>
<td>$1,255 (average: $418)</td>
</tr>
<tr>
<td>4</td>
<td>$1,687 (average: $422)</td>
</tr>
<tr>
<td>5</td>
<td>$2,227 (average: $445)</td>
</tr>
</tbody>
</table>

**Nearly 64% of Americans say their next trip will be a microcation**

7 in 10 (72%) of Americans will travel away from home this summer for at least 1 night

1.4 Vacations

4.5 Nights away

2 in 5 (39%) Americans are taking multiple (> 5 nights) trips
Almost two-thirds (62%) of Americans have taken a vacation within the last year, up five points from 2022.
Stated importance (74%) of an annual vacation and the confidence (66%) to vacation in 2023 are both higher than past years.
Despite citing the importance of an annual vacation, **2 in 5 Americans (19%)** are not confident they will take one this year.
46% of Americans are likely to use sharing economy services while away from home this summer, with trust led by the 18-34-year-old demographic (68%)
Almost two-thirds (63%) of Americans are likely to attend at least 1 ticketed event this year, with younger Americans’ travel plans leading at 78%
Allianz Partners
VCI in the News
It has taken a vacation thus far remotely, compared to those during the survey’s history. Further, 71% of Americans will travel away from home for at least a week (up more than half of Americans defined by the American Consumer’s mindset around the importance of taking time off to recharge and the need to change their time. By 2019, more than 768 million vacation days were going unused, with more than half of Americans finishing the year with unused time. It was once a point of pride. We’ve all had that one coworker who loved to brag about never being out of office (and, spoiler alert, if you can’t pinpoint that coworker, it’s probably you). Maybe you still do. Fortunately, a few years and one pandemic later, and it would seem people are finally starting to change their tune. According to this year’s 15th Annual Vacation Confidence Index from Allianz Partners USA, Americans are both taking longer vacations (and not for nothing, spending more on them). As originally reported by Travel Pulse, the poll, which surveyed more than 2,000 American adults, found that the average number of nights spent away this summer is now 4.5, compared to 4.3 last year and 4.1 in 2021. Further, 71% of Americans will travel away from home for at least one night, averaging 1.4 trips away from home altogether this summer, while 39% are planning multiple getaways of two or more nights. The index also revealed a rise in the “micro-cation” — defined as “a leisure trip of four nights or fewer and at least 100 miles away from home” — with two thirds of respondents are planning to take at least one, and a quarter taking multiple.

Vacation, you say? Good luck going anywhere this summer. Tickets to Europe are easily $1,200 per person. A seven-night Disney cruise for a family of four starts at $6,000 (and that’s for an inside cabin. On a Go! Cruise is still high, so a road trip will be double what it was last summer. Overall, Americans are expected to spend over $214 billion on their summer vacations, according to Allianz Partners. That’s a 10% increase over last year and an astonishing 111% increase compared to pre-pandemic spending in 2019. Despite the extreme cost, families are living their best lives right now, at least judging by my friends’ Instagram stories. Many are using financing by FinTech through play-now-pay later companies like Affirm and Uplift. And seemingly without consequences. But there are consequences. Namely, putting yourself in debt. The monthly payments will start coming in just in time for back-to-school shopping. Moreover, most camps must be paid in full prior to the session’s start.
Thank You!
Questions?