

## America's summer vacation 2022

**New York, May 14, 2022**—A new Yahoo US/Maru Public Opinion survey released today finds that two-thirds (62%) of Americans plan to take a vacation this summer, and the vast majority (84%) will do so in the United States as opposed to out of the country (16%).

And, despite record-high prices at the gas pumps, a majority (65%) of America's vacationers will be driving to and from their destination. Of eight possible vacation experiences to choose from, those at the top of the list are a road trip (20%), followed by one that's strictly for kids and family (17%), one that's about being immersed in culture (14%), and another that's all about outdoor living (14%).

### The key findings

#### A majority (62%) of Americans plan to take a summer vacation

Almost two-thirds (62%) of Americans plan to take a vacation this summer (between now and September 1, 2022), while the remainder (38%) signal that they're not going to do so.

While there is no significant regional differentiation as to where these vacationers hail from—Midwest (64%), South (63%), West (62%), and Northeast (61%)—there are some notable differences elsewhere: those more likely to be taking a vacation this summer are men (67% versus women, 58%), those who are the youngest Americans (aged 18-34, 76% versus those aged 35-54, 63% and 55+, 52%), those with a university education (71% versus those with college 55% and high school or less 52%), and those who are the highest income earners (\$100k+, 81% versus \$50k-\$99k, 68% and \$25-\$49k, 55%/<\$50k, 39%).

In short, those most likely to be vacationing this summer are men, those with both the highest income and education, and reside anywhere across the United States.

#### The vast majority (84%) of vacations will be the domestic USA

Of those who are planning a summer vacation (62%), the vast majority (84%) of those expect it to be a domestic venture (within the US) as opposed to the remainder (16%) who will travel outside of the United States:

- Domestic (within the United States) 84%
- International (outside of the US and not Canada or Mexico) 12%
- Across the border and into Canada 2%
- Across the border and into Mexico 2%

#### Driving is the preferred mode of transportation for two-thirds (65%) of vacationers

For those who are vacationing this summer (62%), driving (65%) is the main mode of travel—as they will be behind the wheel taking trips to another state (34%), to a local destination (20%), or across the border into Mexico (1%)—noting that driving to Canada was also an option to drive to across the border but rated just a fraction (0%-1%) who plan to do so that way.

Travel by air (38%) is the next preferred mode used for getting to a vacation destination—using it for either travel within the United States (24%), internationally (11% and not including Canada/Mexico), and to either Canada/Mexico (3%).

The remaining modes of travel for vacationing (3%) were split between being on a cruise ship (2%) or either rail or bus (1%).

- Drive to another state for a vacation 34%
- Travel by plane within the United States 24%
- Drive to a local destination for a vacation 20%
- Travel by plane for an international vacation (other than Canada/Mexico) 11%
- Travel by plane to either Canada/Mexico 3%
- Go on a cruise or a vacation 2%
- Travel by car to Mexico 1%
- Go by rail/bus to a US destination 1%
- Go by rail/bus to a Canadian destination 0%-1%
- Go by rail/bus to a Mexican destination 0%-1%
- Travel by car to Canada 0%-1%
- Stay at home for a vacation 3%/ Other 2%

### **Road trip (20%) and strictly kids and family (17%), are the top types of vacation for summer 2022**

For the majority (62%) of Americans who plan to take a vacation this summer, they've chosen the following type of experience:

- **A road trip 20%**— such as driving to one or more destinations to just get away and enjoy different towns and cities in my state or across the US, stay in some motels/hotels/single-night camping, enjoy stopping at restaurants along the way and experiencing local attractions.
- **Strictly kids and family 17%**— such as just family and or child/youth-oriented hotels with programs, amusement parks, camping, a road trip, staying at a cottage, skiing, and swimming.
- **Immersed in culture 14%**— such as experiencing local food/site-seeing, visiting historical sites/churches, museums/galleries/battlefields, learning a language, or shopping.
- **Outdoor living 14%**— such as hiking, canoeing, camping, exploring the natural wilderness, fishing, hunting, staying at a lodge, boating, sailing, surfing, and skiing.
- **Unplugged 10%**— such as staying at a resort, going on a cruise, visiting a cottage or spa (with buffet/healthy food), doing meditation/yoga or lounging by the pool.

- **Staycation 6%**— such as relaxing at or sticking around close to home, day trips or visiting a nearby town/city for a bed and breakfast, attending a local sporting event, or just reading, puttering, or gardening.
- **Cosmopolitan 5%**— such as shopping at all the hot spots, eating at the trendiest restaurants, and people-watching with the hopes of spotting a celebrity.
- **Thrill seeking 5%**— such as having your adrenaline pumping from trekking in high altitudes, skiing the snowy slopes, helicopter, or riding white water adventures.
- **Other 13%**

-30-

## Methodology

These are some of the findings from a study released by Maru Public Opinion undertaken by its sample and data collection experts at Maru/Blue on May 9-10, 2022, among a random selection of 1,509 American adults who are Maru Springboard America online panelists. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20.

Of the total sample, 895 indicated they would be taking a vacation this summer, and this size of total respondents is equivalent to +/- 3.3% using the same measurement scheme. The results have been weighted by education, age, gender, and region to match the population according to US Census data which ensures the sample is representative of the entire adult population of the United States.

Maru/Blue is deeply rooted in the Maru/Hub technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Maru Public Opinion is a professional services firm dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology. Maru Public Opinion does not do any work for any political party.

Maru Public Opinion polls with supporting detailed tables are found here: Maru Public Opinion US Polls . Discrepancies in or between totals when compared to the data tables are due to rounding. Corporate information can be accessed here: Maru Group . Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction

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