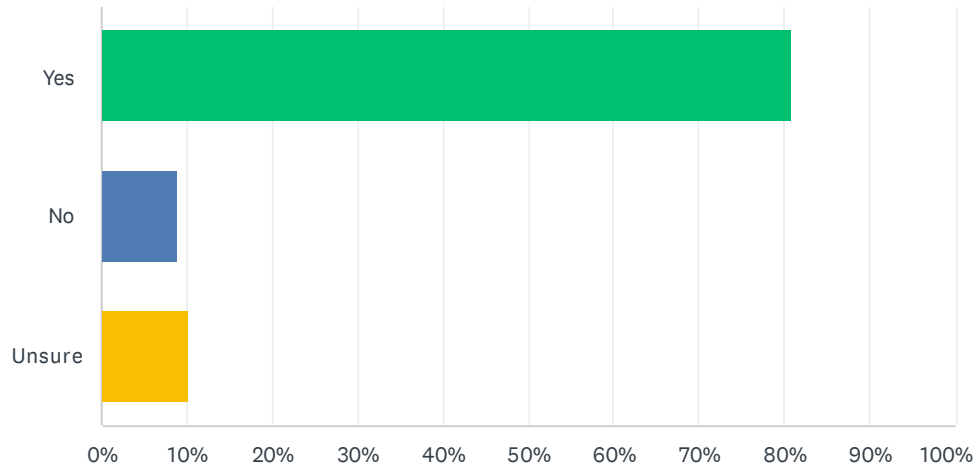


Q1 Do you plan to travel this summer?

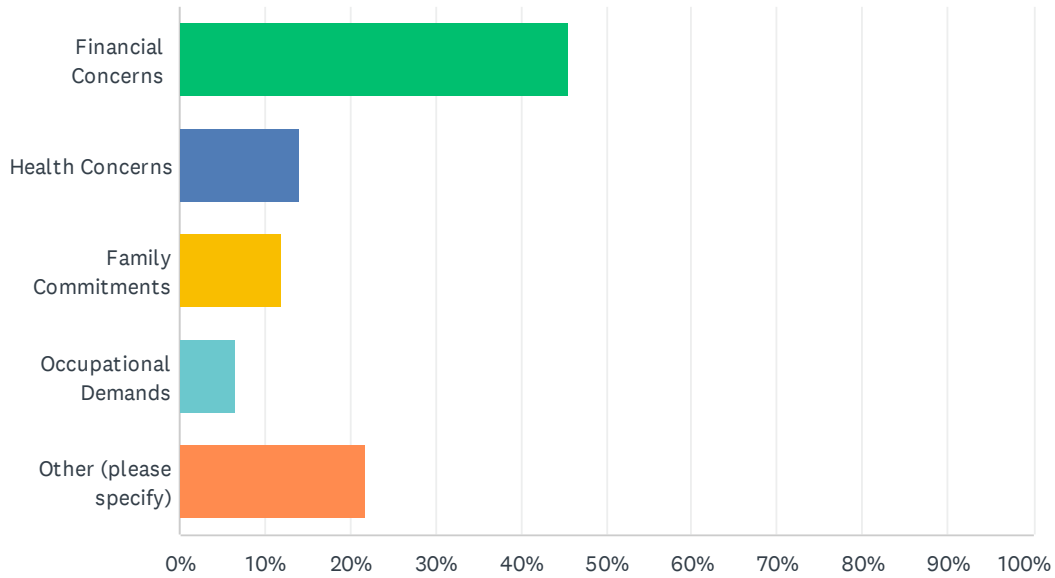
Answered: 1,115 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	80.81% 901
No	8.88% 99
Unsure	10.31% 115
TOTAL	1,115

Q2 Why are you not traveling this summer?

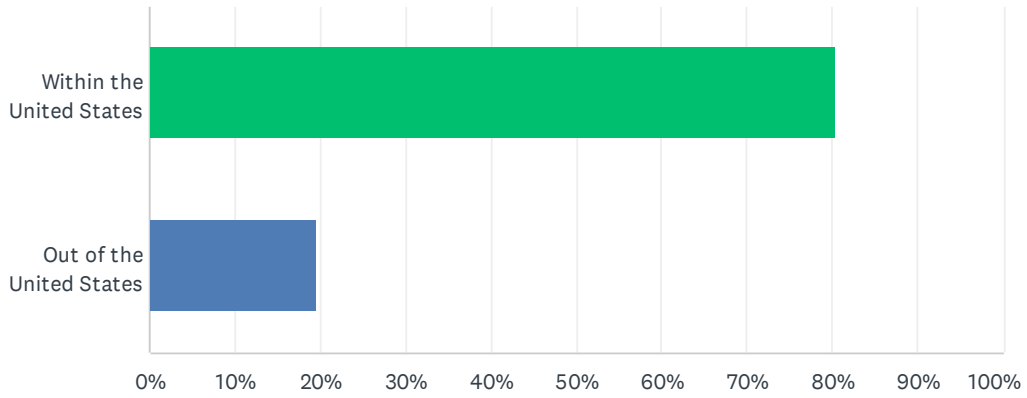
Answered: 92 Skipped: 1,023



ANSWER CHOICES	RESPONSES	
Financial Concerns	45.65%	42
Health Concerns	14.13%	13
Family Commitments	11.96%	11
Occupational Demands	6.52%	6
Other (please specify)	21.74%	20
TOTAL		92

Q3 Where will you be traveling?

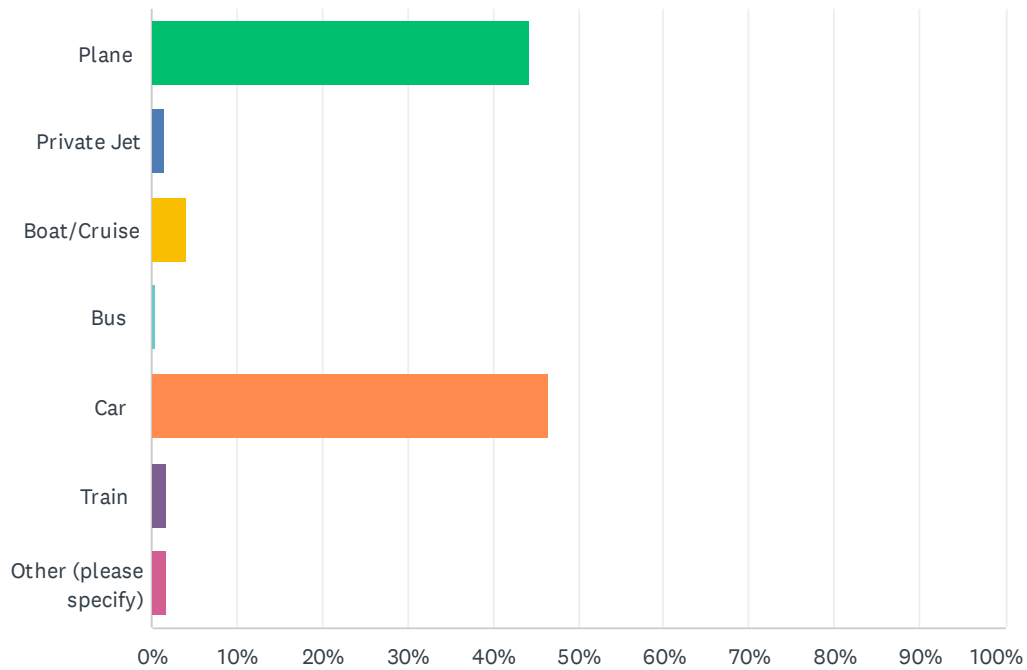
Answered: 1,009 Skipped: 106



ANSWER CHOICES	RESPONSES	
Within the United States	80.28%	810
Out of the United States	19.72%	199
TOTAL		1,009

Q4 What method of transportation will you take to travel?

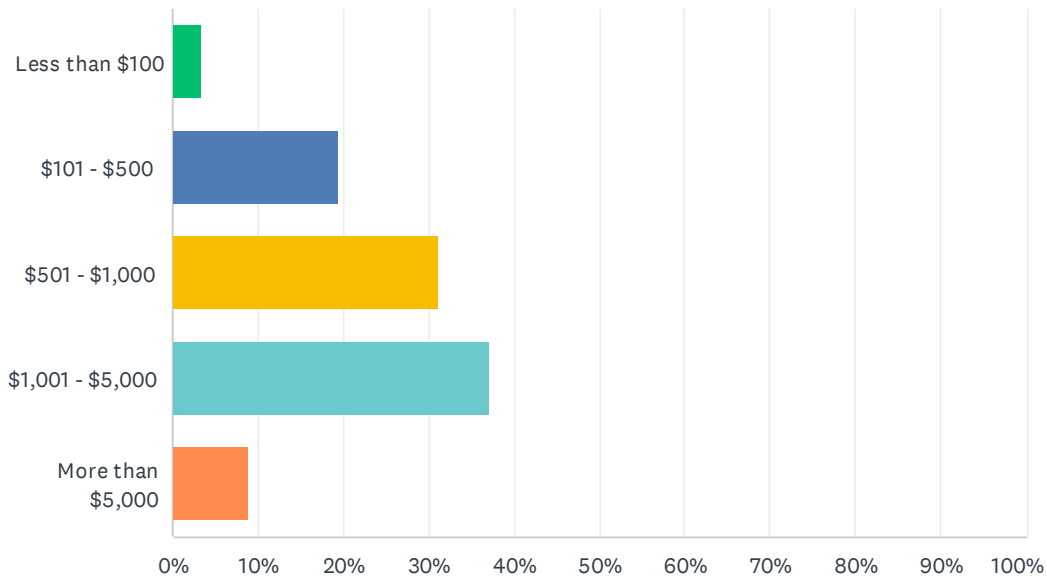
Answered: 1,007 Skipped: 108



ANSWER CHOICES	RESPONSES	
Plane	44.29%	446
Private Jet	1.39%	14
Boat/Cruise	3.97%	40
Bus	0.40%	4
Car	46.57%	469
Train	1.69%	17
Other (please specify)	1.69%	17
TOTAL		1,007

Q5 How much do you plan to spend in total for your vacation?

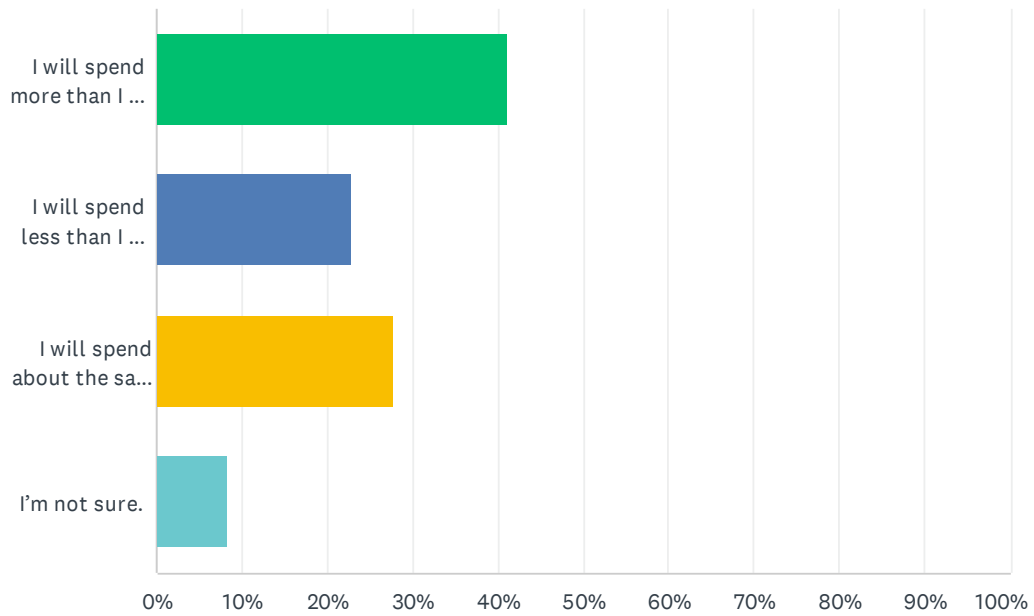
Answered: 1,004 Skipped: 111



ANSWER CHOICES	RESPONSES	
Less than \$100	3.49%	35
\$101 - \$500	19.32%	194
\$501 - \$1,000	31.08%	312
\$1,001 - \$5,000	37.15%	373
More than \$5,000	8.96%	90
TOTAL		1,004

Q6 How will your vacation spending this year compare to last year?

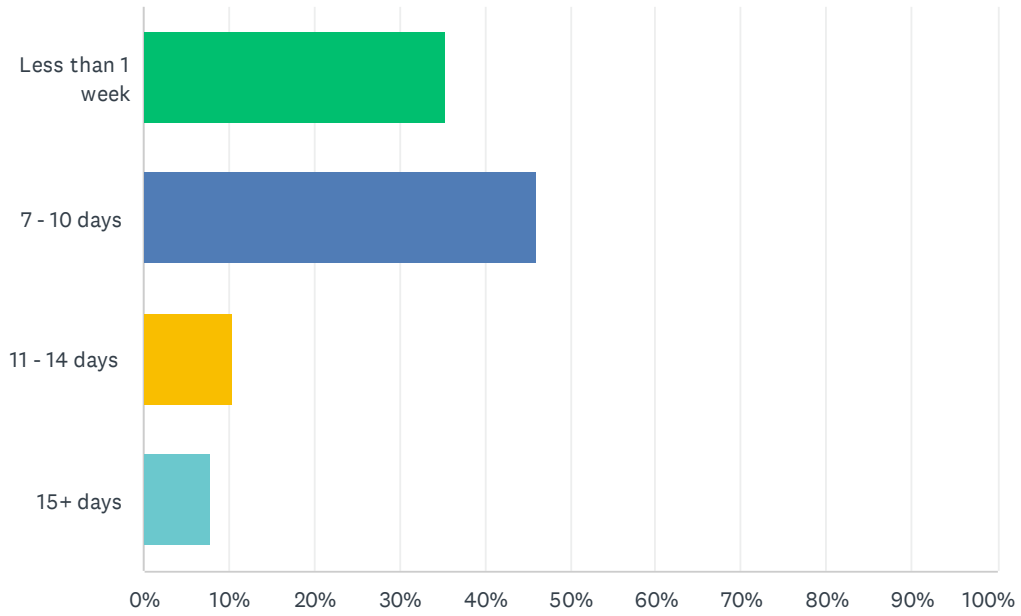
Answered: 1,004 Skipped: 111



ANSWER CHOICES	RESPONSES	
I will spend more than I did last year.	41.24%	414
I will spend less than I did last year.	22.71%	228
I will spend about the same amount as I did last year.	27.79%	279
I'm not sure.	8.27%	83
TOTAL		1,004

Q7 How long will your vacation be?

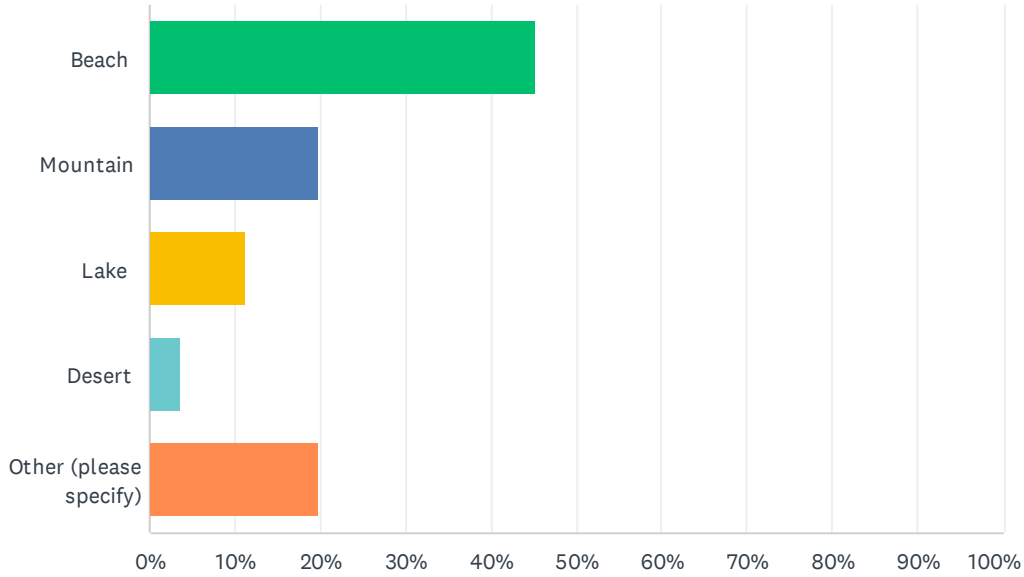
Answered: 1,004 Skipped: 111



ANSWER CHOICES	RESPONSES
Less than 1 week	35.46% 356
7 - 10 days	46.12% 463
11 - 14 days	10.46% 105
15+ days	7.97% 80
TOTAL	1,004

Q8 Which of the following locations best describes your vacation destination?

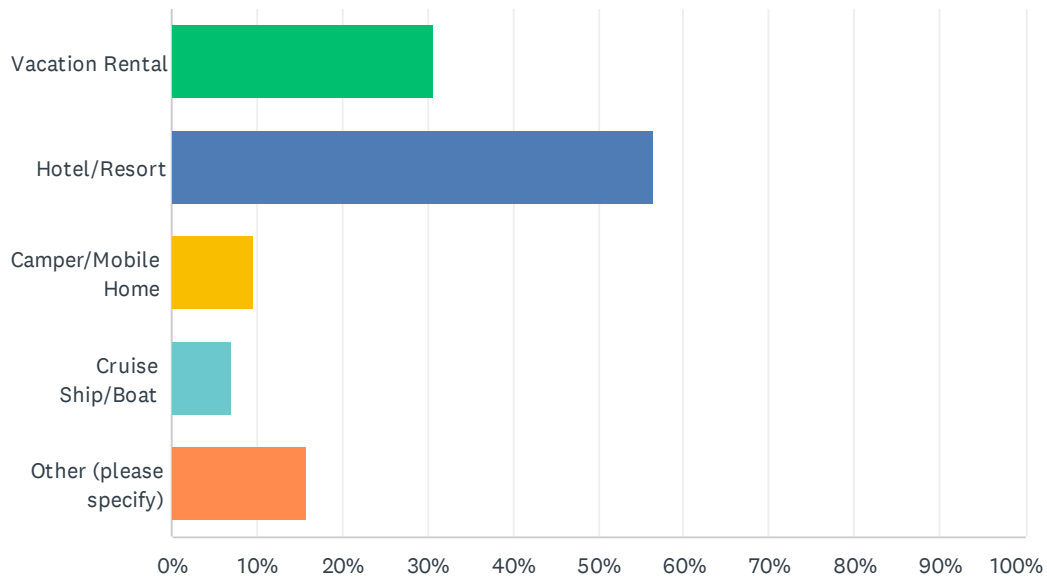
Answered: 1,004 Skipped: 111



ANSWER CHOICES	RESPONSES	
Beach	45.22%	454
Mountain	19.92%	200
Lake	11.35%	114
Desert	3.69%	37
Other (please specify)	19.82%	199
TOTAL		1,004

Q9 Where will you be staying on vacation? Select all that apply.

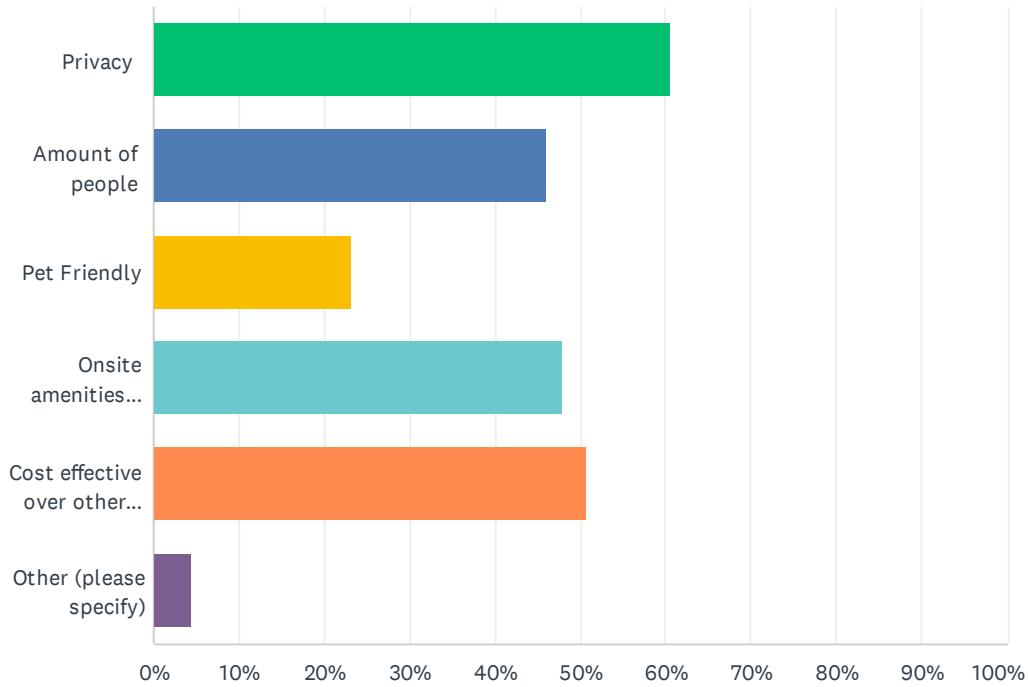
Answered: 1,004 Skipped: 111



ANSWER CHOICES	RESPONSES	
Vacation Rental	30.78%	309
Hotel/Resort	56.57%	568
Camper/Mobile Home	9.56%	96
Cruise Ship/Boat	7.07%	71
Other (please specify)	15.74%	158
Total Respondents: 1,004		

Q10 If staying in a vacation rental, why did you opt for a vacation rental over other options? (Check all that Apply)

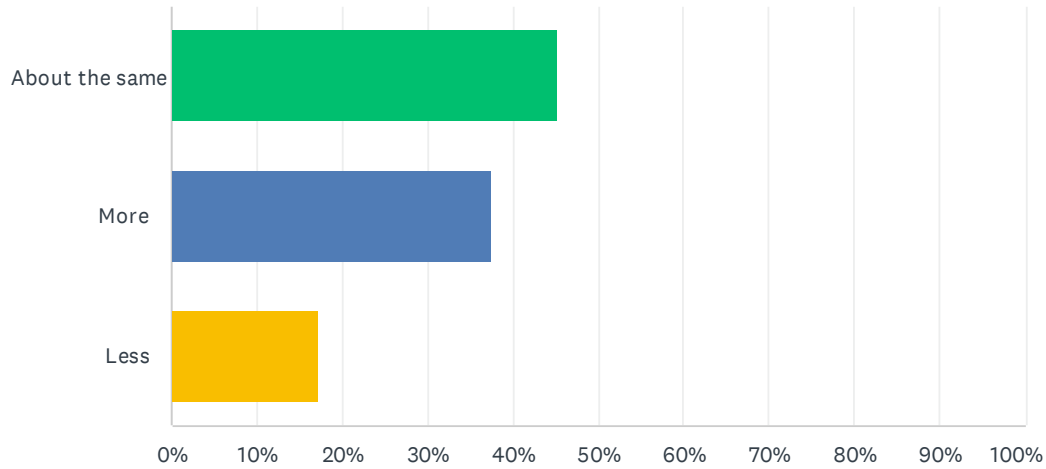
Answered: 309 Skipped: 806



ANSWER CHOICES	RESPONSES	
Privacy	60.52%	187
Amount of people	45.95%	142
Pet Friendly	23.30%	72
Onsite amenities (kitchen, pool, games, etc.)	47.90%	148
Cost effective over other options	50.81%	157
Other (please specify)	4.53%	14
Total Respondents: 309		

Q11 Will you be spending more or less than previous years on your vacation?

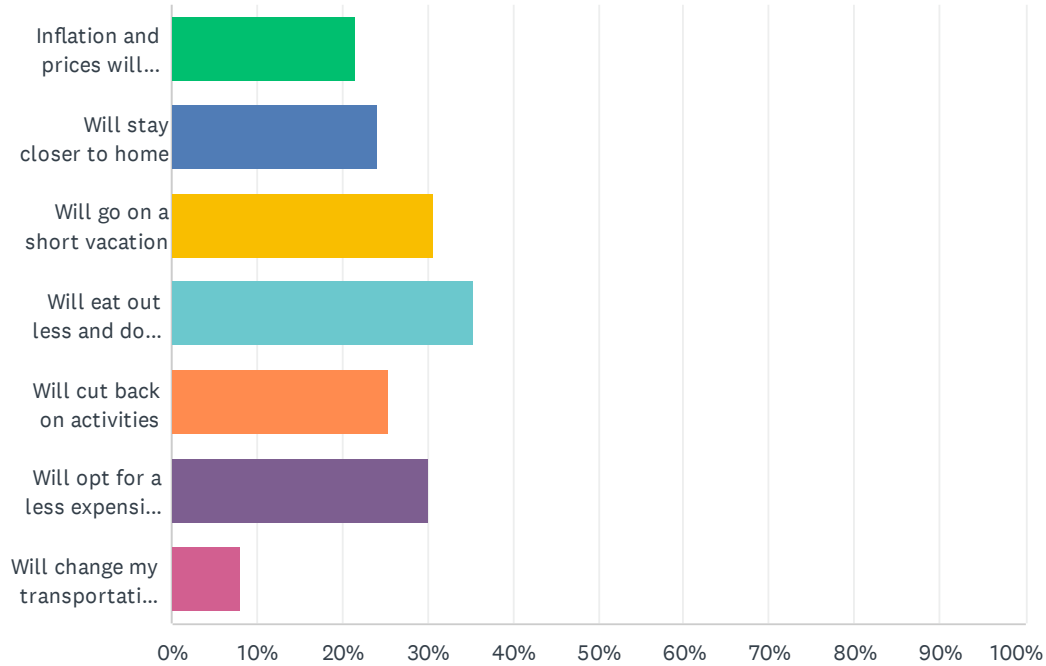
Answered: 1,002 Skipped: 113



ANSWER CHOICES	RESPONSES	
About the same	45.21%	453
More	37.62%	377
Less	17.17%	172
TOTAL		1,002

Q12 How do you expect inflation and prices to impact your summer travel? Select all that apply.

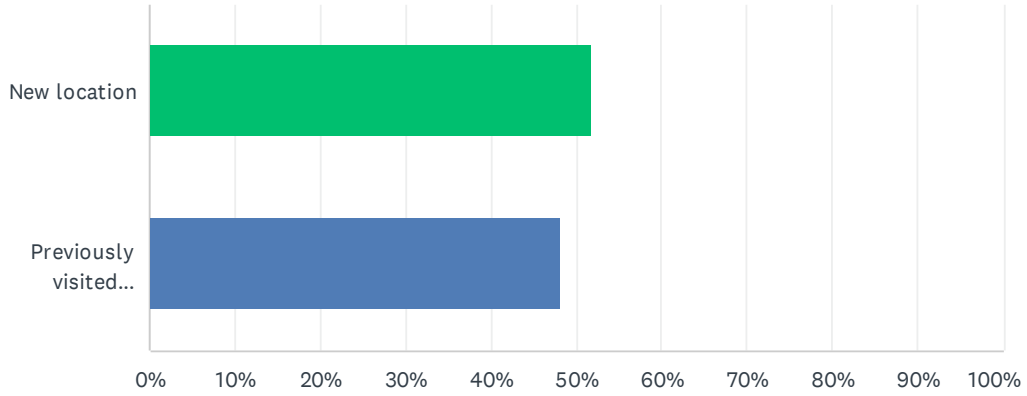
Answered: 1,002 Skipped: 113



ANSWER CHOICES	RESPONSES	
Inflation and prices will have no impact on my summer travel (none of the above)	21.46%	215
Will stay closer to home	24.05%	241
Will go on a short vacation	30.74%	308
Will eat out less and do more cooking	35.43%	355
Will cut back on activities	25.35%	254
Will opt for a less expensive stay	30.14%	302
Will change my transportation method	8.08%	81
Total Respondents: 1,002		

Q13 Are you traveling to a new location this year or a location that you have previously visited?

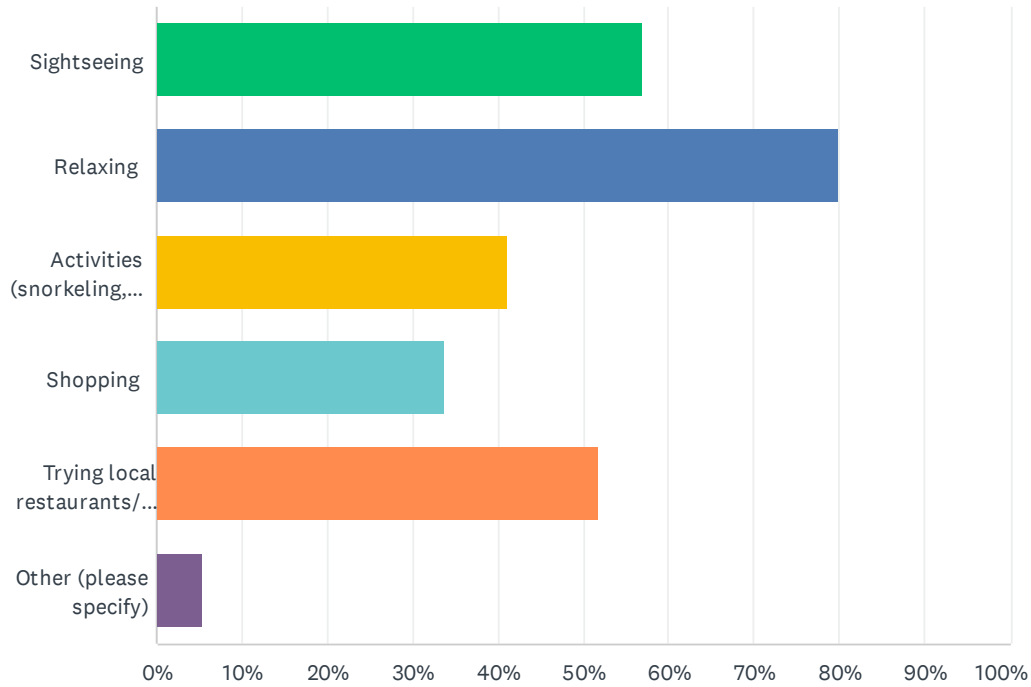
Answered: 1,002 Skipped: 113



ANSWER CHOICES	RESPONSES	
New location	51.80%	519
Previously visited location	48.20%	483
TOTAL		1,002

Q14 What are your favorite things to do on vacation? Select all that apply.

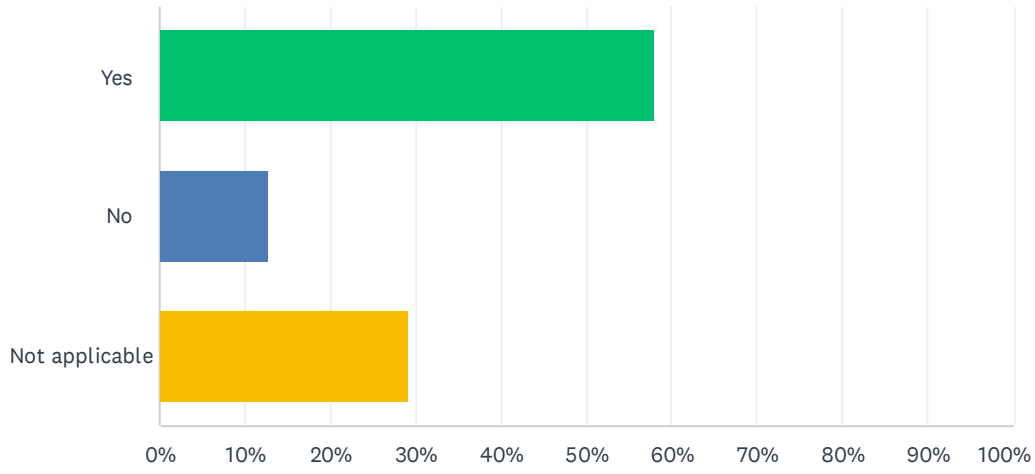
Answered: 1,001 Skipped: 114



ANSWER CHOICES	RESPONSES	
Sightseeing	56.94%	570
Relaxing	79.92%	800
Activities (snorkeling, horseback riding, skiing, fishing, jet skiing, etc)	41.06%	411
Shopping	33.77%	338
Trying local restaurants/bars	51.75%	518
Other (please specify)	5.39%	54
Total Respondents: 1,001		

Q15 Will you tell your employer about your vacation?

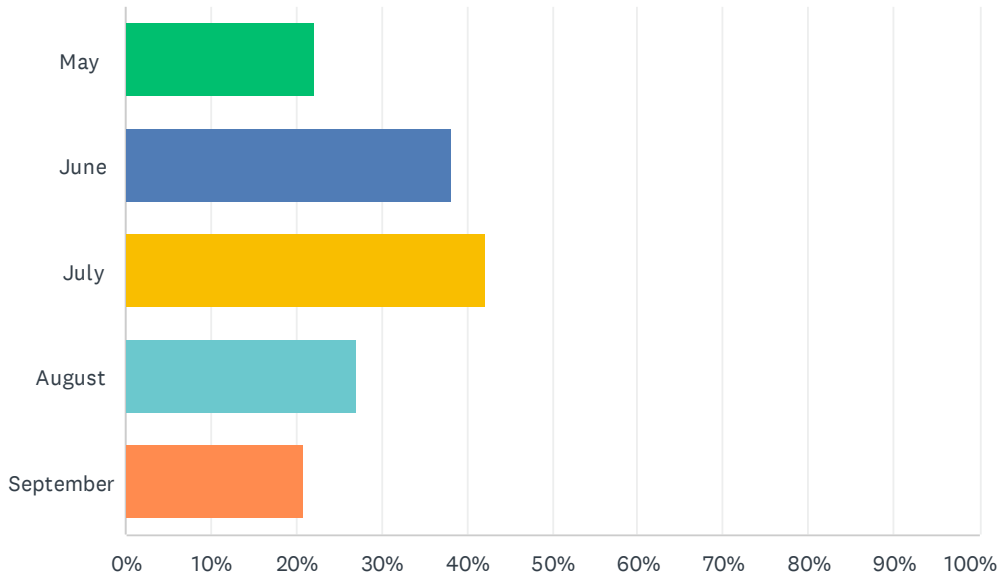
Answered: 1,001 Skipped: 114



ANSWER CHOICES	RESPONSES	
Yes	58.04%	581
No	12.79%	128
Not applicable	29.17%	292
TOTAL		1,001

Q16 When are you planning to travel? Select all that apply.

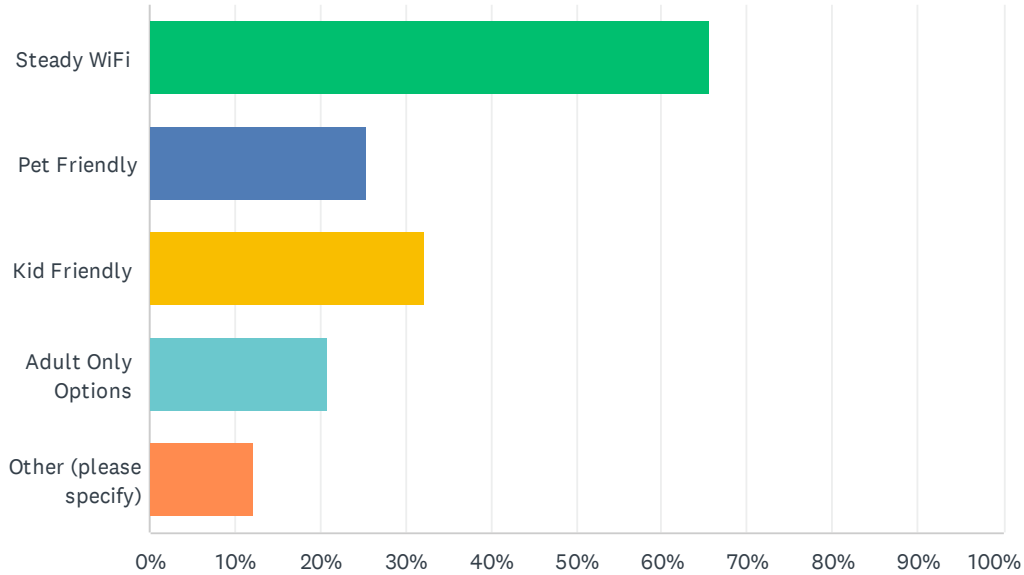
Answered: 1,001 Skipped: 114



ANSWER CHOICES	RESPONSES	
May	22.18%	222
June	38.06%	381
July	42.26%	423
August	26.97%	270
September	20.98%	210
Total Respondents: 1,001		

Q17 What amenities do you look for when booking your stay? Select all that apply.

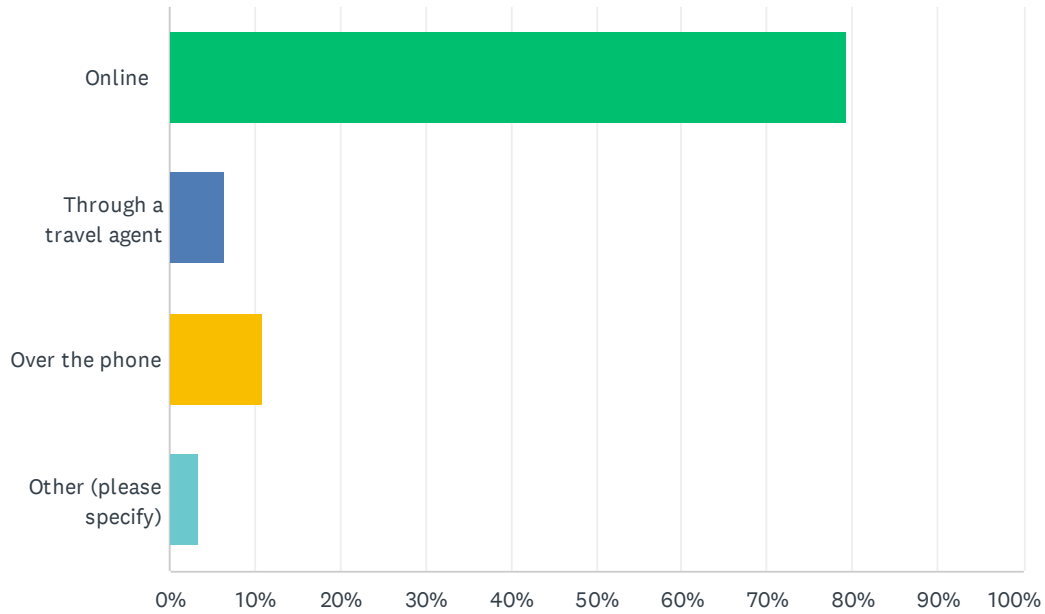
Answered: 1,001 Skipped: 114



ANSWER CHOICES	RESPONSES	
Steady WiFi	65.73%	658
Pet Friendly	25.47%	255
Kid Friendly	32.17%	322
Adult Only Options	20.98%	210
Other (please specify)	12.09%	121
Total Respondents: 1,001		

Q18 How do you usually book your vacations?

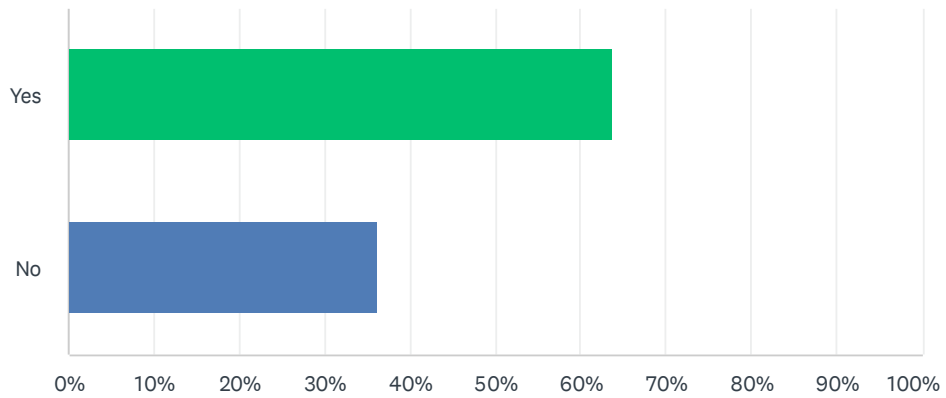
Answered: 1,001 Skipped: 114



ANSWER CHOICES	RESPONSES	
Online	79.32%	794
Through a travel agent	6.49%	65
Over the phone	10.79%	108
Other (please specify)	3.40%	34
TOTAL		1,001

Q19 Will you leave an online review for your vacation after your stay?

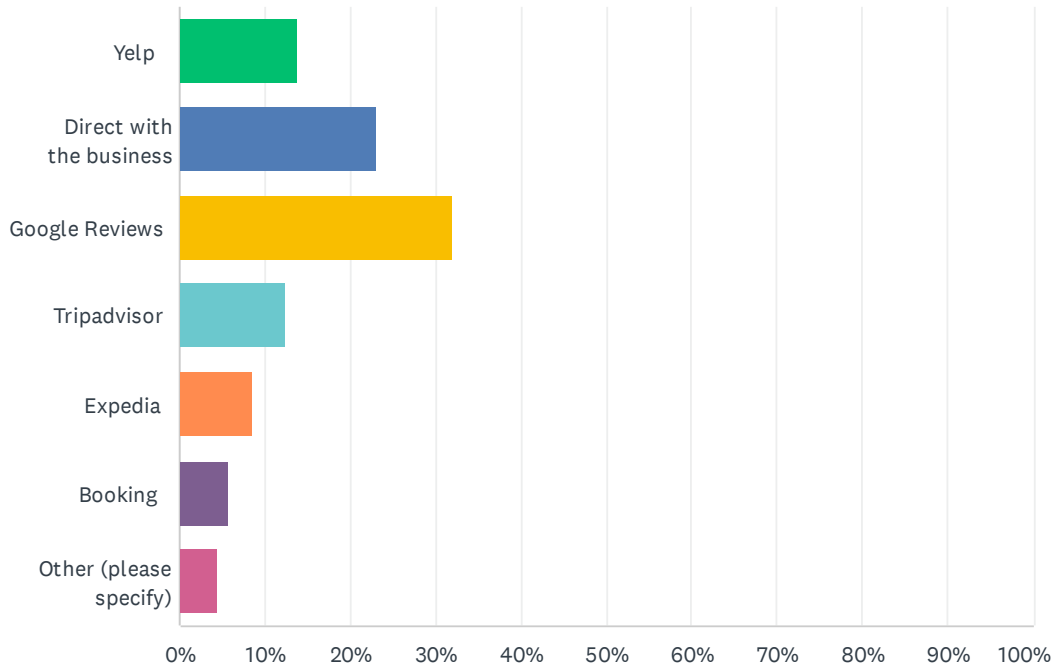
Answered: 1,000 Skipped: 115



ANSWER CHOICES	RESPONSES	
Yes	63.70%	637
No	36.30%	363
TOTAL		1,000

Q20 On what website are you most inclined to leave a review?

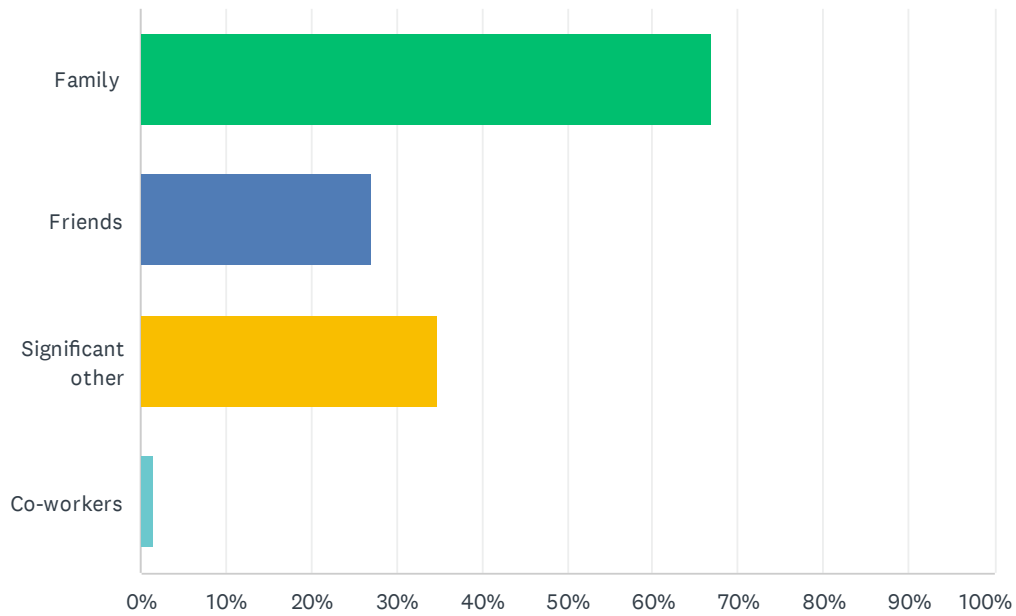
Answered: 637 Skipped: 478



ANSWER CHOICES	RESPONSES	
Yelp	13.81%	88
Direct with the business	23.08%	147
Google Reviews	32.03%	204
Tripadvisor	12.40%	79
Expedia	8.63%	55
Booking	5.65%	36
Other (please specify)	4.40%	28
TOTAL		637

Q21 Who are you traveling with? Select all that apply.

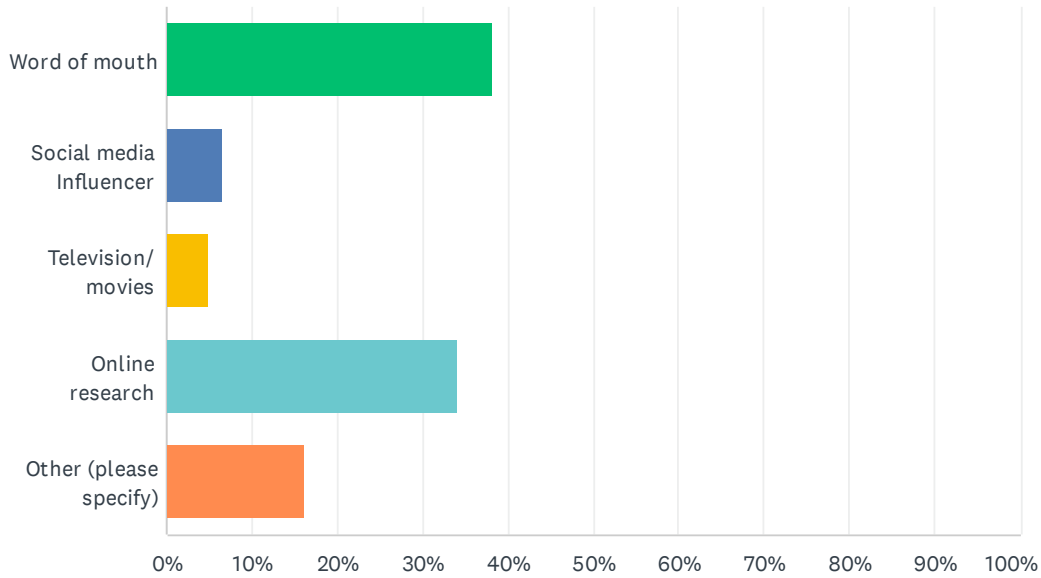
Answered: 1,000 Skipped: 115



ANSWER CHOICES	RESPONSES	
Family	67.00%	670
Friends	27.00%	270
Significant other	34.70%	347
Co-workers	1.40%	14
Total Respondents: 1,000		

Q22 How did you hear about the destination you're traveling to?

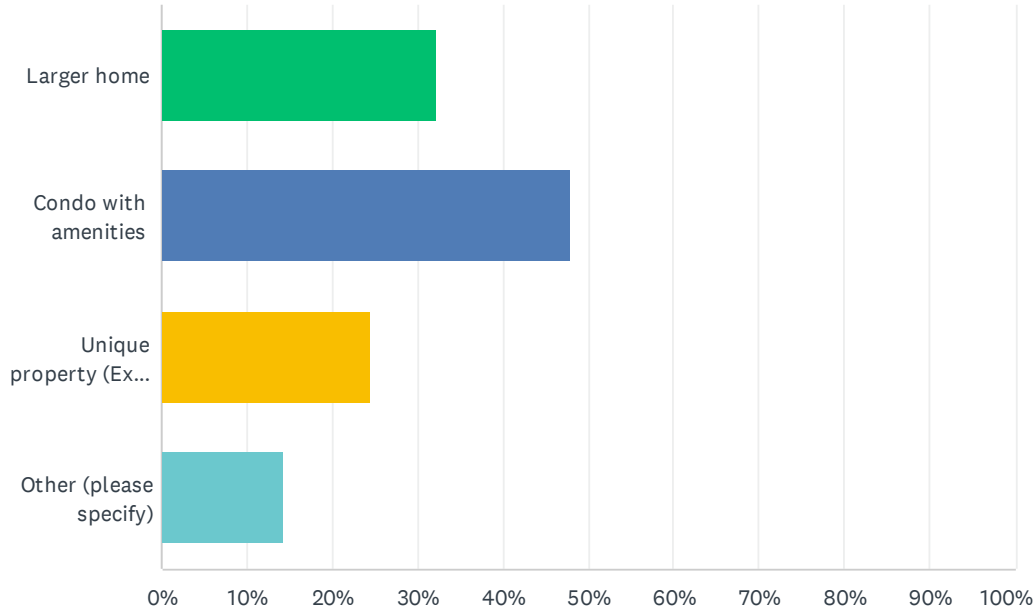
Answered: 1,000 Skipped: 115



ANSWER CHOICES	RESPONSES	
Word of mouth	38.20%	382
Social media Influencer	6.70%	67
Television/ movies	4.80%	48
Online research	34.20%	342
Other (please specify)	16.10%	161
TOTAL		1,000

Q23 When selecting a vacation rental property what accommodations do you most prefer? Select all that apply.

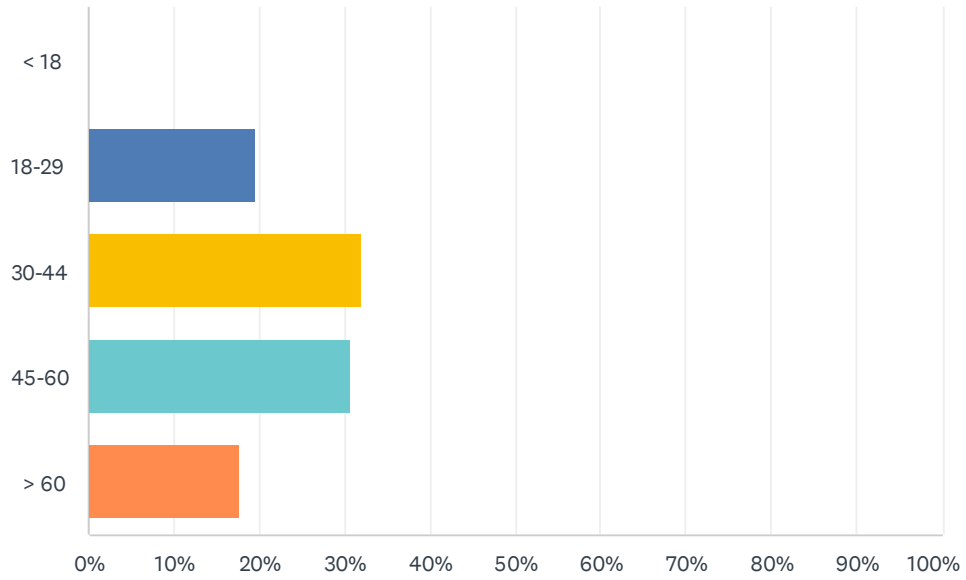
Answered: 1,000 Skipped: 115



ANSWER CHOICES	RESPONSES	
Larger home	32.20%	322
Condo with amenities	47.90%	479
Unique property (Ex: Mansion, Tree House, Tiny Home)	24.60%	246
Other (please specify)	14.20%	142
Total Respondents: 1,000		

Q24 Age

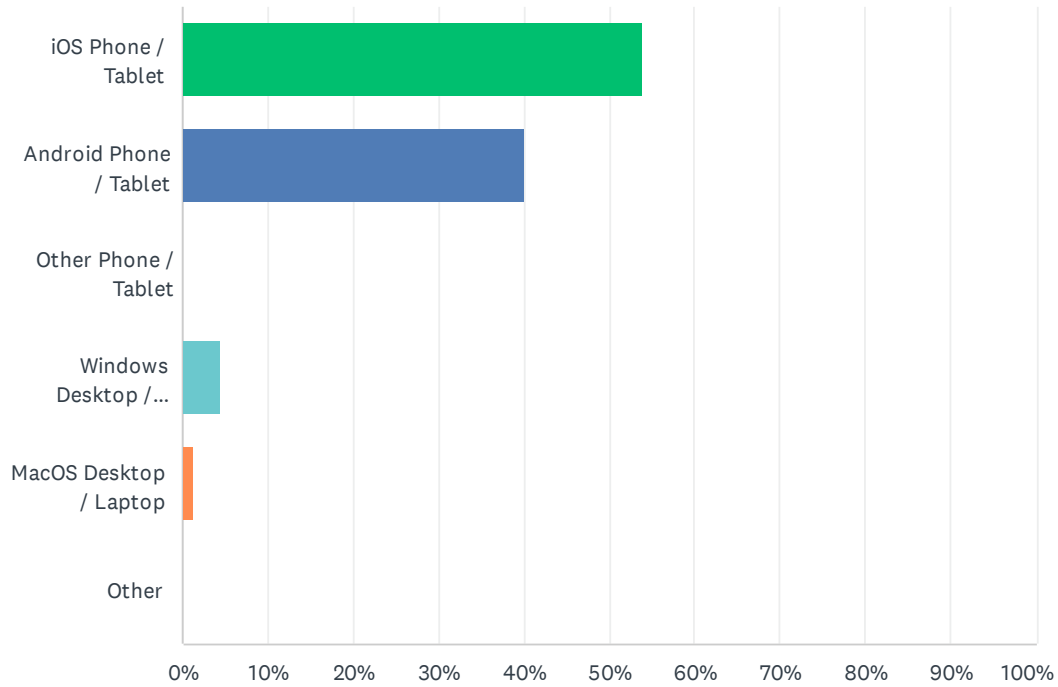
Answered: 1,081 Skipped: 34



ANSWER CHOICES	RESPONSES	
< 18	0.00%	0
18-29	19.61%	212
30-44	31.91%	345
45-60	30.71%	332
> 60	17.76%	192
TOTAL		1,081

Q25 Device Type

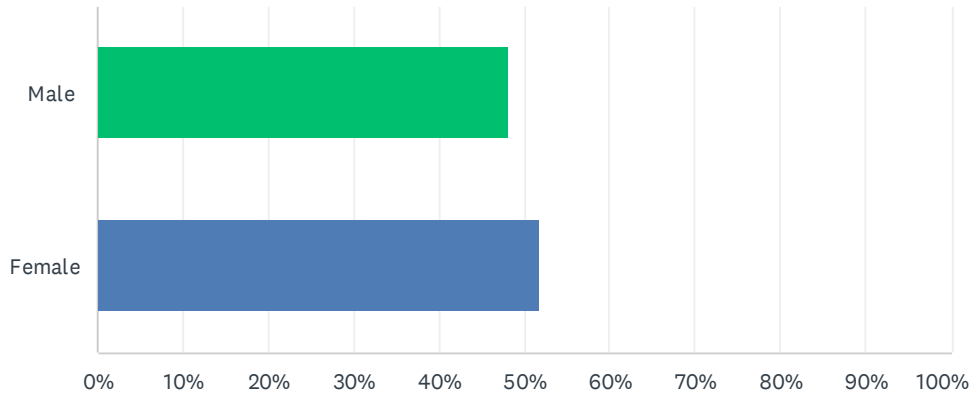
Answered: 1,081 Skipped: 34



ANSWER CHOICES	RESPONSES	
iOS Phone / Tablet	54.02%	584
Android Phone / Tablet	40.06%	433
Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	4.53%	49
MacOS Desktop / Laptop	1.30%	14
Other	0.09%	1
TOTAL		1,081

Q26 Gender

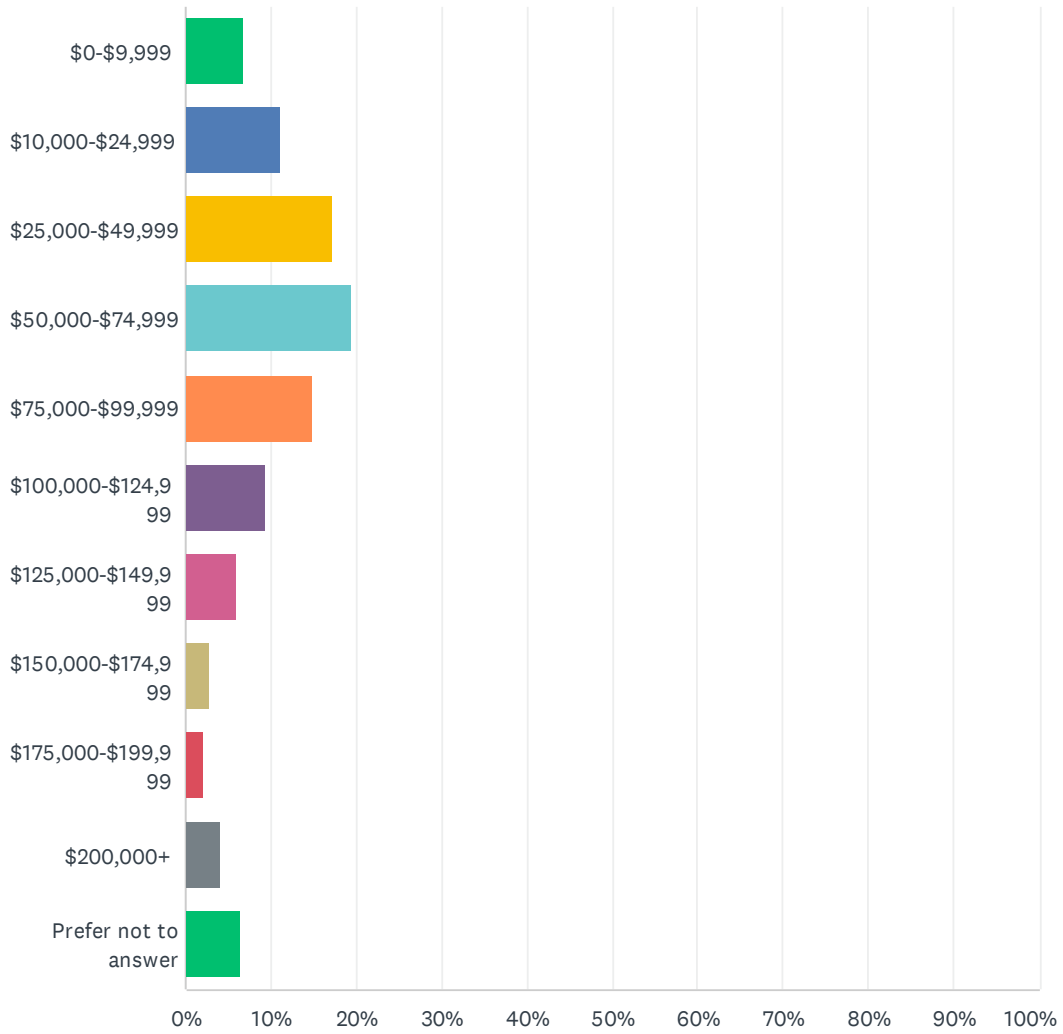
Answered: 1,081 Skipped: 34



ANSWER CHOICES	RESPONSES	
Male	48.10%	520
Female	51.90%	561
TOTAL		1,081

Q27 Household Income

Answered: 1,081 Skipped: 34

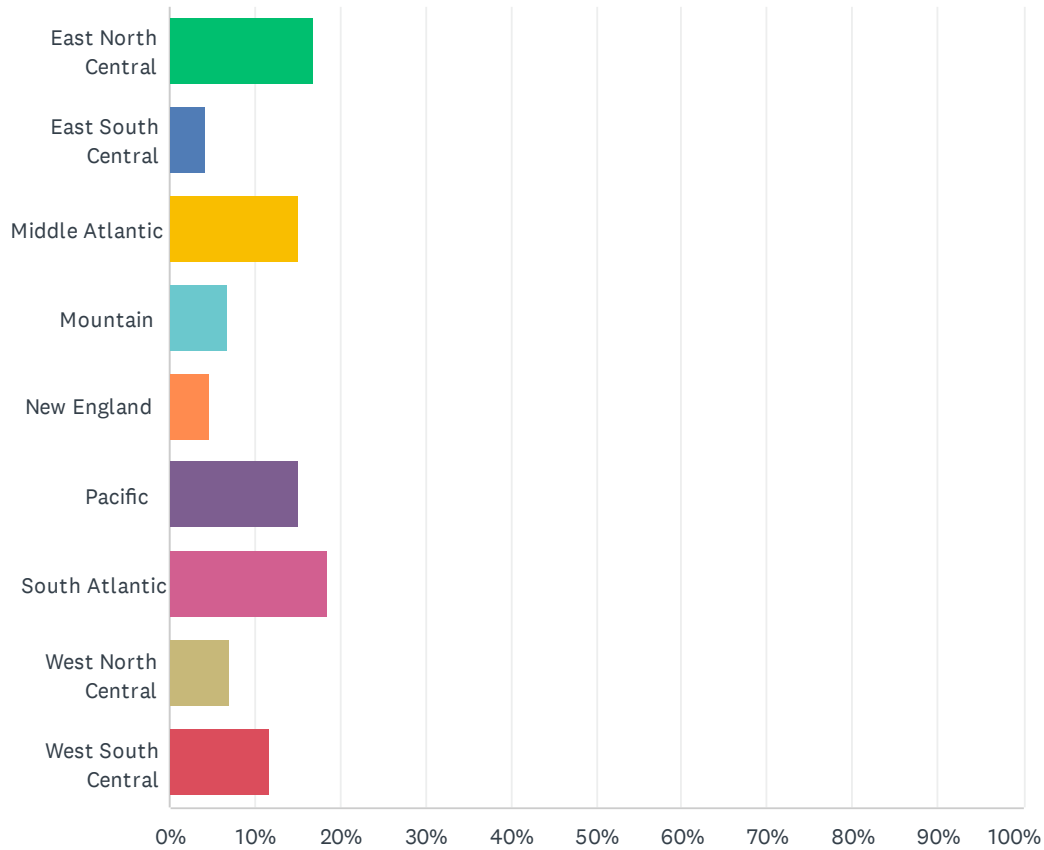


Summer Travel Survey

ANSWER CHOICES	RESPONSES	
\$0-\$9,999	6.75%	73
\$10,000-\$24,999	11.01%	119
\$25,000-\$49,999	17.30%	187
\$50,000-\$74,999	19.33%	209
\$75,000-\$99,999	14.89%	161
\$100,000-\$124,999	9.34%	101
\$125,000-\$149,999	6.01%	65
\$150,000-\$174,999	2.78%	30
\$175,000-\$199,999	2.13%	23
\$200,000+	4.07%	44
Prefer not to answer	6.38%	69
TOTAL		1,081

Q28 Region

Answered: 1,067 Skipped: 48



ANSWER CHOICES	RESPONSES	
East North Central	16.78%	179
East South Central	4.22%	45
Middle Atlantic	15.18%	162
Mountain	6.84%	73
New England	4.78%	51
Pacific	15.09%	161
South Atlantic	18.56%	198
West North Central	6.94%	74
West South Central	11.62%	124
TOTAL		1,067