

Holiday Travel - US - May 2019

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This report looks at the following areas:

In addition, trips are getting shorter and more spread out across the holiday season, forcing a reconsideration in the way travel providers should approach their cycle of ad spending.

- There's a reticence to travel over the holidays
- Some holiday travelers travel because they have to
- Parents are at the mercy of two schedules



"Seven in 10 Americans travel during the summer or winter holidays. These trips have varied methods and motivations, whether it is a family piling into the car to visit Grandma at Christmas or married retirees taking a long summer vacation to Hawaii. However, travelers' attitudes around how they spend their time and money on vacation are changing."

– Mike Gallinari, Travel & Leisure Analyst

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