

## Vacation Planning - US - April 2019

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"Seven in ten (72%) of US consumers went on an overnight vacation in the last year. Their love of travel meant an estimated \$499.7 billion dollars in revenue for companies in the vacation travel industry, a number that is expected to grow steadily in the next five years."

- Mike Gallinari, Travel & Leisure Analyst

This report looks at the following areas:

- There's too much information
- Travelers want to visit a variety of destinations
- Vacationers can be distracted and disloyal

The total vacation industry accounted for an estimated \$499.7 billion in revenue in 2018, a 4.3% increase from the previous year's \$480.1 billion. With revenues projected to grow steadily to \$596.6 billion by 2023, it's safe to say that vacation travel is currently thriving. However, with the expanding number of vacationers and vacation options, it is getting harder for suppliers and travel planners to connect, especially as consumers wish to experience as much of the world as they can, rather than revisit a particular destination.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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