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## THE SUMMER VACATION BOOM

The story of the summer is shaping up to be inflation vs. freedom and freedom looks to be winning the battle. With nearly all Covid restrictions expired across the country, families are ready to enjoy unrestricted travel once again.

“A defiant 41% of Americans in a poll by World Nomads say nothing will stop them from going – not war, not inflation, not COVID-19. Nothing.” (Christopher Elliot, USA Today)

According to a recent survey by Triplt over 60% of the country plan to fly or take a road trip somewhere this summer.

But their reasons for travel are changing. For the past two years travel has been focused on connecting with family and friends. This summer the focus is on enjoying recreational activities, primarily in the great outdoors.

“When it comes to what people are traveling for, recreational activities like hiking or snorkeling (41%) surpassed family-related events, such as birthdays or reunions (38%).” (Vacasa Summer '22)

According to a new Nexstar report, the top five travel destinations this summer will be:

1. Yellowstone National Park
2. Glacier National Park
3. Walt Disney World Resort
4. Lake Tahoe
5. Hersheypark

Families are sticking together this summer too. Multi-generational family travel is predicted to be at an all-time high with families booking larger homes on Vrbo with room for grandparents and siblings or hotels with connecting rooms so everyone can be close together.

As families hit the road once again, this summer is the perfect time to think about the ways your brands can make family vacations more memorable.