

Vacations pass the value test

2024 Deloitte summer travel survey



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Methodology note

A representative sample of 4,022 Americans took this survey between March 20 and April 2, 2024. Of them, 2,348 qualified as travelers. A smaller subset of 1,936 who plan to stay in paid lodging, rather than only with friends and relatives, completed the longest version of the survey. Please refer to source lines for clarification on questions asked and sample sizes.

Throughout the report, readers will notice several references to travelers' longest trips or **marquee summer trips**. Because most travelers will take multiple trips across the season, including a mix of family visits and adventures in new destinations, it is useful to delve into the longest trip. Travel behaviors across the season, combined with patterns and preferences for the longest trip, can provide a more comprehensive view of travel decisions and purchase trends.

Key findings

Pricing pressure pushes trip budgets up, keeps some home

Americans' travel intent remains similar to 2023, but concerns about high prices play a much bigger role in keeping non-travelers home this summer. Those traveling are adjusting budgets upward to account for inflation: The average marquee trip budget is up about 10% across income levels versus 2023.

Despite higher spending, frequency is dipping: The average traveler plans 2.3 trips this summer, down from 3.1 in 2023, and similar to 2022.

Most plan to keep their longest vacation similar in length, while shortening trips throughout the summer. After a strong tendency toward fewer, longer trips in pandemic-influenced 2022, fewer Americans feel the need to focus so much attention on one trip.

Traveler mix shifts toward high income and baby boomers

With Americans whose household income is less than US\$100,000 most likely to be deterred by inflation, the travel age and income mix are shifting significantly this summer.

Higher-income earners' share of the traveling public is set to climb to 44%, versus 35% in 2023; boomers' share is poised to climb from 28% to 34%.

A greater share of high-income travelers affects overall trends—despite pricing pressure, a similar share of Americans plan to travel overseas, and booking of premium products is up.

Strong intent from boomers will likely also impact overall behaviors. These older travelers are generally conservative with spend, but increase spend selectively to make the most of trips.

Worth doing well: Travelers seek unique and elevated experiences

Facing strong room rates and airfares, travelers still seek elevated and unique experiences.

On the lodging side, more travelers gravitate toward more experiential options—destination resorts, guesthouses, recreational vehicles (RVs), and camping. Limited-service and full-service hotels still account for a big share of bookings, but intent for these categories is dipping across age and income groups.

In the air, more travelers intend to book more than just the cheapest possible seat: 43% say they will pay for a more comfortable flying experience (up from 39% in 2023). This is partly driven by a higher-income traveler pool, but the trend holds across income levels.

Price sensitivity brings attention to online travel agencies; gen AI's trip planning growth slows

Direct channels still dominate. But a slight uptick in intent to use online travel agencies, despite an older and wealthier traveler pool, indicates that this summer will likely be deal-hunting season for many American travelers.

As of late March, half of Americans' marquee trips were still in play, with no bookings made. Higher-income travelers are further along, as lower earners may be waiting for deals or debating what they can afford to do.

Generative AI's role in trip planning is growing, although adoption has slowed over the past several months. Nearly one in five millennials say they have used gen AI in trip planning, and many users actually make their bookings based on gen AI recommendations.

2024 summer travel outlook



Vacations pass the value test

Similar number of Americans as last year intend to travel, but inflation perceptions have many curtailing their number of trips and hunting for deals.

After two straight years of strong gains, the number of Americans planning to take leisure trips is taking a dip this summer. Half of Americans (48%) plan to take vacations involving paid lodging, down a slight two points versus 2023. The biggest deterrent is cost, and the share of non-travelers who say it is just too expensive right now jumped to 34%, from 26% in 2023.

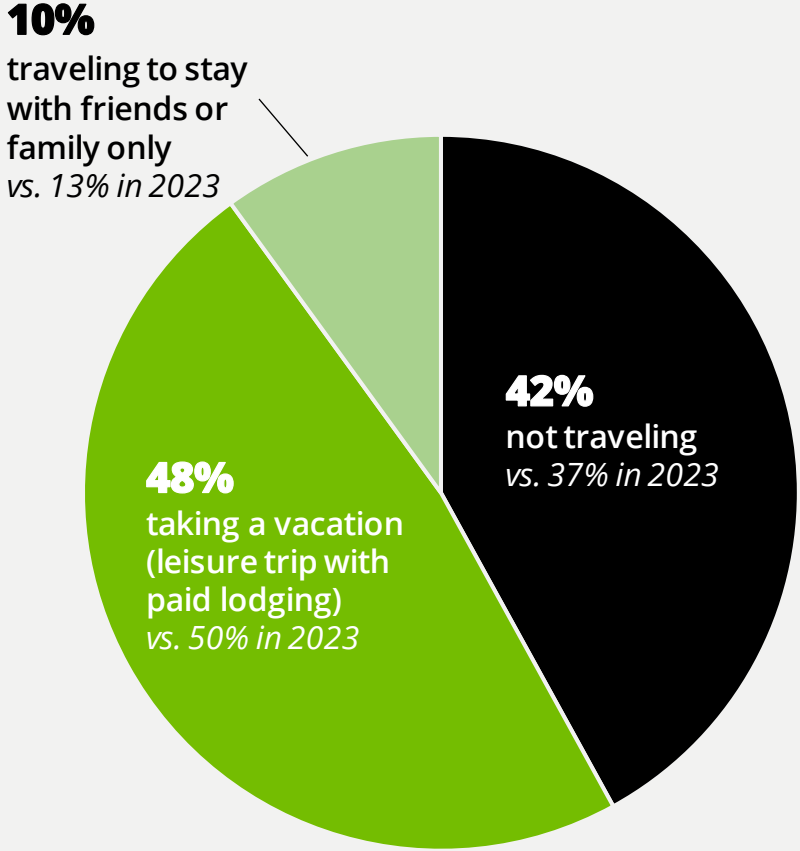
The pricing picture appears mixed. Both 2024 US hotel average daily rates (ADRs) and July domestic “good deal” airfare will likely rise 3%, according to projections from the American Hotel and Lodging Association and Hopper.¹ But comparisons to 2019 are far from lockstep across the two categories—ADRs are up 22%, while airfare is down 7%.

While travel has [defied sensitivity to inflation](#) this summer, a shifting cost versus value perception is affecting each aspect of the industry. With price concerns deterring more lower-income Americans, higher earners represent a bigger share of the traveling public than in 2023. That is contributing to a big jump in overall travel budgets. At the same time, evidence of deal hunting appears across income levels. And many intend to decrease the number and length of trips that they take this summer.

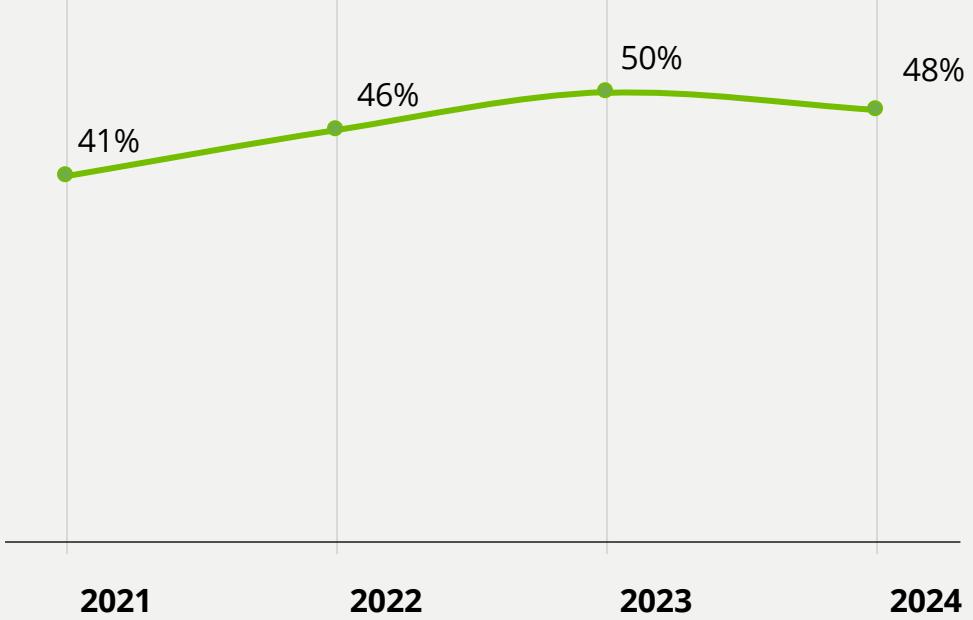
While some Americans feel priced out of travel, those who are taking trips this summer are not planning to skimp on the experiences they want to have. Those traveling are adjusting budgets upward to account for inflation: The average marquee trip budget is up about 10% across income levels versus 2023. Intent to spend on airline seat upgrades is also up across income levels. On the lodging side, there is some drift away from more standard hotels, as a growing number of travelers seek differentiated experiences in destination resorts, private rentals, bed and breakfasts, and RVs.

Among the many positive signals that Americans continue to value travel highly, travel suppliers should not ignore the concerning indicators. Perceptions of rising travel costs have Americans seeking deals and experimenting with different approaches to stretch their travel dollar. Delivering the best possible experience will be key to continuing to pass the value test and remaining a spending priority among American consumers.

Six in 10 Americans surveyed plan to travel this summer. Intent to stay in paid lodging is taking a slight dip but remains above 2022 levels.



Share of Americans traveling this summer and staying in paid lodging



Questions: (1) What activities are you planning to partake in during summer 2024 (between Memorial Day and the end of September)? (2) Why are you unlikely to travel this summer? (Please select up to three)
Note: N = 4,022.

7 Source: 2024 Deloitte summer travel survey.

The share of non-travelers deterred by high prices jumps from 24% to 32%

Reasons for not traveling	2024	2023	2022	2021
Cannot afford it	39%	50%	44%	31%
Travel is too expensive right now	32%	24%	NA	NA
Rather spend on other things	19%	16%	19%	15%
Concerned about travel disruption	6%	6%	NA	NA
Concerned about health risks	7%	8%	33%	43%

Financially comfortable but feeling inflation

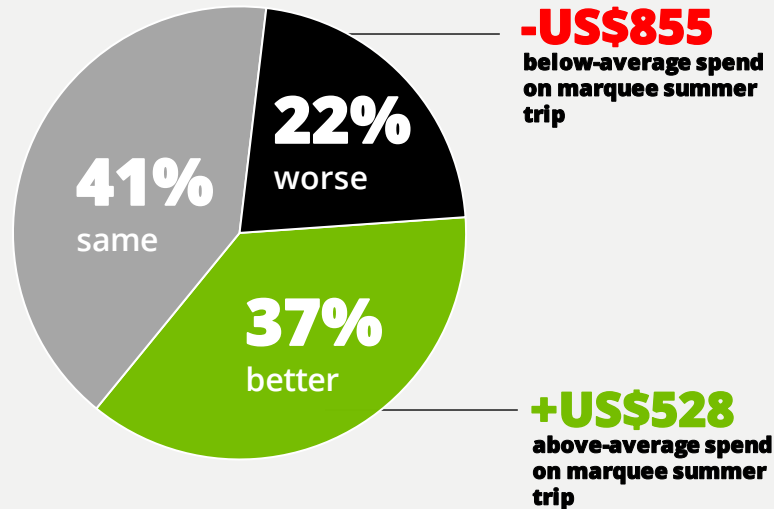
Americans' personal financial outlook remains steady with 2023 levels.

Still, rising travel prices are a cause for concern. One in three non-travelers are avoiding travel due to the current costs of travel, up eight points vs. 2023.

Summer hotel and airfare projections	2024	vs. 2023	vs. 2019
Hotels US average daily rates	US\$160	↑ 3%	↑ 22%
Domestic "good deal" airfare July, United States	US\$282	↑ 3%	↓ 7%
International "good deal" airfare Summer, United States to Europe	US\$882	↓ 10%	↑ 10%

The budget gap widens for travelers who feel their finances have improved versus those who feel it has worsened

Financial situation among summer travelers (compared to last year)



Financially uncomfortable travelers make big budget cuts.

While feelings of financial comfort are similar to 2023, the big-trip budget gap between those who feel worse versus better has changed drastically.

In 2023, travelers feeling worse spent US\$358 less than average, while those feeling better spent US\$511 more. In 2024, those who say they are worse are spending US\$855 less than the average traveler.

Compared to those who feel better, travelers feeling worse off are **half as likely to travel internationally** (14% vs. 30%); and **1.2x as likely to take road trips** (82% vs. 69%).

Question: Thinking about your household's current financial situation, would you say it is ... (Please select one)
Notes: N = 1,936.
Source: 2024 Deloitte summer travel survey.

The most cited reason for increased spend is rising prices, not more ambitious trips

17% of those spending more say they are using savings accumulated when travel was restricted. In 2023, that figure was 27%.

How does your 2024 trip budget compare to your budget in 2023?

14%

Significantly less

Why less?

Half cite financial concerns but much fewer than last year. Instead, saving for a bigger trip and last year being a special occasion are both up significantly.

Common downgrades

50%: Shorter trip

33%: Lower spend on activities, experiences, and dining

29%: Budget lodging

28%: Driving to a destination instead of flying

19%

Significantly more

vs. 25% in 2023

Why more?

Higher travel prices and bucket list trips are pushing the budget upward for more than a third of those increasing spend.

Popular upgrades

46%: Longer trip

31%: Higher spend on activities, experiences, and dining

26%: International trip instead of domestic

24%: Better lodging location

Questions: (1) How does your budget for this trip compare to your budget for your longest summer trip in 2023? (2) What best describes why you are spending more/less on this trip than you did on your longest summer trip in 2023? (3) What, if any, adjustments are you making versus last year's trip that make it more/less expensive?

Note: N = 1,780.

Source: 2024 Deloitte summer travel survey.

Trip length and frequency are expected to dip, but travelers are holding onto their longest trips

2.3 trips

(down from 3.1 trips in 2023; similar to 2.3 trips in 2022)

Most travelers plan to keep their longest vacation similar in length, while shortening trips throughout the summer. After a strong tendency toward fewer, longer trips in pandemic-influenced 2022, fewer Americans feel the need to focus so much attention on one trip.

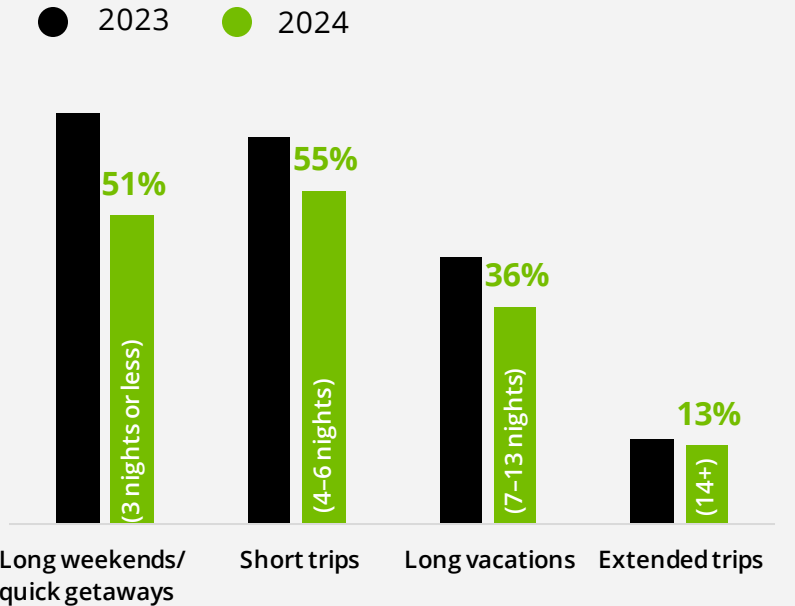
Questions: (1) How many trips will you be taking this summer?
 (2) How many of your summer trips will be...?
 Note: N = 2,270.
 Source: 2024 Deloitte summer travel survey.

Number of summer trips



Roughly half of summer trips not being fully planned yet may present a lucrative opportunity for destinations and travel providers.

Percentage of travelers taking each trip type

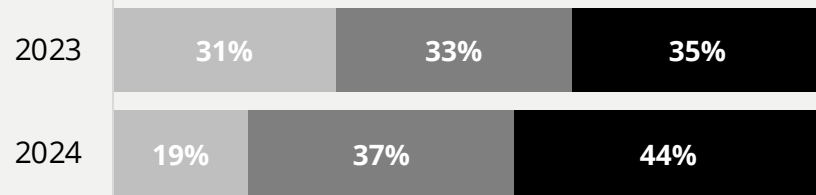


In 2022, two-thirds of marquee trips were a week or longer. That has dropped to about four in 10 two years in a row.

A big drop in “under US\$50,000” travelers means more higher-income travelers in the mix, pushing up average budgets. Boomers also surge as a share of the traveling public.

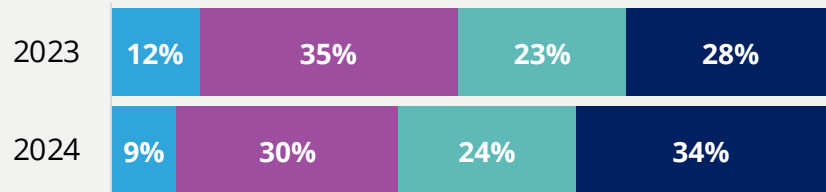
Traveling public, mix by household income

● Under US\$50K ● US\$50K–US\$100K ● Over US\$100K



Traveling public, mix by generation

● Gen Z ● Millennials ● Gen X ● Boomers



Travel budgets, by household income

More higher income travelers drive up travel budgets

Marquee trip budgets across income groups are up nearly 10%. But the change in the income-group mix among travelers, that is, more higher-income travelers, has resulted in a rise in the overall marquee budget by 18%.

	Budget change vs 2023			
	Under US\$50,000	US\$50,000 to US\$100,000	Over US\$100,000	Overall
Total summer budget	+6%	+13%	+7%	+18%
Marquee trip	+10%	+8%	+10%	+18%

Questions: (1) What activities are you planning to partake of in summer 2024 (between Memorial Day and the end of September)? (Select all that apply); (2) What is your total estimated travel budget for your trips this summer?; (3) How much is the estimated budget for your longest summer trip, including paid lodging?

Notes: Totals may not add to 100% due to rounding; travelers older than boomers are not included in the “mix by generation” slide; birth years for generations: Baby Boomer 1946–1964; Gen X 1965–1980; millennials 1981–1996; Gen Z 1997 onward, adults only; N = 1,936.

Source: 2024 Deloitte summer travel survey.

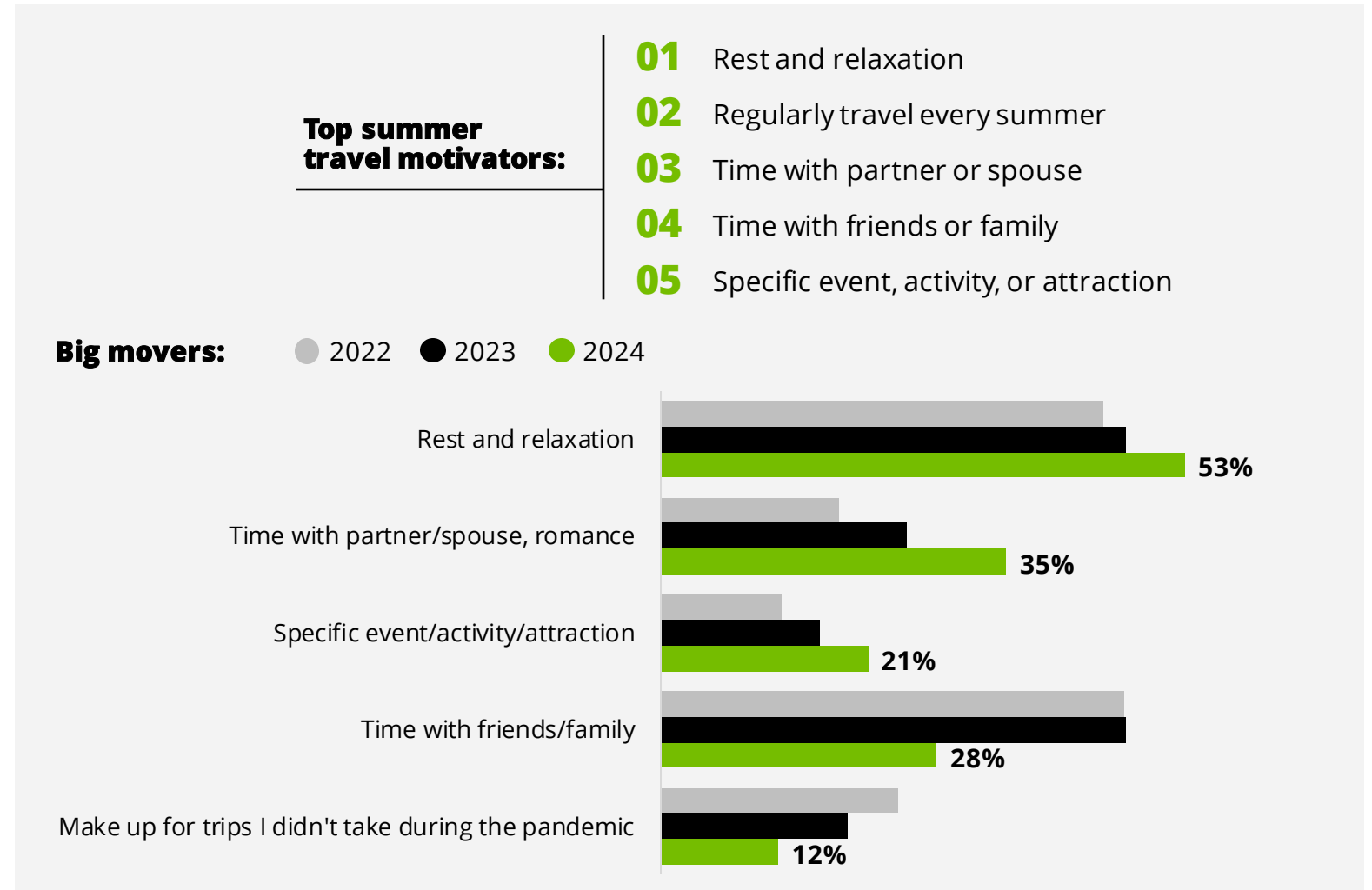
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Rest and romance surge as travel motivators, while travel planned for a specific event or activity heats up

Travel for romance is up across generations, and four in 10 boomers cite it as a travel motivator this summer.

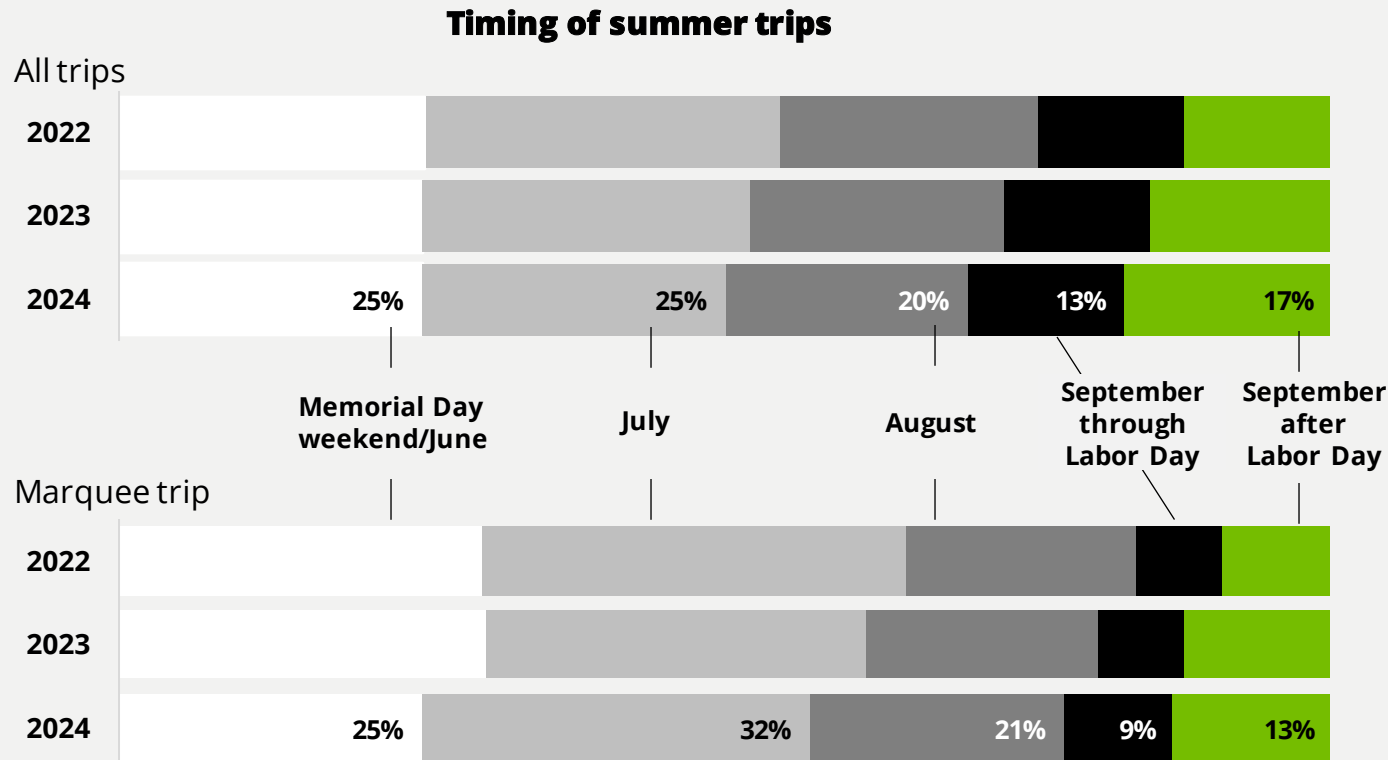
Question: What motivates you to take this trip? (Select all that apply.)
 Note: N = 1,936.
 Source: 2024 Deloitte summer travel survey.

Travel motivators usually do not shift much but have been relatively inconsistent in recent years. Americans seem to be rethinking travel's role in their lives.



Americans, especially boomers, seem to be applying lifestyle flexibility to avoid peak travel dates

There is a consistent shift toward more post-Labor Day trips over the past three summers.



1 in 5
 boomers are taking their marquee summer trip post-Labor Day (vs. 5% of Gen Z)

Questions: (1) How many of your summer trips will begin in each of the following time periods?; (2) When will your marquee summer trip take place? If your trip spans more than one of the provided dates, select the option that reflects a majority of your trip.

Note: N = 2,270, n = 1,936.

Source: 2024 Deloitte summer travel survey.

Travel products

Transportation, lodging, and activities

Interest in non-hotel lodging gets a bump, and international travel intent remains consistent, while destination mix shifts.

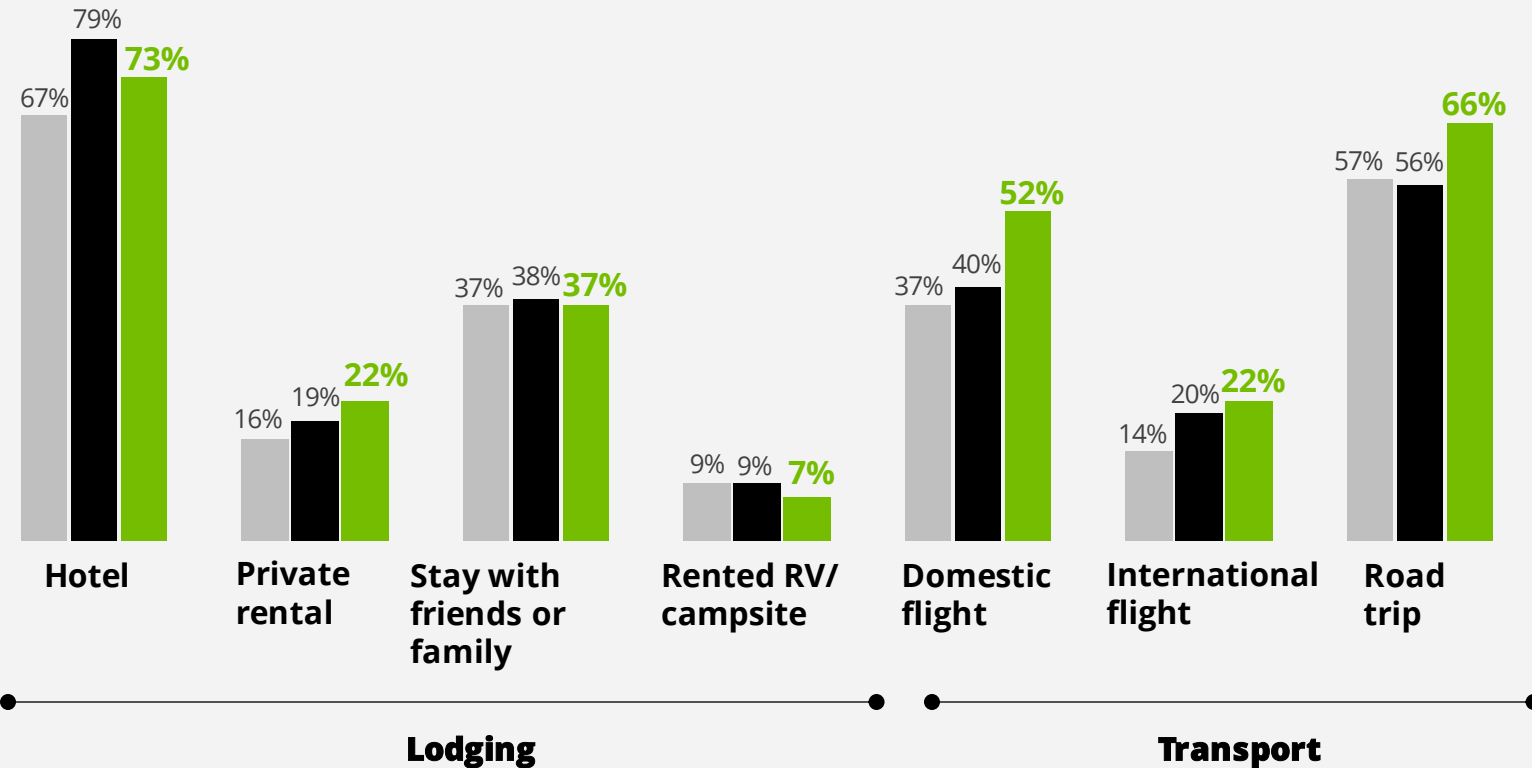


Big jump in domestic flying intent, followed by road trips

Travelers show strong intent to stay in private rentals and other non-hotel lodging.

Travel segment usage
(percentage of US travelers using across summer trips)

● 2022 ● 2023 ● 2024



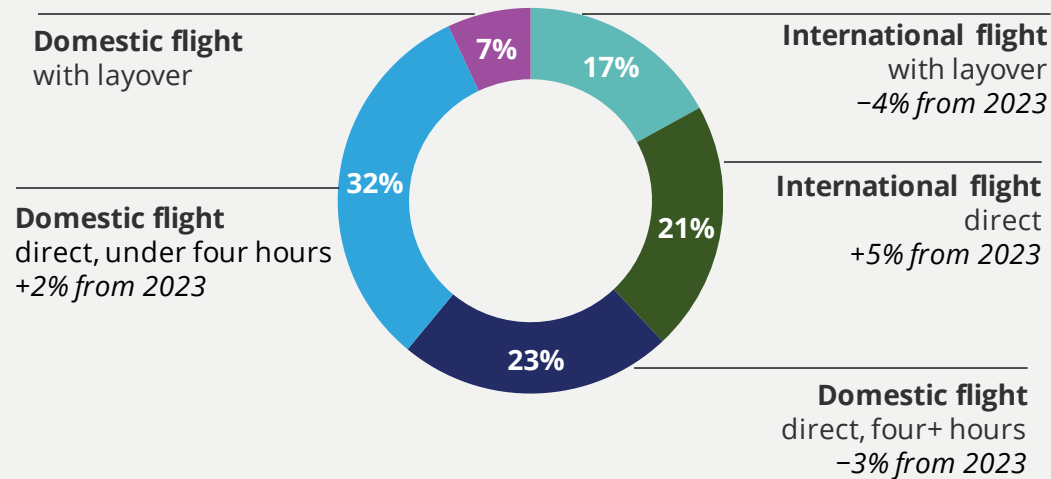
Question: Across your travels this summer, which accommodation/transportation options are you likely to use? (Select all that apply.)
 Note: N = 2,270.
 Source: 2024 Deloitte summer travel survey.

Increased demand for direct international flights and upgraded fares

International flyers (55%) are driving up demand for upgraded seating. More are investing in the seats compared to domestic flyers (36%) and to 2023 international flyers (45%).

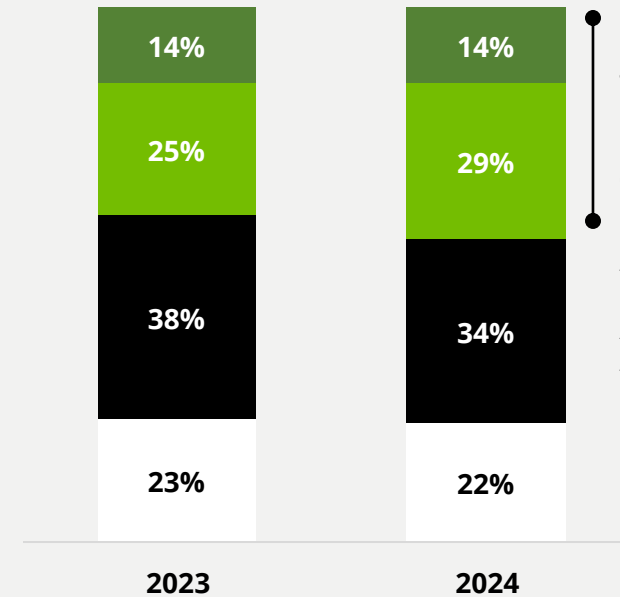
51% of paid lodging travelers will fly on their longest trip (same as 2023)

Flight type, marquee summer trip



Type of airfare booked/planned

● Lowest priced (any airline)
 ● Lowest-priced (preferred airline)
 ● Tickets with upgrades
 ● First- or business-class tickets



43% say they will pay for a more comfortable flying experience (up from 39% in 2023).

High-income travelers are taking a slight downgrade, as the share of booking first or business class for their longest trip drops to 14%, from 22% in 2023.

Questions: (1) Which transportation option(s) will you be using to reach your destination during this trip? (Please select all that apply); (2) Which of the following best describes your flight?; (3) Which best describes the airfare that you have booked/are planning to book?

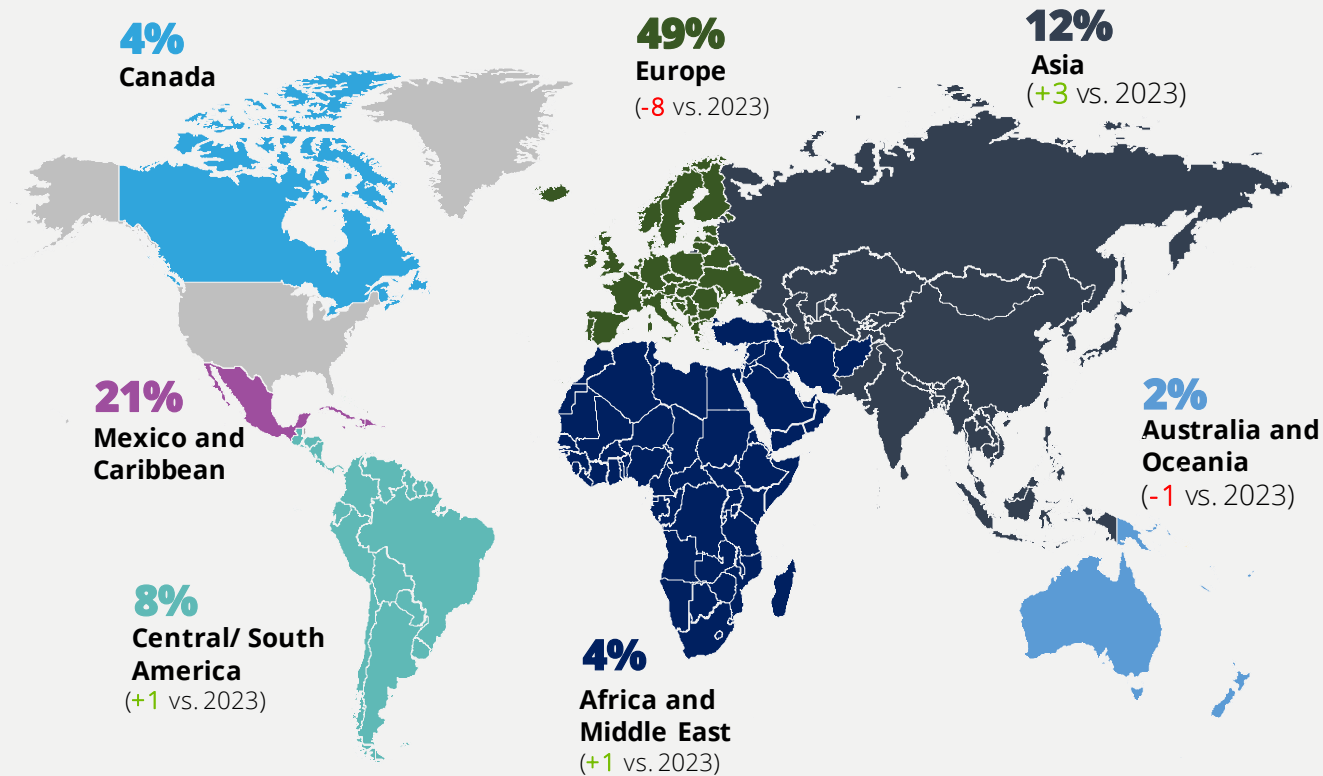
Notes: Totals may not add to 100% due to rounding; N = 991 travelers flying on their longest trip.

Source: 2024 Deloitte summer travel survey.

38% of air travelers are flying international—a similar share as 2023

After a rush to Europe in 2023, international travelers are diversifying destinations, with Asia seeing the biggest gains.

International **marquee trips** by region



July 2024 "good deal" airfare to international regions

	Fare	vs. 2023	vs. 2019
Canada	US\$419	+7%	+32%
Caribbean	US\$395	-13%	-16%
Mexico and Central America	US\$450	-14%	+4%
South America	US\$708	+2%	0%
Europe	US\$882	-10%	+10%
Africa and Middle East	US\$1,210	-2%	+6%
Asia	US\$1,370	-9%	+44%
Australia and Oceania	US\$1,487	-10%	+10%

Question: Which international region will you be flying to?

Note: N = 374.

Source: Haylye Berg, "[Q2 2024 Consumer Travel Index, Hopper](#)," Hopper, April 10, 2024.

More Americans (two in three) are hitting the road for marquee trips

Most are traveling by road to save money and because they are traveling to a closer destination.

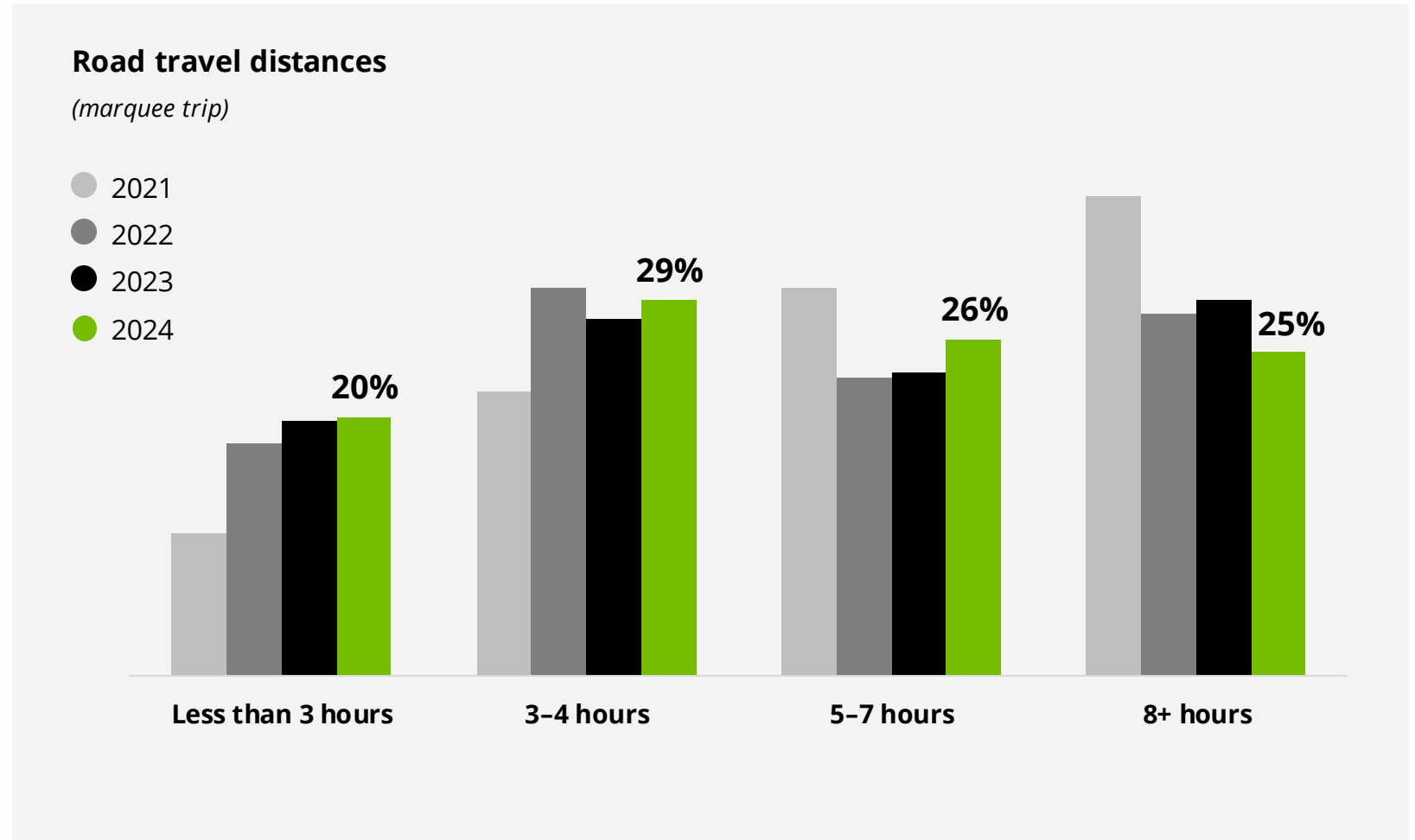
Only 7% are doing it because they feel it is more environmentally friendly than flying.

Questions: (1) Which transportation option(s) will you be using to reach your destination during this trip? (Please select all that apply); (2) How far will you be driving from home to reach your destination?; (3) Why are you planning to drive to your destination instead of fly? (Please select all that apply.)

Note: N = 1,936; n = 1,206.

Source: 2024 Deloitte summer travel survey.

More Americans plan to travel by car—66% compared to 56% in 2023. Road trip distances have gotten shorter as the pandemic moves further into the rearview mirror.



Hotels are seeing a dip in bookings for the longest summer trip, with more travelers exploring other lodging options

3 in 5

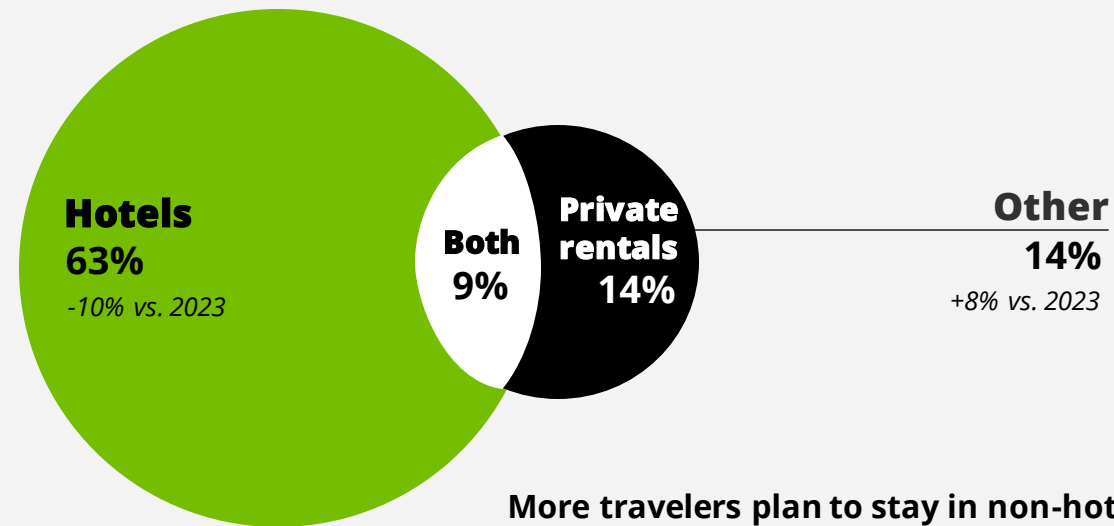
summer travelers surveyed are sticking to only hotels (vs. other accommodations) during marquee trips

Question: Which type of lodging are you planning to stay at or considering for your longest trip of the summer? (Select all that apply.)

Note: N = 1,936.

Source: 2024 Deloitte summer travel survey.

Summer 2024: Paid accommodation split (marquee trip)



More travelers plan to stay in non-hotel lodging this summer. Some demographic influences are at play:

- Bed and breakfasts (B&Bs), RVs, and camping are up this summer, as is demand for private rentals.
- More higher-income travelers are headed to cruises and rentals, lower-income travelers are going camping, and mid-income travelers to B&Bs. RV trips are up across the board.
- Gen Z and millennial travelers are driving up demand for B&Bs, rentals, and camping.

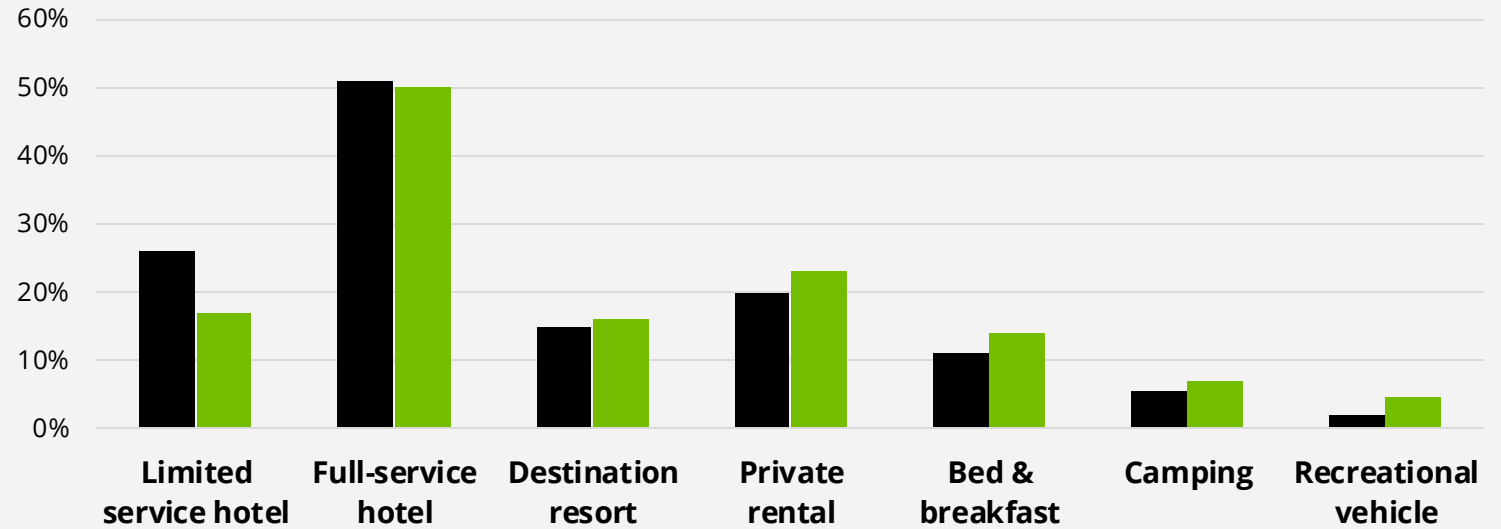
Higher-income travelers swing toward rentals and resorts this summer. Non-hotel lodging and RV trips are up.

Non-hotel lodging attracts more interest this summer, as intent to stay in limited and full-service hotels slides.

Question: Which type of lodging are you planning to stay at or considering for your longest trip of the summer? (Select all that apply.)
 Note: N = 1,936.
 Source: 2024 Deloitte summer travel survey.

Accommodations for marquee summer trip

● 2023 ● 2024



Change vs. 2023, by income (%)

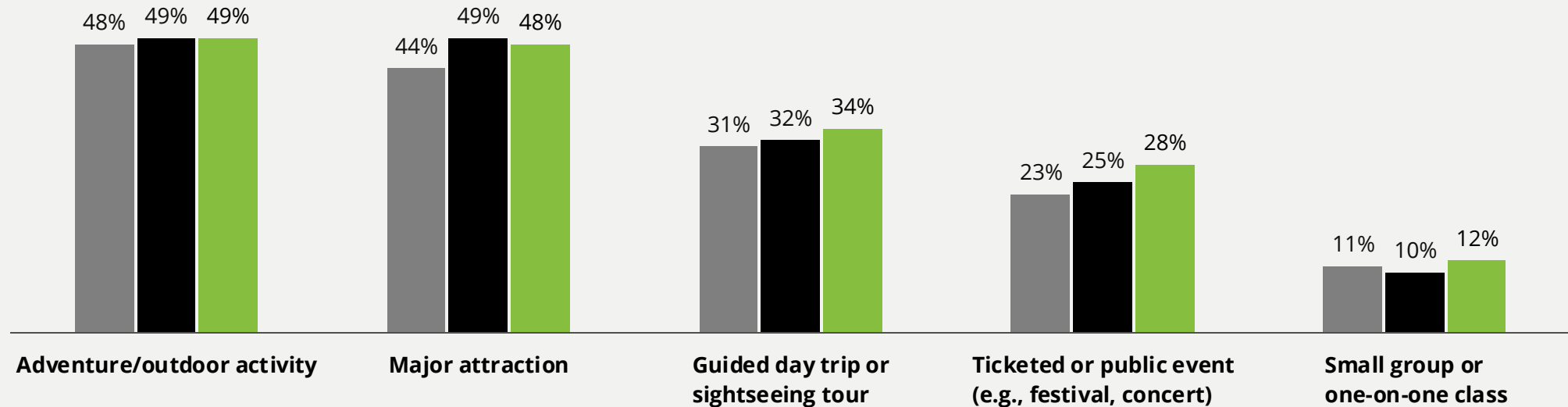
Income Group	Limited service hotel	Full-service hotel	Destination resort	Private rental	Bed & breakfast	Camping	Recreational vehicle
Under US\$50,000	-10	+5	--	-1	+2	--	+4
US\$50,000–US\$100,000	-10	-3	+1	--	+5	+2	+4
US\$100,000–US\$200,000	-6	--	-5	+6	+4	+3	+3
Over US\$200,000	-7	-17	+6	+12	+3	--	+1

Engagement across travel experiences remains consistent, and ticketed events see a boost

Americans traveling to “rest and relax” plan to participate in in-destination activities as much as travelers overall.

Participation in in-destination travel activities, lodging travelers

● 2022 ● 2023 ● 2024



Question: Which of the following experiences are you likely to participate in on this trip? (Select all that apply).

Note: N = 1,936.

Source: 2024 Deloitte summer travel survey.

Travel planning and shopping

Slight shift toward online travel agencies, despite a wealthier and older traveler pool, shows just how deal-oriented Americans are this year. Growth in gen AI adoption slows, but those who use it follow through with further research and sometimes bookings.

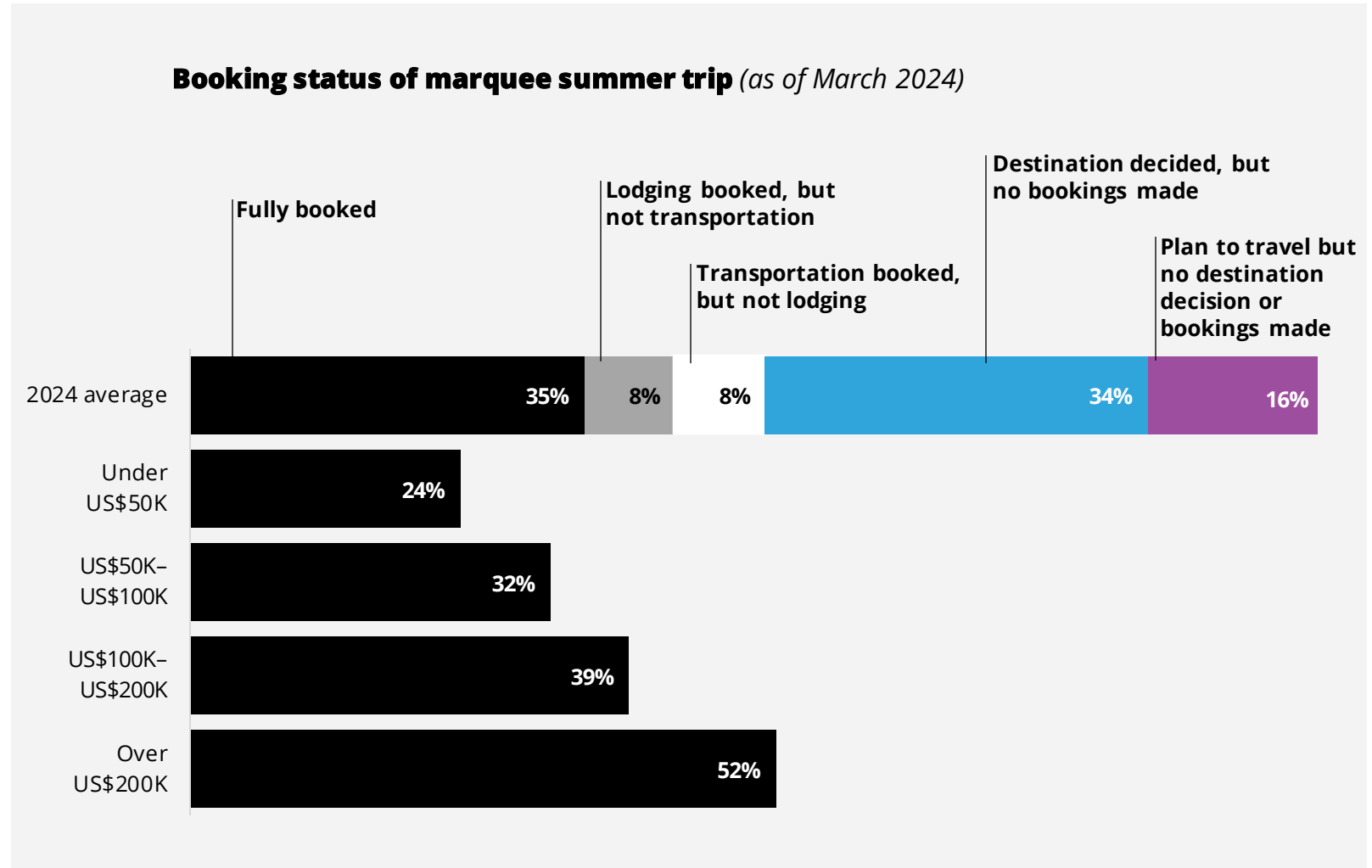
Half of marquee trips are still in play, with no bookings made so far

Lower-income travelers may be waiting for deals, while more higher-income travelers feel confident about booking the trips they want to take.

Question: Thinking of the longest trip you will take this summer, how would you describe your progress in planning and booking this trip?
 Note: N = 1,936.

Source: 2024 Deloitte summer travel survey.

Booking further in advance could reflect more confidence about the near future, or concern about availability or rising prices.

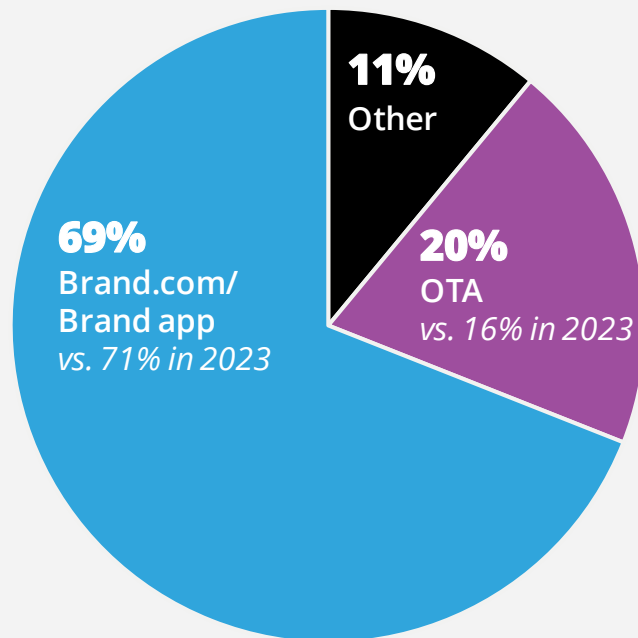


Slight lodging booking channel shift in favor of online travel agencies (OTAs) suggests hunger for deals

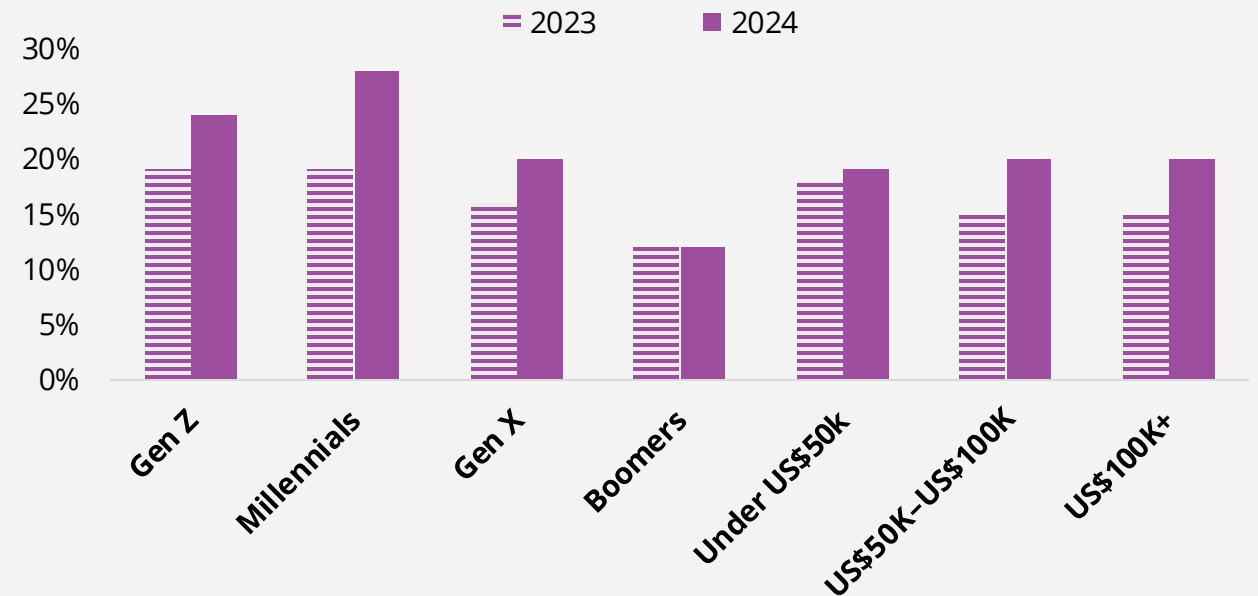
Wealthier and younger travelers are increasing their OTA usage this summer. More Gen Z and millennial paid-lodging travelers moved to the higher-income categories this year, driving up OTA adoption in those groups.

Income-group share (2024 vs. 2023)	Under \$50K	\$50K-\$100K	\$100K +
Gen Z	↓ 16%	↑ 3%	↑ 13%
Millennials	↓ 20%	—	↑ 20%

Lodging booking channel



OTA lodging booking channel, 2023 vs. 2024

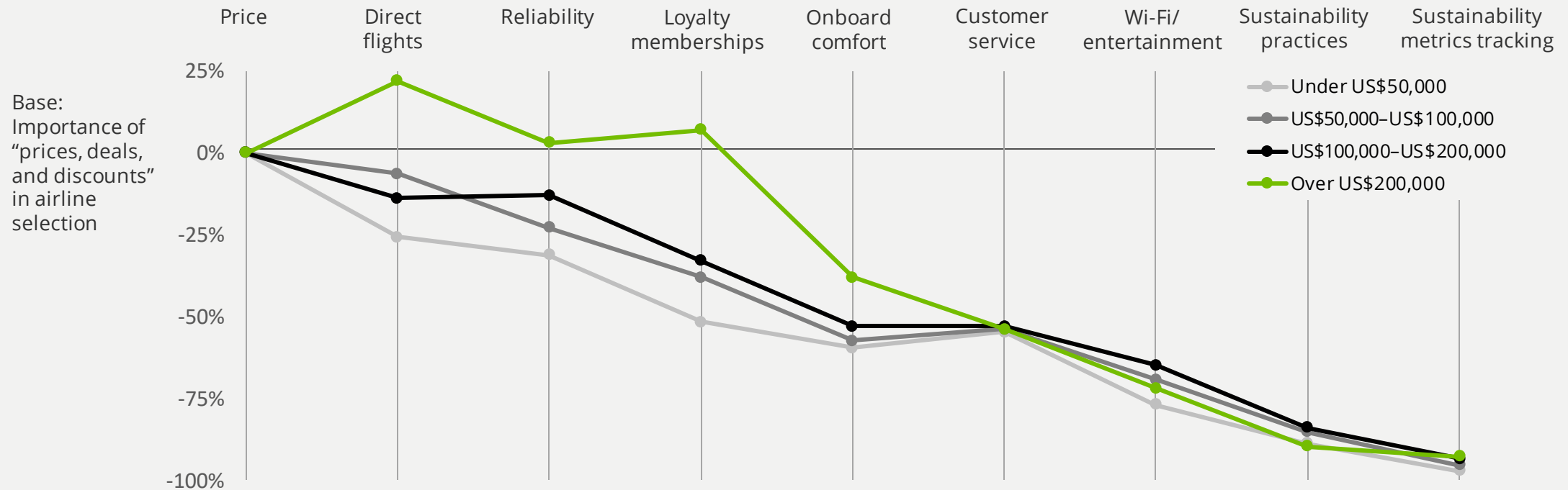


Question: Which channel did you or do you plan to use to book your lodging for this trip?
 Note: N = 1,665 travelers planning to book lodging.
 Source: 2024 Deloitte summer travel survey.

Airline shopping: Price is paramount, except for travelers with income over US\$200,000, who place higher value on convenience and loyalty memberships

For travelers with household income over US\$200,000, reaching the destination fast, on time, and the ability to use loyalty points trump price.

Importance of airline selection factors relative to price, by income



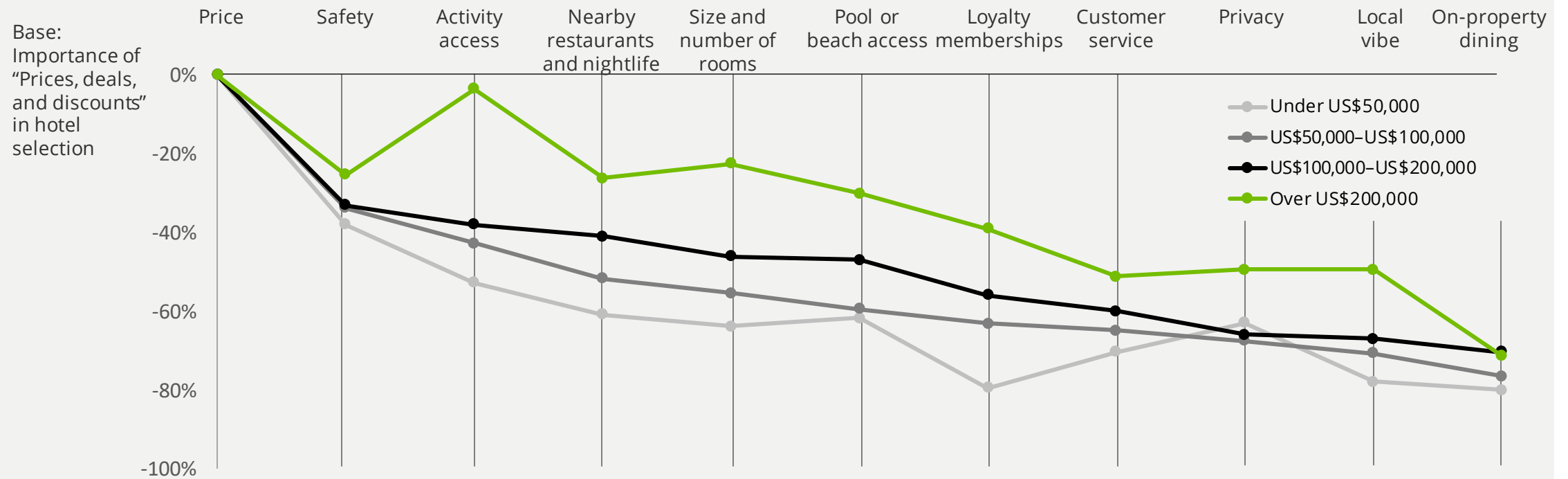
Question: Which of the following factors are most important to your airline selection for this trip?

Note: N = 991.

Source: 2024 Deloitte summer travel survey.

Hotel shopping: Price factors in hotel choice. For the over US\$200,000 income group, access to activities is nearly as important as room rate.

Importance of lodging selection factors in relation to price, by income



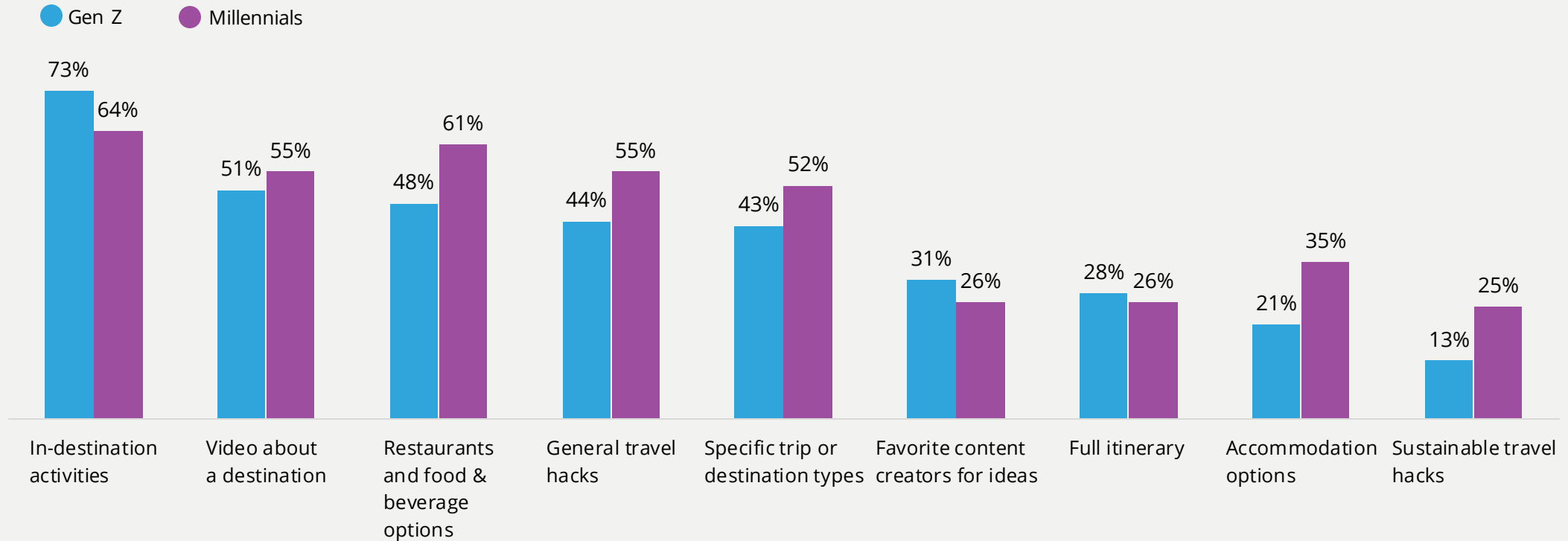
Question: Which of the following factors are most important to your lodging selection for this trip?
 Note: N = 1,665.
 Source: 2024 Deloitte summer travel survey.

For young generations that lead the use of short social videos, finding things to do in the destination is the most popular use

Percentage using short social video in trip planning

Gen Z	44%
Millennials	32%
Gen X	15%
Boomers	6%

Travelers using short social videos in travel discovery and planning



Questions: (1) Which of the following do you use for travel inspiration and information? (Please select all that apply); (2) How have you used short social video apps in travel discovery or planning? (Please select all that apply.)

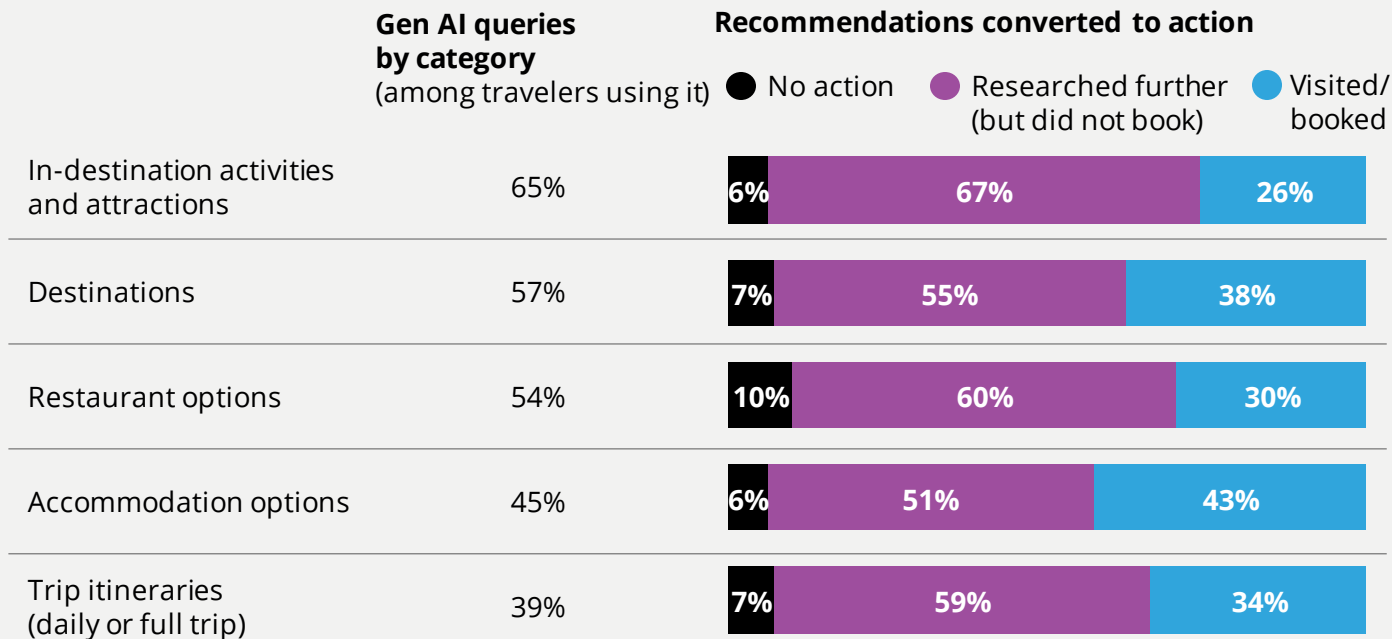
Note: N = 374.

Source: 2024 Deloitte summer travel survey.

Growth of gen AI in travel planning slows, with minimal gains over five months

While adoption is low, the rate of follow-through on recommendations indicates that users find these tools helpful.

Gen AI adoption barely increased, with 10% of travelers using these tools to plan, vs. 8% for 2023 holiday travel.



Percentage of travelers using gen AI in trip planning

Overall	10%	▶ 8% of 2023 US holiday travelers said they had used gen AI in trip planning
Gen Z	13%	
Millennials	17%	
Gen X	7%	
Boomers	5%	

Show me the money

Users' most **widely held expectation of gen AI is help in finding the best deals.** But to date, gen AI tools lack up-to-date pricing information and connectivity to booking.

Questions: (1) Which of the following do you use for travel inspiration and information? (Please select all that apply); (2) How have you used gen AI tools in travel discovery or planning? (Please select all that apply.); (3) Which, if any, actions have you taken based on a gen AI tool's travel recommendations?; (4) In what ways, if any, do you think gen AI can improve travel planning? (Please select all that apply.)

Notes: Totals may not add to 100% due to rounding; N = 193.

Source: 2024 Deloitte summer travel survey.



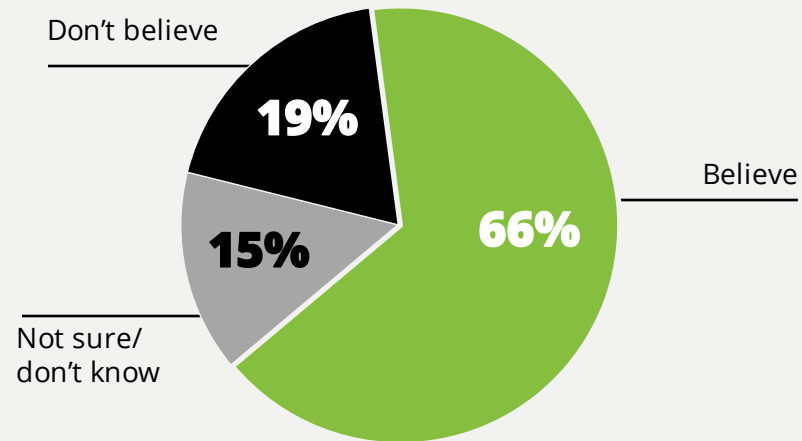
Sustainability focus

Most travelers believe that climate change is an emergency, but there is no consensus on how to travel sustainably.

Americans with climate change concerns aren't reducing travel but say they are trying to travel more sustainably

Two in three travelers believe climate change to be an emergency.

Percentage who believe climate change is an emergency



	Do not believe climate change is an emergency	Believe climate change is an emergency
Total number of summer trips	3.29	3.47
Taking a domestic flight	41%	60%
Taking an international flight	13%	27%
Estimated marquee trip budget	US\$3,133	US\$3,602
Researching ways to travel more sustainably	10%	22%
Factoring sustainability measures applied when selecting hotels	58%	87%

Question: Do you believe climate change is an emergency?
 Note: N = 1,936.
 Source: 2024 Deloitte summer travel survey.

Millennials and Gen Z lead in sustainable travel, but efforts remain limited

43% of all travelers apply at least one sustainability measure when travelling.

Millennials are 1.5x as likely as older travelers; Gen Z are about 1.4x as likely.

While four in 10 travelers surveyed say they apply at least one sustainability measure when traveling, adoption of most individual measures is well below 20%.

Sustainable travel practices

	Gen Z	Millennials	Gen X	Boomers
Travel at an off-peak time	15%	21%	16%	21%
Favor hotels, rentals, and airlines with higher sustainability ratings	29%	25%	16%	14%
Filter search for more sustainable lodging options	14%	16%	10%	6%
Filter search for lower-emission flights	6%	9%	3%	2%
Pay to offset flight's carbon emissions	4%	7%	3%	2%
Avoid flying due to environmental impact	6%	8%	5%	5%

Question: Which of the following do you try to do when you travel? (Please select all that apply.)

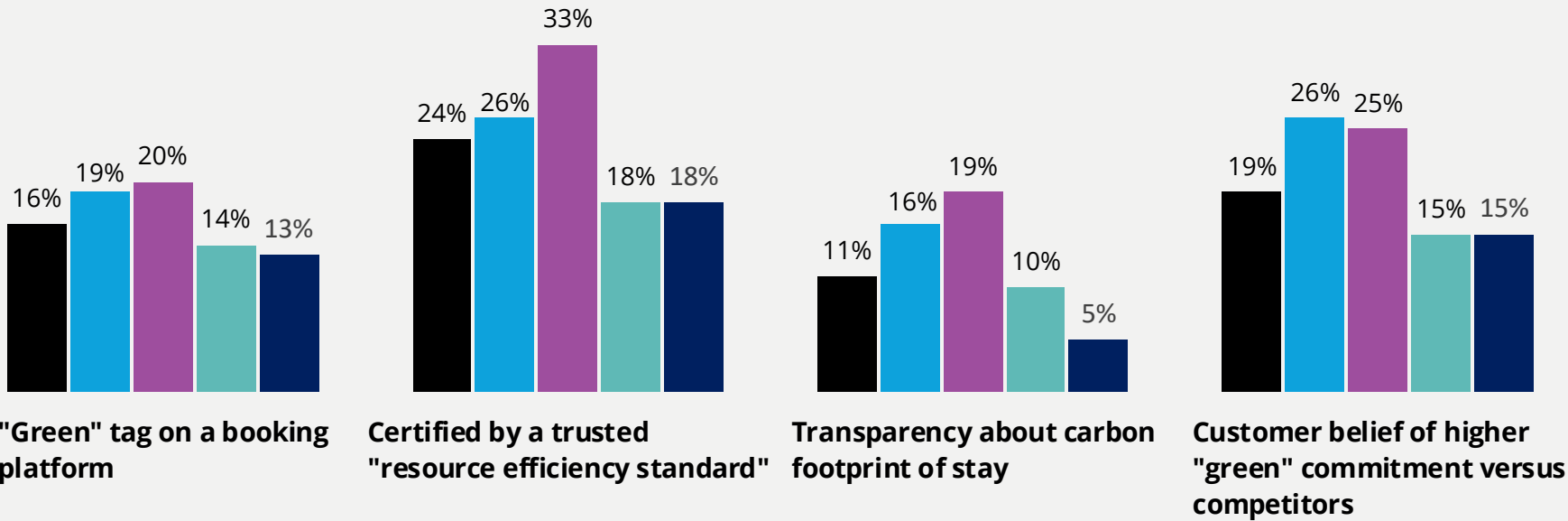
Note: N = 1,936.

Source: 2024 Deloitte summer travel survey.

Travelers place relatively low value on booking platforms' "green" designations

Which would make you more likely to book a specific hotel?

● Overall ● Gen Z ● Millennials ● Gen X ● Boomers



6 in 10 travelers say they prefer locations that **limit their need for car transport**—a feature that comes with significant cost and convenience benefits.

Laptop luggers

In what may be the pandemic's most lasting effect on the industry, remote work is creating a new type of traveler.

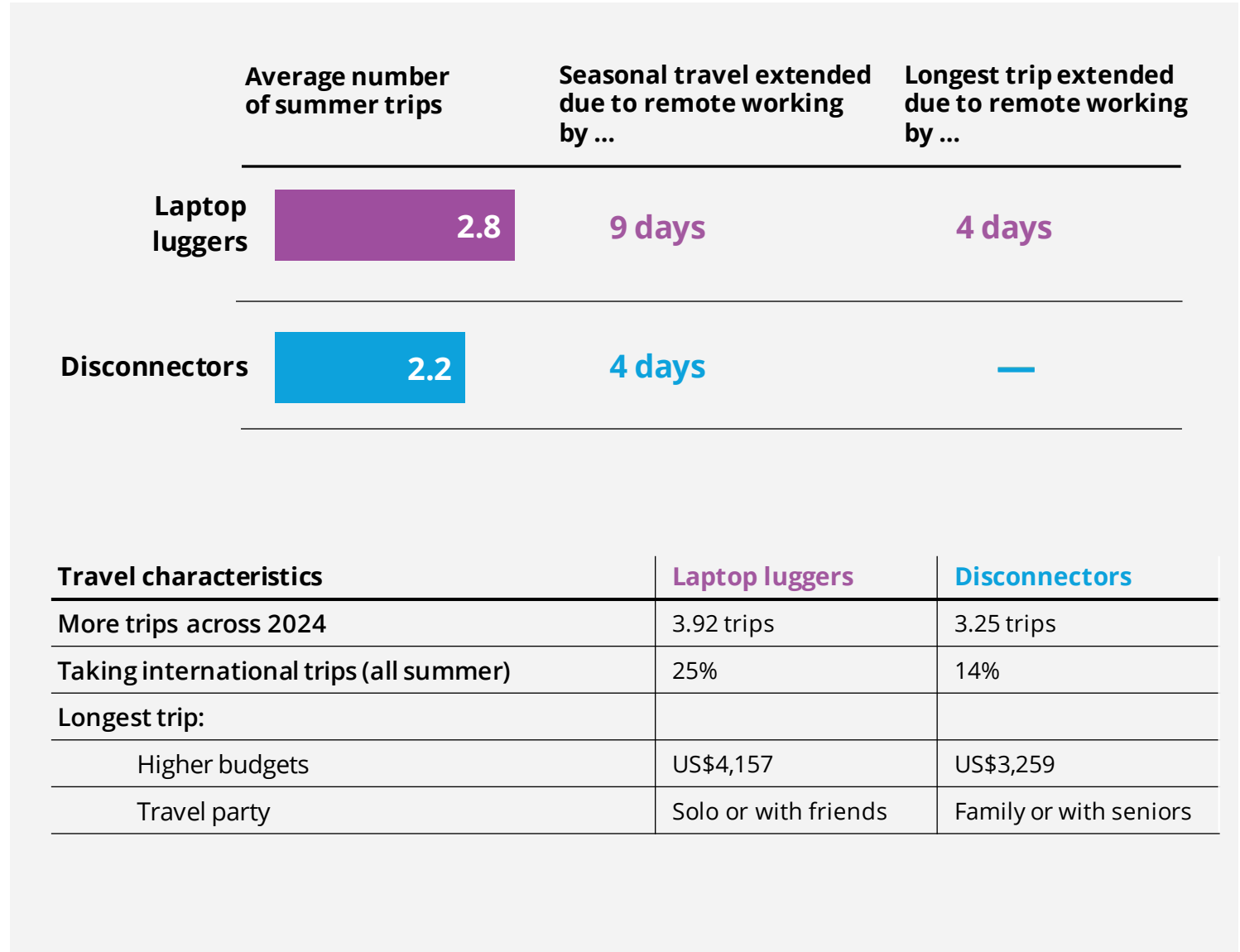


21% of travelers plan to work during their longest trip this summer, up slightly from 2023, but more say they will work throughout the trip vs. partially

Millennials and higher-income travelers are engaging in laptop lugging the most.

Gen Z	23%
Millennials	33%
Gen X	25%
Boomers	8%
Under US\$50K	15%
US\$50K–US\$100K	20%
US\$100K–US\$200K	24%
Over US\$200K	27%

Questions: (1) Do you plan to work during this trip? (2) How many leisure trips will you be taking this summer season? (3) How many days are you adding to the season and this trip because of the ability to work remotely?
 Notes: N (laptop luggers) = 408; N (disconnectors) = 1,528.
 Source: 2024 Deloitte summer travel survey.

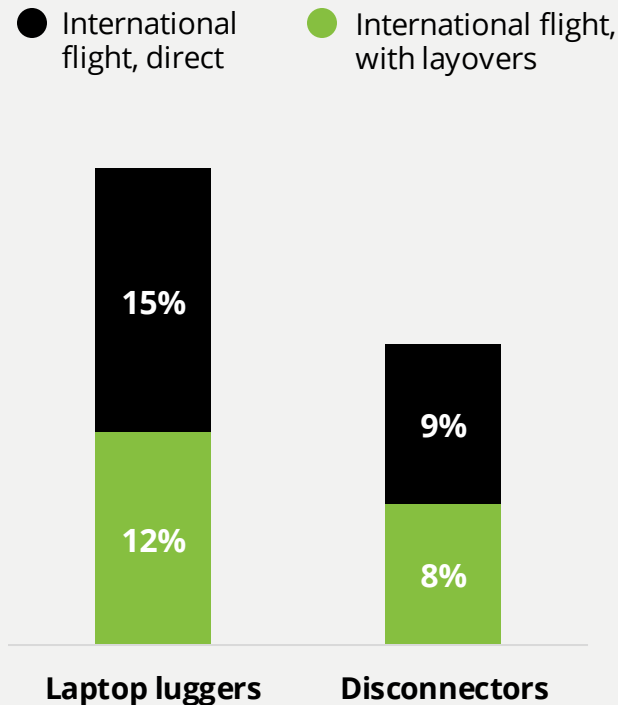


Laptop luggers are avid and engaged travelers. They travel further, do more in destination, and make more effort to optimize the impact of their travel.

More laptop luggers factor **environmental and sociopolitical priorities** into their travel decisions

	Laptop luggers	Disconnectors
Factor politics into destination selection	18%	10%
Prioritize hotels, rentals, and airlines with higher sustainability ratings	26%	18%
Ensure inclusivity in destination selection	24%	15%
Search for lower-emission flights	11%	3%
Search for more sustainable lodging	16%	9%

Laptop luggers are more likely to travel internationally on their longest trip



Laptop luggers are higher users of evolving online resources to plan trips and are participating in most in-destination activities

Travel planning resources	Laptop luggers	Disconnectors
Social media apps	48%	31%
Short social video content	31%	16%
Gen AI tools	20%	7%

Activity participation	Laptop luggers	Disconnectors
Guided tour	37%	33%
Ticketed event (i.e., festival or concert)	36%	26%
Group or one-on-one class	24%	9%

Remote working flexibility has the largest impact on travel timing and duration

Availability of stable internet, good food near their accommodations, and refundable activity bookings are key to all travelers planning to work.

Questions: (1) How has remote work affected your travel habits? (Select all that apply.) (2) What are your key requirements when planning a trip where you or someone in your travel party will be working? (Please select all that apply)
 Notes: N (laptop luggers) = 408.
 Source: 2024 Deloitte summer travel survey.

Remote work's impact on travel habits

1 in 3

laptop luggers say they are taking ...

- more short trips throughout the year
- longer trips
- more spontaneous trips
- more trips in off-peak travel seasons

Gen Z	Millennials	Gen X	Boomers
<ul style="list-style-type: none"> • More multi-destination travel • Longer trips • More off-peak travel • More spontaneous travel • More distant international trips 	<ul style="list-style-type: none"> • More off-peak travel • More spontaneous travel • More distant international trips • Spreading travel budget over more trips 	<ul style="list-style-type: none"> • More short trips throughout the year • Spreading travel budget over more trips 	<ul style="list-style-type: none"> • More short trips throughout the year
Under US\$50,000	US\$50,000–US\$100,000	US\$100,000–US\$200,000	Over US\$200,000
<ul style="list-style-type: none"> • Spreading travel budget over more trips 	<ul style="list-style-type: none"> • More multi-destination travel • Longer trips 	<ul style="list-style-type: none"> • More multi-destination travel • More spontaneous travel • More distant international trips 	<ul style="list-style-type: none"> • More short trips throughout the year • More distant international trips • More private rentals

Traveler snapshots: Generations and travel party

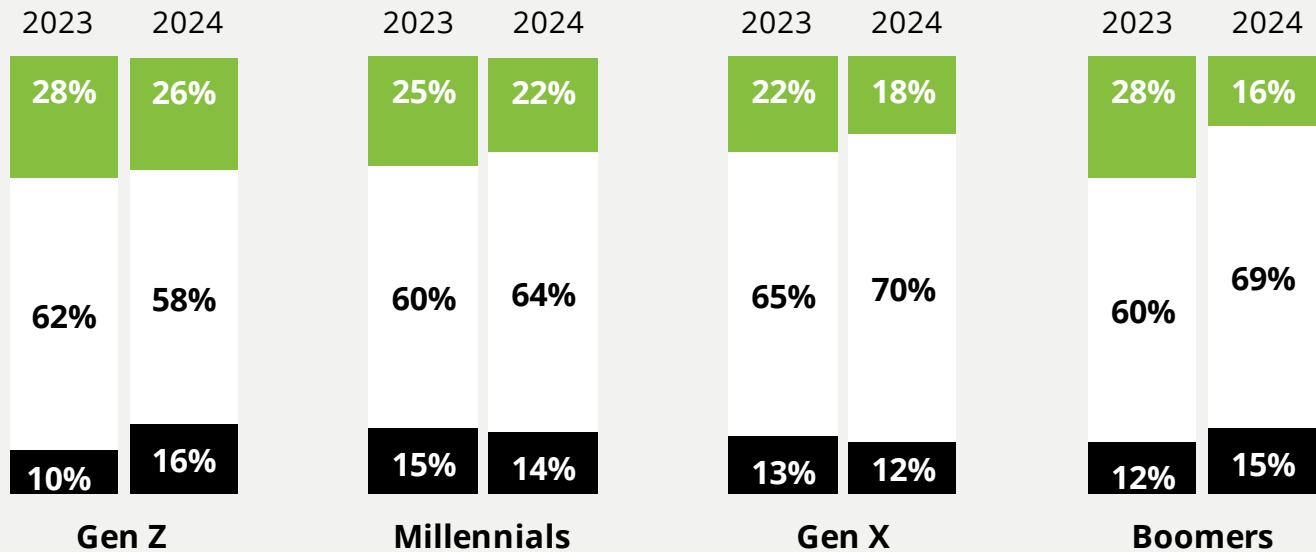
While boomers lean into golden-years getaways and Gen Z matures into adult travelers, what sets these demographics apart?



Two in three boomers are traveling this summer—the most among generations—but are planning to spend more conservatively on their marquee trip, primarily to allow for more trips throughout the year

How does your marquee trip budget compare versus the previous year?

● Significantly more ● About the same ● Significantly less



Boomers increasing spend are **1.4 times as likely to be doing so for a special or bucket list trip**. They are also more likely to credit it to rising travel prices.

Boomers reducing spend are more likely to be spreading their travel budget across more trips through the year. Gen Z and millennials are saving up for a more extensive trip later.

Boomers show some distinctive travel patterns compared to younger travelers

	Compared to younger travelers, boomers ...	Boomers	Younger travelers
Stretch their travel dollar, spend selectively, and value learning about history and culture	Value the historic and cultural exposure travel offers	25%	16%
	Intend to book first or business class fare for longest trip	17%	12%
	Spend more on a special/bucket list trip this summer	50%	34%
	Take longer trips (1+ week)	44%	35%
Experienced travelers who know what they want	Use fewer travel planning resources	23%	8%
	Book flights direct and...	81%	70%
	Factor loyalty memberships into choice of booking channel	57%	41%
Take more road trips, to avoid airline disruption and visit multiple destinations	Drive their own car to their destination	55%	44%
	To avoid flight disruption and;	19%	12%
	Because they are hitting multiple destinations	24%	19%

Notes: Younger travelers are adults younger than boomers, that is, Gen X, millennials, and Gen Z; The percentages for "Use fewer travel planning resources" represent the respondents who chose "None of the above" when asked which of the six travel planning resources they use. The six travel planning resources include social media apps, recommendations from friends and family, long video content, travel media websites, short social video, and gen AI tools.

Source: 2024 Deloitte summer travel survey.

Gen Z and millennials show high enthusiasm for travel and find ways to make the most of their money

Compared to older generations, Gen Z and millennials...	Gen Z	Millennials	Older travelers
Travel more frequently (<i>number of trips</i>)	All 2024: 3.23 Summer 2024: 2.53	All 2024: 3.24 Summer 2024: 2.48	All 2024: 2.30 Summer 2024: 2.06
Larger share of summer travel budgets for marquee trips (<i>% of summer spend on one trip</i>)	83%	87%	72%
Travel with friends, in groups of three to six people	37%, 64%	26%, 60%	13%, 36%
Choose air, lodging booking channels based on deals	69%, 60%	59%, 55%	53%, 50%
Travel internationally for their marquee trip, and in higher numbers to Asia	29%, 16%	23%, 16%	16%, 8%
Attribute increased spend to the dollar’s strength in their destination	21%	15%	4%

41 Note: Older travelers are adults older than millennials, that is, Gen X, boomers, and the silent generation. Source: 2024 Deloitte summer travel survey.

Solo travelers stretch their dollar for the enrichment travel provides. 12% plan to go solo for their longest trip of the summer

	Compared to groups, solo travelers ...	Solo travelers	Group travelers
See travel as a personal enrichment opportunity	Brings adventure and excitement into my life	43%	35%
	Enhances my well-being	35%	24%
	Furthers personal growth and development	19%	11%
	Travel has become more important to them post-pandemic	28%	19%
	Visiting cities, attending ticketed events	45%, 32%	26%, 27%
Stretch their travel dollar	Feeling more confident about their finances	43%	35%
	Budgets are more affected by travel prices...	42%	36%
	Cheaper airfare class	29%	11%
	Budget lodging	35%	28%
	Less optimal lodging location	15%	7%
Enabled by the flexibility to work remotely	Working on their vacations and extending their trip more	27%, 4.7 days	20%, 3.6 days
	Allows them to travel more spontaneously	37%	29%
	Different requirements when planning remote working trips	<ul style="list-style-type: none"> • Located near city center and activities • Good food nearby • Flexible flight bookings 	<ul style="list-style-type: none"> • Stable internet • Private workspaces • On-property activities

Families are twice as likely to stay in private rentals (37% vs. 21%), and the difference doesn't stop there

	Compared to others, those traveling with children ...	With children	Others
Take action-packed trips	Take a marquee trip to a beach or theme park destination	44%, 12%	30%, 5%
	Visit major attractions	64%	46%
	Participate in adventure sports and outdoor activities	64%	47%
Try to travel sustainably	Take sustainability measures when traveling	50%	43%
	Prioritize hotels, rentals, and airlines with higher sustainable ratings	25%	19%
	Regard sustainability measures when picking hotels	85%	79%
Plan road trips	Drive own vehicle to destination	53%	48%
	Drive rented vehicle to destination	22%	17%
	Take a road trip to save money	57%	45%
	Take a road trip due to a big travel group	19%	5%

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