



USTOA FACT SHEET

Vacation Decision Motivators

GENERAL:

- Two-thirds of consumers say destination is most important when planning a vacation.
- Once destination is selected consumers shop for value.
- Nearly a third of Americans (31%) say they mostly repeat favorite vacation spots but sometimes go to new destinations.
- 24% mostly explore new destinations but occasionally return to a favorite prior place which compares to a similar number (22%) who prefer to stick to true and tried places.
- 56% cited interest in visiting unfamiliar places and a desire to find out more about the history or culture of an area were prime considerations when buying a tour or a vacation package.
- Beyond price, motivators for purchasing packaged travel now vs. later are:
 - more meals or sightseeing included in the total package (22%),
 - the ability to add a broader choice of side trips (20%),
 - free upgrade in hotel room (18%).

METRO vs. NON-METRO:

- Metro dwellers are more likely than those who live in non-metro areas to:
 - explore new destinations with each vacation (58% v. 50%)
 - buy a tour or vacation package for the following reasons:
 - to see new or unfamiliar places,
 - to find out more about the history or culture of an area,
 - because they feel safer in a group.
- Having more included in a total package is a greater incentive for non-metro dwellers than for urban consumers (27% non-metro v. 21% metro).

AGE:

18 – 34 age group

- scored higher across the board for potential to take a tour or vacation package than any other age group.
- more likely to buy a tour or vacation package for the following reasons
 - to see new or unfamiliar places,
 - to find out more about the history or culture of an area,
 - for convenience,
 - to learn a new skill like cooking or photography.

- more likely to be motivated by free hotel room upgrades.

65+ Age Group

- 43% who have a college education would select a place then shop for the best value.
- scored lowest in responding to motivators for taking packaged travel

GENDER:

Men

- less likely than women to be concerned about price
- companionship and meeting new friends are prime reasons for choosing a tour or vacation package
- More motivated to choose packaged travel by the ability to add a broader choice of side trips to the itinerary

Women

- more likely to be concerned with the value of the trip.
- safety is a major draw for choosing a tour or vacation packages (44%).
- more likely to be motivated by additional meals or sightseeing included in the price.

FAMILIES:

- Those with older children (aged 12 -17) are more likely than those with younger children to buy a tour or vacation package to meet new friends, and by the ability to add a broader choice of side trips.
- Those with younger children (under 12 years of age) are more likely to be motivated by a free hotel room upgrade.

INCOME:

- Increased income correlates strongly with the desire to repeat favorite vacation spots (30% of households earning \$50,000- \$99,000; 32% with an income of \$100,000+).
- The higher the income the more interest in being able to add a broader choice of side trips to the itinerary.
- Lower income correlates with the desire for more meals or sightseeing

VALUE FOR DOLLAR:

- Having more included in a total package is a greater incentive for non-metro dwellers than metro consumers (27% non-metro v. 21% metro).
- The 18 – 34 age group is more likely to be motivated by free hotel room upgrades.
- Men are less likely than women to be concerned about price
- women are more likely to be concerned with the value of the trip and to be . be motivated by more meals or sightseeing included in the price.
- Those with younger children (under 12 years of age) are more likely to be motivated by a free hotel room upgrade.