We recently undertook a study to understand consumers travel plans this spring. Using Toluna QuickSurveys®, our DIY web-based tool, we were able to obtain data within 12 hours!

Learn more about what people are spending on, and how they plan on enjoying their long awaited spring holiday this year.

56% of those surveyed plan on spring holiday this year.

74% of those surveyed were on 4 spring holidays last year.

41% will go with their families.

64% will go with their significant other.

4% will go solo.

More people going on holiday will spend between $500 - $1500

Nothing: 4%
Less than $500: 10%
$501 - $1500: 34%
$1501 - $6000: 28%
$6000 +: 18%

1% for 100k and above high income
7% for 100k and above high income
17% for 100k and above high income
27% for 100k and above high income
81% for 100k and above high income

34% of respondents will look at trip advisor or the like before heading off on their trip.

61% will do this online.

55% will stay in the US.

Will drive: 51%
Will fly: 38%

54% will drive with kids.
34% will fly with kids.

Household income over 100k: 38%
54%

28% of respondents would go to Caribbean islands.
29% of respondents would go to Europe.

People plan on going online to consider travel plans.

Travel Agents mean a third of the plan.

To actually book travel

61% will do this online.

People expect certain things when they travel.

And don't expect

And... while they don't expect, they want

74% Nice bed
71% Free wifi
69% Cable tv
43% Business center
41% Spa
29% Fitness center
25% Free wifi
22% Free shuttle
22% Restaurant on site

10% need a vacation.