

SSRS Summer Travel Survey

This study was conducted by SSRS on its Opinion Panel Omnibus platform. The SSRS Opinion Panel Omnibus is a national, twice-per-month, probability-based survey. Data collection was conducted from April 18 – April 21, 2025 among a sample of 1,031 respondents. The survey was conducted via web (n=1,001) and telephone (n=30) and administered in English (n=1,005) and Spanish (n=26). The margin of error for total respondents is +/-3.7 percentage points at the 95% confidence level. The design effect is 1.45. All SSRS Opinion Panel Omnibus data are weighted to represent the target population of U.S. adults ages 18 or older.

The SSRS Opinion Panel Omnibus is conducted on the SSRS Opinion Panel. SSRS Opinion Panel members are recruited randomly based primarily on nationally representative ABS (Address Based Sample) design (including Hawaii and Alaska). ABS respondents are randomly sampled by Marketing Systems Group (MSG) through the U.S. Postal Service's Computerized Delivery Sequence File (CDS), a regularly-updated listing of all known addresses in the U.S. For the SSRS Opinion Panel, known business addresses are excluded from the sample frame. Additional panelists are recruited via random digit dial (RDD) telephone sample of cell phone numbers connected to a prepaid cell phone. This sample is selected by MSG from the cell phone RDD frame using a flag that identifies prepaid numbers. Prepaid cell numbers are associated with cell phones that are "pay as you go" and do not require a contract.

The SSRS Opinion Panel is a multi-mode panel (web and phone). Most panelists take self-administered web surveys; however, the option to take surveys conducted by a live telephone interviewer is available to those who do not use the internet as well as those who use the internet but are reluctant to take surveys online.

NOTES ABOUT RESULTS

Because percentages are rounded, they may not total 100%. An asterisk (*) indicates less than 0.5%.

Data collection was conducted via web and telephone. Verbiage in this topline reflects web wording. Telephone wording may differ slightly due to interviewer-administered data collection.

Q1. Do you have plans to travel (INSERT ITEM) for leisure this summer? If yes, how many trips do you plan to take?

[ITEMS ROTATED AT RANDOM]

	Base	I don't plan to travel (INSERT ITEM) in the next 6 months	1 trip	2 trips	3 trips	4 or more trips	I don't know yet	(VOL) Refused
internationally	1,031	65%	18%	5%	1%	1%	11%	*
domestically, within your home state with an overnight stay	1,031	30%	26%	17%	5%	6%	16%	*
domestically, out of state with an overnight stay	1,031	27%	34%	17%	6%	3%	13%	--

[Asked of those who have plans to travel for leisure this summer]

Q2. How do you plan to spend your time when you travel for leisure this summer? Select all that apply.

[RESPONSE OPTIONS SHOWN IN RANDOM ORDER, EXCEPT FOR OPTION 16 SHOWN LAST]

	Base	% Selected
Spending time with family or friends	797	71%
Relaxing (e.g., reading, lying by the pool, etc.)	797	56%
Visiting a lake or beach	797	53%
Exploring/enjoying nature	797	47%
Sightseeing in a city	797	44%
Visiting national and/or state parks	797	40%
Shopping	797	38%
Visiting museums, zoos, or aquariums	797	37%
Having culinary experiences (e.g., trying new foods or restaurants)	797	36%
Visiting amusement parks	797	22%
Camping	797	20%
Having adventure experiences (e.g., ziplining, using an ATV, Skiing or snowboarding, etc.)	797	18%
Trying something new (e.g., learning to surf, glass blowing, etc.)	797	15%
Being pampered (e.g., going to the spa, getting room service, etc.)	797	13%
Hunting or fishing	797	12%
Something else (please specify)	797	4%

Q3. Compared with your leisure travel during the summer months in a typical year, do you plan to travel (INSERT ITEM) for leisure this summer:

[ITEMS ROTATED AT RANDOM; SCALE ROTATED AT RANDOM]

	Base	Much more	More	About the same amount	Less	Much less	(VOL) Don't know	(VOL) Refused
internationally	1,031	3%	9%	43%	10%	35%	--	--
domestically, within your home state with an overnight stay	1,031	3%	13%	56%	11%	16%	--	*
domestically, out of state with an overnight stay	1,031	3%	12%	54%	13%	17%	--	--

[Asked of those traveling less or much less for leisure this summer]

Q4. Why are you traveling less for leisure this summer? Please select all that apply.

[RESPONSE OPTIONS SHOWN IN RANDOM ORDER, EXCEPT FOR OPTION 7 SHOWN LAST]

	Base	% Selected
Trying to save money	560	54%
Don't have enough money	560	42%
Worried about leaving the country	560	25%
Unable to take time away from work right now	560	20%
Worried about crowding/understaffed national parks	560	11%
Concerned about employment stability	560	10%
Other (please specify)	560	16%
(VOL) Refused	560	*

[Items D and H asked of those who have plans to travel for leisure this summer]

Q5. To what extent do you agree or disagree with the following statements?

[ITEMS ASKED IN RANDOM ORDER; SCALE ROTATED AT RANDOM]

	Base	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	(VOL) Refused
I am concerned about traveling outside of the country right now because of what is happening in Washington, D.C.	1,031	26%	20%	22%	9%	23%	*
It will be difficult to enjoy the national parks this summer because of the recent reduction to the national parks services	1,031	20%	19%	32%	12%	18%	--
I'm worried about planning ahead to take a vacation because I don't know what will happen with the federal government	1,031	22%	21%	21%	12%	25%	--
I am taking a shorter or less expensive trip(s) this summer	797	20%	28%	24%	14%	14%	--
My concern about a recession is impacting my travel plans	1,031	16%	25%	25%	13%	21%	--
I can only afford a staycation right now	1,031	14%	25%	23%	19%	19%	--
My summer travel plans have been impacted by the current state of the economy	1,031	18%	23%	24%	12%	22%	--
I may decide to cancel my summer travel plans because of economic uncertainty	797	10%	20%	18%	20%	31%	--