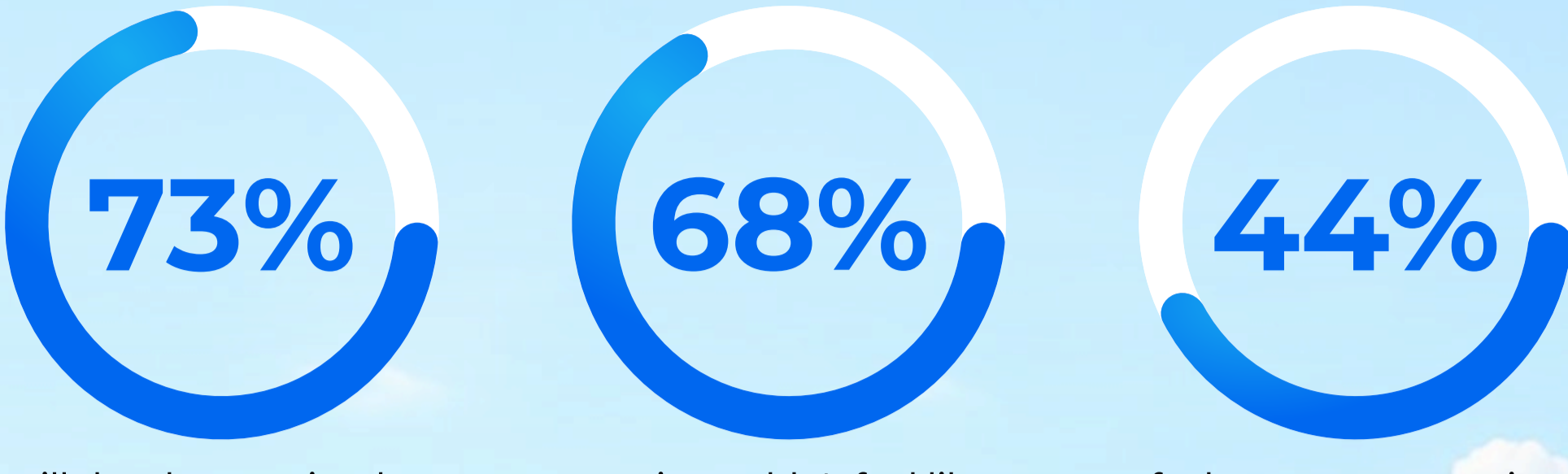




# 2026 State of Summer Travel Report

## Vacation or Bust?



73% will do whatever it takes to make a summer vacation happen

👤 Millennials 82% 🟢 Gen Z 80%

68% say it wouldn't feel like summer without a vacation

44% feel a summer vacation is out of reach in 2026

## The Affordability Squeeze



84% say they're paying more and getting less

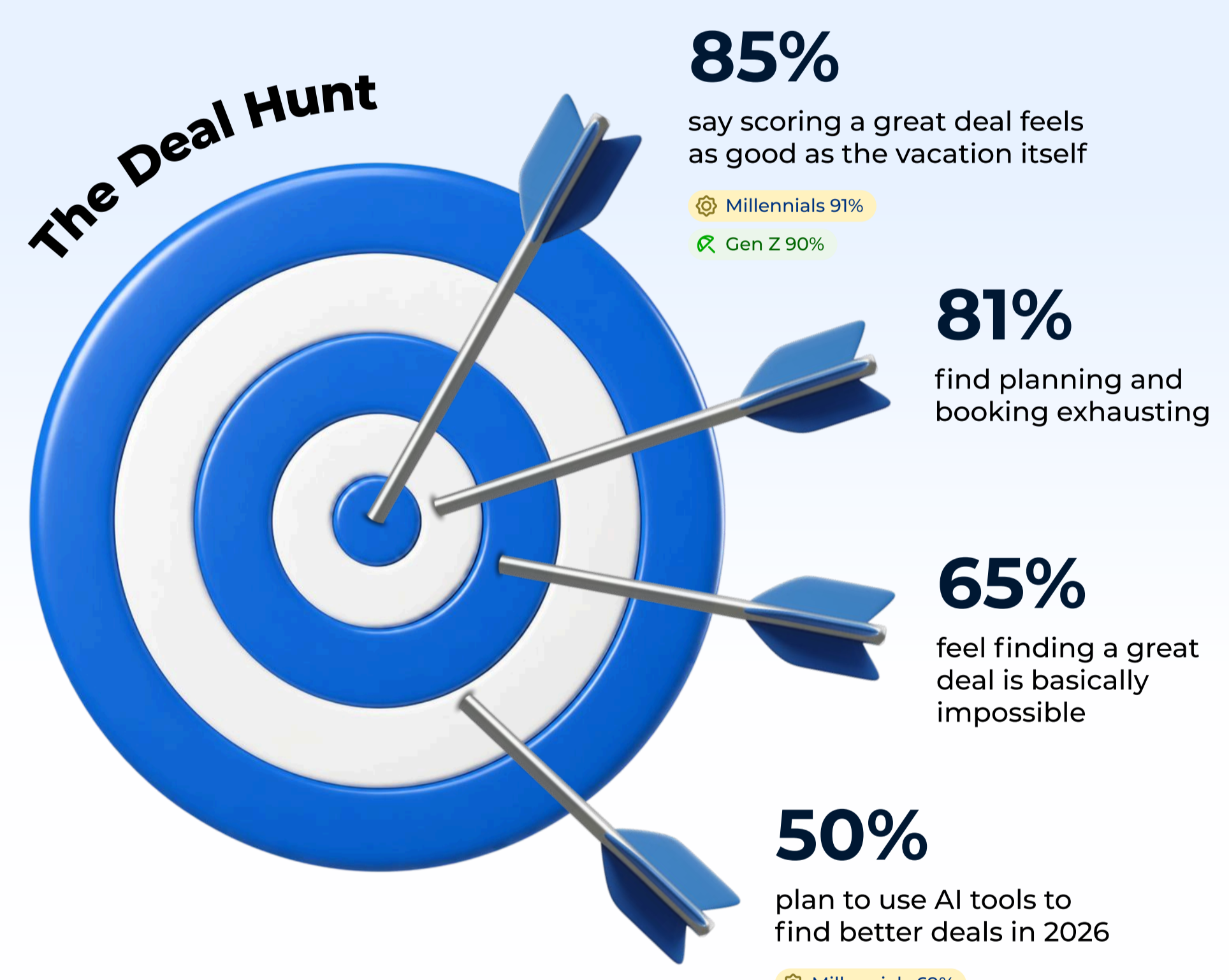
👤 Millennials 41% 🟢 Gen Z 46%

36% already cut everyday expenses to afford summer travel

55% find travel less affordable than last year

34% that's how much more likely parents are to have already cut expenses

## What They'd Give Up First



## Lessons Learned the Hard Way

69%

have made cost-cutting travel decisions they later regretted

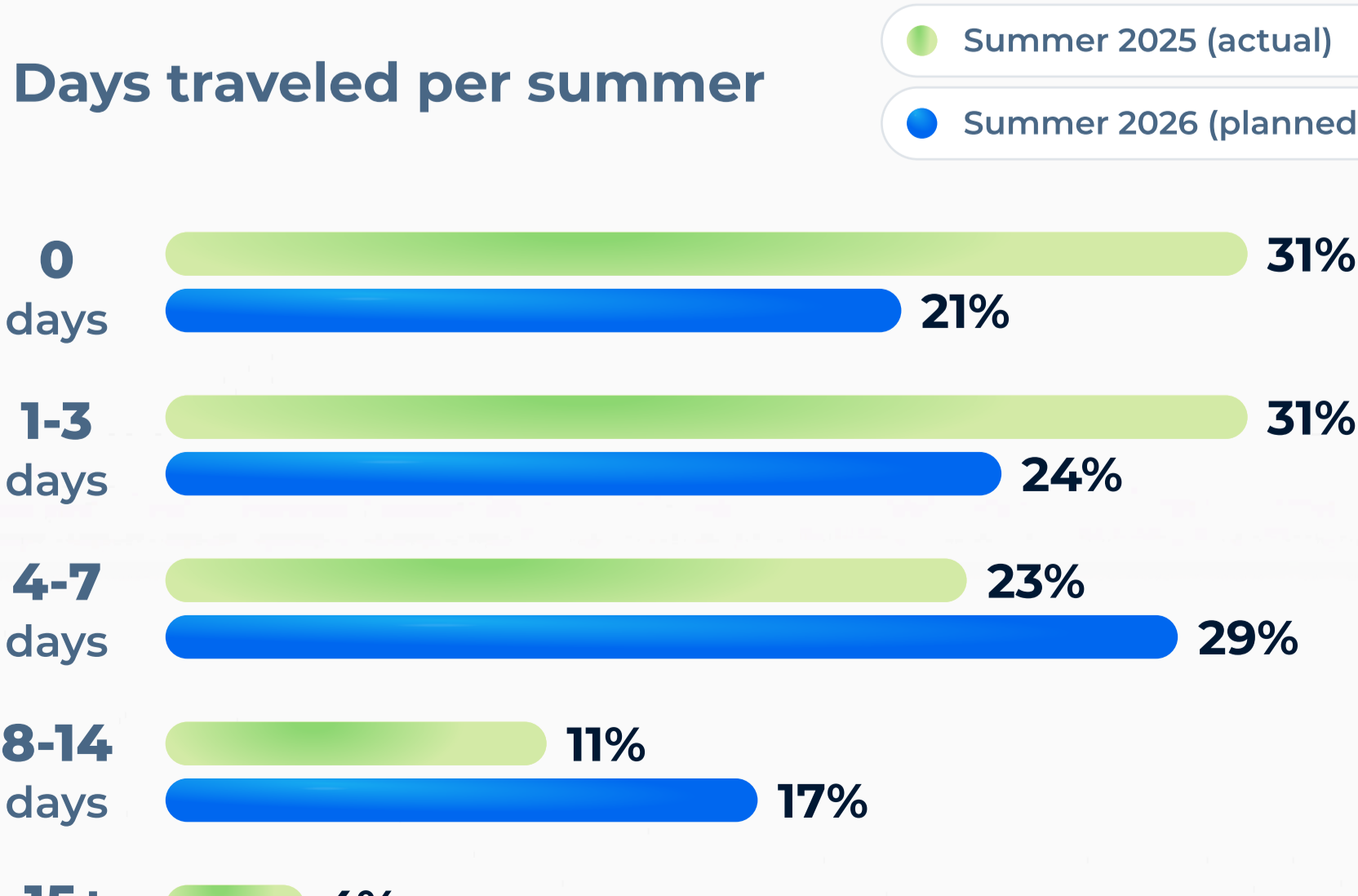
- 20% Staying with family or friends instead of a hotel
- 20% Driving instead of flying
- 19% Taking a shorter trip
- 19% Booking a flight with multiple stops

## The Vacation Stretch

### Days traveled per summer

● Summer 2025 (actual)

● Summer 2026 (planned)



\*Asked among 2,500 nationally representative U.S. adults ages 18+. Summer 2025 reflects actual travel; Summer 2026 reflects planned travel.