



# Consumer Pulse

## NEWS RELEASE

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## AAA SURVEY: MAJORITY OF AMERICANS WILL TAKE 2-3 VACATIONS IN 2015

*52% are more likely to take a road trip because of low gas prices*

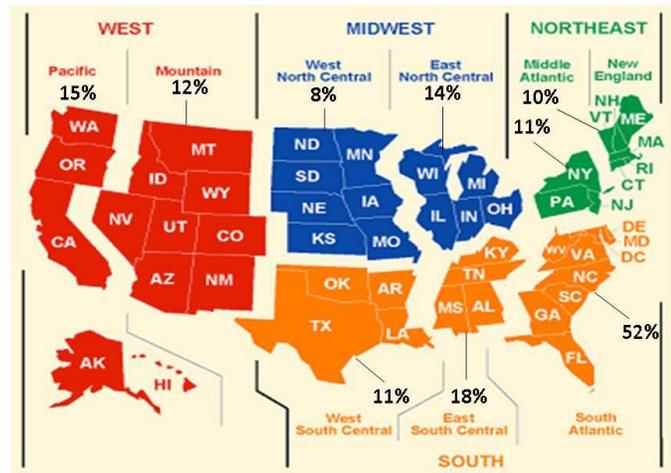
**TAMPA, Fla.** (March 3, 2015) – The busy travel season is quickly approaching and many Americans are already making plans. This year, nearly nine out of 10 people (88%) will take an extended vacation of 4 days or more away from home during a time not associated with the Thanksgiving or the Christmas holidays. The study was conducted during a recent AAA Consumer Pulse™ survey of residents in Florida, Georgia and Tennessee.

[Click here](#) to view the survey.

“Whether it’s to see something new, visit family, or just blow off steam, travel is important to Americans and a vital stimulus to the economy,” said Mark Jenkins, spokesman, AAA – The Auto Club Group. “People are even more likely to travel in 2015 because gas prices are a dollar lower than this time last year.” More than half of consumers (52%) say they are more likely to take an extended road trip because pump prices are so low.



2015 Travel Destination Plans



While the number of vacations varies, the majority of people (49%) plan to take 2-3 vacations of four days or more this year.

### Top three vacations:

1. City destination (42%)
2. Beach vacation (30%)
3. Cruise (21%)

“Nearly three quarters of travelers (72%) plan to take a trip in the next three months,” said Jenkins. “Spring is usually the first big boom of the year for the travel industry as the weather improves and people take time off for spring break.”

### Most popular time to travel for most Americans:

1. April – June (56%)
2. July – September (55%)
3. October – December (26%)
4. January – March (25%)

According to the [study](#), the majority (51%) of those traveling in the next 3 months will spend up to a thousand dollars. Some travelers (15%) will use tax returns to finance their trip. Down payments are already being made, as two-fifths of travelers (39%) begin making travel plans 3-5 months before their vacation. Most travelers (80%) plan to travel domestically, and the majority of trips (52%) will be in the southeastern U.S.

"The southeastern U.S. boasts beautiful beaches and theme parks, and people living in the region have the benefit of being a short drive away," Jenkins said. "Wherever your plans take you, AAA Travel Agents can help map out your route and provide customized itineraries that will fit your tastes."

One in five (20%) people plan to travel abroad, and international travel could become even more appealing as the U.S. dollar gains strength. Some of the top international travel destinations this year include the Caribbean, Italy, and Peru.

Consumers who use a AAA travel agent to help plan their vacation can save up to 35 percent on average with hotel, rental car, and inclusive packaging no matter the destination. For more information on the latest travel deals, visit [AAA.com/Travel](http://AAA.com/Travel).

### What's Hot with AAA Travel Agents

#### International

- River Cruises - Rhine, Danube & Moselle Rivers
- Mediterranean Cruises
- Italy – Rome, Florence, Venice, Amalfi Coast
- Baltic Sea Cruises – Denmark, Sweden, St. Petersburg
- Machu Picchu
- African Safari - East Africa
- Canadian Rockies Rail Journeys

#### Domestic

- Southern Caribbean
- Orlando - Theme parks
- Alaska Cruises & Tours
- All Inclusive Resorts – Mexico, Jamaica, Punta Cana
- Grand Canyon
- Las Vegas
- Hawaii
- River Cruises – Mississippi, Missouri & Ohio Rivers

### **About the Consumer Pulse™ Survey**

The AAA Consumer Pulse™ Survey was conducted online among residents living in the Southern Region of The Auto Club Group (Florida, Georgia, and Tennessee) from January 26 - February 4, 2015. A total of 1,216 residents completed the survey. The survey has a maximum margin of error of  $\pm 2.8$  percentage points. Overall survey responses are weighted by gender and age within state to ensure reliable and accurate representation of the adult population (18+) in Florida, Georgia, and Tennessee.

### **About The Auto Club Group**

The Auto Club Group (ACG) is the second largest AAA club in North America. ACG and its affiliates provide membership, travel, insurance and financial services offerings to approximately 9 million members across eleven states and two U.S. territories including Florida, Georgia, Iowa, Michigan, Nebraska, North Dakota, Tennessee, Wisconsin, Puerto Rico and the U.S. Virgin Islands; most of Illinois and Minnesota; and a portion of Indiana. ACG belongs to the national AAA federation with more than 55 million members in the United States and Canada and whose mission includes protecting and advancing freedom of mobility and improving traffic safety.