



Consumer Pulse



AAA SURVEY: 8% INCREASE IN SUMMER TRAVELERS

Majority of travelers to vacation between 4-7 days

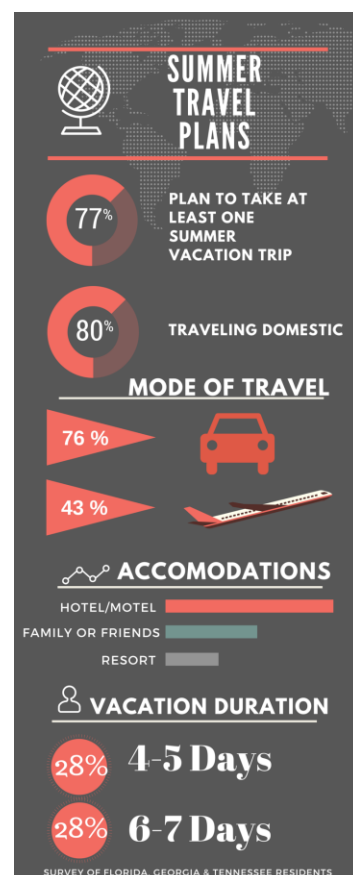
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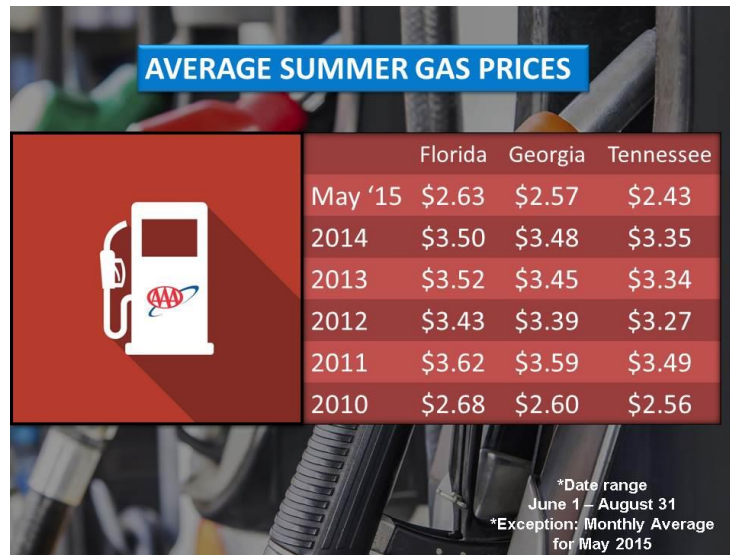
TAMPA, Fla. (May 26, 2015) – The summer travel season kicked off with what was forecast to be the most traveled Memorial Day weekend in a decade. Now, a new [AAA Consumer Pulse™ survey](#) shows growth in summer traveler plans as well.

More than three quarters (77%) of Florida, Georgia, and Tennessee residents plan to take at least one summer vacation trip this year between the months of May and September, according to the survey. More than half (56%) of vacation plans will run from 4-7 days.

"Americans want to travel during the summer and now have even more reason to do so," said Brent Stahlheber, Sr. Vice President - Brand Marketing and Travel, AAA - The Auto Club Group. "Travelers have more money in their pockets this year, thanks to lower gasoline prices and improvements in the economy. Now they can justify taking multiple vacations and following some of the most popular travel trends like a beach getaway, theme park or cruise."

This summer, 76 percent of travelers will drive, and 43 percent will fly to their summer vacation destination. In fact, when considering all modes of transportation, nearly two-thirds (65%) say low gas prices are reason why they are more likely to drive.





"The average American household will spend \$675 less on gasoline this year alone," said Mark Jenkins, spokesman, AAA - The Auto Club Group. "Pump prices are forecast to average \$2.55 this summer, and if that forecast holds, motorists will find the cheapest summer gas prices in five years."

Driving gives travelers the most control over length of trip and expenses. Over one-fourth of respondents (26%) expect to spend \$501-\$1,000 on leisure travel in the next three months. While vacationing this summer, 65 percent of travelers will stay in a hotel/motel.

The most influential factors for travelers when booking a hotel are:

- Price (70%)
- Ratings/reviews (46%)
- Proximity to attractions/location (45%)
- Hotel amenities (42%)
- Discounts (38%)

Those travelers seeking discounts can save 5-20% when using a AAA Travel Agent to book a hotel. Additional travel statistics including vacation type, accommodations and booking methods are all included in the AAA Consumer Pulse™ Summer Travel survey [found here](#).

About the 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 April 15 - 26, 2015. A total of 1,206 residents completed the survey. The survey has a margin of error of ± 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.