

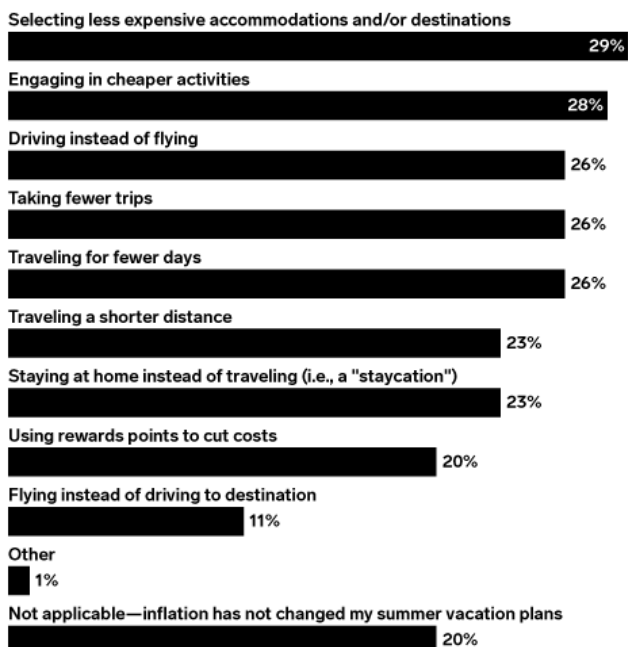
# Summer travel will be bigger than ever, but vacationers are thinking small

Article

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## Changes US Adults Are Making to Summer Vacation Plans due to Inflation , March 2023

% of respondents



Note: ages 18+ who are likely to take at least one summer vacation this year  
Source: 2023 Bankrate Survey, "Survey: 80% of summer vacationers are changing their plans due to inflation" as seen on company website, April 26, 2023

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eMarketer | InsiderIntelligence.com

**Key stat:** Some 29% of US adults are planning less expensive trips this summer due to inflation, according to Bankrate. Slightly fewer (28%) expect to engage in cheaper activities as inflation, which has cooled slightly, wears on.

### Beyond the chart:

- Inflation slowed to 0.1% in May, according to the [personal consumption expenditures index](#), suggesting that the worst price hikes may be behind us.
- With [gas prices dipping](#), more people than ever are expected to travel this Fourth of July, per AAA's forecast.

### Use this chart:

- Tailor messaging to consumers' summer behaviors.
- Brainstorm discounts and deals accounting for inflation.

### More like this:

- Amazon Prime Day is a bellwether for the 2023 holiday season
- Luxury spending decelerates as US consumers focus on savings and travel
- Grocery shoppers still cutting back even as inflation cooled in May
- Loyalty programs struggle to balance deals and margins as inflation lingers

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*Methodology: Data is from a March 2023 Bankrate Survey conducted by YouGov. 2,461 U.S. adults were surveyed online during March 29-31, 2023. Of the 2,461 U.S. adults surveyed, 1,554 are likely to take at least one summer vacation this year.*