

#### Background & Methodology

Conducted 5,000 surveys among residents in The Auto Club Group territory

- Fielding took place January 24 – 28, 2024
- Utilized a proprietary online research panel
- Weighted by age and gender within state

#### Key Measures

- 2024 Travel Plans

#### 1. Approximately how many vacations, of 3 days or more, do you plan to take this year (2024)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
None	17%	16%	11%	14%	21%	16%	16%	22%	17%	21%	11%	15%	19%	16%
1	22%	20%	22%	23%	26%	25%	20%	25%	21%	25%	21%	29%	24%	22%
2-3	39%	48%	46%	46%	37%	43%	44%	40%	48%	39%	48%	41%	42%	45%
4-5	13%	12%	12%	12%	11%	10%	12%	6%	9%	10%	15%	10%	11%	11%
More than 5	9%	4%	9%	5%	5%	6%	8%	7%	5%	5%	5%	5%	4%	6%

#### 2. Do you plan to take more vacations, fewer vacations, or the same number of vacations this year (2024) than you took last year (2023)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I plan to take more vacations this year	41%	43%	54%	45%	33%	40%	36%	39%	45%	38%	44%	45%	37%	44%
I plan to take fewer vacations this year	18%	16%	13%	15%	17%	15%	18%	13%	15%	15%	14%	14%	16%	15%
I plan to take about the same number of vacations this year	41%	41%	33%	40%	50%	45%	46%	48%	40%	47%	42%	41%	47%	41%

#### 3. Will any of the following impact your 2024 travel plans?

% Yes	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Inflation	56%	55%	59%	54%	61%	56%	55%	57%	58%	57%	60%	62%	60%	57%
Storms/Severe Weather	42%	49%	50%	46%	48%	44%	37%	40%	47%	39%	43%	48%	43%	46%
Overcrowding (i.e., booked hotels, sold-out flights, large crowds)	42%	44%	43%	39%	37%	39%	37%	35%	39%	36%	42%	42%	37%	41%
COVID/Flu/RSV	25%	27%	34%	32%	27%	30%	24%	23%	33%	18%	29%	33%	26%	29%
Increasing Summer Heat	24%	30%	28%	23%	22%	21%	19%	20%	24%	19%	26%	27%	21%	25%

#### 4. How will overcrowding issues (i.e., booked hotels, sold-out flights, large crowds) impact your 2024 travel plans? (Select all that apply) - Asked if Overcrowding impacted travel plans

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	169	174	172	156	151	157	146	142	156	73	164	166	145	1,971
Will plan different trip dates	46%	46%	46%	50%	45%	48%	50%	42%	49%	41%	45%	53%	49%	48%
Will go to a different destination	38%	45%	39%	38%	34%	40%	38%	35%	37%	31%	36%	33%	37%	39%
Will book travel plans earlier	41%	41%	40%	44%	38%	31%	32%	34%	34%	37%	33%	36%	25%	37%
Will drive instead of fly	35%	37%	36%	26%	42%	41%	36%	39%	39%	45%	34%	37%	34%	36%
Will stay with family/friends instead of a hotel	28%	25%	27%	19%	26%	32%	30%	26%	23%	30%	25%	26%	27%	26%
Will take a cruise	15%	21%	16%	13%	6%	18%	6%	6%	11%	4%	16%	15%	9%	15%
Will book through a home-sharing site instead of hotel	12%	14%	9%	13%	16%	8%	9%	19%	13%	13%	16%	12%	15%	12%
Will use a travel agent	9%	12%	13%	11%	6%	13%	8%	4%	13%	2%	8%	9%	5%	11%
Other	4%	2%	2%	1%	1%	3%	4%	2%	1%	0%	0%	3%	4%	2%
Decided not to travel in 2024 due to overcrowding issues	7%	9%	5%	12%	15%	6%	9%	9%	6%	10%	8%	9%	11%	8%

## 5. How will increasing summer heat impact your 2024 travel plans? (Select all that apply) - Asked if Summer Heat impacted travel plans

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	92	116	112	94	88	82	77	81	98	42	105	109	79	1,175
Will plan different trip dates	38%	51%	40%	37%	38%	42%	49%	42%	42%	30%	47%	51%	44%	45%
Will only stay at accommodations that have air conditioning	53%	38%	44%	44%	57%	39%	38%	49%	41%	63%	46%	46%	46%	43%
Will go to a different destination	39%	41%	38%	40%	34%	31%	37%	29%	42%	27%	42%	41%	28%	38%
Will use a travel agent	13%	10%	11%	12%	5%	12%	10%	5%	7%	4%	13%	10%	9%	10%
Other	5%	2%	3%	1%	4%	0%	2%	6%	2%	6%	5%	2%	3%	2%
Decided not to travel in 2024 due to increasing summer heat	10%	9%	10%	10%	7%	12%	11%	9%	9%	2%	5%	4%	15%	9%

## 2024 Travelers

## 6. When do you expect to take (or did you take) your 2024 vacation(s) this year? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	331	336	354	344	317	338	336	313	331	158	350	339	325	4,172
January	6%	4%	5%	7%	5%	5%	9%	6%	3%	6%	6%	4%	7%	5%
February	12%	16%	13%	11%	10%	15%	22%	13%	8%	14%	12%	9%	13%	13%
March	24%	20%	19%	23%	23%	16%	24%	18%	21%	17%	21%	23%	18%	20%
April	18%	24%	26%	21%	16%	16%	18%	18%	24%	19%	27%	17%	18%	21%
May	30%	23%	26%	24%	21%	22%	18%	24%	24%	21%	23%	25%	22%	24%
June	30%	26%	37%	31%	35%	31%	36%	41%	29%	39%	32%	27%	31%	31%
July	30%	28%	30%	29%	28%	29%	33%	30%	28%	32%	24%	23%	26%	28%
August	31%	16%	20%	24%	29%	28%	27%	24%	21%	28%	17%	17%	27%	22%
September	26%	18%	22%	21%	23%	23%	20%	21%	24%	20%	21%	19%	21%	21%
October	22%	22%	19%	18%	15%	18%	23%	19%	21%	14%	22%	20%	15%	20%
November	14%	16%	15%	12%	12%	8%	11%	10%	14%	12%	16%	14%	12%	13%
December	13%	17%	17%	16%	12%	12%	13%	12%	12%	16%	20%	13%	10%	15%
Unsure	7%	6%	7%	5%	7%	7%	4%	6%	6%	7%	8%	7%	6%	6%

## 7. What type of vacation(s) do you plan to take this year? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	331	336	354	344	317	338	336	313	331	158	350	339	325	4,172
Beach destination	35%	35%	58%	40%	27%	35%	34%	27%	50%	24%	49%	45%	32%	41%
City/major metro destination	36%	31%	32%	33%	32%	31%	31%	37%	28%	33%	29%	32%	32%	31%
National/state park	32%	20%	23%	24%	31%	27%	29%	27%	24%	33%	21%	27%	23%	24%
Theme Park	17%	31%	25%	21%	16%	20%	18%	20%	21%	18%	22%	21%	18%	23%
Resort vacation (all-inclusive/multi-amenity hotels)	17%	22%	25%	27%	15%	19%	19%	15%	20%	17%	21%	17%	22%	21%
Ocean/large cruise	14%	26%	23%	14%	10%	15%	12%	8%	18%	8%	21%	14%	11%	18%
Lake destination	17%	12%	16%	19%	21%	27%	28%	21%	12%	28%	14%	17%	26%	18%
International travel	26%	22%	18%	20%	12%	12%	16%	10%	13%	13%	14%	12%	15%	17%
Guided tour	6%	8%	5%	11%	7%	6%	6%	5%	7%	3%	6%	6%	6%	7%
River cruise	6%	7%	7%	9%	6%	6%	4%	4%	7%	2%	9%	5%	4%	7%
None of these	5%	6%	4%	4%	6%	5%	8%	9%	6%	7%	4%	4%	8%	5%
I have not decided yet	13%	11%	10%	11%	17%	11%	8%	14%	14%	11%	11%	10%	12%	11%

8. Which of these do you plan to use for a vacation this year? (Select all that apply)														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	331	336	354	344	317	338	336	313	331	158	350	339	325	4,172
Stay in a hotel/resort	61%	61%	61%	67%	56%	57%	64%	56%	59%	54%	60%	55%	58%	60%
Use own vehicle for road trip	49%	42%	53%	44%	61%	55%	50%	55%	58%	62%	58%	53%	53%	50%
Take a commercial flight	60%	44%	43%	55%	36%	38%	52%	41%	34%	44%	37%	33%	45%	43%
Rent a car	38%	33%	31%	36%	24%	26%	32%	25%	26%	22%	27%	20%	30%	30%
Rent a house/villa/room	29%	21%	34%	24%	25%	23%	22%	25%	30%	17%	29%	23%	27%	26%
Cruise	15%	25%	22%	18%	11%	17%	12%	7%	19%	9%	22%	16%	12%	19%
Rail	7%	7%	5%	11%	5%	5%	4%	4%	5%	6%	5%	4%	7%	6%
None of these	1%	1%	0%	1%	1%	2%	2%	2%	1%	1%	0%	3%	2%	1%
I have not decided yet	5%	7%	7%	4%	4%	5%	4%	8%	6%	4%	6%	6%	4%	6%

9. Where do you plan to go on your vacation(s) this year? (Select all that apply)														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	331	336	354	344	317	338	336	313	331	158	350	339	325	4,172
Continental U.S. (excluding Alaska and Hawaii)	66%	58%	60%	62%	73%	65%	72%	67%	65%	73%	64%	63%	68%	63%
Caribbean	16%	24%	22%	19%	11%	17%	15%	11%	15%	8%	16%	14%	9%	18%
Europe	19%	15%	10%	17%	7%	8%	11%	8%	10%	6%	13%	8%	9%	12%
Hawaii	14%	12%	13%	9%	7%	8%	6%	7%	8%	9%	7%	7%	8%	10%
Canada	7%	8%	6%	10%	6%	10%	7%	5%	7%	8%	6%	2%	9%	7%
Central America	9%	6%	5%	6%	5%	5%	5%	4%	4%	5%	5%	7%	5%	6%
South America	6%	6%	6%	4%	2%	4%	3%	4%	4%	2%	5%	6%	4%	5%
Asia	5%	6%	5%	7%	3%	5%	3%	2%	3%	2%	4%	3%	4%	5%
Alaska	7%	3%	4%	5%	5%	4%	5%	2%	4%	4%	4%	5%	4%	4%
Africa	4%	3%	4%	3%	3%	4%	2%	2%	4%	1%	3%	2%	1%	3%
South Pacific	3%	1%	2%	2%	1%	0%	3%	1%	1%	2%	1%	1%	1%	1%
Other	8%	5%	8%	7%	6%	7%	9%	10%	7%	10%	7%	8%	10%	7%
I have not decided yet	7%	11%	12%	10%	10%	10%	6%	10%	16%	10%	12%	12%	10%	11%

10. Do you plan to purchase travel insurance for a vacation this year?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	331	336	354	344	317	338	336	313	331	158	350	339	325	4,172
Yes	26%	25%	28%	26%	19%	24%	18%	17%	27%	21%	28%	23%	21%	25%
No	59%	51%	51%	53%	64%	62%	65%	64%	57%	63%	59%	58%	63%	56%
Unsure	15%	24%	21%	21%	17%	14%	17%	19%	16%	16%	13%	19%	16%	19%

### All Respondents

11. Do you plan to take a trip for Spring break (late February - early April)?														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	29%	29%	41%	32%	22%	26%	32%	23%	30%	22%	33%	31%	25%	31%
No	58%	54%	39%	55%	65%	60%	59%	63%	51%	65%	53%	51%	64%	54%
Unsure	13%	17%	20%	13%	13%	14%	9%	14%	19%	13%	14%	18%	11%	15%

## 12. What type of trip do you plan to take for Spring break? (Select all that apply) - Asked if planning a Spring break trip

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	115	116	169	133	90	106	127	89	121	46	133	121	99	1,465
Beach destination	25%	30%	36%	28%	21%	30%	34%	25%	30%	29%	27%	34%	31%	31%
City/major metro destination	23%	21%	20%	21%	28%	17%	17%	26%	15%	18%	16%	17%	23%	20%
Theme Park	17%	23%	17%	12%	12%	19%	17%	11%	11%	12%	19%	12%	16%	17%
Resort vacation (all-inclusive/multi-amenity hotels)	14%	14%	17%	21%	13%	15%	11%	12%	12%	6%	15%	9%	14%	15%
Ocean/large cruise	11%	15%	12%	11%	8%	13%	10%	6%	11%	2%	10%	10%	8%	12%
National/state park	17%	8%	13%	8%	9%	15%	13%	7%	9%	15%	19%	12%	13%	11%
International travel	12%	17%	6%	9%	12%	8%	7%	4%	5%	0%	7%	9%	9%	10%
Lake destination	10%	8%	8%	10%	13%	8%	8%	11%	9%	0%	8%	9%	6%	8%
Guided tour	7%	7%	2%	8%	8%	10%	4%	2%	6%	5%	6%	9%	8%	7%
River cruise	3%	3%	5%	7%	4%	8%	4%	3%	0%	3%	9%	3%	6%	4%
None of these	3%	3%	1%	6%	3%	4%	7%	9%	6%	11%	6%	3%	6%	4%
I have not decided yet	14%	11%	9%	9%	13%	12%	8%	13%	16%	17%	17%	7%	13%	11%

## 13. How valuable do you feel a travel agent would be when planning your vacation(s)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Very valuable	20%	23%	26%	24%	14%	21%	20%	12%	22%	13%	24%	24%	18%	22%
Somewhat valuable	45%	44%	46%	46%	48%	45%	46%	51%	44%	45%	45%	43%	45%	45%
Not at all valuable	35%	33%	28%	30%	38%	34%	34%	37%	34%	42%	31%	33%	37%	33%

## 14. How informed do you feel you are about the benefits of having travel insurance?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Very informed	27%	29%	29%	26%	19%	24%	20%	20%	24%	22%	33%	27%	22%	26%
Somewhat informed	53%	49%	51%	54%	53%	52%	58%	49%	53%	52%	45%	46%	51%	51%
Not at all informed	20%	22%	20%	20%	28%	24%	22%	31%	23%	26%	22%	27%	27%	23%

## 15. Are you aware that travel insurance offers financial compensation for each of the following unexpected issues when flying?

% Yes	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Flight cancellations	68%	70%	66%	62%	62%	66%	69%	62%	62%	65%	65%	61%	61%	65%
Lost luggage	63%	69%	61%	61%	61%	67%	63%	58%	59%	64%	64%	59%	61%	63%
Flight delays of as little as 3 hours	51%	51%	47%	40%	41%	45%	41%	37%	40%	40%	47%	42%	41%	45%

## 16. Which, if any, of the following reasons would make you more likely to purchase travel insurance when planning a trip? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
In case I need to cancel my travel plans	54%	59%	52%	51%	58%	59%	56%	52%	53%	57%	55%	51%	52%	55%
Airline related issues (i.e., flight delays, cancellations, lost luggage)	52%	53%	50%	52%	50%	52%	46%	46%	46%	54%	47%	43%	46%	50%
In case severe weather interferes with my itinerary	43%	42%	47%	47%	40%	45%	39%	38%	48%	39%	47%	44%	39%	44%
To ensure I have medical coverage while traveling internationally	33%	36%	36%	31%	33%	33%	31%	27%	32%	24%	34%	30%	29%	33%
Other	2%	2%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%
Nothing, I would not purchase travel insurance	15%	12%	16%	15%	19%	15%	16%	22%	18%	16%	16%	19%	19%	16%

17. What would be the top reason(s) you would use a travel agent? (Select all that apply)														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
To get help with complex trips	35%	35%	37%	31%	38%	33%	37%	31%	34%	27%	33%	36%	36%	35%
To save money	34%	35%	34%	32%	31%	36%	26%	29%	35%	31%	32%	29%	31%	33%
To get travel suggestions and destination advice	28%	31%	31%	27%	29%	32%	29%	29%	30%	27%	29%	28%	30%	30%
To get help if there is a problem	29%	30%	32%	29%	30%	30%	26%	28%	29%	25%	31%	26%	26%	29%
To get added benefits	27%	32%	30%	27%	27%	29%	20%	24%	28%	26%	30%	27%	22%	28%
To save time	25%	29%	33%	31%	25%	23%	25%	23%	27%	27%	24%	27%	25%	28%
To get help planning international travel	31%	26%	29%	28%	26%	27%	27%	31%	26%	25%	30%	25%	26%	27%
Other	1%	1%	1%	0.2%	1%	0.5%	1%	1%	1%	0.5%	0.0%	0.4%	0.3%	1%
None, I would not use a travel agent	17%	16%	17%	16%	20%	17%	19%	19%	19%	24%	18%	24%	17%	18%

#### Respondent Profile

Gender														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Male	51%	49%	48%	49%	50%	49%	50%	50%	48%	51%	48%	48%	50%	49%
Female	49%	51%	52%	51%	50%	51%	50%	50%	52%	49%	52%	52%	50%	51%

Age Range														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
18-34	31%	26%	30%	29%	29%	29%	28%	30%	29%	33%	28%	29%	28%	28%
35-44	19%	15%	17%	17%	16%	15%	17%	18%	17%	18%	16%	16%	16%	17%
45-54	15%	15%	17%	16%	15%	15%	15%	14%	16%	12%	15%	16%	15%	16%
55-64	15%	17%	16%	16%	16%	17%	17%	16%	16%	15%	17%	17%	17%	16%
65 or older	20%	27%	20%	22%	24%	24%	23%	22%	22%	22%	24%	22%	24%	23%

#### Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from January 24 – 28, 2024. A total of 5,000 residents completed the survey. Survey results asked of all respondents have a maximum margin of error of ± 1.4% points. For individual states (except ND), the maximum margin of error is ± 4.9% points. Responses are weighted by age and gender within state to ensure reliable and accurate representation of the adult population (18+).