

## Hilton Summer Travel Trends U.S. Survey Highlights

Inspired by Hilton's 2022 global trends report, Hilton surveyed U.S. travelers to dive deeper into the trends most relevant for this summer. The survey spotlights increased travel demand, reaffirming four key themes.



### Pets will be this summer's favored travel companions.

**60%** of male pet owners and **50%** of female pet owners are planning to travel with their pet this summer.

- **Gen Z** and **Millennials** are far more likely to travel with their pets than Gen X or Boomers.
- Parents (**64%**) are more likely to travel with a pet than their childless peers (**48%**).
- **1 in 4** parents admit they'd rather travel with their pet than their kids.
- Nearly **1 in 3** Gen Z and Millennials admit they'd rather travel with their pets than their parents.
- Nearly **1 in 5** Americans married or in a relationship would rather travel with their pet than their spouse or partner.

**90%** of pet owners are more adventurous when traveling with their pet, meaning they are more likely to explore less touristy areas (**38%**), strike up a conversation with a stranger (**31%**) or spend time outdoors (**68%**).

### Holistic wellness will be at the forefront of travelers' minds.

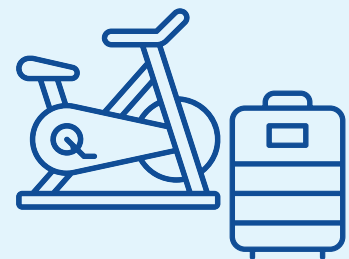


**vs.**



Women are likely to prioritize reconnecting with family and friends (**46%**) and hitting the spa (**24%**).

Men are likely to prioritize healthy eating (**34%**), working out (**28%**) and meditation (**24%**).



According to nearly **1 in 4** Americans, vacation is a great opportunity to work out, but **66%** of the time those workout clothes stay in the suitcase.

- **More than half** of Americans married or in a relationship, and **50%** of parents, feel mentally refreshed when they have time to reconnect with their partner.
- Nearly **1 in 3** parents feeling mentally refreshed when they're able to spend time without their kids.



## Combatting burnout, Americans are rethinking their 9-to-5.

**3 in 4** Americans report having negative reactions when they've gone too long without a vacation, such as:



Burnout  
(41%)



Depression  
(29%)



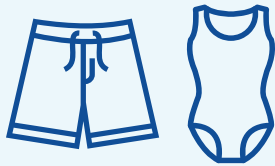
Irritability  
(30%)



Boredom  
(36%)

**51%** admitting it's because they feel guilty about taking the time off.

- More than half of women (**58%**) point to guilt as a reason they did not use all their PTO over the past two years, with **45%** of men reporting the same. Parents (**61%**) also point to guilt more than non-parents (**44%**).



Younger generations are more likely to embrace 'Bleisure' travel, with **Gen Z** and **Millennials** much more likely to consider joining a work call in a swimsuit than Boomers.



## The refreshed definition of "Relaxation" is simply "Resorting"

- **85%** of Americans agree booking at an all-inclusive resort is the best way to reduce the stress of planning.

- **37%** of respondents feel mentally refreshed on vacation when they don't have to worry about leaving the resort during their stay.

- Nearly **2 in 5** would feel mentally refreshed if they didn't have to decide on meals while on vacation, and **29%** would feel mentally refreshed if activities were planned for them.

For more information, visit [newsroom.hilton.com/summertrends](https://newsroom.hilton.com/summertrends) or contact Colleen Hart: [colleen.hart@hilton.com](mailto:colleen.hart@hilton.com)

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