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 **Millenials** 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.

- 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:

<table>
<thead>
<tr>
<th>Feeling</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burnout</td>
<td>41%</td>
</tr>
<tr>
<td>Depression</td>
<td>29%</td>
</tr>
<tr>
<td>Irritability</td>
<td>30%</td>
</tr>
<tr>
<td>Boredom</td>
<td>36%</td>
</tr>
</tbody>
</table>

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 or contact Colleen Hart: colleen.hart@hilton.com