HotelPlanner Unveils Results of Inaugural 'Holiday Travel' Survey

*Pointing to a strong economy, survey shows that 81% of Americans plan on traveling this holiday season.*

WEST PALM BEACH, Fla. (PRWEB) November 08, 2019 -- HotelPlanner, the world's number one online booking website for group travel, has published the results of its inaugural 'Holiday Travel' survey.

HotelPlanner surveyed Americans of all demographics to learn about their holiday travel plans. In a sign of a strong economy and a low unemployment rate, the survey shows that at least 81% of Americans plan on traveling for one or more holidays this season.

While the status quo has generally listed Thanksgiving as the year’s most traveled holiday, HotelPlanner’s survey shows Christmas (41%) overtaking Thanksgiving (32%) as the most traveled holiday by a 9% margin. As far as overlap goes, 49% of the total who are traveling for Christmas will also be traveling for Thanksgiving, whereas of the total traveling for Thanksgiving, 62% will also be traveling for Christmas.

Staying with family or at a family home is the accommodation of choice for traveling Americans at this time of year (62%) with hotels being the next best option at 19%.

Love is in the air this holiday season, as nearly 60% of the total unmarried/single but cohabiting respondents are bringing their partners home for the holidays, and 35% of the overall respondents will be traveling with their partner.

Millennials’ Habits for Holiday Travel

Over half of respondents say they're more likely to use points or redeem travel rewards to offset additional holiday spending such as gifts (53%). That number is significantly higher among millennials (those aged 18-35) with 70% of respondents ages 18-24 and 62% of respondents ages 25-34 saying they plan to redeem points to offset spending.

This statistic makes sense when compared with the following question; who is paying for their travel? A combined 52% of travelers ages 18-34 who have identified as recent graduates said that they are arranging and paying for their own travel home for the holidays. An arrangement that likely lines up with the redemption of points or travel rewards.

When it comes to phasing out plastic toiletry products in hotels, millennials are unsurprisingly in favor of such a move. 56% of travelers ages 18-24 and 50% of travelers ages 25-34 think it is a great idea to help save the environment.

Finances affect Americans' travel habits

In what could be seen perhaps as a sign of the economy’s strength, 65% of respondents with household incomes of less than $50,000 are planning on traveling this holiday season. Of those numbers, 70% say their primary reason for travel is to visit family whereas the other 30% say they will be going on vacation. Conversely, nearly 80% of respondents with a household income of $125,000 or more will be traveling this holiday season. And of
those who are not traveling during the holidays, the main reason listed was upcoming travel for Valentine’s Day or Spring Break.

Older Americans less likely to travel during the holidays

Even though 81% of Americans plan on taking a vacation this summer, 47% of Americans 65 or older selected “None of the Above” when asked if they were traveling for the holidays. In another surprising statistic, only 13% of respondents over 65 plan on hosting one or more of the holidays; a sign that the torch has been passed to the next generation.

About HotelPlanner:
HotelPlanner is the leading provider of online hotel reservations services in the global hotel marketplace, and an established resource for group event planners and hotel partners alike. Today, HotelPlanner.com provides its travel technology expertise to over 5 million customers globally while servicing an estimated $10 billion in hotel sourcing efforts 2019.

The company’s robust technology and automated rate checkers provide customers with the guaranteed lowest available rates from a network of more than 100,000 quality hotel partners worldwide, making it easier and faster to book hotels for business meetings, conferences, weddings, conventions, family reunions, extended stays, tours, military reunions, church events, or any other group travels. With its new eRFP group booking system, “Book-in-Block” and licensing technologies, HotelPlanner.com continues to advance the group booking process online for direct clients, market leading affiliates, and hotel partners worldwide. With a mission statement geared towards, “Bringing People Together,” HotelPlanner & Meetings.com are the global experts for hotel sourcing, providing direct clients, and market leading affiliates with unmatched group and event discounted room rates plus localized service levels not available at other travel companies.

HotelPlanner has provided hotel reservation service to Pro Sports Team clients, most notably, the Washington Redskins, USA Triathlon, and Street League Skateboarding. On an international scale, clients have included, Clipper Round the World Yacht Race, European Professional Golfers (EuroPro), Triple Crown Sports, Matchroom Sport, Super League (Rugby), AFC Wimbledon, Euroleague Basketball, Millwall F.C., Hella Verona F.C., and Swansea F.C.

Founded in 2002 by CEO Tim Hentschel and CIO John Prince, the company provides 24/7 customer service and has offices in London, England (European Headquarters), Hong Kong (Asian Headquarters), Singapore, Amsterdam, West Palm Beach, FL (USA Headquarters), and Las Vegas, Nevada.
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