

Summer Travel Trends: What Search Activity Reveals About Consumers' Mindsets

Planning for summer vacations is already in full swing. Six in ten people considering a summer trip were already conducting some type of research in February,¹ yet 46% had not decided on their destination.² Recent searches reveal the types of trips travelers are looking to plan—and how they'll plan them.



On-demand information allows travelers to be spontaneous

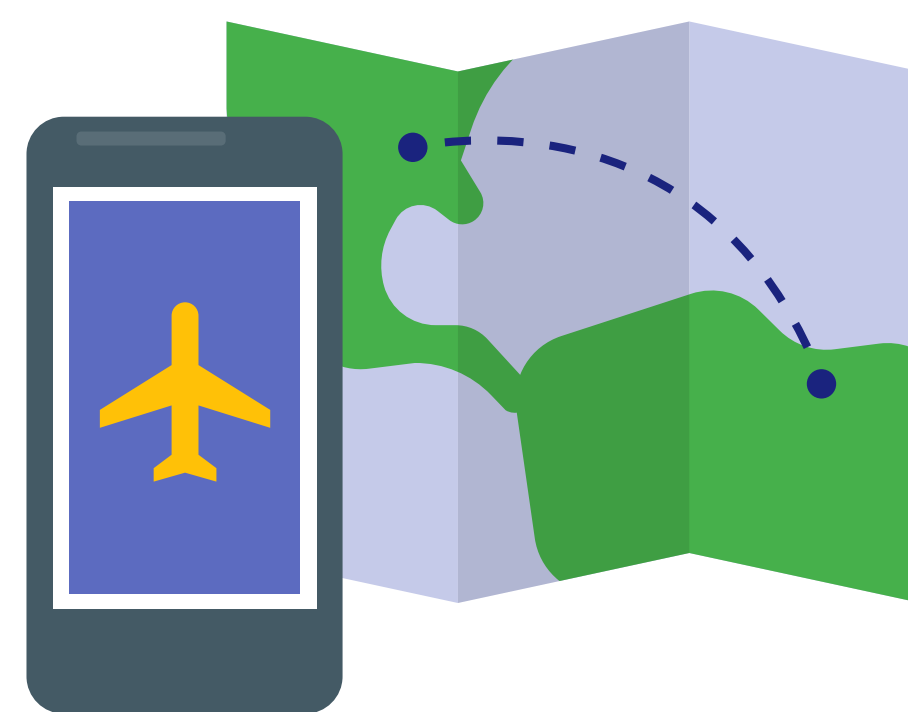
Mobile devices **enable increased flexibility for travelers**. When it comes to planning vacation activities, 16% of those who are researching summer trips will **plan most of their activities on the fly, while they are at their destination**.³



44%

of people planning their summer trips anticipate using a **mix of devices to plan their vacation**.⁴

Travel categories seeing strong growth have gone mobile. **People research more on mobile than on desktop** for family vacations, luxury travel, and couples travel and honeymoons.⁵



Travelers are more willing to take the whole family on the road



Searches for **family vacations, luxury travel, and couples travel and honeymoons** grew at least 3X faster year-on-year than searches in the adventure travel and ecotourism categories.

Searches related to **family vacations have shown the strongest growth** year-on-year.⁶

Inexpensive travel options are increasingly top of mind



Breakout Search Trends in the Family Vacations and Travel Category⁷

- Best vacations for kids under 10
- Inexpensive family vacations
- Baby-friendly vacations
- Family trip ideas
- Family vacation ideas with toddlers



Breakout Search Trends in the Couples Travel and Honeymoons Category⁸

- Honeymoon cruises for couples
- Affordable honeymoon destinations in U.S.
- Places to go for anniversary weekend
- Inexpensive romantic getaways in Georgia
- Inexpensive weekend getaways Texas

There's still time to influence summer travel plans and engage consumers across devices. Read our travel micro-moments guide to learn more about how to be there for travelers at thinkwithgoogle.com/travel-micro-moments. And understand more about rising destinations and the audiences most likely to be interested in them at thinkwithgoogle.com/rising-travel-destinations.



SOURCES

- ¹ Google Survey, "Summer Travel 2017," U.S., base: n=953 U.S. online consumers who are thinking about at least one leisure trip this summer, Feb. 2017.
- ² Google Survey, "Summer Travel 2017," U.S., base: n=888 U.S. online consumers who are thinking about at least one leisure trip this summer, Feb. 2017.
- ³ Google Survey, "Summer Travel 2017," U.S., base: n=823 U.S. online consumers who are thinking about at least one leisure trip this summer, Feb. 2017.
- ⁴ Google Survey, "Summer Travel 2017," U.S., base: n=812 U.S. online consumers who are thinking about at least one leisure trip this summer, Feb. 2017.
- ^{5,6} Google Internal Data from Insights Finder Category Trends, based on search query data for the past three years, ending Jan. 2017.
- ^{7,8} Google Internal Data from Insights Finder Category Trends, based on search query data for the past three years, ending Jan. 2017; search queries that have experienced a recent and significant growth.