

USA ROAD TRIPS RESEARCH SUMMARY

RESEARCH & INSIGHTS ON ROAD TRIP TRAVEL ACROSS THE USA
Research from Longwoods International,
Analysis and Insights from Miles Partnership



USA ROAD TRIPS RESEARCH SUMMARY

Research & Insights on Road Trip Travel milespartnership.gallery/USRoadTrips



VISITOR PROFILE

GENDER
51% FEMALE • 49% MALE

FAMILIES
32% TRAVELING WITH KIDS

EDUCATION
66% COLLEGE DEGREE

ETHNICITY
WHITE 84%
OTHER 11%
HISPANIC BACKGROUND 9%
AFRICAN AMERICAN 5%

HOUSEHOLD INCOME
UNDER \$50,000 37%
\$50,000 - \$100,000 41%
OVER \$100,000 22%

↑ Significant Increase In Share Of Road Trips 1997 - 2017 ↓ Significant Drop In Share Of Road Trips 1997 - 2017

THE BOTTOM LINE

\$50 BILLION DIRECT SPENDING BY US ROAD TRIPS TRAVELERS

108 MILLION ADULTS • **28 MILLION** CHILDREN

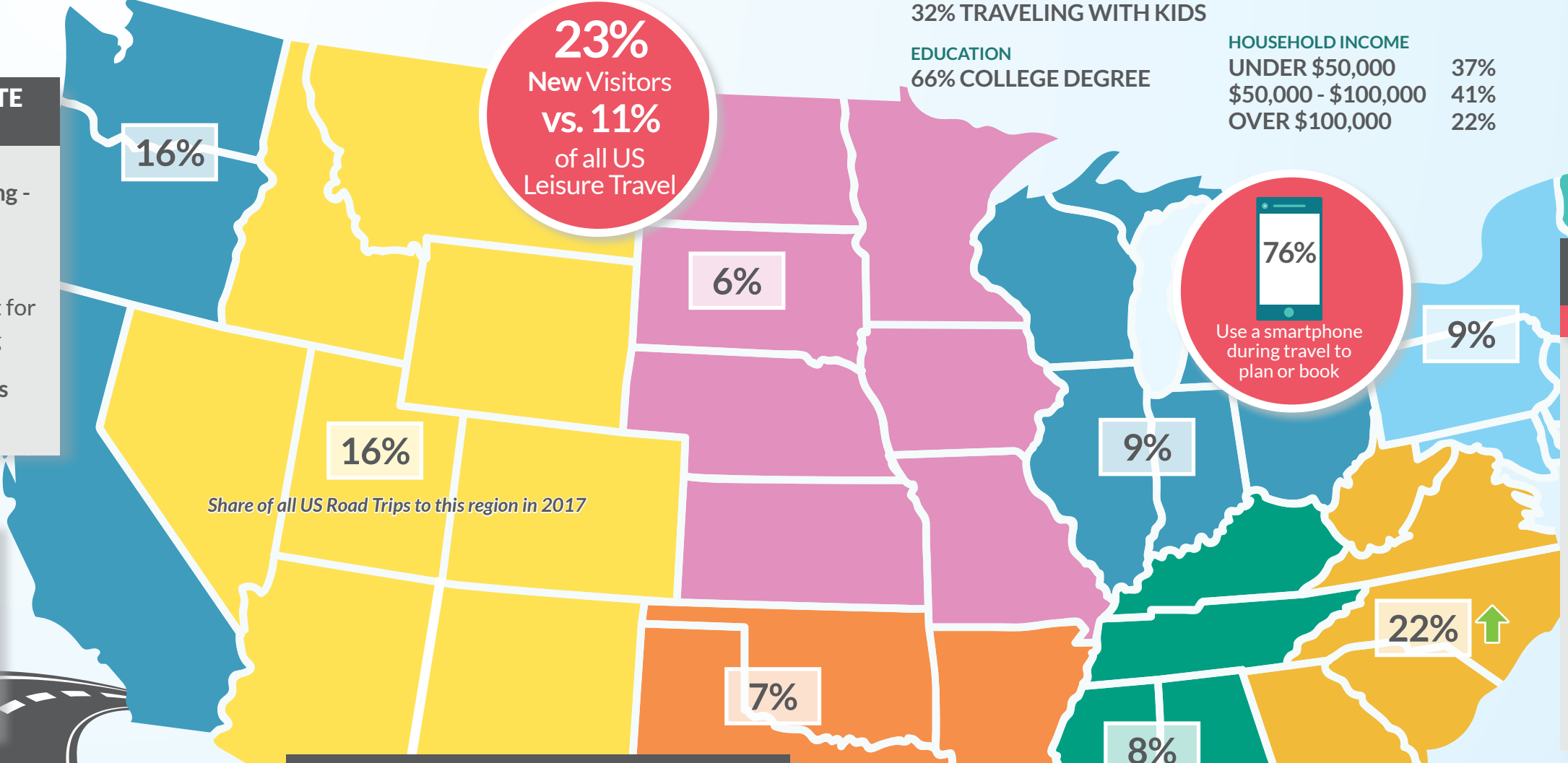
136 MILLION ROAD TRIPS IN THE USA IN 2017

LONGER & MULTI STATE ROAD TRIPS

- 27% of Road Trips are Long - 5 nights or more
- 48% of Spending Longer Road Trips account for almost half of spending
- 69% that Visit 3+ States have a trip of 5+ nights

TRANSPORTATION

Own Car	76%
Rental Car	23%
Camper/RV	3%
Motorcycle	2%



76%

Use a smartphone during travel to plan or book

SOURCES OF INFORMATION

Destination Websites (City, State)	23%
Online Travel Agencies eg: Expedia	23%
Hotel or Resort Information/Advice	19%
Advice From Relatives or Friends	17%
Social Media eg: Facebook	15%
Travel Company Website	12%
Travel Guide Books	12%
AAA - Auto Club	10%
Airline	8%
Visitor Bureau/Govt Agency	8%
Lodging Sharing Websites eg: Airbnb	8%
Travel Agency and/or Tour Company	5%

- ### 8 LONG TERM TRENDS IN ROAD TRIP TRAVEL 1997 TO 2017
1. Grew from 7 to 9% in share of US leisure travel
 2. More varied, complex sources of information esp: growth of digital media
 3. More married couples traveling with more children
 4. More retirees traveling
 5. More educated travelers
 6. More ethnically diverse visitors
 7. Shorter road trips (but longer trip length vs. other types of travel)
 8. More fly-in and rental car road trips

TIME OF YEAR

TRIPS BY QUARTER

FIRST (JAN.-MARCH)	SECOND (APR.-JUNE)
19%	28%
THIRD (JULY-SEPT.)	FOURTH (OCT.-DEC.)
32%	21%

ACTIVITIES & INTERESTS

Shopping	43%
Landmark/Historic Site	39%
National/State Park	32%
Fine Dining	27%
Museum	26%
Beach/Waterfront	22%
Hiking/Backpacking	19%
Swimming	18%
Bar/Night Club	16%
Brewery	10%
Art Gallery	10%



EXAMPLES & MARKETING TIPS

ROAD TRIPS INSIGHTS

US & INTERNATIONAL ROAD TRIPS MARKETING EXAMPLES

Around the world cities, states and even countries are working together.



Brand USA Road Trips: Working with cities, states and partners like Travel South, Brand USA markets a range of "Trips" that can be leveraged into domestic as well as international markets.

MORE: visittheusa.com/USATrips



Absolutely Alps: Switzerland, Austria and Germany work together in this marketing cooperative for the European Alps to share touring routes by road, cycle and train.

MORE: milespartnership.gallery/absolutelyalps



Australian Road Trips: From the Great Ocean Road to the Red Centre Way, you can explore Australia by road.

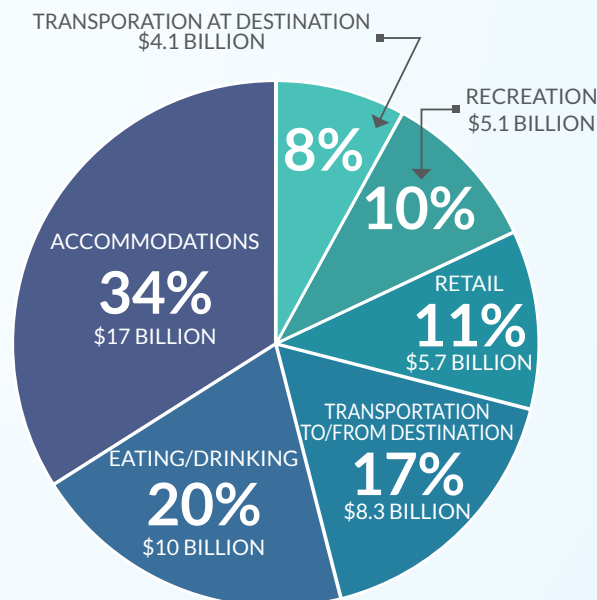
MORE: milespartnership.gallery/AustralianRoadTrips



New Zealand Road Trips: New Zealand road trips show the power of themes (see: Classic New Zealand Wine Trail or Thermal Explorer) and product development opportunities.

MORE: milespartnership.gallery/NewZealandRoadTrips

TOTAL ROAD TRIPS SPENDING = \$50 BILLION



MARKETING TIPS | 5 TAKEAWAYS TO GUIDE YOUR ROAD TRIPS MARKETING

- 1 POLISH THIS HIDDEN GEM:** Road trips are a significant travel market but one that is often overlooked and/or underappreciated by many states and DMOs. Remember to include road trip travel in your marketing plans.
- 2 TARGET GROWTH:** Road trips have been a growing part of US states' visitor economy but there are some clear winners and losers in road trip market share over the last 20 years. Support growth by focusing on the specific needs of these travelers. See #3, #4 and #5.
- 3 DRIVE VALUE:** Overall, road trip travelers are extremely attractive visitors. Market to a mix of both repeat and new visitors and target the many road trip travelers who are affluent, well-educated and are seeking to explore new places and experiences.
- 4 HYPER ACTIVE & INFORMED:** Road trip travelers are adventurous, curious and hungry for information! They seek a wide range of activities during their trip and are heavy users of both online and offline media in trip planning. DMO websites are a top source of information, so make sure you meet and exceed their high expectations for the depth and range of content.
- 5 ESSENTIAL PARTNERSHIPS:** Road trip travelers are explorers without regard for state, city or county borders. DMOs need to work with a wide range of industry partners and other DMOs in their own state and importantly, other states to offer a compelling visitor proposition. Develop products and marketing programs that link complimentary experiences into road trip itineraries, regardless of county or state boundaries.



BONUS TIP: THINK DOMESTIC & INTERNATIONAL The wide open road of the American West appeals to both US and international travelers. Develop marketing campaigns and products that can be adapted and promoted to both domestic and international travelers.