

## Seasonal Vacation Trends - US - June 2014

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"The growth of peer-to-peer sites for renting or sharing homes, cars, and even meals has shaken up the hospitality industry, as hoteliers are looking over their shoulders. The sharing economy will help to meet growing demand for authentic and local seasonal vacation experiences, potentially benefiting the vacation market as a whole."

— Fiona O'Donnell, Category Manager – Multicultural, Lifestyles, Travel and Leisure

This report looks at the following areas:

- Will the growth of the sharing economy transform the vacation market?
- Is the middle-class squeeze hurting travel providers?
- Do vacationers really want time to unplug?

The market for vacations and tourism in the US is on the upswing, as consumers who had cut back on nonessential spending during the economic downturn decide that it's time for a vacation again. Current economic indicators such as falling unemployment, gains in disposable income, and rising consumer sentiment all point to a rosy picture for the seasonal vacation industry in the next few years. However, rising income inequality may threaten the market over the medium to long term, as fewer families can afford vacations. This report examines the role these economic trends will have on the seasonal vacation market, as well as the expected impact of the rapid growth in the population of seniors, who vacation at higher rates than younger adults.

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### DID YOU KNOW?

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