

Background & Methodology

Conducted 5,000 surveys among residents in The Auto Club Group territory

- Fielding took place April 17 – 26, 2026
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measures

- 2026 Summer Travel Plans
- Impact of Fuel Prices on Travel Plans
- Attitudes about Travel Agent and Travel Insurance Usage

1. Do you plan to take any vacations this summer from Memorial Day weekend through Labor Day weekend?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	54%	56%	53%	60%	53%	59%	62%	45%	63%	49%	55%	51%	56%	57%
No	27%	28%	28%	25%	30%	25%	21%	35%	21%	33%	32%	30%	31%	27%
Unsure	19%	16%	19%	15%	17%	16%	17%	20%	16%	18%	13%	19%	13%	16%

2. Do you plan to take more vacations, fewer vacations, or the same number of vacations this summer (2026) than you took last summer (2025)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I plan to take more vacations this summer	34%	38%	33%	33%	28%	33%	27%	29%	34%	29%	35%	33%	29%	34%
I plan to take fewer vacations this summer	23%	24%	24%	22%	25%	23%	23%	24%	23%	25%	25%	26%	24%	24%
I plan to take about the same number of vacations this summer	43%	38%	43%	45%	47%	44%	50%	47%	43%	46%	40%	41%	47%	42%

3. Why do you expect to take fewer vacations this summer? (Select all that apply) - Asked of respondents who plan to take fewer summer vacations

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	89	93	93	82	98	100	95	101	92	50	102	106	97	1,198
Higher fuel/gas prices	56%	59%	49%	47%	53%	57%	48%	37%	68%	42%	58%	57%	49%	55%
Concerns about my overall financial situation	52%	57%	41%	42%	49%	60%	50%	42%	56%	48%	47%	46%	39%	50%
Higher overall travel costs (e.g., airfare, lodging)	45%	48%	31%	38%	36%	52%	51%	43%	44%	44%	42%	42%	42%	43%
Choosing to spend money on other priorities	33%	35%	32%	40%	38%	40%	38%	29%	39%	44%	36%	27%	37%	36%
Limited available time off	25%	14%	13%	20%	12%	26%	20%	27%	19%	28%	15%	19%	22%	18%
Political tensions or unrest within the U.S.	22%	13%	22%	16%	11%	14%	18%	18%	16%	23%	19%	16%	13%	16%
Global political instability	21%	6%	20%	13%	12%	17%	15%	17%	18%	14%	20%	14%	16%	14%
Long airport security (TSA) wait times	16%	17%	14%	12%	7%	7%	11%	15%	8%	9%	13%	14%	9%	13%
Safety concerns related to travel conditions	13%	10%	23%	9%	9%	11%	11%	14%	10%	18%	15%	8%	13%	12%
Concerns about severe weather affecting travel plans	7%	3%	7%	13%	9%	4%	11%	2%	10%	6%	7%	7%	6%	7%
Other	4%	7%	13%	4%	9%	4%	6%	10%	3%	2%	8%	11%	8%	7%

Summer Travelers

4. When do you expect to take your summer vacation(s) this year? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	222	230	215	246	201	233	244	180	248	97	220	203	232	2,771
May	31%	30%	32%	26%	22%	26%	23%	29%	30%	14%	30%	34%	26%	29%
June	39%	38%	41%	47%	44%	39%	44%	40%	45%	47%	44%	39%	47%	42%
July	58%	46%	43%	50%	45%	57%	58%	54%	45%	39%	41%	48%	49%	49%
August	31%	31%	33%	38%	40%	42%	42%	24%	36%	47%	32%	26%	36%	35%
September	26%	18%	21%	22%	21%	27%	22%	23%	24%	21%	25%	24%	24%	22%
Unsure	4%	1%	2%	3%	4%	0.4%	2%	1%	3%	4%	3%	2%	1%	2%

5. Do you expect to have your summer vacation plans finalized before June?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	222	230	215	246	201	233	244	180	248	97	220	203	232	2,771
Yes	75%	84%	78%	73%	67%	71%	65%	76%	80%	69%	81%	81%	72%	77%
No	12%	8%	13%	15%	24%	22%	18%	14%	10%	14%	7%	6%	17%	13%
Unsure	13%	8%	9%	12%	9%	7%	17%	10%	10%	17%	12%	13%	11%	10%

6. How often do you take last-minute or unplanned vacations during the summer?															
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total	
Base (n=)	222	230	215	246	201	233	244	180	248	97	220	203	232	2,771	
Often	11%	19%	15%	12%	11%	10%	9%	12%	11%	17%	16%	19%	11%	14%	
Sometimes	47%	50%	56%	49%	49%	55%	50%	46%	54%	54%	51%	43%	57%	51%	
Rarely	36%	25%	24%	34%	35%	32%	37%	35%	33%	22%	29%	36%	29%	30%	
Never	6%	6%	5%	5%	5%	3%	4%	7%	2%	7%	4%	2%	3%	5%	

7. What type of vacation(s) do you plan to take this summer? (Select all that apply)															
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total	
Base (n=)	222	230	215	246	201	233	244	180	248	97	220	203	232	2,771	
Road trip	50%	39%	44%	47%	52%	59%	53%	48%	53%	57%	46%	47%	55%	48%	
Beach destination	32%	52%	60%	43%	25%	41%	24%	24%	64%	16%	51%	49%	30%	47%	
City/major metro destination	37%	29%	26%	36%	32%	36%	33%	31%	30%	28%	25%	27%	31%	31%	
National/state park	44%	27%	23%	25%	35%	33%	36%	39%	28%	47%	22%	29%	33%	29%	
Theme Park	19%	38%	27%	25%	24%	25%	17%	18%	30%	15%	21%	29%	19%	28%	
Lake destination	27%	15%	19%	27%	30%	39%	40%	33%	19%	40%	18%	24%	36%	25%	
Resort vacation (all-inclusive/multi-amenity hotels)	13%	20%	23%	21%	12%	20%	13%	16%	19%	9%	21%	20%	18%	19%	
International travel	22%	22%	17%	21%	11%	15%	13%	11%	19%	6%	14%	14%	11%	18%	
Ocean/large cruise	9%	24%	16%	16%	8%	15%	7%	13%	19%	4%	18%	17%	10%	17%	
Tour	9%	12%	8%	13%	6%	12%	6%	7%	9%	8%	4%	8%	7%	10%	
River cruise	7%	13%	8%	8%	6%	10%	4%	3%	8%	6%	7%	10%	7%	9%	
None of these	3%	3%	2%	4%	2%	0.5%	3%	1%	0.3%	5%	2%	1%	3%	2%	
I have not decided yet	2%	2%	4%	2%	5%	3%	1%	1%	1%	2%	2%	3%	2%	2%	

8. Where do you plan to go on your summer vacation(s)? (Select all that apply)															
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total	
Base (n=)	222	230	215	246	201	233	244	180	248	97	220	203	232	2,771	
Domestic destination	77%	72%	78%	77%	74%	80%	81%	83%	79%	78%	76%	76%	82%	77%	
Canada	9%	12%	13%	10%	5%	16%	9%	6%	8%	8%	7%	8%	8%	10%	
Caribbean	12%	30%	20%	17%	9%	14%	8%	12%	17%	9%	16%	17%	10%	18%	
Europe	14%	21%	13%	17%	10%	11%	9%	8%	15%	7%	10%	14%	8%	15%	
Mexico	8%	11%	10%	11%	6%	9%	4%	12%	12%	10%	8%	9%	7%	9%	
Other International destination	5%	5%	2%	4%	2%	2%	3%	3%	2%	2%	5%	2%	4%	3%	
I have not decided yet	5%	2%	4%	4%	11%	4%	6%	5%	6%	8%	6%	6%	3%	4%	

9. Do you plan to purchase travel insurance for a summer vacation?															
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total	
Base (n=)	222	230	215	246	201	233	244	180	248	97	220	203	232	2,771	
Yes	30%	42%	30%	31%	21%	18%	15%	23%	37%	17%	33%	35%	22%	31%	
No	58%	44%	53%	51%	71%	68%	72%	66%	50%	75%	50%	51%	67%	55%	
Unsure	12%	14%	17%	18%	8%	14%	13%	11%	13%	8%	17%	14%	11%	14%	

All Respondents

10. How, if at all, have your summer vacation plans changed due to the increase in fuel prices? (Select all that apply)															
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total	
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000	
I am traveling closer to home	19%	25%	23%	22%	26%	26%	27%	24%	23%	25%	25%	24%	28%	24%	
I am keeping my trip but budgeting more for fuel and less for shopping, dining, or entertainment	23%	27%	25%	17%	23%	17%	24%	25%	25%	20%	25%	24%	23%	23%	
I am taking fewer road trips	21%	18%	19%	25%	24%	27%	19%	24%	22%	22%	25%	24%	20%	22%	
I am comparing the cost of driving versus flying more closely than before	16%	18%	15%	16%	14%	17%	13%	13%	16%	13%	15%	16%	14%	16%	
I will postpone travel plans	9%	12%	11%	9%	9%	9%	4%	9%	11%	7%	10%	12%	8%	10%	
I have or am considering canceling travel plans	11%	9%	8%	11%	11%	11%	7%	9%	8%	5%	4%	10%	10%	9%	
Other	1%	1%	1%	2%	3%	3%	1%	2%	1%	1%	2%	1%	1%	2%	
None, my summer vacation plans have not changed due to fuel prices	33%	30%	32%	35%	28%	31%	33%	30%	31%	31%	28%	28%	31%	31%	

11. Rising fuel prices can also increase jet fuel costs and airfares. How, if at all, has this affected your summer travel plans? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
I am taking fewer flights	20%	22%	16%	21%	17%	21%	14%	16%	17%	16%	17%	14%	21%	19%
I am choosing closer destinations to reduce airfare costs	13%	20%	19%	17%	19%	20%	16%	19%	16%	18%	19%	20%	21%	19%
I am choosing domestic travel instead of international travel	15%	16%	17%	17%	15%	16%	16%	11%	20%	18%	18%	16%	13%	17%
I will postpone air travel plans	15%	17%	13%	16%	14%	13%	11%	16%	13%	11%	15%	14%	11%	14%
I have or am considering canceling air travel plans	12%	10%	11%	9%	10%	11%	8%	10%	10%	7%	8%	10%	9%	10%
Other	5%	4%	4%	3%	6%	4%	5%	8%	5%	6%	4%	7%	3%	4%
None, my air travel plans have not changed due to higher fuel prices	40%	36%	42%	41%	39%	37%	45%	37%	40%	39%	38%	38%	41%	39%

12. As travel costs rise overall, which options are you more interested in because they offer greater price certainty? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Booking travel earlier than usual to avoid future price increases	34%	31%	26%	29%	25%	28%	32%	24%	31%	24%	27%	29%	27%	29%
Choosing destinations where travel costs are more predictable	30%	25%	24%	30%	26%	34%	31%	28%	31%	26%	25%	29%	28%	28%
An all-inclusive resort where most costs are covered upfront	14%	20%	17%	20%	16%	12%	16%	13%	20%	18%	15%	15%	18%	17%
Prepaid travel packages that lock in pricing	13%	16%	16%	19%	16%	15%	13%	17%	17%	16%	14%	17%	14%	16%
A cruise with lodging, meals, and transportation bundled	8%	21%	15%	14%	13%	11%	14%	13%	15%	11%	19%	15%	10%	15%
Purchasing travel insurance to protect against unexpected costs or trip changes	14%	14%	14%	13%	9%	11%	9%	13%	17%	7%	16%	14%	11%	13%
Seeking the assistance of a travel agent to help manage costs and avoid surprises	9%	10%	9%	9%	10%	12%	7%	10%	8%	5%	8%	10%	7%	9%
Other	1%	2%	3%	2%	3%	1%	3%	3%	1%	5%	3%	3%	2%	2%
I am not changing how I plan trips based on cost certainty	32%	26%	34%	30%	33%	33%	29%	31%	32%	38%	29%	33%	35%	31%

13. How valuable do you feel a travel agent would be when planning your vacation(s)?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Very valuable	21%	28%	26%	23%	20%	23%	20%	20%	26%	25%	24%	28%	17%	24%
Somewhat valuable	52%	44%	48%	51%	51%	42%	54%	52%	49%	49%	50%	42%	54%	48%
Not at all valuable	27%	28%	26%	26%	29%	35%	26%	28%	25%	26%	26%	30%	29%	28%

14. What are the top reasons you would use a travel agent when planning your vacation(s)? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
To save money	37%	36%	39%	41%	33%	35%	33%	33%	43%	32%	34%	37%	34%	37%
To get help with complex trips	39%	32%	34%	32%	33%	35%	39%	34%	34%	29%	33%	27%	32%	33%
To save time	35%	30%	32%	29%	29%	34%	32%	31%	36%	26%	28%	30%	32%	31%
To get added benefits	25%	30%	30%	29%	31%	30%	31%	32%	34%	24%	28%	28%	27%	30%
To get travel suggestions and destination advice	32%	26%	31%	30%	31%	27%	33%	31%	35%	32%	29%	27%	29%	29%
To get help if there is a problem while traveling	23%	25%	23%	26%	29%	25%	28%	25%	25%	26%	26%	25%	25%	25%
To get help planning international travel	25%	24%	20%	23%	24%	23%	28%	26%	22%	29%	25%	19%	24%	23%
Other	1%	0.2%	1%	1%	0.5%	1%	0.4%	0.3%	0.0%	1%	0.2%	0.5%	0.3%	0.5%
None, I would not use a travel agent	16%	21%	18%	16%	19%	25%	18%	21%	19%	18%	19%	24%	18%	20%

15. Which, if any, of the following reasons would make you more likely to purchase travel insurance when planning a trip? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
In case I need to cancel my travel plans	38%	39%	36%	38%	34%	33%	40%	34%	40%	35%	35%	32%	34%	37%
If I am traveling internationally	37%	33%	32%	36%	31%	38%	38%	36%	38%	34%	27%	31%	36%	34%
If the trip is expensive	35%	31%	32%	36%	31%	32%	39%	29%	35%	34%	28%	27%	36%	33%
In case severe weather interferes with my itinerary/travel plans	27%	30%	29%	31%	29%	29%	20%	29%	37%	27%	30%	30%	27%	30%
Airline related issues (i.e., flight delays, cancellations, lost luggage)	31%	30%	28%	30%	27%	27%	28%	32%	32%	33%	26%	28%	26%	29%
To ensure I have medical coverage while traveling	29%	27%	27%	25%	23%	22%	20%	21%	24%	20%	24%	26%	24%	25%
In case global or political unrest affects my itinerary/travel plans	27%	27%	24%	21%	24%	25%	25%	27%	27%	24%	27%	23%	26%	25%
If I am planning to go on a cruise	14%	19%	19%	17%	17%	15%	18%	18%	21%	15%	18%	19%	18%	18%
Other	1%	1%	1%	0.2%	0.5%	0.3%	1%	1%	1%	0.3%	1%	1%	0.2%	1%
Nothing, I would not purchase travel insurance	16%	17%	19%	18%	20%	22%	19%	21%	14%	20%	20%	23%	20%	19%

Respondent Profile

Gender															
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total	
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000	
Male	50%	49%	48%	49%	50%	49%	50%	50%	48%	51%	48%	48%	50%	49%	
Female	50%	51%	52%	51%	50%	51%	50%	50%	52%	49%	52%	52%	50%	51%	

Age Range															
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total	
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000	
18-29	21%	17%	21%	20%	21%	20%	19%	21%	20%	24%	19%	20%	20%	19%	
30-39	20%	16%	18%	18%	16%	16%	17%	17%	17%	18%	16%	17%	16%	17%	
40-49	17%	15%	17%	16%	16%	15%	16%	17%	16%	15%	15%	16%	15%	16%	
50-59	14%	16%	16%	17%	15%	16%	15%	14%	16%	13%	16%	16%	16%	16%	
60-69	14%	17%	15%	15%	16%	17%	17%	16%	16%	15%	17%	16%	17%	16%	
70+	14%	19%	13%	14%	16%	16%	16%	15%	15%	15%	17%	15%	16%	16%	

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from April 17 - 26, 2026. A total of 5,000 residents completed the survey. Survey results asked of all respondents have a maximum margin of error of ± 1.4% points. For individual states (except ND), the maximum margin of error is ± 4.9% points. Responses are weighted by age and gender within state to ensure reliable and accurate representation of the adult population (18+).