

For Immediate Release  
January 7, 2014

## **Americans Taking Average 2.4 Trips in 2014 Most will Travel within U.S., says UStiA Survey**

Sixty-one percent of Americans say they will travel in 2014, taking an average of 2.4 vacation trips, according to a survey conducted for the US Travel Insurance Association. Of those traveling, nearly 70% said they will take one to two trips next year, with another 30% reporting three or more trips.

Not surprisingly, people with higher incomes are more likely to travel. Nearly three-quarters (73%) of those earning \$50,000 and over plan to take at least one vacation trip 100 miles or more away from home, while 46% of those earning under \$50,000 also plan to travel.

When it comes to educational level, 70% of respondents with college degrees said they will travel in 2014, compared to 56% for those without degrees. As for marital status, 70% of married respondents plan to take a trip in the next year, compared to 52% for unmarried individuals.

### Most will Travel Domestically

Eighty-five percent of those traveling said they will vacation within the U.S. and Canada, with 15% planning to travel outside the continental U.S. Those vacationing within the U.S. and Canada were almost equally divided as to how far they will travel. Twenty-eight percent said they will travel between 100 – 500 miles away from home, 29% will be traveling between 500 – 1,000 miles away, and 28% vacationing 1,000 miles or more. Of households with children, 65% said they would travel 1,000 miles or less from home.

The poll of 1,000 randomly-selected participants was conducted online by Ipsos for UStiA, and is considered accurate to within +/- 3.5 percent. A vacation trip was defined as traveling 100 miles or more from home.

### About UStiA

UStiA promotes fairness, integrity, and a commitment to excellence in the travel insurance industry. With a mission to educate the public on travel insurance while maintaining high industry standards, UStiA is a non-profit association of insurance carriers and allied businesses involved in the development, administration and marketing of travel insurance and assistance. Travel insurance and assistance services are available from travel agencies, airlines, tour operators, hotels and resorts, and insurance brokers, as well as through the Internet. For more information, consumer advice on how to shop for travel insurance, and a listing of UStiA member companies, visit the UStiA website, [ustia.org](http://ustia.org).

###

Contact:

Linda Kundell  
 Kundell Communications  
 212-877-2798  
 LRKPR@aol.com – or –  
 Kundellcom@nyc.rr.com

### At A Glance

- 73% of those earning \$50,000 plan to take at least one trip
- 46% of those earning under \$50,000 also plan to take at least one trip

