

Bank of America

Holiday Weekend Consumer Spending Snapshot

How do Americans spend over holiday weekends?

We examined six holiday weekends (Friday – Monday) in 2016 for trends in consumer spending:

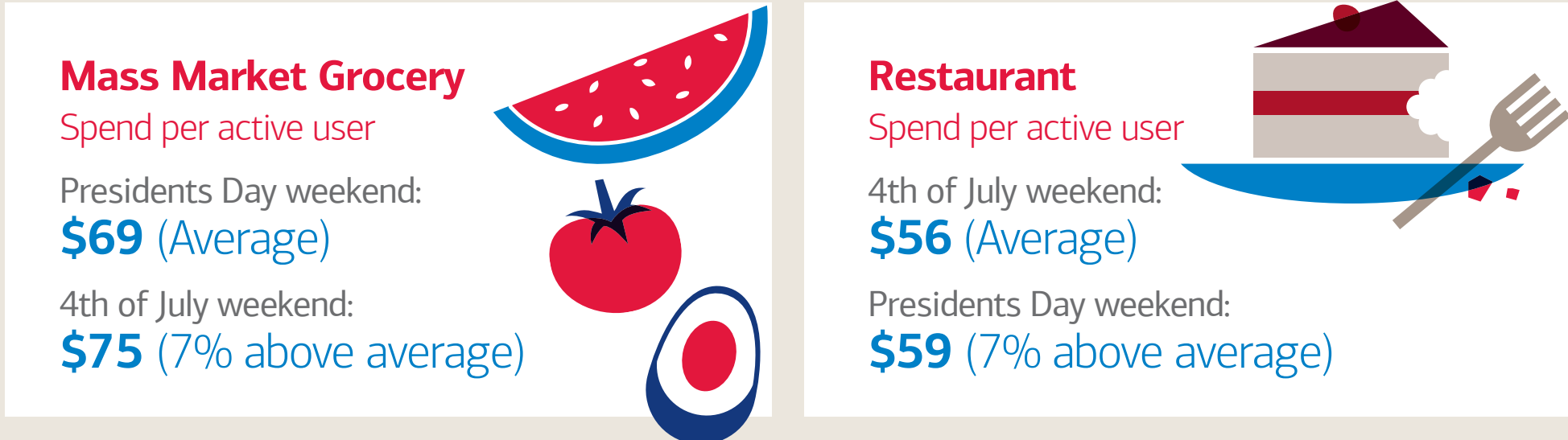


Summer brings rollercoasters and backyard barbeques, while winter calls for movie nights and restaurant reservations.

July 4th weekend was prime time to visit amusement parks and the grocery store, while consumers spent Presidents Day weekend eating at restaurants and going to the movies.

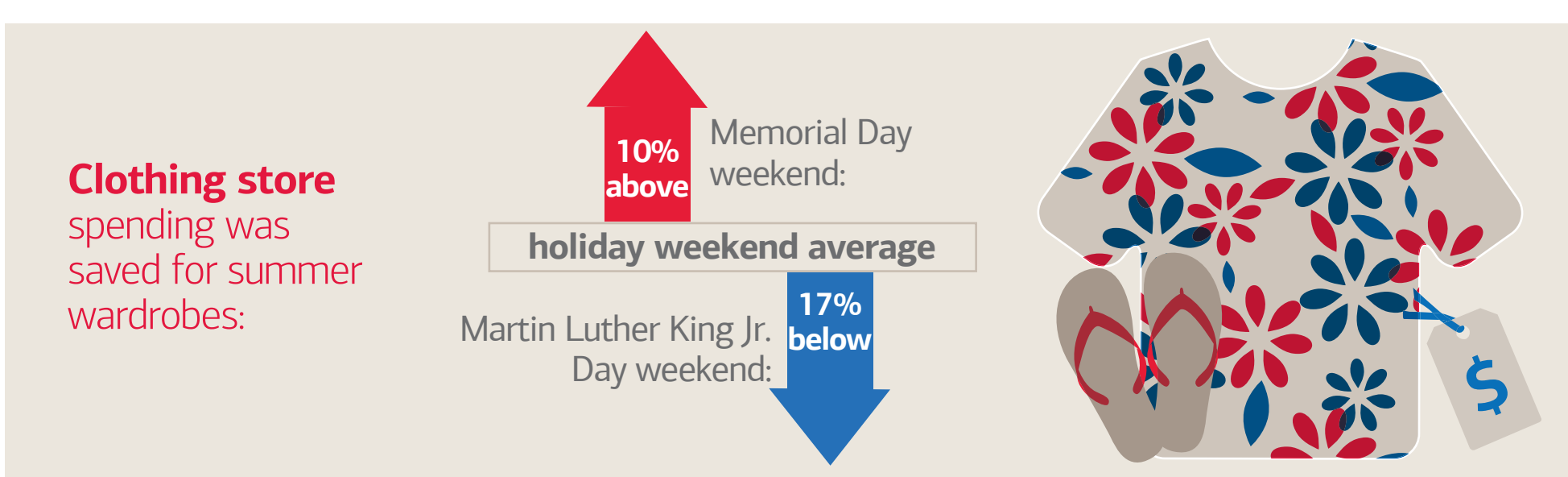
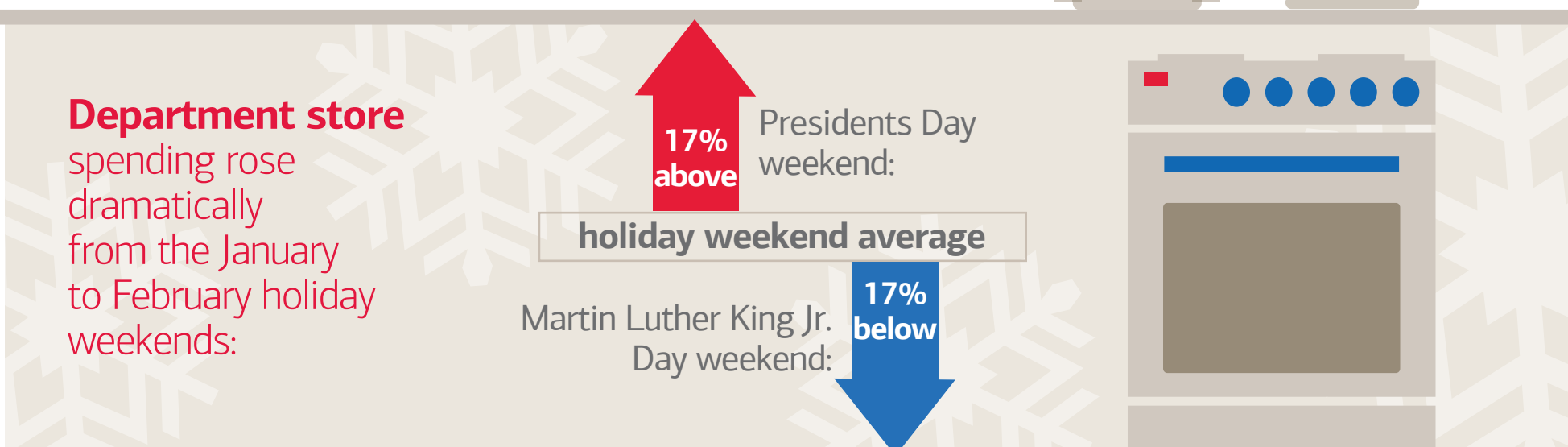


Mass market grocery store activity peaked over 4th of July, while restaurant activity peaked over Presidents Day.



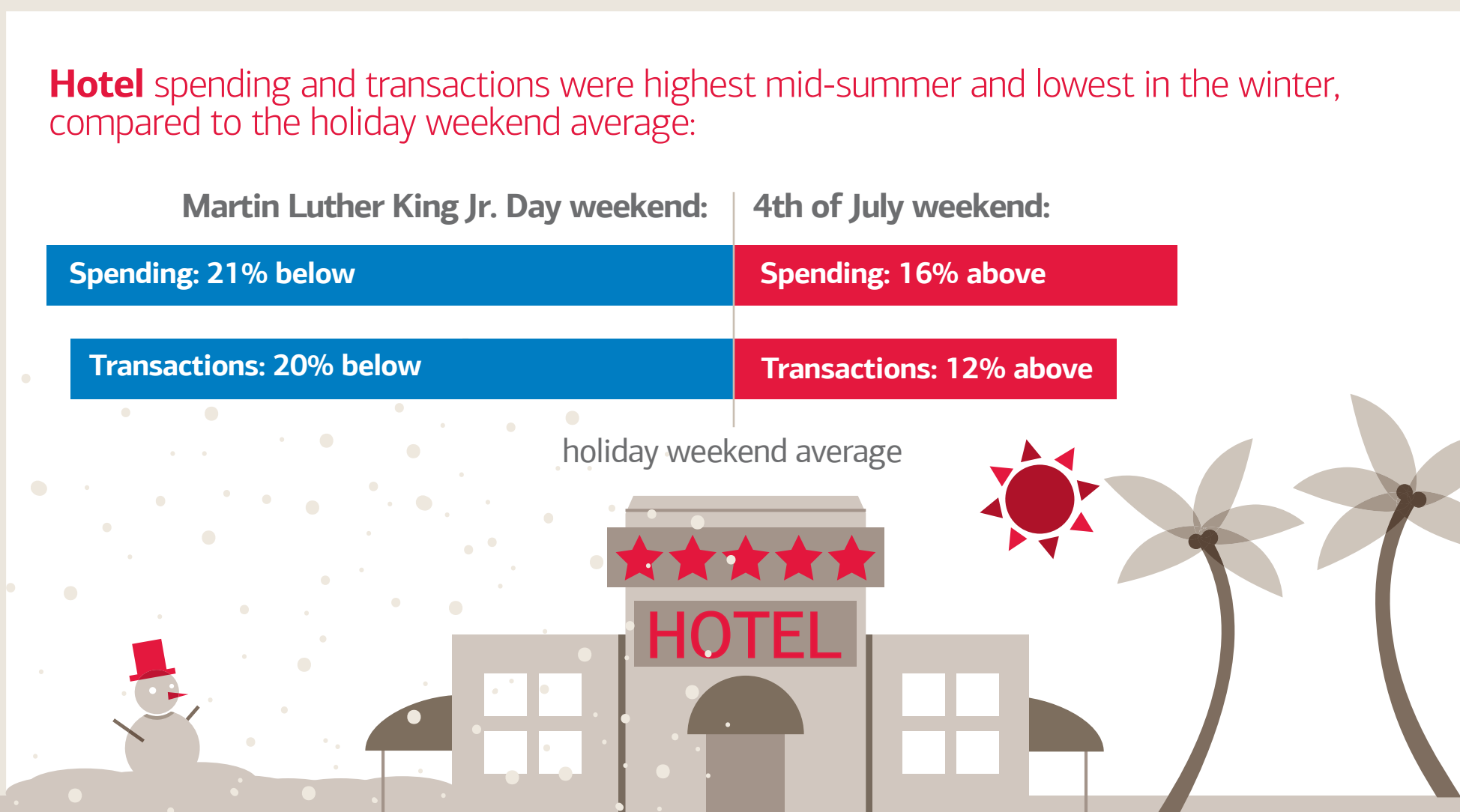
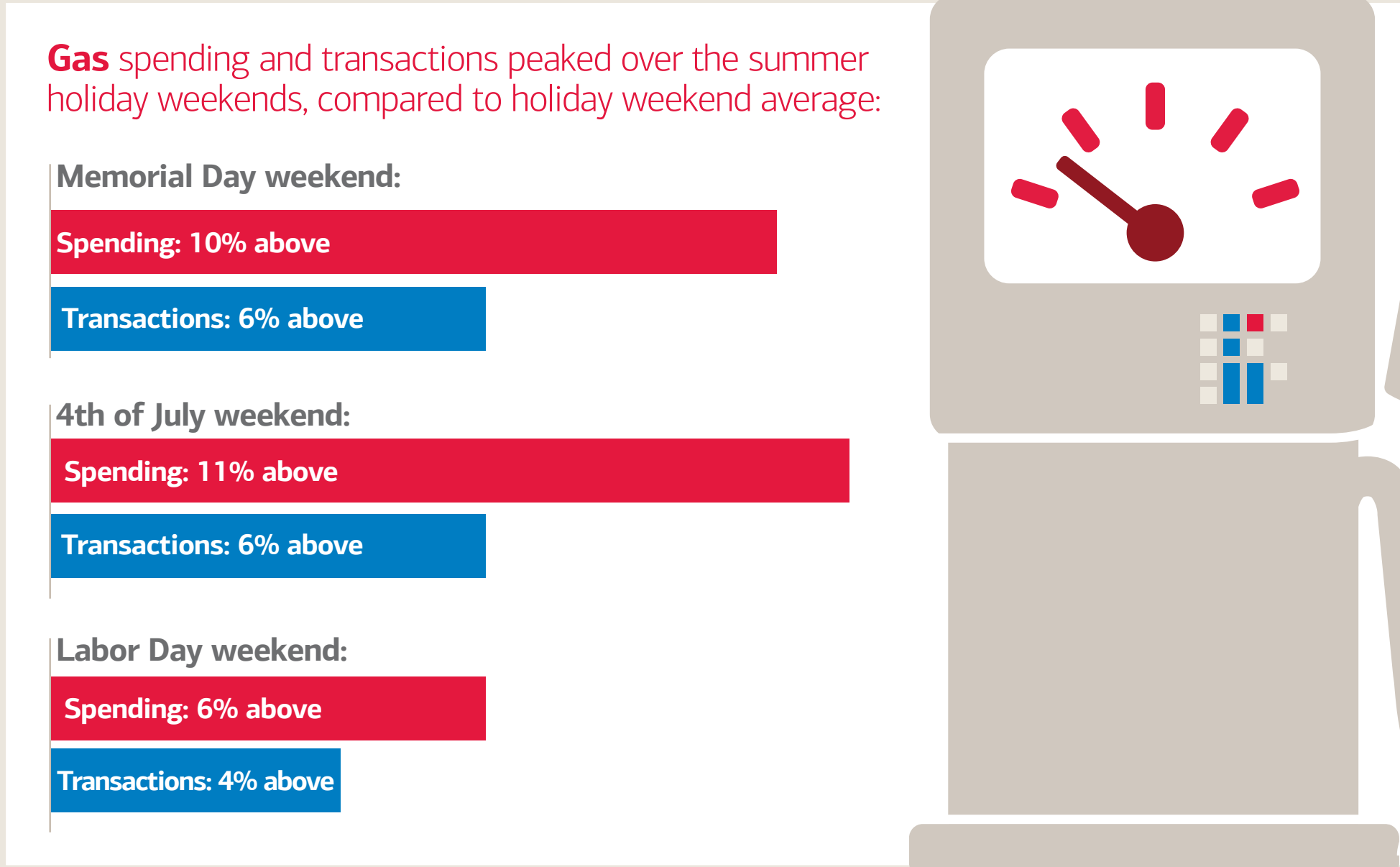
Retail spending slumped, then resurged.

Shoppers generally spent the least following the expensive winter holiday season, but returned to the stores as the new year progressed.



Summer vacation spending reigns supreme.

Holiday weekend getaways and roadtrips were common over the summer.



*All figures compiled using data from Bank of America's more than 40 million active debit and credit accounts. "Holiday weekend average" is the average calculated among those six long weekends, based on totals from Friday – Monday.