

Bank of America

Joyous Travel 2017

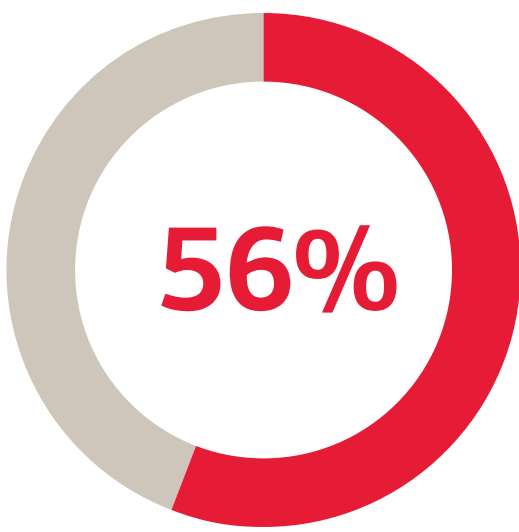
Three in five Americans traveled for leisure in the past year. Here's how they unlocked joy in their itineraries.

Friends, family and adventure are most likely to bring happiness to your vacation.

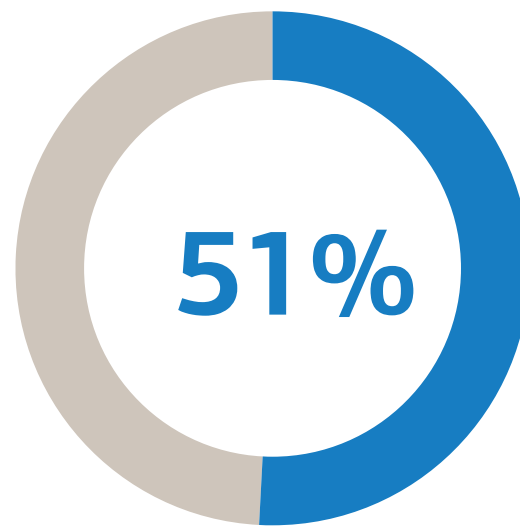
Great company and fun adventures are the top aspects travelers are looking for in a destination and were cited as top reasons that made a vacation joyous.

What do you look for in a destination?

Connection



Adventure



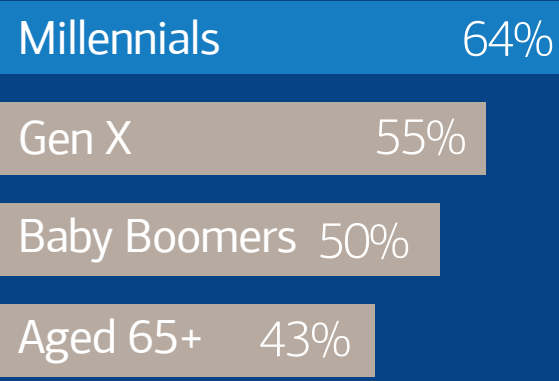
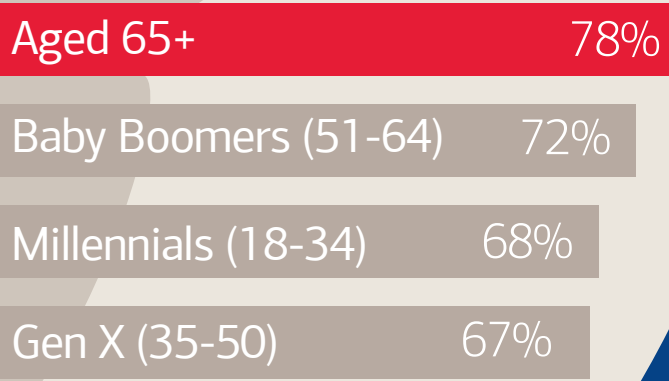
Eighty-nine percent of Americans considered their last vacation joyous. Primary reasons included:

Great company: 71 percent

This differed among the age groups

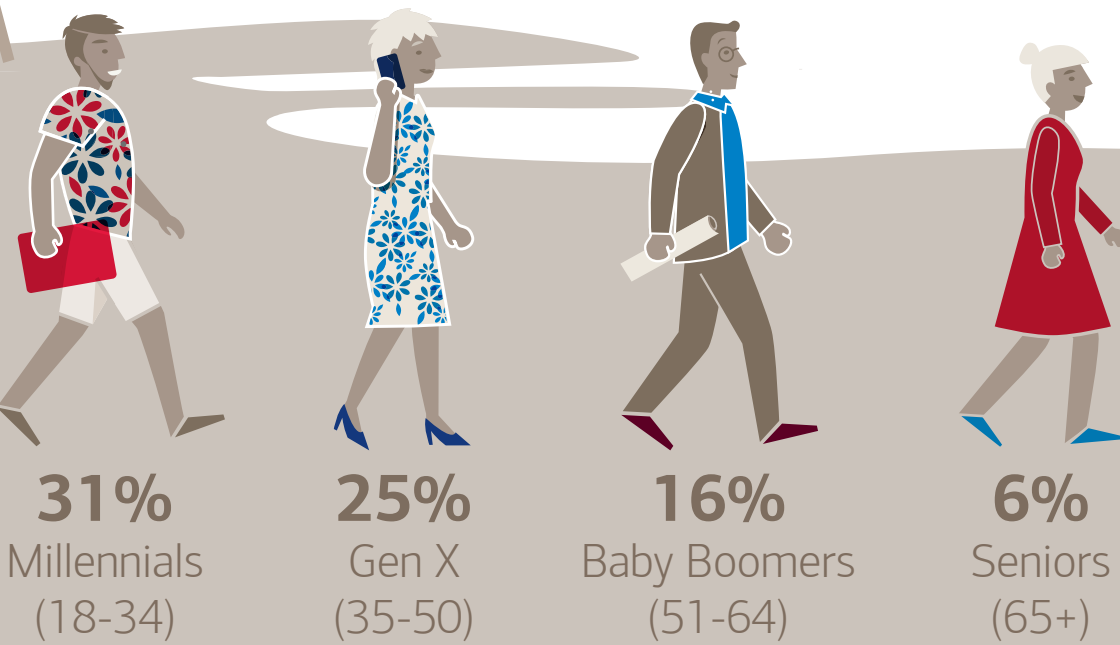
Fun excursion: 54 percent

This differed among the age groups



Powering down stress

Eight out of ten (79 percent) travelers didn't check in with work while they were on vacation.

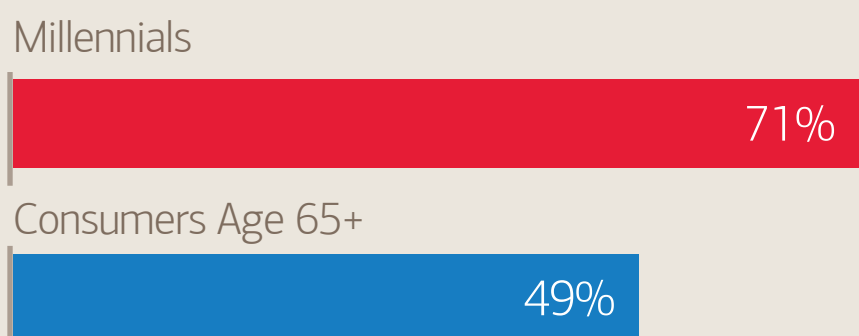


However **20%** of Americans admitted to checking in, with Millennials as the leading age group

When are you happiest: planning a trip or returning?

Millennials find more joy in planning trips, while consumers age 65+ are happier to return.

Happier when they planned a trip



Happier when they returned

