



# Spring Break Is On A Budget

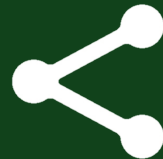
Geo: U.S.

Time Frame: January - March 2022

# Cost And Desired Experience Are The Key Spring Break Parameters

Spring break in 2022 arrives at an interesting intersection in time. Mask mandates are being lifted across the country and priorities have often shifted since March 2020 - consumers have a stronger understanding of what they want during their time away from school or work.

This report will illustrate that Americans are working within several parameters for their optimal spring breaks, including **cost-effective travel** and a strong desire to have specific experiences, such as **community-service based trips**, **making memories with their families**, and **having large party experiences**.



# Spring Break Travel Has Decreased Due To Inflation's Effect On Travel Costs

Online Engagement by a US Spring Break Audience

Internet Activity by a US Spring Break Audience (%):

Travel Cost-Related Keywords:



Travel Deals

Budget Friendly Travel Incentives

**Frugal Travelers**

Affordable Spring Break Destinations

Cost Of Travel

Travel Expenses





# Cost Is A Major Factor In Destination Choices For Spring Break Travelers

Online Engagement by a US Spring Break Audience

Online Behavior by a US Spring Break Audience:



**13x more likely**  
to search for  
**US destinations**

such as Arizona  
and Georgia



**7x more likely**  
to search for  
**international destinations**

such as the Bahamas and  
Mexico



**10x more likely** to search for **cost-effective travel** using terms such as “affordable spring break” and “budget friendly travel incentives”

*Index score (e.g. 1.6x) quantifies how much more likely one audience (i.e. a, spring break audience) was to search, click, or share the topic than the general ShareThis population.*

*Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: Jan - March 2022*





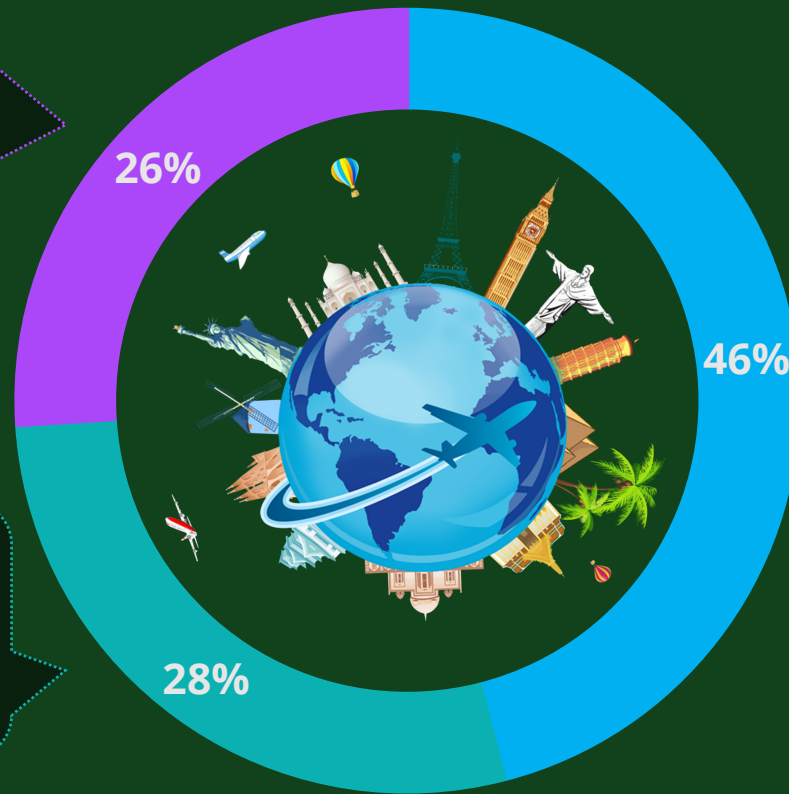
# Spring Break Travelers Are Turning To Flights As Their Preferred Travel Method

Online Engagement by a US Spring Break Audience

## Travel Online Activity for A Spring Break Audience (%):

Road trips remain popular as a spring break option, as they are highly cost-effective option for consumers who already have cars. Road trips also allow for a solo or a group journey, creating versatility – however, they are the least time-efficient in terms of time at the final destination.

Cruises are an easy solution for family-friendly spring breaks. They allow for a wide range of activities and multiple destinations.



Flights have a fast travel speed with decent cost-effectiveness, allowing for maximum enjoyment of this audience's spring break time while away from their everyday life.

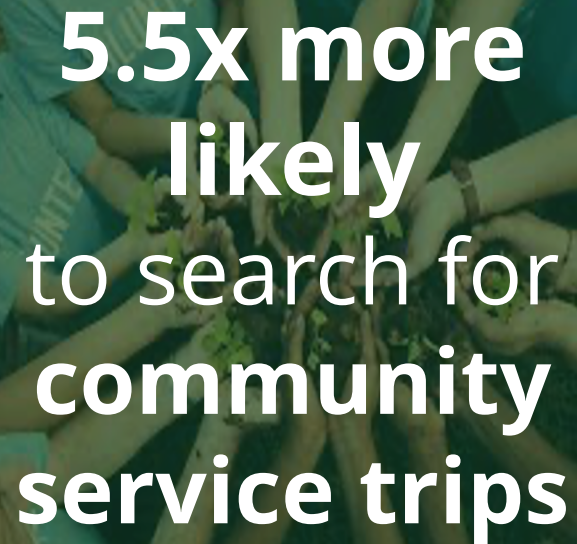
■ Flights ■ Cruises ■ Road Trips



# Spring Break Travelers Are Looking To Add Purpose To Their Spring Breaks

Online Engagement by a US Spring Break Audience

Keyword Activity by a Spring Break Audience:



**5.5x more likely**  
to search for  
**community service trips**



**3x more likely**  
to search for  
**family-oriented trips and activities**



**1.5x more likely**  
to search for  
**parties & party destinations**

*As natural disasters and war becomes more visible via the 24-hour news cycle and social media, spring break provides a respite not centered on a holiday during which people can more easily serve the world around them. Additionally, family has sometimes been hard to see in person with due to travel restrictions and Covid-19 protections, so spring break travelers may take this time to connect with family, as well.*

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# Key Takeaways & Predictions

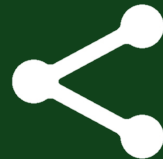
## This Spring Break:

Cost highly impacts spring break spending and destination choices, as inflation is causing travel dollars to go less far than they did last year.

Spring break travel is going to be predominantly based in the US, due to the inherently high cost of international travel.

A spring break audience is using their spring break to invest in their world, whether that is via community service or time with family, rather than having a more traditionally party-based break.

Flights are going to continue to be popular with a spring break audience, as flights are the most efficient and cost-effective method of travel during a short time frame.





# Audiences to Activate

Tap into ShareThis audiences to create a well-rounded and holistic campaign. Consider the following segments in your activation strategy:

## Relevant Categories

- Hobbies & Leisure > Clubs & Organizations > Fraternal Orders & Service Clubs
- Jobs & Education > Education > Primary & Secondary Schooling (K-12)
- Jobs & Education > Education > College & Universities
- People & Society > Family & Relationships > Family
- People & Society > Family & Relationships > Parents
- Travel > Air Travel > Budget Flights
- Travel > Cruises & Charters
- Travel > Family Travel
- Travel > Hotels & Accommodations
- Travel > Specialty Travel > Adventure Travel
- Travel > Tourist Destinations > Beaches & Islands

## Custom

Craft your own custom audiences using relevant privacy compliant signals, such as [family travel](#), [spring break](#), [budget travel](#), and more.

**Thank You**

