



Motel 6 2024 Holiday Travel Survey Results

Survey Methodology

This random double-opt-in survey of 2,000 Americans who celebrate winter holidays was commissioned by [Motel 6](#) between September 18 and September 20, 2024. It was conducted by market research company [Talker Research](#), whose team members are members of the Market Research Society ([MRS](#)) and the European Society for Opinion and Marketing Research ([ESOMAR](#)).

Holiday Planning

- More than half of Americans celebrating winter holidays (58%) are planning for the holiday season at the same time they do yearly.
- 39% of respondents are planning for the holidays later in the year due to financial constraints and because they are waiting for deals (35%). **Additional response breakdowns:**
 - 19% of respondents are planning later due to family dynamics.
 - 15% of respondents are planning later due to work stress.
 - 13% of respondents are planning later because family/friends are busier this fall compared to last year.
- 64% of respondents reported experiencing stress when planning for the holiday season later in the year.
- 23% of Americans celebrating winter holidays said they do not plan in advance for booking travel.
- On average, respondents said they only budget and plan their trips three weeks in advance

General Holiday

- Almost three-quarters of Americans (67%) have already started embracing the holiday season
- Respondents are embracing the holiday season earlier in ways such as:
 - Purchasing gifts (61%)
 - Planning gifts (55%)
 - Purchasing décor (46%)
 - Watching holiday movies (43%)
 - Decorating the inside of their homes (41%)
 - Planning holiday season trips (33%)
- Almost half of Americans celebrating winter holidays (46%) are embracing the holiday season earlier this year, to plan ahead to get better deals.
- More than half of respondents (54%) agree that from September on, it is acceptable for stores to put out holiday merchandise.
- Over one-third (38%) of respondents are eager for the holiday season to start in November, while more than a quarter (27%) are ready in October.

- Typically, Americans celebrating winter holidays plan their paid time off (PTO) from work for holiday travel an average of three months in advance.
 - When requesting their PTO, 14% admit they've done so too late and couldn't get their preferred dates. Others had to change the dates of their trip (15%) or not go at all (12%).
- This holiday season over half of Americans celebrating winter holidays' PTO will be spent with their families (54%). The rest will be divided between friends (22%) and alone time (24%).
- Nearly half of respondents said that their favorite holiday traditions include watching holiday movies (46%) and cooking/baking with their families (46%).
- More than two-thirds of respondents said they typically travel to the same place for the holidays.
- Almost half (46%) of respondents said they are traveling to the same place for the holidays this year.

Holiday Road Trip Travel

- Over a third of (39%) road trippers even have an "assigned seat" in the car when traveling with their family.
- More than half of respondents traveling (51%) said they plan to drive to their destination this holiday season. Those respondents are planning to do so because their destination is close by (46%), they like driving (40%) or because it's cheaper than flying (26%).
- Most Americans (80%) believe that road trips to your destination makes the whole travel experience more enjoyable.
- Some admit to having a preferred or "assigned" seat in the car when traveling with family (39%).

Lodging Preferences

- Most Americans who celebrate winter holidays will stay at family (52%) or friends' homes (14%). However, more than a quarter (26%) of Americans stay in a hotel/motel when traveling for the holiday season.
- Of the respondents booking a motel or hotel, 68% said that room rates factor into their booking decision. **Additional response breakdowns:**
 - Location (63%)
 - Availability (52%)
 - Amenities (31%)
 - Rewards programs (21%)
- When respondents were asked about the worst sleeping arrangements they've experienced while staying with friends and family, 30% said there were too many people in the house. **Additional response breakdowns:**
 - They had to sleep on the floor (26%)
 - They had to sleep on a couch (22%)
- On average, Americans celebrating winter holidays said they look forward to spending alone time on a family trip less than a day into a trip (19.6 hours).