



## Ahoy!

Hopefully you are reading this right before or after a wonderful vacation. Whether taken alone or with your family, planning a summer vacation is a fun event. Recently, Storylift conducted a survey of over 200 female summer vacation planners to find out what drives their summer vacation plans.

We're excited to share the results of our 2016 Female Summer Vacation Planner survey. This study provides insights about their demographic and socioeconomic markers, attitudes about their planning, and new ways to reach them with your content marketing efforts. We know you spend valuable time and resources creating content that will be useful and relevant to this demographic. We hope these survey results will help you make more informed decisions when targeting this audience.

Enjoy, and may the data be with you,

## Ebonn



**Ebonn Twilley**  
Communications Director  
Storylift

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## Executive Summary

### **Female vacation planners are not big spenders.**

They spend less than \$20 a month on home décor/furnishings, consumer electronics, and beer, wine and liquor.

### **They enjoy visual social media channels.**

Following Facebook, Pinterest leads their social network usage with 57%, followed by YouTube at 48%.

### **Traditional tourist activities no longer apply.**

Nearly  $\frac{3}{4}$ 's feel it's not a priority to visit tourist sites while on vacation.

### **When it comes to cars, they prefer sedans.**

More than 48% say they own either a small or mid-size/large sedan.

## Female Vacation Planners - Findings

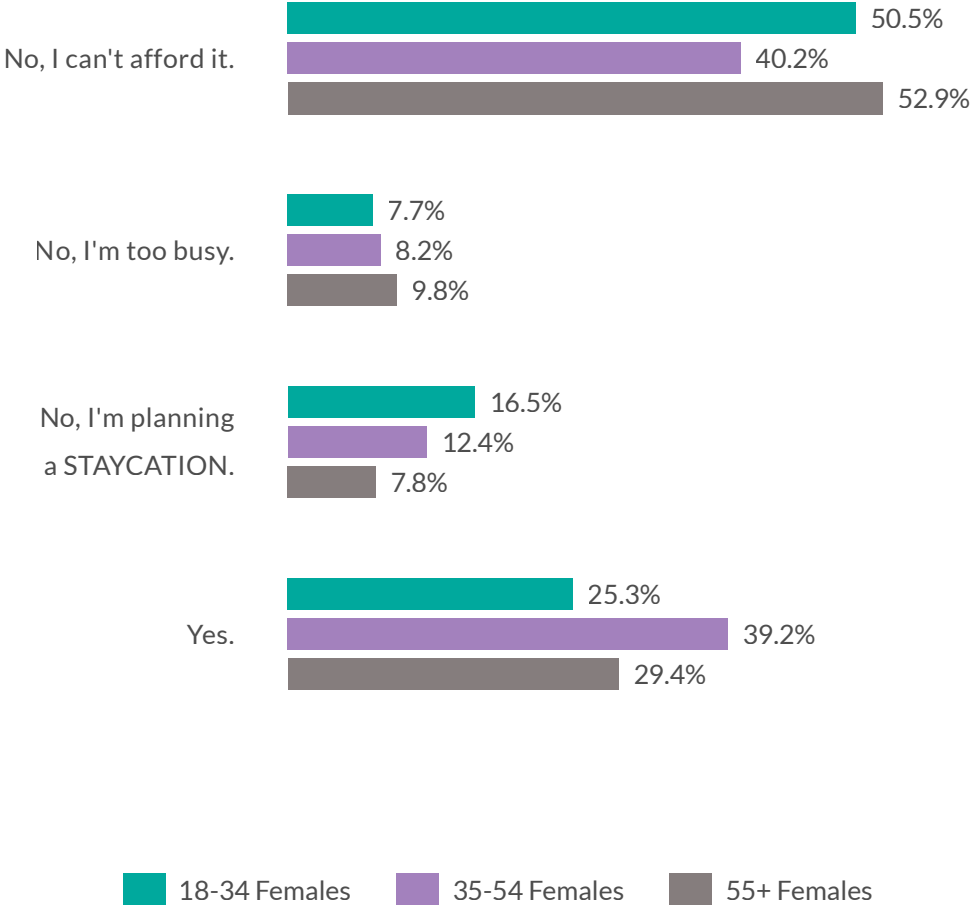
While we surveyed both men and women for this survey, the response was overwhelmingly female. When analyzing the results, we felt there could be an interest in knowing about different age groups.

Throughout this study you'll see information on females group ages 18-34, 35-54 & 55+.

### Survey Questions Include:

- Vacation vs. staycation
- Length of vacation
- Planning of vacation
- Number of family vacation goers
- Vacation spend
- Travel preference
- Tourist site preference
- Itinerary preference
- In-state vs. out-of-state
- Vacation rental use
- Ideal Summer Vacation

# Vacation vs. Staycation



**QUESTION:**

Do you plan on taking an out-of-town vacation this summer?

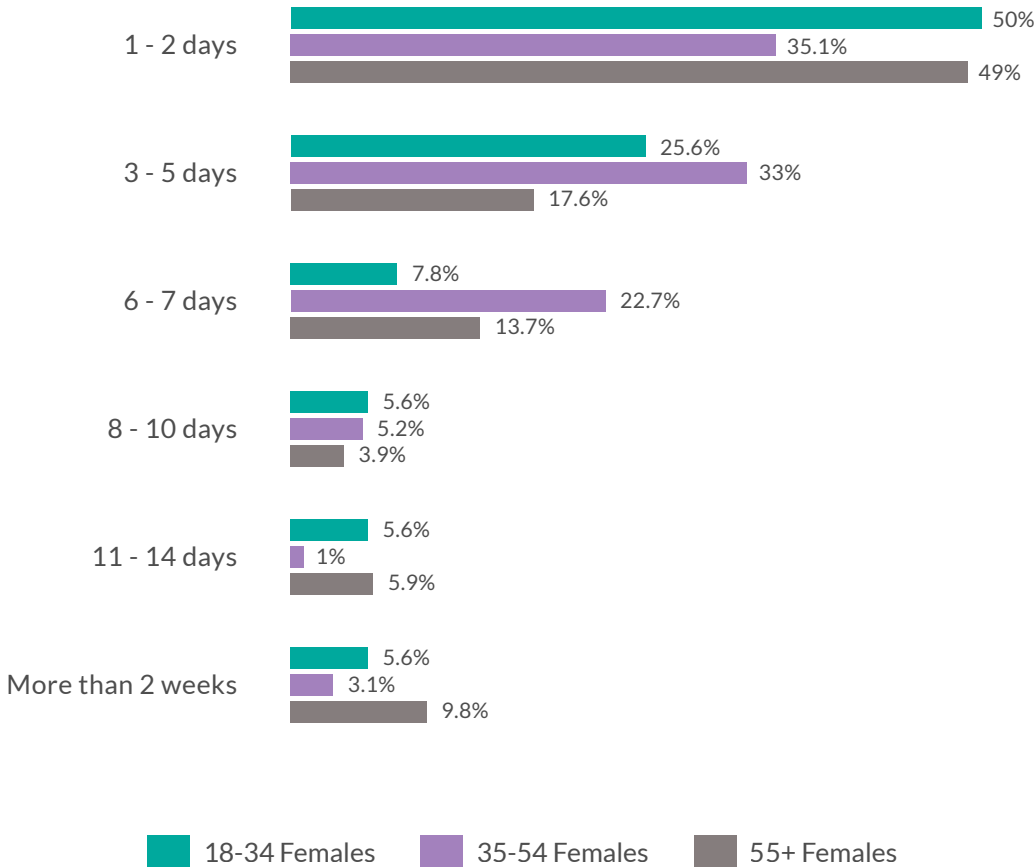
**TAKEAWAY:**

Whether the economy hasn't completely bounced back completely yet or summer vacations are not a priority for most, most are not taking summer vacations for one reason or another.

**⚡ ACTION:**

Consider offering content to show them ways of making vacations less of a drain on their wallet or try making staycations a more enticing option.

## Length of vacation



**QUESTION:**

How long will your planned summer vacation last?

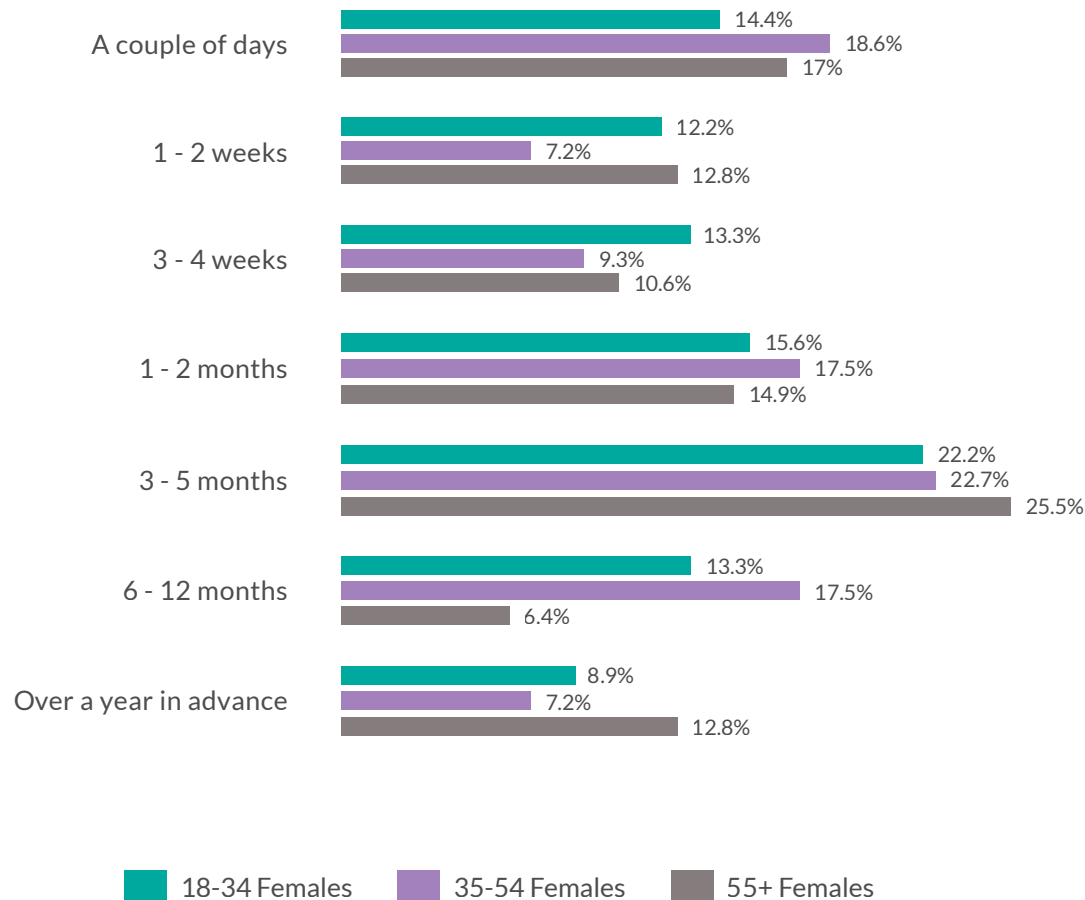
**TAKEAWAY:**

55+ year old females tend to plan longer vacations compared to those 54 and younger.

**⚡ ACTION:**

Longer vacation times mean more money spent in and around a vacation spot. Consider framing your content around helping folks plan their vacation with a budgeting spreadsheet or top 10 list that provides tips for longer vacations.

## Planning of vacation



### QUESTION:

How far in advance do you typically plan your summer vacation?

### TAKEAWAY:

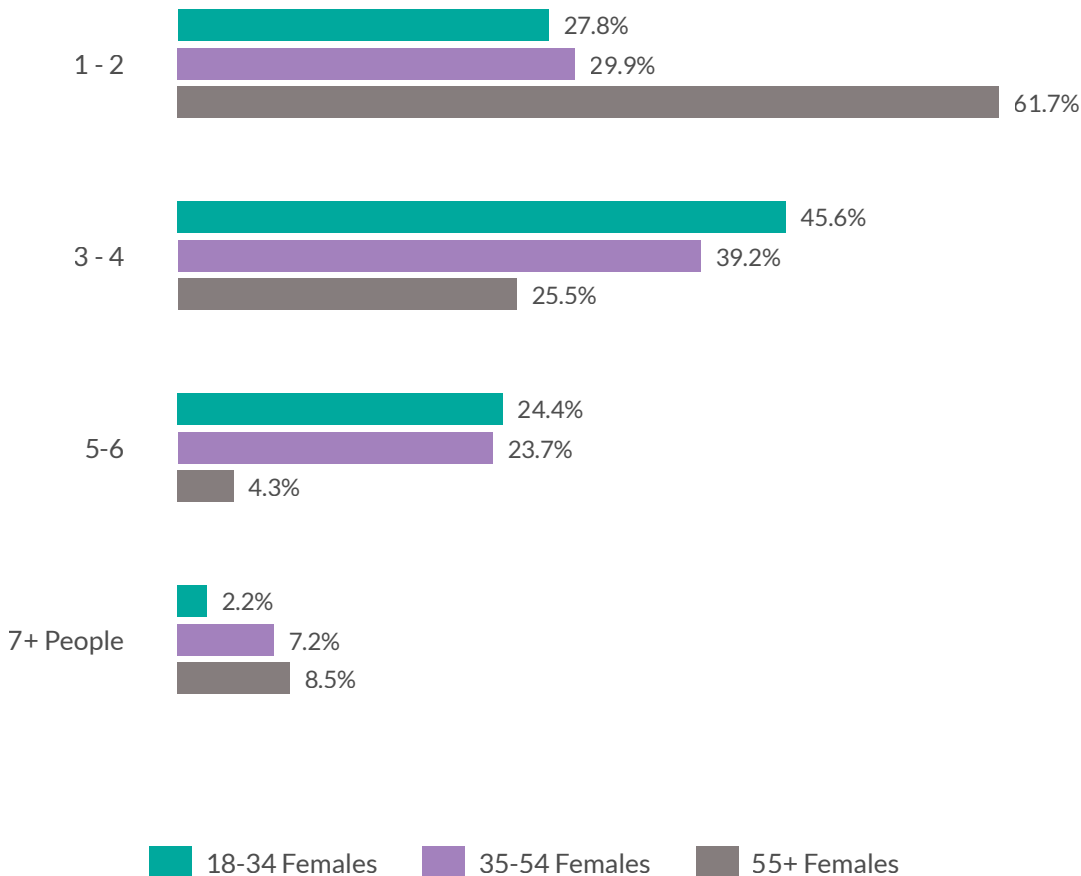
Universally, female planners typically plan their summer vacations at least 3-5 months in advance.

### ⚡ ACTION:

Because they plan early, promoting targeted content that pulls them into a lead nurturing program is ideal for showing them how incredible your vacation offering is.



## Number of family vacation goers



**QUESTION:**

How many people typically go on vacation with you?

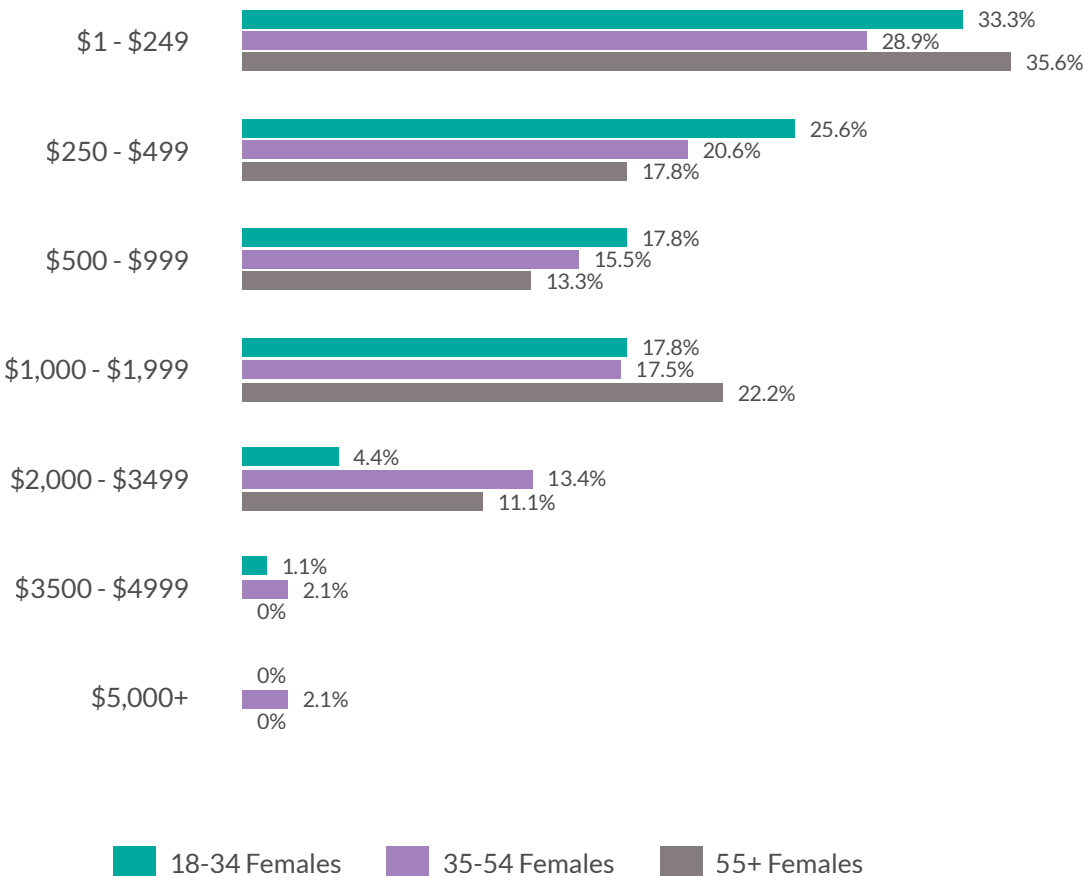
**TAKEAWAY:**

More than 60% of female planners 55 and older travel either alone or with another person.

**⚡ ACTION:**

If your vacation-related product or services is geared towards an older crowd, dig a little deeper here to begin crafting messages that speak to each of those groups of people. Travelers who go alone have different needs than those who travel with a spouse or friend.

## Vacation Spend



**QUESTION:**

How much do you think you'll spend on vacation this summer?

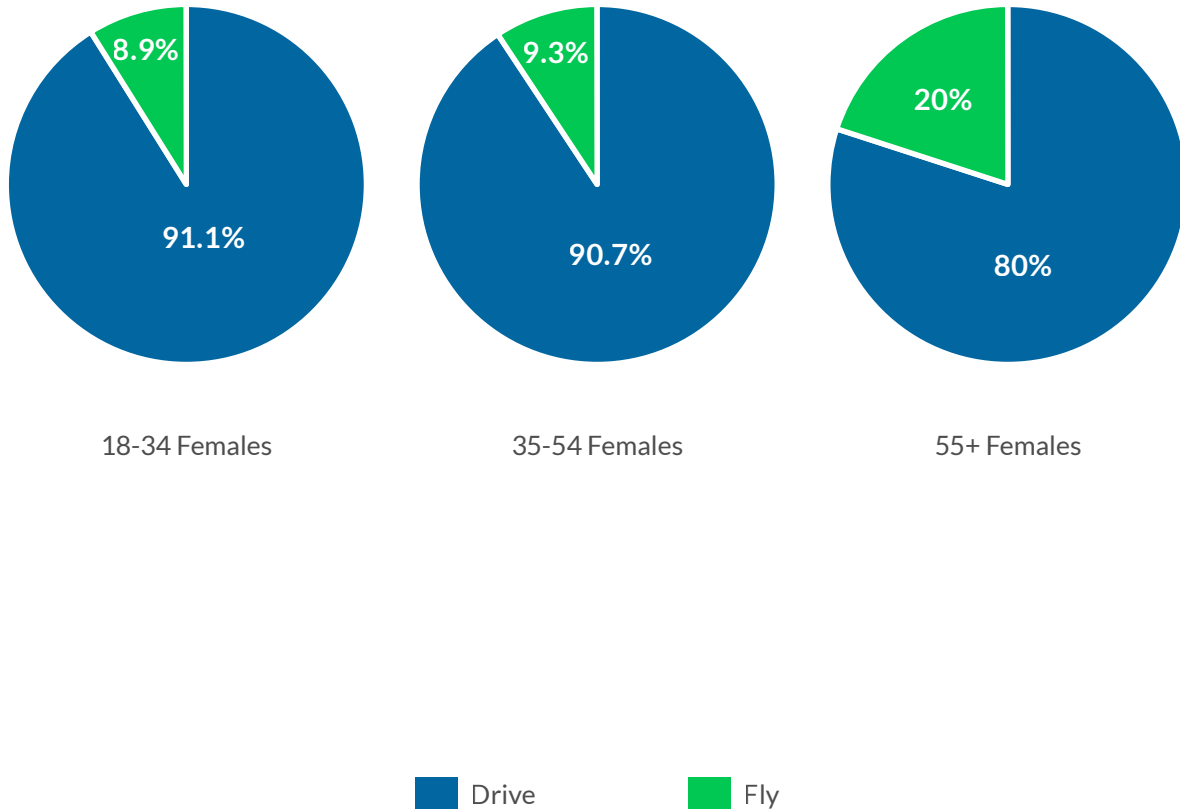
**TAKEAWAY:**

Only those aged 35-54 plan to spend \$5,000 or more on their vacation this year.

**⚡ ACTION:**

Whether they spend this amount on one vacation or a few over the course of the year, this is an opportunity to convince these folks that they need to be part travel savings club. If they are willing to spend that amount of money, why not convince them they can do their vacation for less, leaving them even more spending money!

## Travel Preference



### QUESTION:

Will you drive or fly to your summer vacation destination?

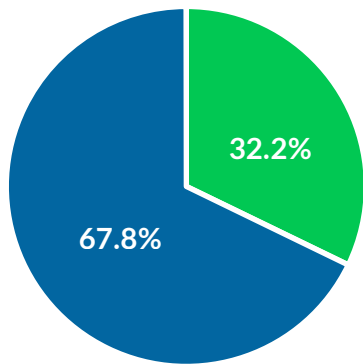
### TAKEAWAY:

An overwhelming majority says they will drive vs. fly to their vacation destination.

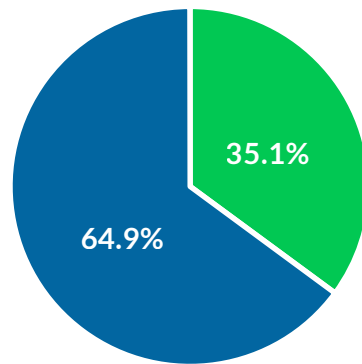
### ⚡ ACTION:

Even if your vacation-related product or service isn't at their end destination, create content that will make them want to interact with your brand on their way there and back!

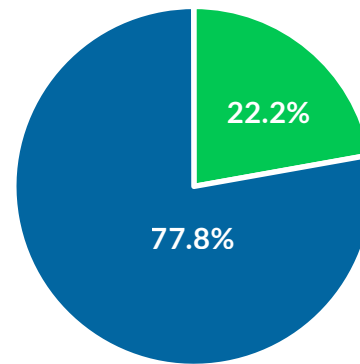
## Tourist Site Preference



18-34 Females



35-54 Females



55+ Females

Yes No

### QUESTION:

Is it a priority for you to visit tourist sites while on vacation?

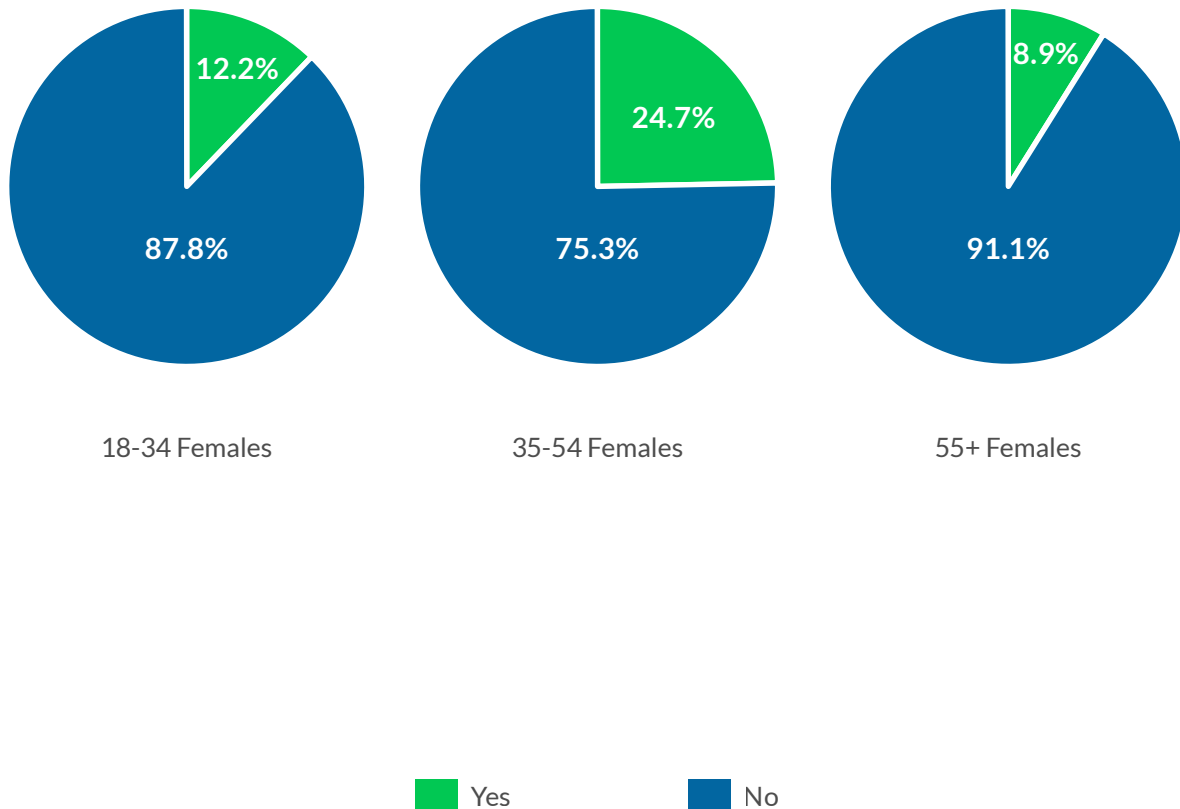
### TAKEAWAY:

Nearly 70% of female vacation planners think it is not a priority for them to visit tourist sites while on vacation.

### ⚡ ACTION:

Slipping away are the days when everyone packed into the car and headed for the typical tourist attractions. Today, people want the “hole-in-the-wall” food dives and “off-the-grid” local gems. Create content that makes planners feel like they are living like the locals.

## Itinerary Preference



### QUESTION:

Do you plan to or will you use an itinerary for your summer vacation?

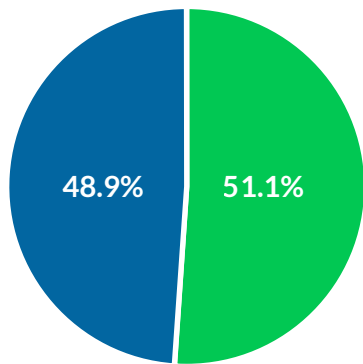
### TAKEAWAY:

In line with the previous finding, an overwhelming amount of survey takers do not plan to use an itinerary for their vacation.

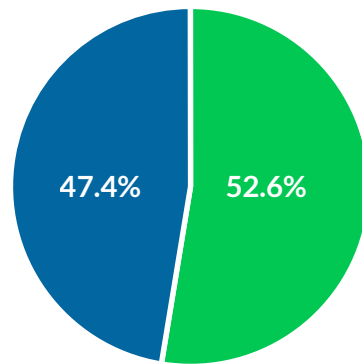
### ⚡ ACTION:

The technology in today's mobile devices has made navigating vacation spots a breeze. Consider beefing up your content or website to be interactive. That way users are engaged with your brand for longer and don't only engage when they are looking for information.

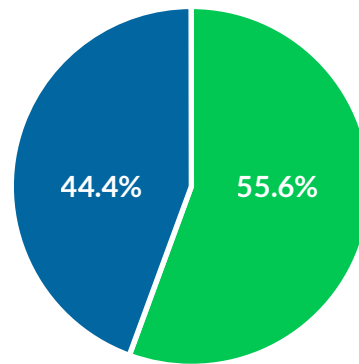
## In-state vs. Out-of-state




18-34 Females



35-54 Females



55+ Females

 I'm staying in-state.

 I am traveling out-of-state.

### QUESTION:

Will you travel in-state or out-of-state for your summer vacation?

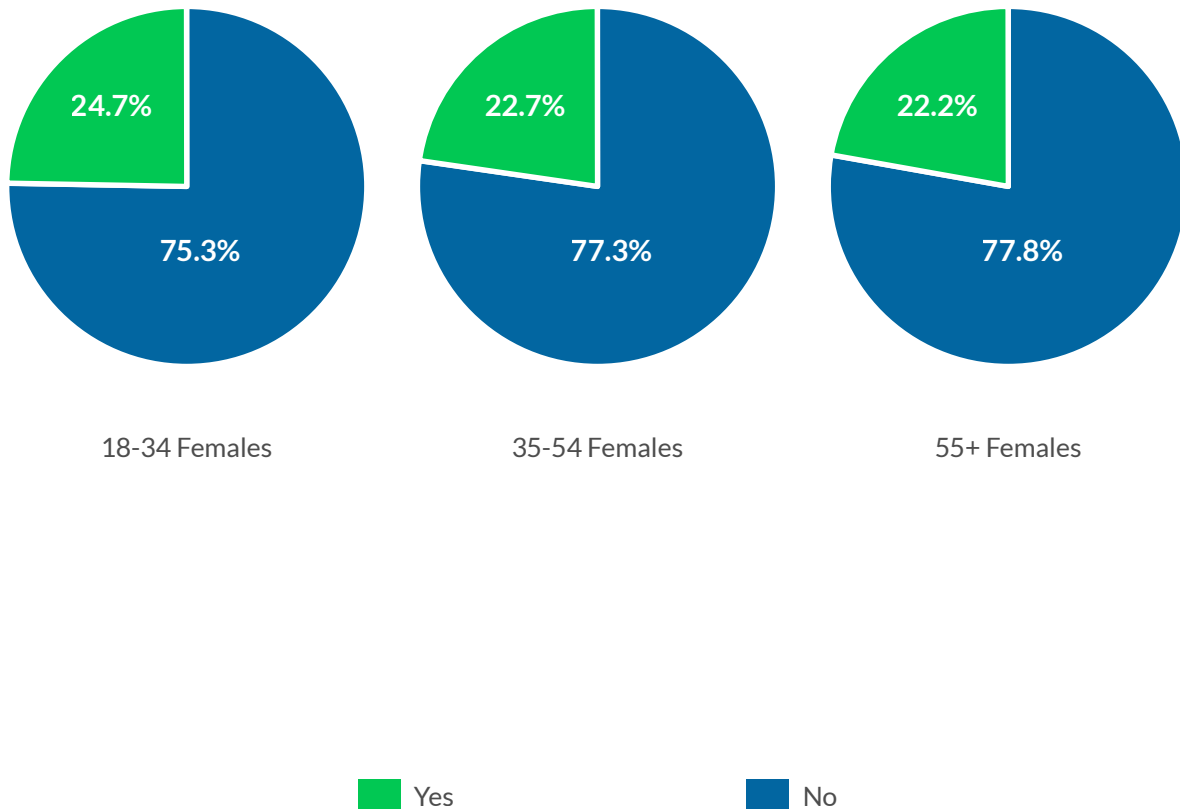
### TAKEAWAY:

It's almost a down-the-middle split of those who plan to travel in-state vs. out-of-state.

### ⚡ ACTION:

Depending on your objective – keeping folks in your home state or enticing them to come into your state – you might have a hard time convincing either vacation goer to try something new. Consider creating content that make engaging with your offering irresistible.

## Vacation Rental Use



### QUESTION:

Have you or do you plan to use a vacation rental website when booking your accommodations?

### TAKEAWAY:

More than 75% of female vacation planners have not or do not plan to use a vacation rental website when booking their accommodations.

### ⚡ ACTION:

Vacation rental sites like VRBO.com and AirBnB may not be as popular as they appear. Consider digging more into how your target books their accommodations and tailor your message to reach their pain points when booking. (need help digging? shoot us an email!)

## Ideal Vacation



### QUESTION:

In a few words, describe your ideal vacation.

### TAKEAWAY:

Many vacation planners prefer low-key vacations that include their family and friends.

### ⚡ ACTION:

Don't go overboard on promoting all the bells and whistles of your vacation-planning product or service. This group likely won't bite.



# Spending Habits

As a group, female vacation planners are not big spenders. No matter the category, spending tends to be lower than others in their age group.

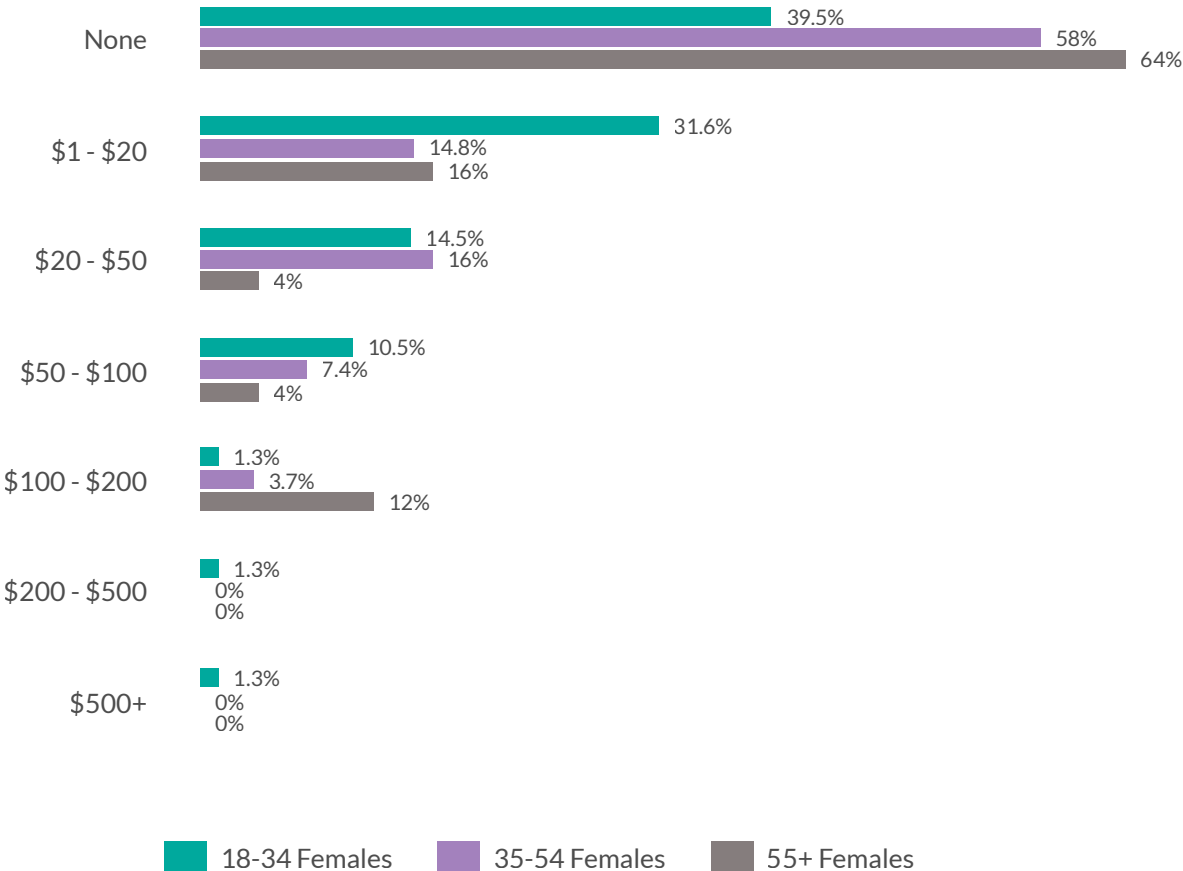
With that said, you may consider putting this group in a strategic lead-nurturing program that builds credibility and leads them to feel comfortable spending their hard-earned dollars on your product or service.

## Survey Categories:

- Beer, wine and liquor
- Concerts/Sports/Events
- Charitable Contributions
- Dine-in restaurants

SPENDING HABITS >

## Beer, wine and liquor



**QUESTION:**

On average, how much do you (or your household's buyer) spend per MONTH on beer, wine and liquor?

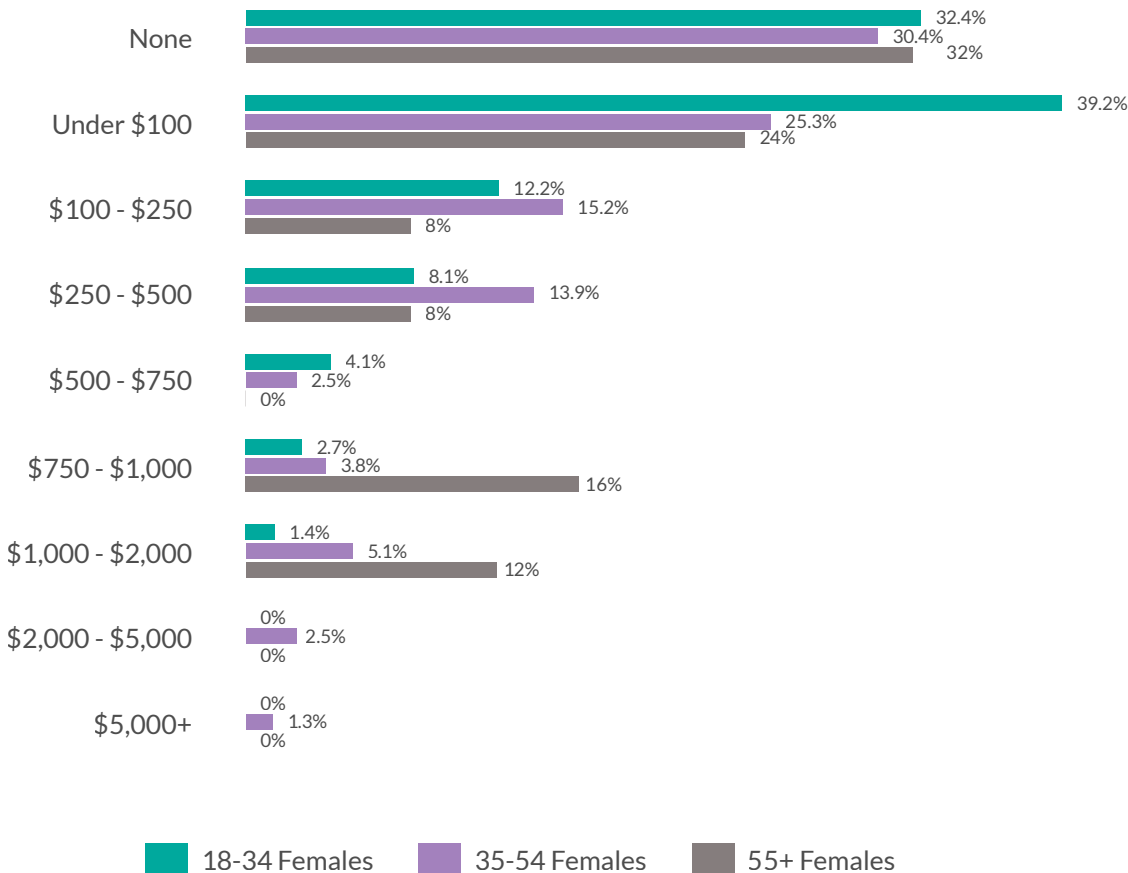
**TAKEAWAY:**

Female planners ages 55+ are 140% more likely to spend \$100 - \$200 a month than the other groups.

**⚡ ACTION:**

This group shows that they aren't big spenders on alcohol. A good approach would be to distance yourself from alcohol brands that may be better with a different demographic; unless your target is the 55 and older crowd.

## Charitable Contributions



**QUESTION:**

On average, how much do you (or your household's buyer) spend per YEAR on charitable donations?

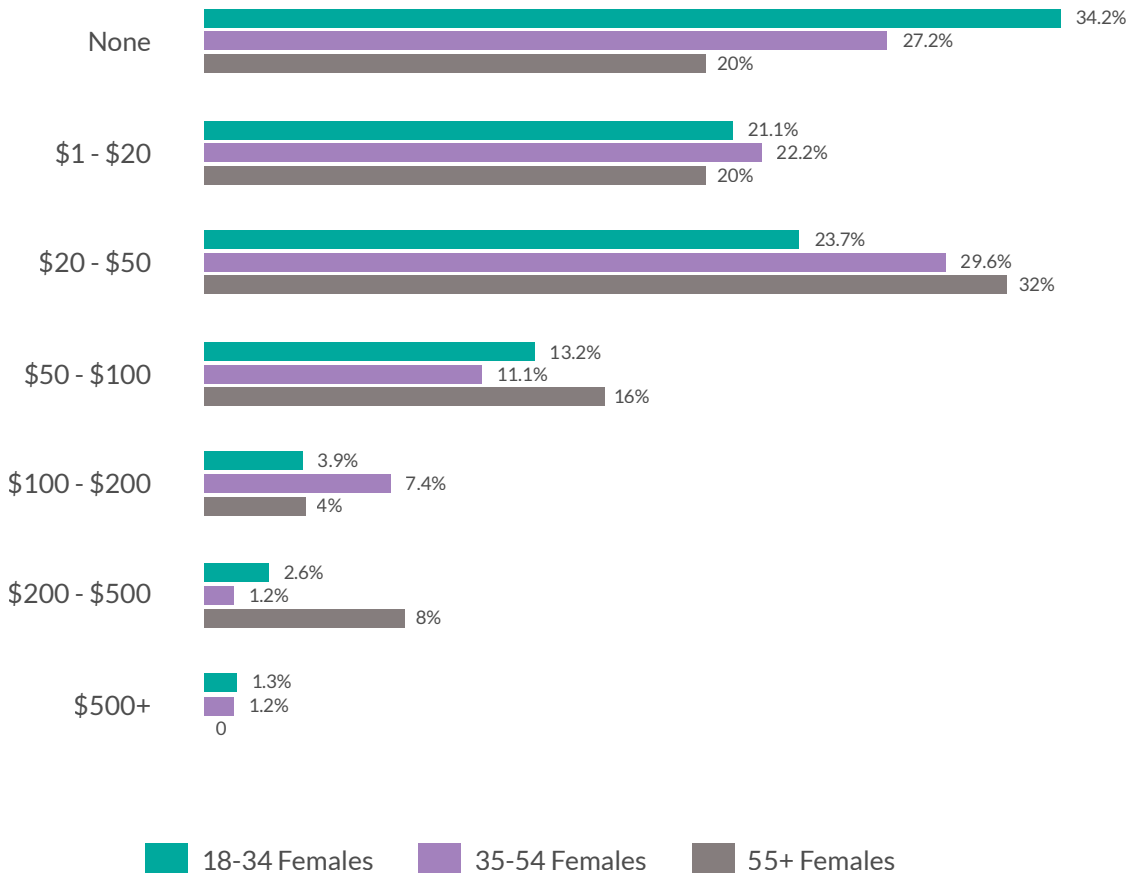
**TAKEAWAY:**

More than 60% say they spend less than \$100 on charitable donations per year.

**⚡ ACTION:**

Since they aren't big donors, you may identify charities that do well with smaller donations vs. larger ones, and try to align yourself with those causes. If this demographic has a real passion for a specific cause (i.e. pets or kids), seeing your involvement may jolt them to try your product or services.

## Dine-in Restaurants



**QUESTION:**

On average, how much do you (or your household's buyer) spend per MONTH on the following?

**TAKEAWAY:**

Female travelers tend to spend \$50 or less per month on dine-in restaurants.

**⚡ ACTION:**

With female vacation planners not spending very much on dine-in restaurants, you may try to show them how great dining out while on vacation really is! Think about the clean up they won't have to do if they dine at your establishment.

# Media Usage and Consumption

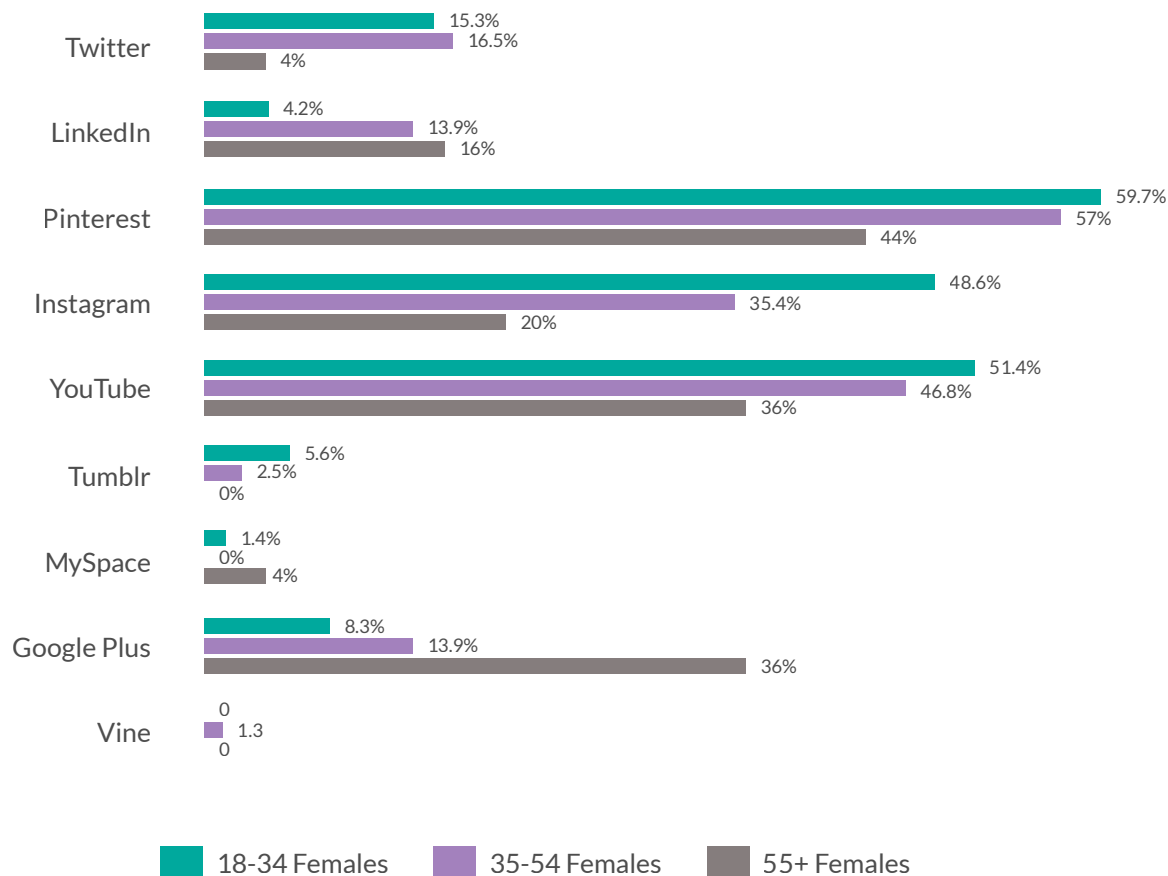
The only place these groups see similarities is the use of Pinterest. All other media usage is different depending on which age group you target. Knowing how and where these groups consume and use media is important for narrowing your marketing efforts.

## Survey Categories:

- Social Network Usage
- Network TV Consumption\*
- Events Consumption\*
- Digital Media Consumption\*

*\*Compared viewership rates to peers within a similar age and gender.*

## Social Network Usage



### QUESTION:

In addition to Facebook, which social media platforms do you use on a regular basis?













### TAKEAWAY:

Interestingly enough, Pinterest is the most utilized social network among all age groups.

### ⚡ ACTION:

Because vacationing is often decided on how a place looks, consider heavy content placement on platforms that showcase your product or service visually. If female planners are your target, create beautiful images that they can't help but click on.

## Network TV

| 18-34 FEMALES |   |                         |
|---------------|---|-------------------------|
| 1.            |  Hell's Kitchen              | 55% <i>more</i> likely  |
| 2.            |  America's Funniest Videos   | 43% <i>more</i> likely  |
| 3.            |  Criminal Minds              | 95% <i>as</i> likely    |
| 4.            |  CSI                         | 90% <i>as</i> likely    |
| 35-54 FEMALES |   |                         |
| 1.            |  Undercover Boss             | 17% <i>more</i> likely  |
| 2.            |  Big Bang Theory             | 5% <i>more</i> likely   |
| 3.            |  Criminal Minds              | 91% <i>as</i> likely    |
| 4.            |  Grey's Anatomy             | 86% <i>as</i> likely    |
| 55+ FEMALES   |   |                         |
| 1.            |  America's Funniest Videos | 200% <i>more</i> likely |
| 2.            |  20/20                     | 160% <i>more</i> likely |
| 3.            |  NCIS                      | 92% <i>as</i> likely    |
| 4.            |  Hawaii Five-O             | 75% <i>as</i> likely    |

The average peer group index is 100. Therefore, an index of 153 would mean the report audience is 53% more likely to consume that media while a 72 would mean that they are only 72% as likely as the average.

### RESEARCH:

How does this audience consume media relative to their peer group?

### TAKEAWAY:

Female vacation planners 55 and older are 200% more likely to watch America's Funniest Videos while 18-34 year olds are 90%-95% as likely to watch crime shows like CSI or Criminal

### ⚡ ACTION:

With this information, you are able to make assumptions on what types of entertainment they find most interesting - pointing you in the direction of the tone to use in your content.

## Major Televised Events

| 18-34 FEMALES                |                        |
|------------------------------|------------------------|
| 1. March Madness             | 99% <b>more</b> likely |
| 2. BCS National Championship | 22% <b>more</b> likely |
| 3. Grammy Awards             | 87% <b>as</b> likely   |
| 4. Super Bowl                | 78% <b>as</b> likely   |
| 35-54 FEMALES                |                        |
| 1. World Cup                 | 73% <b>more</b> likely |
| 2. Kid's Choice Awards       | 33% <b>more</b> likely |
| 3. The Summer Olympics       | 96% <b>as</b> likely   |
| 4. American Music Awards     | 88% <b>as</b> likely   |
| 55+ FEMALES                  |                        |
| 1. World Series              | 67% <b>more</b> likely |
| 2. The Masters               | 38% <b>more</b> likely |
| 3. Kid's Choice Awards       | 90% <b>as</b> likely   |
| 4. Country Music CMA Awards  | 76% <b>as</b> likely   |

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### RESEARCH:

How does this audience consume media relative to their peer group?

### TAKEAWAY:

18-34 year old female vacation planners are far more likely to enjoy college sporting events than those 55 and older who prefer professional sporting events.

### ⚡ ACTION:

Knowing when and where your target audience is consuming media helps give you direction on where to focus your marketing efforts. You might not be able to afford televised ads, but online content related to these events may perform better while they are top of mind to the customer.



## Digital Media

| 18-34 FEMALES       |                         |
|---------------------|-------------------------|
| 1. All Recipes      | 43% <b>more</b> likely  |
| 2. Google Maps      | 93% <b>as</b> likely    |
| 3. Amazon           | 84% <b>as</b> likely    |
| 4. Facebook         | 72% <b>as</b> likely    |
| 35-54 FEMALES       |                         |
| 1. All Recipes      | 147% <b>more</b> likely |
| 2. Instagram        | 66% <b>more</b> likely  |
| 3. Skype            | 75% <b>less</b> likely  |
| 4. Pinterest        | 95% <b>as</b> likely    |
| 55+ FEMALES         |                         |
| 1. WebMD            | 84% <b>more</b> likely  |
| 2. Google           | 90% <b>as</b> likely    |
| 3. Candy Crush Saga | 71% <b>as</b> likely    |
| 4. Pinterest        | 59% <b>as</b> likely    |

The average peer group index is 100. Therefore, an index of 153 would mean the report audience is 53% more likely to consume that media while a 72 would mean that they are only 72% as likely as the average.

### RESEARCH:

How does this audience consume media relative to their peer group?

### TAKEAWAY:

Female vacation planners aged 35-54 are 147% more likely to be on All Recipes.

### ⚡ ACTION:

Each group of female vacation planners has their own tendencies towards certain digital media. Be sure to align your content distribution with those channels to reach the group in which you're most interested.

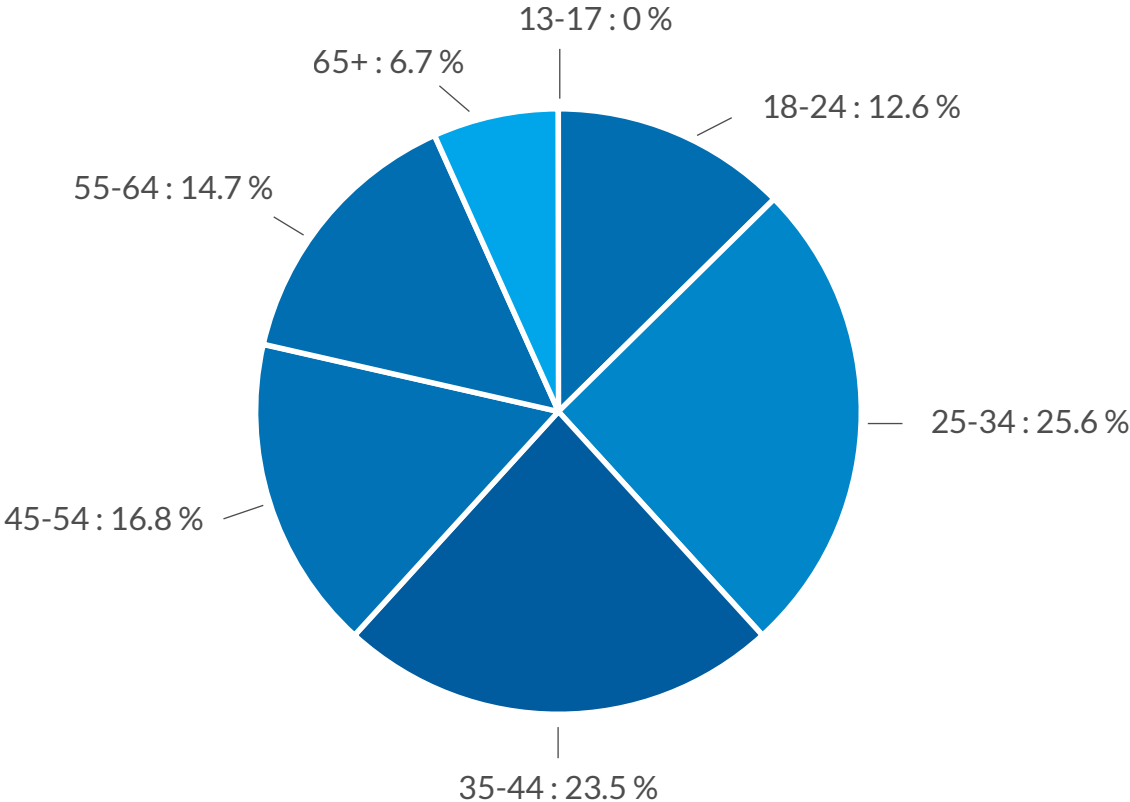
# Key Demographics

Knowing the key demographics of your target audience is equally as important as knowing what makes them feel, think and behave. Without a clear understanding of your target audience's age, gender, household income, etc. you run the risk of missing the mark with distributed content and other marketing tactics. Here is a brief overview of the key demographics seen in this female summer vacation planners study.

## Survey Categories:

- Age
- Household Income
- Vehicle Ownership

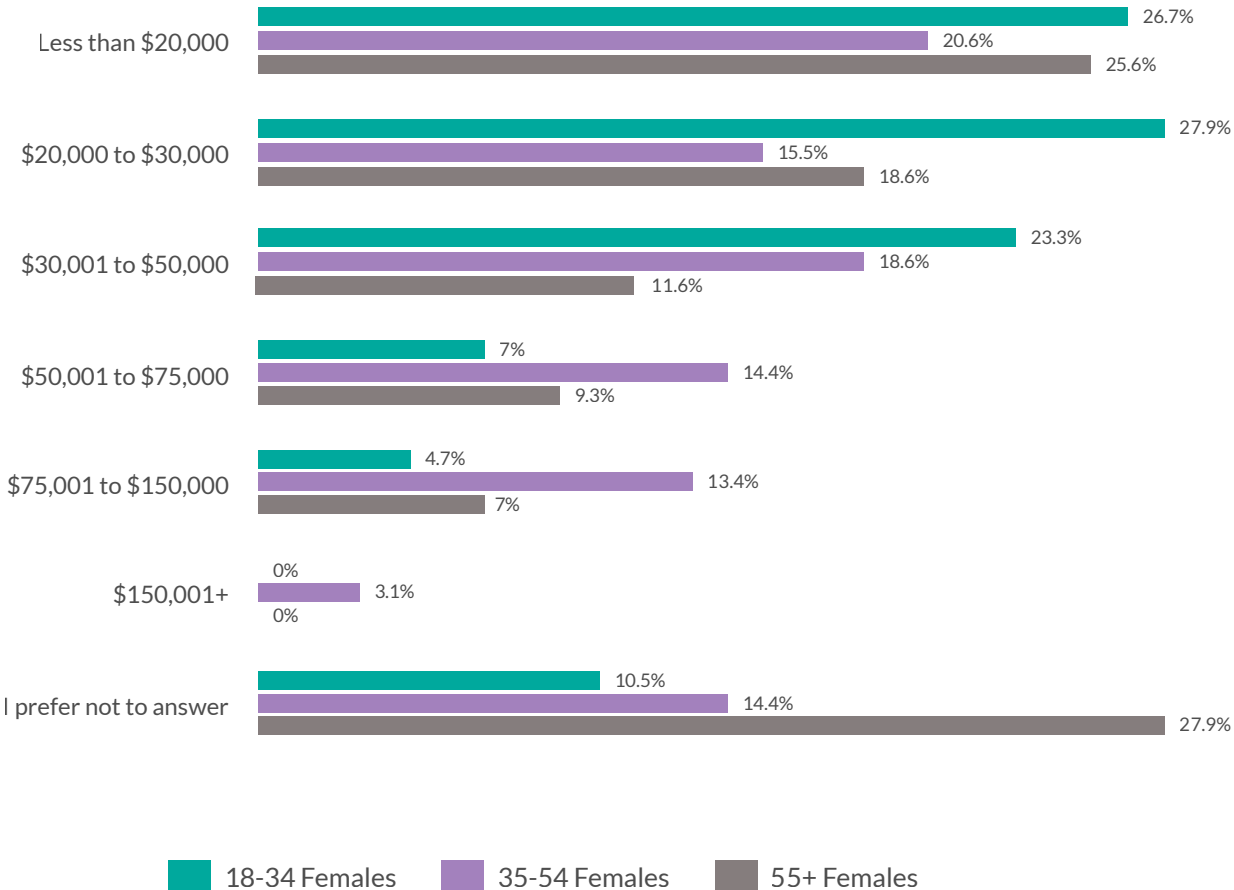
# Age Demographics



Age determined via Facebook API

**TAKEAWAY:**  
49% of female vacation planners fall in the 25-44 year old range.

# Household Income



**QUESTION:**

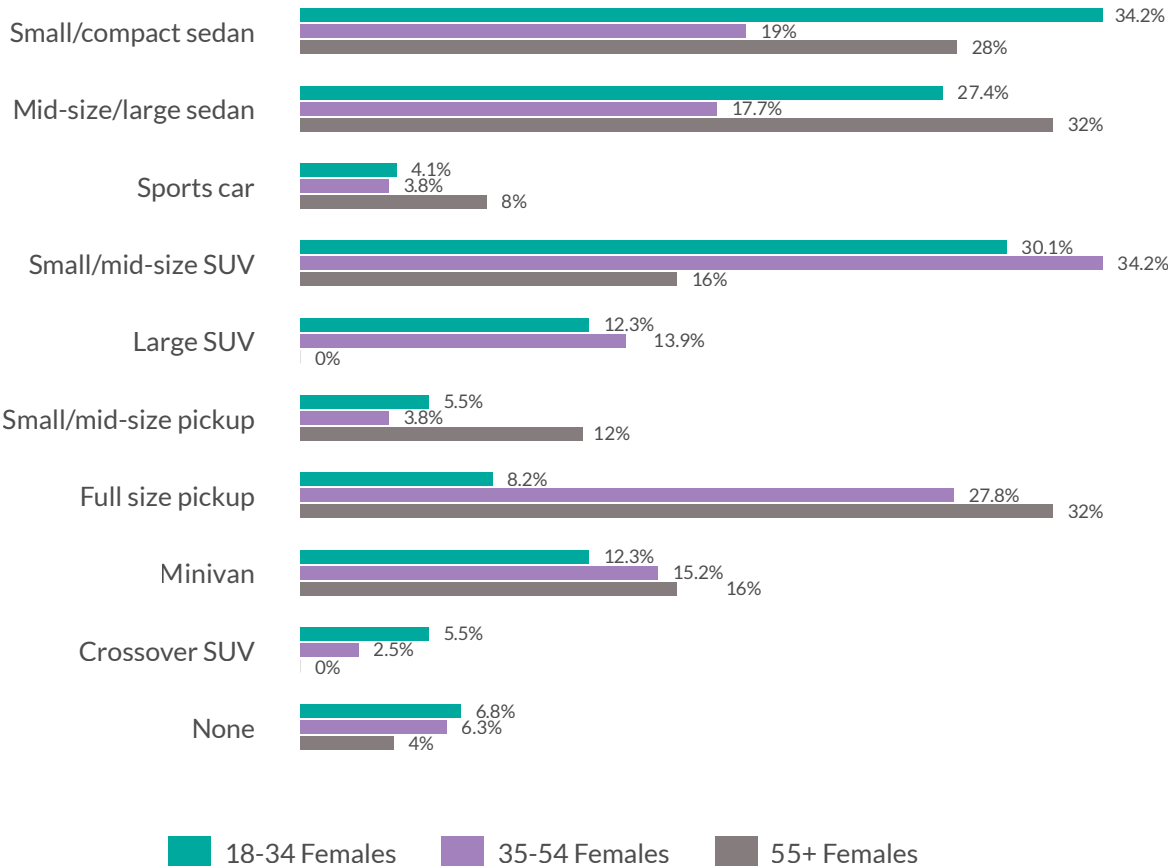
What is your total household income before taxes?

**TAKEAWAY:**

Only 3% of 35-54 year old females make over \$150,000. More economical vacations are likely going to be most appealing to all age groups.

# Vehicle Ownership

## Household vehicles - Current ownership



**QUESTION:**

What types of vehicle(s) does your household own?

**TAKEAWAY:**

More than 48% say they own either a small or mid-size/large sedan.

## Conclusion

Do you want to target female vacation planners with any other characteristics? Let us help. Contact us today if you would like more information about this survey and how it can help you build an effective content distribution strategy to reach female vacation owners.

We want to help you tell your story!



**Ebonn Hixson**  
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## About Storylift

Storylift is the world's most targeted content distribution platform. Our mission is to help you tell your brand's story to the right audience. With advanced targeting research, we focus on the hard science of market research to uncover the true attitudes and preferences of your target audience. It's the backbone of what we do, and we love it!

With Storylift, taking action based on this data couldn't be simpler. We have the ability to build target audiences who have any of the characteristics determined by this research study, and more.

Visit [storylift.com](https://storylift.com) today, or talk to one of our experienced account managers to help build an effective content distribution strategy to get your content into the hands of business owners.