

2025 Consumer Spending and Saving Behaviors: Summer Travel and Entertainment Outlook



74% of Americans are planning to travel this summer, with **38%** having already planned their trip.



Skip the Crowds (and the Cost): Destination Dupes Are the New Hot Spots



Domestic travel remains the top choice in 2025, with **70%** of Americans planning trips within the U.S. – up 3 percentage points from 2024:

- **52%** plan to travel within the U.S. – *outside* of their home state.
- **25%** plan to travel *within* their home state.



For those going abroad, the top three international destinations are:

- North America outside the U.S. (Mexico, Canada, etc.): **19%**
- Europe: **14%**
- Asia: **9%**



92% of travelers are open to “destination dupes,” or lesser known, more budget-friendly destinations:

- Millennials lead the way, with **62%** saying they’d *definitely* pick a budget-friendly option over popular destinations – more than any other generation.



While saving money is a big motivator for choosing lesser-known locales (**57%**) – there’s a lot more driving this shift. Travelers cite other motivations, including:

- A more relaxed and less stressful vacation: **53%**
- A more authentic, local experience: **49%**
- Hidden gems and different experiences from the mainstream: **48%**
- An escape from crowds: **48%**
- To avoid tourist traps: **38%**



Hidden gems, wellness retreats and nature escapes outrank popular tourist hubs. Amongst Gen Z and Millennials, their top 3 ideal travel destinations are:

- **Gen Z**
 - Outdoor adventure & nature escapes: **55%**
 - Relaxation & wellness retreats: **52%**
 - Hidden gems & off-the-beaten path locales: **47%**
- **Millennials**
 - Relaxation & wellness retreats: **58%**
 - Hidden gems & off-the-beaten path locales: **50%**
 - Outdoor adventure & nature escapes: **47%**



When it comes to paying for travel, credit cards—and the rewards they offer—are the clear preference:

- **47%** of respondents prefer to use credit cards while traveling, compared to those who prefer debit cards (**35%**) or cash (**18%**).
- Of travelers who prefer to use a credit card when traveling, **91%** say their card offers rewards – and among them, **61%** prefer cashback over points (**19%**) or miles (**12%**).



American Road Trip Revival

Through the end of April, consumer credit spending on airfare is down **-3%** YoY as consumer demand started softening in February.



Instead, this summer, the open road is calling – with many travelers opting for road trips. Preferred modes of transportation for summer travel are:

- Driving (Road trip in personal or rental vehicle): **63%**
- Flying (Commercial airline): **45%**
- Train: **12%**
- Cruise: **12%**
- Bus: **9%**



The top three reasons for choosing a road trip this summer include:

- Enjoyment of the road trip experience itself: **41%**
- Lower cost compared to flying: **40%**
- Opportunity to explore destinations at one’s own pace: **40%**



Sports Streaming and The Fan Economy

Over the last 12 months, Bank of America credit cardholders who spent on entertainment averaged **\$1.5B** in monthly spend – or roughly **\$150** per customer.



Americans are still planning to spend on experiences—with theme parks, live music, and merch topping the list. The top entertainment spending categories are:

- Theme parks or amusement parks: **39%**
- Live music events (e.g. concerts, festivals): **38%**
- Merchandise (e.g. sports jersey, artists T-shirt, etc.): **35%**
- Movie tickets and theatre shows: **32%**
- Live sporting events tickets: **24%**



Streaming is also playing a major role – especially for sports fans.

- **55%** of Americans have paid for streaming services to watch sporting events, including **28%** who pay for multiple platforms.
- Younger generations are driving this trend:
 - Gen Z: **74%**
 - Millennials: **72%**
 - Gen X: **62%**
 - Baby Boomers: **39%**



Fans aren’t just tuning in – they’re traveling for the experience. One-third (**33%**) of respondents plan to attend more concerts, sporting events and/or festivals this year compared to 2024.

- In the past two years, half of respondents (**50%**) have traveled out-of-state and/or internationally to attend a concert, sporting event or festival.
- **By Gender:**
 - Men: **59%**
 - Women: **42%**
- **By Generation:**
 - Gen Z: **66%**
 - Millennials: **70%**
 - Gen X: **50%**
 - Baby Boomers: **29%**



In fact, **41%** of Gen Z and **44%** of Millennials have flown within the U.S. to attend a concert, sporting event or festival over the past two years.



Saying ‘I Do’ Without Breaking the Bank



From guest lists to getaways, cost is shaping how Americans show up for wedding season – **54%** would decline a wedding invitation from a close friend or family member if the costs exceeded their budget.

- On average, guests say they spend around \$700 per wedding – before factoring in travel.



Couples are also finding ways to cut back—making trade-offs while still prioritizing what matters most.

- **21%** say they would elope to reduce wedding expenses.
- The top five ways couples would reduce their wedding expenses include:
 - Choosing a less expensive wedding venue: **43%**
 - Inviting fewer guests: **38%**
 - Opting for more cost-effective food: **36%**
 - Spending less on their wedding dress/tuxedo: **29%**
 - Skip bachelor/bachelorette parties: **26%**



Looking back, not everyone feels the cost was worth it. **20%** of those who’ve had a wedding regret how much they spent.

- **11%** regret the total cost
- **10%** regret certain aspects, but not the full spend
- **44%** say it was worth every penny

* For many questions, respondents could select more than one response, resulting in percentages that add up to more than 100%.

Methodology: The Bank of America 2025 Summer Travel and Entertainment Survey was conducted online between March 26 and April 3. The survey consisted of 2004 respondents throughout the U.S. Respondents in the study were age 18+ and were representative of the composition of the US Census for age, gender, household income and Census region.

Generations are defined as follows: Gen Z, born after 1995; Younger Millennials: born between 1989-1995; Older Millennials: born between 1978-1988; Gen Xers: born between 1965-1977; Baby Boomer: 1946-1964; Traditionalists: pre-1946.

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