

## Where Are Americans Spending Spring Break?

**March 2, 2015** - For many Americans, Spring Break is the opportunity to escape the monotony of winter. So, where are people going in 2015? Hotel search [trivago.com](http://trivago.com) analyzed search activity by Americans to determine the most popular domestic and international destinations for travel during March, April and May, and compared the results with American travel interest in December, January and February.

As seen below, there were only a few major shifts in domestic travel interest from winter to spring, most notably a marked increase in the popularity of Panama City Beach and Daytona Beach, both popular Florida vacation spots. Lake Buena Vista, Florida also broke into the Top 20 domestic destination list, while Los Angeles, Atlanta and Boston were bumped off by increased interest to Florida.

### Spring vs. Winter: Most Searched U.S. Destinations\*

	<b>SPRING</b> (Mar, Apr, May)	<b>+/- Change</b> (vs. winter)	<b>WINTER</b> (Dec, Jan, Feb)
1	Las Vegas		Las Vegas
2	New York City		New York City
3	Orlando		Orlando
4	New Orleans		New Orleans
5	Miami Beach	<b>+2</b>	Chicago
6	Chicago	<b>-1</b>	Key West
7	San Francisco	<b>+2</b>	Miami Beach
8	Fort Lauderdale		Fort Lauderdale
9	San Diego	<b>+2</b>	San Francisco
10	Myrtle Beach	<b>+8</b>	Anaheim
11	Key West	<b>-5</b>	San Diego
12	Anaheim	<b>-2</b>	Miami
13	San Antonio		San Antonio
14	Washington D.C.	<b>+3</b>	Honolulu
15	Panama City Beach	<b>NEW</b>	Boston
16	Nashville	<b>+3</b>	Atlanta
17	Honolulu	<b>-3</b>	Washington D.C.
18	Miami	<b>-6</b>	Myrtle Beach
19	Daytona Beach	<b>NEW</b>	Nashville
20	Lake Buena Vista	<b>NEW</b>	Los Angeles

\*Increases/decreases in popularity based on all searches via trivago.com, both domestically and internationally, for travel during spring and winter.

Meanwhile, international travel interest from winter to spring changed much more dramatically when compared to domestic travel interest.

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London remained the most searched international destination by Americans from winter to spring, while major European, Mexican and Caribbean destinations bumped popular Asian cities out of the Top 10. Bangkok, Singapore and Hong Kong were replaced by Venice, Amsterdam and Barcelona, as Playa Bávaro, Dominican Republic and Playa del Carmen, Mexico remained steady.

As popularity for Prague, Toronto, Berlin and Sydney waned from winter, Niagara Falls (Canada), Vancouver and Dublin replaced them in the Top 20 most searched list of destinations for spring.

## Spring vs. Winter: Most Searched International Destinations\*

	<b>SPRING</b> (Mar, Apr, May)	<b>+/- Change</b> (vs. winter)	<b>WINTER</b> (Dec, Jan, Feb)
1	London		London
2	Cancun	+1	Dubai
3	Paris	+1	Cancun
4	Rome	+5	Paris
5	Playa Bávaro		Playa Bávaro
6	Barcelona	+10	Bangkok
7	Dubai	-5	Singapore
8	Amsterdam	+3	Hong Kong
9	Venice	NEW	Rome
10	Playa del Carmen		Playa del Carmen
11	Tokyo	+4	Amsterdam
12	Hong Kong	-4	Puerto Vallarta
13	Cabo San Lucas	+4	Sydney
14	Puerto Vallarta	-2	Istanbul
15	Istanbul	-1	Tokyo
16	Bangkok	-10	Barcelona
17	Niagara Falls (CA)	NEW	Cabo San Lucas
18	Singapore	-11	Berlin
19	Vancouver	NEW	Toronto
20	Dublin	NEW	Prague

\*Increases/decreases in popularity based on all searches via trivago.com, both domestically and internationally, for travel during spring and winter.

### About trivago

Travelers find the ideal hotel for the best price on [www.trivago.com](http://www.trivago.com). trivago is the world's largest online hotel search site, comparing rates from over 700,000 hotels on over 200 booking sites worldwide. trivago integrates over 140 million hotel ratings and 14 million photos in order to make finding the perfect hotel easier for users. Over 45 million visitors per month find their ideal hotel by using trivago's various filters trivago was founded in 2005 in Düsseldorf, Germany and currently operates 50 international country platforms in 31 languages.



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