1 in 2 Americans would rather take a vacation than visit family this holiday season, Affirm consumer spend report reveals

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With the holiday shopping season already underway, a vacation is the top gift Americans hope to receive in 2021; 74% of travelers will spend more on holiday travel this year than ever before

SAN FRANCISCO – September 28, 2021 – Over half of Americans would rather take a getaway than have a traditional family get-together this holiday season, according to the latest Affirm Consumer Spend Report, Affirm's look at what consumers are up to—and where they're headed next. The survey revealed U.S. consumers are getting an early-start on holiday planning, as one in four will have started shopping in October – and this year, 54% say they'll spend more on experiences, such as traveling or attending and hosting parties, over physical gifts.

Amidst the excitement of booking a long-awaited getaway and visiting loved ones again, over 60% of respondents are concerned that they can't afford to travel as they would like to, given spikes in prices. What's more, 74% of travelers say they'll spend more on travel this holiday season than ever before.

Ahead of the busy holiday season, Affirm is partnering with actress and travel enthusiast Nina Dobrev to share her gift ideas and budgeting hacks. "This holiday season, I'm thinking outside the box and gifting my loved ones with fun experiences like vacations, while also taking the time to plan a few getaways with my closest friends in the new year," said Nina. "Finding affordable travel can be difficult, so I'm excited to partner with Affirm, which gives people the option to book trips while paying over time – making it much easier to stay in budget."

Additional key findings include:

- A vacation (e.g. flights, hotel room, travel package) is the top gift Americans hope to receive this holiday season
- More than a quarter (26%) of respondents plan to gift a vacation to loved ones this year
- Over a third (38%) will celebrate the holiday season by traveling to be with family
    - Of these respondents, nearly a third (27%) plan to stay at a hotel or vacation home rental, as opposed to their their family or in-laws' home

With Affirm, eligible consumers can book holiday flights, accommodations and more at popular merchants such as Vrbo, Expedia, Delta Vacations and Priceline, while paying at their own pace. If approved, consumers can select Affirm at checkout and spread out purchases into budget-friendly biweekly or monthly payments, with no hidden or late fees.

About Affirm

Affirm's mission is to deliver honest financial products that improve lives. By building a new kind of payment network — one based on trust, transparency and putting people first — we empower millions of consumers to spend and save responsibly, and give thousands of businesses the tools to fuel growth. Unlike credit cards and other pay-over-time options, we show consumers exactly what they will pay up front, never increase that amount, and never charge any late or hidden fees. Follow Affirm on social media: LinkedIn | Instagram | Facebook | Twitter.

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