87% of Americans say they spend more money on socializing during the summer.

On average, Americans spend $305 more on socializing during the summer months than any other time of year.

Dining out tops the list by a substantial margin of the activity Americans will be doing this summer (80%).

77% of Millennials treat themselves to restaurant dishes more often during summer compared to the rest of the year.

Travelers spent $268 billion on food services, which accounted for 25 percent of total travelers spending.

51% of Americans planning to take a trip this summer.

25.3% GAIN

FOOD-SERVICE DRINKING ESTABLISHMENTS
ROSE AT A GAIN OF 25.3% OVER THE SUMMER ALONE IN 2018.