U.S. NEWS & WORLD REPORT
CONSUMER DECISION TRENDS

Winter Storm Vexo vs. Spring’s Warm Comeback
WINTER STORM VEXO VS. SPRING’S WARM COMEBACK

Many major cities enjoyed a fantastic spring weekend April 16 and 17, but those in Colorado endured Winter Storm Vexo.

These weather patterns affect research behavior on U.S. News Travel.
COLORADANS GRAPPLE WITH CABIN FEVER AND WANDERLUST

From the weekend of April 9 (which was partly cloudy with temps in the high 60s), to the weekend of April 16 (when Vexo came calling) U.S. News Travel saw a spike in traffic.

There was a 20 percent increase in audience traffic to U.S. News Travel from consumers in Colorado Springs and Denver.

Snowbound Coloradans were inspired to indulge in a little escapism, looking up getaways in the Caribbean and Mexico.

▲ 20%

Percentages represent growth rates from Denver and Colorado Springs on U.S. News & World Report Travel – April 2016 (Google Analytics)
For several cities, April 16 marked the long-awaited welcome of spring. Residents of Chicago, Detroit, Milwaukee, New York and Pittsburgh commemorated the occasion by abandoning vacation planning.

Traffic from those U.S. News Travel audience segments dipped by an average 28.8 percent.
ABOUT U.S. NEWS & WORLD REPORT

CONSUMER DECISION TRENDS

As a trusted publisher of news and advice with 37 million unique visitors monthly, U.S. News has a trove of information and trend data on how people make important choices. In Consumer Decision Trends, we reveal the reasoning behind those decisions, based on traffic trends and reader engagement.

*World Events Impact Travel Plans*