

Consumers willing to spend money on travel



The coaster at Heavenly is an added reason to visit the South Shore resort. Photo Copyright 2016 Carolyn E. Wright

By Dennis Schaal, Skift

There is a broad shift under way in U.S. consumer spending that could have very positive implications for the travel industry if the trend persists.

Analyzing the federal government's July 2016 numbers on retail sales, the *Wall Street Journal* pointed Saturday to a "seismic shift in consumer spending."

"Americans are still splashing out, but they are splurging less on goods such as apparel and electronics and more on entertainment, travel and health care," the *Wall Street*

Journal states.

First Data Corp. reported that travel sales in July increased 8.6 percent compared with July 2015.

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