

Taste the Open Road — Driving to Culinary and Cultural Escapes

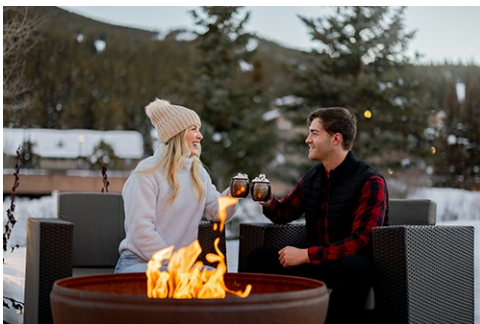
There's no doubt about it: This is the "Summer of the Road Trip." A record 60% of Americans are planning to hit the highway to their next leisure destination, according to a new survey from Enterprise Mobility. What's more, the data also reveals that summer travelers are taking to the road in growing numbers specifically to experience culinary and cultural experiences.



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Follow Your Appetite for Curiosity

This summer, 46% of travelers say they're prioritizing local cuisine. Whether you're craving barbecue in Texas, seafood in New England, or soul food in the South, road trips offer the freedom to follow your taste buds — and your curiosity — wherever they lead.



exploration.

Meanwhile, 40% of summer travelers say they want to relax by the beach or pool, 39% want to vacay by a lake, mountains or countryside, and 33% prefer to experience culture and history. Whatever's driving your destination selection, [Choice Hotels](#) has thousands of properties across the United States, many located near historic neighborhoods, vibrant downtowns, beaches, national parks and culinary hotspots. From Comfort and Quality Inn to Cambria and Radisson, you'll find the perfect place to rest after a day of

Roadside Convenience, Uncompromising Comfort

With more than 4,000 hotels within a mile of an interstate exit, Choice Hotels makes it easy to pull over and recharge — whether you're on a spontaneous weekend trip to see a historical site or heading to a food festival in a new city. Our properties offer the comfort and reliability you need, with the flexibility and value that road trippers love.

And if you're watching your budget, you're in good company — nearly two-thirds of travelers are cutting back on everyday expenses to fund their summer escapes. Fortunately, Choice Hotels offers a range of lodging options to suit every budget, plus the [Choice Privileges rewards program](#) to help you save even more. And for a limited time, [AAA members can save up to 20% off](#) their Choice Hotels stays at thousands of road-trip-ready destinations.



From musical nights in Nashville to art-filled walks in Santa Fe and farmers markets in Asheville, the road is full of flavor and culture — and Choice Hotels is right there with you. Our hotels are ideal for travelers who want to experience the heart of a place, not just pass through it.

So go ahead — plan that taco tour, jazz pilgrimage, or small-town bakery crawl. Wherever your road trip takes you, Choice Hotels will be there to welcome you with a comfy bed, a warm smile, and a great value.

<https://stage.mediaroom.com/choicehotels/2025-07-29-Taste-the-Open-Road-Driving-to-Culinary-and-Cultural-Escapes>