

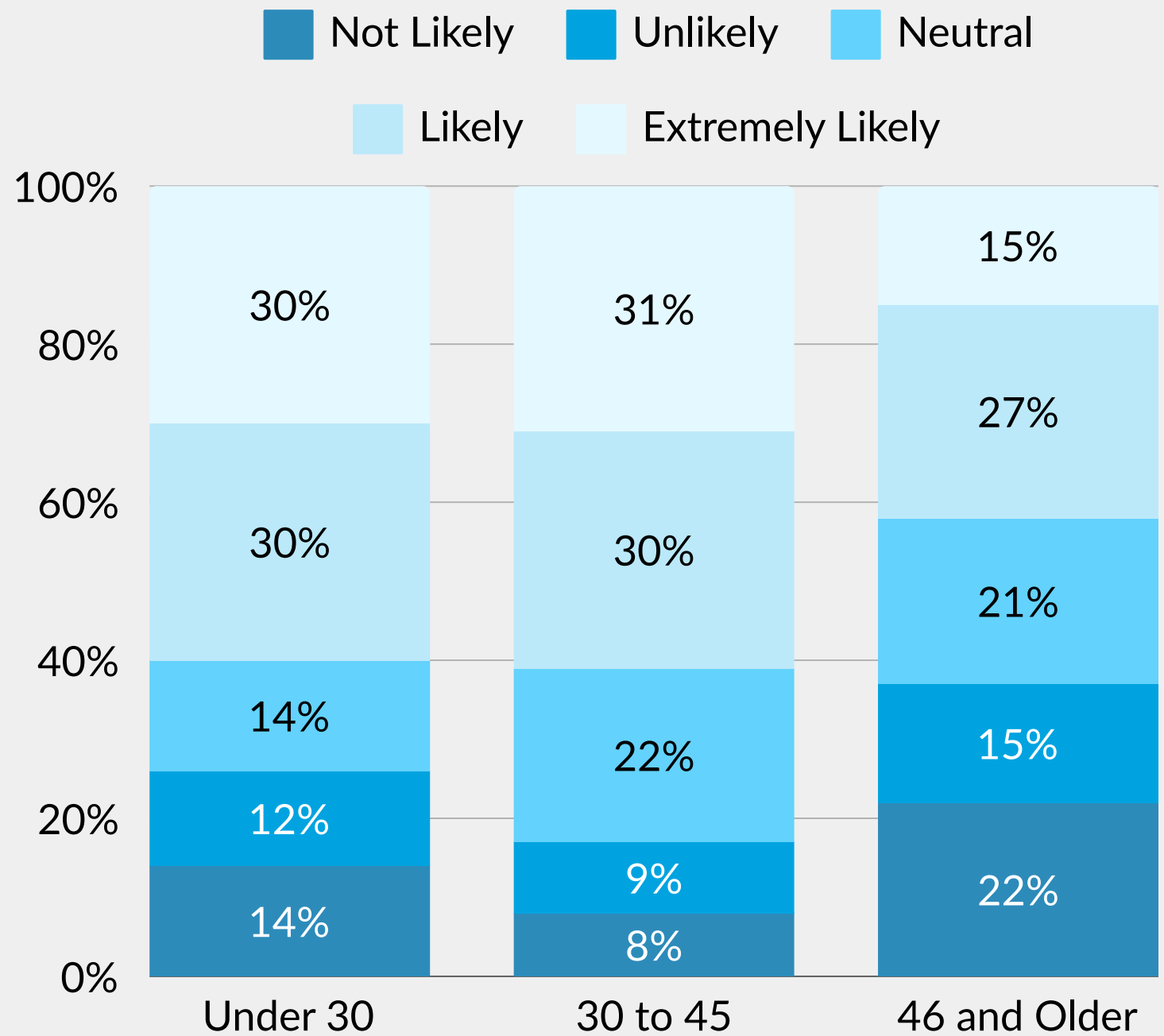
Consumers Preferences on Rest Stops

Based on a survey of over 2,000 North American travelers, it's clear that rest-stop preferences vary significantly by age group. Younger adults prioritize digital convenience, while older adults favor cleanliness and accessible amenities.

Read on to discover more about the factors driving rest-stop satisfaction across generations, from eco-friendly initiatives to familiar dining options.



How likely are you to use digital conveniences, such as mobile kiosk ordering, QR code ordering or contactless payment, when visiting a rest stop?



We asked consumers to rank the top factors when choosing a highway rest stop. Here are the top 3 ranked in order of importance:

Under 30

1. Access to fuel/electric vehicle charging
2. Availability of known dining options
3. Free Wi-Fi and connectivity

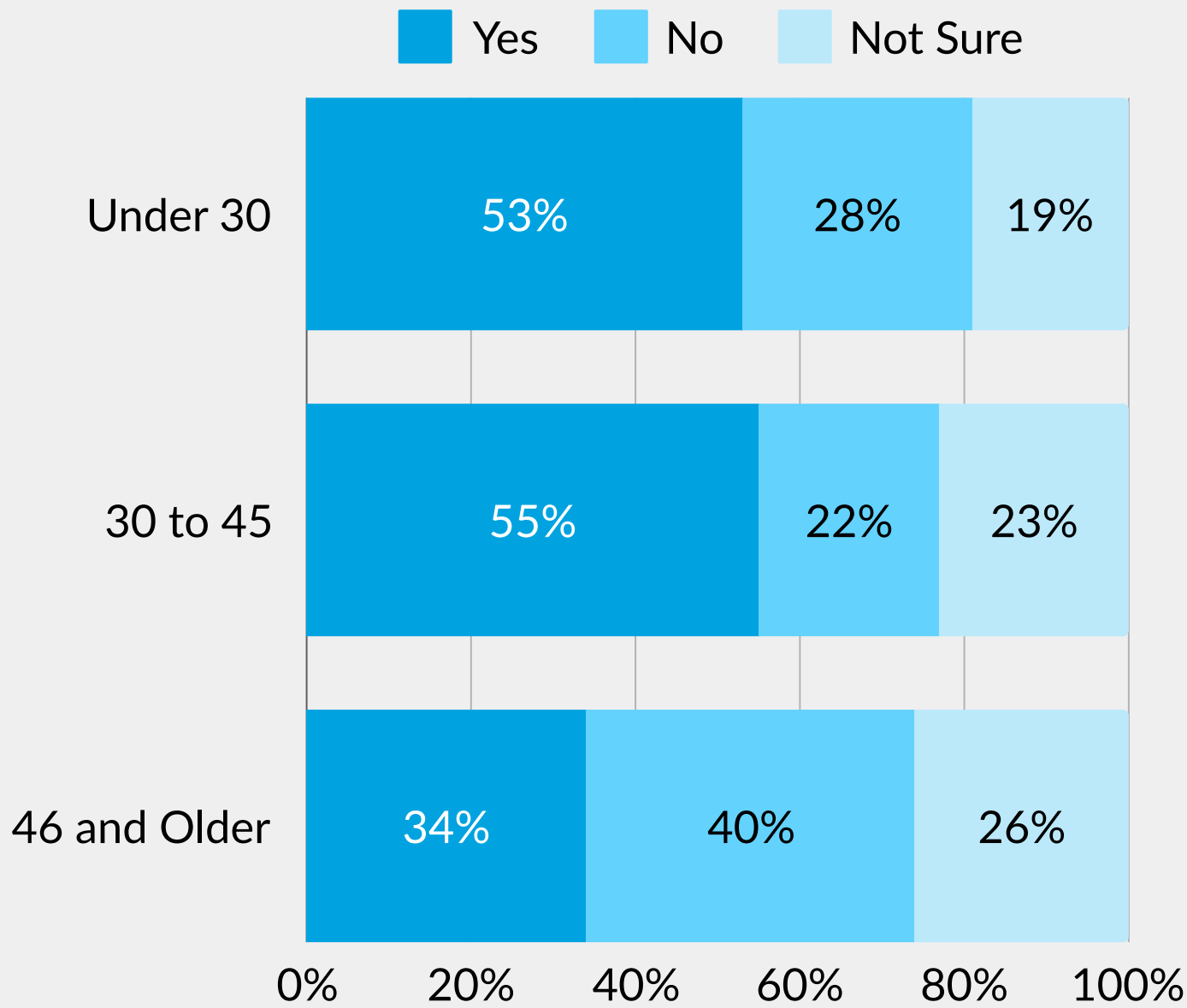
30 to 45

1. Availability of known dining options
2. Free Wi-Fi and connectivity
3. Overall cleanliness and sanitation of building and bathrooms

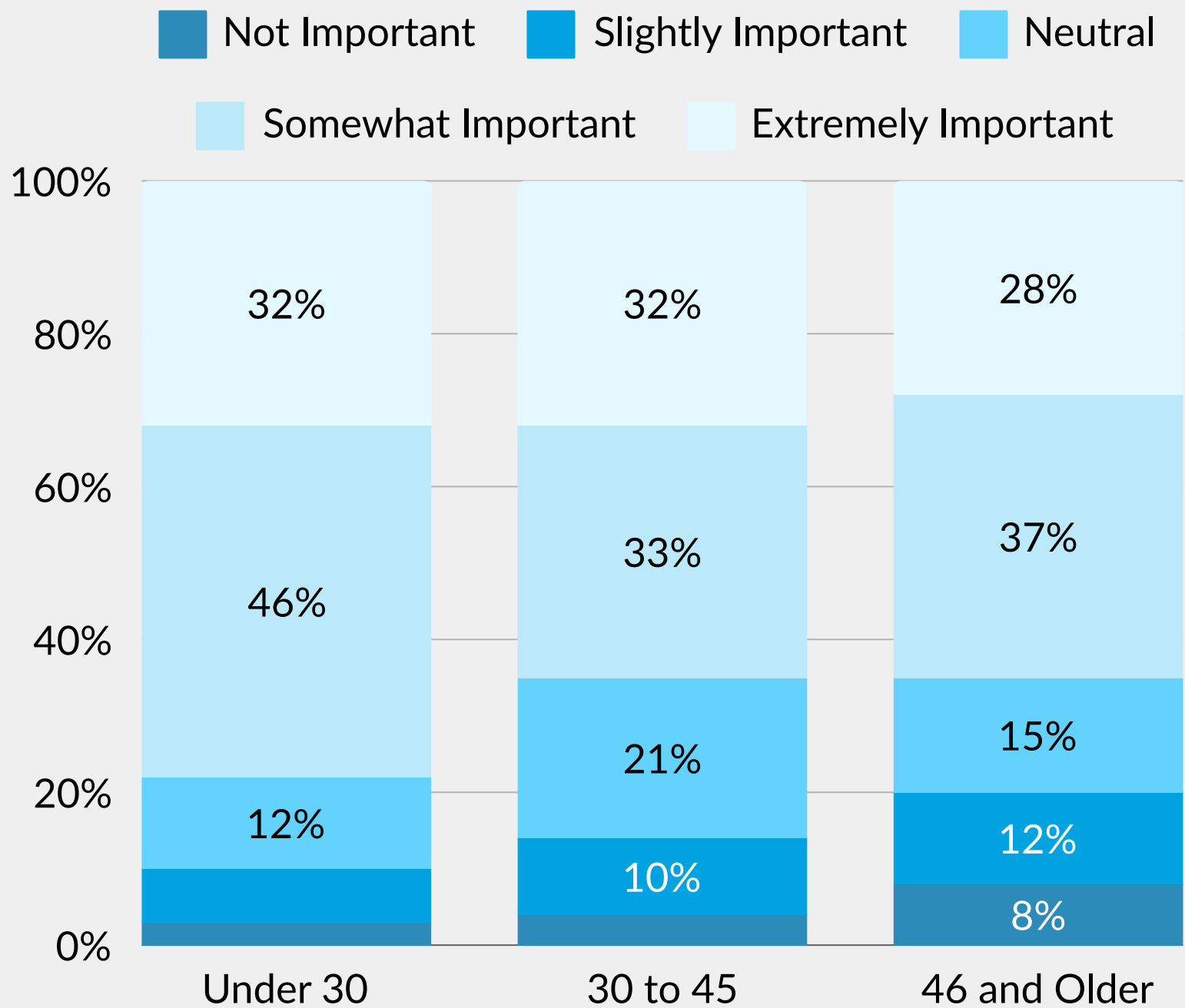
46 and Older

1. Overall cleanliness and sanitation of building and bathrooms
2. Access to fuel/electric vehicle charging
3. Free Wi-Fi and connectivity

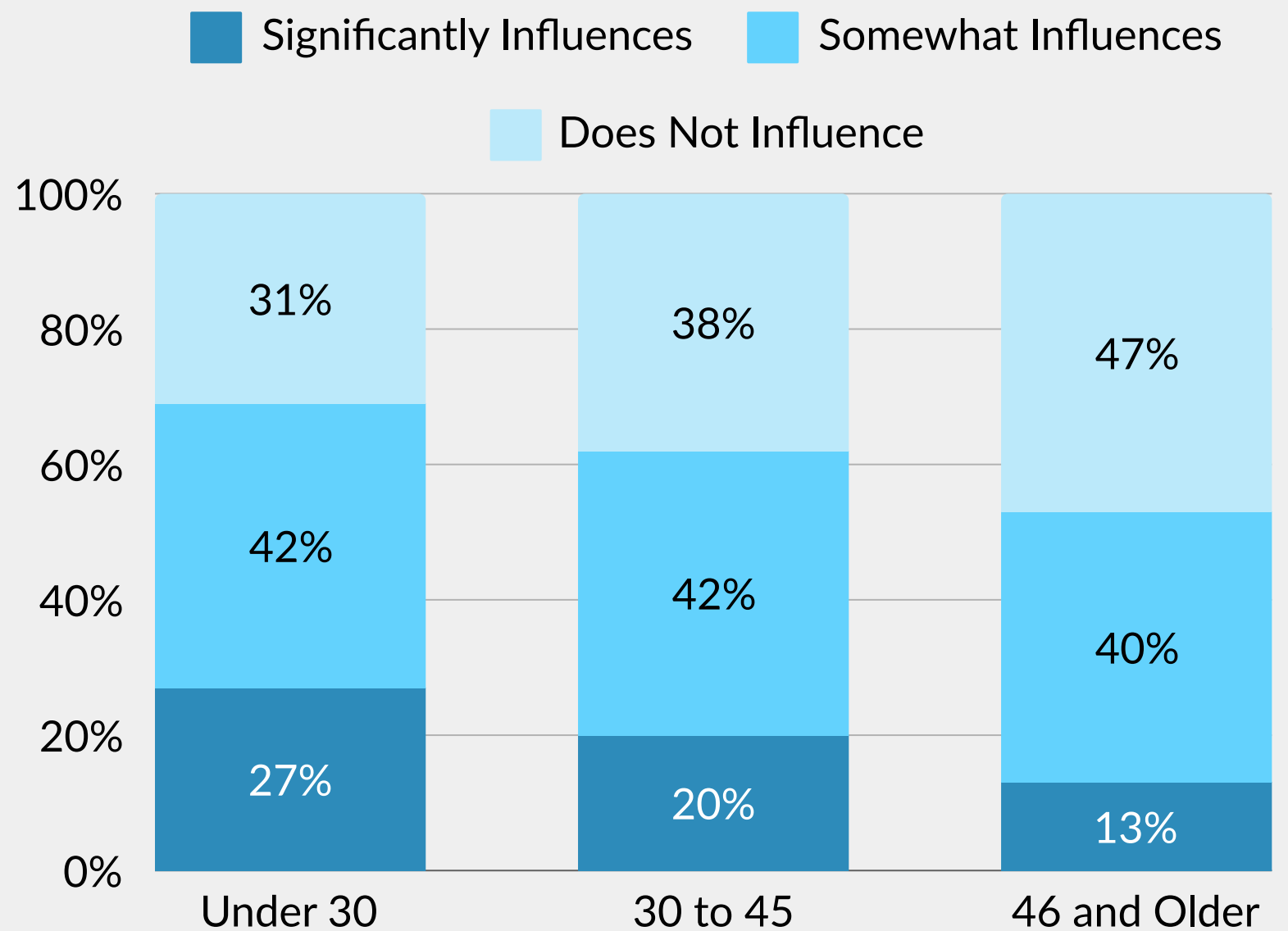
Would you be more likely to visit a highway rest top that offers amenities like mobile apps for pre-ordering food or checking service availability in advance?



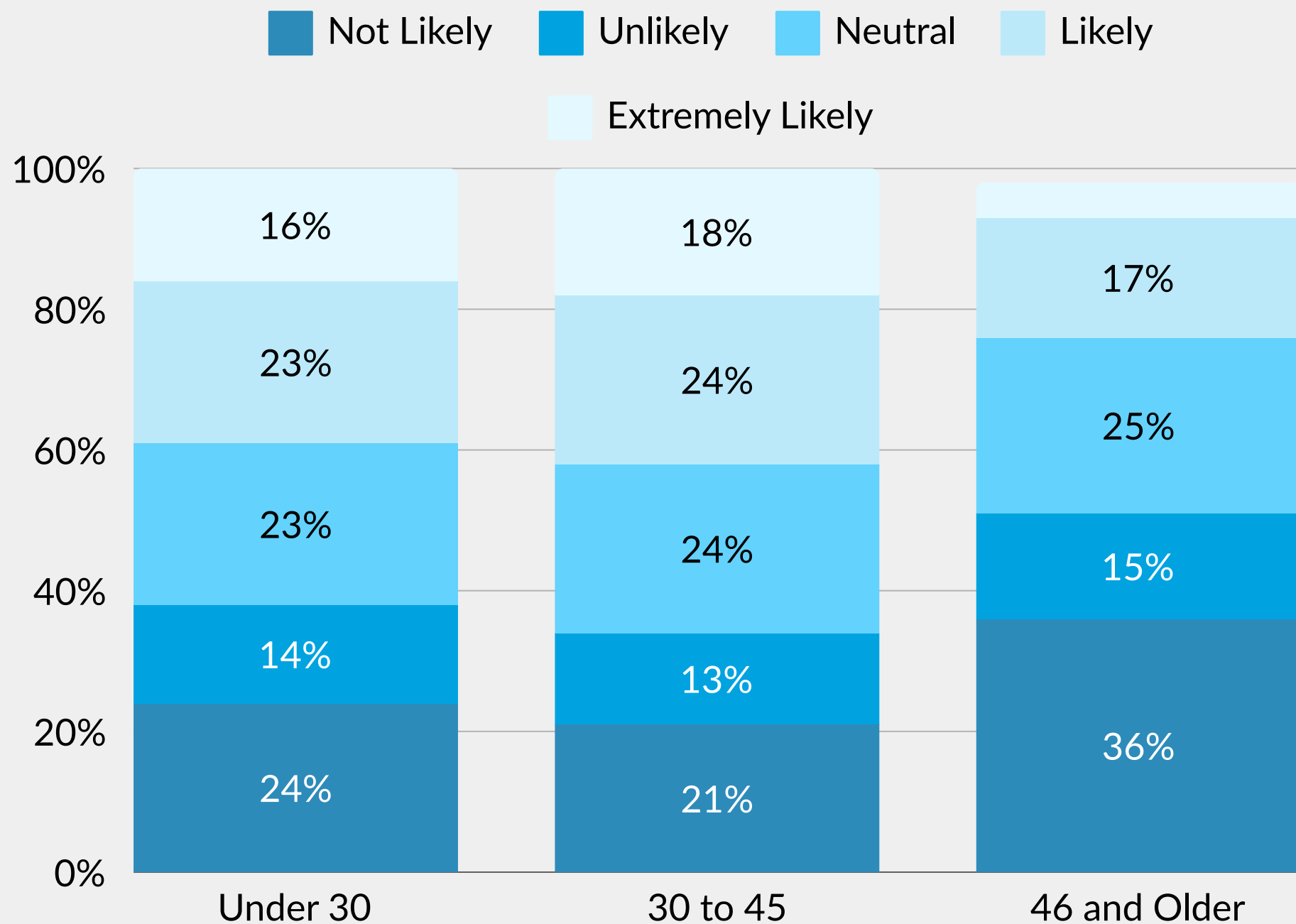
How important are freshly prepared, healthy food options to you when choosing to stop at a rest stop during your travels?



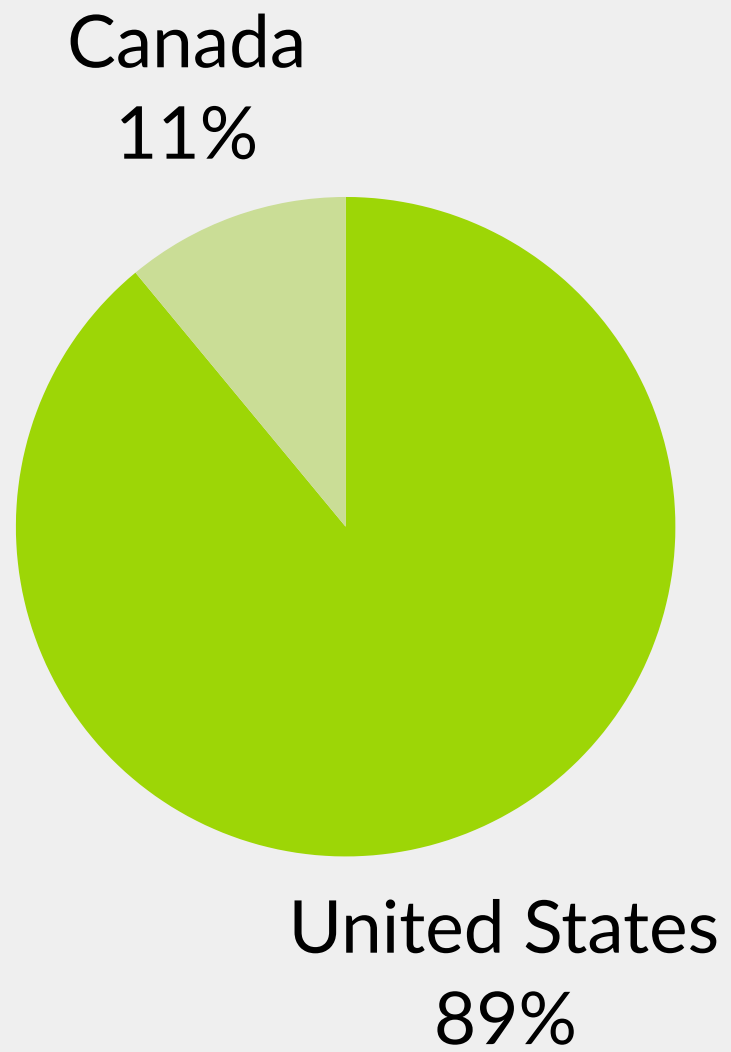
How do sustainability initiatives (e.g., recycling programs, energy-efficient buildings, eco-friendly packaging) influence your decision to stop at a particular rest stop?



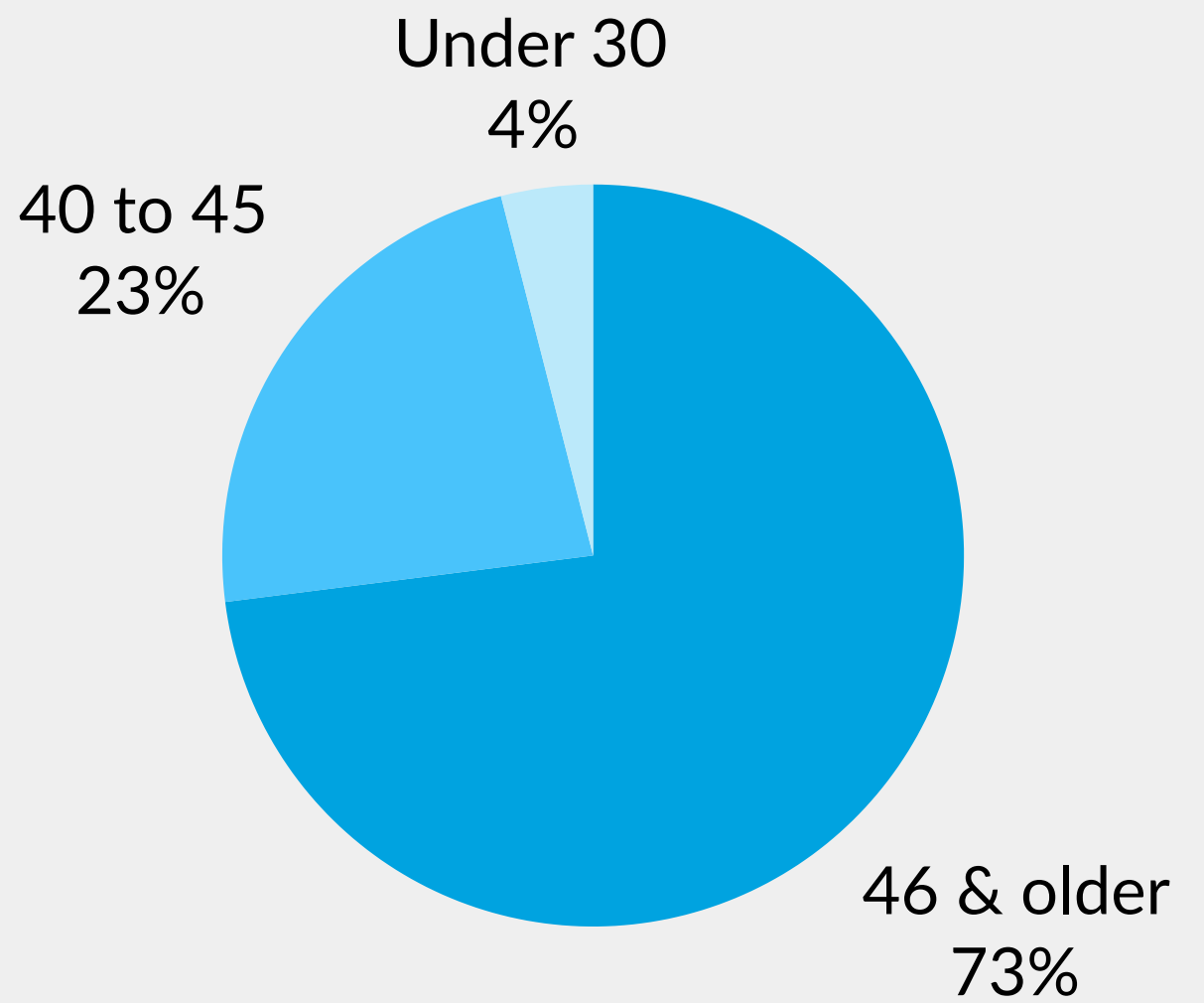
How likely are you to have food brought to you at your vehicle if you could order digitally while charging your electric vehicle when visiting a rest stop?



Country Breakdown



Age Breakdown



Why is this *important*?

Adapting rest-stop services to match different age group preferences can greatly improve customer satisfaction. Younger adults look for eco-friendly options and digital services, like mobile ordering and contactless payment, to make their stop fast and convenient. Offering these features can attract a younger crowd that values sustainability and technology.

Middle-aged adults care most about cleanliness, recognizable dining options, and easy access to amenities. They prefer a balance of familiar brands and reliable services, which creates a comfortable and dependable experience. Meeting these needs helps rest stops build trust with this age group and encourages repeat visits.

Older adults prioritize clean facilities, well-kept restrooms, and simple services. With less focus on digital options, they appreciate straightforward and safe environments. By providing these essentials, rest stops can create a welcoming place for those who prefer a traditional and uncomplicated experience.

About *Intouch Insight*

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty, and we are proud to deliver growth solutions to over 300 of the world's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

Contact our team today!

letschat@intouchinsight.com

1-800-263-2980

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