

2025 TRAVEL PLANS

# American Travel Sentiment Study

WAVE 93: CULTURAL TRAVEL PREFERENCES

FEBRUARY 24, 2025

Longwoods  
INTERNATIONAL

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# American Travel Sentiment Wave 93 Highlights

## Key Findings:

- **88% of American travelers** have plans to travel within the next six months, which marks a **5-percentage point decrease** from the same period last year (93%, Feb 2024).
- American travelers view domestic travel as an opportunity to explore a rich cultural landscape, with strong agreement on the country's **diverse histories, cultural foods, music, traditions (61%), and arts (50%)**. There is a clear positive perception of the U.S. as a destination for cultural exploration.
- When choosing a cultural travel destination domestically, American travelers prioritize **historical landmarks (62%) and traditional cuisine (52%)** the most. The importance of historical landmarks increases significantly for **domestic travel (84%)**. However, when traveling internationally, the top priority shifts to **experiencing other cultures (67%)**.
- **European countries, overall (43%)**, are the top preference for American travelers seeking international destinations. However, **Japan, Mexico, and Canada** top the list of individual countries.
- **Fun time (20%) and rest & relaxation (20%)** were the top motivators for leisure travel, indicating that travelers prioritize enjoyment and unwinding.



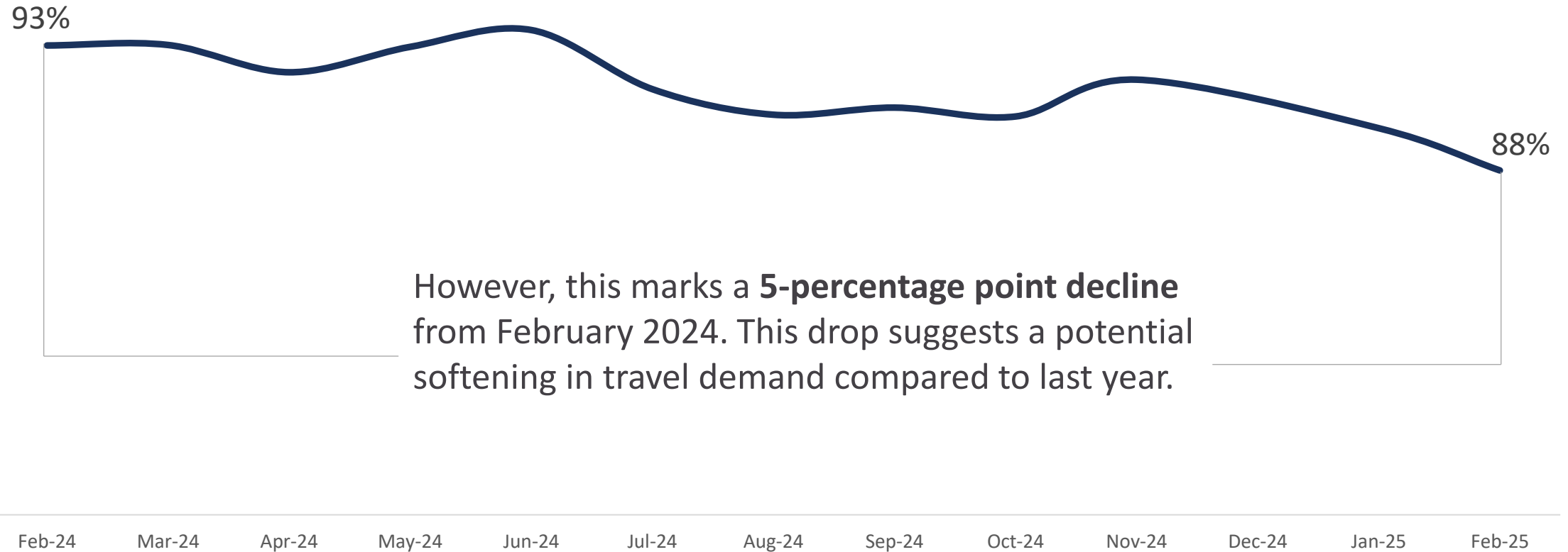
# Travel Plans Within Next 6 Months



**88%** of American Travelers have travel plans within the **next six months.**

# Year-Over-Year Decline in Travel Plans

## American travelers with confirmed travel plans in the next 6 months

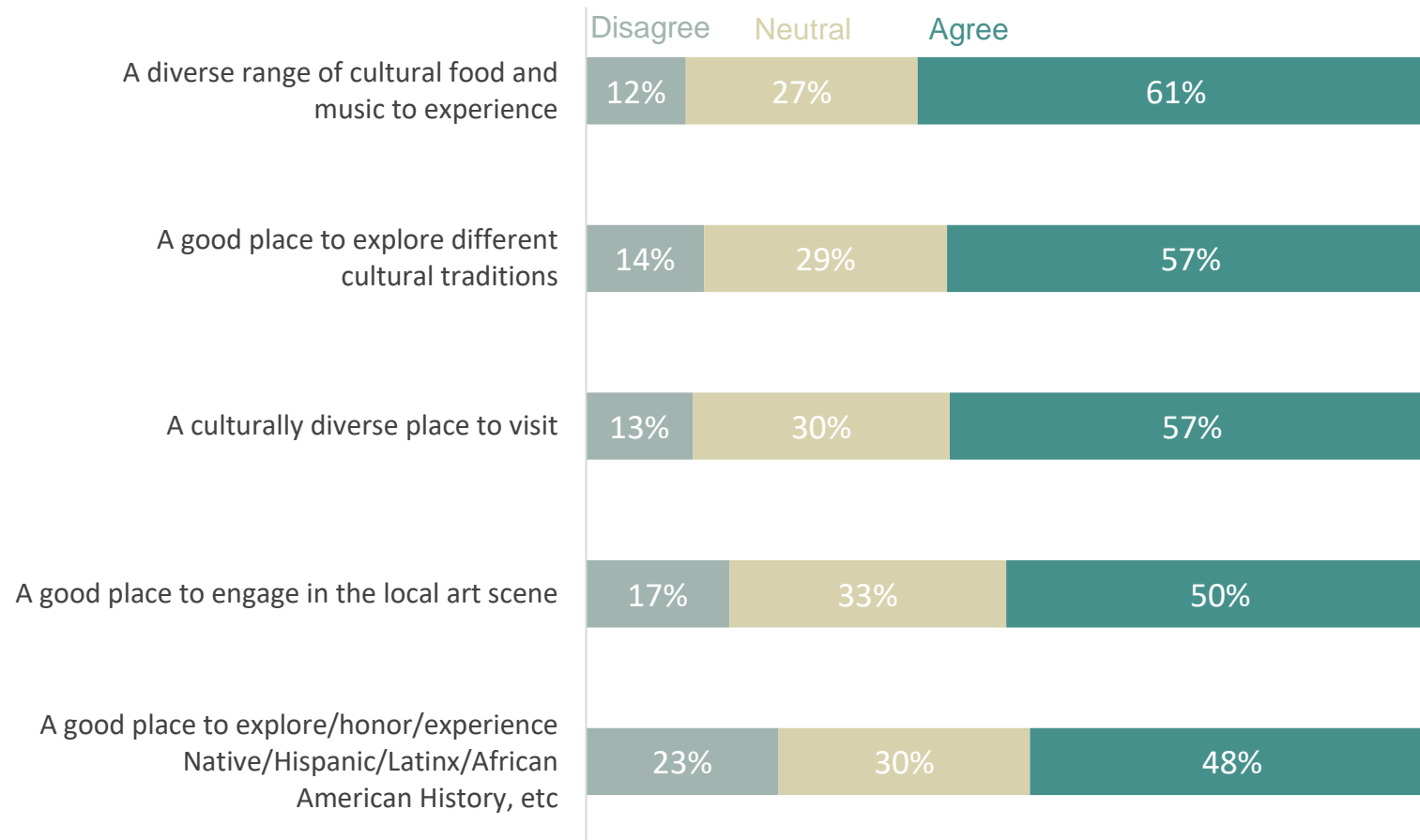


However, this marks a **5-percentage point decline** from February 2024. This drop suggests a potential softening in travel demand compared to last year.

# Perceptions of Cultural Richness in U.S. Domestic Travel



Please indicate how much you agree or disagree with the following statements about your perceptions of domestic travel within the United States:



American travelers view domestic travel as an opportunity to explore a **rich cultural landscape**, with strong agreement on the country's **diverse histories, cultural foods, music, traditions** (61%), and **arts** (50%). There is a clear positive perception of the U.S. as a destination for cultural exploration.

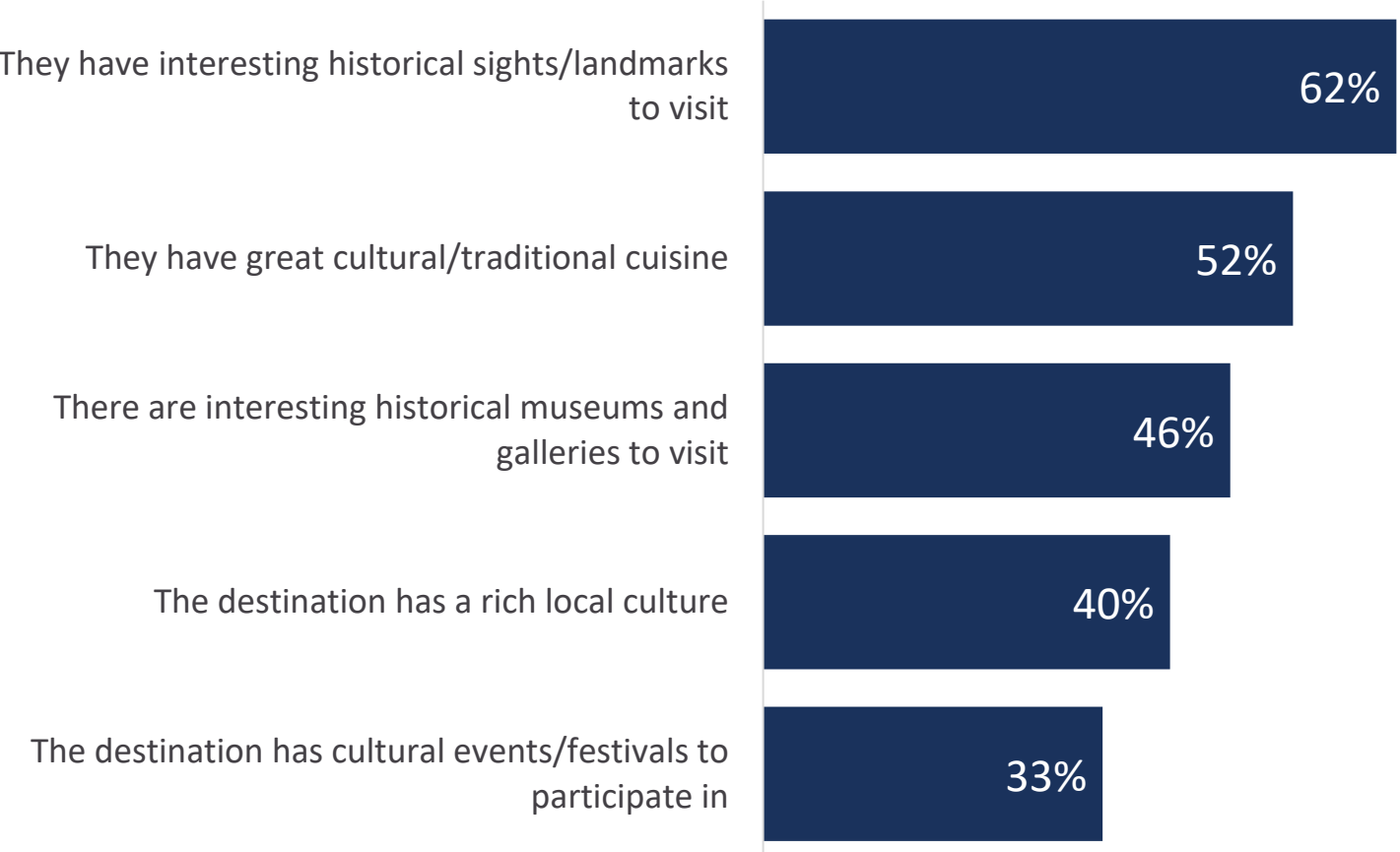
*Disagree includes all respondents that have responded with either Disagree or Strongly Disagree in the survey.  
Agree includes all respondents that have responded with either Agree or Strongly Agree in the survey.*

Source: Longwoods International ATS Wave 93

Percentages are based only on respondents who have confirmed travel plans in the next 6 months

# Interest in Cultural Travel Experiences

Please select your top 3 motivators for cultural experience trips



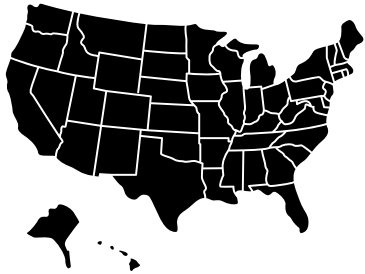
When choosing a cultural travel destination, American travelers prioritize **historical landmarks (62%)** and **traditional cuisine (52%)** the most. Museums and galleries (46%) and rich local culture (40%) also play a significant role.

*Note: Respondents could select multiple options; therefore, percentages may not sum to 100%.*

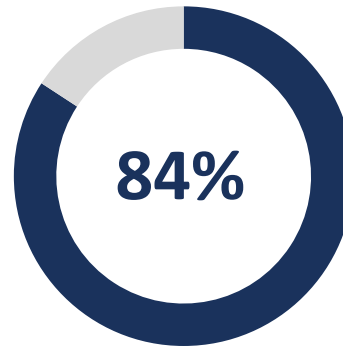
# Cultural Travel Priorities: Domestic vs. International

Do travelers prioritize different cultural experiences when traveling internationally versus domestically?

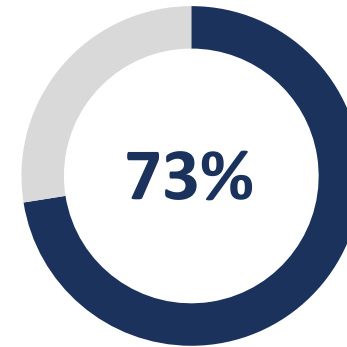
Domestic Travel



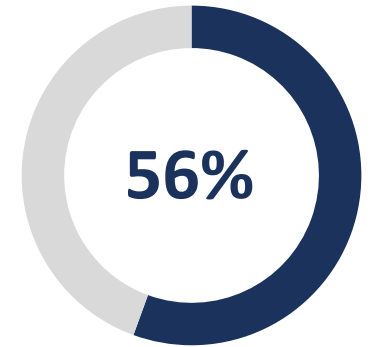
Visit Historical Sights/Landmarks



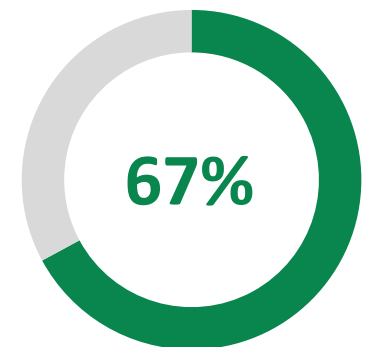
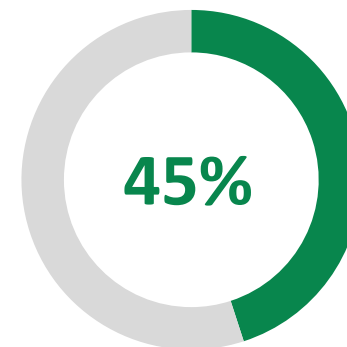
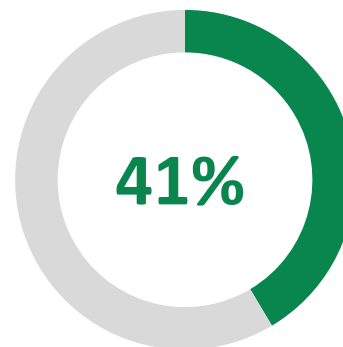
Experience Cultural Gatherings & Celebrations



Experience Another Culture

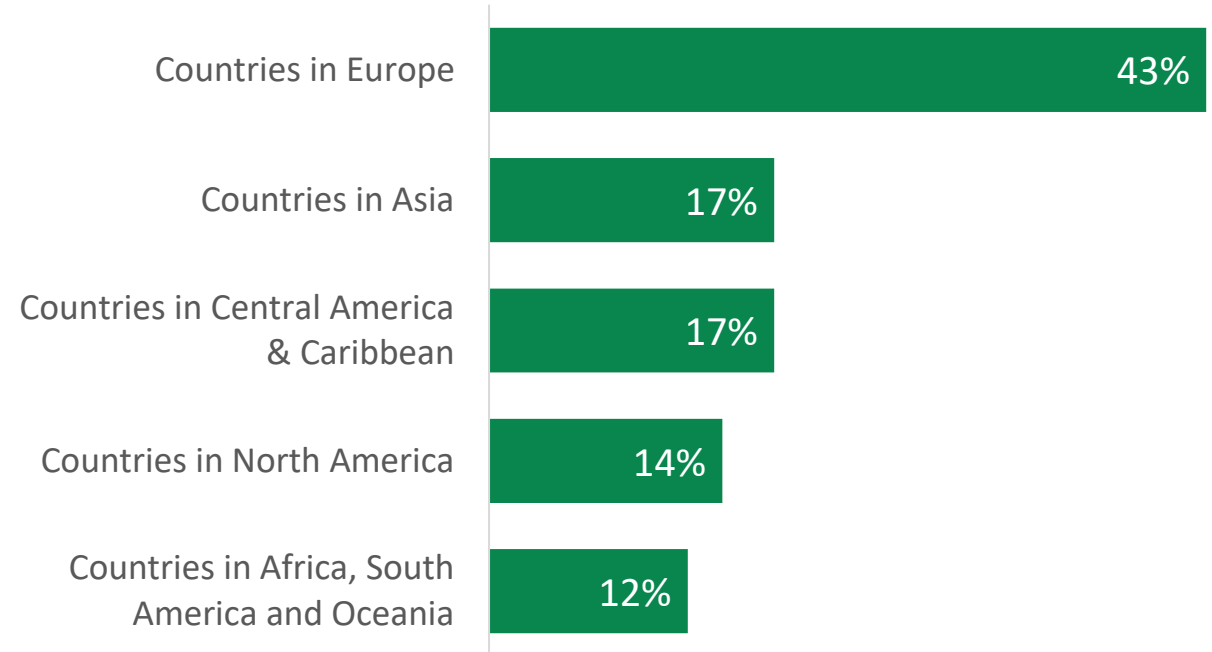


International Travel



# Top International Destinations: Europe Leads Overall but Japan, Canada, and Mexico Emerge as Top Picks

Where do you plan to travel internationally in the next year?



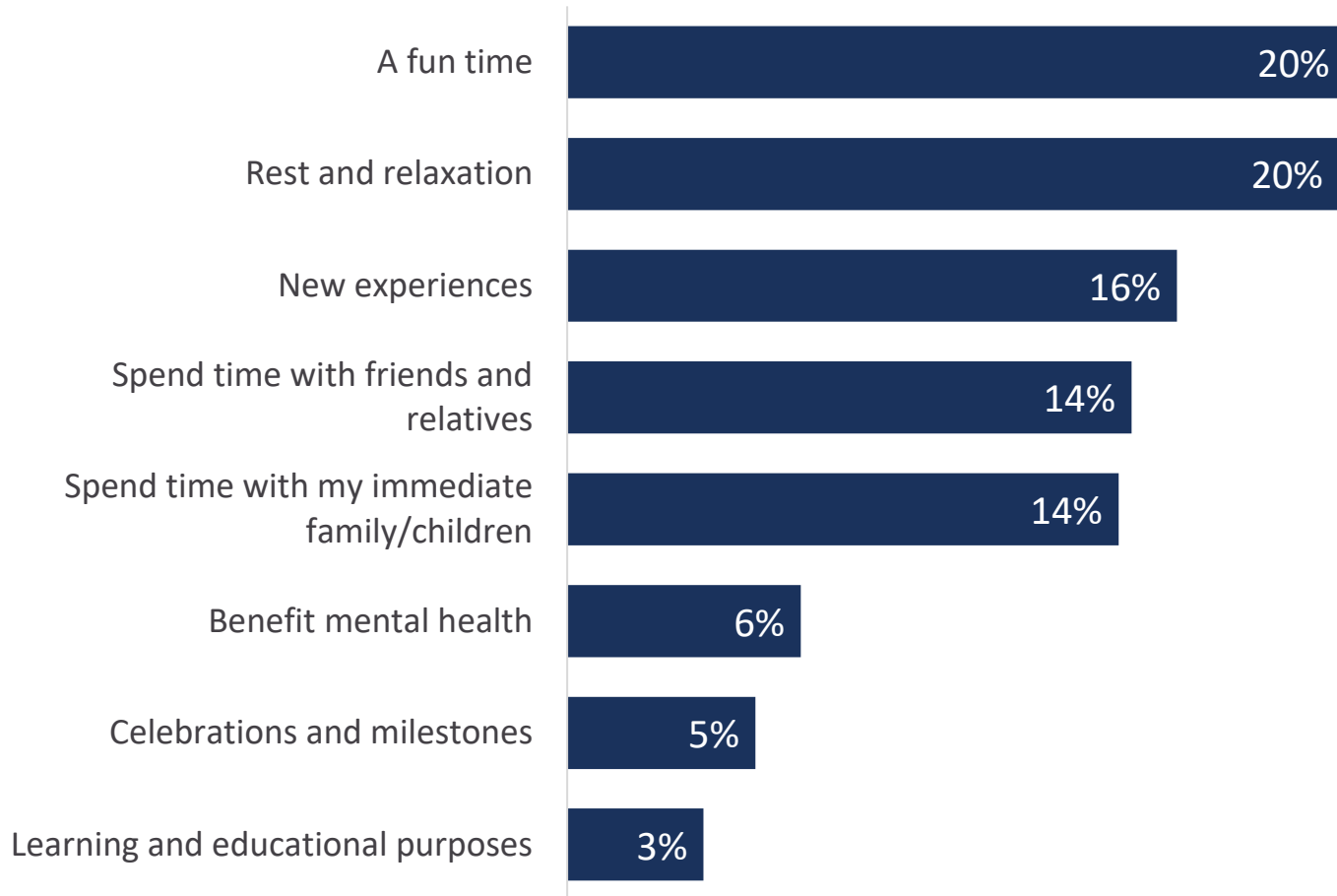
Note: This data reflects responses to an open-ended question about preferred travel destinations, where participants mentioned countries they are interested in visiting. The font size corresponds to the frequency of each country's mention, highlighting the most popular destinations among American travelers.

Note: Respondents could add multiple countries, therefore, percentages may not sum to 100%.



# Self-Care and Relaxation Remain Priority for Leisure Travel

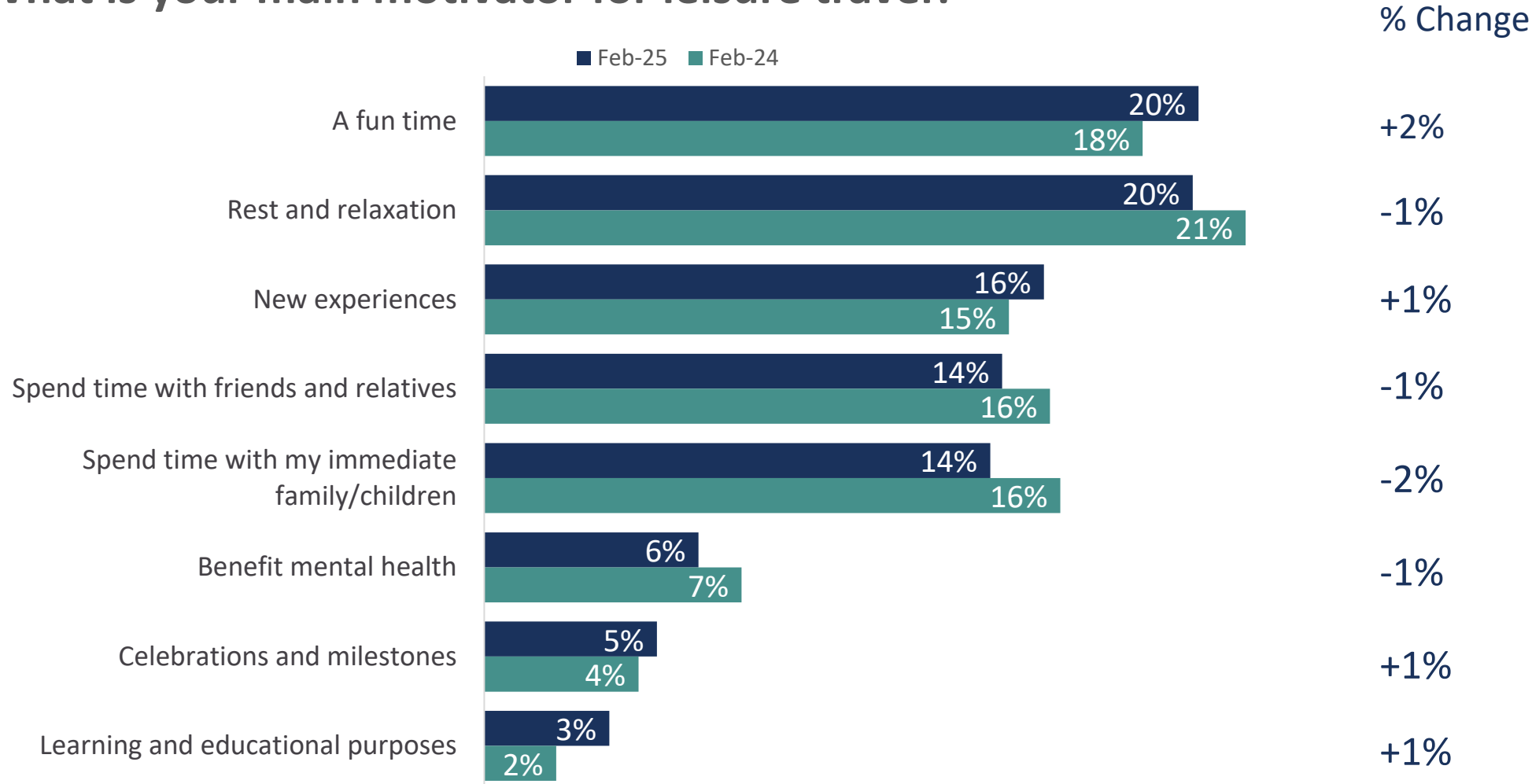
## What is your main motivator for leisure travel?



**Having a fun time (20%) and rest & relaxation (20%)** were the top motivators for leisure travel, indicating that travelers prioritize enjoyment and unwinding. New experiences (16%) and spending time with friends and relatives (14%) also ranked high, showing a strong interest in both exploration and social connections.

# How Did the Travel Motivators Compare to Last Year\*

## What is your main motivator for leisure travel?

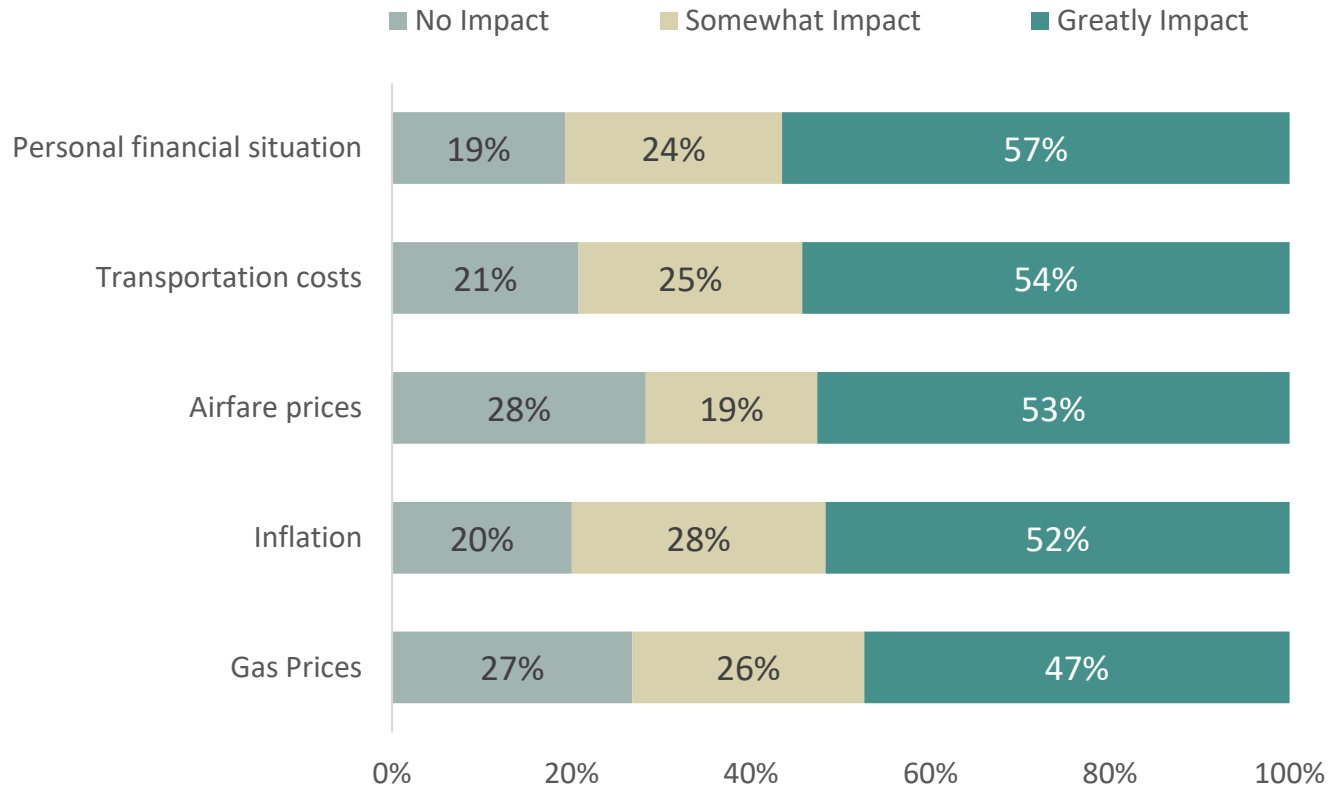


*Note: Main motivators for leisure travel in 2025 are unchanged in priority from 2024*

Source: Longwoods International ATS Wave 93  
 Percentages are based only on respondents who are confirmed travelers

# Increased Concern for Respondent's Personal Financial Situations

## Concerns Impacting Your Travel Decisions in the Next Six Months



- The data reveals more respondents are greatly impacted by financial concerns than those that report a lesser impact. (This is **up 3% from January 2025**)
- **More than 50%** indicate that their personal financial situation, transportation costs, inflation, and airfare prices will significantly influence their travel decisions.
- A notable portion—**27% for gas prices and 28% for airfare prices**—report no impact, suggesting some respondents are less sensitive to these factors.

# American Travel Sentiment Methodology

The American National Travel Sentiment Study is the most comprehensive and longest-running survey of its kind, offering valuable insights into the factors influencing American travel behaviors.

## Key Details:

- Survey Date: February 4, 2025
- Sample Size: 1,000 U.S. adults (18+)
- Margin of Error:  $\pm 3\%$
- Representative of U.S. population demographics (age, gender, region)

Travelers are only respondents that have taken a trip in the last 3 years and intend to take a trip in the next 2 years.

Conducted with support from Miles Partnership, this study remains a vital tool for understanding the dynamic landscape of American travel.





# WHO WE ARE

Established in 1978 as a market research consultancy

Headquartered in Columbus, OH and Toronto, ON

Focused in tourism since 1985

Working with over 175 Destinations and Brands





## Additional Resources

Longwoods International Research

<https://longwoods-intl.com/category/american-travel-sentiment/>

Miles Partnership Research and Insights

[www.MilesPartnership.com/How-We-Think](http://www.MilesPartnership.com/How-We-Think)

A person with long blonde hair in a ponytail, wearing a teal long-sleeved shirt, stands on a rocky ledge overlooking a deep canyon. The canyon walls are dark brown and layered, with a vibrant turquoise river winding through the bottom. The scene is captured from a high angle, looking down at the person and the river.

**Thank You!**

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