

A person with blonde hair in a ponytail, wearing a teal long-sleeved shirt, stands on a rocky cliff edge, looking out over a wide river. The sun is setting in the distance, creating a warm orange and red glow across the sky and the river. The river is a vibrant blue-green color. The background shows a vast canyon landscape with layered rock formations.

2025 TRAVEL PLANS

# American Travel Sentiment Study

WAVE 96: SUMMER LEISURE TRAVEL PLANS

MAY 22, 2025

Longwoods  
INTERNATIONAL

miles  
PARTNERSHIP



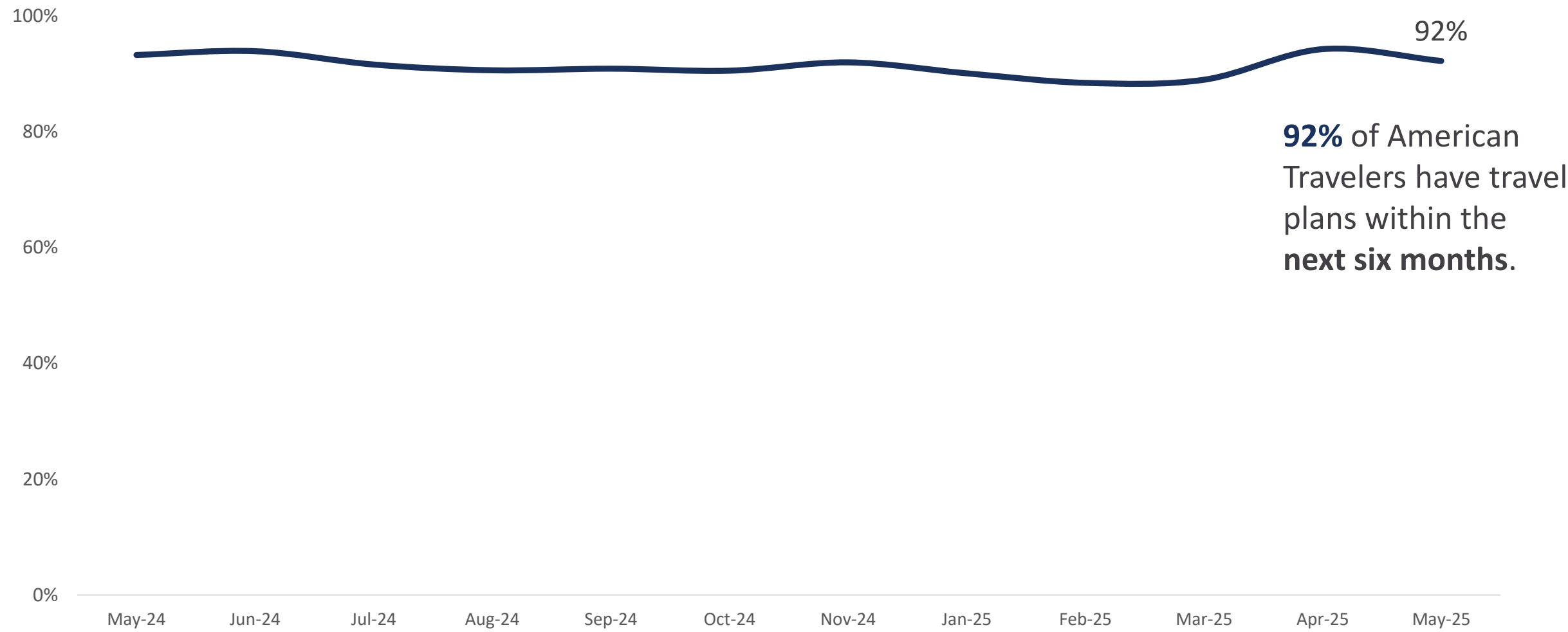
# American Travel Sentiment Wave 96 Highlights

## Key Findings:

- 1. Social and Nature-Based Travel Top the List**  
Travelers are prioritizing visits to friends and family, beach trips, and road travel—indicating a strong focus on personal connection and outdoor relaxation.
- 2. Leisure Travel Activity Interest Declines from Last Year**  
Compared to April 2024, May 2025 results shows notable drops in planned activities—especially shopping (-13%), visiting friends/family (-9%), and road trips (-9%).
- 3. Cautious Travel Spending Ahead of Summer and International Travel**  
More Americans plan to cut back on summer travel spending, with a 9-point increase in those spending less compared to last year. There's also been a 7-point drop since January in travelers who say they're very likely to take an international leisure trip.
- 4. A Third Have Travel Plans to Canada**  
33% of travelers either plan to visit Canada or have already booked their trip, and political views are influencing decisions—17% say the current administration makes them less likely to go, while 13% say it makes them more likely.
- 5. Financial Pressures Remain a Leading Concern**  
Since January of this year concerns about inflation has gone up 4-points, airfare prices up 5-points, and personal financial situation up 3-points. The share of respondents who say they “greatly impact” travel decisions reached about 31% in May 2025.



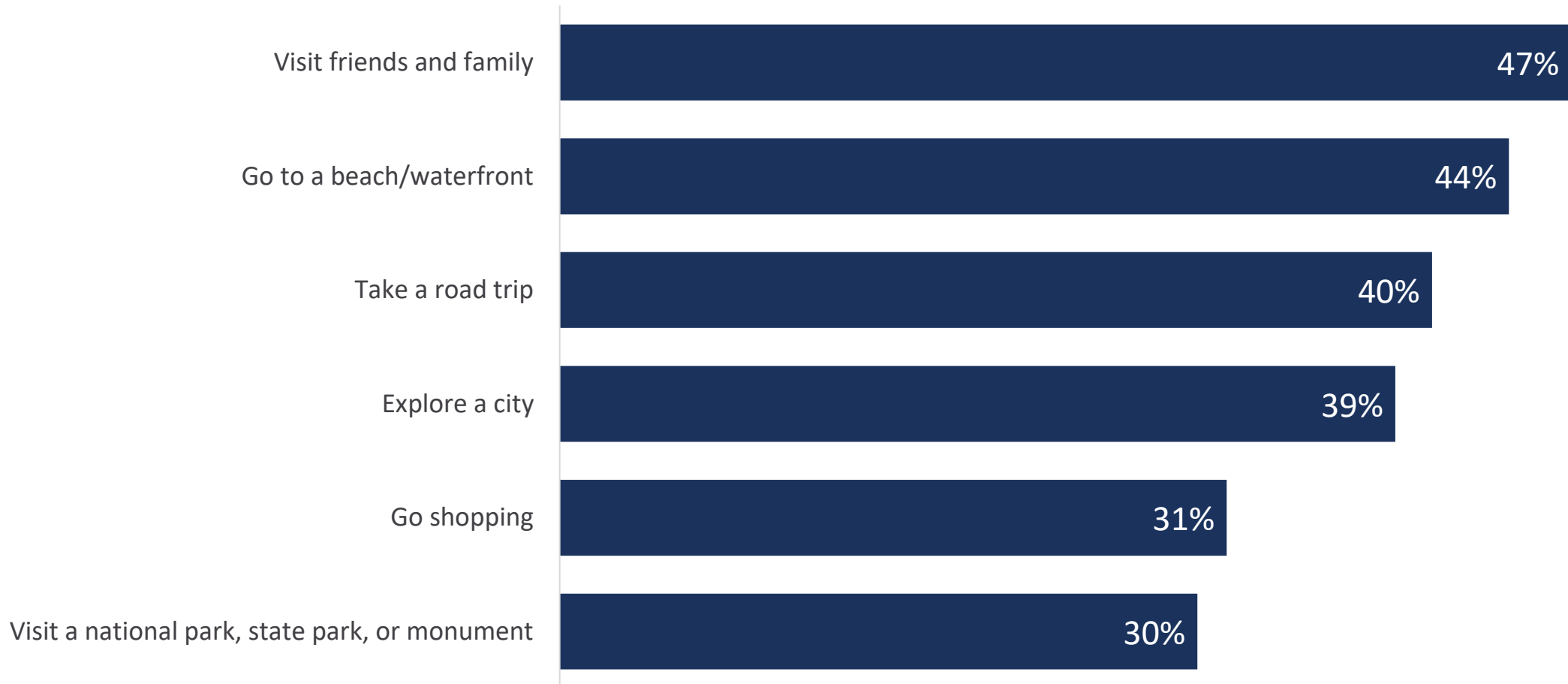
# Travel Plans Within the Next 6 Months



Source: Longwoods International ATS Wave 96  
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

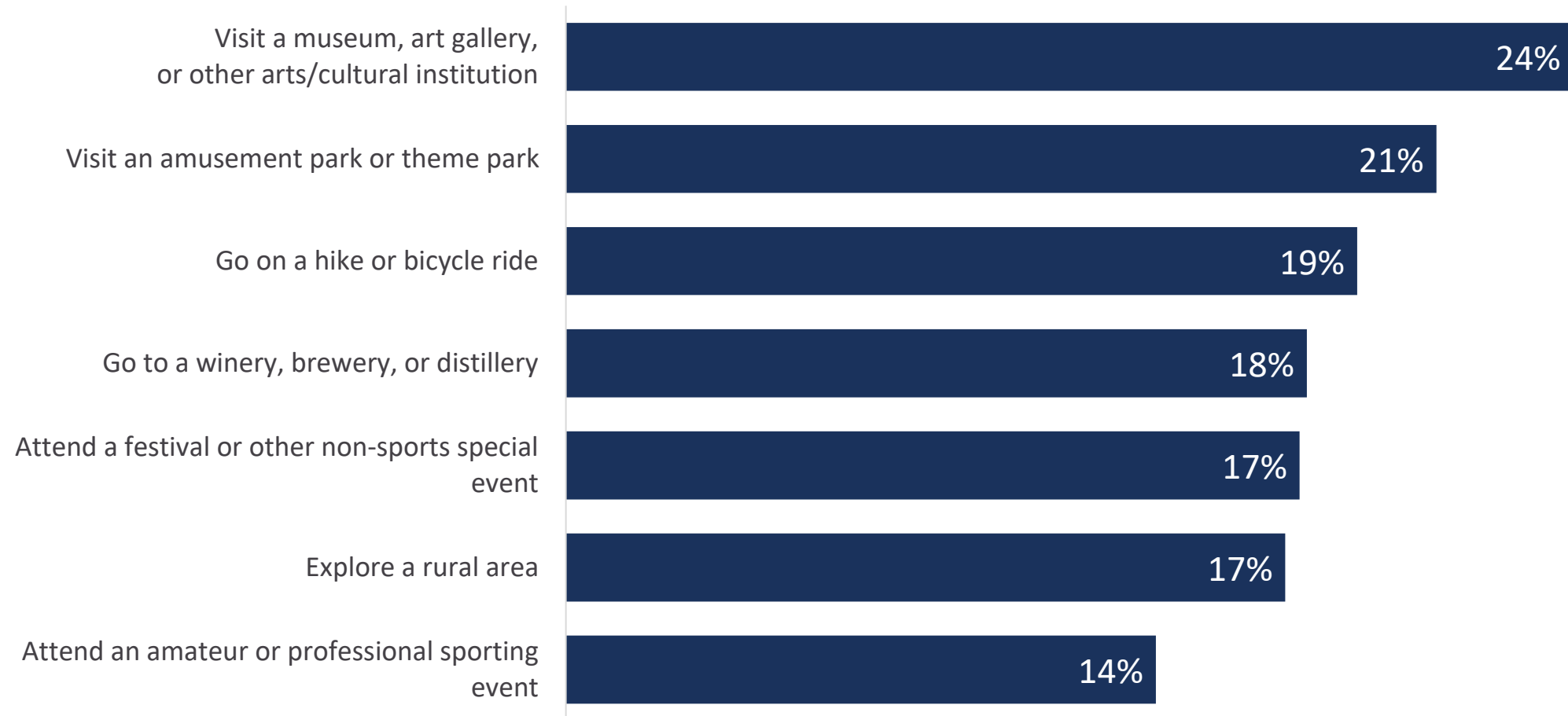
# Visiting Family and Waterfront Escapes Lead Leisure Travel Plans

Thinking about your leisure travel plans in the next six months, which of the following activities are you planning to do on your next upcoming trip?



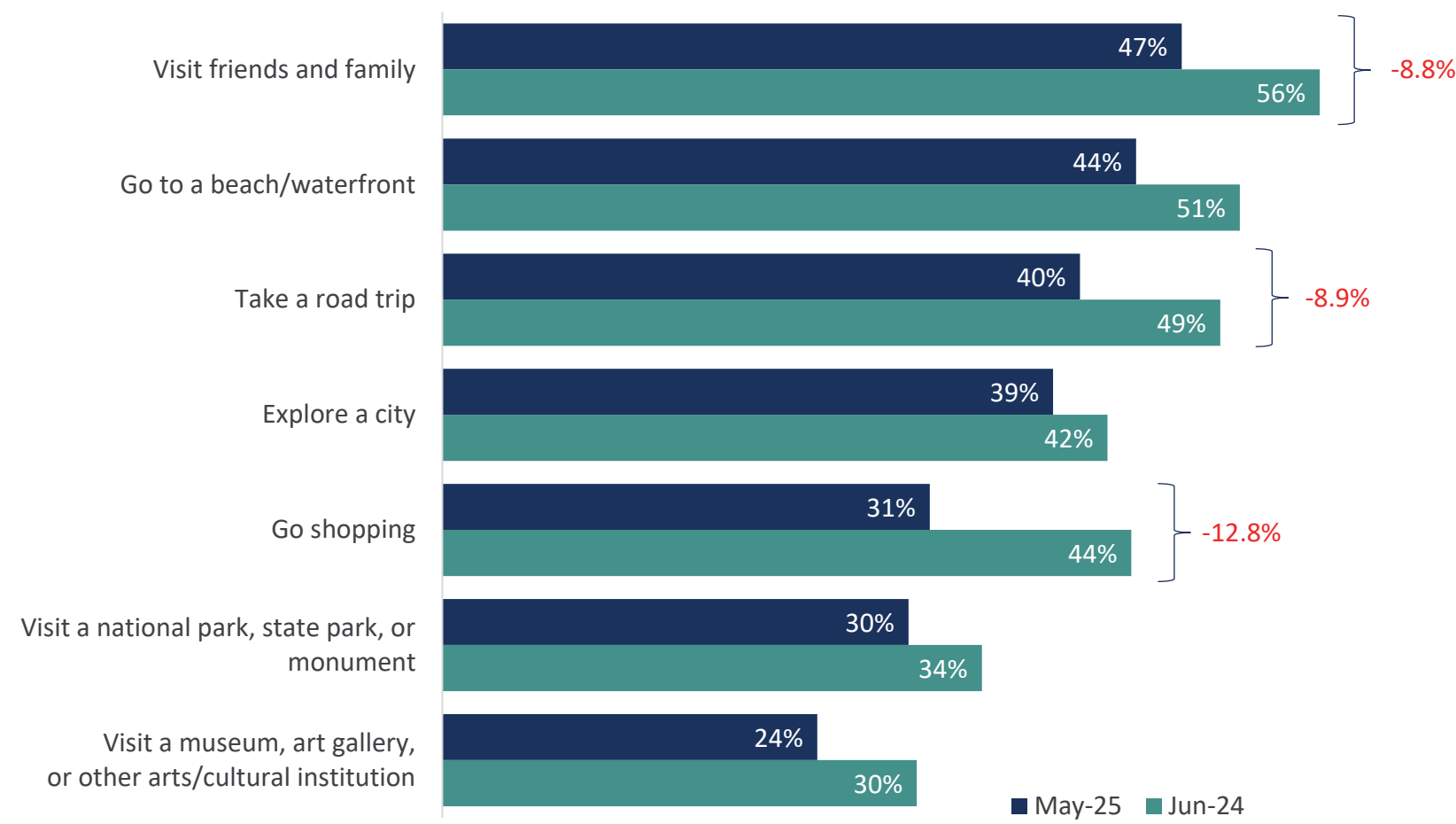
# Cultural and Niche Activities Less Appealing to Travelers

Thinking about your leisure travel plans in the next six months, which of the following activities are you planning to do on your next upcoming trip?



# Leisure Travel Activity Interest Dips Compared to Last Year

Thinking about your leisure travel plans in the next six months, which of the following activities are you planning to do on your next upcoming trip?

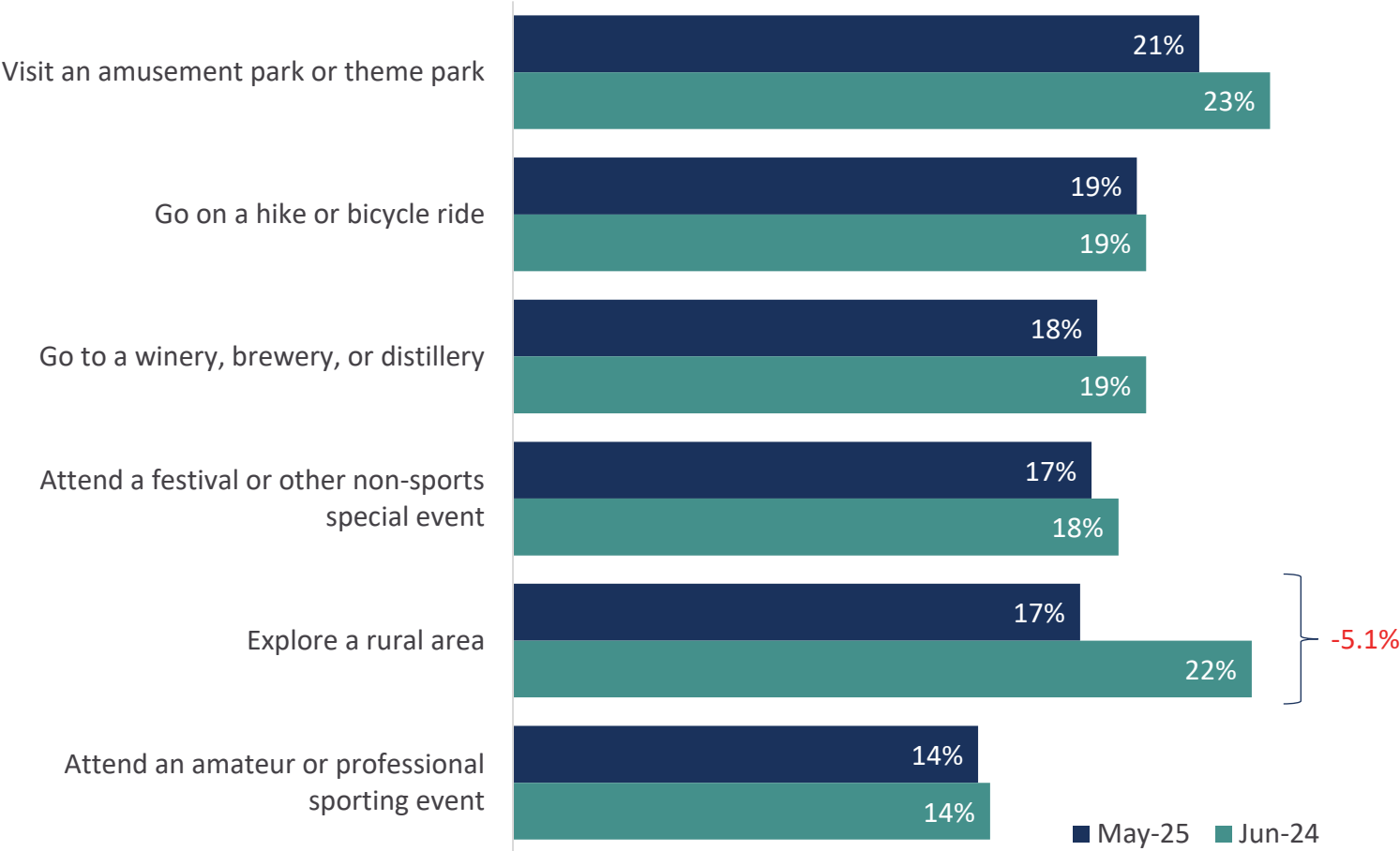


Compared to June 2024, interest in nearly all leisure travel activities has declined. The sharpest drops are seen in **shopping (-13%)**, **visiting friends and family (-9%)**, and **road trips (-9%)**, suggesting a potential shift in travel priorities or constraints.

Source: Longwoods International ATS Wave 96  
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

# Leisure Travel Activity Interest Dips Compared to Last Year

Thinking about your leisure travel plans in the next six months, which of the following activities are you planning to do on your next upcoming trip?



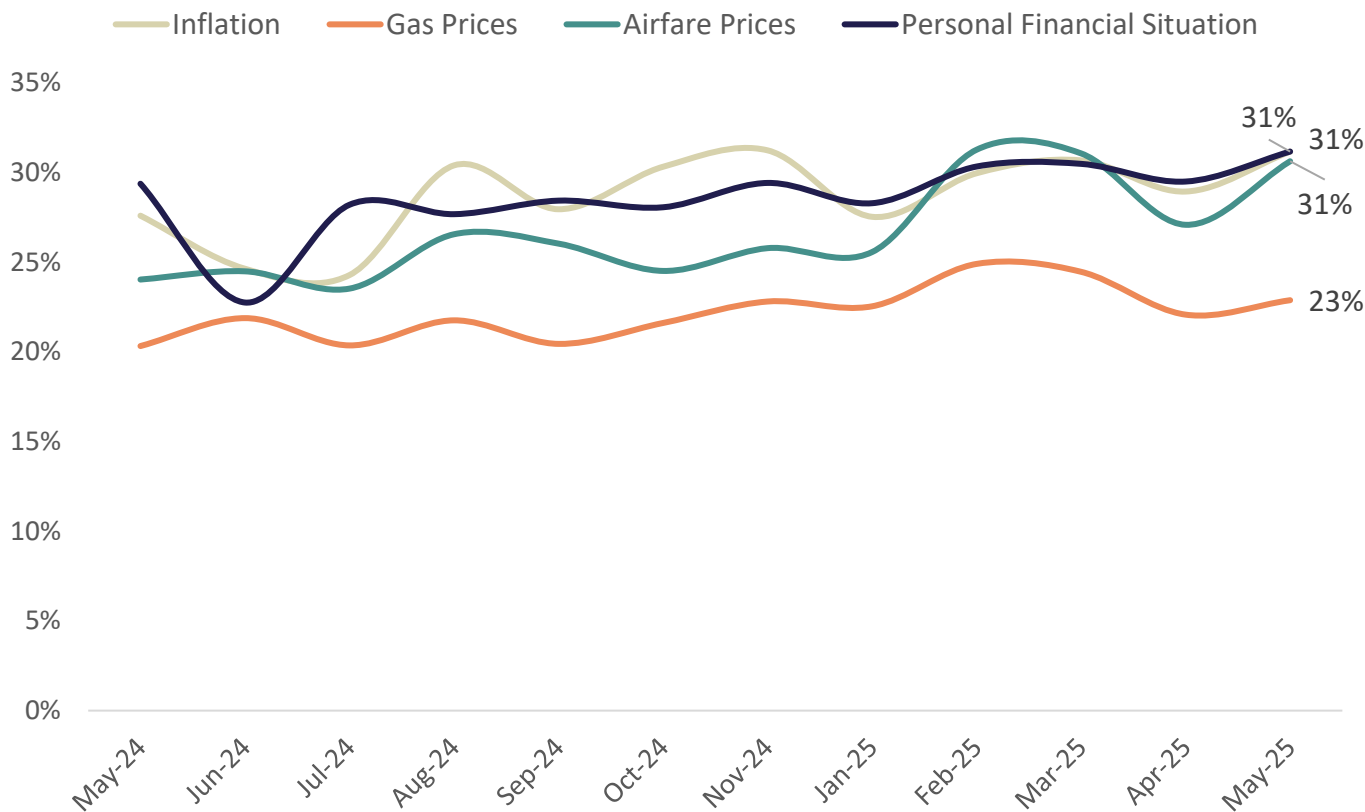
Exploring a rural area saw a **5-point decrease** since June of 2024. Whereas only hiking/biking and sporting events held steady, and no activity saw a significant increase.

Source: Longwoods International ATS Wave 96  
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

# Financial Concerns Continue to Greatly Impact Travel Decisions

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

The chart shows the percentage of respondents who rated each factor as “Greatly impact” their travel plans (a 5 on a 1–5 scale) over the period from May 2024 to May 2025.



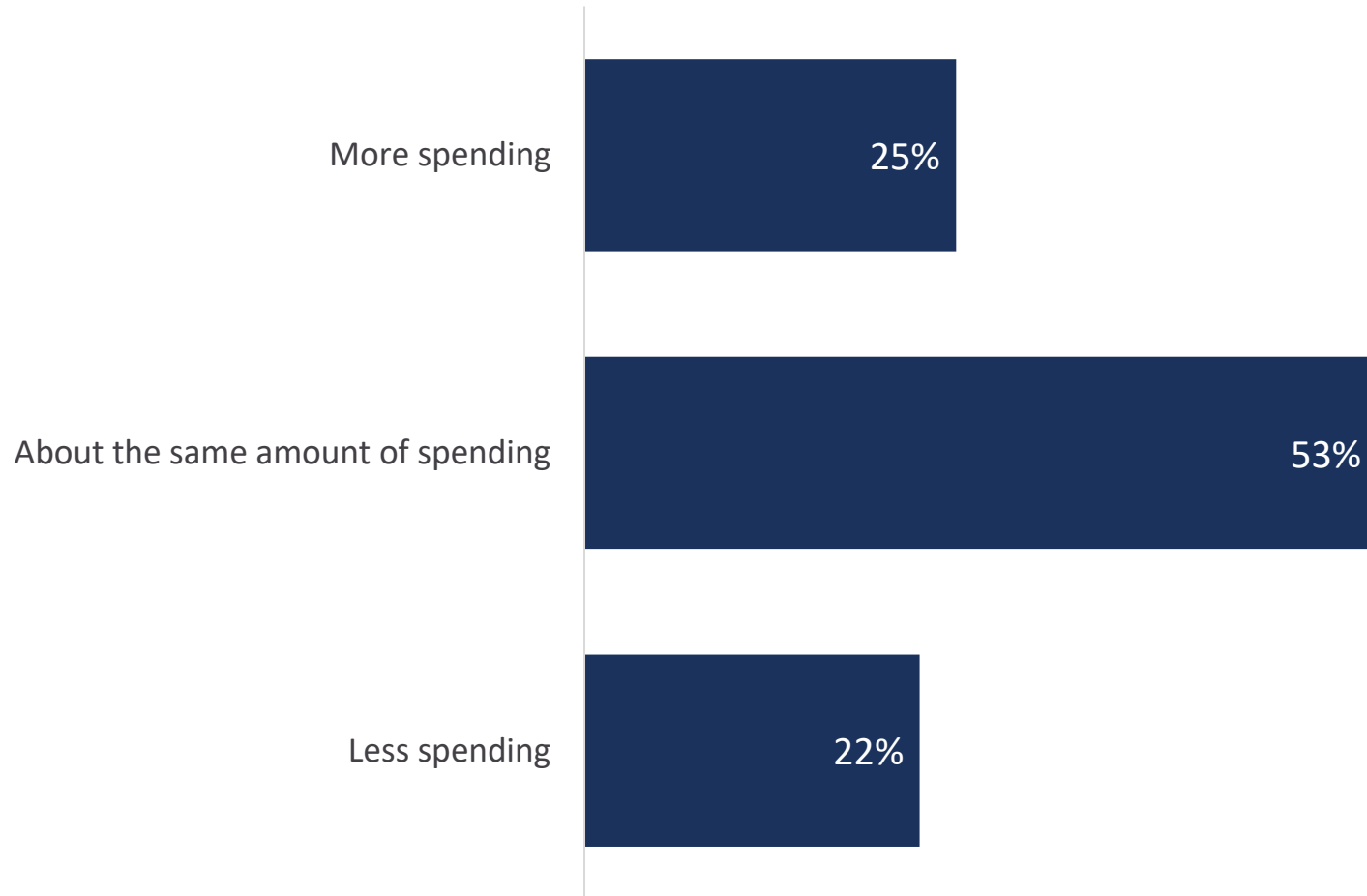
Between May 2024 and May 2025, financial-related concerns consistently ranked as top influences on travel plans. By May 2025, **31% of respondents said inflation, airfare prices, and personal financial situation** “greatly impact” their travel decisions. Since January of this year concerns about inflation has gone up 4-points, airfare prices up 5-points, and personal financial situation up 3-points. **Gas prices remained more stable**, with a lower 23% citing it as “greatly impact” on their upcoming travel plans.

Source: Longwoods International ATS Wave 96  
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months



# Current Summer Travel Spending Plans Among Americans

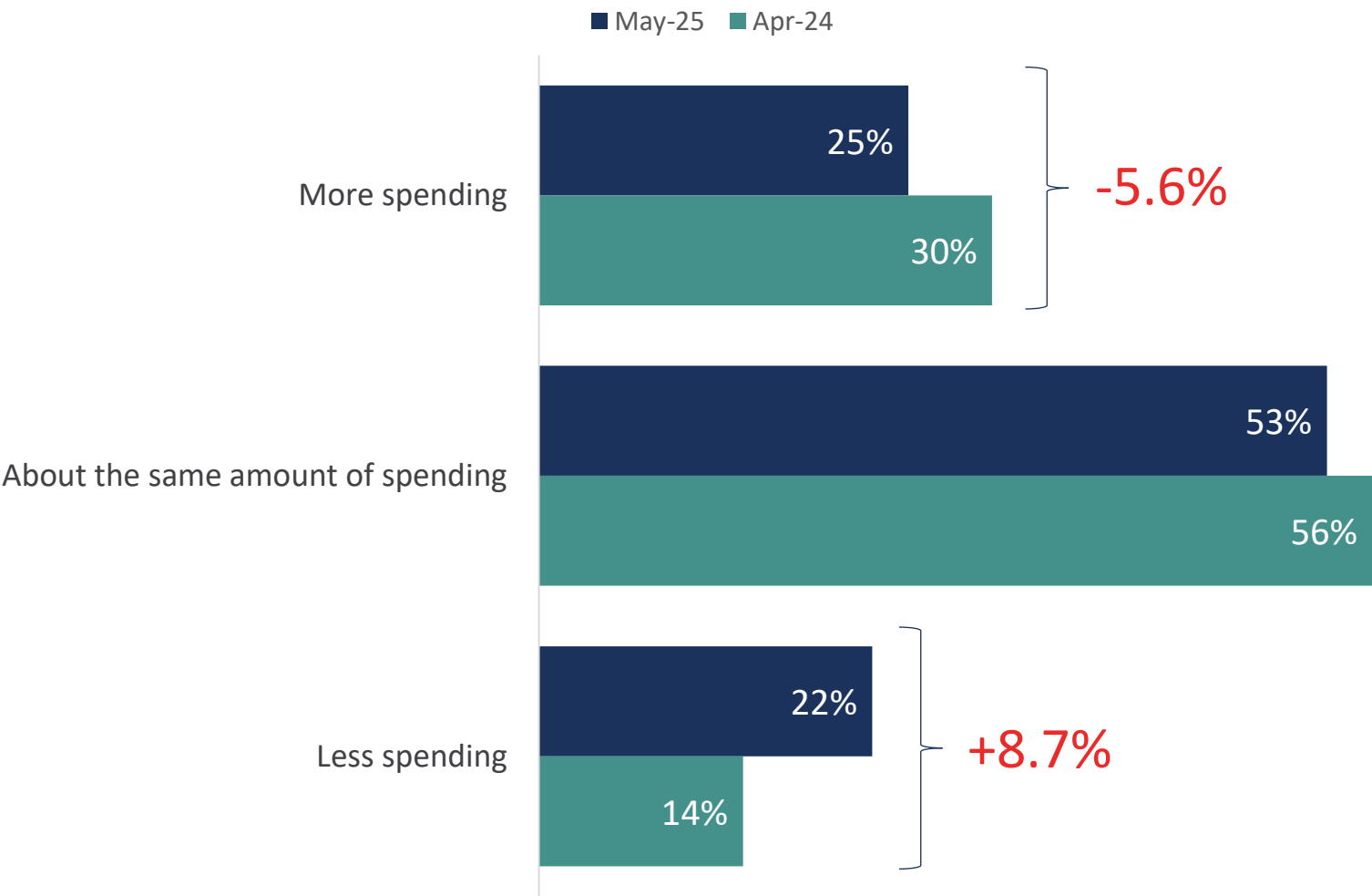
Compared to last year, how much do you plan to spend on travel this summer?



Most Americans (**53%**) plan to **spend about the same** on summer travel as before, while a **quarter expect to spend more**. Meanwhile, **22% plan to spend less**, indicating a mix of steady and cautious budgeting heading into the travel season.

# Year-Over-Year Shift in Summer Travel Spending Plans (May 2025 vs. April 2024)

Compared to last year, how much do you plan to spend on travel this summer?



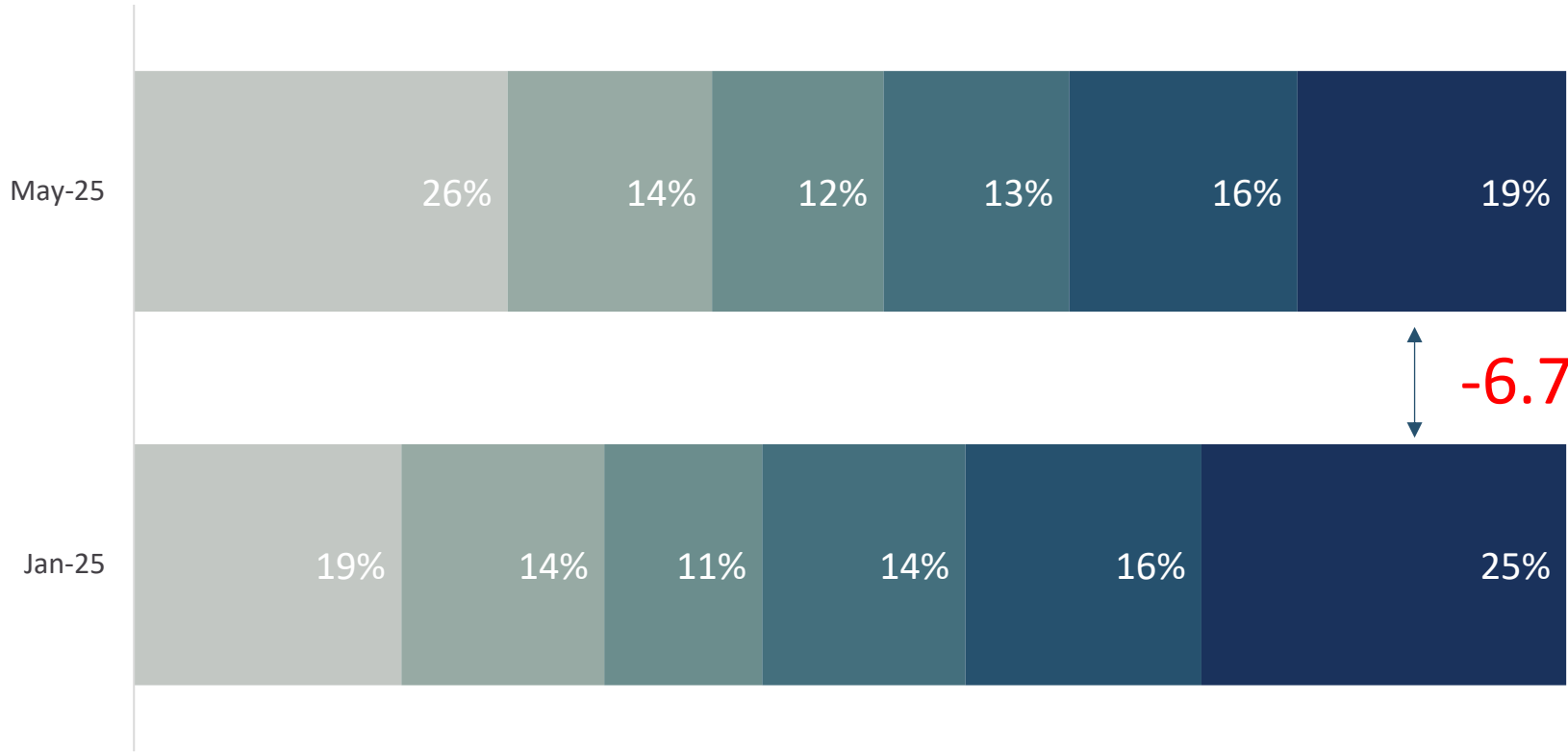
Compared to the April 2024 survey, the May 2025 survey shows fewer Americans plan to spend more on their summer travel, with a **6-point decline in those expecting to spend more**. The share of travelers planning to spend about the same has slightly decreased, while those **planning to spend less have risen by 9 points**. This marks a clear shift toward more cautious travel budgets in the upcoming season.

Source: Longwoods International ATS Wave 96  
Percentages are based only on respondents who are confirmed travelers and intend on traveling this summer

# More Travelers Are Saying They Won't Travel Internationally

How likely are you to travel for an international leisure trip in the next 12 months?

■ Won't travel internationally ■ Very unlikely ■ Somewhat unlikely ■ Neither likely nor unlikely ■ Somewhat likely ■ Very likely



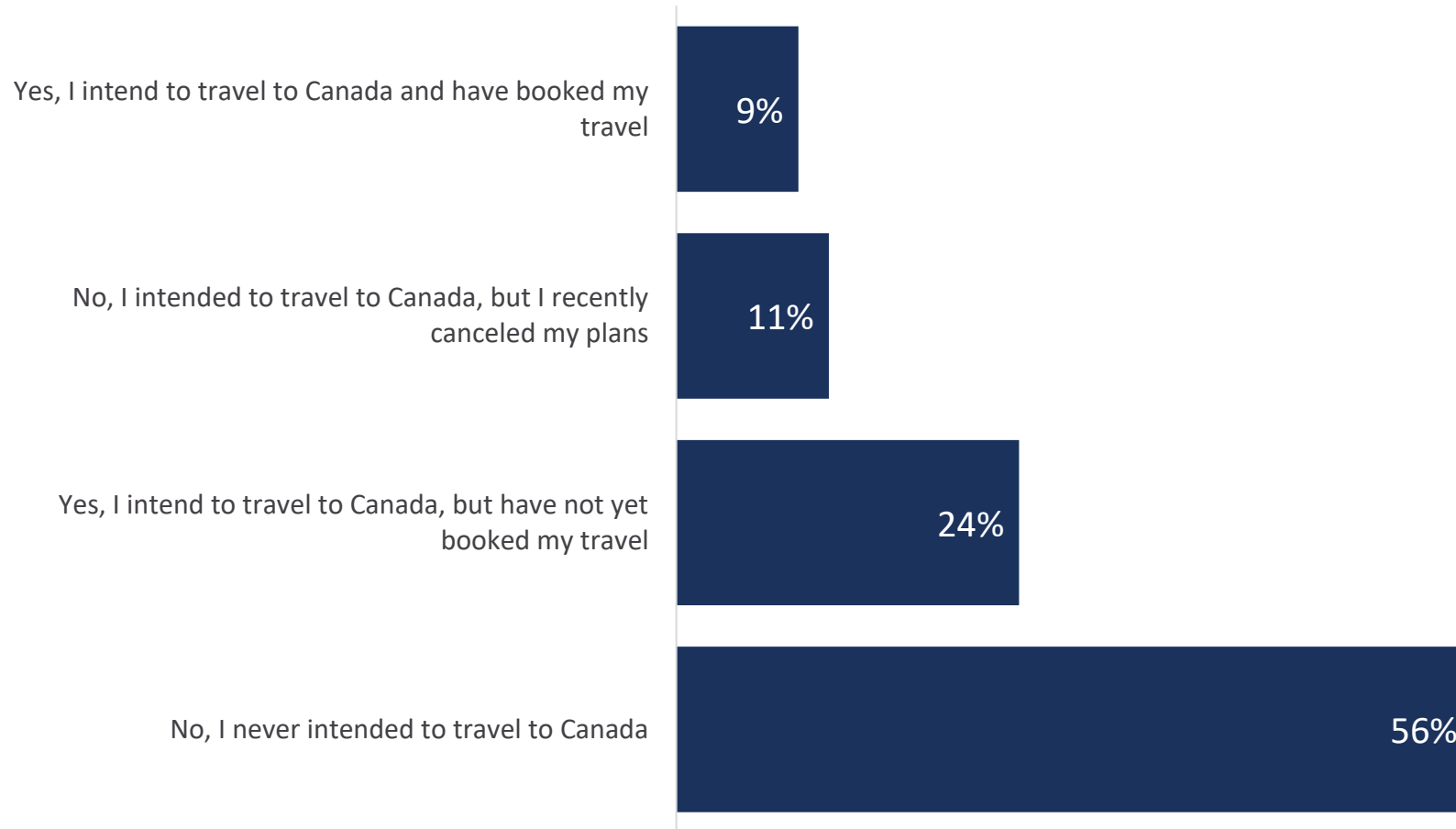
-6.7%

Just comparing to January of this year, there has already been a **decrease of 7-points** in travelers who said they are **very likely to travel for an international leisure trip** in the next 12 months.

Source: Longwoods International ATS Wave 96  
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

# 33% of Americans Plan to Visit or Have Booked Their Trip to Canada

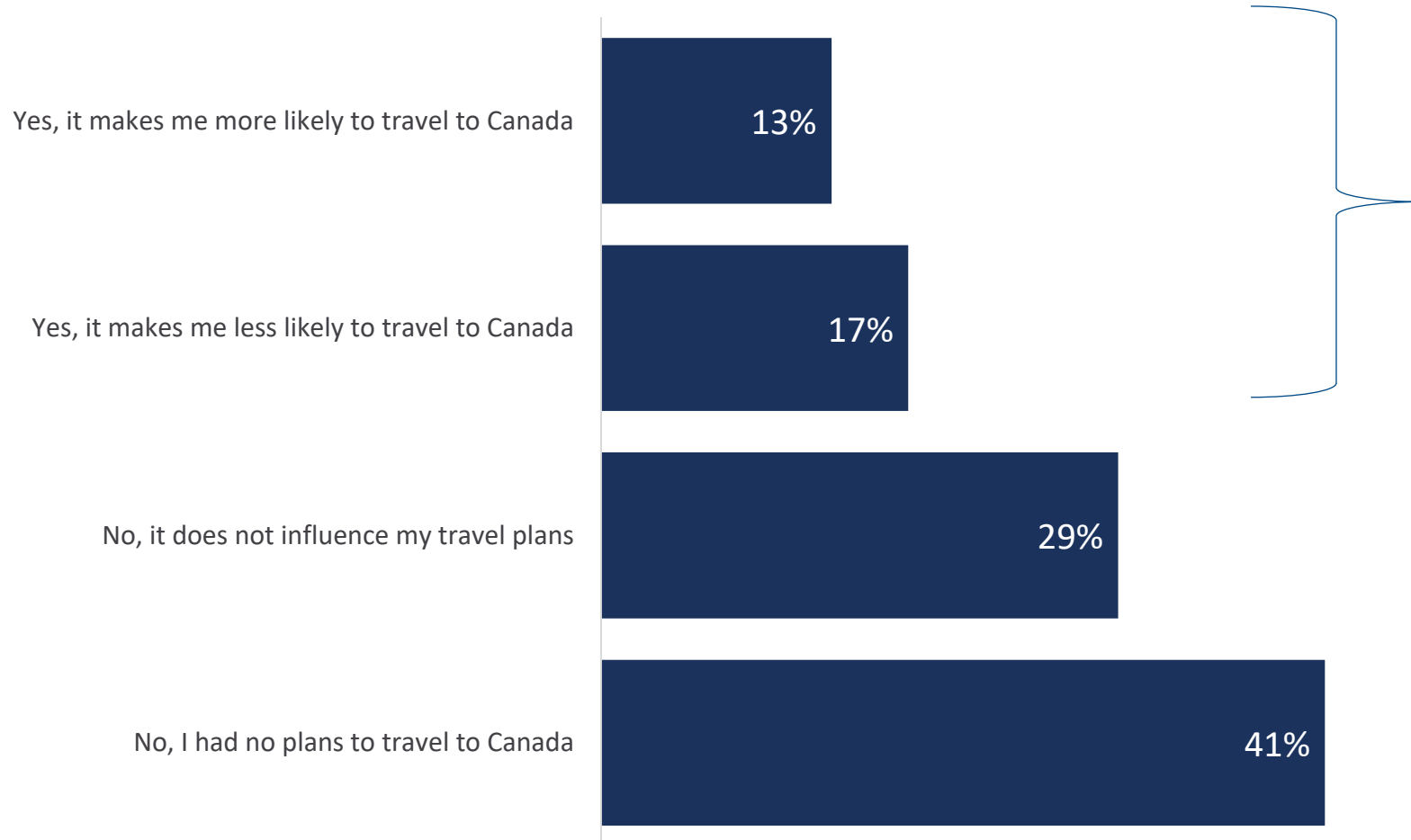
In the next 12 months, do you intend to travel to Canada?



**33%** of American travelers either **plan to visit Canada** or have already booked their trip. A smaller **11%** intended to **travel to Canada** but recently canceled their plans.

# 30% of Travelers Say Current Administration Influences Canada Travel

Is the current U.S. administration influencing you to change your travel plans to Canada in the next 12 months?



Only **30%** of travelers **said the current administration is influencing them** to change their travel plans to Canada. With **17%** saying it makes them **less likely** to travel to Canada and **13%** saying it makes them **more likely** to travel to Canada.



# American Travel Sentiment Methodology

The American 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: May 6, 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

**Longwoods**  
INTERNATIONAL





## 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)





# Thank You!

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