

A person with blonde hair tied back, wearing a teal long-sleeved shirt, stands on a rugged, reddish-brown rocky cliff. They are looking out over a deep canyon where a river flows. The sky is filled with dramatic, dark clouds illuminated by the warm, orange and yellow light of a setting or rising sun. The overall mood is contemplative and scenic.

2026 Travel Plans

American Travel Sentiment Study

WAVE 108 : WORLD CUP AND AMERICA 250 TRAVEL

June 25, 2026

Longwoods
INTERNATIONAL

miles
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American Travel Sentiment Wave 108 Highlights

Key Findings:

1. Concerns About Gas Prices Remain High

Concerns about gas prices impacting travel decisions remain elevated at 40%, up 19.2 points compared to March 2026 (21%). While the impacts of gas prices on travel plans have remained relatively stable or returned to April 2026 levels, the percent of travelers who are reducing the number of trips they are taking have increased 4.7 points since April to 41%.

2. World Cup Travel in the U.S.

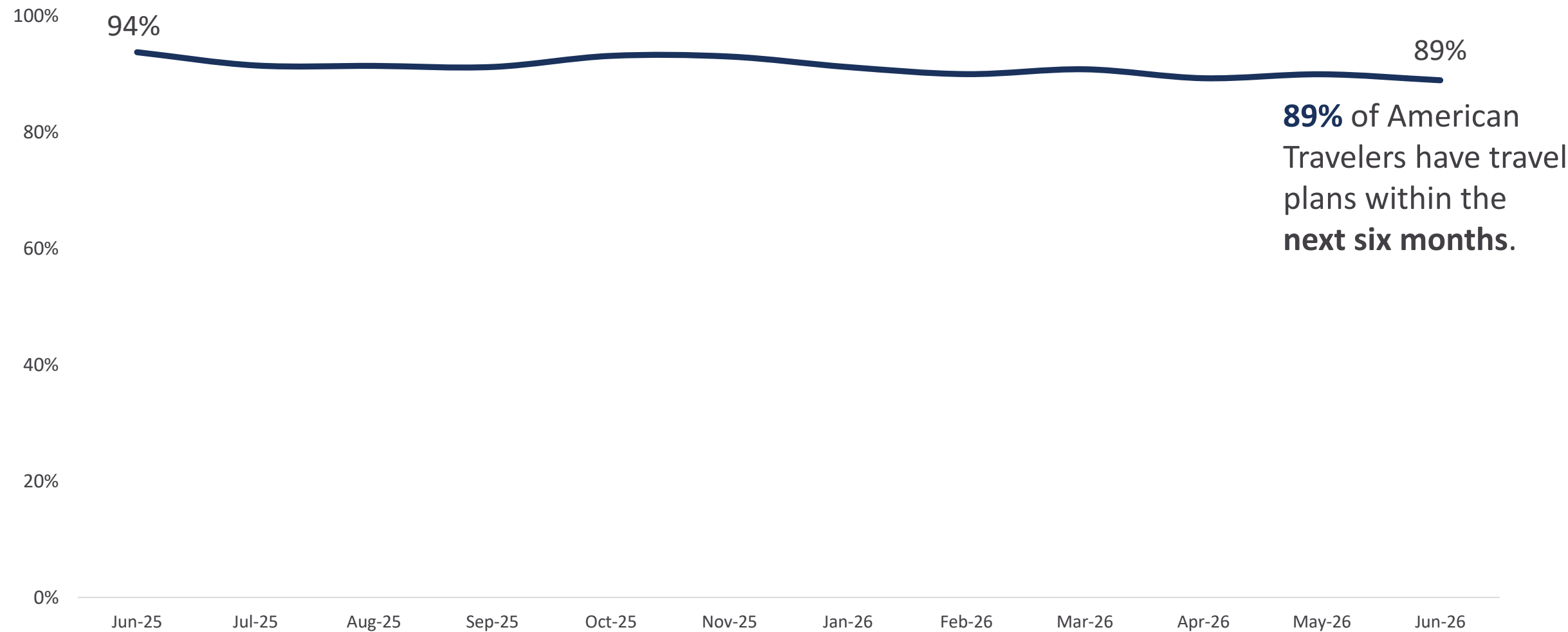
Two in ten travelers (18%) are very or somewhat likely to attend a World Cup match this summer, in line with February 2026 results (20%).

3. Increased Awareness of America 250

Recent marketing efforts for America 250 events have significantly increased awareness of America 250, which now stands at 75%, up 28.7 points from March 2026 (46%). Among travelers aware of America 250, a third (32%) plan to attend related events.



Travel Plans Within the Next 6 Months

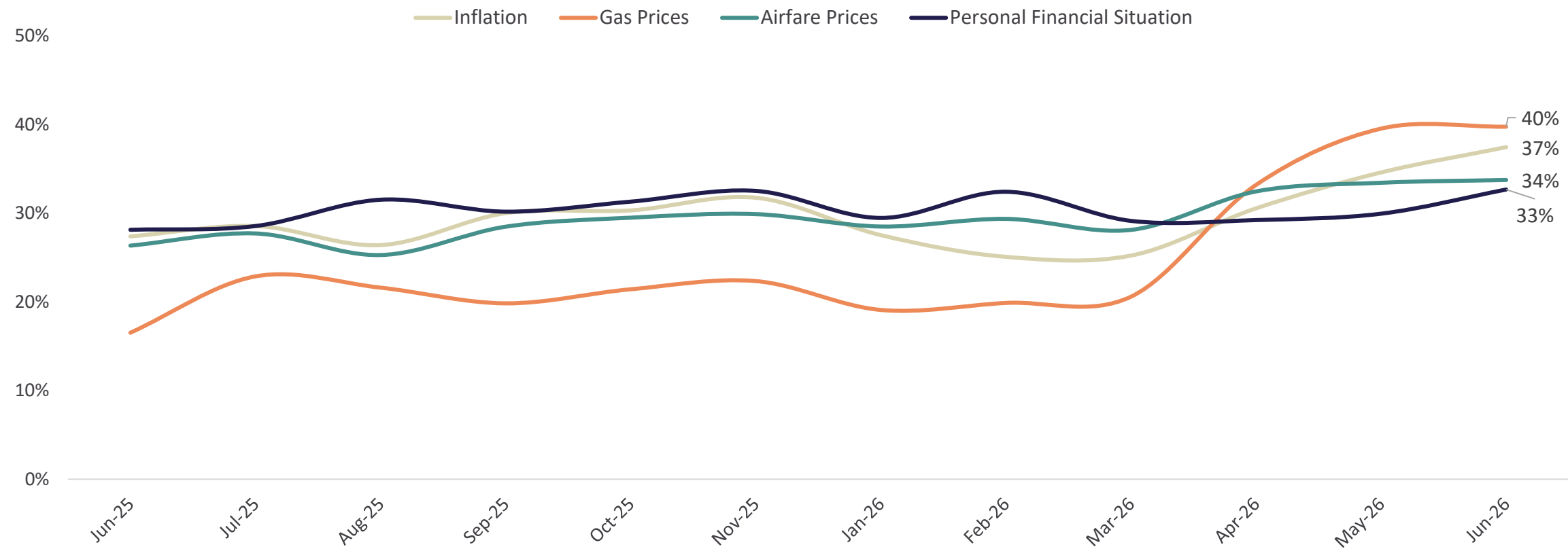


Source: Longwoods International ATS Wave 108
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

Concerns Impacting Travel Decisions Remain Relatively Stable

Concerns Impacting Your Travel Decisions in the Next Six Months

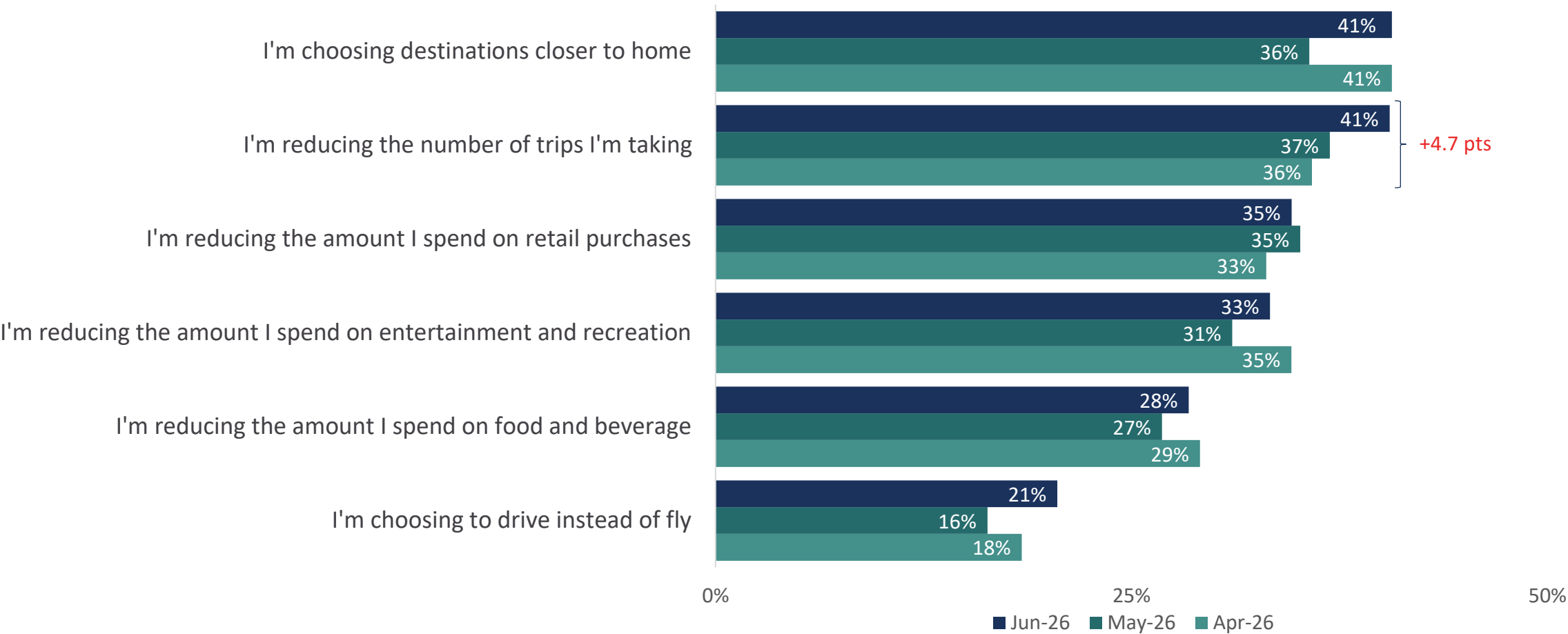
The chart shows the percentage of respondents who rated each factor as “Greatly impact” their travel plans (a 5 on a 1–5 scale) over the period from June 2025 to 2026.



Source: Longwoods International ATS Wave 108
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

Impact of Gas Prices on Travel Plans

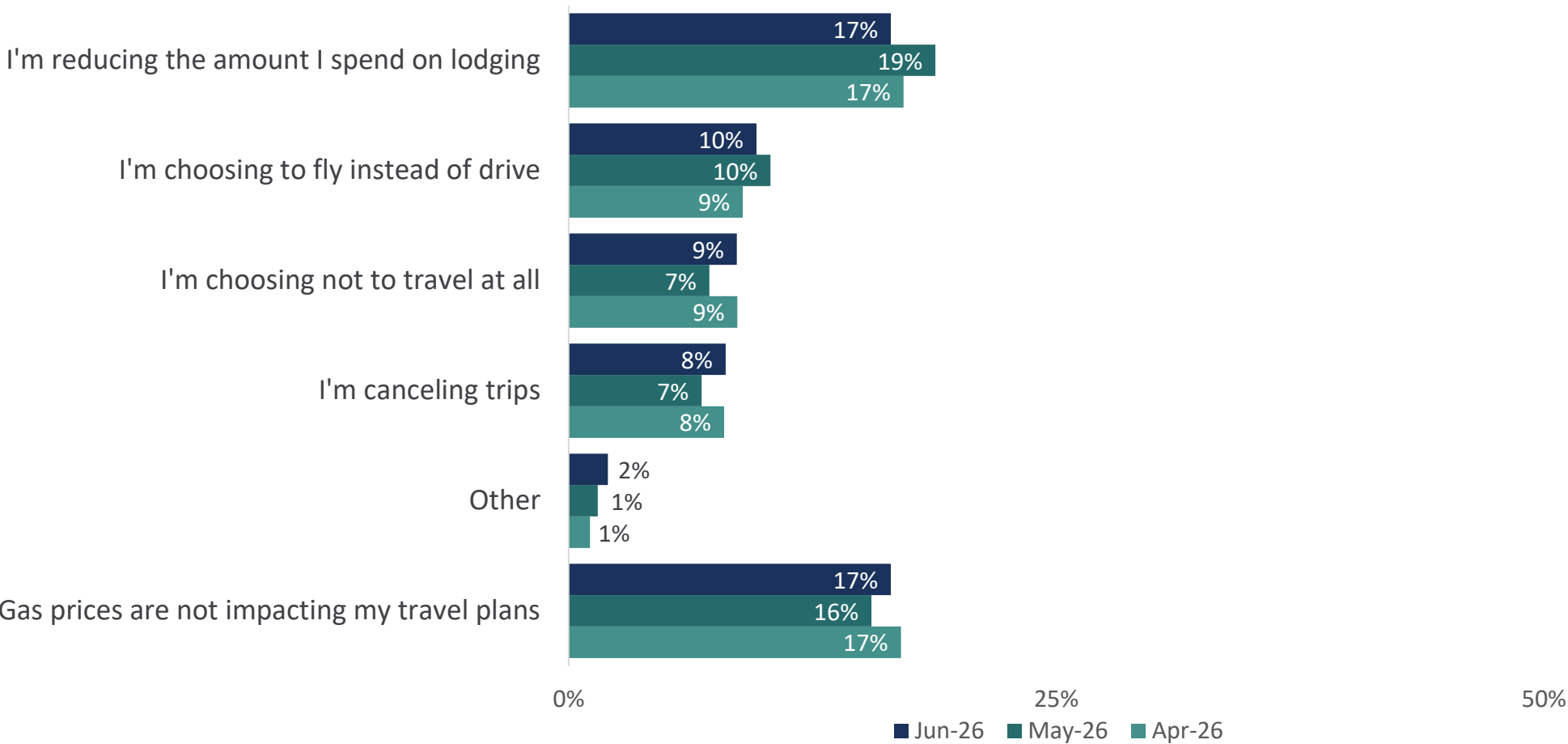
During the next six months, how are gas prices impacting your travel plans?



Source: Longwoods International ATS Wave 108
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

Impact of Gas Prices on Travel Plans (Cont'd)

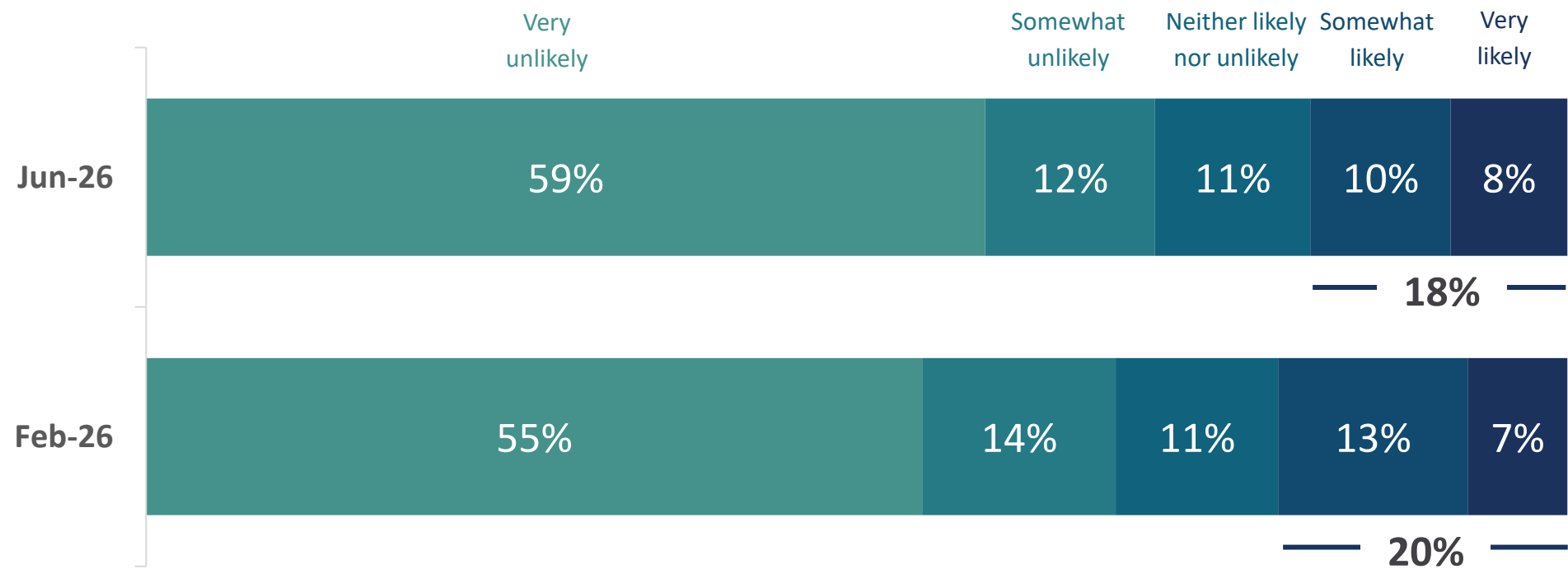
During the next six months, how are gas prices impacting your travel plans?



Source: Longwoods International ATS Wave 108
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

Two in Ten Travelers Are Likely to Attend a World Cup Match

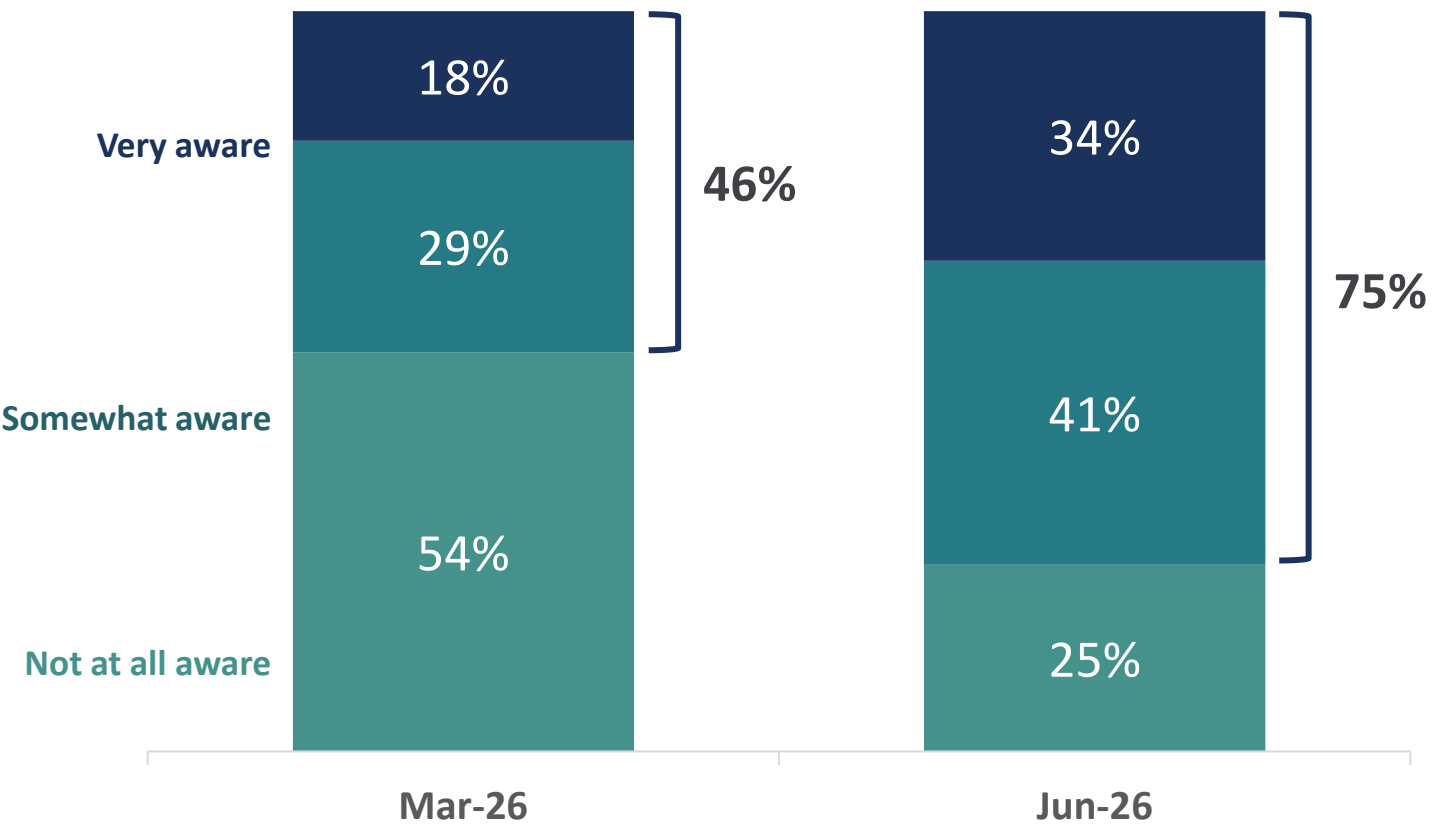
How likely are you to attend a FIFA World Cup match in the United States this summer?



Source: Longwoods International ATS Wave 108
Percentages are based only on respondents who are confirmed travelers

Three in Four Travelers Are Aware of America 250

Please indicate your level of awareness of America 250.

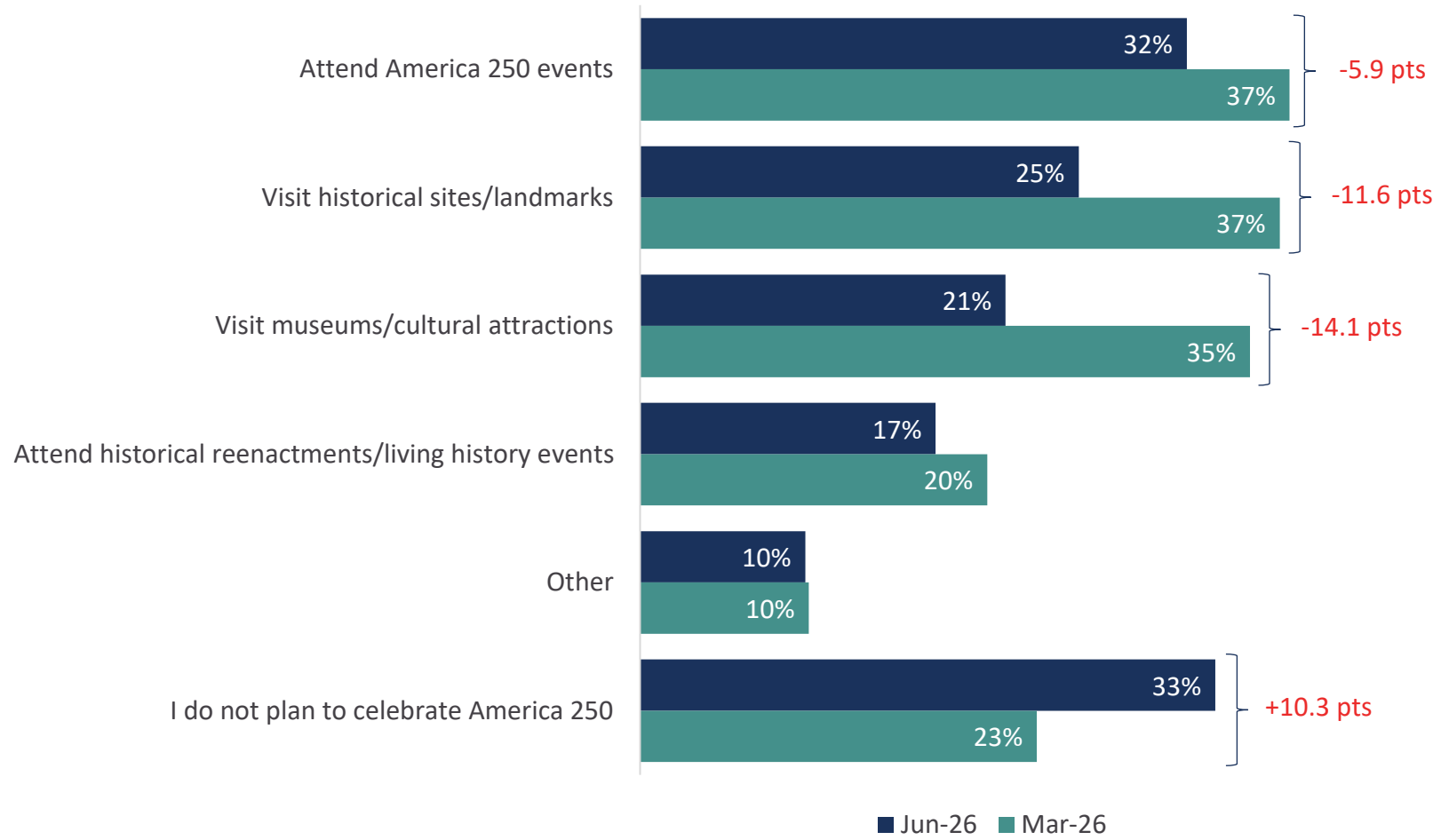


Three in four travelers (75%) are now somewhat or very aware of America 250, up 28.7 points compared to March 2026.

Source: Longwoods International ATS Wave 108
Percentages are based only on respondents who are confirmed travelers

America 250 Celebration Plans

How do you plan to celebrate America 250?



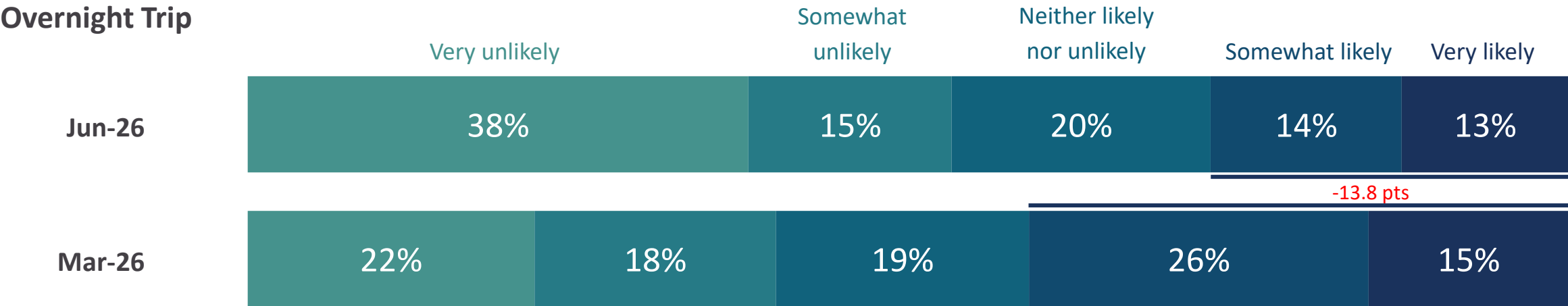
A third of travelers aware of America 250 (32%) plan to attend America 250 events.

Source: Longwoods International ATS Wave 108
Percentages are based only on respondents who are confirmed travelers and are somewhat/very aware of America 250

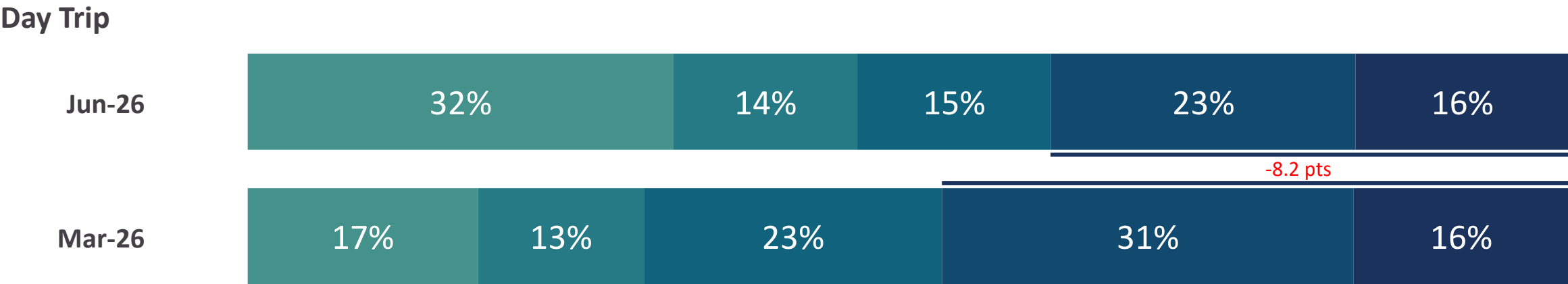
Interest in Traveling for America 250 Down Compared to March 2026

How likely are you to take a trip for the purpose of celebrating America 250?

Overnight Trip



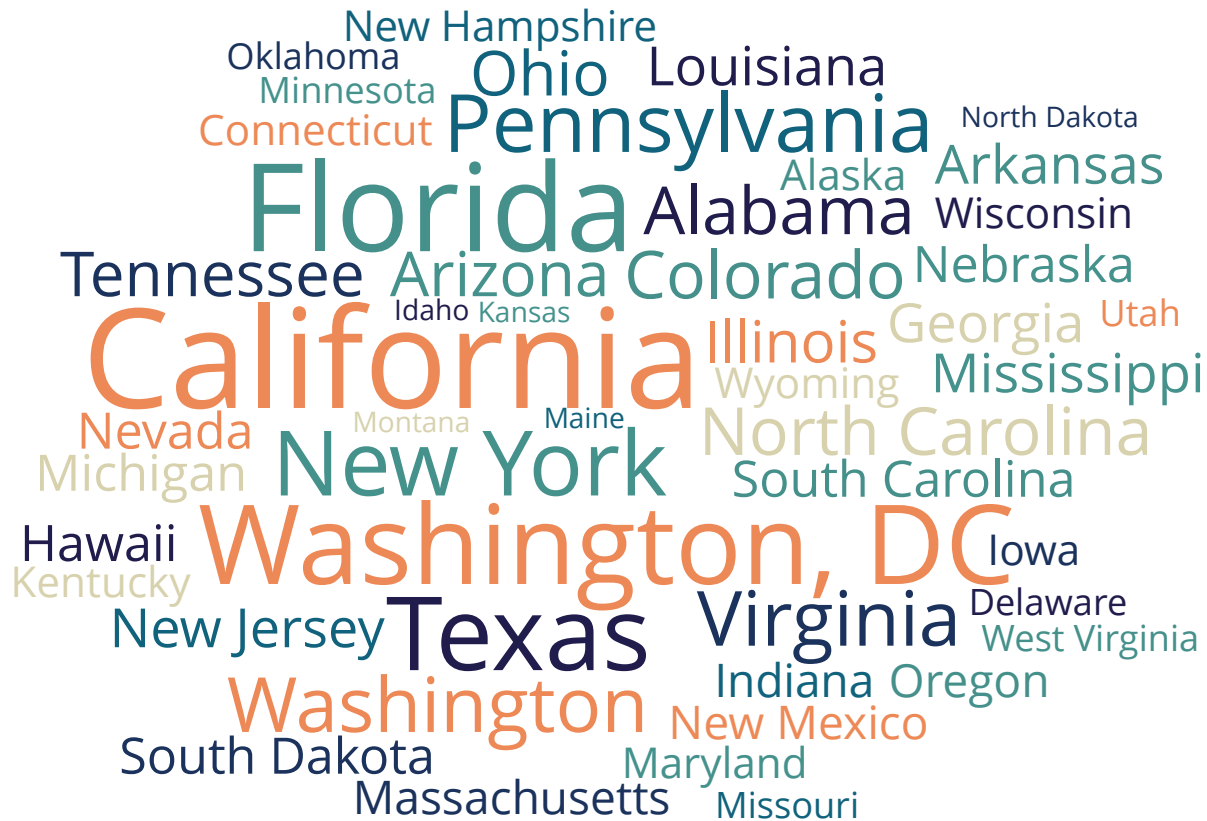
Day Trip



Source: Longwoods International ATS Wave 108
Percentages are based only on respondents who are confirmed travelers and are somewhat/very aware of America 250

States Travelers Plan to Visit for America 250

Where are you planning to take a day or overnight trip to for the purpose of celebrating America 250?



The top five states respondents plan to visit to celebrate America 250 are **California, Florida, Washington, DC, Texas, and New York.**

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: June 2 – 4, 2026
- 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.





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Established in 1978 as a
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consultancy

Headquartered in
Columbus, OH and
Toronto, ON

Focused in
tourism since
1985

Working with over
175 Destinations
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Additional Resources

Longwoods International Research

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

Miles Partnership Research and Insights

www.MilesPartnership.com/How-We-Think



Thank You!

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