

A woman with her hair in a bun, wearing a teal long-sleeved shirt, stands on a rocky ledge overlooking a vast canyon. The sun is setting in the distance, casting a warm orange glow over the landscape. The sky is filled with dark, dramatic clouds. The canyon below is deep and rugged, with a river winding through it. The overall mood is serene and majestic.

2025 Travel Plans

# American Travel Sentiment Study

WAVE 92 : INTERNATIONAL TRAVEL & 2025 TRAVEL PLANS

JANUARY 23, 2025

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# 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



# American National 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: January 8, 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.





# American National Travel Sentiment Wave 92 Study Objective

In this latest edition, the objective was to identify:

- Are Americans planning to increase their international travel this year?
- How many are considering international destinations as part of their travel plans in the coming months?
- Will international travel plans complement or replace domestic trips for American travelers?
- To what extent is inflation impacting travelers' decisions and their plans for the year ahead?





# American Travel Sentiment Study

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## Wave 92 Highlights

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# Travel Demand Stays Steady in the New Year

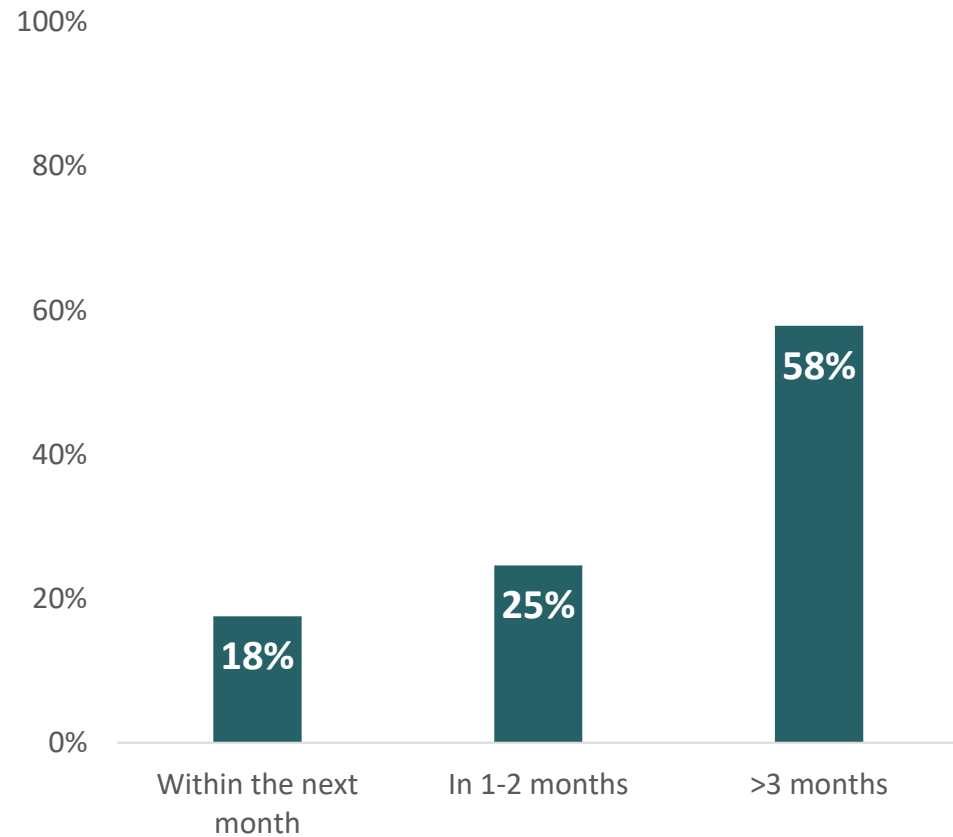


A significant **90%** of American travelers have travel plans within the **next six months**, indicating a strong demand for travel and a potential surge in tourism-related activities.



# Majority of Respondents Are Planning Ahead for Spring & Summer Travel

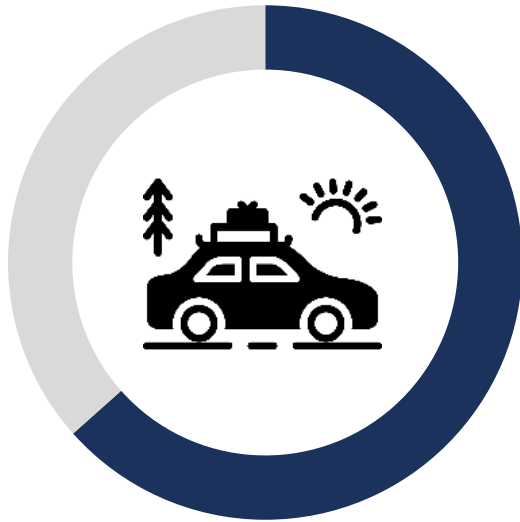
## When is your next trip?



The data shows that **42% of respondents** have travel plans within the next two months, while **58% are planning trips more than three months out**. This indicates that the majority of travelers are looking further ahead, with many already preparing for their spring and summer travel plans.

# While Most Travelers Stay Domestic, 9% Are Heading Abroad Next

What is the next trip you plan to take?



63%

Domestic Road Trip



28%

Domestic Air Travel



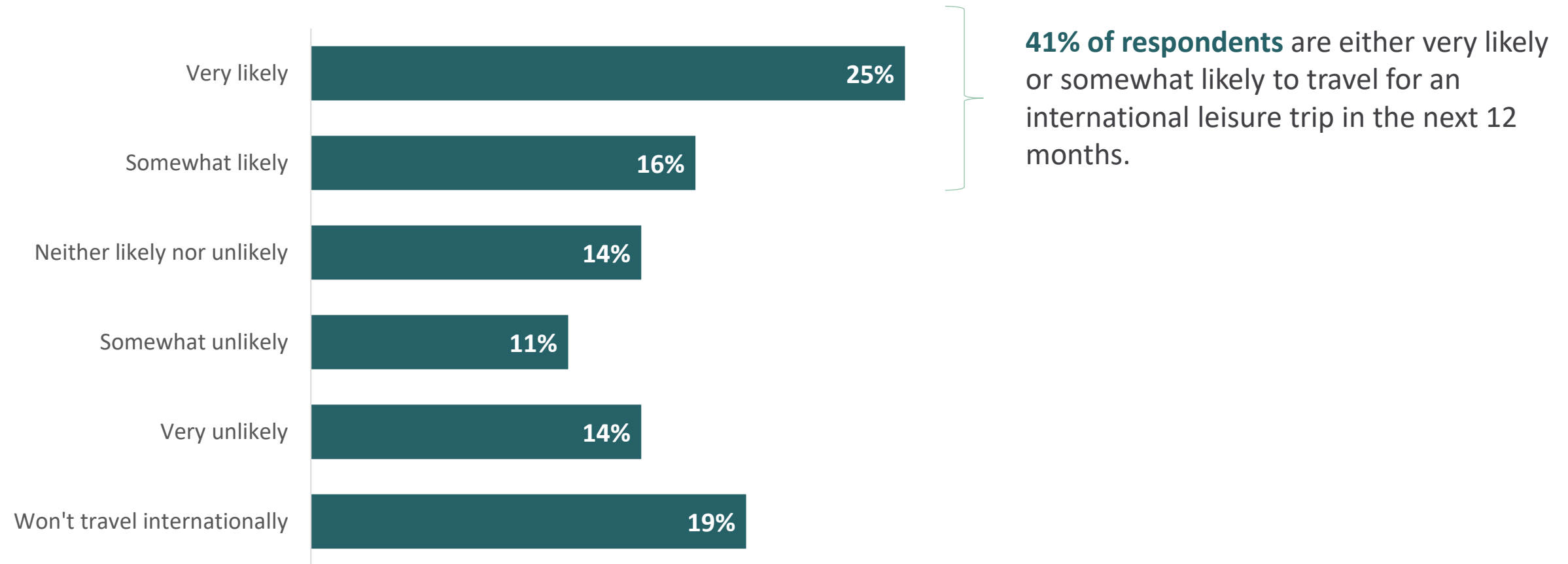
9%

International Travel



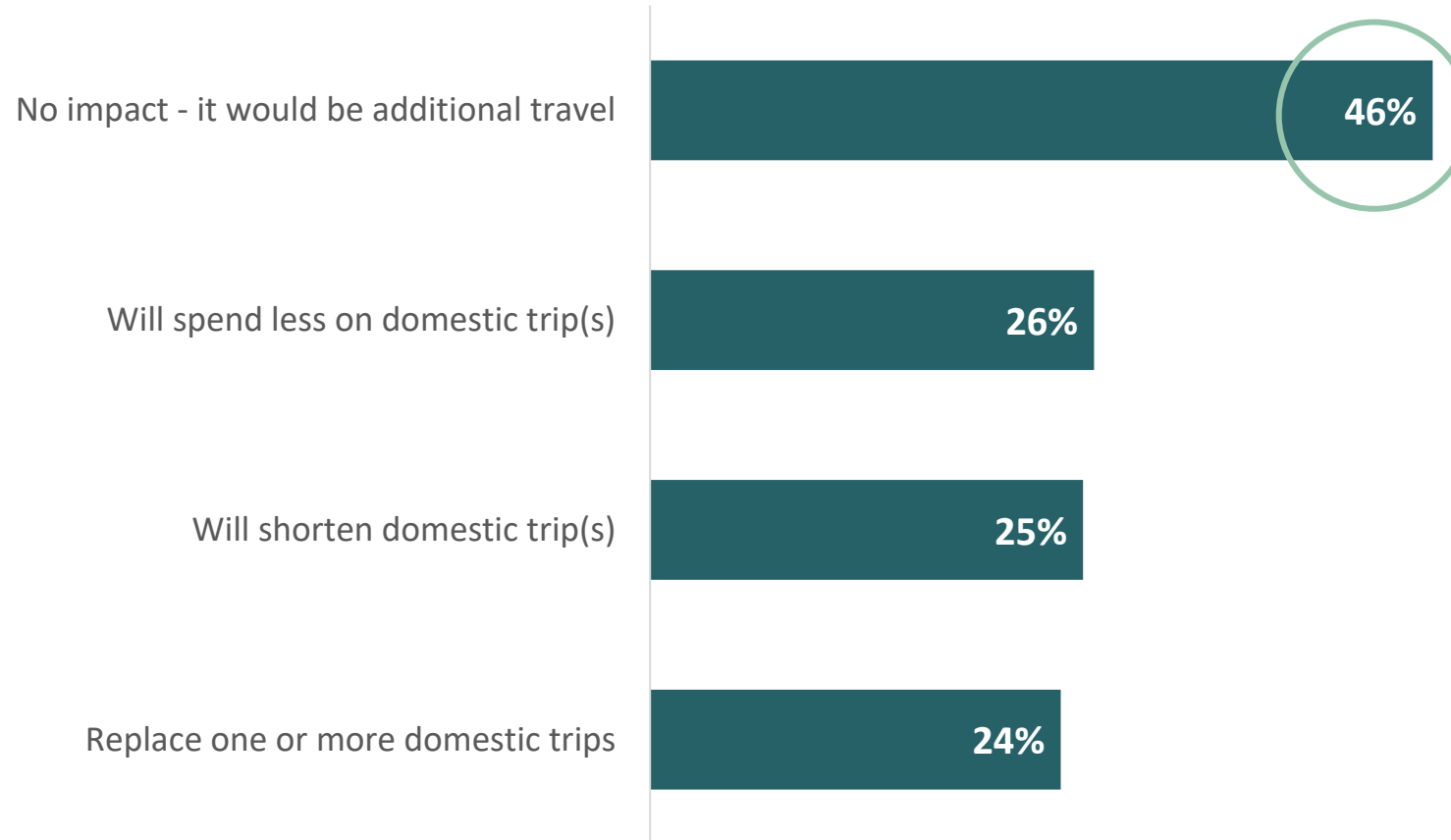
# Strong Potential for International Leisure Travel in the Next 12 Months

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



# Impact of International Travel on Domestic Plans: 46% See No Impact, While Others Adjust

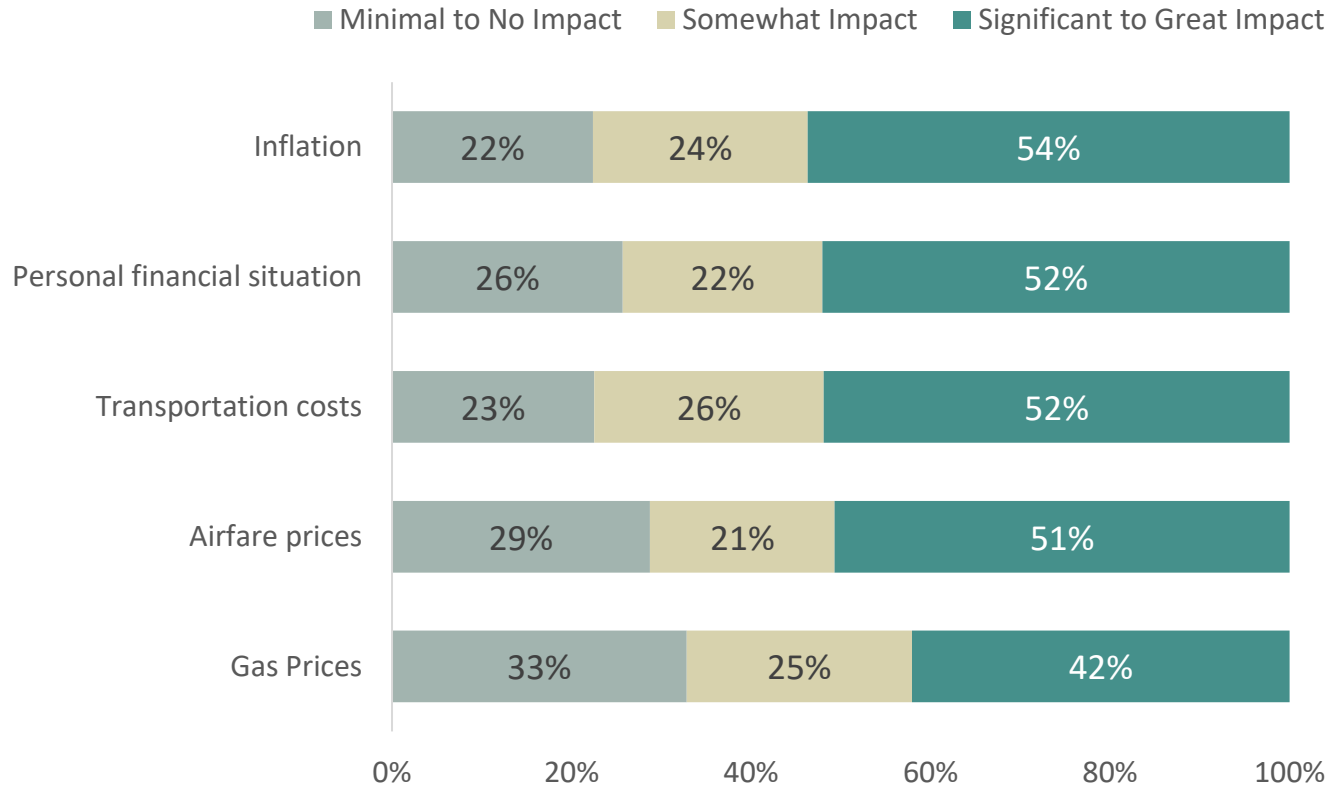
Please indicate the impacts, if any, of your international travel plans on your domestic travel plans?



**Nearly half (46%)** of respondents indicate that their international travel plans will have **no impact** on their domestic travel, meaning they view these trips as **additional travel** rather than substitutions. This suggests a strong overall demand for travel, with many travelers maintaining both domestic and international trips rather than choosing one over the other.

# A Clear Divide in Travel Concerns: Highly Affected vs. Less Impacted Respondents

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



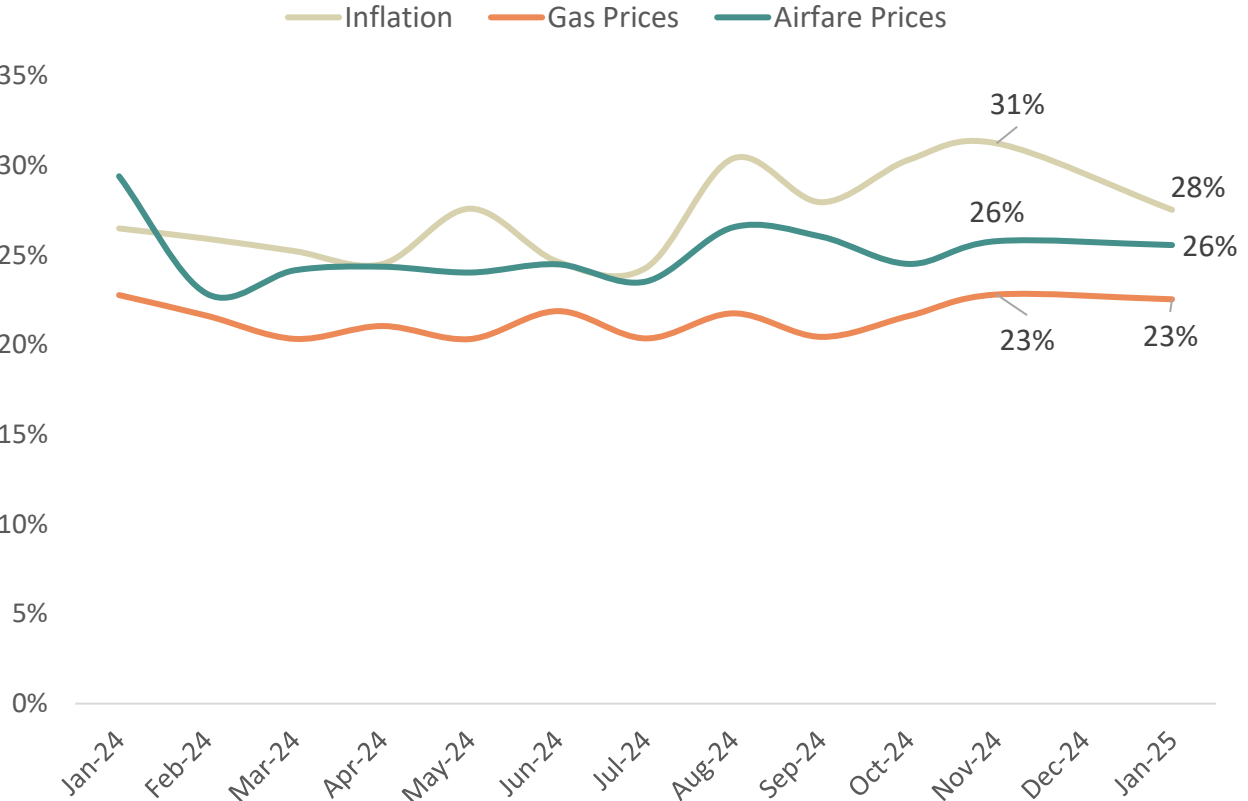
- The data reveals a clear divide between respondents highly impacted by financial concerns and those less affected.
- **More than 50%** indicate that their personal financial situation, transportation costs, inflation, and airfare prices will significantly influence their travel decisions.
- A notable portion—**33% for gas prices and 29% for airfare prices**—report minimal to no impact, suggesting some respondents are less sensitive to these factors.



# Reduced Impact of Inflation on Travel Plans: November 2024 vs. January 2025

## Trends in Factors with Great Impact on Travel Plans (Jan'24 – Jan'25)

The chart illustrates the monthly trends in the share of travelers indicating that Inflation, Gas Prices, and Airfare Prices have a **Great Impact** on their future travel plans.



The impact of inflation on travel plans appears to be easing from November 2024 to January 2025. In November, 31% of travelers indicated that inflation had a great impact on their future travel plans, but this **decreased to 28% in January**. Meanwhile, concerns about gas and airfare prices remained stable.

Source: Longwoods International ATS Wave 92  
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

# American National Travel Sentiment Wave 92 Highlights

## Key Findings:

### “Strong Potential for International Outbound Travel in 2025”

- With the US Dollar maintaining a strong value\*, Americans are increasingly looking to international destinations for their upcoming trips. Currently, 9% of American travelers have indicated that their next trip will be international, while 41% are planning to travel internationally within the next year.
- Encouragingly, 46% of those planning international trips have stated that these will be in addition to their domestic travel plans, while others are adjusting their travel schedules.
- Spring and summer vacation planning is already underway, with 58% of respondents indicating they have begun planning their vacations three months in advance.
- Although there has been a 3% decline in the number of travelers concerned that inflation will significantly affect their travel plans, there remains a noticeable divide between those most impacted by economic conditions and others who are less affected.



\*Source: [tradingeconomics.com](https://www.tradingeconomics.com)



## 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 tied back, 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 across the canyon.

**Thank You!**

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