

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.

2025 TRAVEL PLANS

American Travel Sentiment Study

WAVE 97: ARTIFICIAL INTELLIGENCE AND
CUSTOMER SERVICE

JUNE 24, 2025

Longwoods
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American Travel Sentiment Wave 97 Highlights

Key Findings:

1. Cautious Travel Spending on Upcoming Trips

More Americans plan to cut back on travel spending, with 37% of travelers saying they are reducing the amount they are spending on retail purchases, a 4-point increase from May 2024. Despite this, the number of travelers canceling trips holds steady at only 6%.

2. Remote Work Away from Home Unpopular Among Travelers

A majority (60%) of American travelers do not plan to work remotely, away from home, in the next 12-24 months, a significant 5-point increase from November 2023.

3. Service Levels on the Rise

Compared to August 2024, there has been a 4-point increase in those who said they received the same level of service as before the pandemic, showing service levels are improving, but not surpassing pre-pandemic levels.

4. AI Software Integrating into Trip Planning

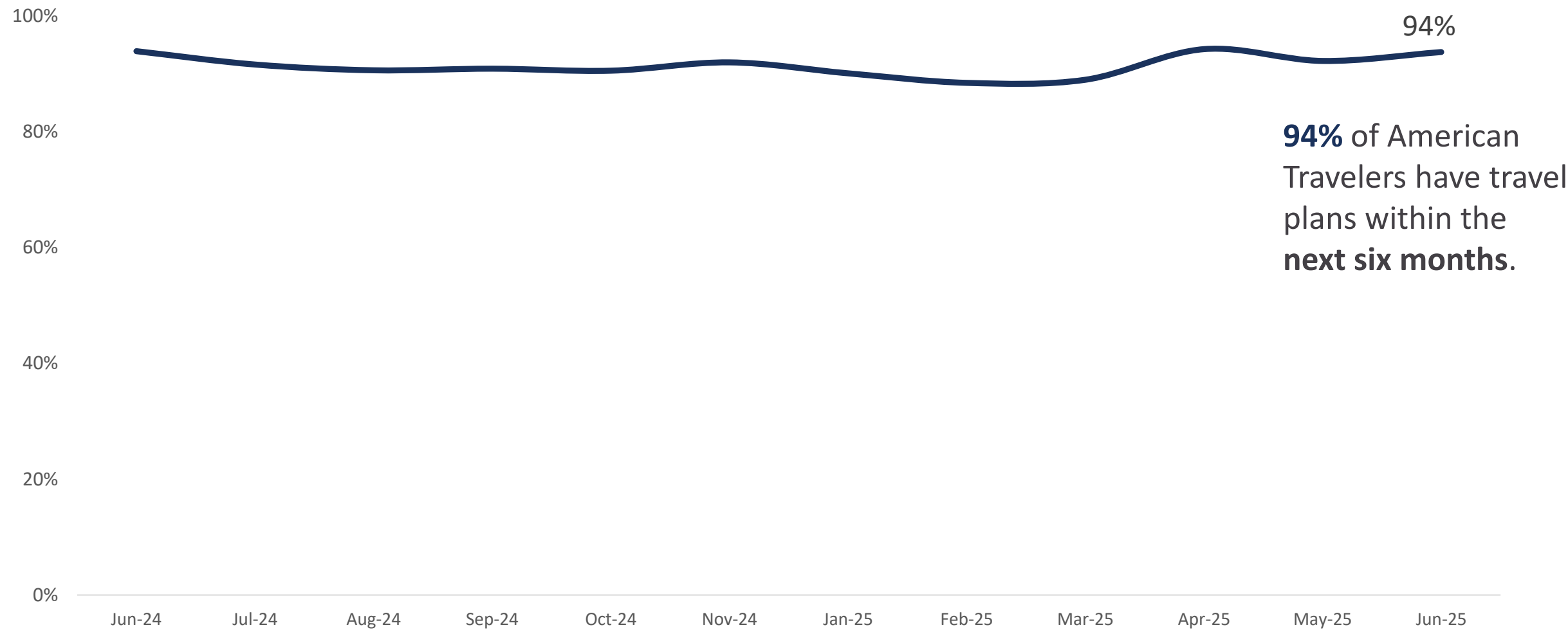
Travelers who said they used ChatGPT or similar AI software to plan their trip increased 6-points since August 2024. This shows a quick integration of AI in the trip planning process for many travelers.

5. Record High Number of American Travelers with Travel Plans

This month saw a decline in American travelers saying economic concerns would greatly impact their travel decisions, and demand among American travelers is at a survey record high level. This reinforces the view that travel is a need vs. a want.



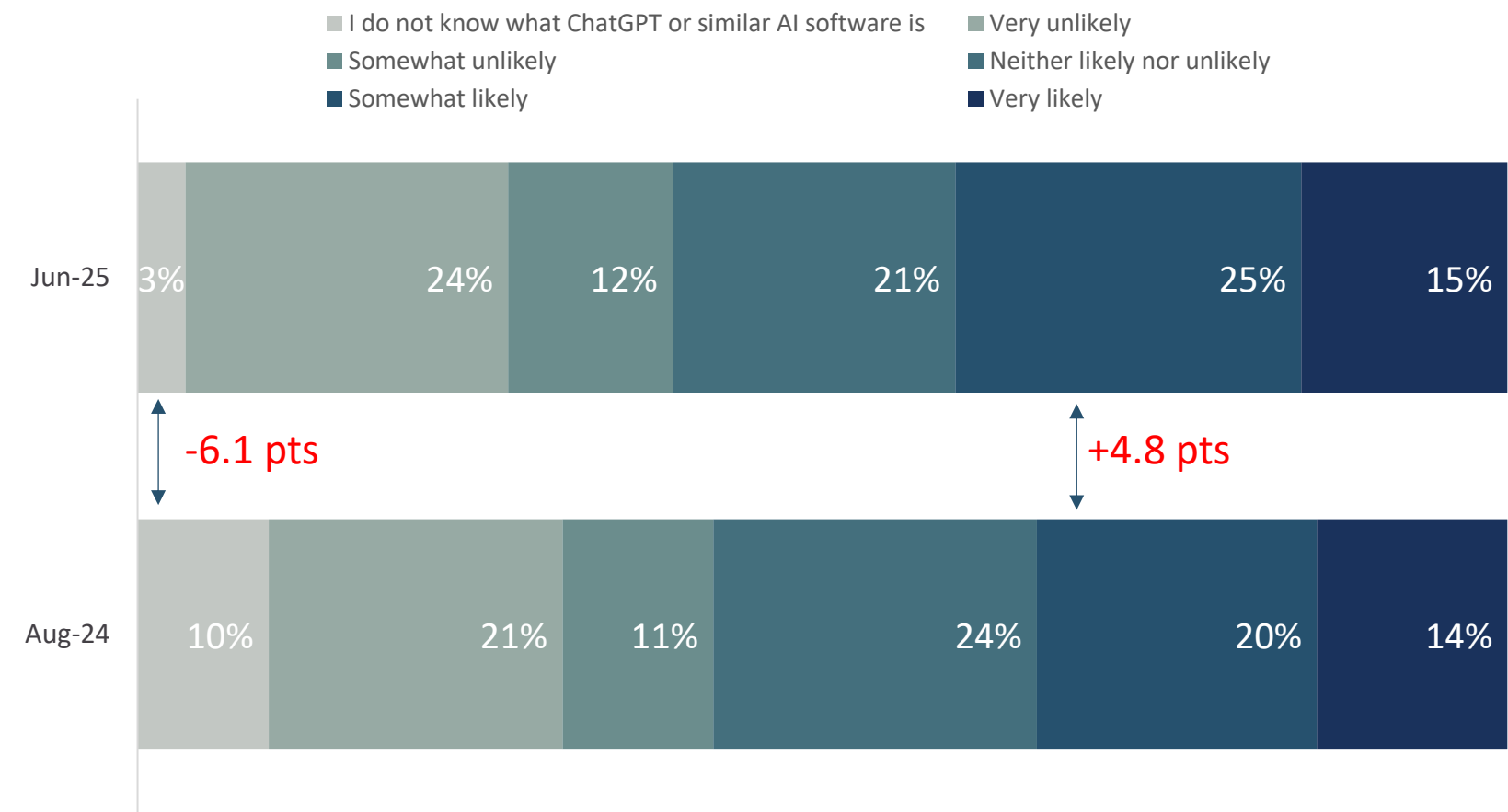
Travel Plans Within the Next 6 Months



Source: Longwoods International ATS Wave 97
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

More Travelers Somewhat Likely to Use AI Software while Trip Planning

How likely are you to use ChatGPT or similar AI software in the planning process for your next trip?

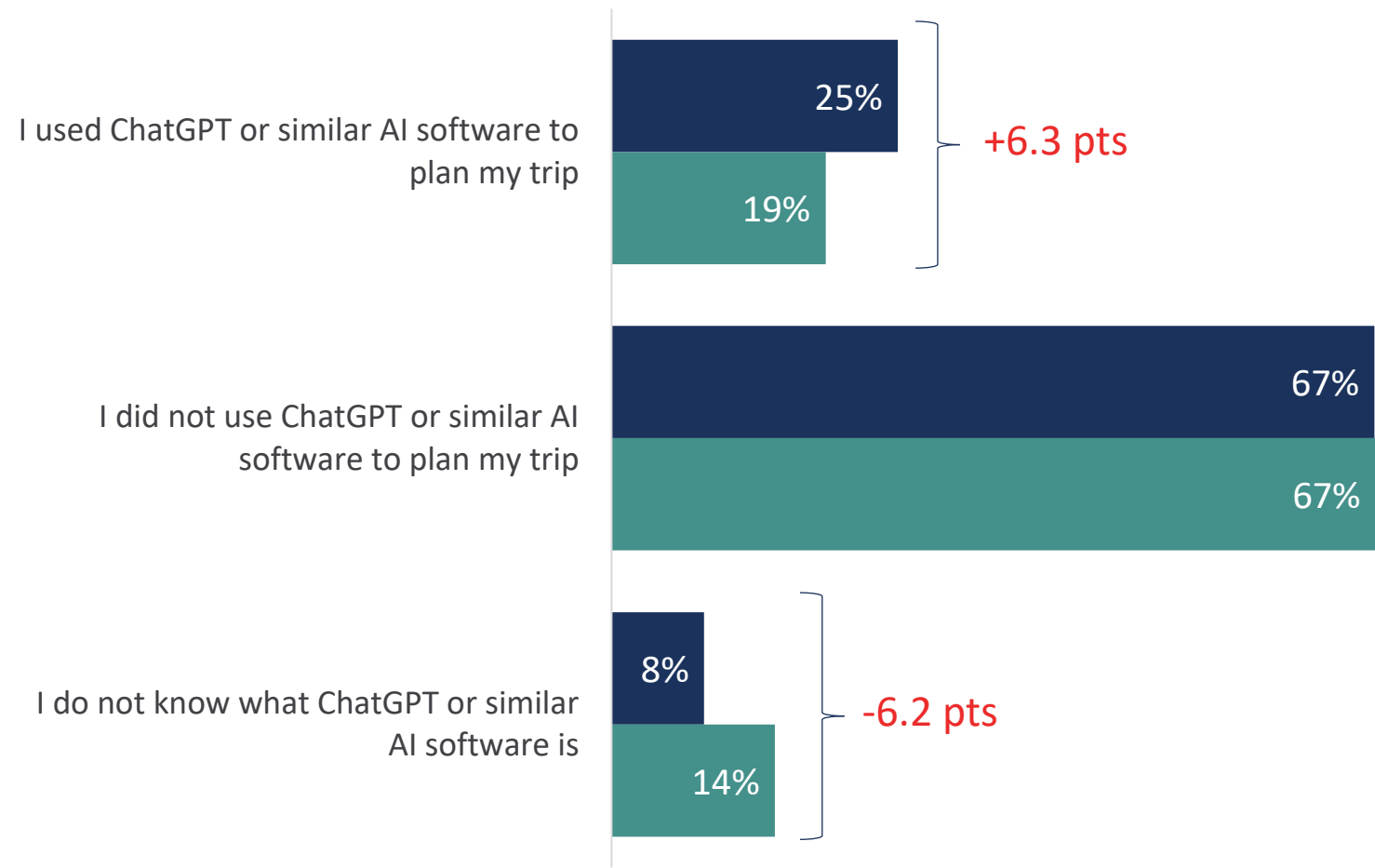


Compared to August 2024, there was a large **6-point decrease** in travelers who **don't know what ChatGPT or similar AI software** is. There was also a **5-point increase** in travelers who are **somewhat likely** to use ChatGPT or similar AI to plan their trips.

AI Software Quickly Integrating into Trip Planning

In the last six months, have you used ChatGPT or similar AI software in the trip planning process?

■ Jun-25 ■ Aug-24



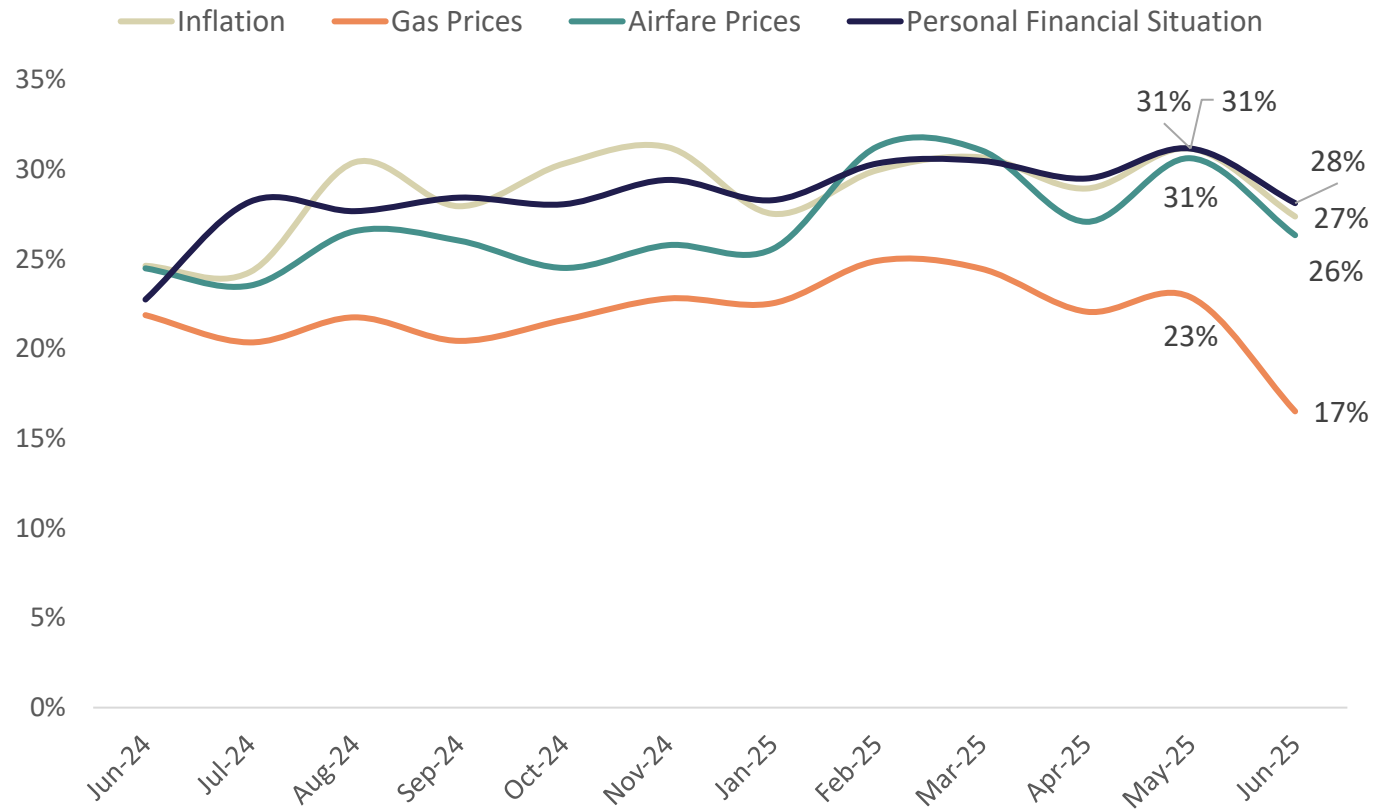
Travelers who said they **used ChatGPT or similar AI software to plan their trip increased 6-points** since August 2024. Whereas those who did not use ChatGPT or similar AI in the trip planning process held steady at 67%. This shows a quick integration of AI in the trip planning process for many travelers.

Source: Longwoods International ATS Wave 97
Percentages are based only on respondents who are confirmed travelers and have taken a trip in the last six months

Decrease in Concerns Greatly Impacting Travel Decisions

Concerns Impacting Your Travel Decisions in the Next Six Months

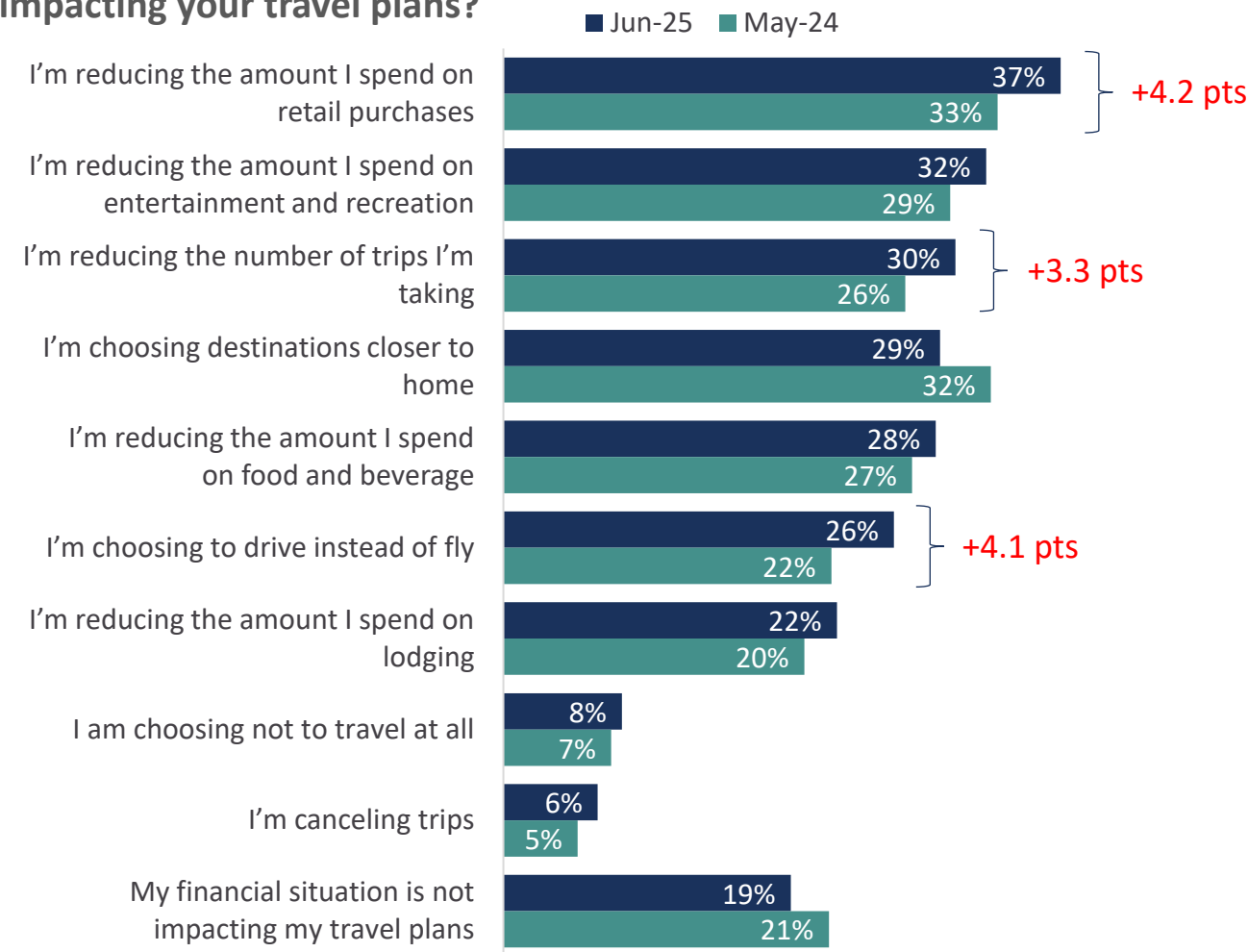
The chart shows the percentage of respondents who rated each factor as “Greatly impact” their travel plans (a 5 on a 1–5 scale) over the period from June 2024 to June 2025.



Compared to May 2025, there has been a **significant drop** in American travelers who said gas prices, inflation, and airfare prices “greatly impact” their travel decisions. Concerns for inflation saw a **4-point decrease** and concerns for airfare prices saw a **5-point decrease** since May 2025. **Gas prices** saw a **6-point decrease**, marking the **lowest point** in the past 12 months.

Travelers More Cautious with Spending on Trips

During the next six months, how is your personal financial situation impacting your travel plans?

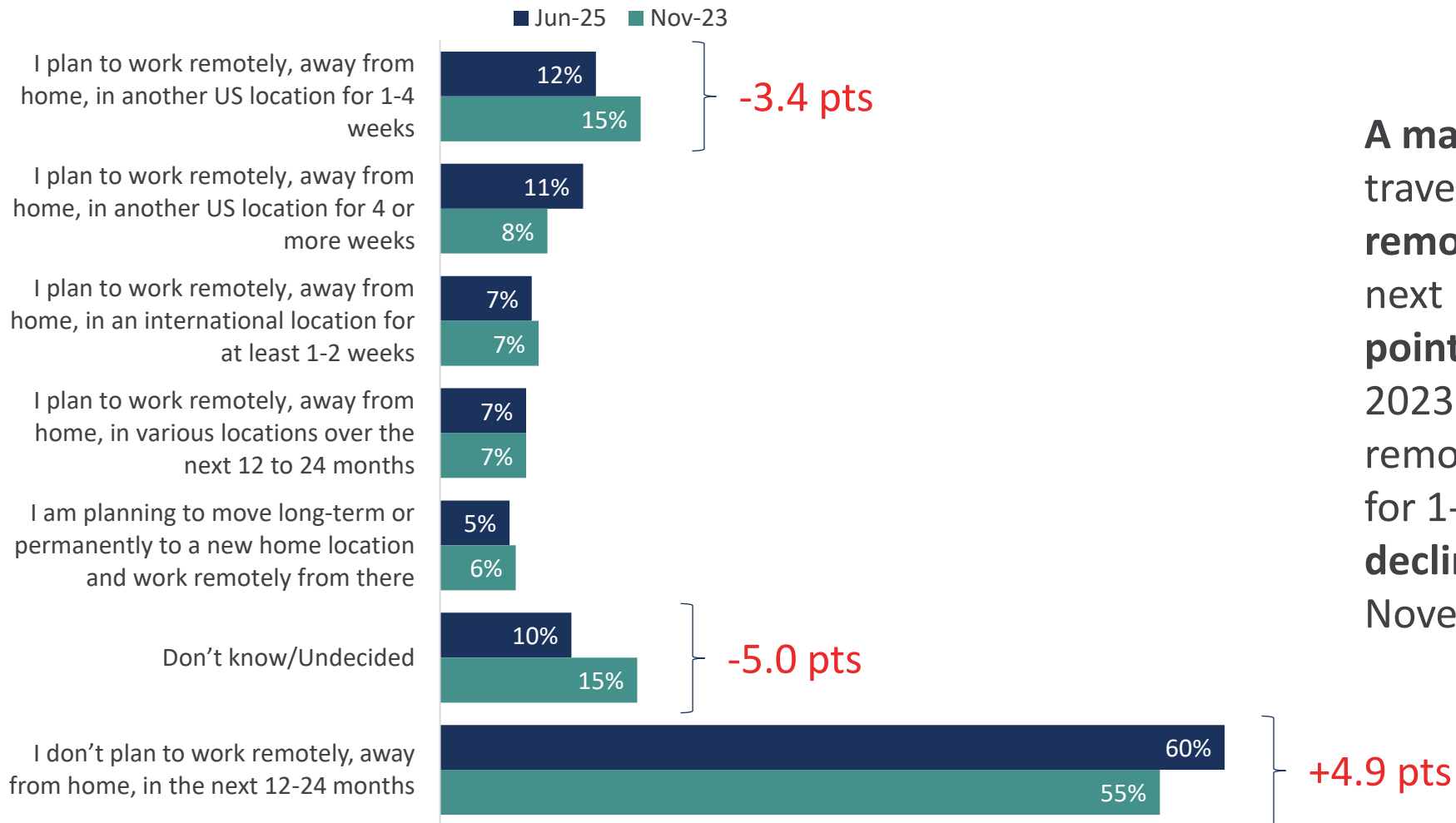


While there was a decrease in concerns greatly impacting travel decisions, American travelers are still being more cautious with their travel spending compared to May 2024. **37%** of travelers say they **are reducing the amount they spend on retail purchases**, a **4-point increase** from May 2024. There is **4-point increase** in American travelers **choosing to drive instead of fly**. There is also a **3-point increase** in travelers **reducing the number of trips** they are taking.

Source: Longwoods International ATS Wave 97
Percentages are based only on respondents who are confirmed travelers intend on traveling in the next six months

Majority of Travelers Do Not Plan to Work Remotely, Away from Home

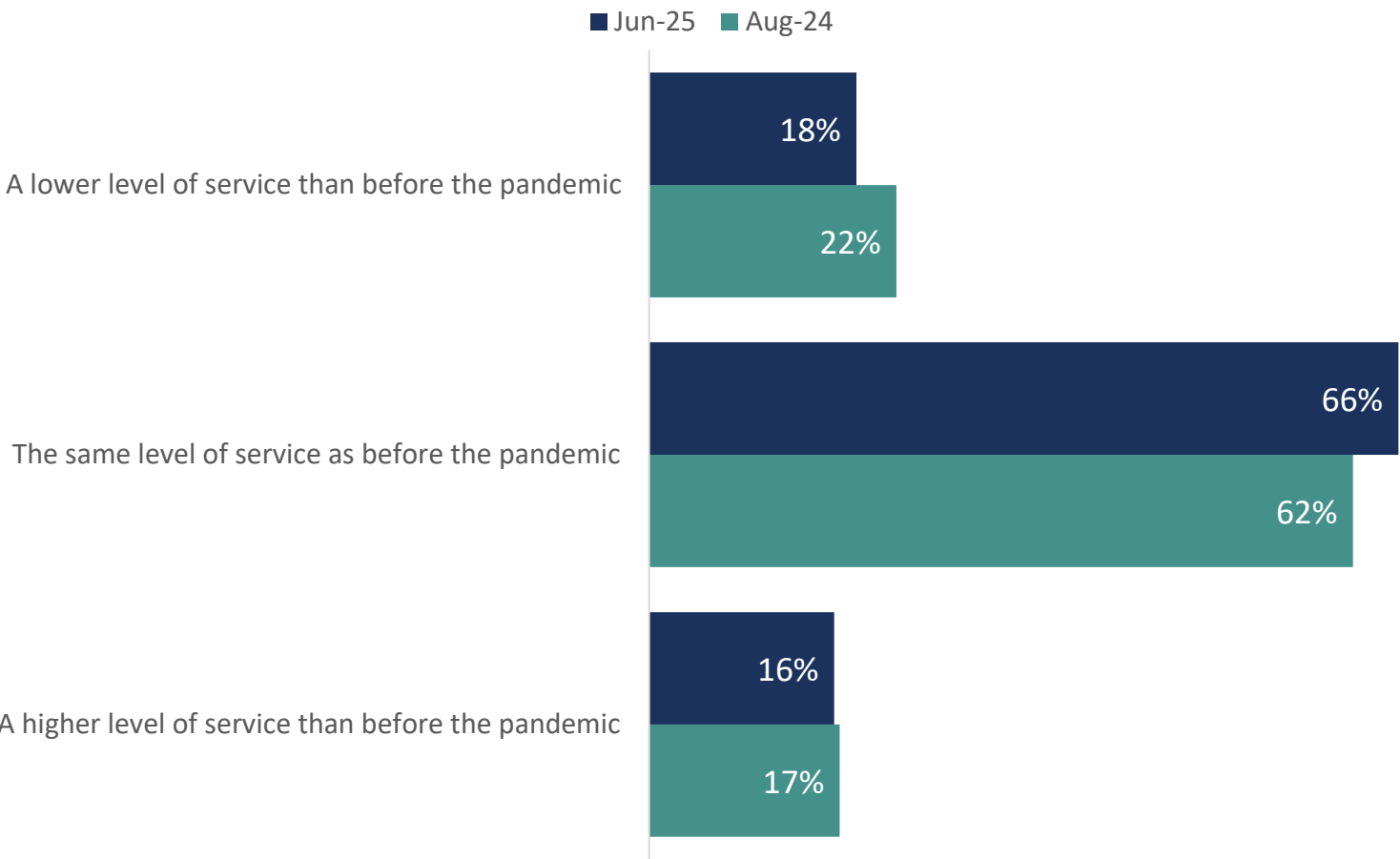
Which of the following describes your remote work plans within the next 12-24 months?



A majority (60%) of American travelers do not plan to work remotely, away from home, in the next 12-24 months, a significant 5-point increase from November 2023. Fewer travelers plan to work remotely in another U.S. location for 1-4 weeks, with a 3-point decline when compared to November 2023.

Service Levels on the Rise

On your most recent trip in the last three months, what level of service did you receive from tourism and hospitality businesses?

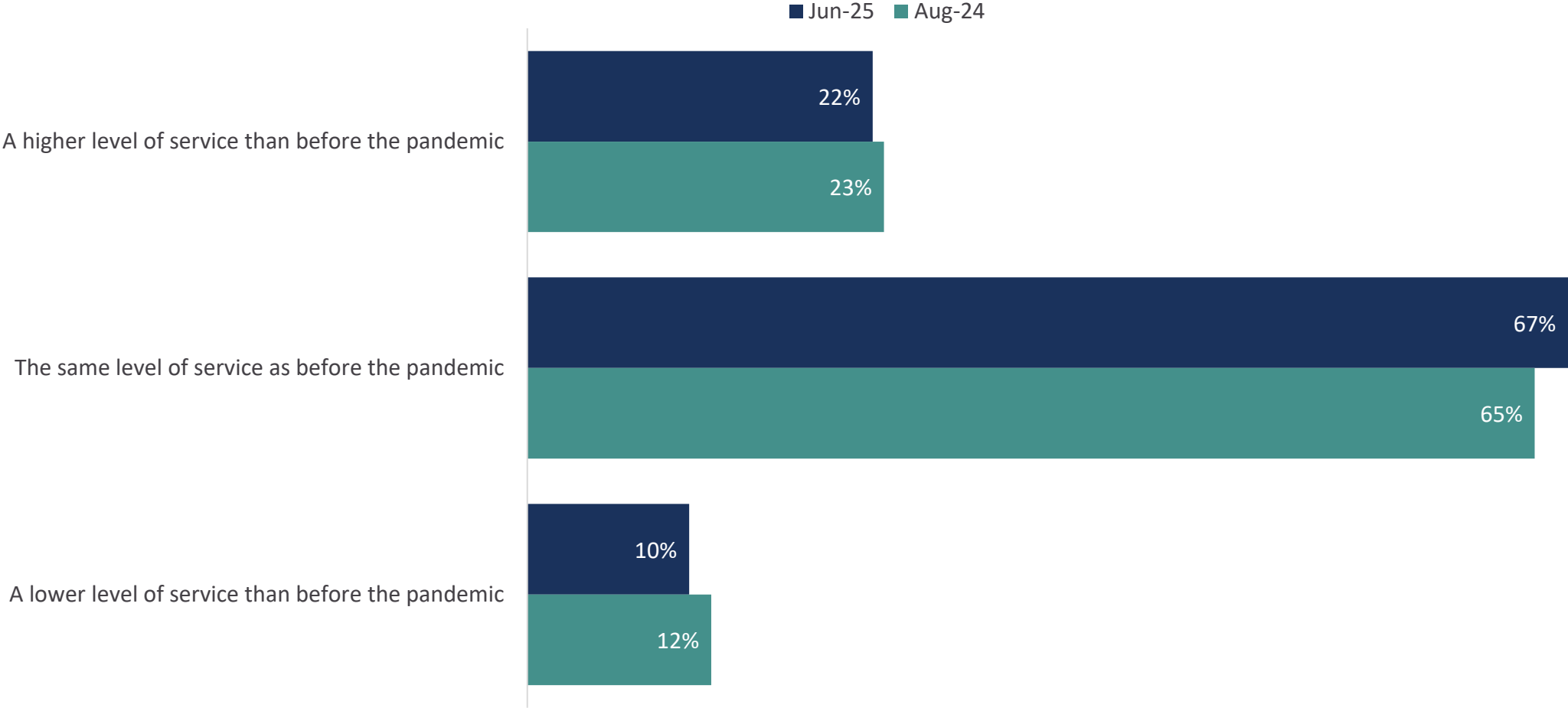


Compared to August 2024, there is a **4-point increase** in those who said they **received the same level of service** as before the pandemic. Additionally, travelers indicating that they received a higher level of service than before the pandemic has held steady at 16%, showing the level of service at tourism and hospitality business is improving, but not surpassing pre-pandemic levels.

Source: Longwoods International ATS Wave 97
Percentages are based only on respondents who are confirmed travelers and have taken a trip in the next six months

Expected Level of Service Remains the Same

When traveling in the next three months, what level of service do you expect to receive from tourism and hospitality businesses?



Source: Longwoods International ATS Wave 97
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

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: June 3, 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.





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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
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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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