

A person with blonde hair in a ponytail, wearing a teal long-sleeved shirt, stands on a rocky cliff edge, looking out over a winding river in a deep canyon. The sky is filled with dramatic, orange-hued clouds from a sunset or sunrise. The overall scene is a wide-angle landscape shot.

2025 TRAVEL PLANS

# American Travel Sentiment Study

WAVE 98: ROAD TRIP TRAVEL

JULY 22, 2025

Longwoods  
INTERNATIONAL

miles  
PARTNERSHIP



# American Travel Sentiment Wave 98 Highlights

## Key Findings:

### 1. Concerns About Gas Prices Return to Previous Levels

Concerns about gas prices were at a low in June 2025 with 17% of travelers indicating it was greatly impacting their travel decisions. It has since returned to previous levels with a six-point increase in July 2025 (23%). Despite fuel prices remaining lower than last summer, this is likely due to the overall impact of inflation and personal financial concerns.

### 2. Half of Travelers Have Spent At Least One Night Following a Touring Route

Half (56%) of travelers have spent at least one night following a touring route or scenic/historic highway in the last five years. A quarter (25%) of travelers followed a touring route once and three in ten (31%) have done so multiple times.

### 3. Majority of Travelers Used Their Personal Vehicle on a Touring Route

Seven in ten (68%) travelers who have spent time following a touring route used their own car/truck on the route. About one third (35%) used a rental car.

### 4. Dining, Outdoor Scenery, and Historical Sites/Attractions are Top Interests on Touring Routes

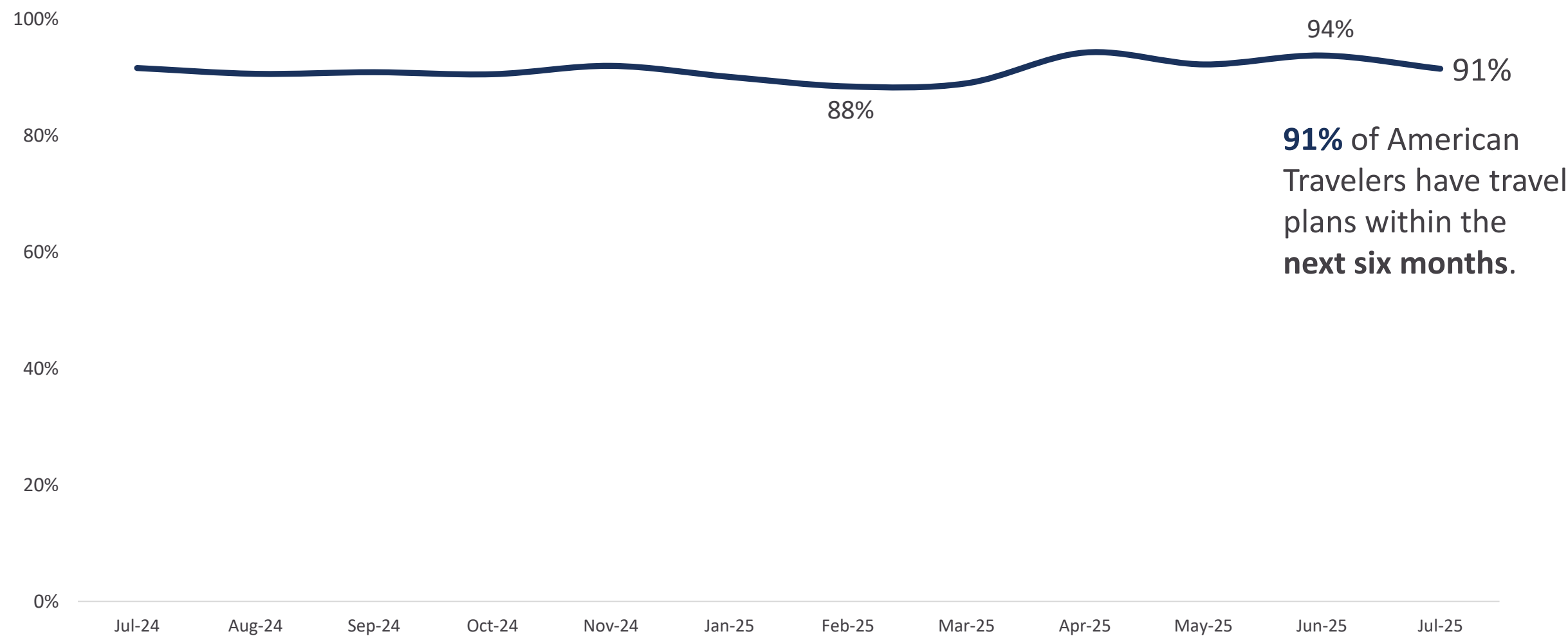
The top three interests while on touring routes are great local restaurants, cafes and dining (40%); wonderful outdoor scenery (40%); and historical sites/attractions (36%).

### 5. A Third of Travelers are Extremely Interested in Touring Route 66

With Route 66's 100<sup>th</sup> year anniversary coming up, a third (33%) of travelers are extremely interested in touring all or part of Route 66 at some point.



# Travel Plans Within the Next 6 Months

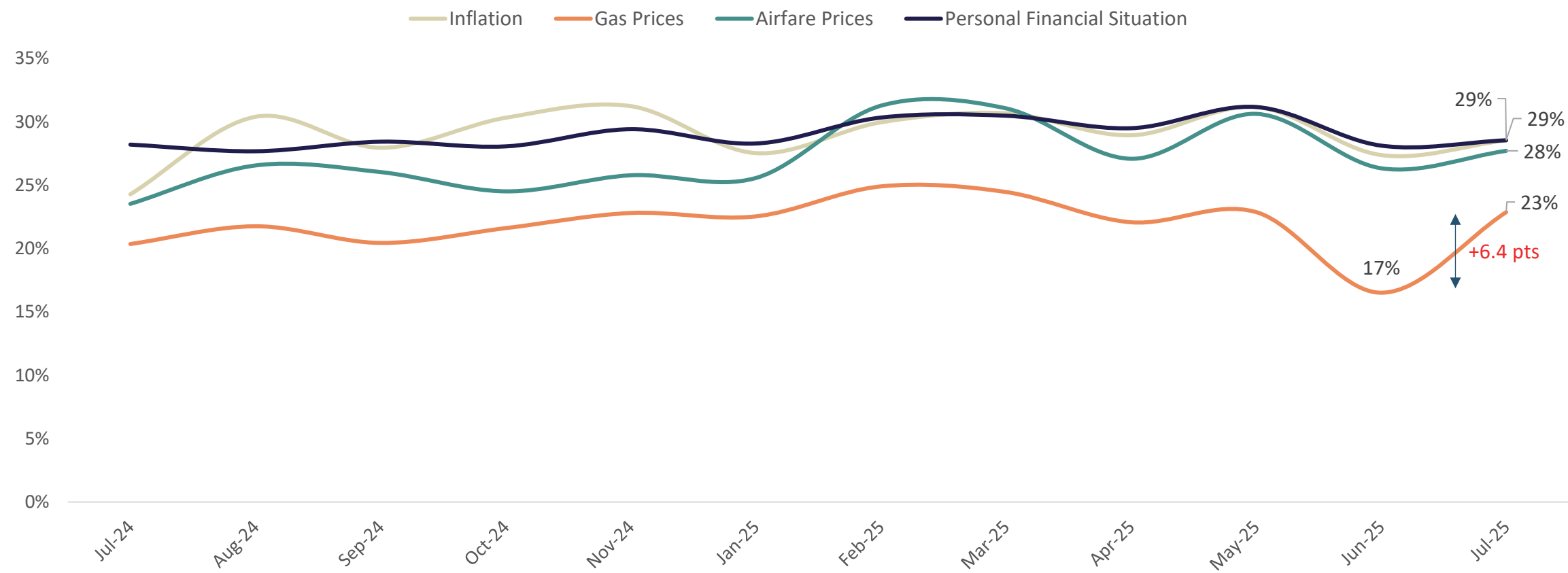


Source: Longwoods International ATS Wave 98  
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

# Increase in Concern About Gas Prices Greatly Impacting Travel Plans

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

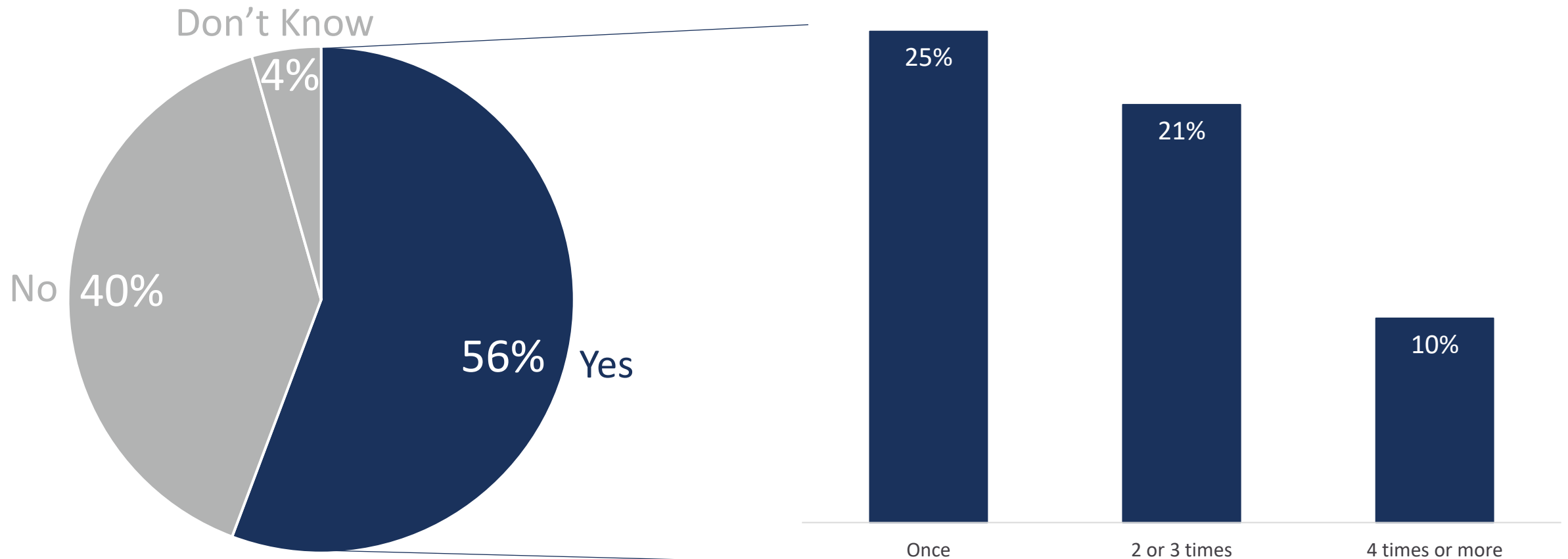
The chart shows the percentage of respondents who rated each factor as “Greatly impact” their travel plans (a 5 on a 1–5 scale) over the period from June 2024 to June 2025.



Source: Longwoods International ATS Wave 98  
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

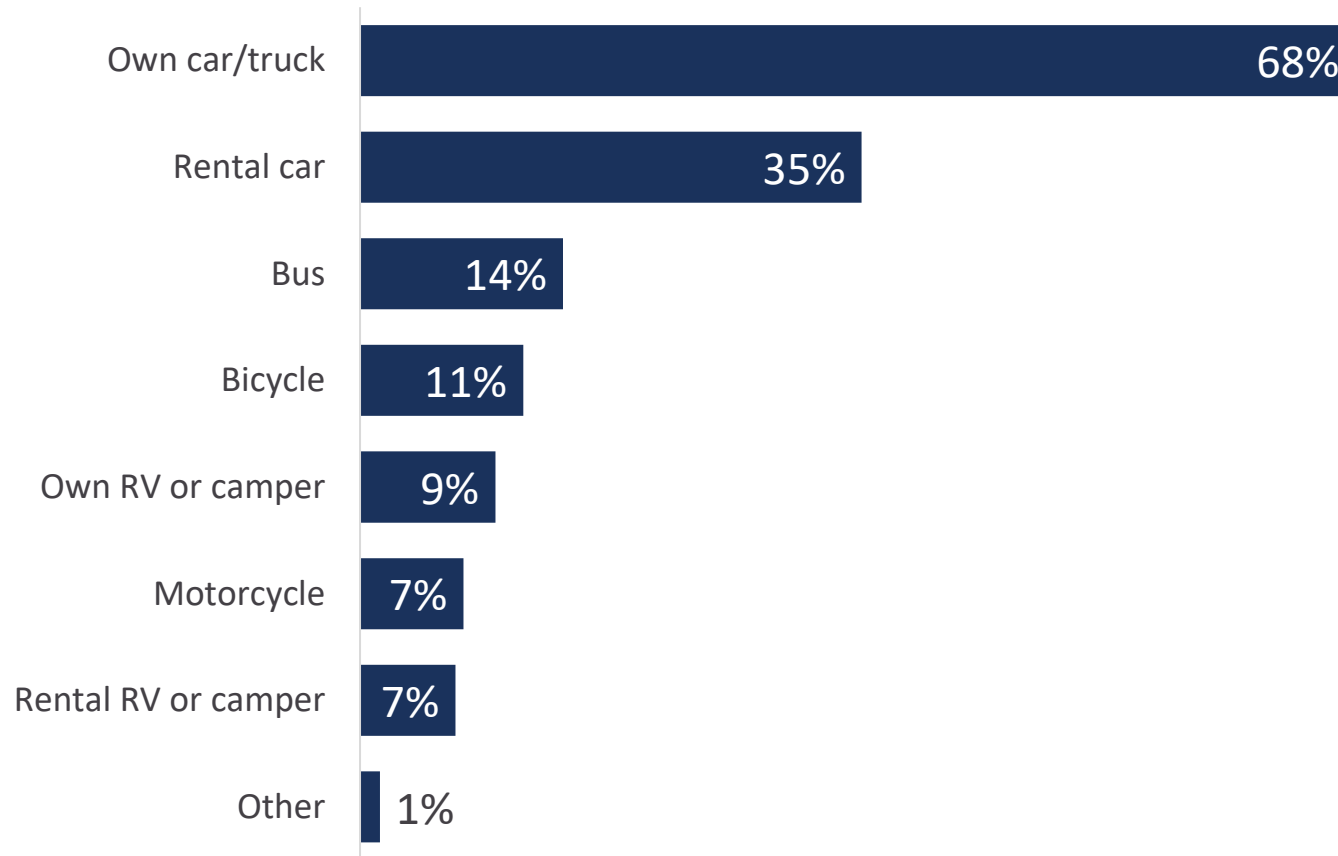
# Half of Travelers Have Spent At Least One Night Following a Touring Route

In the last 5 years, have you spent at least one night following a touring route or scenic/historic highway in the USA such as Route 66, the Pacific Coast Highway, Blue Ridge Parkway or any other Scenic Byway?



# Personal Vehicle Top Transportation Method for Touring Routes

What types of transportation did you use while traveling along touring routes or scenic/historic highways?



**Personal vehicle (68%) overwhelmingly came out on top** as travelers' mode of transportation on touring routes.

# High Interest in Dining, Outdoor Scenery, and Historical Sites/Attractions on Touring Routes

Thinking of touring routes or scenic/historic highways specifically, what attractions, activities, and services along the route would be of most interest to you or your traveling companions?

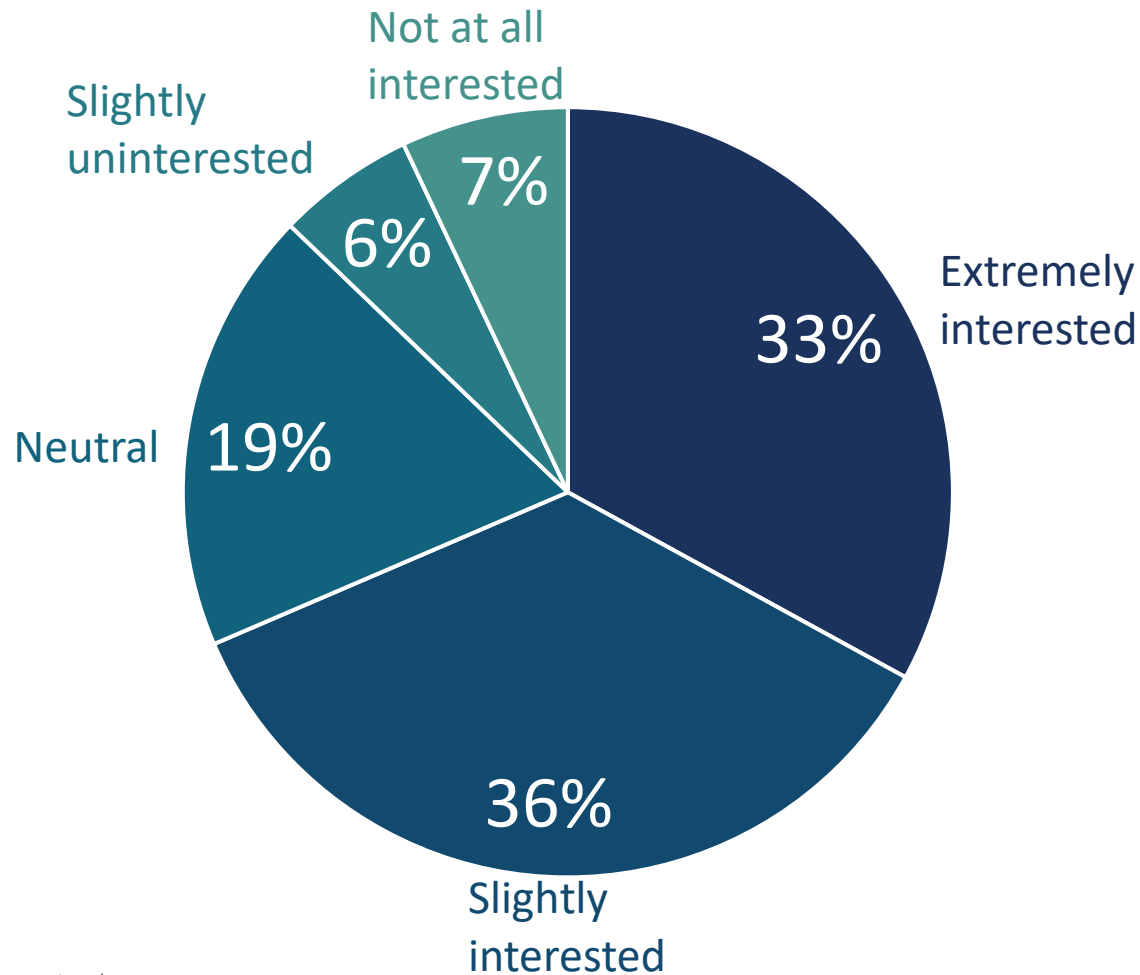
*Note: Respondents were asked to select up to four attractions, activities, or services*



The top three interests on touring routes are **dining, outdoor scenery, and historical sites/attractions.**

# A Third of Travelers are Extremely Interested in Touring Route 66

Route 66 is celebrating its 100<sup>th</sup> year anniversary in 2026. How interested are you in touring part or all of Route 66 at some point?



**A third (33%) of travelers are extremely interested in touring part or all of Route 66.**



# 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: July 1, 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!

Longwoods  
INTERNATIONAL

miles  
PARTNERSHIP