

A person with their back to the camera, wearing a teal jacket, stands on a rocky cliff overlooking a river. The scene is illuminated by the warm, golden light of a sunset, with the sun low on the horizon and its rays filtering through the clouds. The river below is a deep blue-green color, winding through the canyon. The overall mood is serene and contemplative.

2026 Travel Plans

American Travel Sentiment Study

WAVE 103 : 2026 TRAVEL PLANS

JANUARY 29, 2026

Longwoods
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American Travel Sentiment Wave 103 Highlights

Key Findings:

1. 2026 Begins with High Demand for Spring & Summer Travel

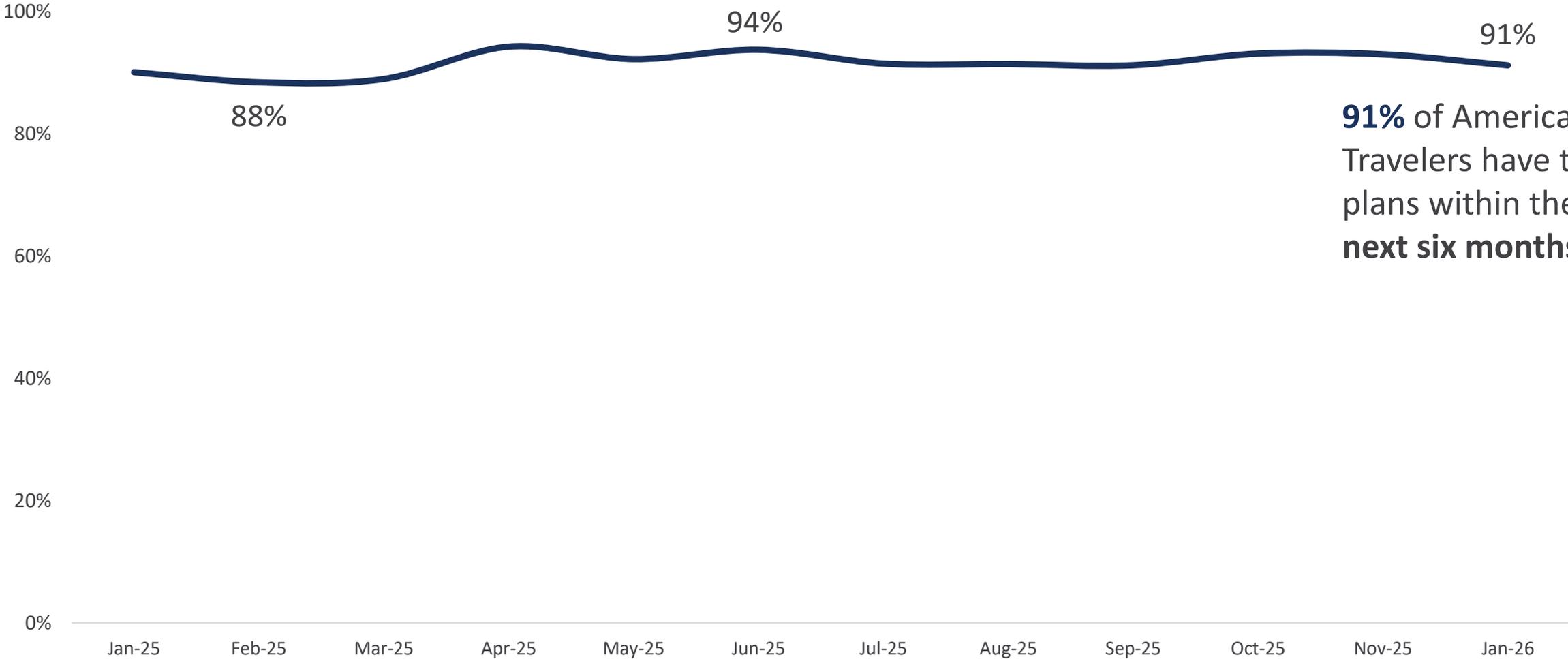
Spring and summer travel planning is underway - 61% of travelers have trips planned more than 3 months in advance for 2026. Additionally, half of travelers (52%) are planning on traveling about the same amount this year compared to last year, while three in ten (29%) are planning on traveling more this year, indicating a strong demand for travel in 2026.

2. Financial Concerns Impacting Travel Decisions Cool Slightly

Concerns of gas prices, inflation, and personal financial situation impacting travel decisions are all down compared to November 2025, suggesting that travelers may have more financial flexibility for travel in 2026. Three in ten travelers (31%) indicated that they are planning on spending more money on travel in 2026 compared to last year, while half of travelers (52%) are planning on spending the same amount on travel. Only 17% of travelers indicated that they are planning on spending less on travel this year compared to last year. Additionally, 33% of travelers indicated that they would travel by plane for their next domestic trip. This figure is up 5-points from January 2025, further signifying that travelers are willing to spend more on travel in 2026.



Travel Plans Within the Next 6 Months



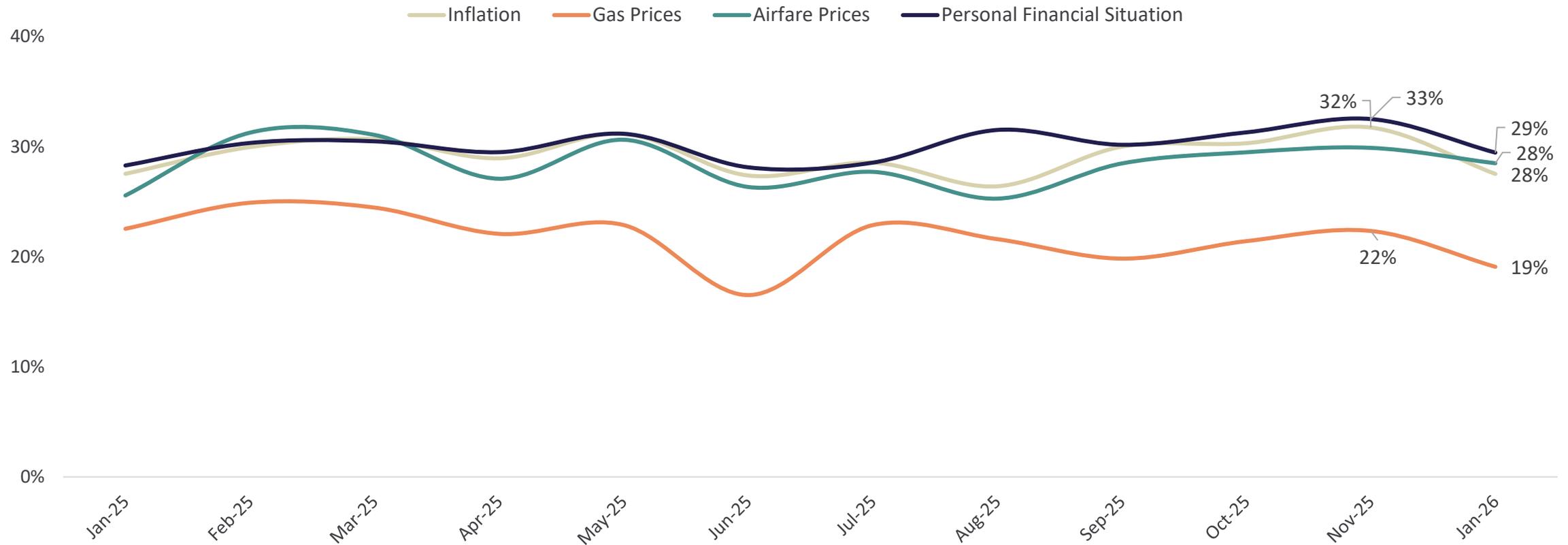
91% of American Travelers have travel plans within the next six months.

Source: Longwoods International ATS Wave 103
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

Gas Prices, Inflation and Personal Financial Concerns Impacting Travel Plans Down from November 2025

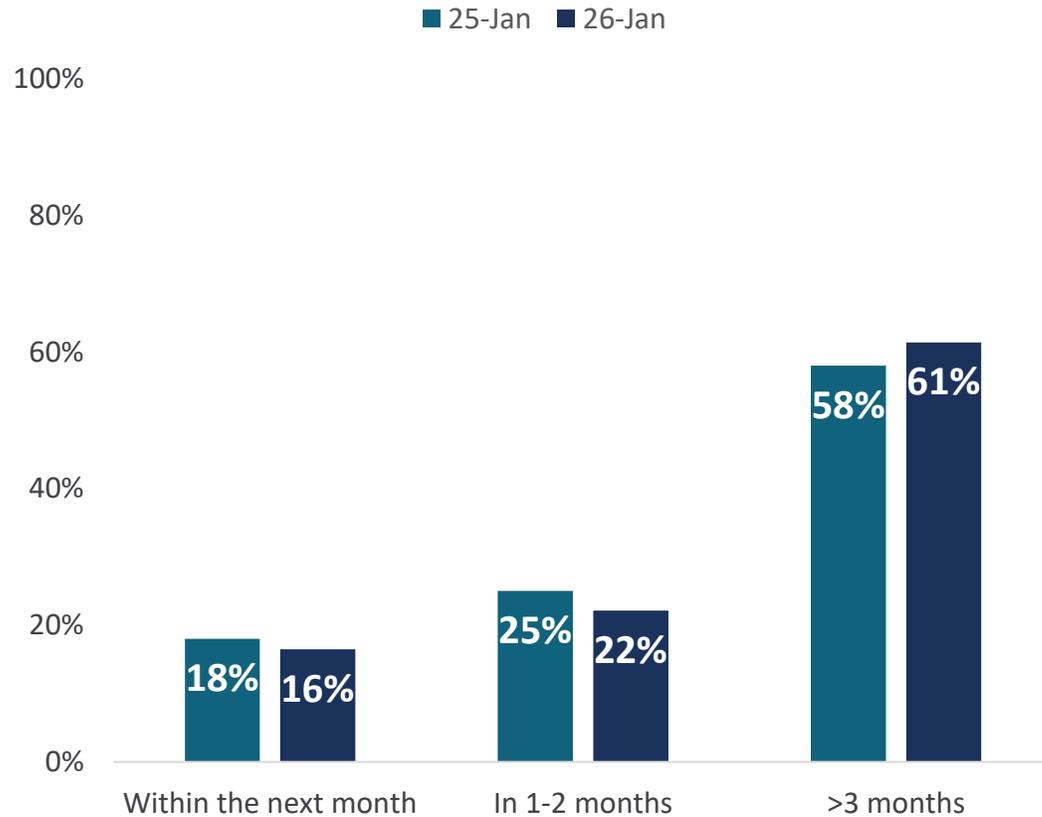
Concerns Impacting Your Travel Decisions in the Next Six Months

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 January 2025 to 2026.



61% of Travelers Are Planning Ahead for Spring & Summer Travel

When is your next trip?

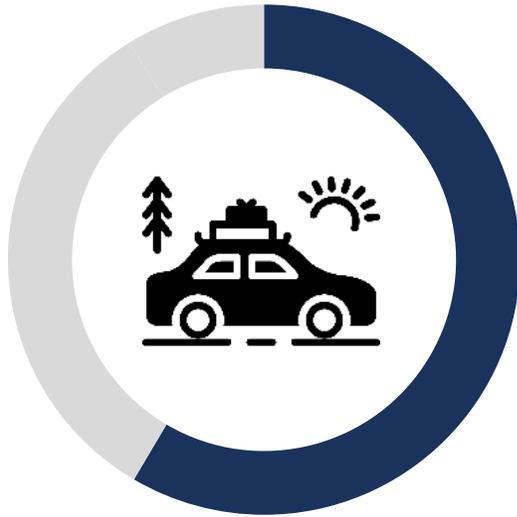


61% of travelers have trips planned more than three months in advance, while 22% have travel plans within the next 1-2 months.

This indicates that a majority of travelers are looking ahead for travel and starting to plan their trips for spring and summer.

More Travelers are Traveling by Plane for Their Next Trip Than Last Year

What is the next trip you plan to take?



58% -4.9 points vs January 2025

Domestic Road Trip



33% +5.1 points vs January 2025

Domestic Air Travel

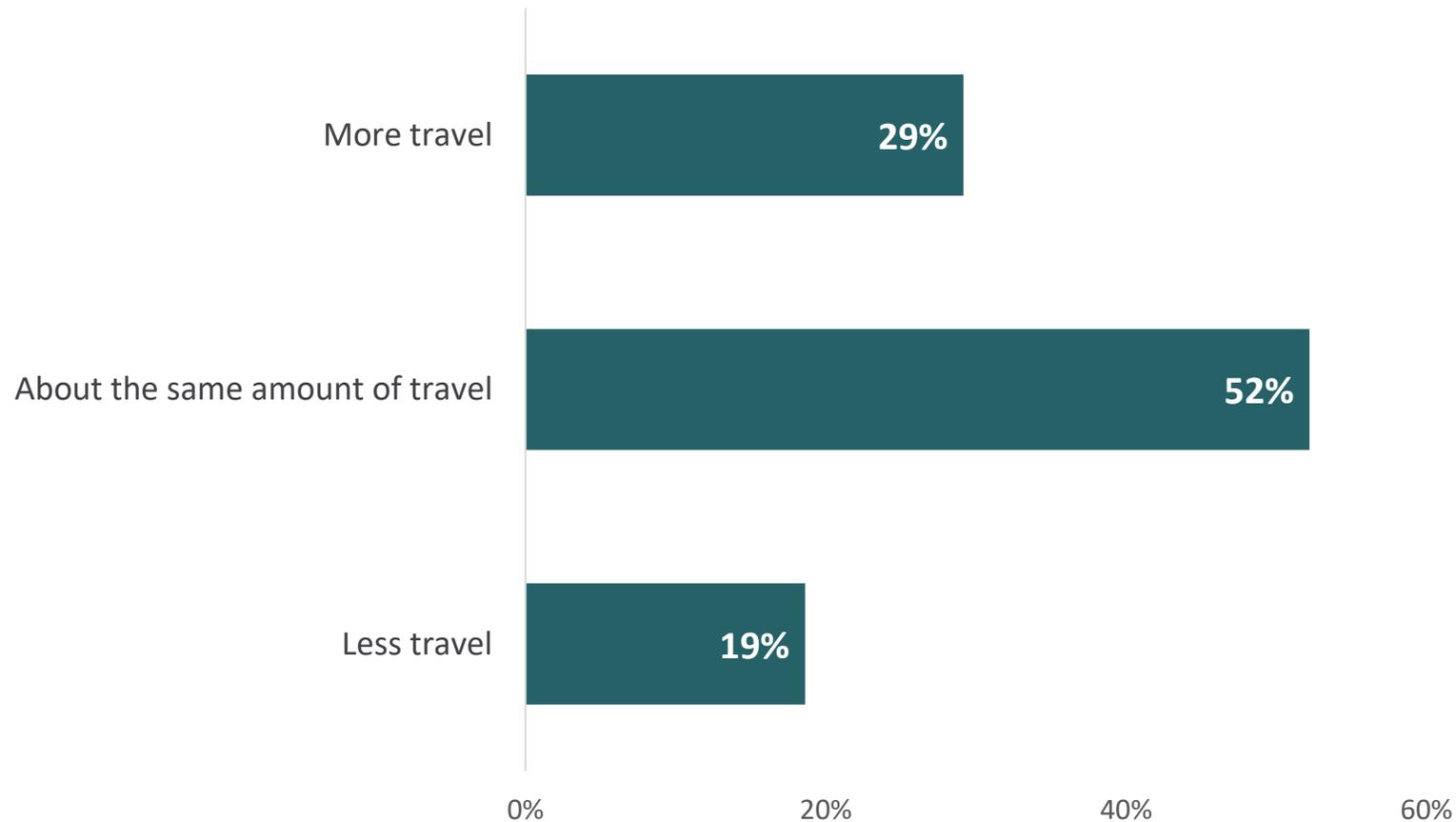


9% No change vs January 2025

International Travel

Majority of Travelers Plan to Travel About the Same Amount in 2026

Compared to last year, how often do you plan to travel this year?

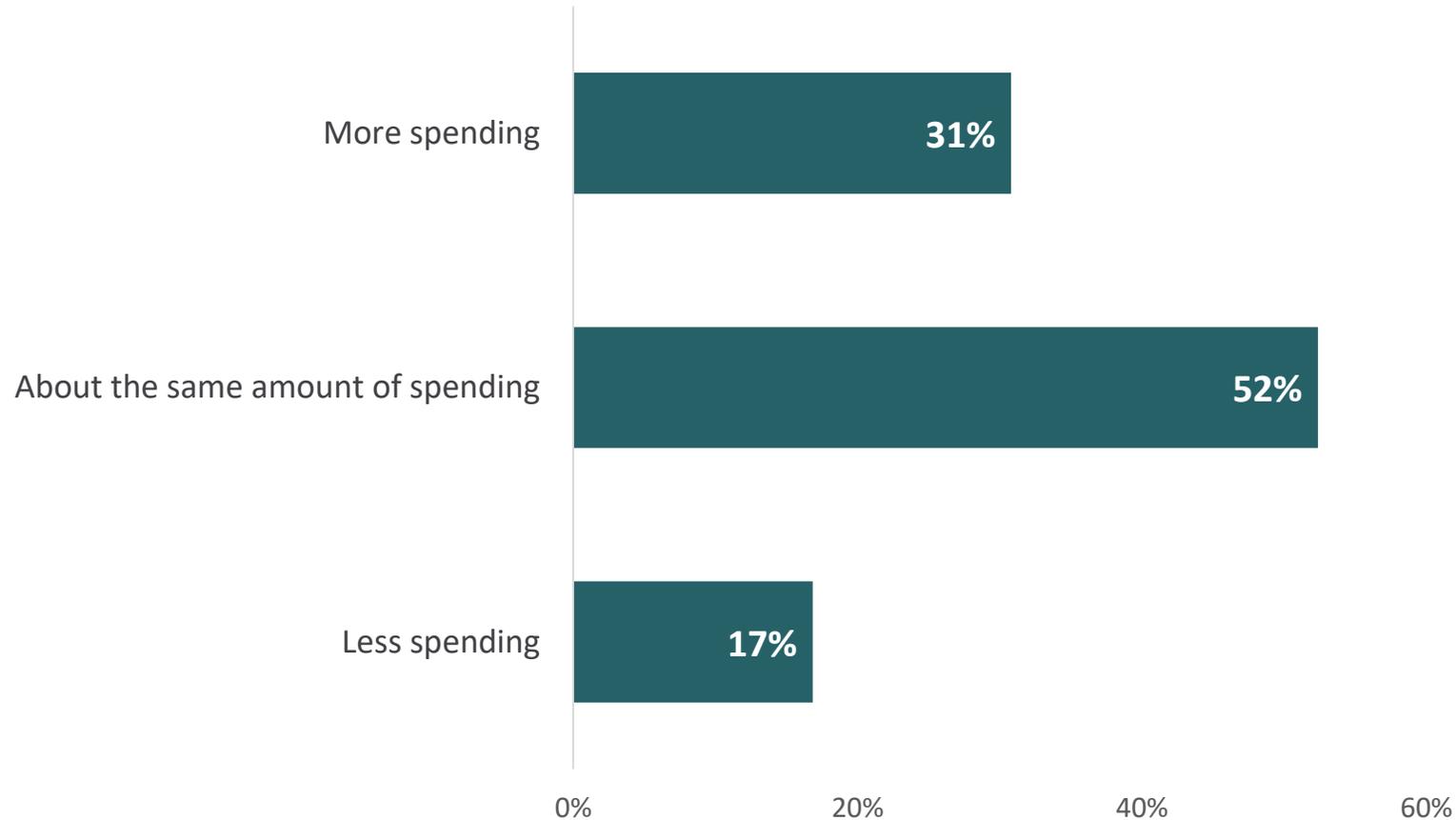


The **majority of travelers (52%)** are planning to travel about the same amount this year, while one-third of travelers (**29%**) are planning to travel more this year compared to last year.

Only **19%** of travelers plan to travel less this year compared to last year.

31% of Travelers Plan to Spend More on Travel This Year

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



Half of travelers plan to spend about the same on travel (52%) this year as they did last year. One-third of travelers (31%) plan to spend more on travel this year, outpacing those who plan to spend less.

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: January 6 - 9, 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.





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





Additional Resources

Longwoods International Research

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

Miles Partnership Research and Insights

www.MilesPartnership.com/How-We-Think

A person with long blonde hair tied back, wearing a green long-sleeved shirt, stands on a rocky ledge overlooking a deep canyon. The canyon walls are dark brown and layered, with turquoise water flowing through narrow channels. The scene is captured from a high angle, looking down at the person and the canyon below.

Thank You!

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