2026 Travel Plans

American Travel Sentiment Study

WAVE 107 : GAS PRICES AND THE IRAN WAR

Longwoods INTERNATIONAL | miles PARTNERSHIP

May 21, 2026

American Travel Sentiment Wave 107 Highlights

Key Findings:

1. **Concerns About Gas Prices Continues to Increase**
   Concerns about gas prices greatly impacting travel decisions has reached 40%, up 6.3 points from April 2026 (33%) and up 19.0 points since March 2026 (21%). However, the percentage of those choosing to travel closer to home (36%) due to gas prices is down 5.0 points from April 2026. Travelers reducing the amount they spend on entertainment and recreation (31%) is also down (3.6 points). 7% of travelers are canceling their trips, which is similar to April 2026.

2. **Iran War Still Influencing International Travel Plans**
   30% of travelers plan to travel internationally in the next 12 months, down 3.1 points from April 2026. The Iran war continues to impact international travel plans, with 25% indicating they are less likely to travel internationally due to the war. Compared to April 2026, among travelers who indicated the Iran war is influencing their international travel plans, 37% will replace their international trip with a domestic trip, up 5.6 points. One in five (19%) will cancel their international trip.

3. **Summer Travel Spending More Polarized in 2026**
   Summer travel spending intentions are more polarized than last year, with 31% of travelers saying they plan to spend more (up 5.9 points) and 28% of travelers spending less (up 5.2 points), while 42% plan to spend about the same (down 11.1 points).

Source: Longwoods International ATS Wave 107

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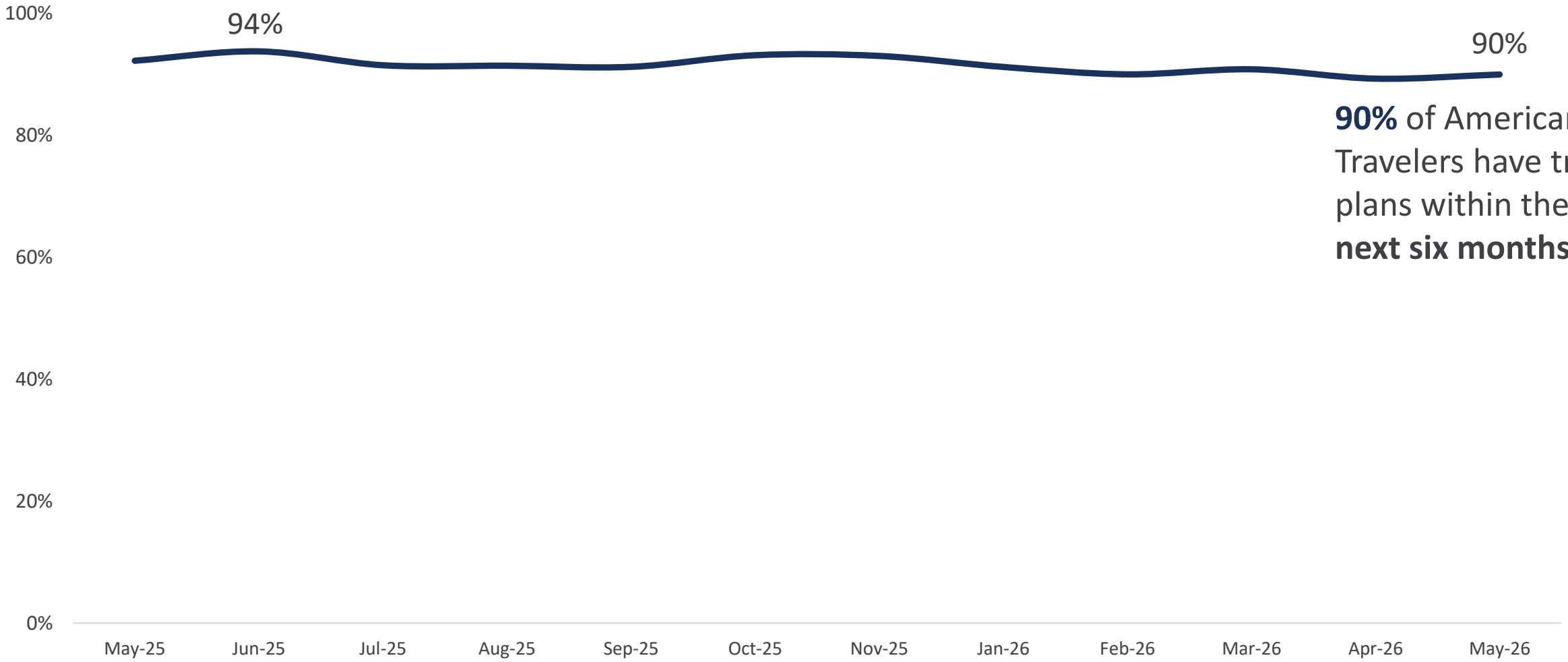
Travel Plans Within the Next 6 Months



90% of American Travelers have travel plans within the **next six months**.

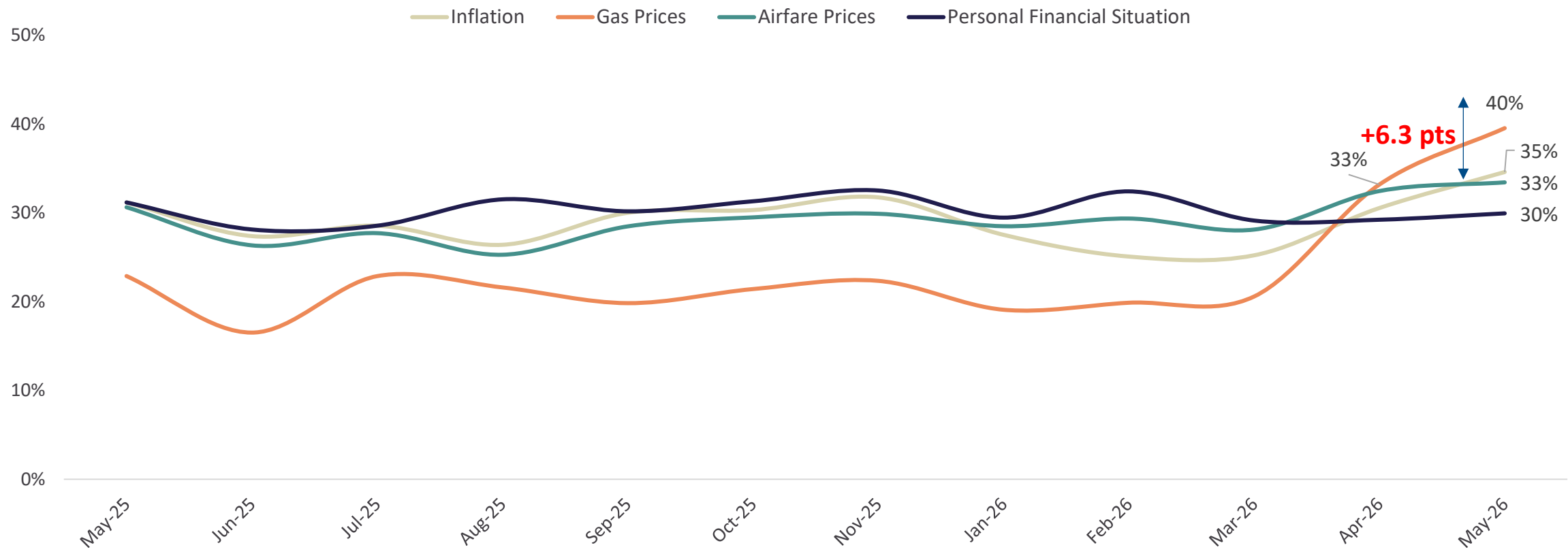
Source: Longwoods International ATS Wave 107

Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

Concerns About Gas Prices Impacting Travel Plans Continues to Rise

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 May 2025 to 2026.

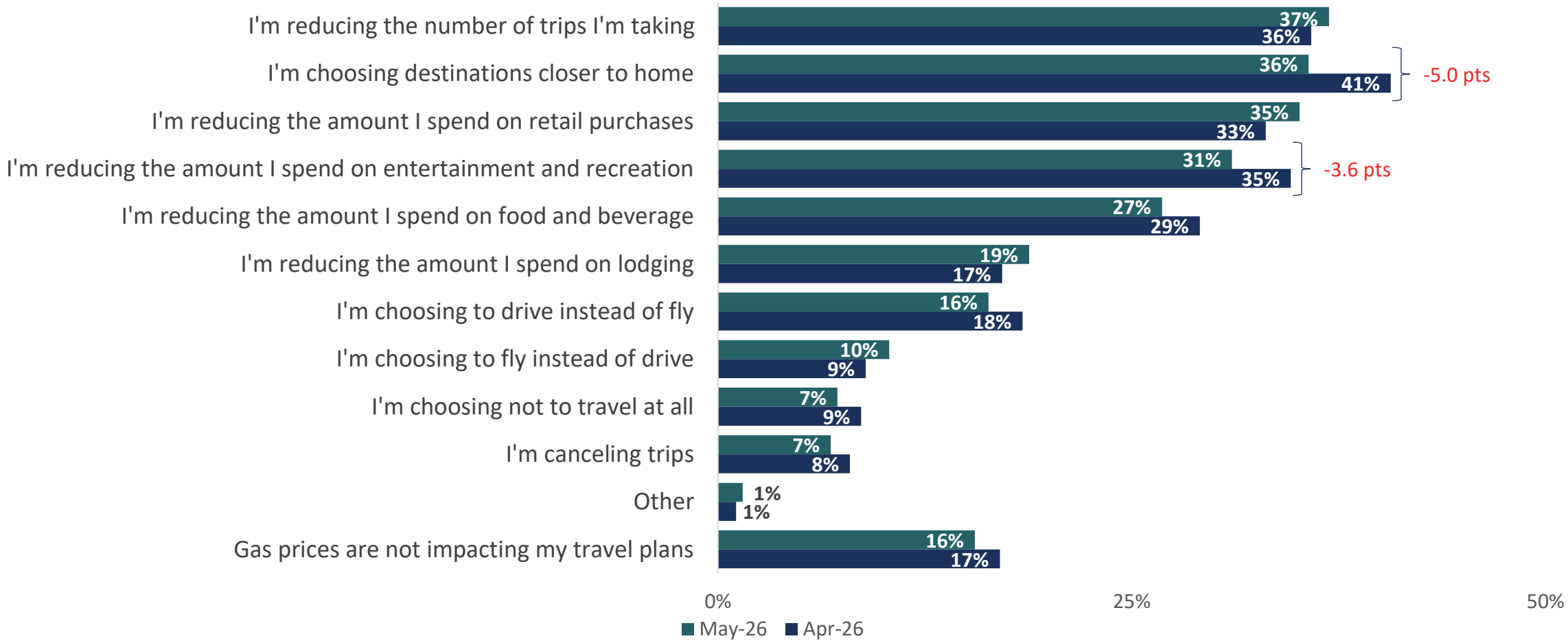


Source: Longwoods International ATS Wave 107

Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

Less Travelers Choosing Destinations Closer to Home

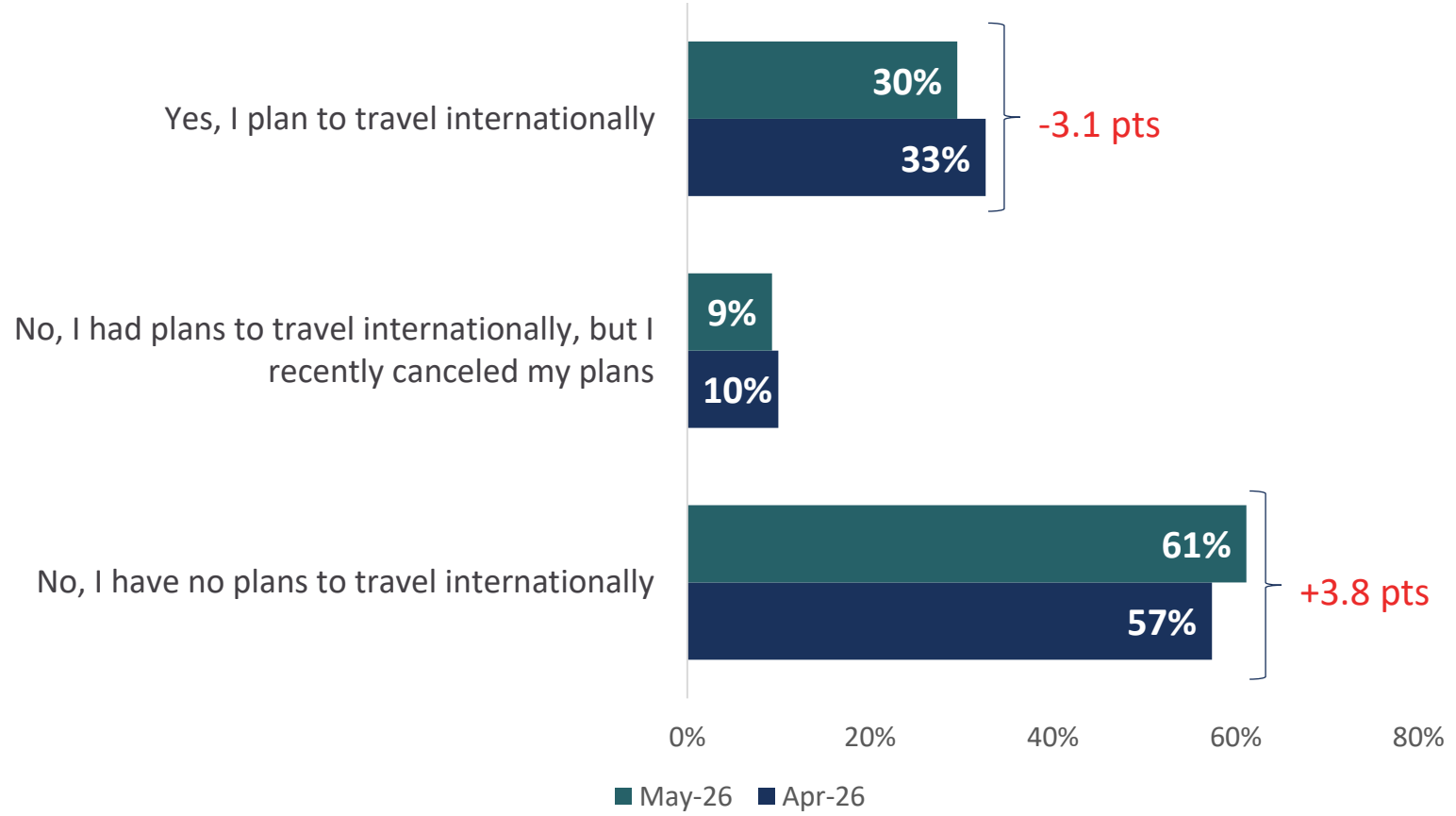
During the next six months, how are gas prices impacting your travel plans?



Source: Longwoods International ATS Wave 107
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

Travelers' Plans to Travel Internationally Down Slightly Compared to April 2026

In the next 12 months, do you plan to travel internationally?



30% of travelers plan to travel internationally in the next 12 months, **down 3.1 points** compared to April 2026.

Source: Longwoods International ATS Wave 107
Percentages are based only on respondents who are confirmed travelers

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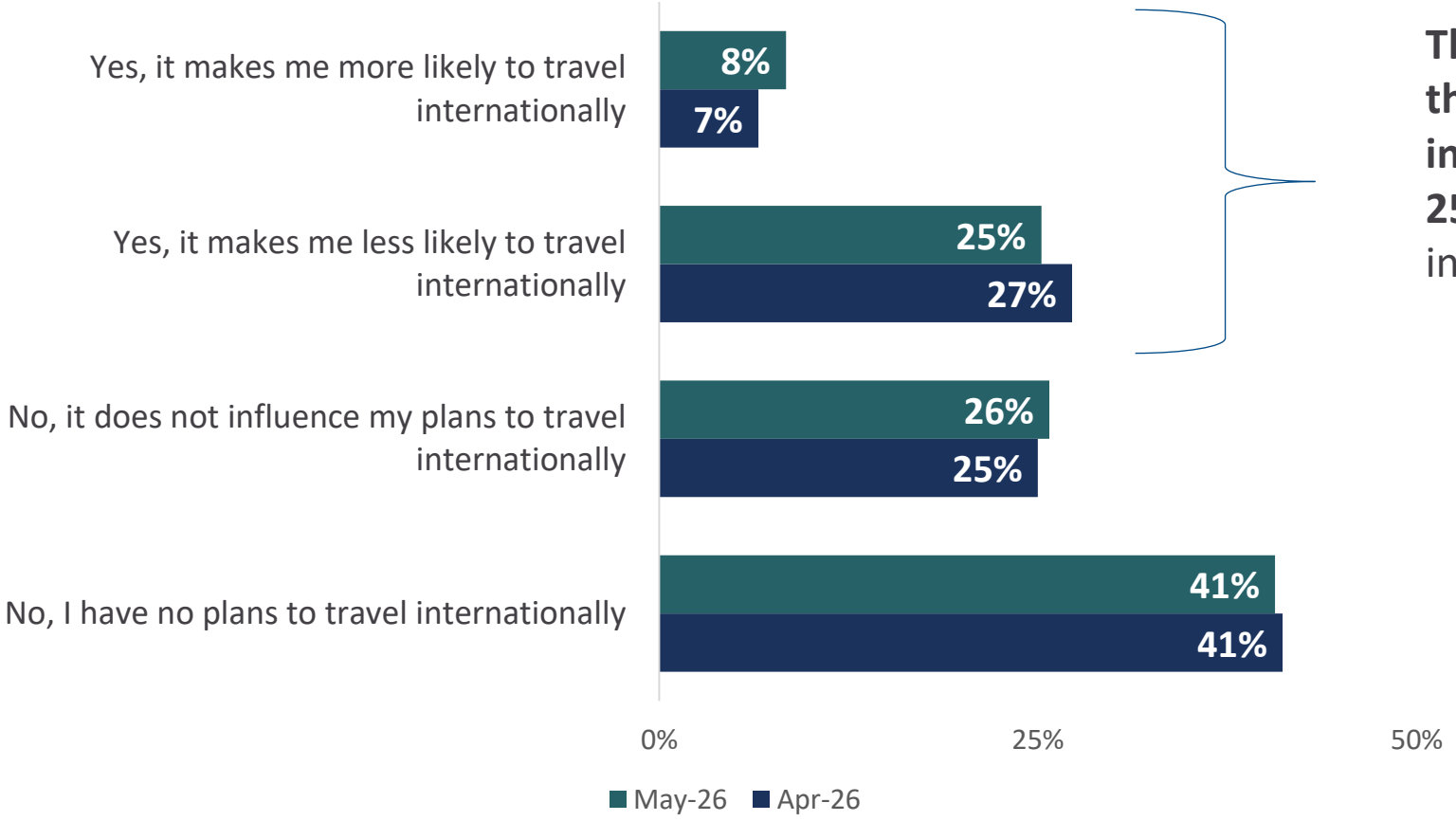
Iran War Still Influencing a Third of Travelers' International Travel Plans

Is the Iran war influencing you to change your international travel plans in the next 12 months?

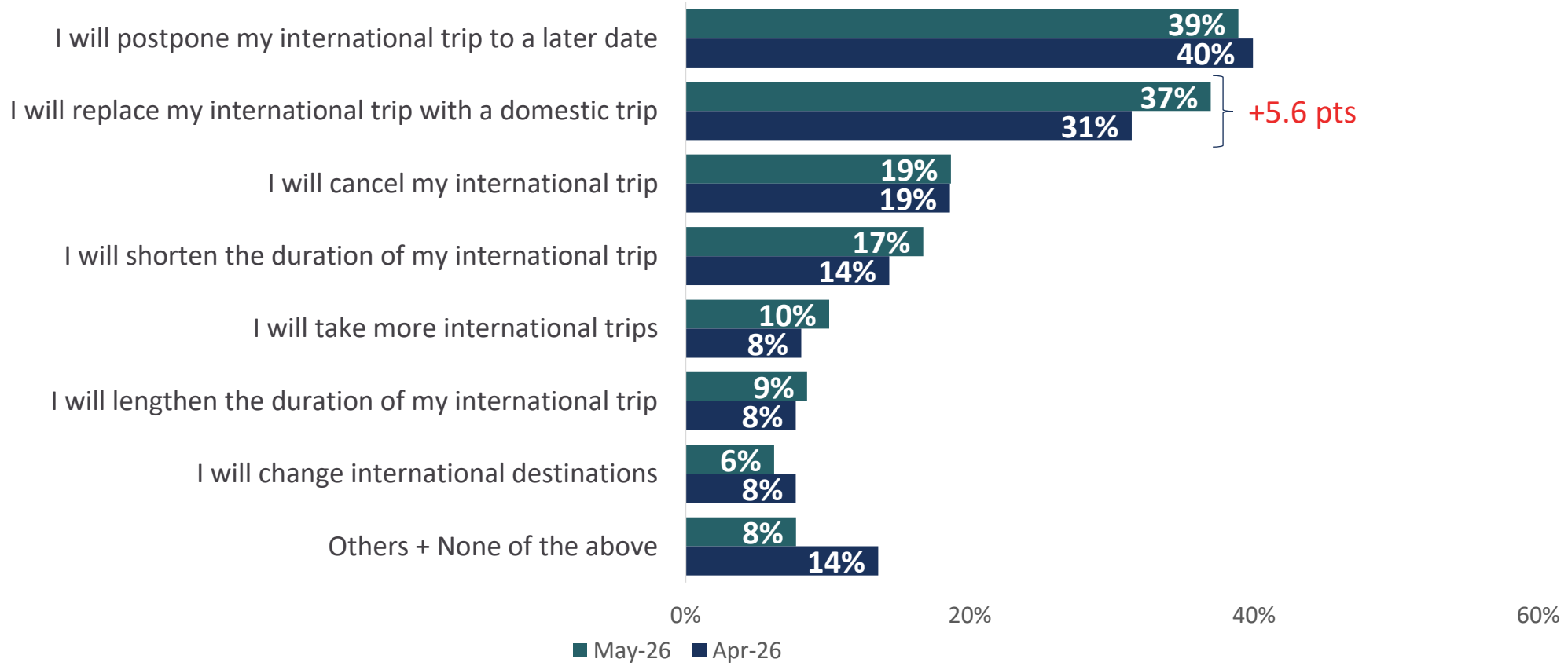


The Iran war is still influencing a third (34%) of travelers' international travel plans, with **25% less likely** to travel internationally.

Source: Longwoods International ATS Wave 107
Percentages are based only on respondents who are confirmed travelers

More Travelers This Reporting They Will Replace Their International Trip With a Domestic Trip Compared to April 2026

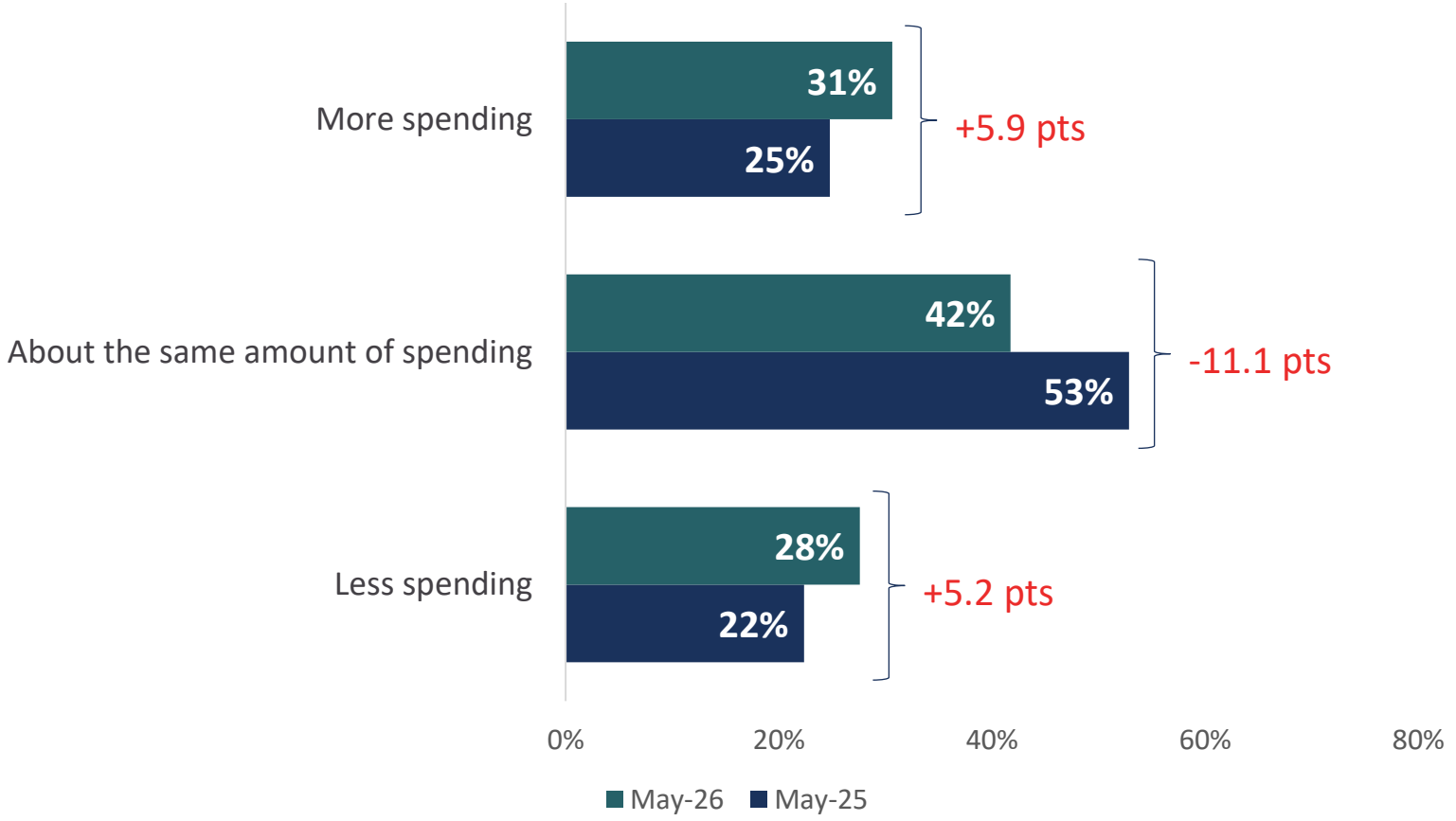
You indicated that the Iran war is influencing your international travel plans. How will you change your international travel plans in the next 12 months?



Source: Longwoods International ATS Wave 107
Percentages are based only on respondents who are confirmed travelers and indicated the Iran war is influencing their international travel plans

Summer Travel Spending More Polarized in 2026

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



Summer travel spending intentions are more polarized than last year, with **more travelers** saying they plan to spend **more** (up 5.9 points) or **less** (up 5.2 points), while fewer expect to spend about the same (down 11.1 points).

Source: Longwoods International ATS Wave 107
Percentages are based only on respondents who are confirmed travelers and have summer travel plans

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: May 5 – 7, 2026
- Sample Size: 1,000 U.S. adults (18+)
- Margin of Error: ±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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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

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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

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