

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 setting or rising sun. The overall scene is a travel-themed landscape.

2025 TRAVEL PLANS

American Travel Sentiment Study

WAVE 101: HOLIDAY TRAVEL

OCTOBER 30, 2025

Longwoods
INTERNATIONAL

miles
PARTNERSHIP

American Travel Sentiment Wave 101 Highlights

Key Findings:

1. A Look at Travel and Spending Habits this Holiday Season

41% of travelers plan to alter their frequency of travel this holiday season compared to last year. 23% plan to travel less this holiday season compared to last year, up 6-points from October 2024, while 18% plan to travel more this holiday season. 59% of travelers, however, plan to travel about the same amount this holiday season, indicating a strong holiday travel season this year. An equal number of travelers plan to spend more (24%) and spend less (24%) this holiday season, while 52% plan to spend about the same this holiday season compared to last year.

2. Travel by Car for the Holiday Season Popular Among Travelers

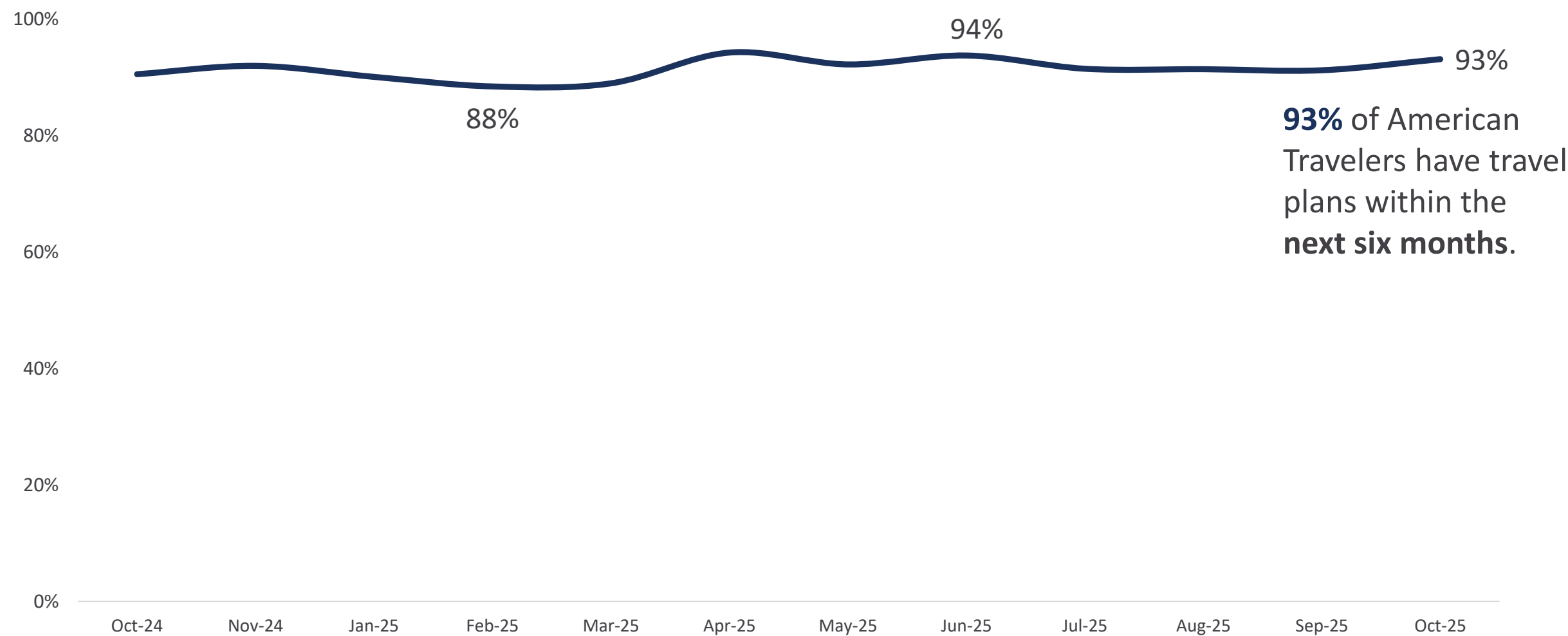
A majority of travelers (55%) plan to travel by car this holiday season, which is in line with 2024 holiday travel. 38% say they are using a car to travel for Thanksgiving, which is followed by car travel for Christmas/Hanukkah/Kwanzaa (29%). 30% of travelers say they plan to travel by plane, with 15% traveling by plane for Christmas/Hanukkah/Kwanzaa.

3. A Focus on Family this Holiday Season

This holiday season travelers have a focus on family. Half of travelers (50%) plan to travel with their spouse/significant other this year followed by 35% saying they plan to travel with their child(ren). The top activity travelers are participating in this holiday season is visiting friends/family, up highlighting the value of family and connection this holiday season.



Travel Plans Within the Next 6 Months

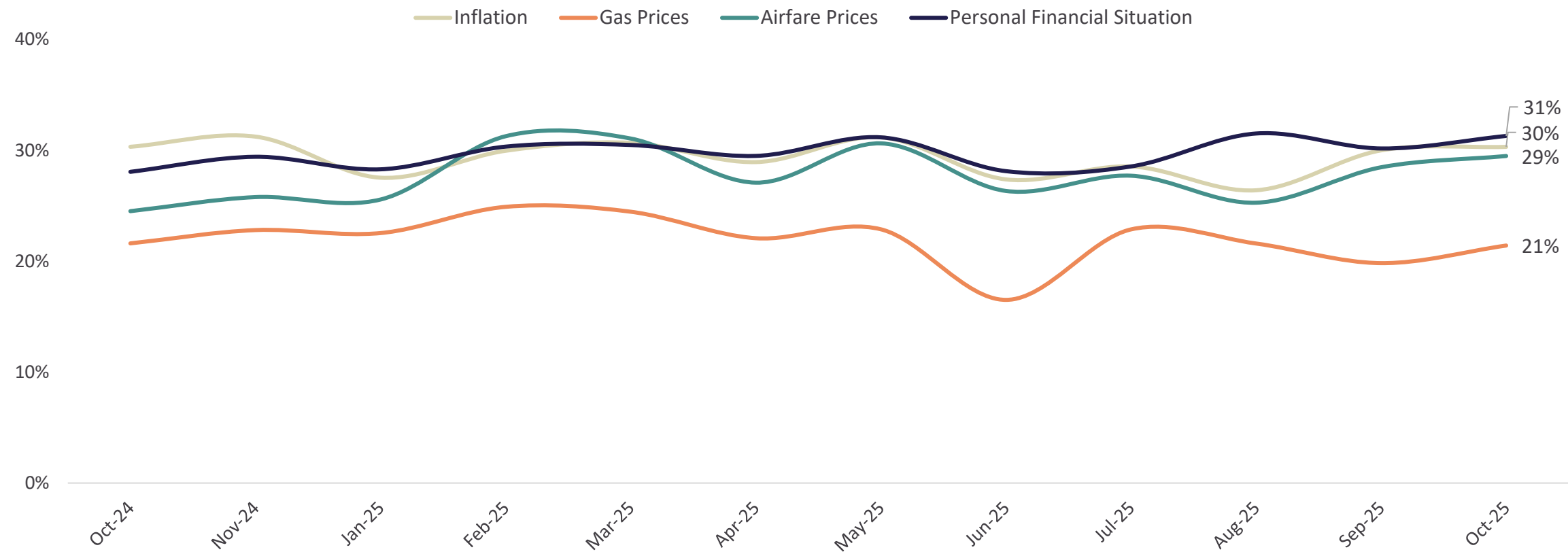


Source: Longwoods International ATS Wave 101
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

Concerns Impacting Travel Plans Remain Stable

Concerns Impacting Your Travel Decisions in the Next Six Months

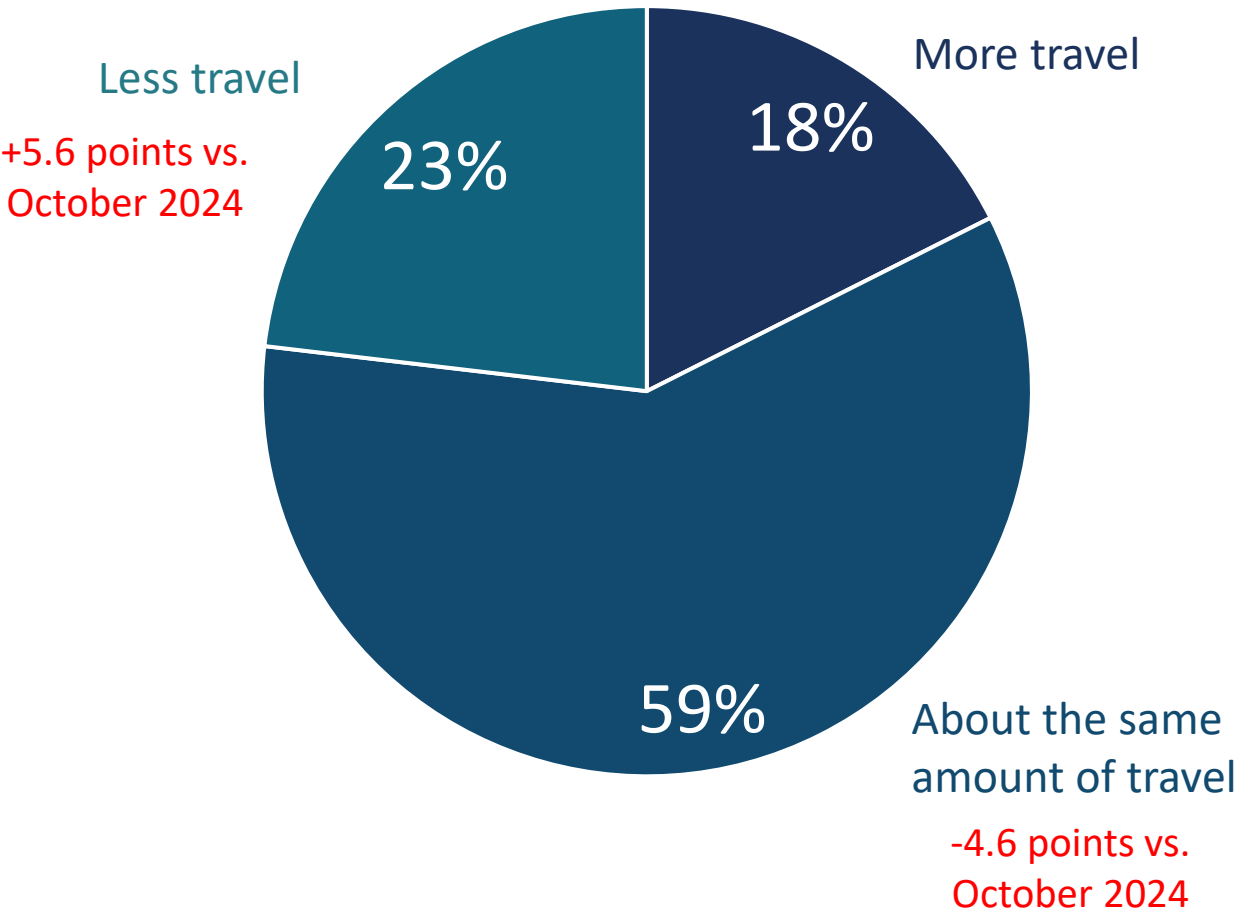
The chart shows the percentage of respondents who rated each factor as “Greatly impact” their travel plans (a 5 on a 1–5 scale) over the period from October 2024 to 2025.



Source: Longwoods International ATS Wave 101
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

Increase in Travelers Planning to Travel Less This Holiday Season Compared to Last Year

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

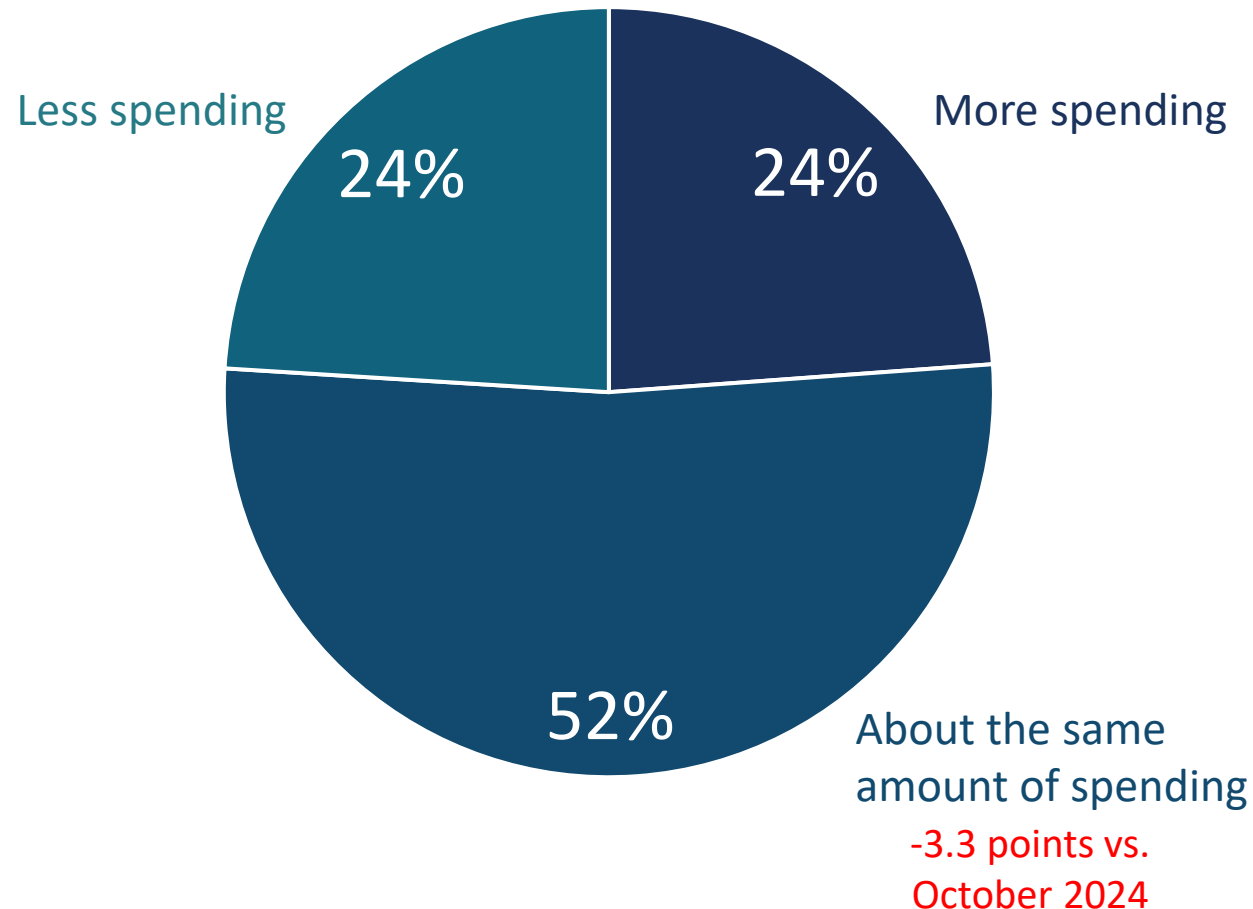


Almost a quarter of travelers say they are planning to **travel less this holiday season (23%)** compared to last year, up 6-points versus October 2024, while **18%** say they **plan to travel more** this holiday season. The majority of travelers (59%) **plan to travel about the same amount** this holiday season, however this figure is down 5-points versus October 2024.

Source: Longwoods International ATS Wave 101
Percentages are based only on respondents who are confirmed travelers and have holiday travel plans

An Equal Number of Travelers Planning to Spend More and Spend Less This Holiday Season Compared to Last Year

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



An equal number of travelers, **24%**, plan to **spend less** and **spend more** this holiday season compared to last year. **52%** of travelers are planning to **spend about the same amount**, which is down 3-points compared to October 2024.

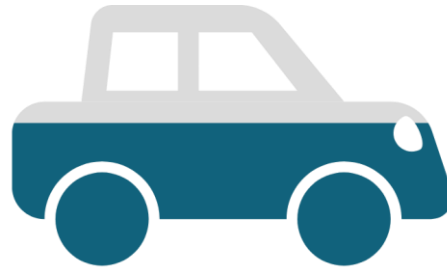
Half of Travelers Planning to Travel by Car this Holiday Season

When thinking of travel this holiday season, what travel plans do you have that involve traveling at least 50 miles from home?



30%

are not planning to take
a trip this holiday season



55%

will travel by car
for Thanksgiving,
Christmas/Hanukah/Kwanzaa,
New Year's Eve or
other holiday celebrations



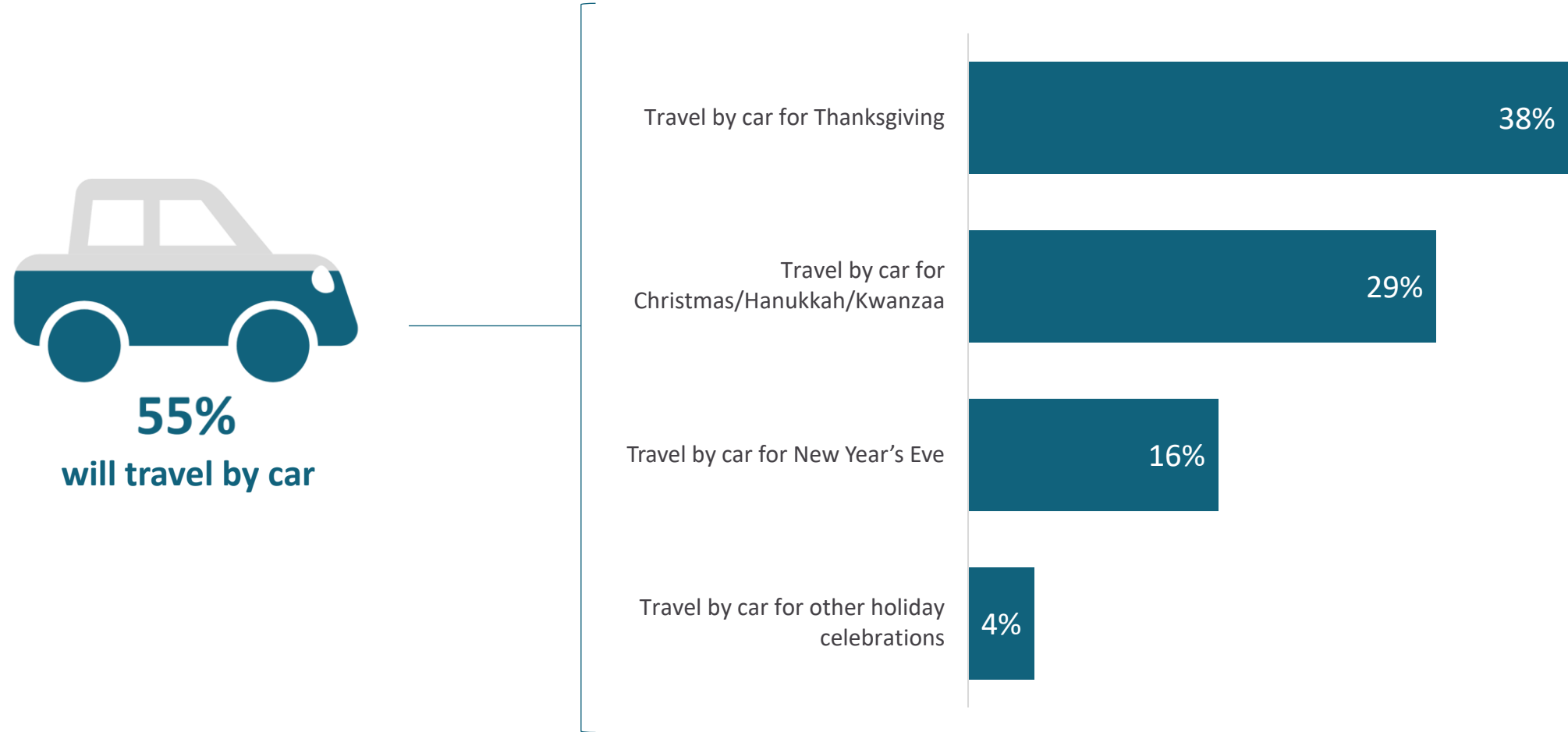
30%

will travel by plane
for Thanksgiving,
Christmas/Hanukah/Kwanzaa,
New Year's Eve or other
holiday celebrations

Compared to November 2024, there are no significant changes in holiday travel plans or travel by plane or car.

Four in Ten Travelers Plan to Travel by Car for Thanksgiving

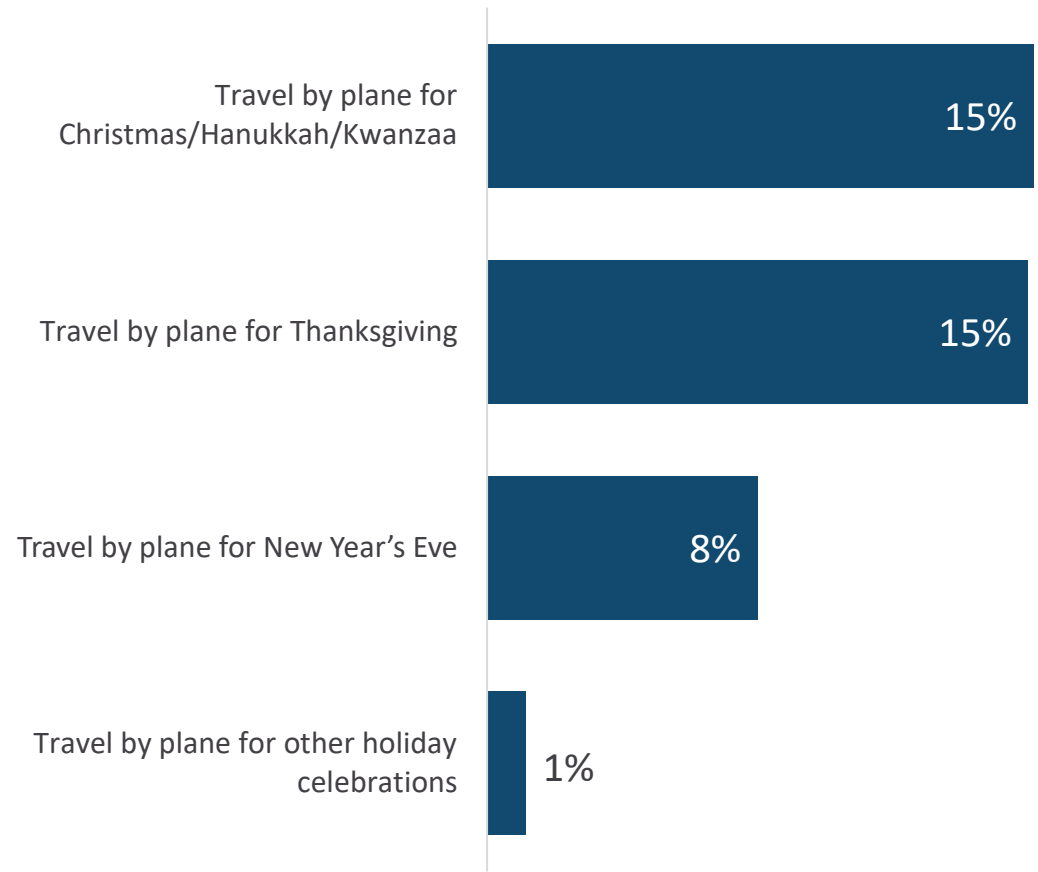
When thinking of travel this holiday season, what travel plans do you have that involve traveling at least 50 miles from home?



Source: Longwoods International ATS Wave 101
Percentages are based only on respondents who are confirmed travelers

Equal Number of Travelers Plan to Travel by Plane for Thanksgiving and Christmas/Hanukkah/Kwanzaa

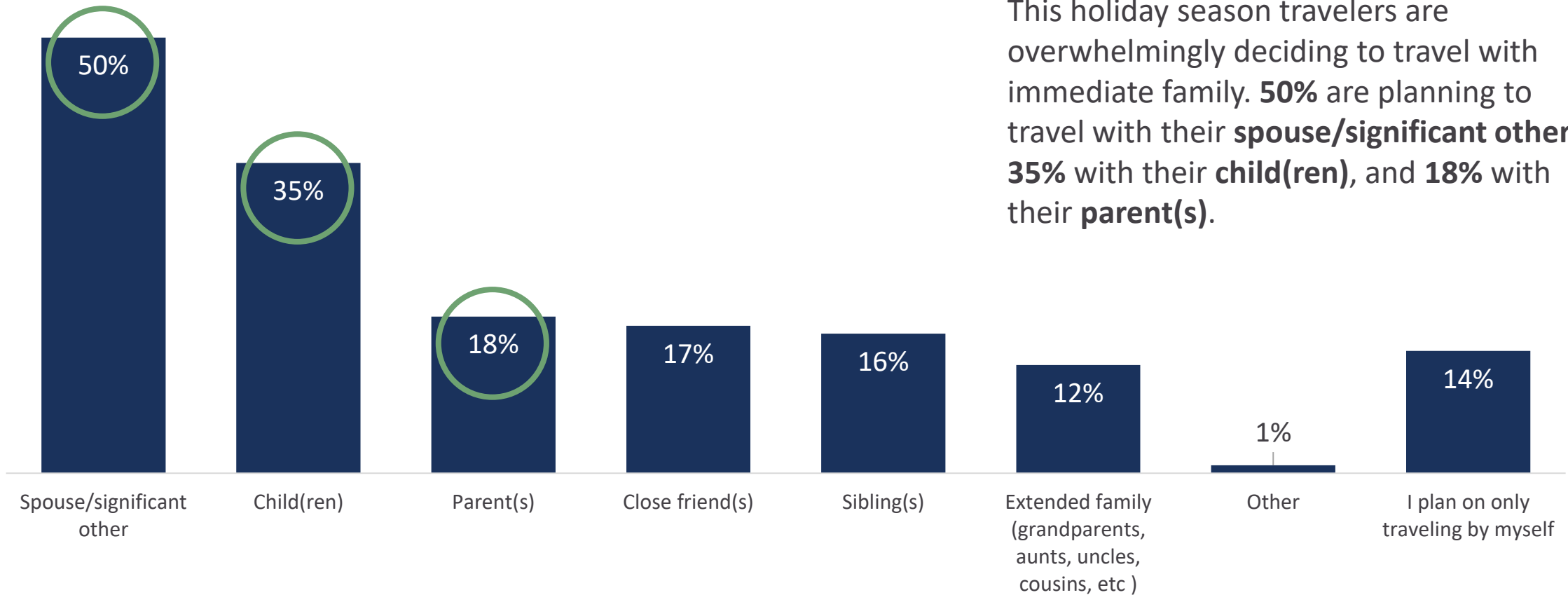
When thinking of travel this holiday season, what travel plans do you have that involve traveling at least 50 miles from home?



Source: Longwoods International ATS Wave 101
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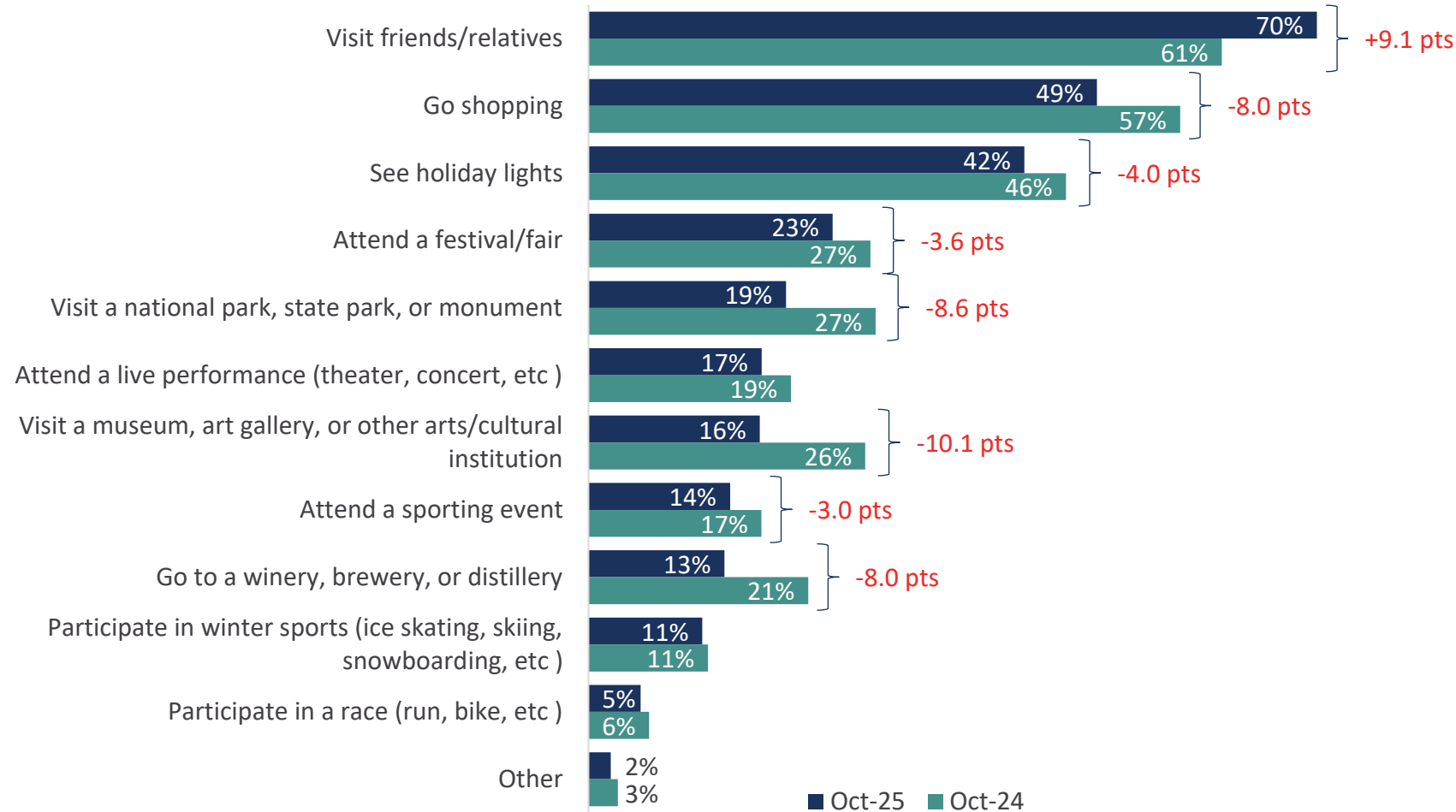
Travelers are Focusing on Traveling with Family this Holiday Season

When thinking of travel this holiday season, who do you plan on traveling with?



Travelers Focus on Family This Holiday Season

Thinking about your travel plans for the holiday season, which of the following activities are you planning to participate in during your trip:



The top activity for travel this holiday season is **visiting friends/relatives** at **70%**, up 9-points compared to October 2024. This is followed by going shopping (**49%**) and seeing holiday lights (**42%**), which are both down compared to October 2024.

Source: Longwoods International ATS Wave 101
Percentages are based only on respondents who are confirmed travelers and are planning to take a trip this holiday season

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: October 7, 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

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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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