

2025 TRAVEL PLANS

American Travel Sentiment Study

WAVE 99: FALL ACTIVITIES AND EXTREME WEATHER

SEPTEMBER 4, 2025

Longwoods
INTERNATIONAL

miles
PARTNERSHIP

American Travel Sentiment Wave 99 Highlights

Key Findings:

1. Primary Motivations for Leisure Travel: Spending Time with Family/Friends and Rest/Relaxation

The top motivator for leisure travel is to spend time with family and friends (31%), highlighting the value of travel for building and maintaining social connections. Rest and relaxation also continue to be a top motivator, with a quarter of travelers (24%) selecting it as their primary motivation, up 4-points since February 2025.

2. Visiting Friends and Family and Road Trips are Top Fall Travel Activities

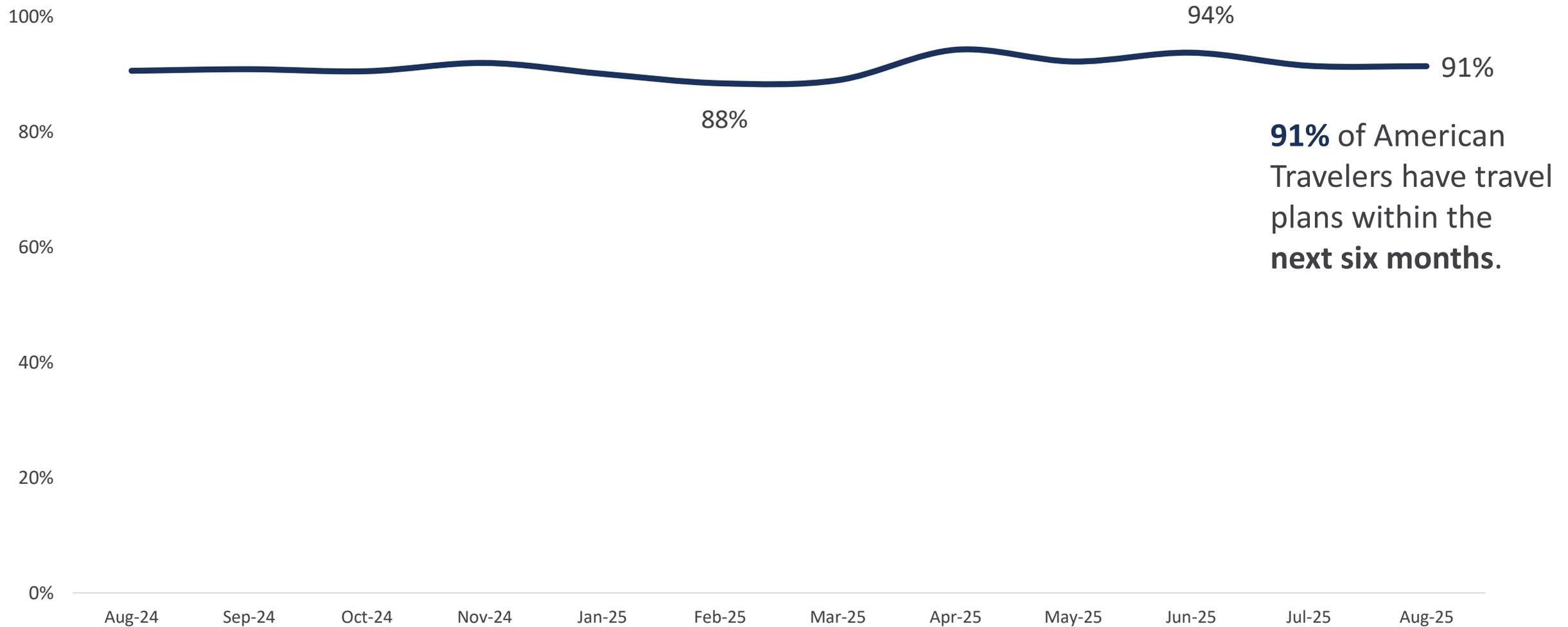
Family and friends are an important aspect of upcoming fall travel, with half of travelers with fall travel plans (53%) intending to visit their friends and family. Road trips are also a popular activity with four in ten (43%) planning to take a road trip this fall.

3. Extreme Weather Events are Impacting Some Leisure Travel

Four in ten travelers (40%) changed their leisure travel plans in the past year due to extreme weather events, with most modifying rather than canceling their trips. This has remained consistent since August 2024. Looking ahead to future leisure travel plans, a third of travelers (33%) say the likelihood of extreme weather events at a destination will impact their decision to travel there, down 6.7-points since August 2024.



Travel Plans Within the Next 6 Months

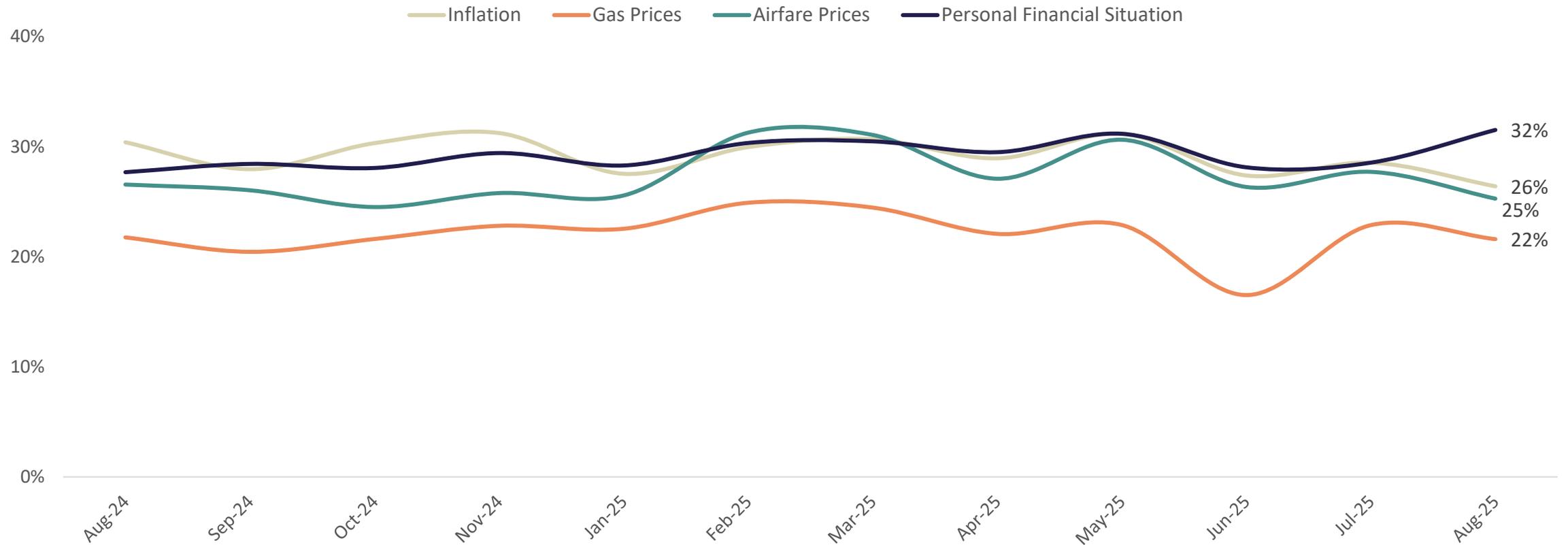


91% of American Travelers have travel plans within the next six months.

Concerns Impacting Travel Decisions Remain Stable

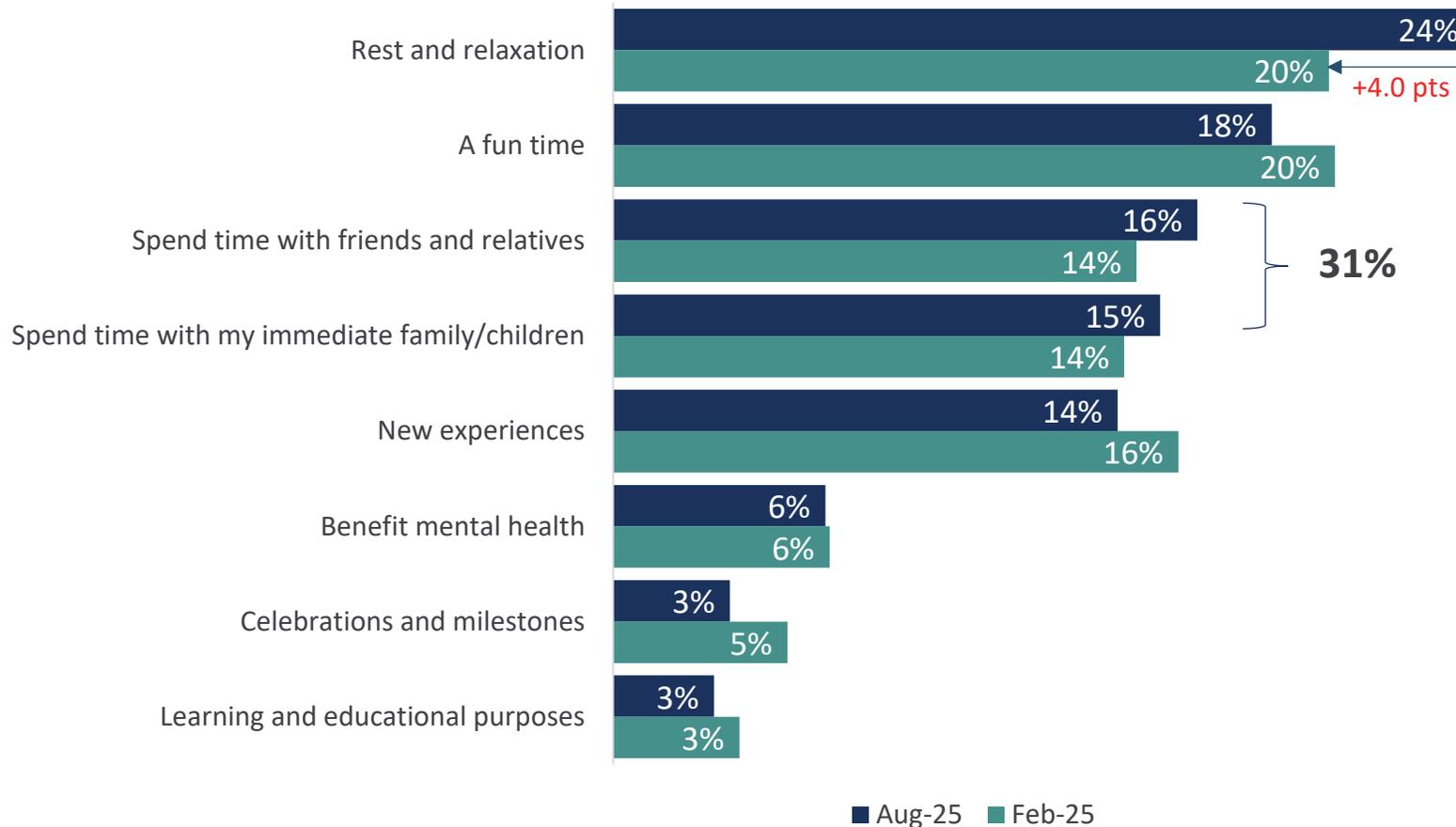
Concerns Impacting Your Travel Decisions in the Next Six Months

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 August 2024 to August 2025.



Spending Time with Family/Friends and Rest/Relaxation are Top Motivators for Leisure Travel

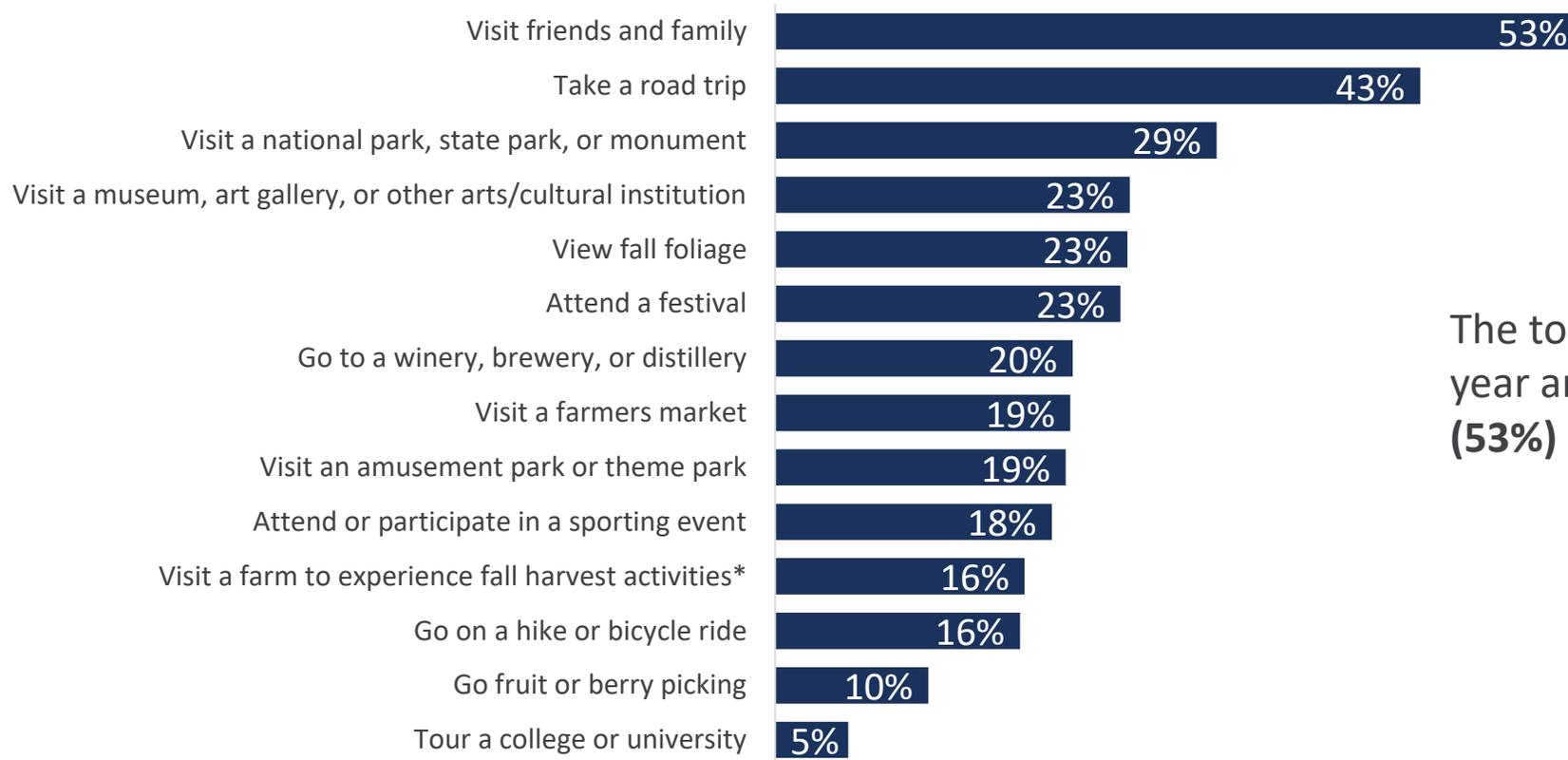
What is your main motivator for leisure travel?



The primary motivation for leisure travel is to **spend time with family and friends (31%)**. **Rest and relaxation (24%)** also continue to be a top motivator, **increasing 4-points** since February 2025.

Top Fall Activities: Visiting Friends and Family and Road Trips

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



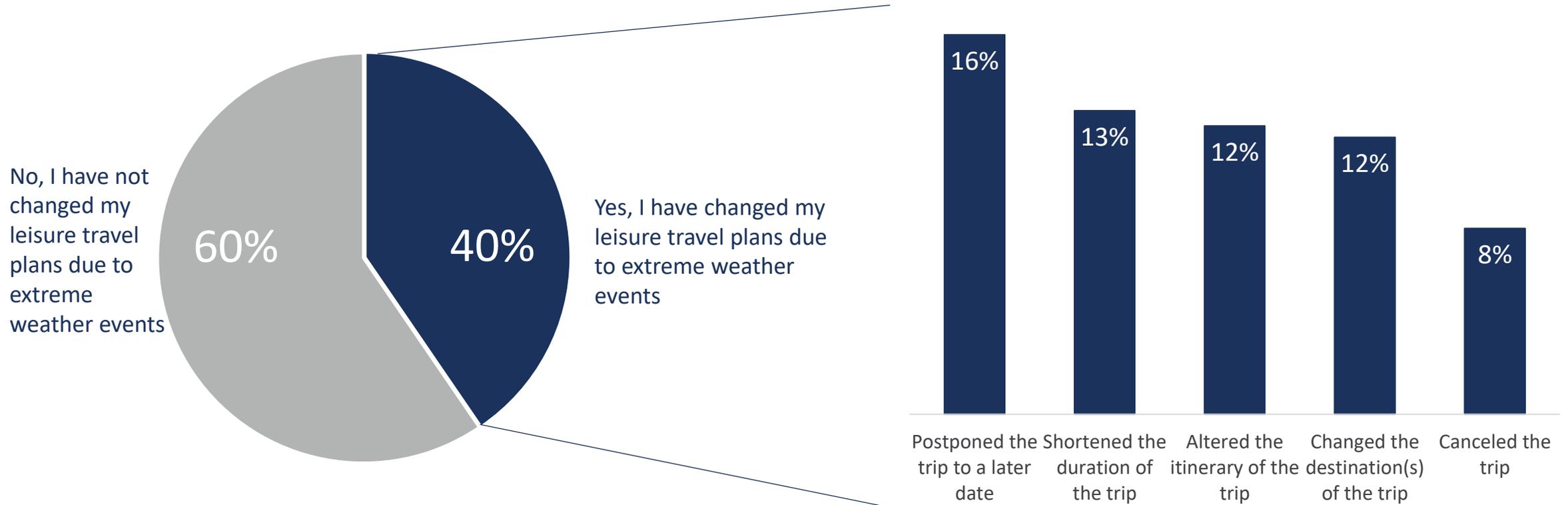
The top activities for fall travel this year are **visiting friends and family (53%)** and **taking a road trip (43%)**.

*Corn maze, hay rides, pumpkin patch, etc.

Source: Longwoods International ATS Wave 99
Percentages are based only on respondents who are confirmed travelers and are planning to take a trip this fall

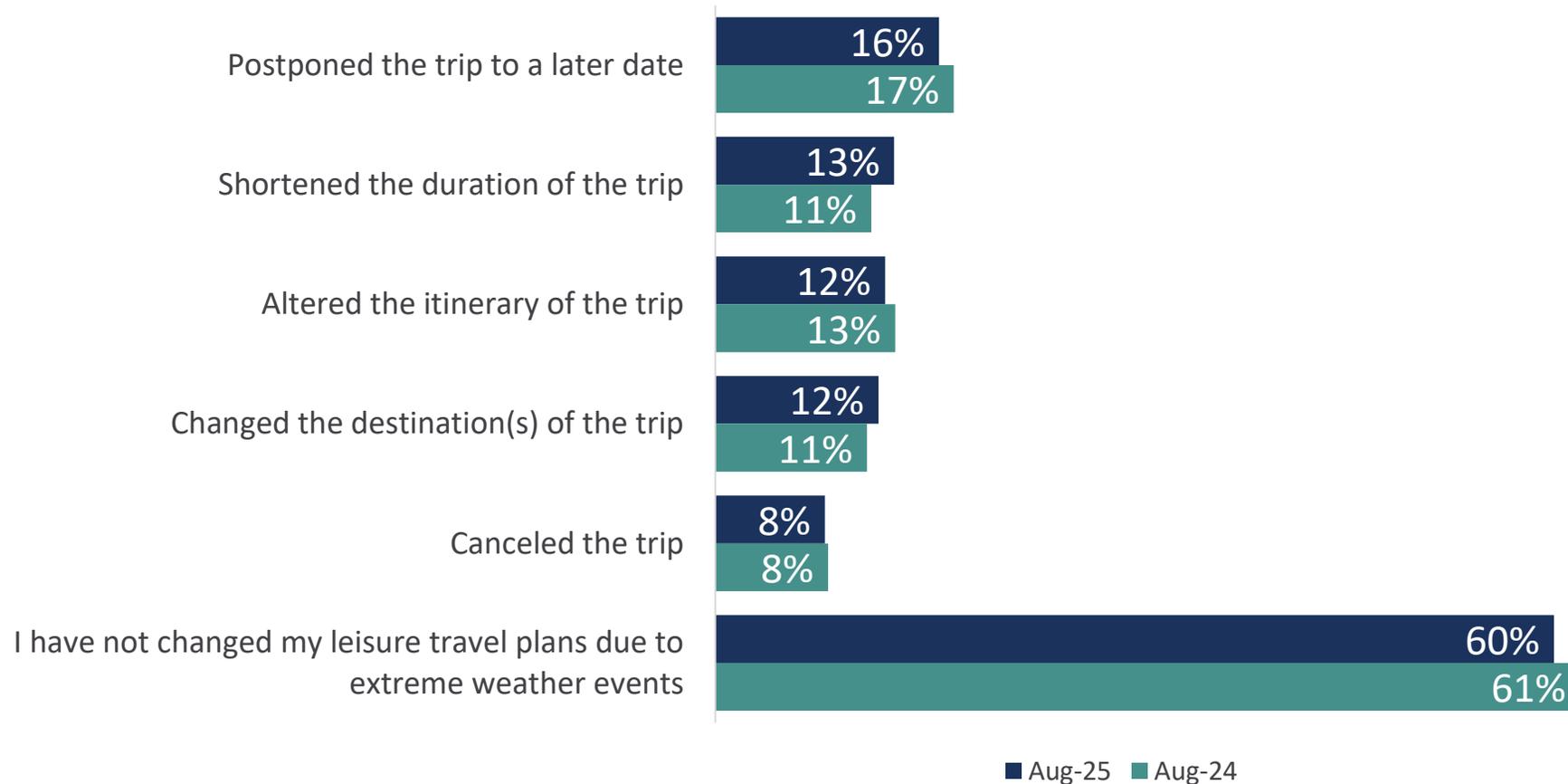
Four in Ten Travelers Changed Leisure Travel Plans Due to Extreme Weather Events

In the past year, have you changed your leisure travel plans due to extreme weather events, such as extreme heat, drought, flooding, hurricanes, etc.?



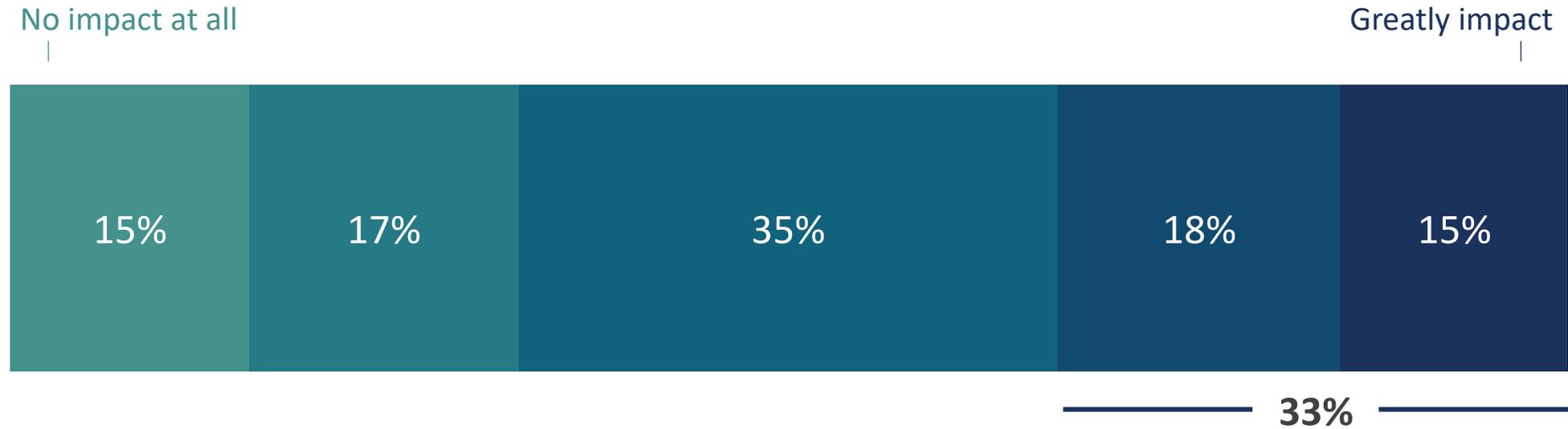
Changes to Leisure Travel Plans Due to Extreme Weather Events Remain Consistent Since 2024

In the past year, have you changed your leisure travel plans due to extreme weather events, such as extreme heat, drought, flooding, hurricanes, etc.?



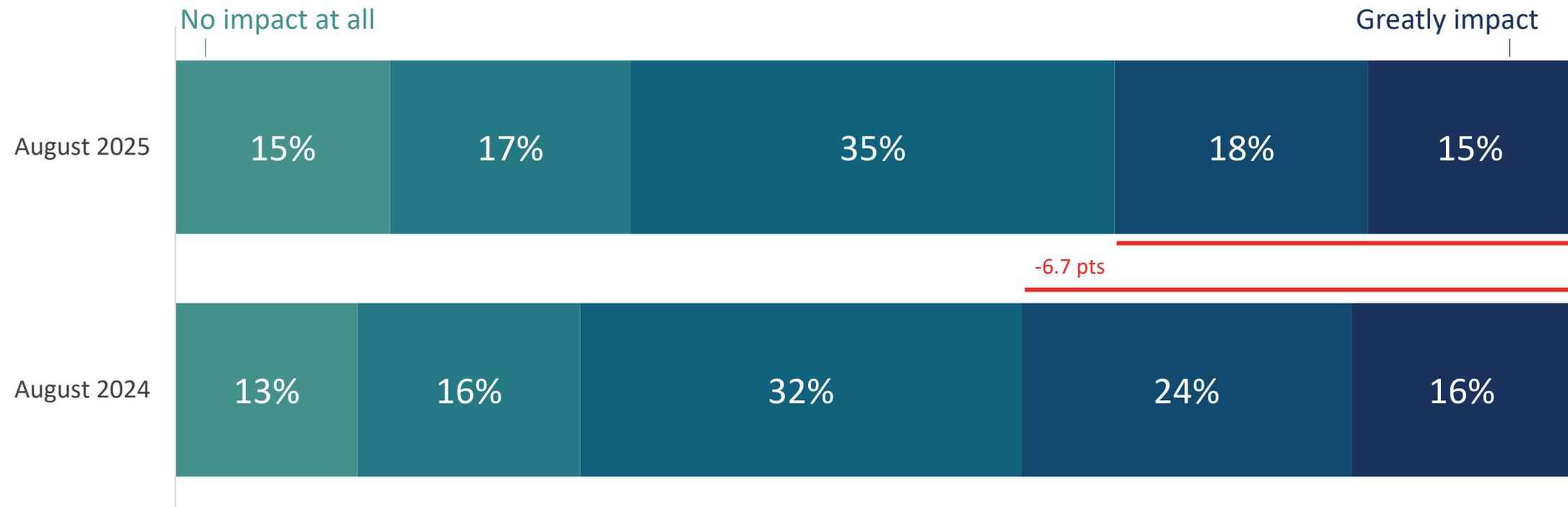
Likelihood of Extreme Weather Events at a Destination Will Impact a Third of Travelers' Decisions to Travel There

Thinking about your leisure travel plans in the next 12 months, to what extent does the likelihood of extreme weather events at a destination impact your decision to travel there?



Likelihood of Extreme Weather Events Impacting Future Leisure Travel Plans Down Since 2024

Thinking about your leisure travel plans in the next 12 months, to what extent does the likelihood of extreme weather events at a destination impact your decision to travel there?



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: August 5, 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





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 teal long-sleeved shirt, stands on a rocky ledge overlooking a deep canyon. The canyon walls are dark brown and layered, with a vibrant turquoise river winding through the bottom. The scene is captured from a high angle, looking down at the person and the river.

Thank You!

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