

A person with blonde hair in a ponytail, wearing a teal long-sleeved shirt, stands on a reddish-brown rocky cliff. They are looking out over a deep canyon where a river flows. The sky is filled with dramatic, orange and red clouds from a sunset or sunrise. The overall scene is majestic and scenic.

2026 Travel Plans

American Travel Sentiment Study

WAVE 109 : GAS PRICES AND ARTIFICIAL INTELLIGENCE

July 30, 2026

Longwoods
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American Travel Sentiment Wave 109 Highlights

Key Findings:

1. Concerns About Gas Prices Decrease

Concerns about gas prices impacting travel decisions have decreased to 28%, down 11.3 points from June 2026 (40%). The percentage of travelers reducing the number of trips they're taking due to gas prices has returned to April 2026 levels (36%), a decrease of 4.2 points since June 2026 (41%).

2. Top Leisure Travel Motivator: Spending Time with Family and Friends

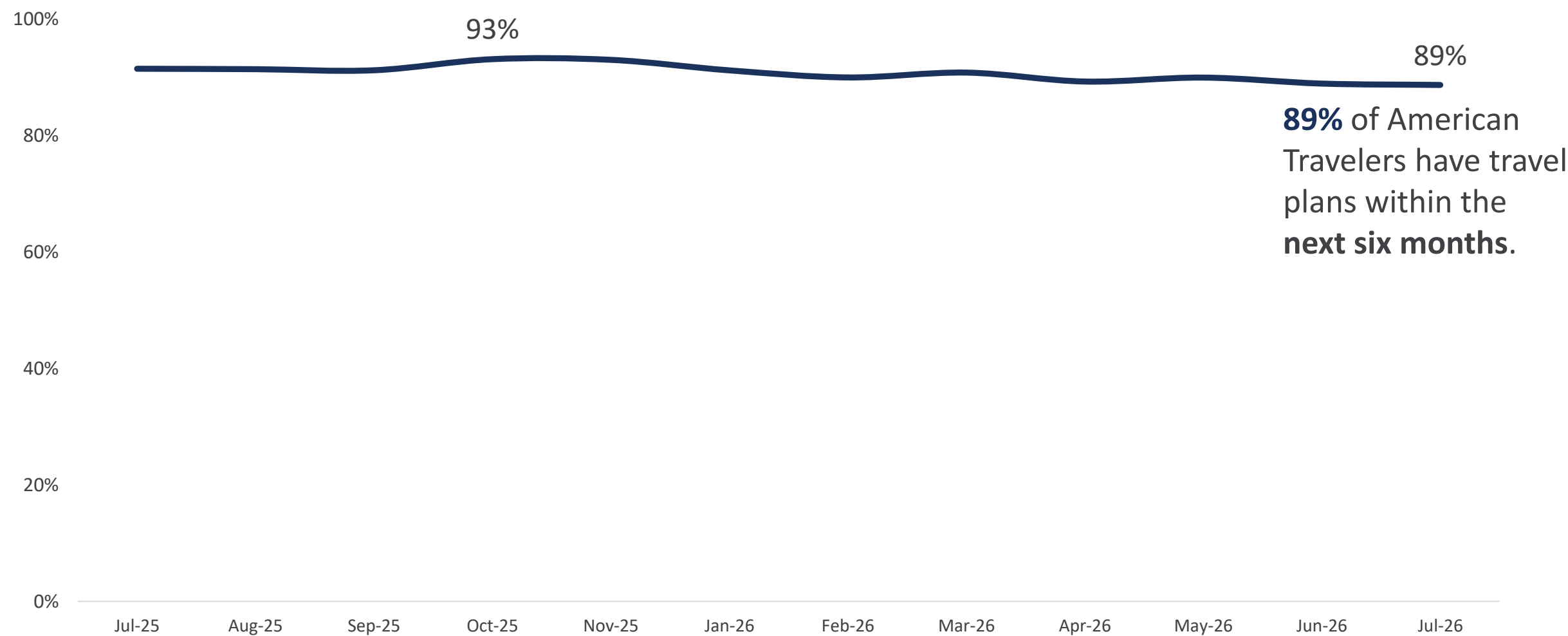
The top motivator for leisure travel is to spend time with family and friends (39%), up 7.7 points from August 2025. Rest and relaxation is also a top motivator, with two in ten travelers (19%) selecting it as their primary motivation.

3. AI in the Trip Planning Process

Four in ten travelers (41%) are likely to use AI in their trip planning process, up 6.3 points from August 2024 (34%). Three in ten (28%) report having used AI to plan a recent trip, a 9.0-point increase from August 2024. Of those who have used AI to plan a recent trip, half (54%) used it to find attractions and activities.



Travel Plans Within the Next 6 Months

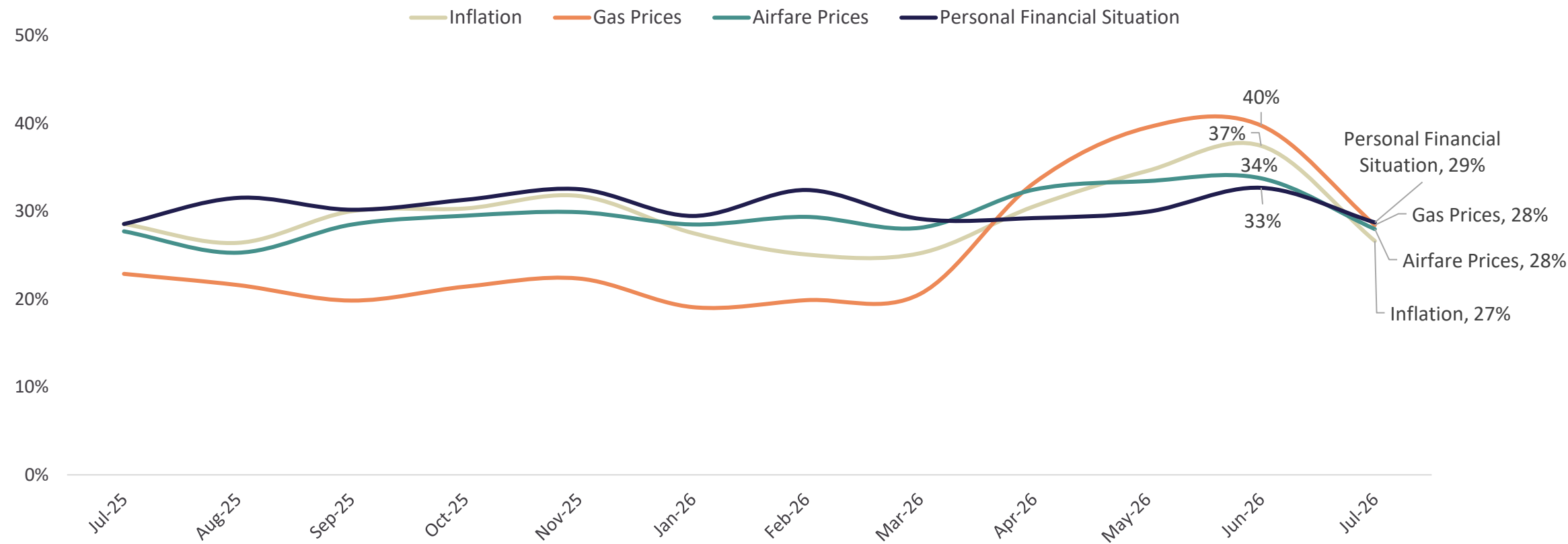


Source: Longwoods International ATS Wave 109
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

Concerns Impacting Travel Decisions Decrease

Concerns Impacting Your Travel Decisions in the Next Six Months

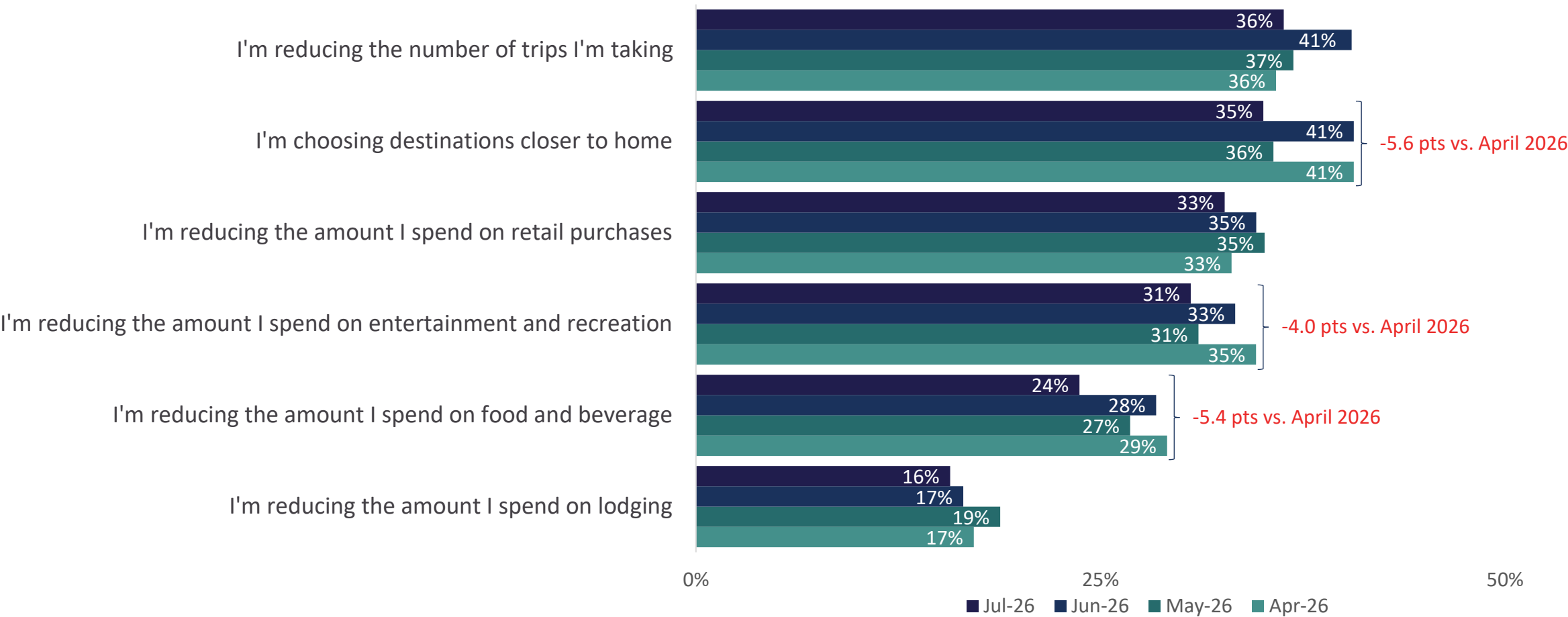
The chart shows the percentage of respondents who rated each factor as “Greatly impact” their travel plans (a 5 on a 1–5 scale) over the period from June 2025 to 2026.



Source: Longwoods International ATS Wave 109
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

Impact of Gas Prices on Travel Plans

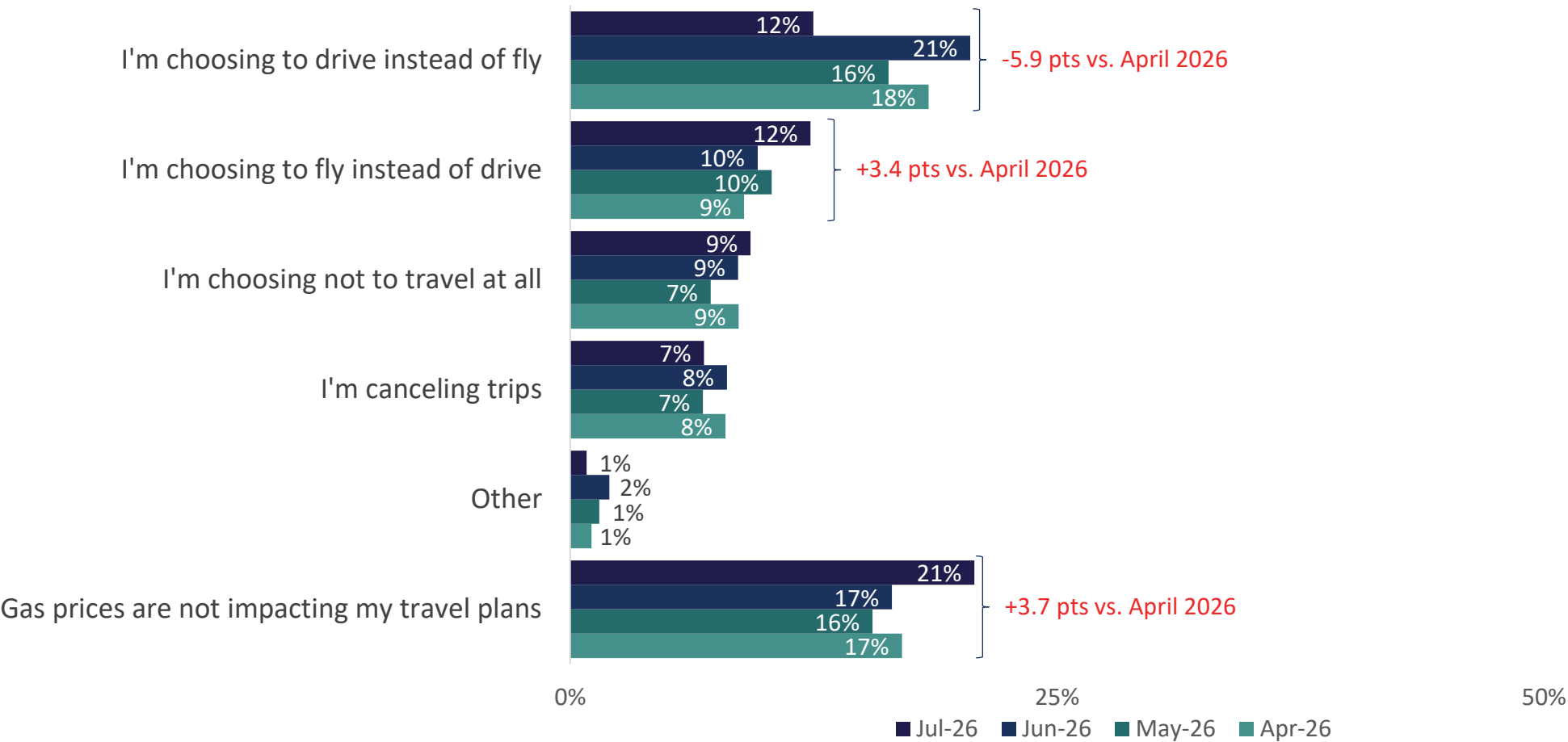
During the next six months, how are gas prices impacting your travel?



Source: Longwoods International ATS Wave 109
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

Impact of Gas Prices on Travel Plans (Cont'd)

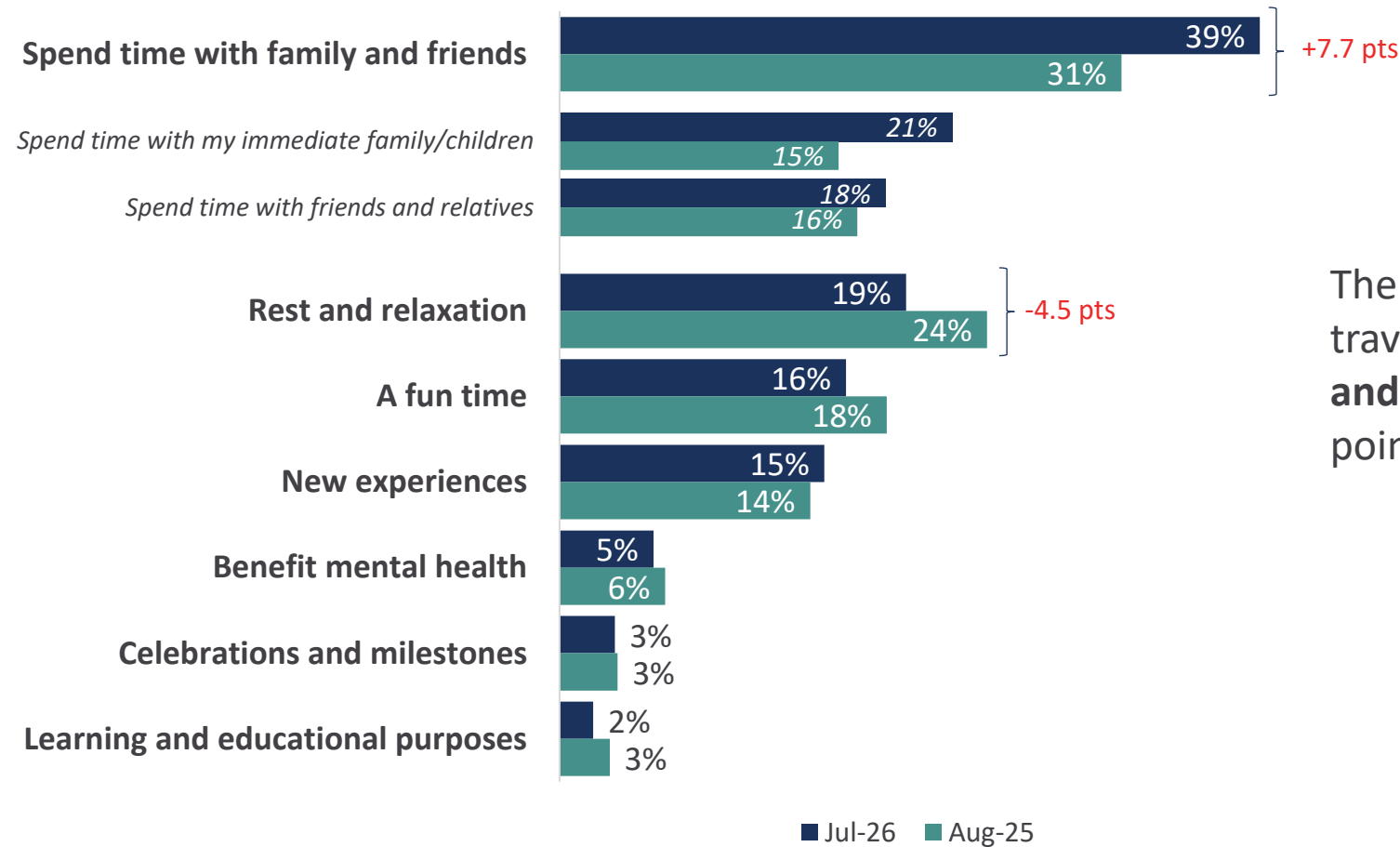
During the next six months, how are gas prices impacting your travel?



Source: Longwoods International ATS Wave 109
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

Top Motivator for Leisure Travel is to Spend Time with Family and Friends

What is your main motivator for leisure travel?

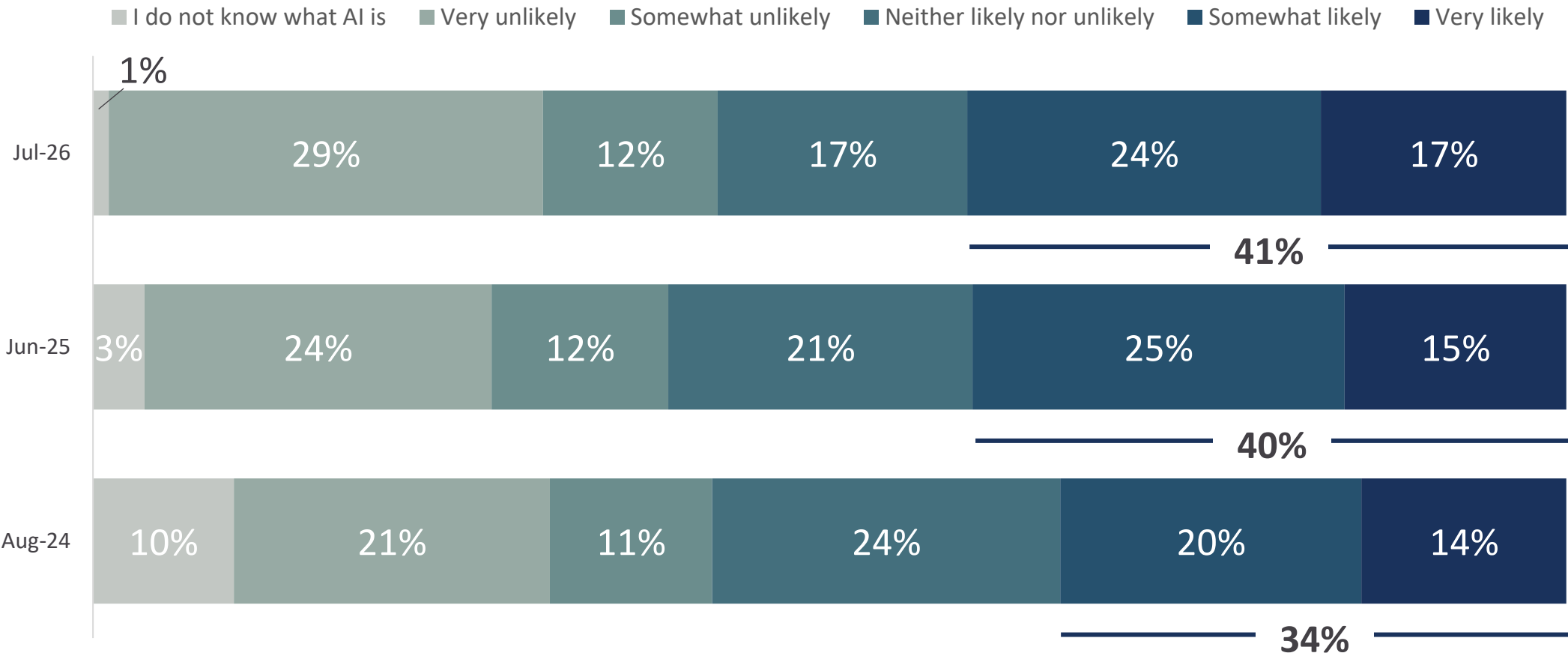


The primary motivation for leisure travel is to **spend time with family and friends (39%)**, increasing 7.7 points since August 2025.

Source: Longwoods International ATS Wave 109
Percentages are based only on respondents who are confirmed travelers

Four in Ten Travelers Likely to Use AI in Trip Planning Process

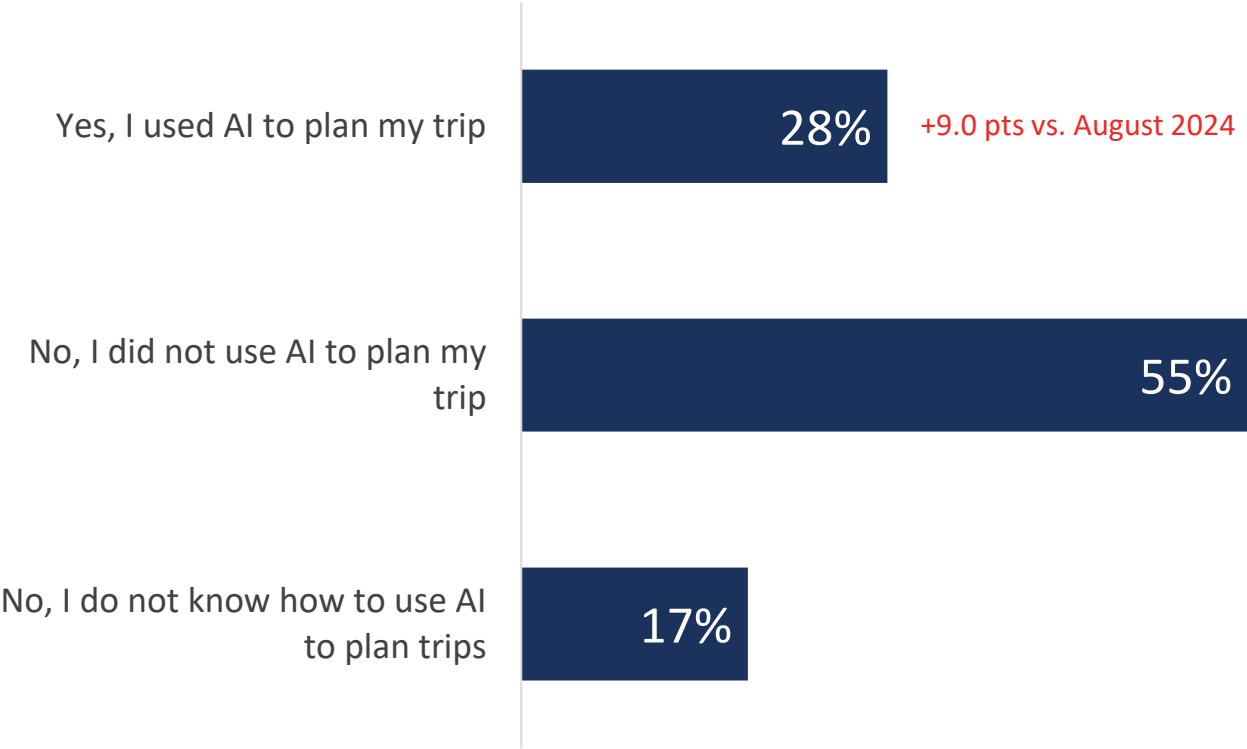
How likely are you to use AI (e.g., ChatGPT, Gemini, Mindtrip) in the planning process for your next trip?



Source: Longwoods International ATS Wave 109
Percentages are based only on respondents who are confirmed travelers

Three in Ten Travelers Used AI to Plan a Recent Trip

In the last six months, have you used AI (e.g., ChatGPT, Gemini, Mindtrip) to help plan your trip?



28% of travelers **used AI to plan a recent trip**, up 9.0 points since August 2024 (19%). Only **17%** **do not know how to use AI to plan trips**.

Half of Travelers Used AI to Find Attractions and Activities

How did you use AI (e.g., ChatGPT, Gemini, Mindtrip) to plan your trip?



The top way travelers used AI to plan their trip was to **find attractions and activities (54%)**. Using AI to **get ideas or inspiration for destinations to visit (44%)** and to **find dining options (42%)** are also top use cases.

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: July 7 – 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.





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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
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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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