



# Traveler Segments

Powered by The State of the American Traveler

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Tuesday, September 16, 2025

**miles**  
PARTNERSHIP

**Future Partners**

# With You Today



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Marketing Officer,  
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# Agenda

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1. Traveler Segment Trends
  - a. Wellness Seekers
  - b. Gen Z
  - c. DINKs (Dual Income, No Kids)
  - d. Sports & Music Event Travelers
2. Spotlight on Sporting Events: Atlanta  
Case Study
3. Q&A

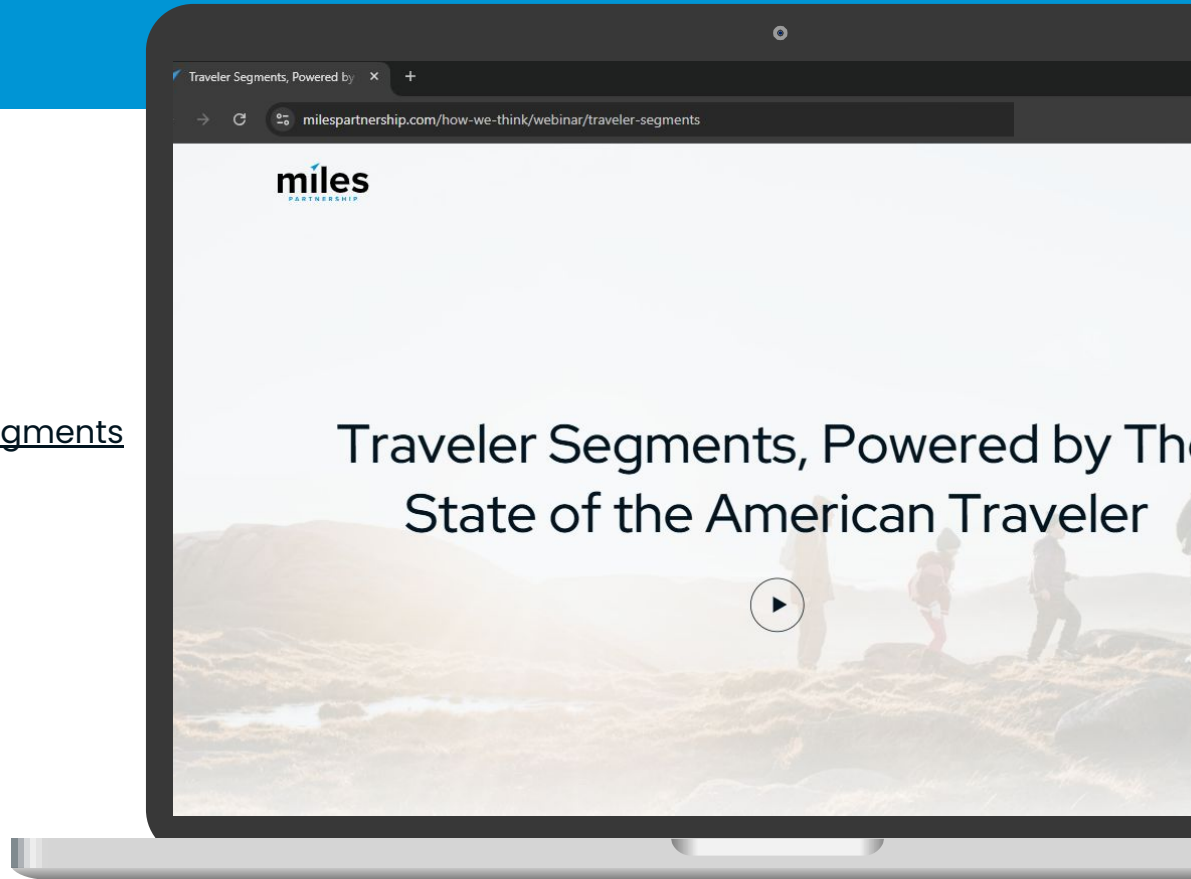


## Traveler Segments

**Research, slides and  
other resources will be  
available at:**

[www.milespartnership.com/traveler-segments](http://www.milespartnership.com/traveler-segments)

[www.futurepartners.com](http://www.futurepartners.com)



Research and Insights

# Traveler Segments



Future Partners

September 2025



# *The State of the American Traveler: Travel Segments Edition*

# Future Partners

**Opportunity  
powered by insight.**

We're a creative insights firm shaping strategies that  
capture hearts, minds, and *market share*.

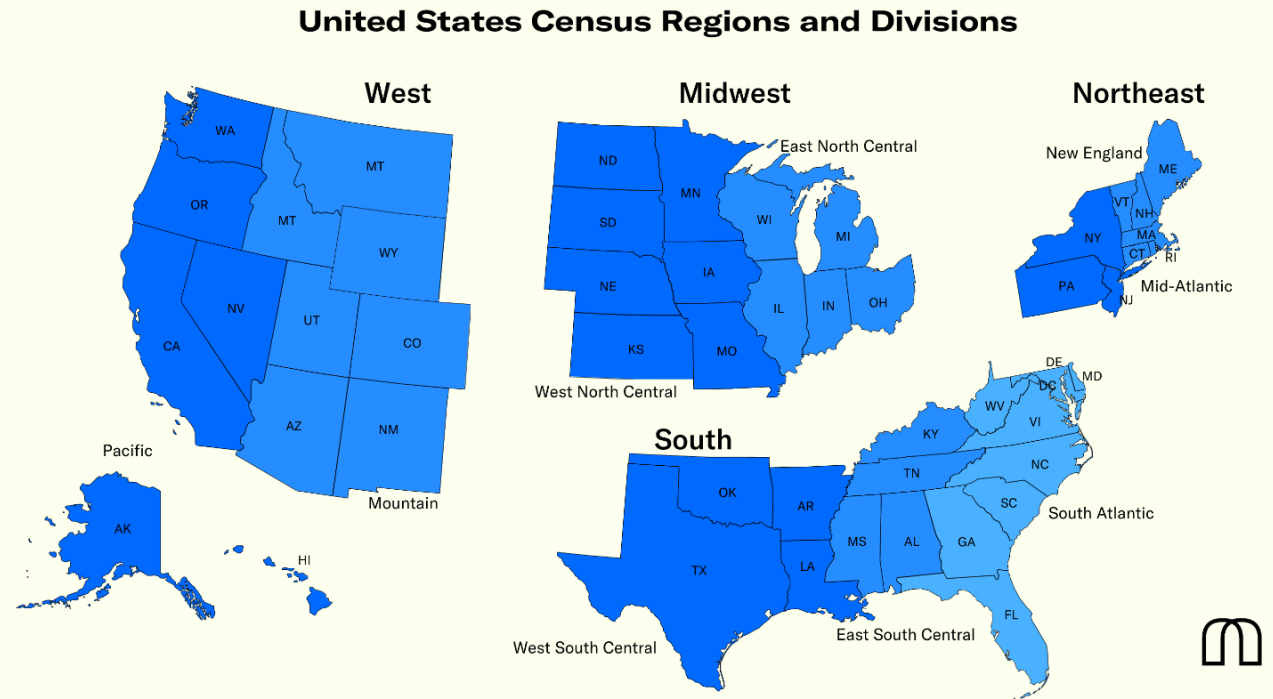
# Future Partners

Bringing the future of travel  
within reach

**Future Partners**

# Methodology

- Monthly tracking survey
- Representative sample of adult American travelers in each of four U.S. regions
- Tracks traveler sentiment to generate insights into domestic travel trends
- 4,000+ fully completed surveys collected each wave.
- Survey collected **August 16-28**
- Confidence interval of +/- 1.55%
- Data is weighted to reflect the actual population of each region



# ***Today's Segment Deep Dives***



Gen Z



DINKs



Wellness Seekers



Sports and Music Event Travelers

# ***Gen Z***

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A man with a beard and glasses, wearing a blue bucket hat and a yellow and orange striped shirt, is smiling while using a mobile payment device. He is standing in a boutique or clothing store, surrounded by racks of clothes and shelves with various items. A woman with curly hair and glasses is partially visible on the right, holding the payment device. The background shows a well-stocked store with various clothing items and accessories.

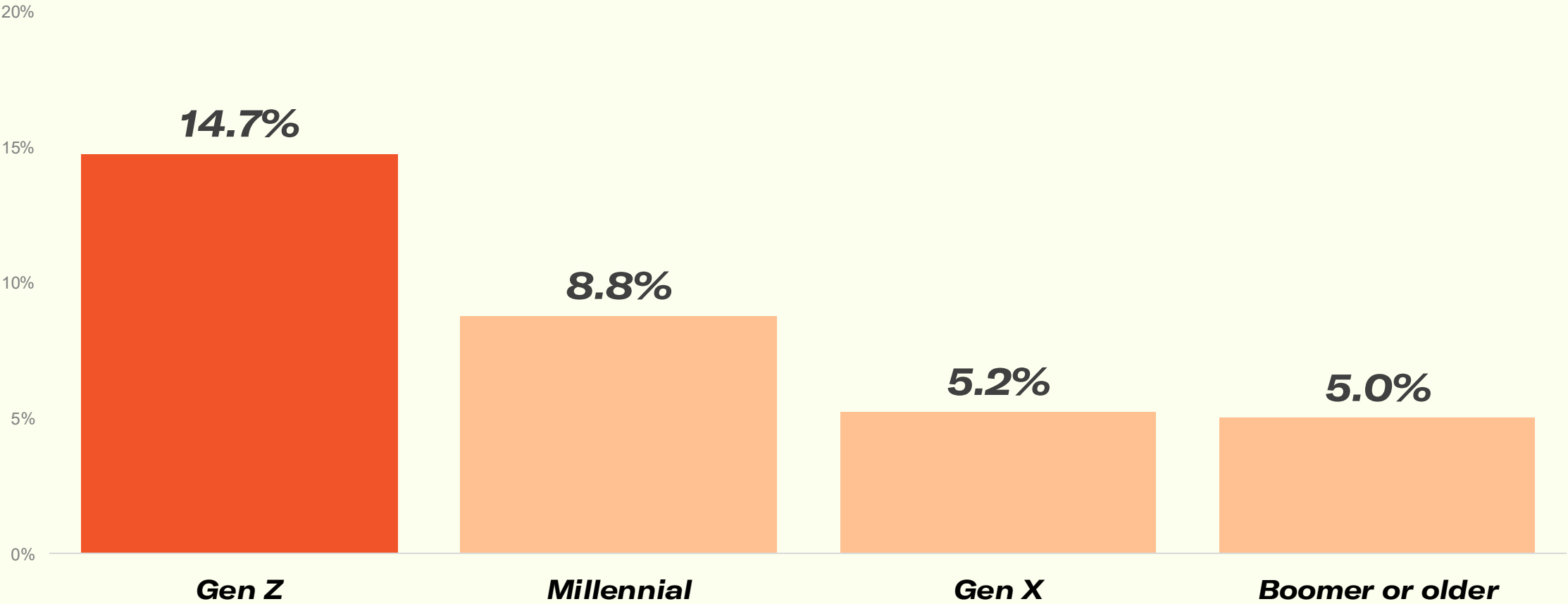
**Future Partners**

**We Asked Gen Z Travelers...**

# Gen Z travelers are significantly more likely to identify as part of the LGBTQIA+ community.

**Question:** Do you consider yourself...

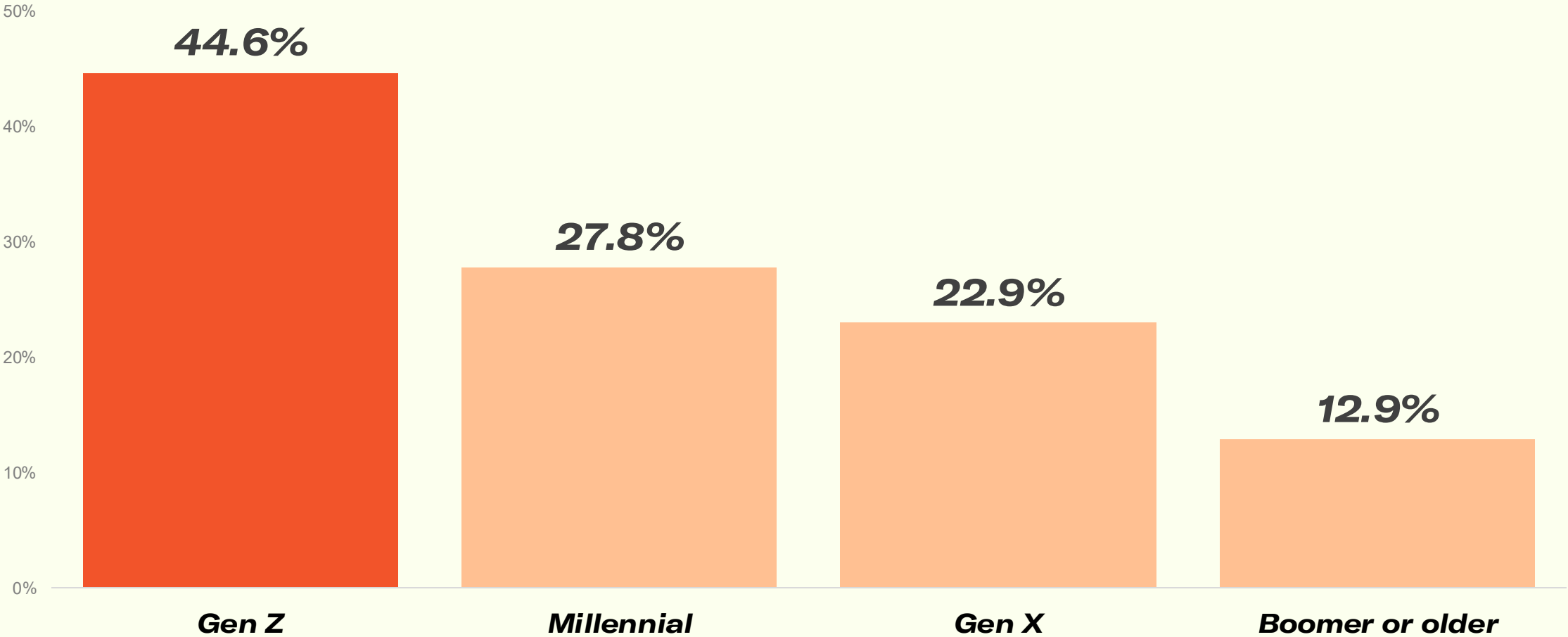
**LGBTQIA+**



# They are also much more ethnically diverse.

**Question:** Which best describes your ethnicity?

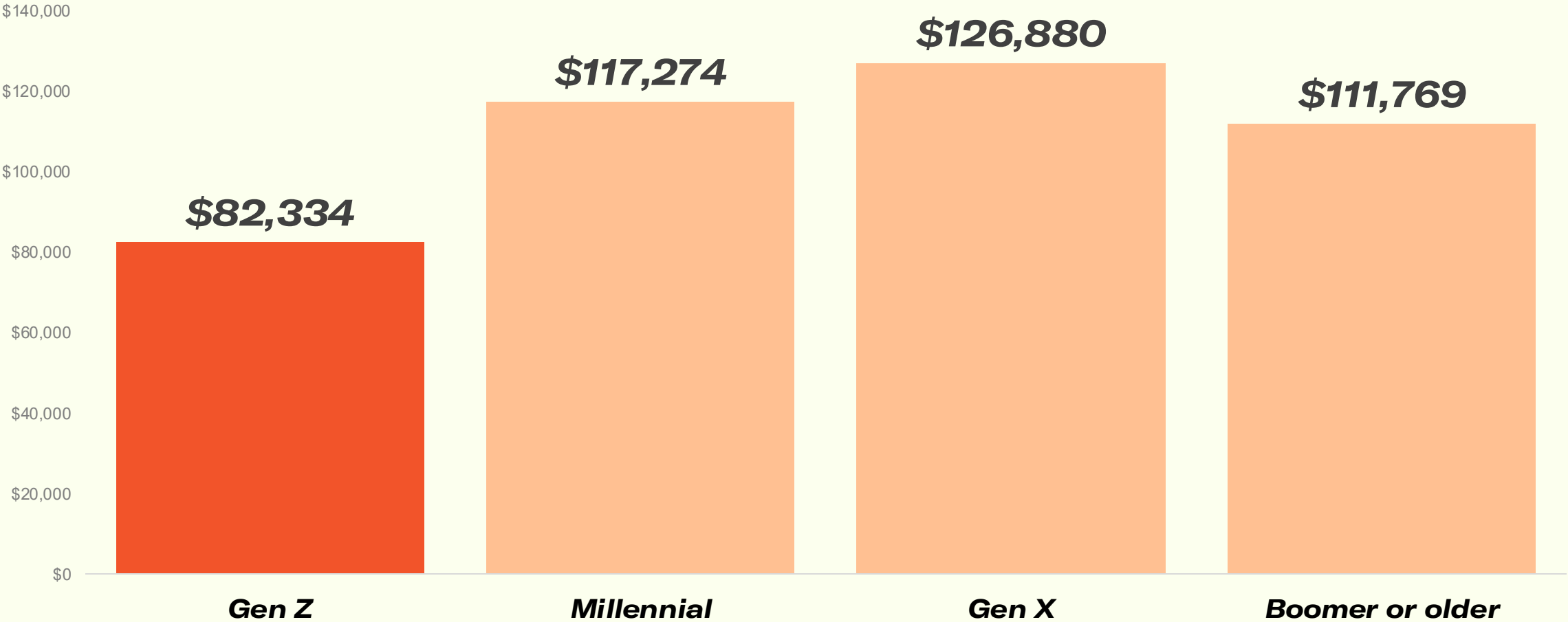
## Non-Caucasian



# ***Their annual income falls significantly below other generations.***

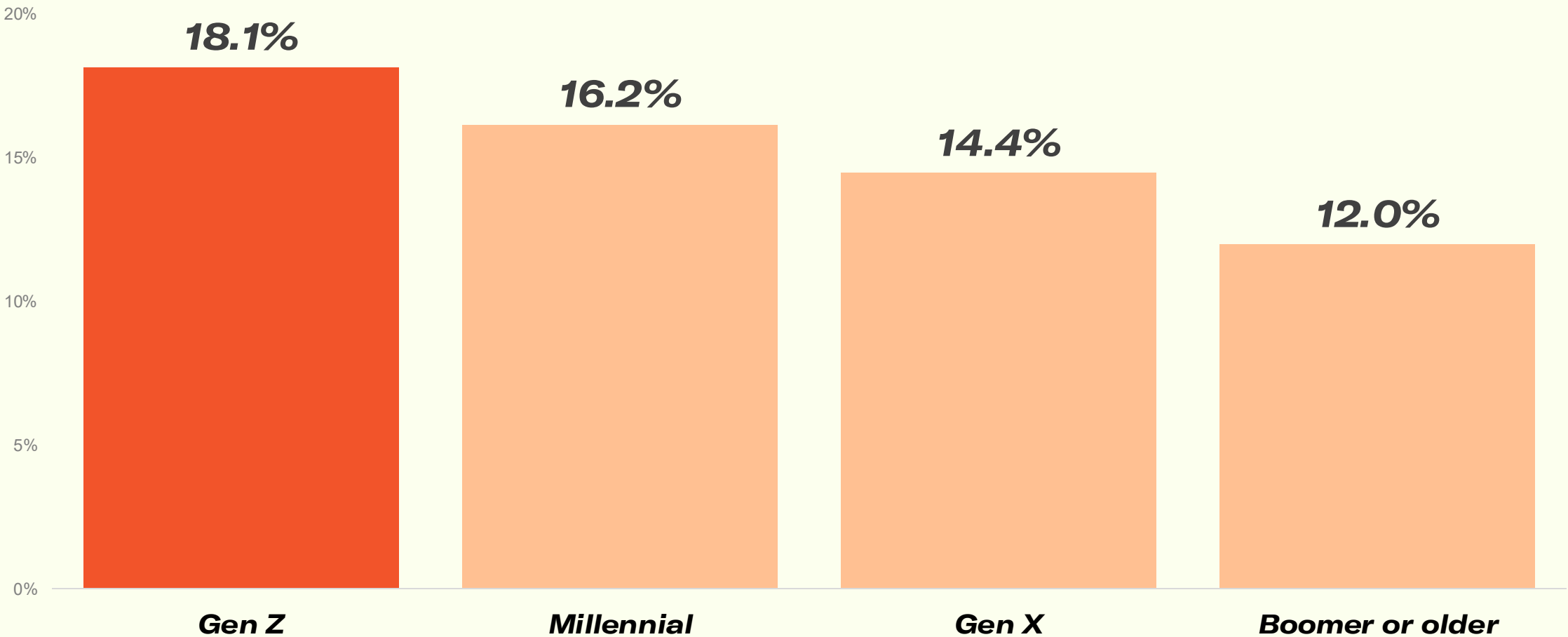
**Question:** Which best describes the combined annual income of all members of your household?

***Annual Household Income of \$150,000 or more***

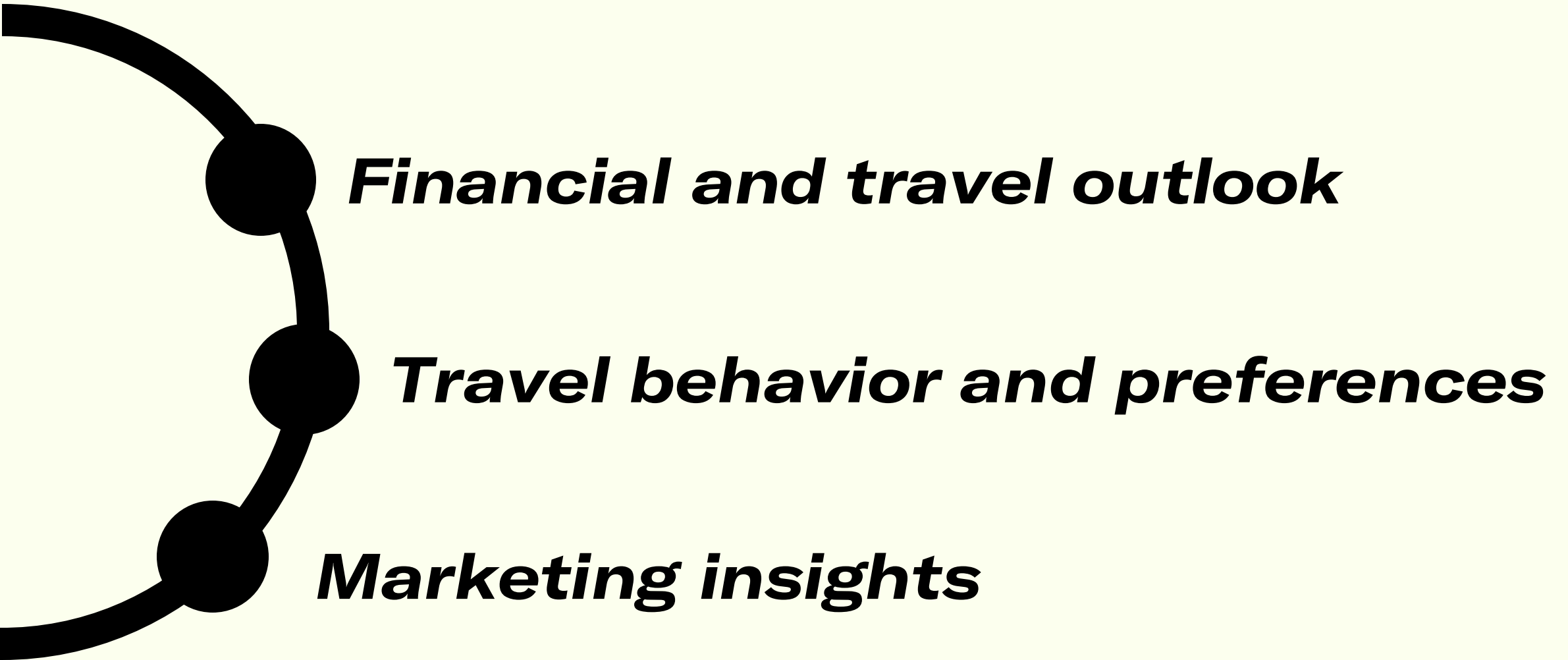


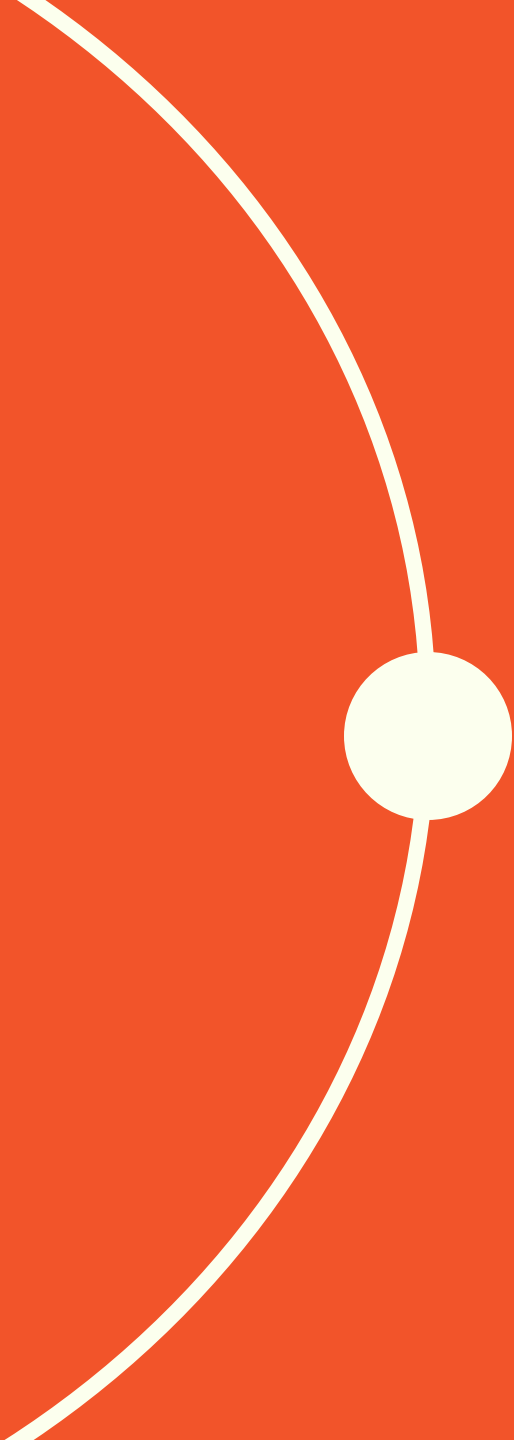
***They are also more likely to have a disability, including physical, mental, or emotional issues.***

**Question:** Because of a physical, mental or emotional issue do you (or anyone you regularly travel with) have difficulties or face challenges traveling?



Gen Z



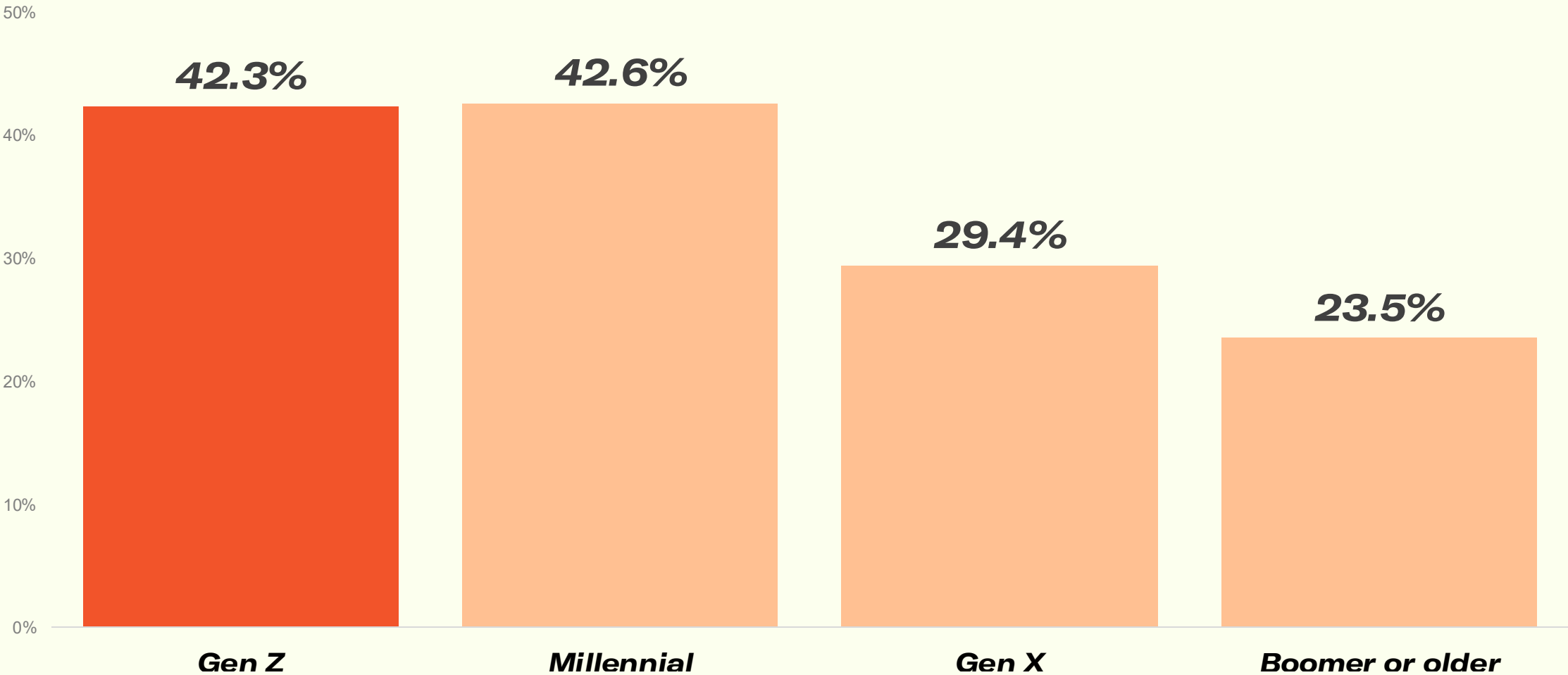


## ***Financial and travel outlook***

# Gen Z and Millennials Align Closely in Financial Outlook

**Question:** Would you say that you (and your household) are better off or worse off financially than you were a year ago?

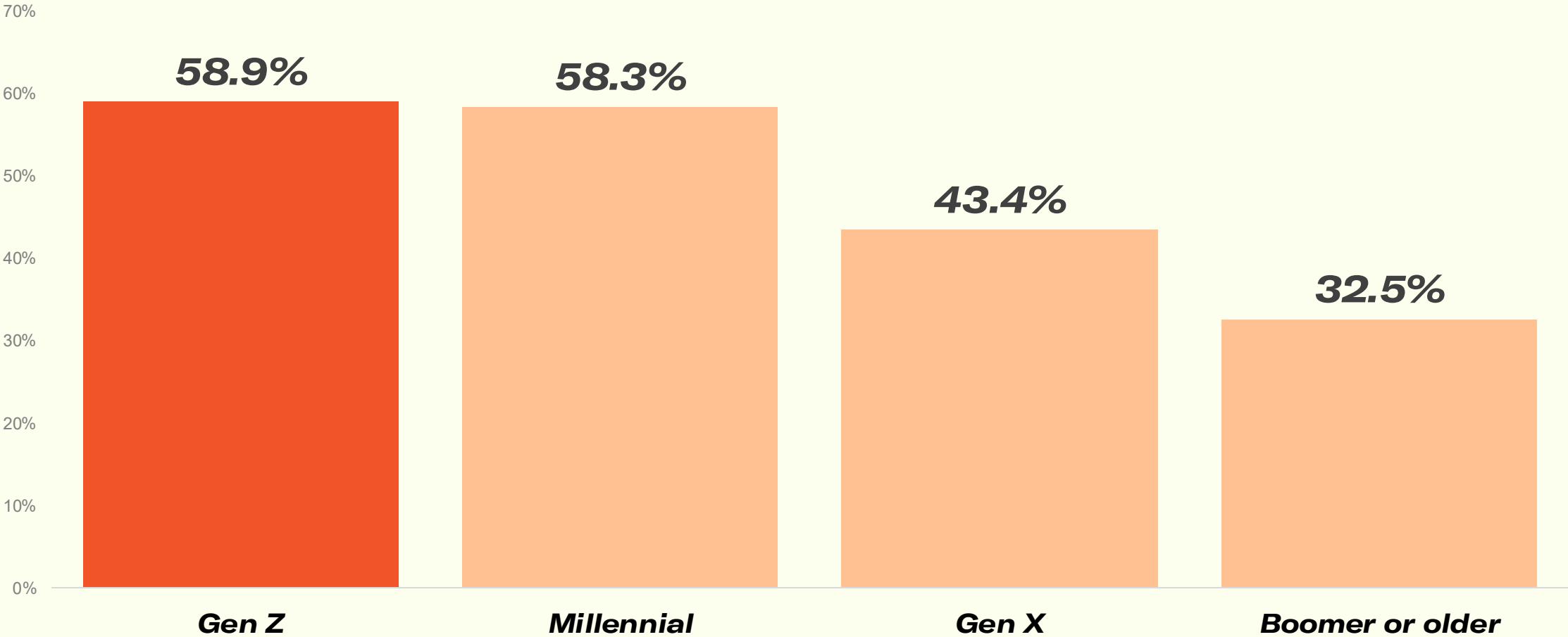
*Top 2 Box - Better off or much better off*



# Younger Generations Anticipate Continued Financial Improvement

**Question:** LOOKING FORWARD—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?

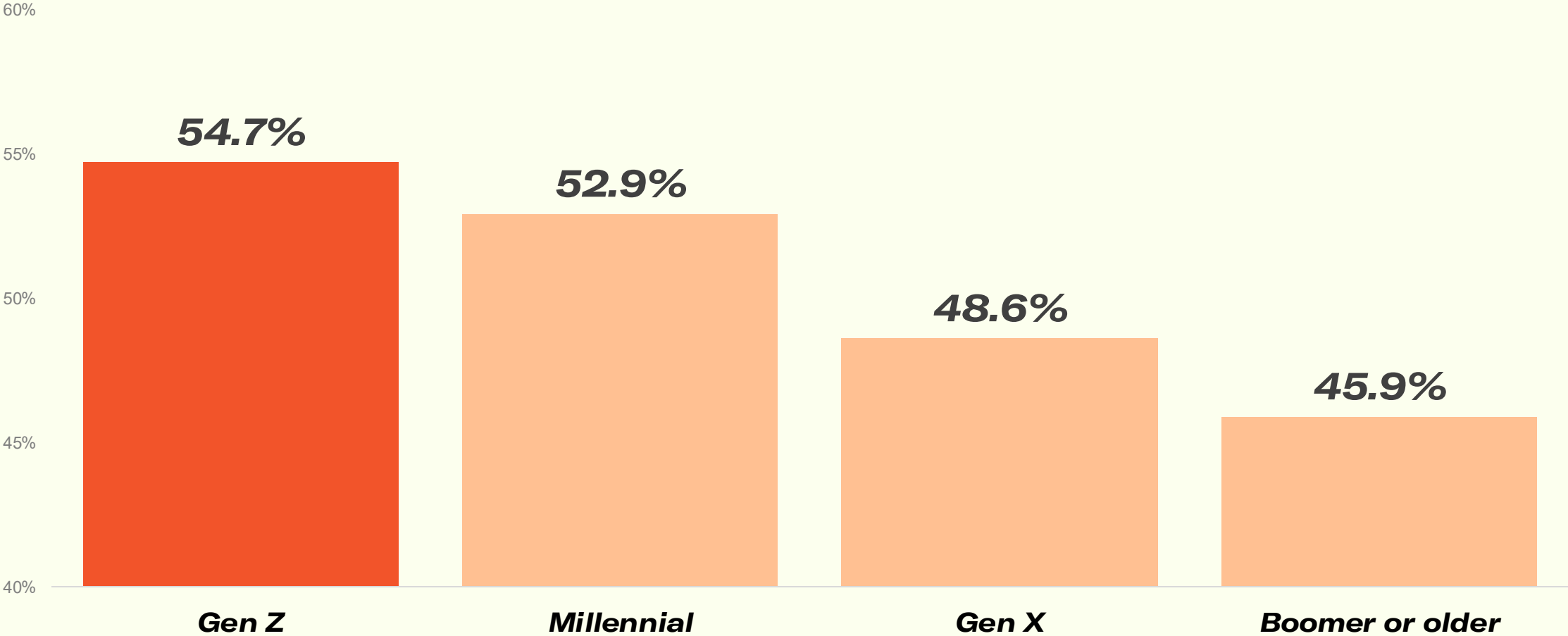
*Top 2 Box - Better off or much better off*



# Gen Z are More Inclined to Be Financially Cautious in a Recession

**Statement:** Right now, I am being careful with my money because I'm concerned about an upcoming recession.

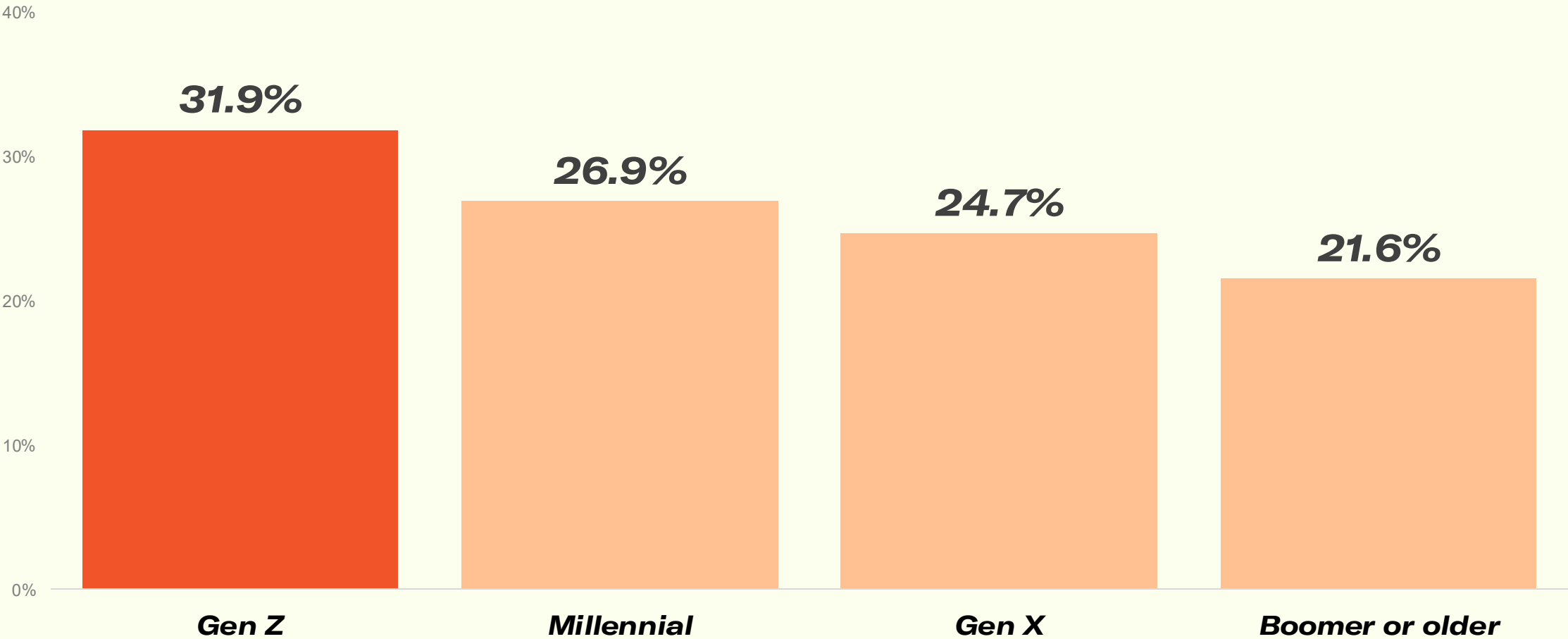
Top 2 Box - Agree or strongly agree



# Gen Z Most Likely to Have Decreased Travel in the Near Term

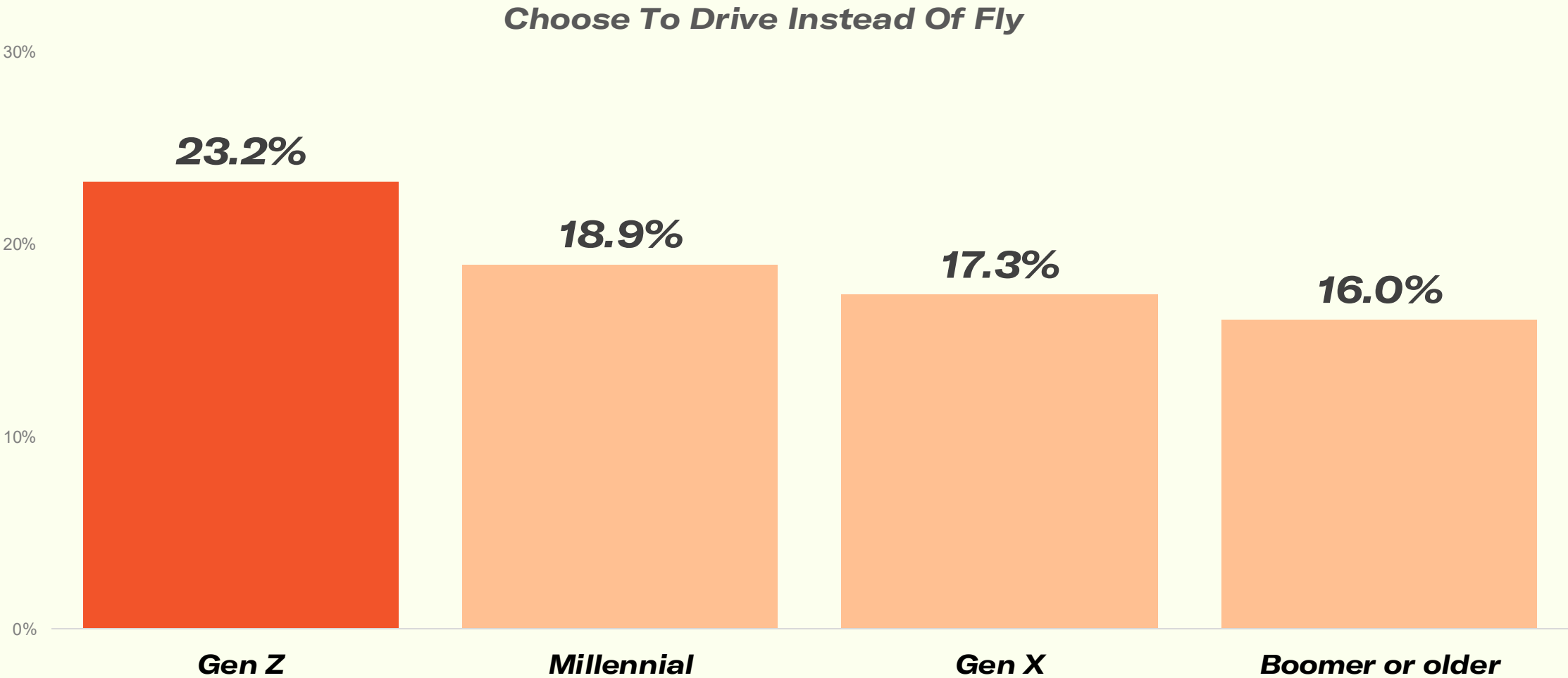
**Statement:** Have concerns about the economy led you to change your thinking about travel or travel plans for the NEXT SIX (6) MONTHS? If so, please describe how below.

*Travel Less Frequently*



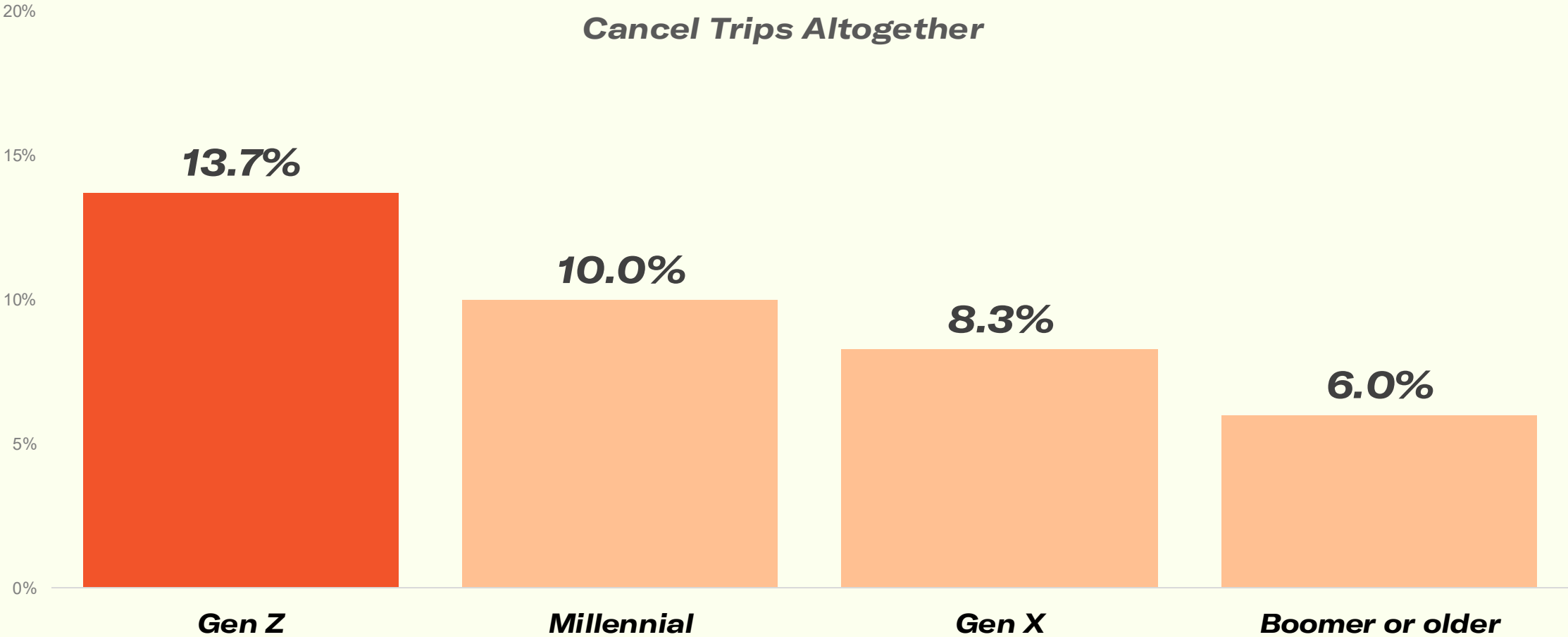
# They Are More Likely to Have Switched from Air to Car Travel

**Statement:** Have concerns about the economy led you to change your thinking about travel or travel plans for the NEXT SIX (6) MONTHS? If so, please describe how below.



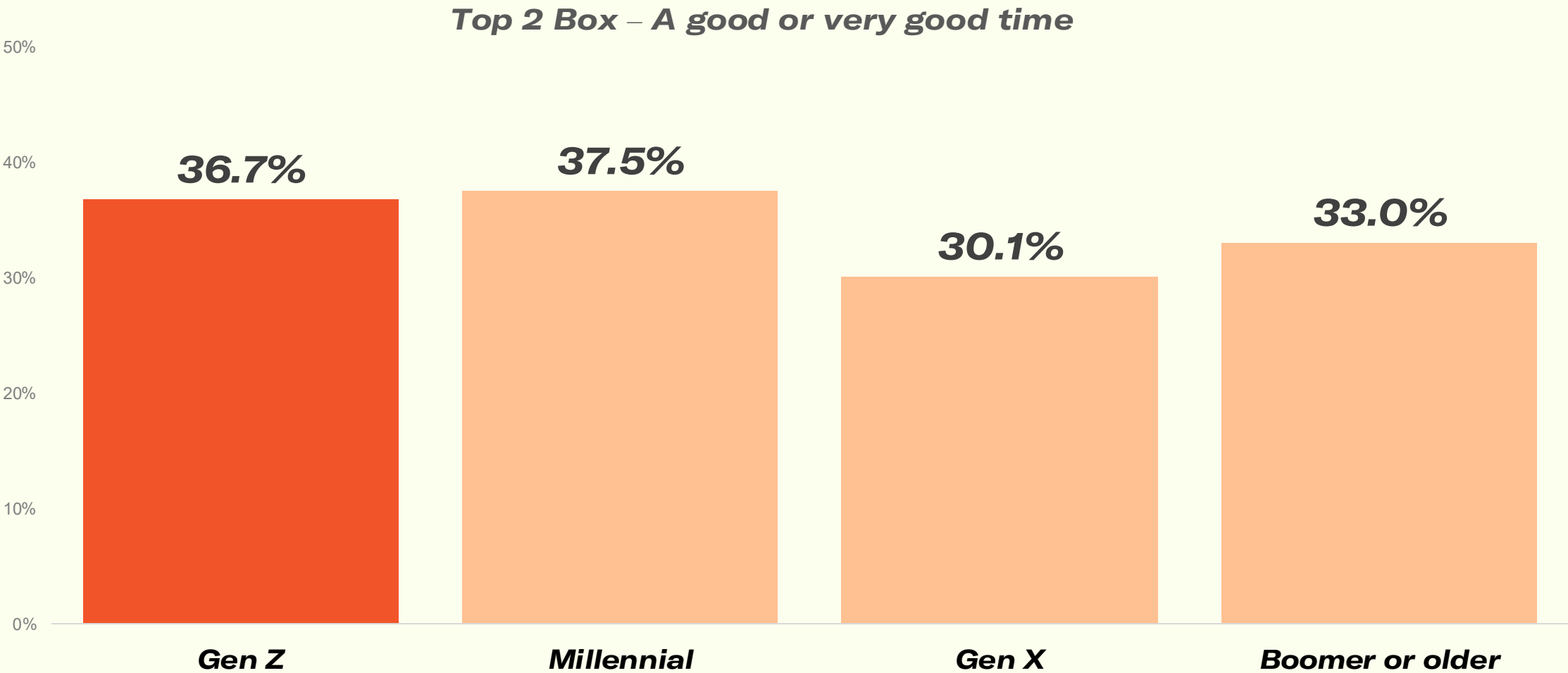
# Or to Have Canceled Trips Entirely Due to Economic Concerns

**Statement:** Have concerns about the economy led you to change your thinking about travel or travel plans for the NEXT SIX (6) MONTHS? If so, please describe how below.



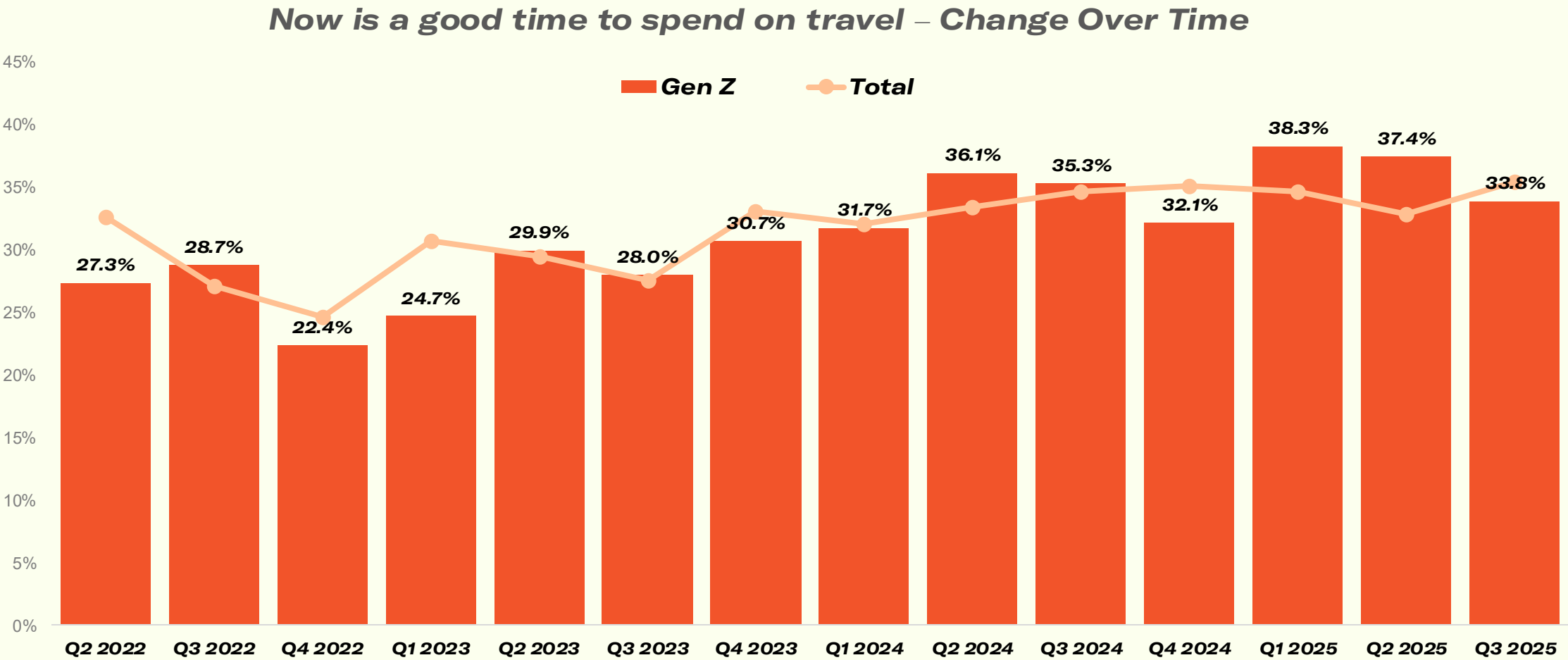
# Gen Z Falls Lag Behind Millennials on Travel Spending Sentiment

**Question:** Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?



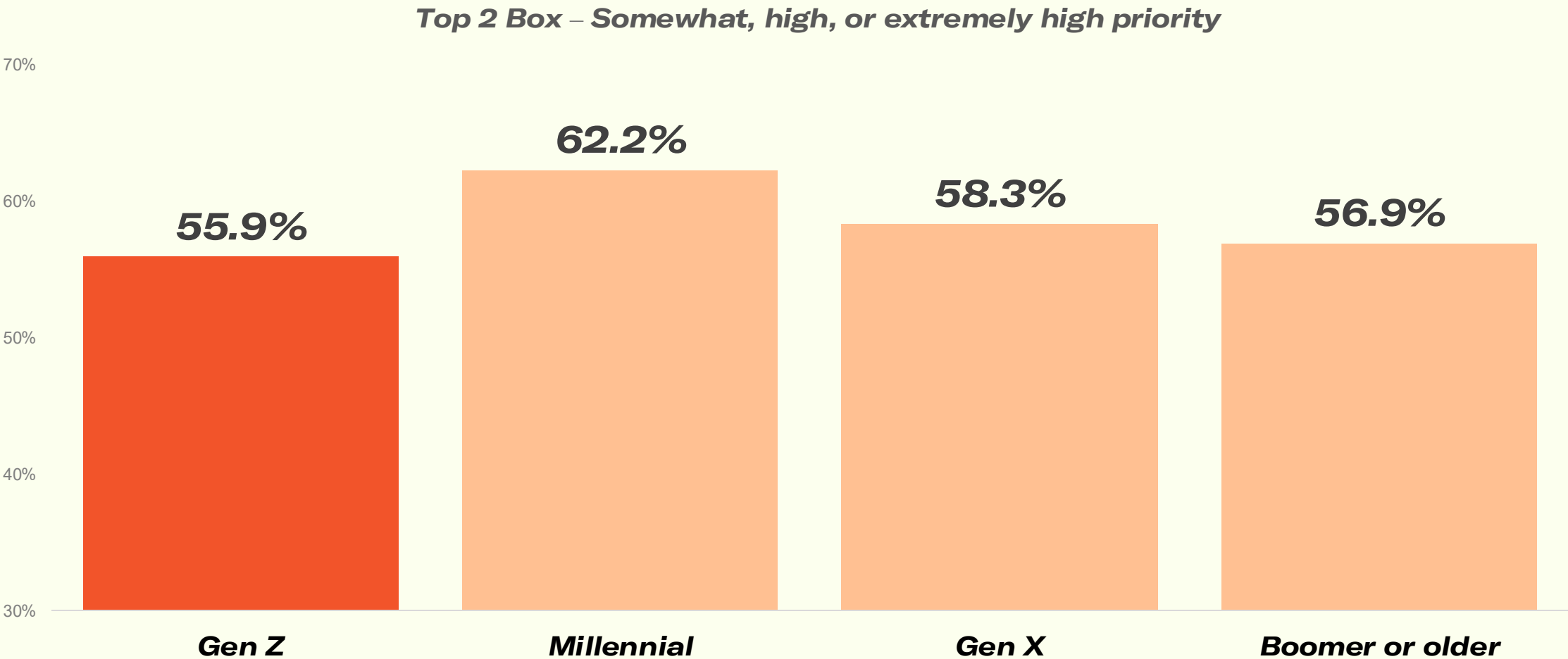
# But Gen Z is Trending Upward, Despite a Downturn in 2025

**Question:** Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?



# Gen Z are Least Likely to Prioritize Travel Spending

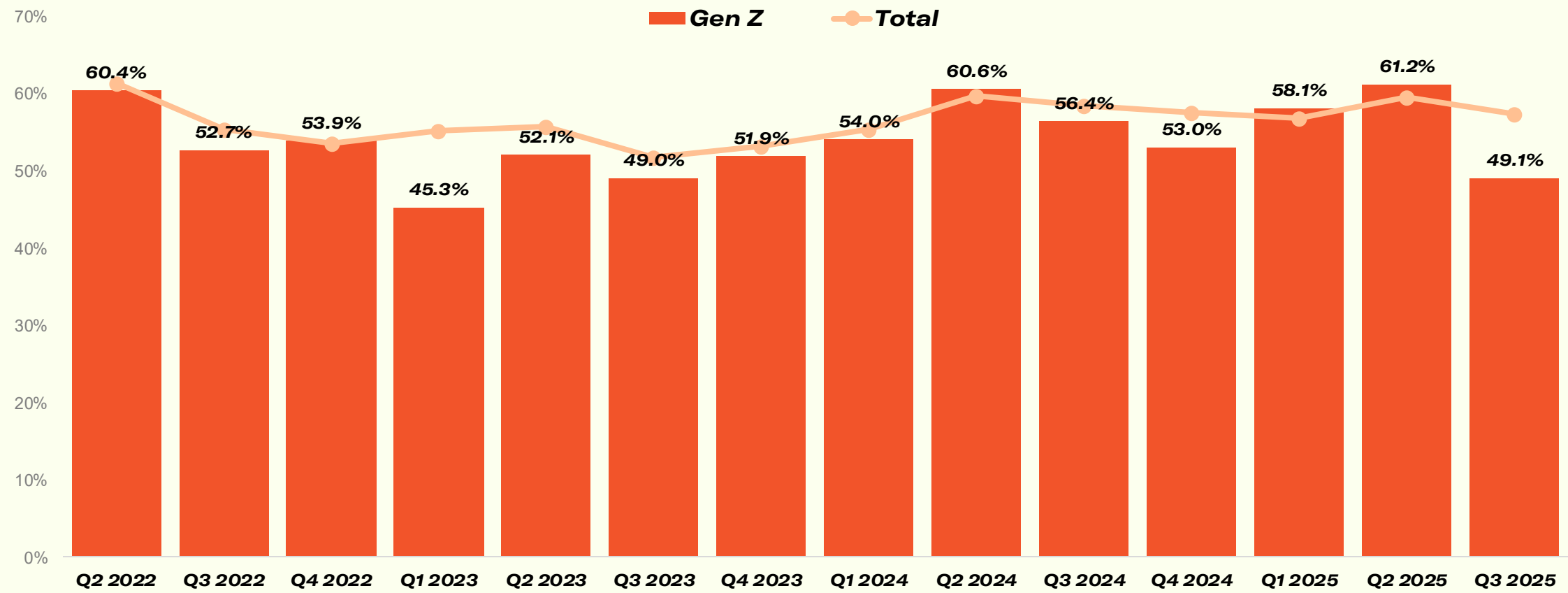
**Question:** Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.



# Particularly in Q3 2025, Gen Z Underperforms on Travel as a Budget Priority.

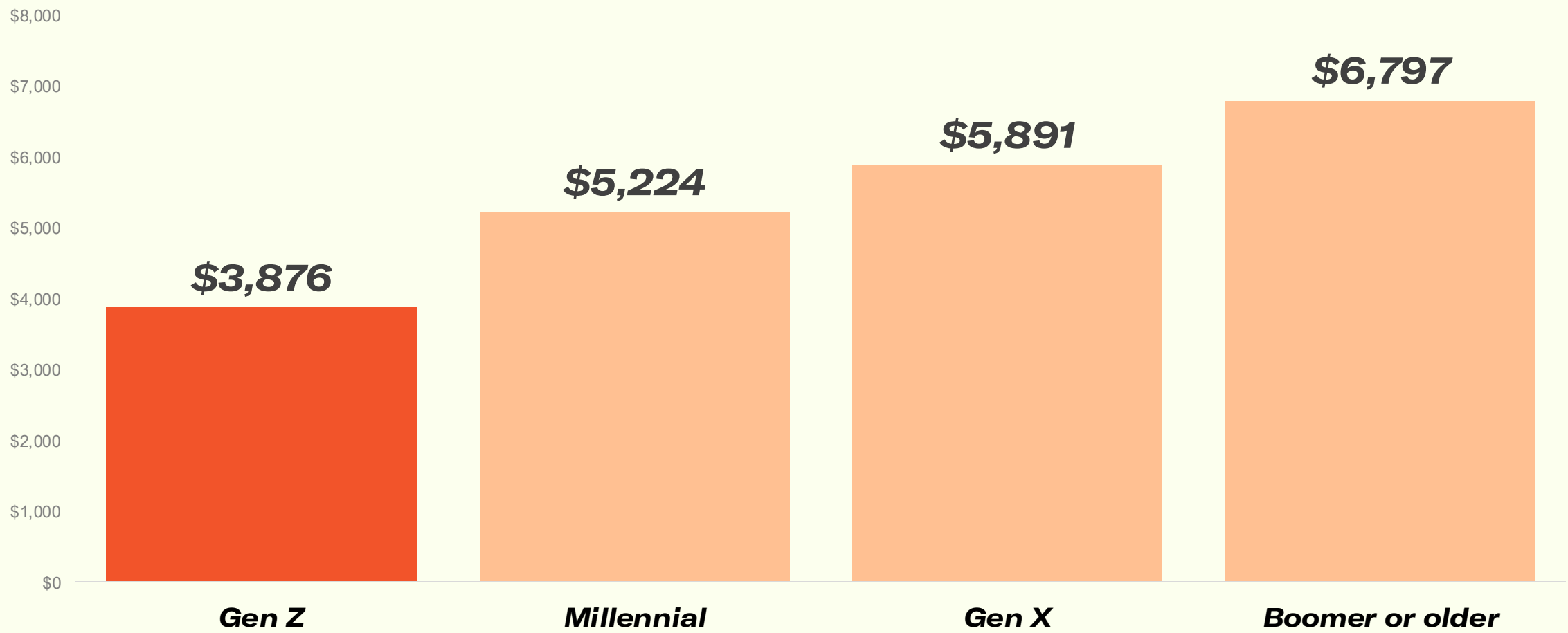
**Question:** Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.

Travel as a High Budget Priority – Change Over Time



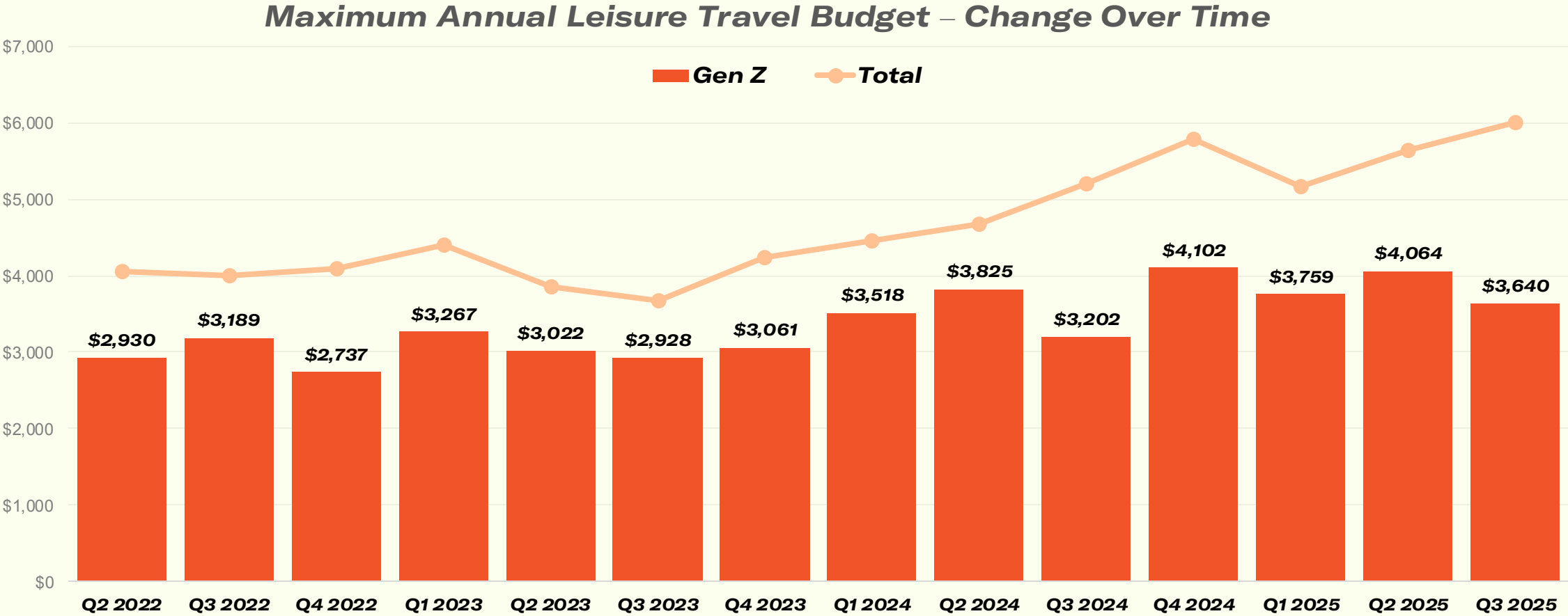
# ***Their Current Travel Budgets are Notably Lower***

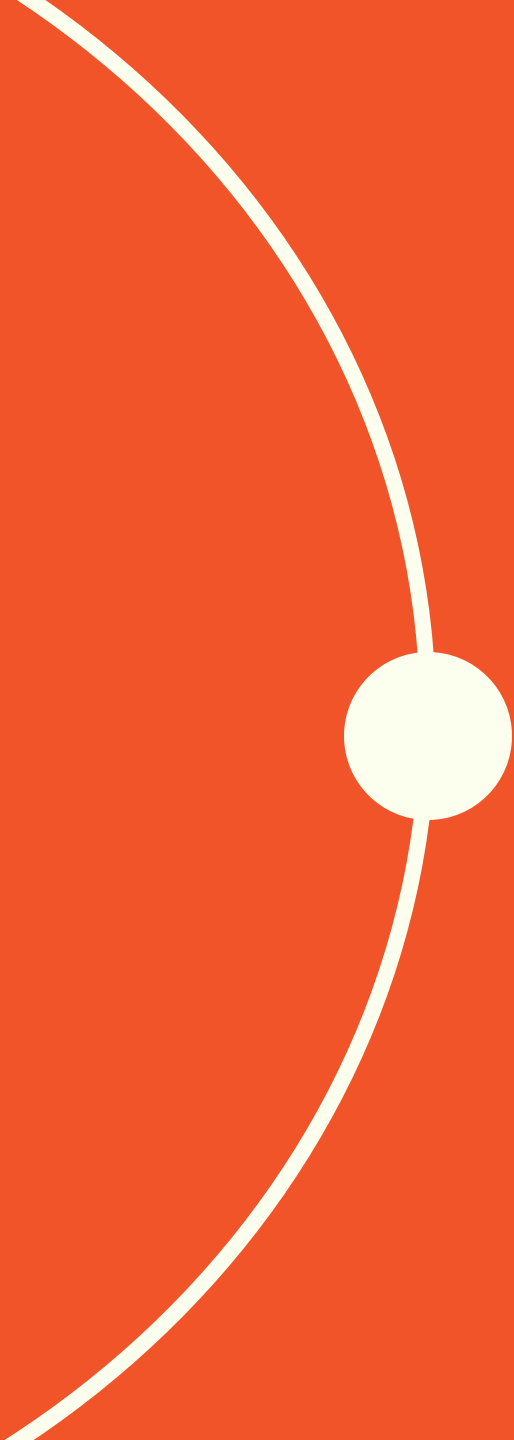
**Question:** How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?



# And Their Travel Budget Has Not Seen the Same Gains as Overall Travelers

**Question:** How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?

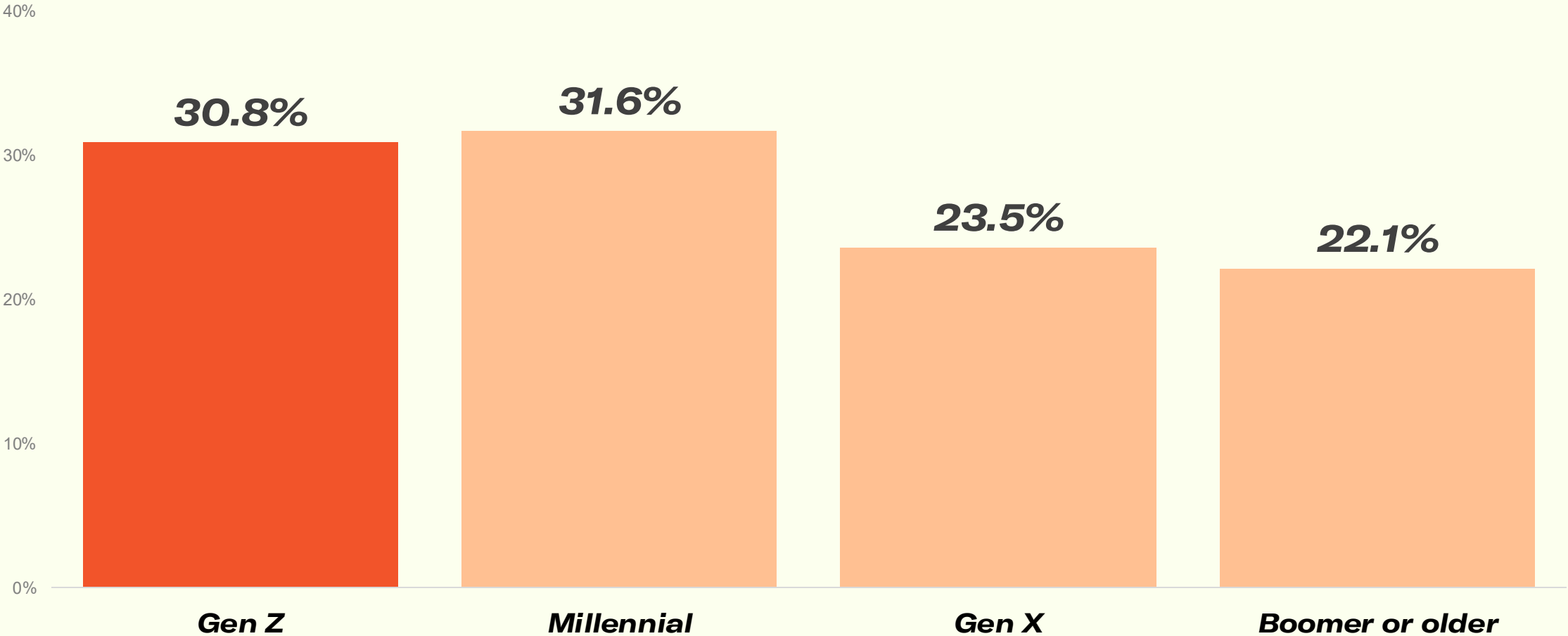




***Travel behavior and  
preferences***

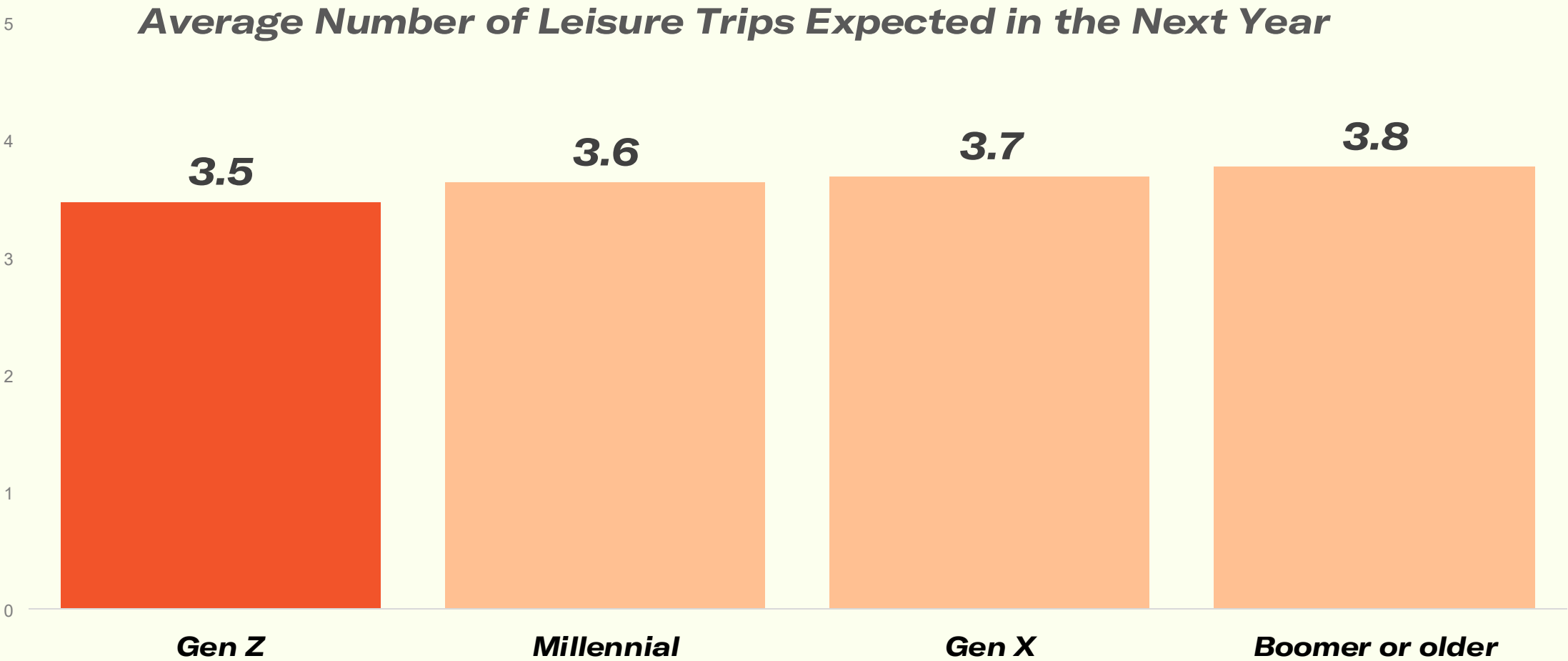
# ***They Anticipate Traveling More, But Lag Behind Millennials***

**Question:** In the NEXT 12 MONTHS, do you expect to travel more or less for leisure than you did in the most recent 12-month period?



# ***Their Average Number of Trips Also Falls Behind Other Generations***

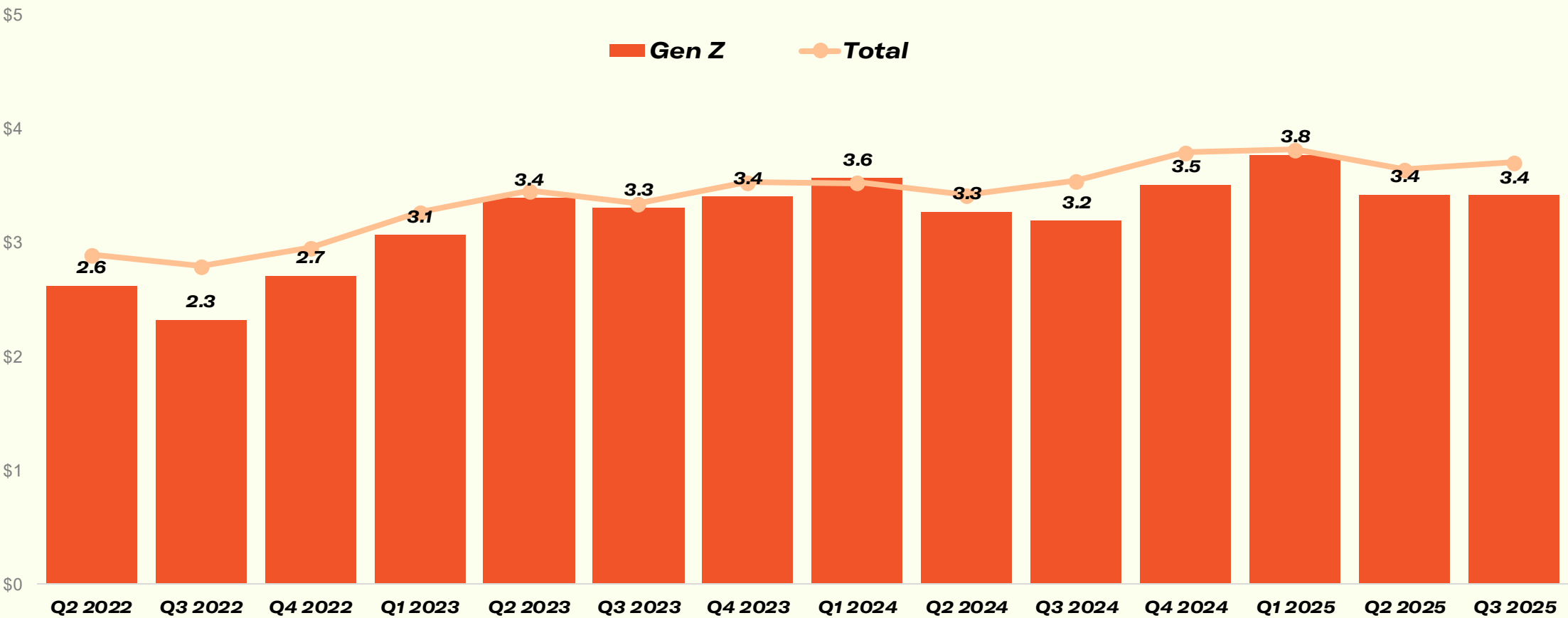
**Question:** IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?



# But This Has Seen Gains Over the Past Two Years

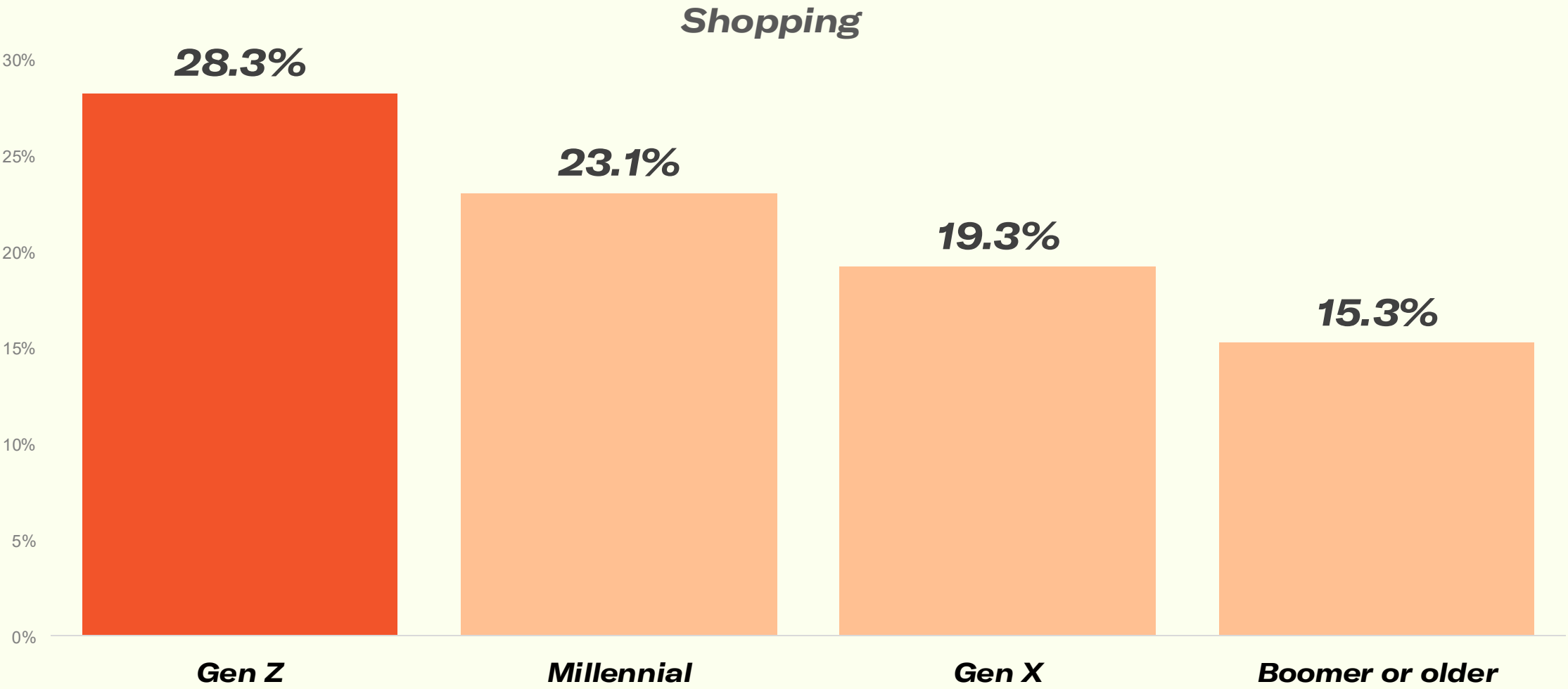
**Question:** IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?

Average Number of Anticipated Leisure Trips – Change Over Time



# Gen Z are More Likely to Factor Shopping into Trip Decisions

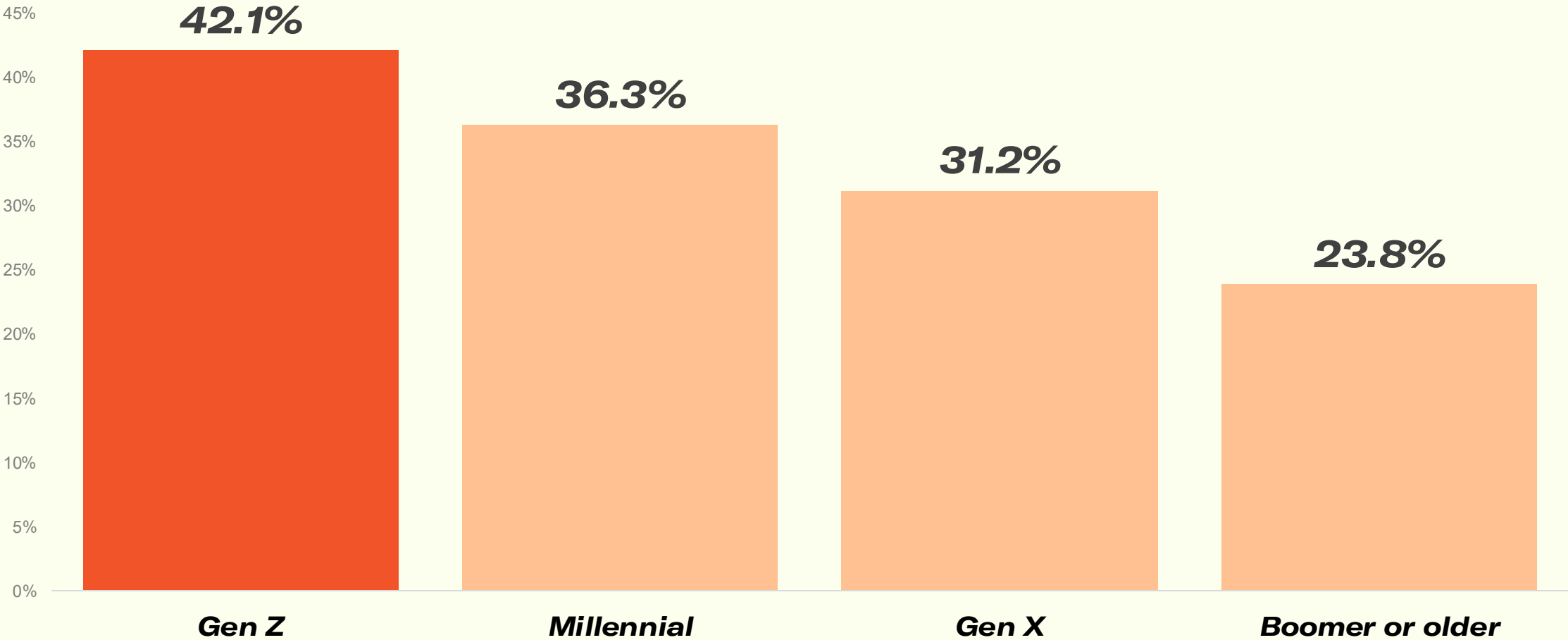
**Statement:** Which of the following specific travel activities were important in your decision to take this most recent overnight leisure trip?



# ***But Travel Costs Have Deterred Them from Traveling More***

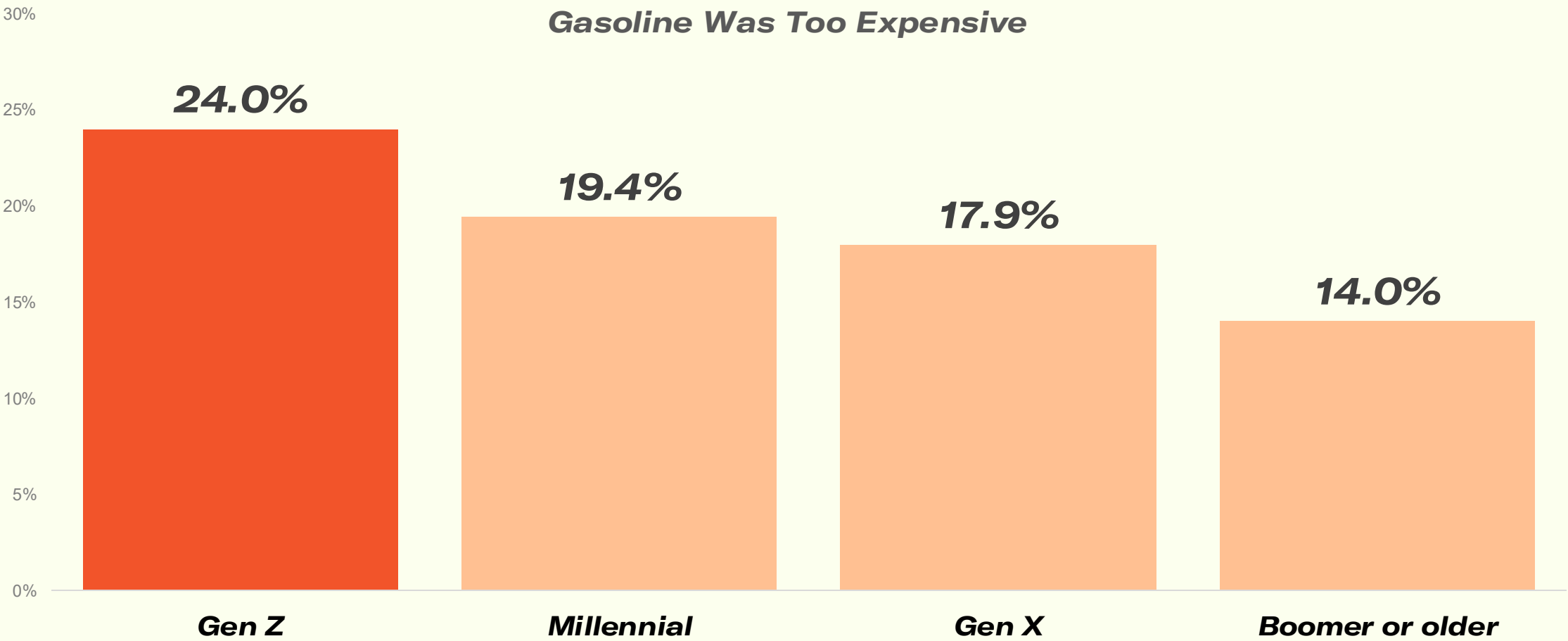
**Statement:** In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred?

***Travel Is Too Expensive Right Now***



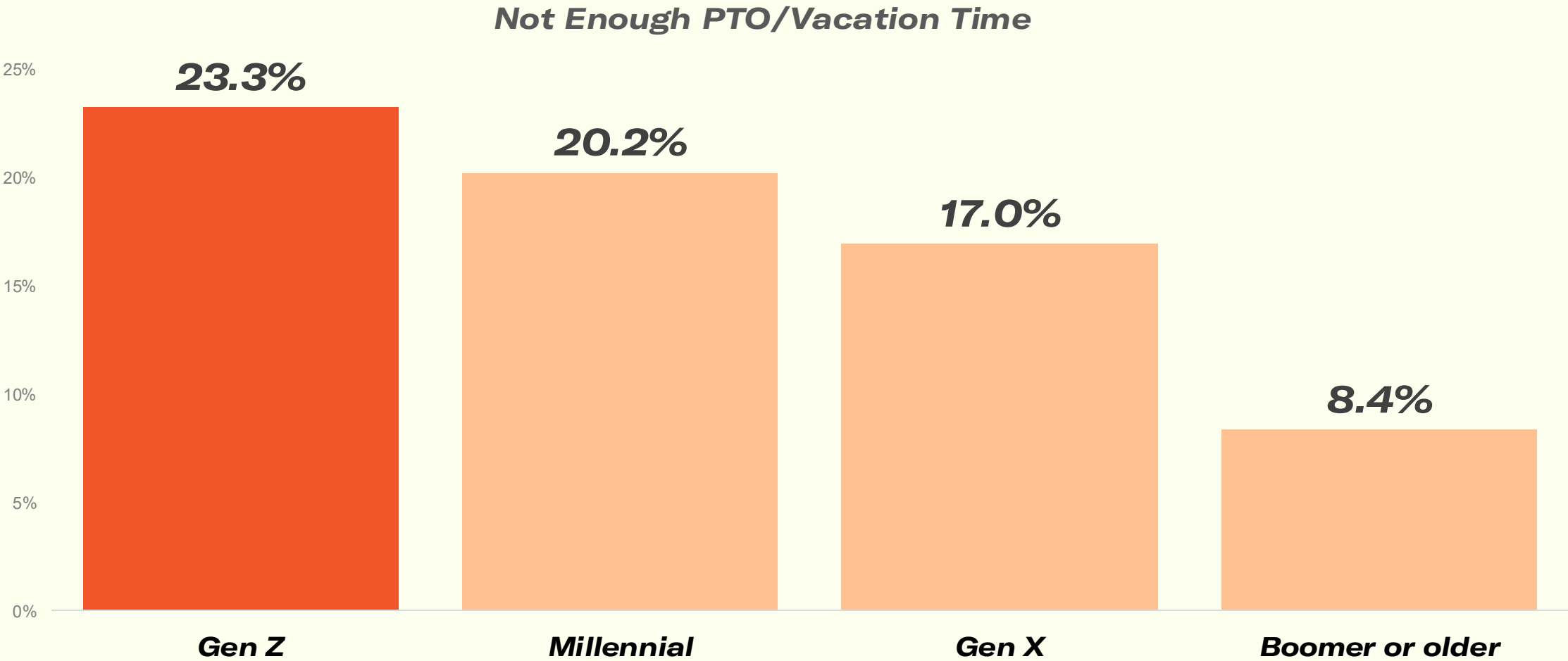
# High Gas Prices Have Also Been a Deterrent

**Statement:** In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred?



# Gen Z Also Have Less Time Off to Spare for Travel

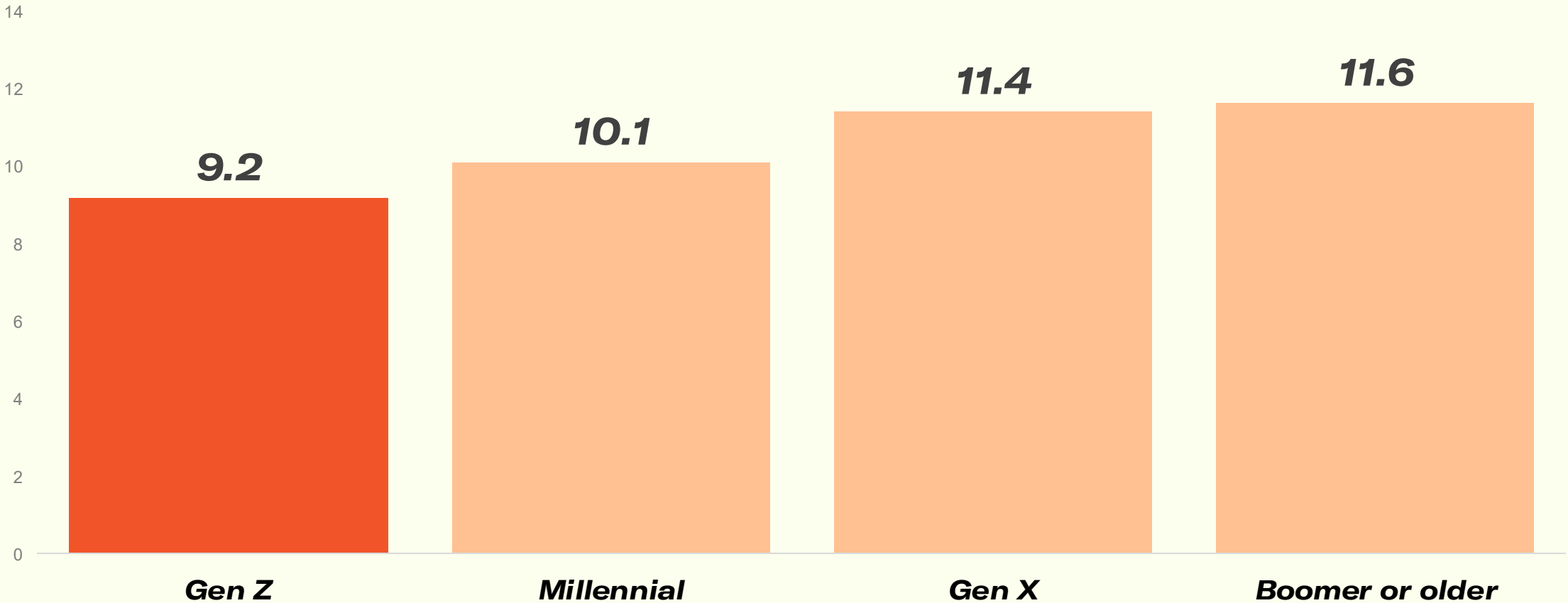
**Statement:** In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred?



# Their Trip Planning Window is Significantly Shorter

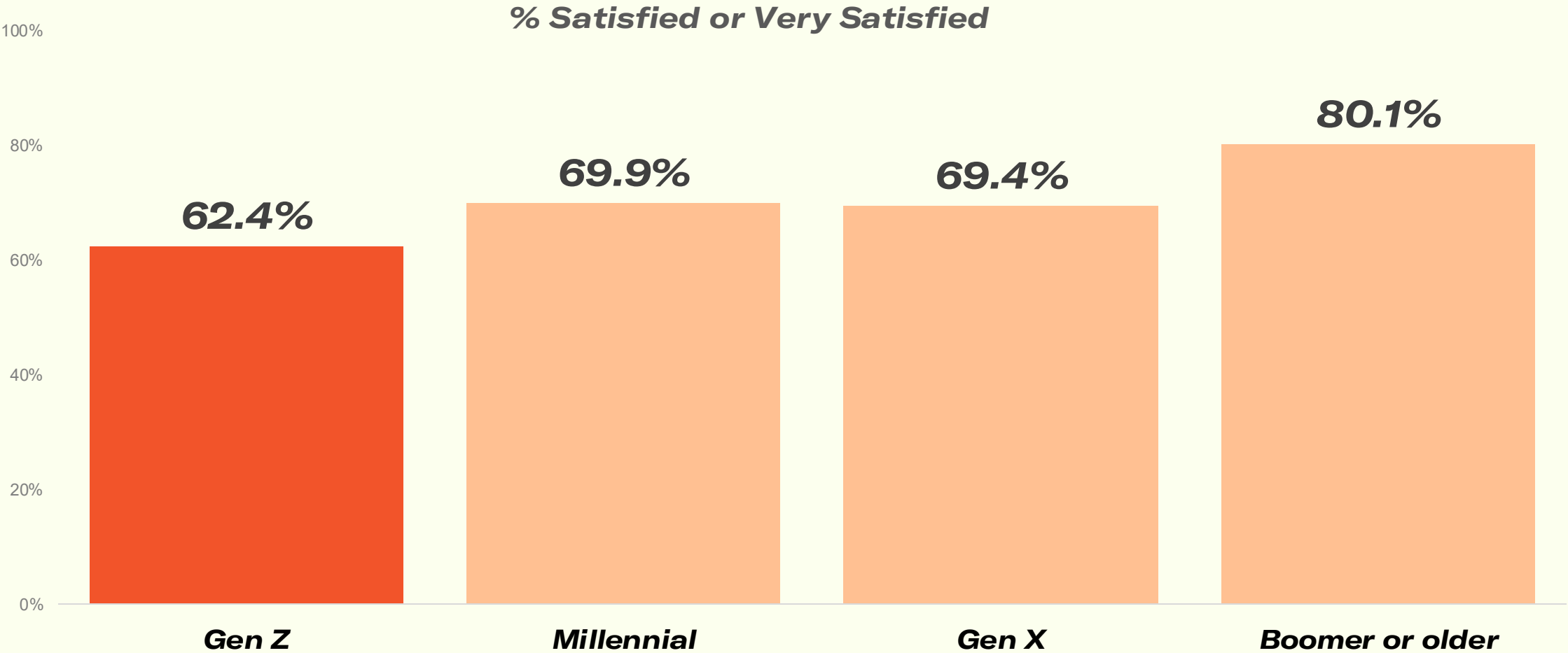
**Question:** How many weeks IN ADVANCE would you typically begin planning a domestic leisure trip (of at least one week in length)?

Average Trip Planning Window (Weeks)



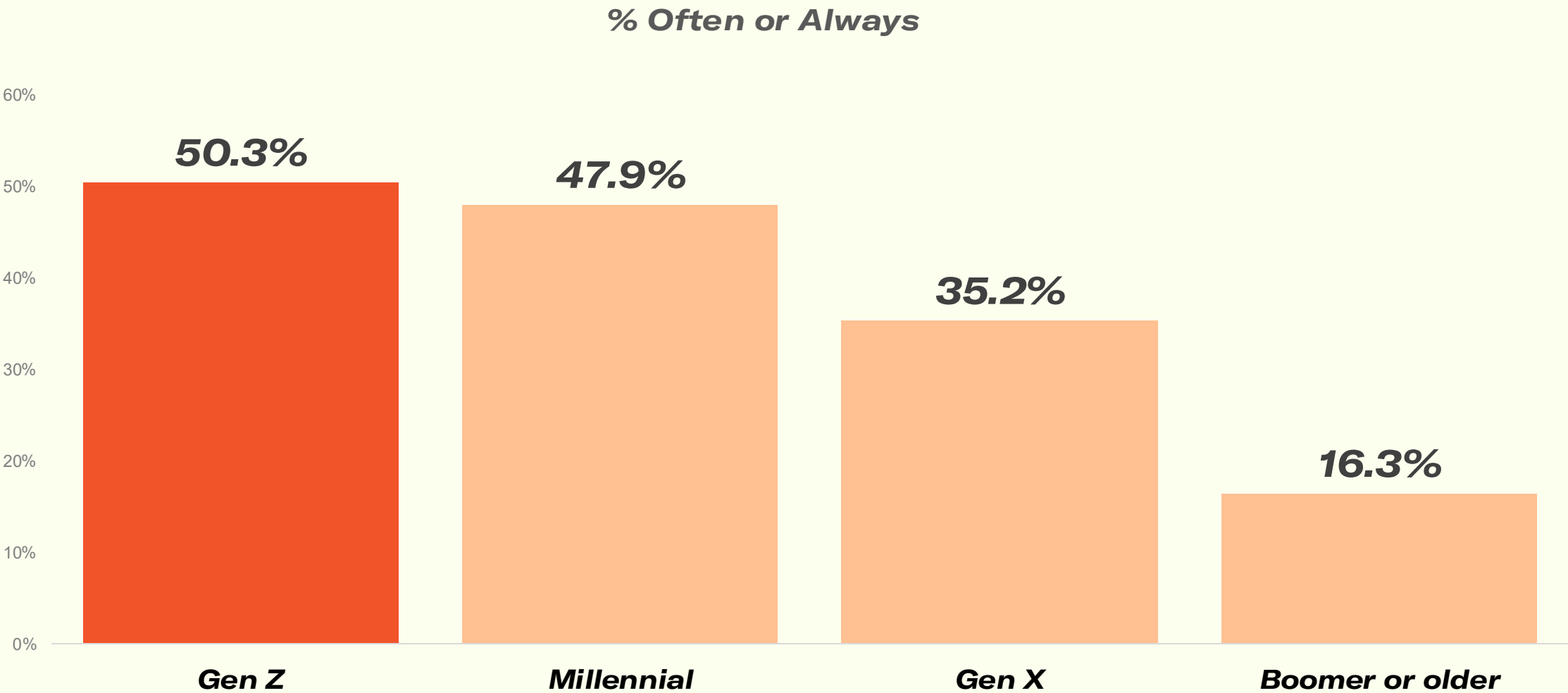
# Gen Z are the Least Likely to Be Satisfied with Their Life Now

**Question:** How satisfied are you with your life right now?



# But Most Likely to Feel Stressed On a Regular Basis

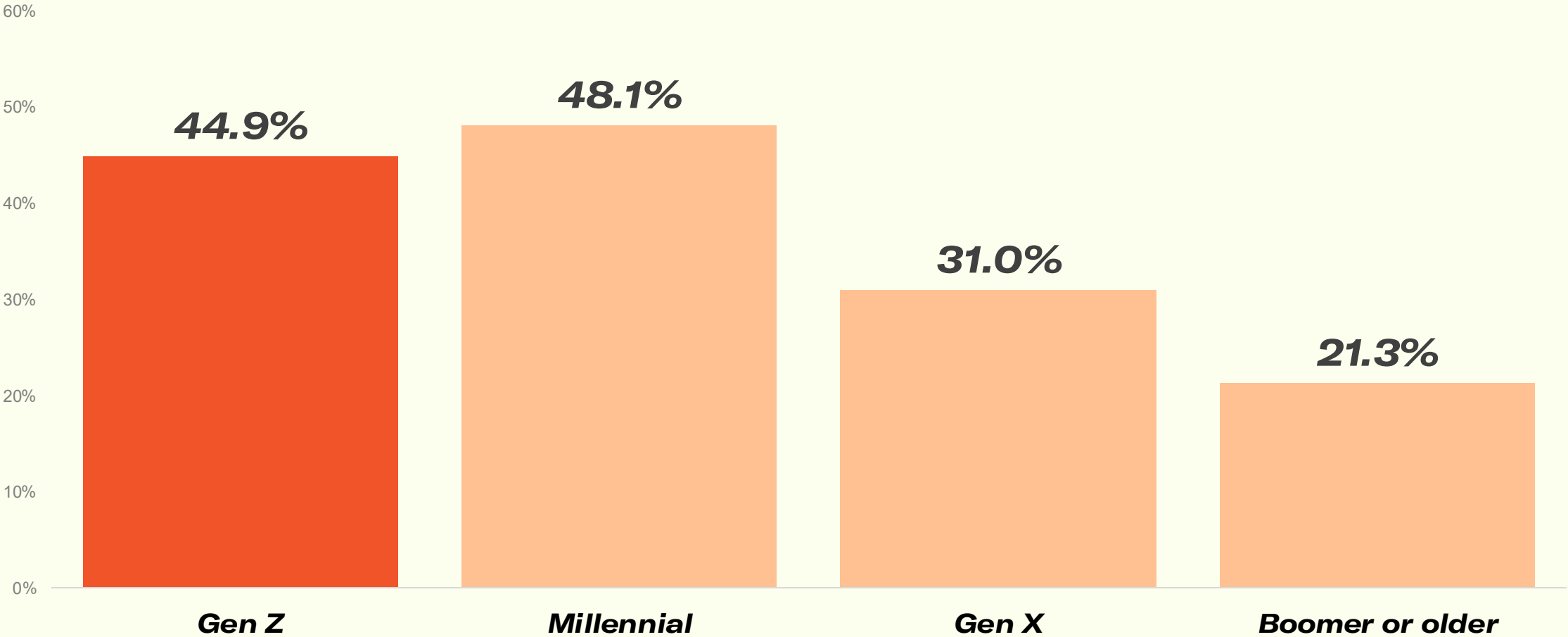
**Question:** How often do you feel elevated levels of stress in your day-to-day life?



# They are Less Adventurous than Millennials

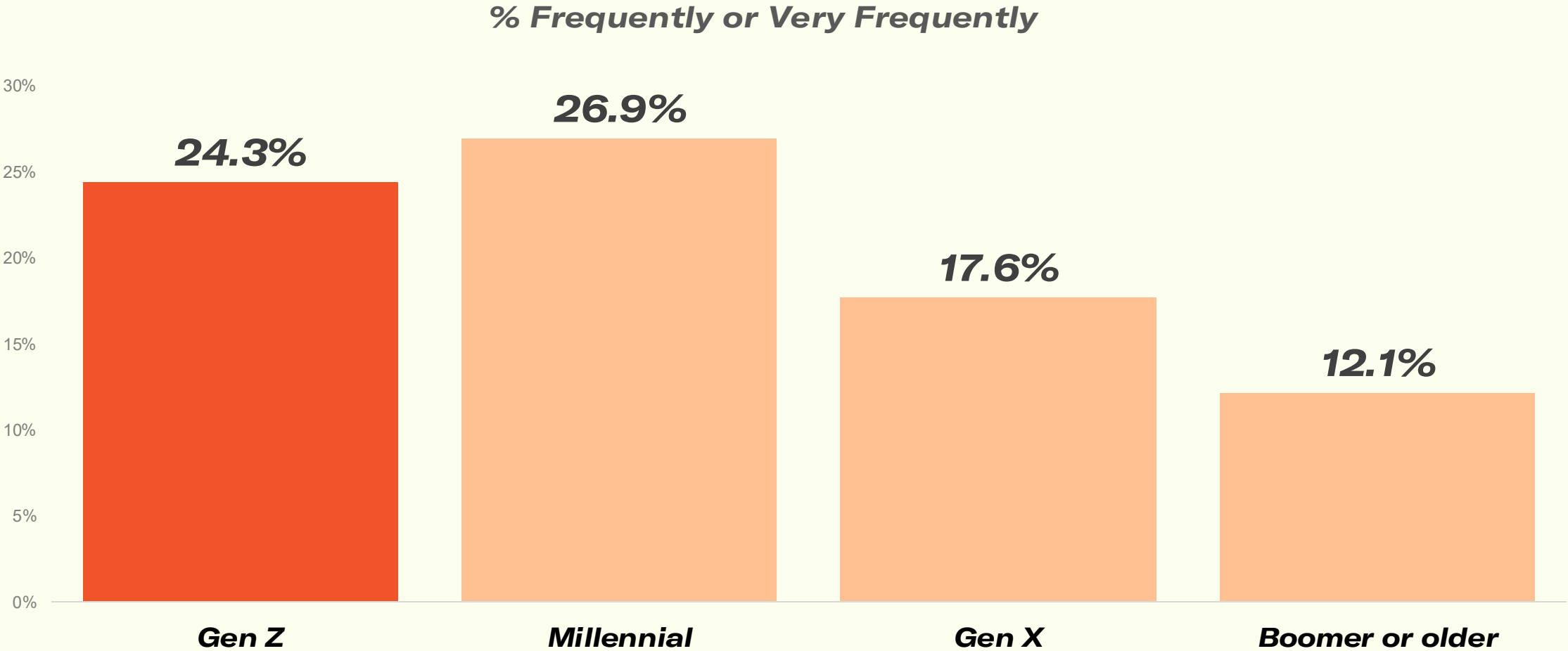
**Question:** How adventurous do you consider yourself to be while traveling?

*% Very or Extremely Adventurous*



# And Less Likely to Take Spontaneous Trips than Millennials

**Question:** How often do you take spontaneous leisure trips (i.e., trips sparked by impulse which begin soon after the idea arises)?



# ***Top 5 Desired Domestic Destinations (Next 12 Months)***

## ***GEN Z***

- 1. New York***
- 2. Florida***
- 3. California***
- 4. Las Vegas***
- 5. Los Angeles***

## ***MILLENNIALS***

- 1. New York***
- 2. Florida***
- 3. Las Vegas***
- 4. California***
- 5. Miami***

## ***GEN X***

- 1. New York***
- 2. Las Vegas***
- 3. Florida***
- 4. California***
- 5. Hawaii***

## ***BOOMER OR OLDER***

- 1. New York***
- 2. Las Vegas***
- 3. Florida***
- 4. California***
- 5. Chicago***

# **Top 5 International Destinations**

## **GEN Z**

- 1. Japan**
- 2. Italy**
- 3. France**
- 4. Canada**
- 5. Mexico**

## **GEN X**

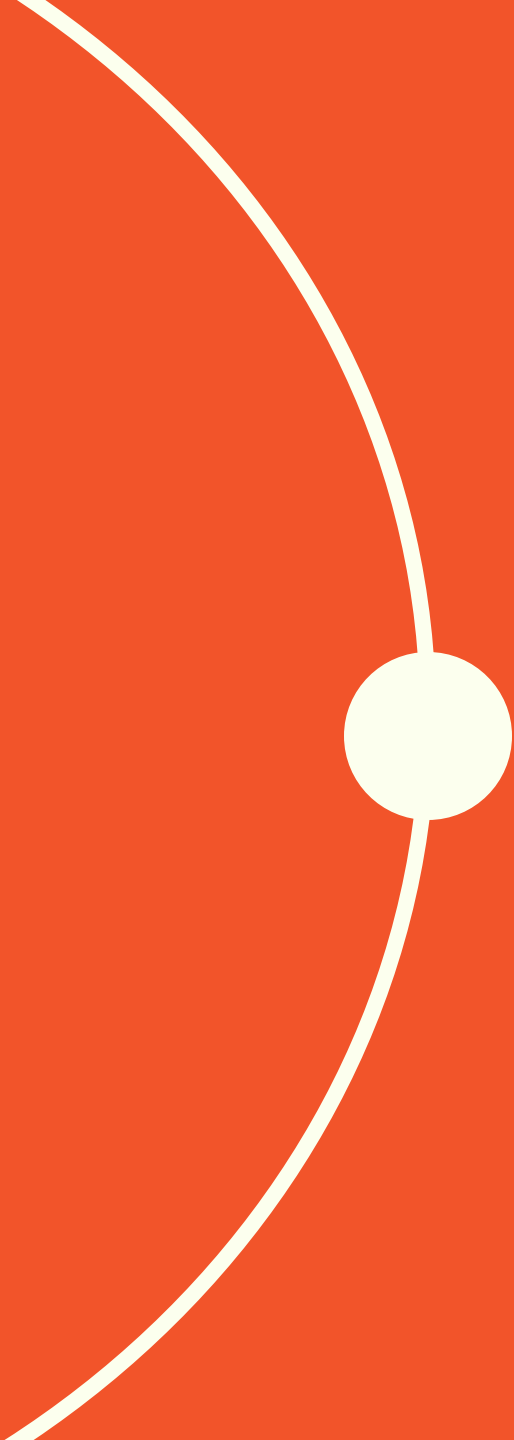
- 1. Italy**
- 2. United Kingdom**
- 3. Mexico**
- 4. Canada**
- 5. Japan**

## **MILLENNIALS**

- 1. Italy**
- 2. Japan**
- 3. Mexico**
- 4. Canada**
- 5. United Kingdom**

## **BOOMER OR OLDER**

- 1. Italy**
- 2. United Kingdom**
- 3. Canada**
- 4. Mexico**
- 5. France**

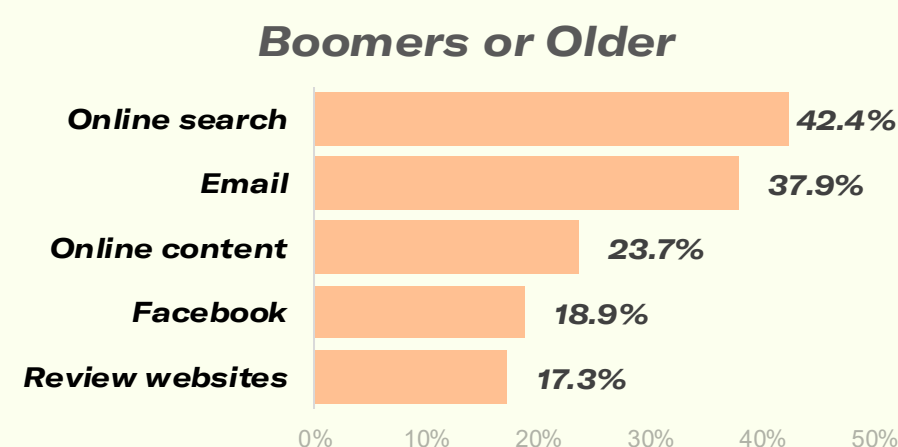
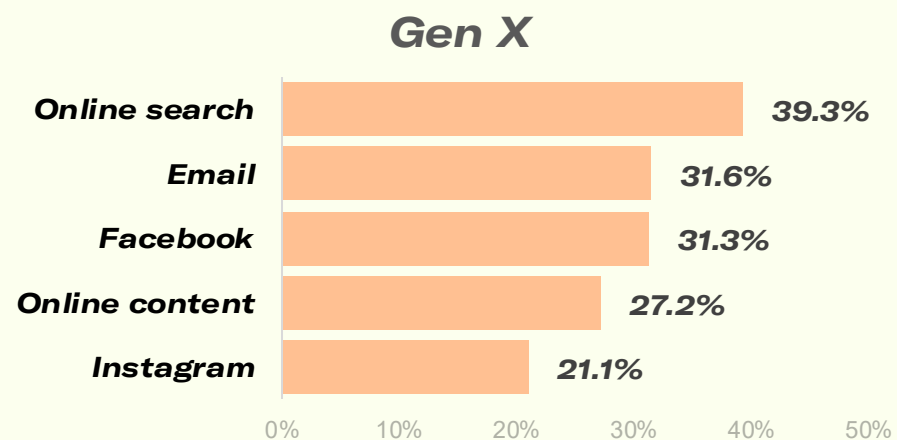
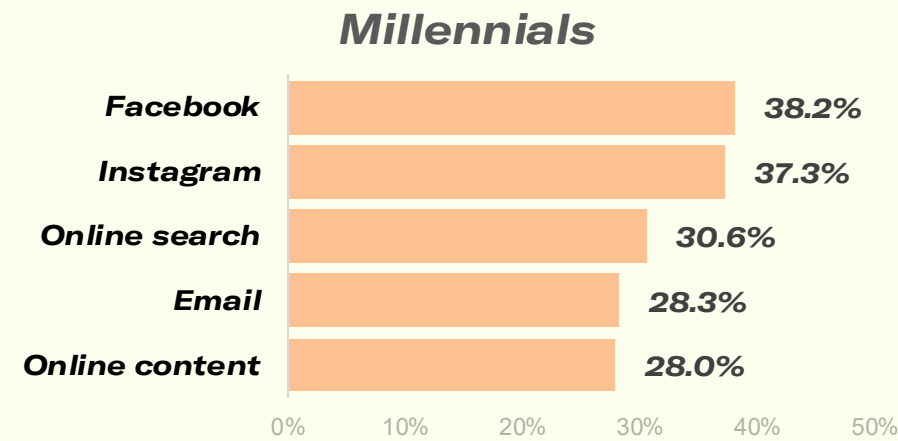
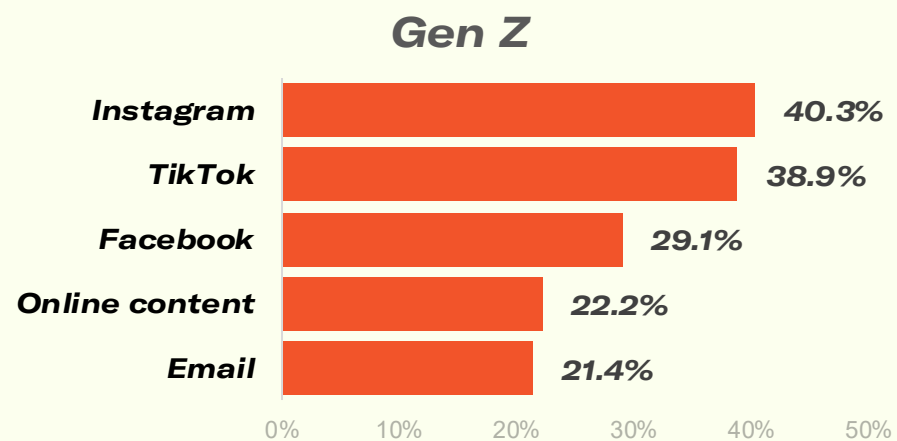


***Marketing insights***

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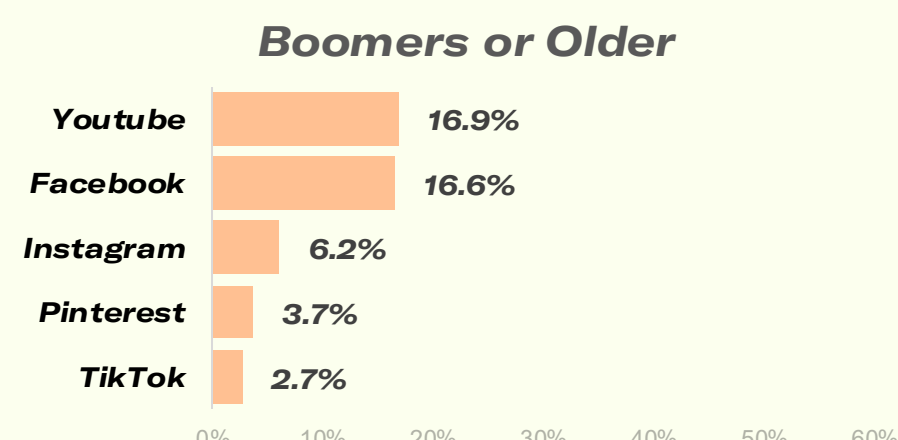
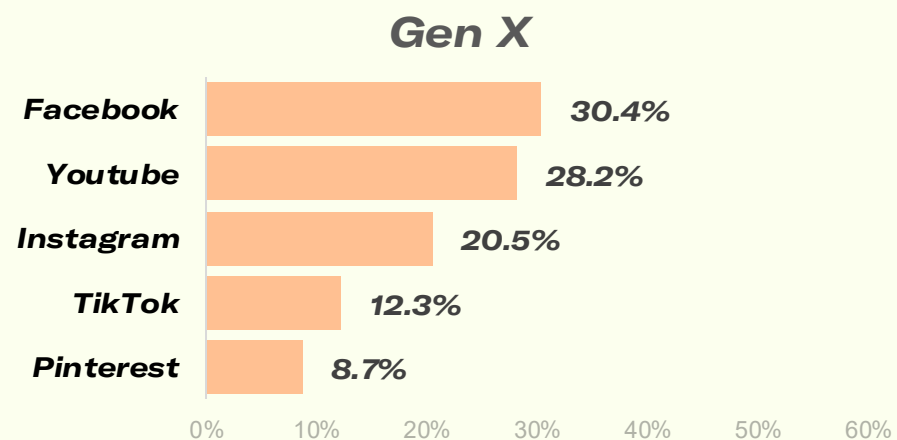
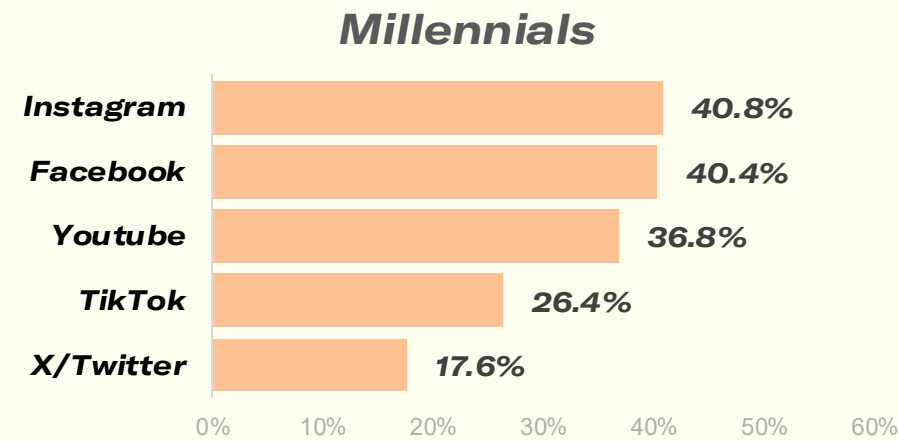
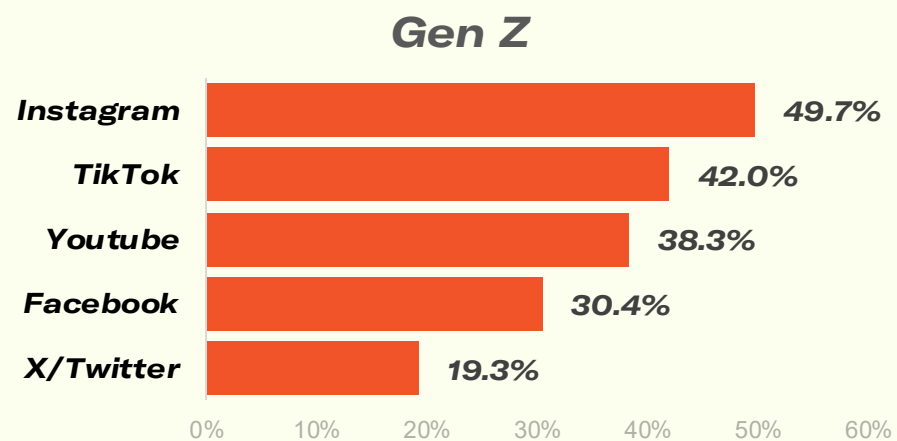
# Instagram and TikTok are Their Top Marketing Channels

**Question:** Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?



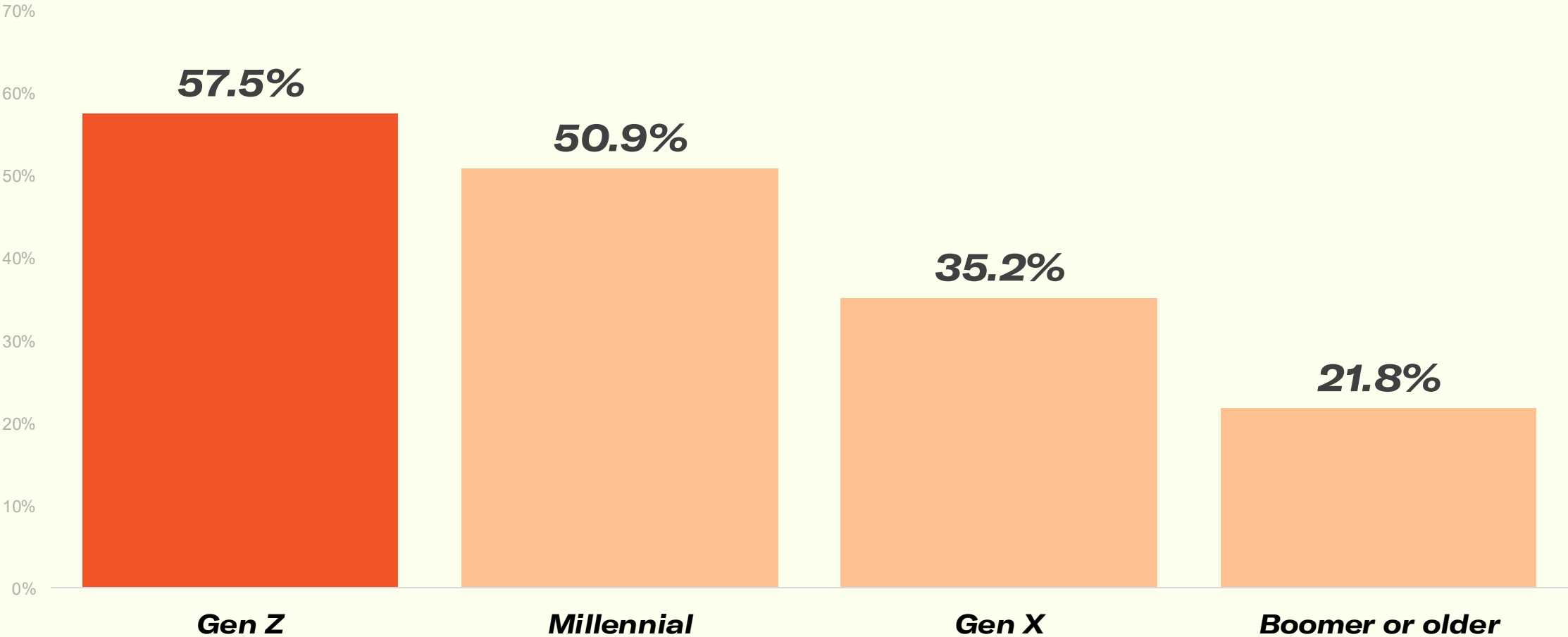
# Most Inclined to Utilize Social Media For Travel Planning

**Question:** In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS?



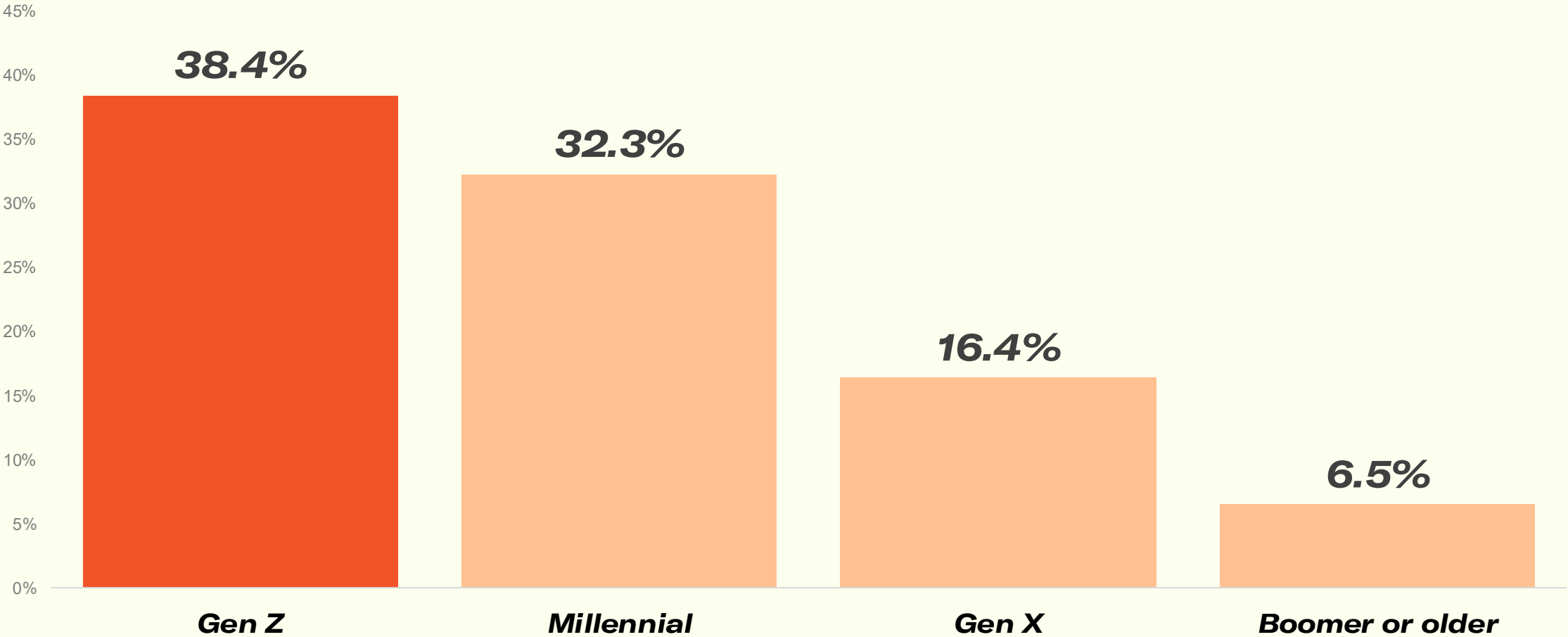
# ***The Majority of Gen Z Use Online Video in Their Travel Planning***

**Question:** In the past 12 months, have you used ONLINE VIDEO including visiting video sharing websites (e.g. Youtube.com, AOL Video, TikTok or Google Video) to plan any travel?



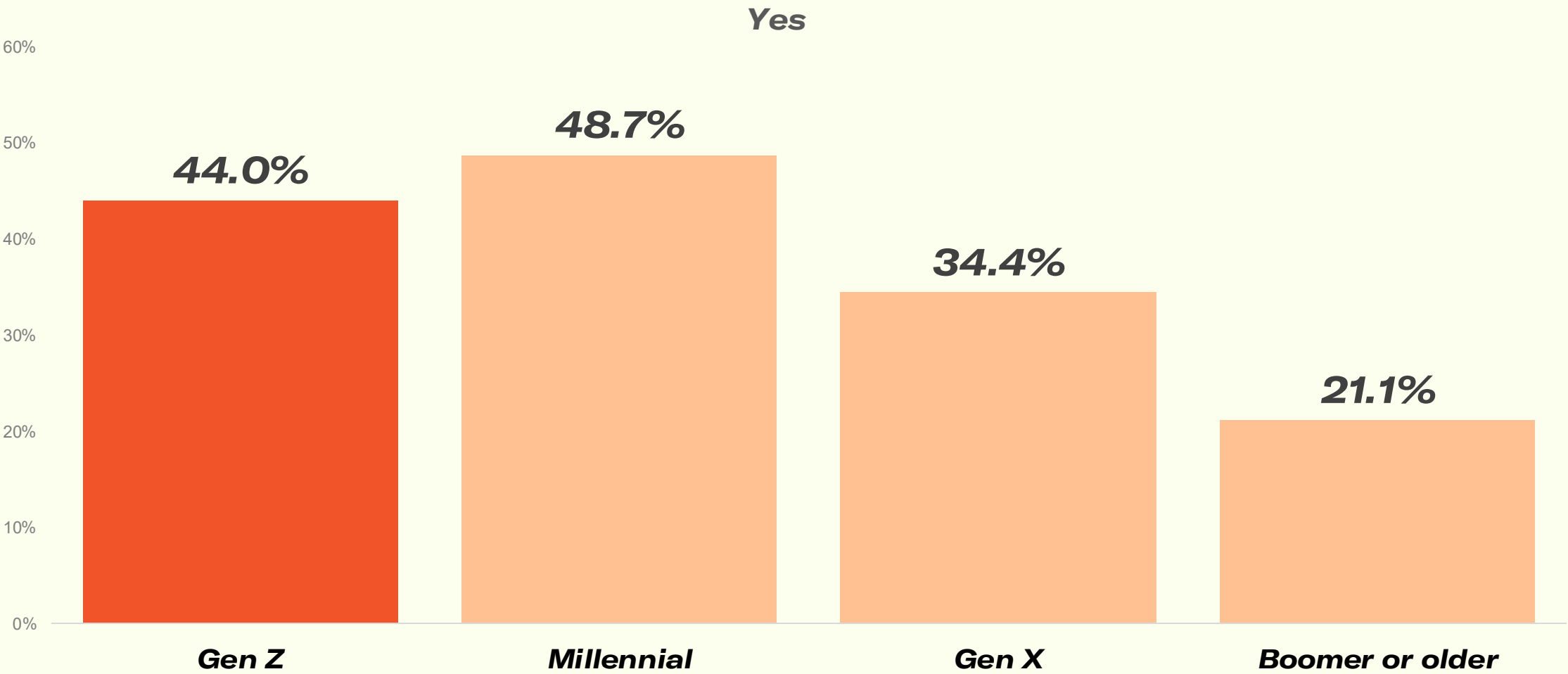
# Gen Z are Most Likely to Turn to Digital Influencers

**Question:** In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?



# ***But They Lag Behind Millennials in Podcast Consumption***

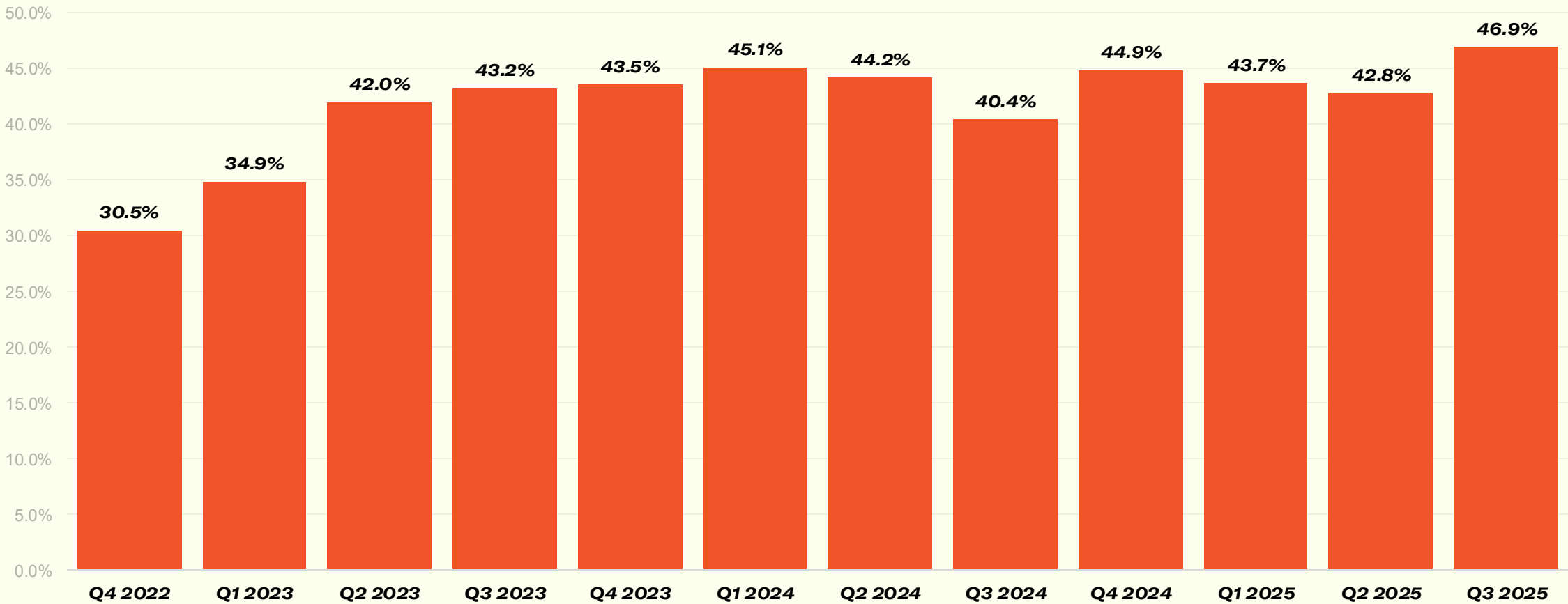
**Question:** Do you listen to any podcasts on a regular basis?



# Their Podcast Consumption Has Grown

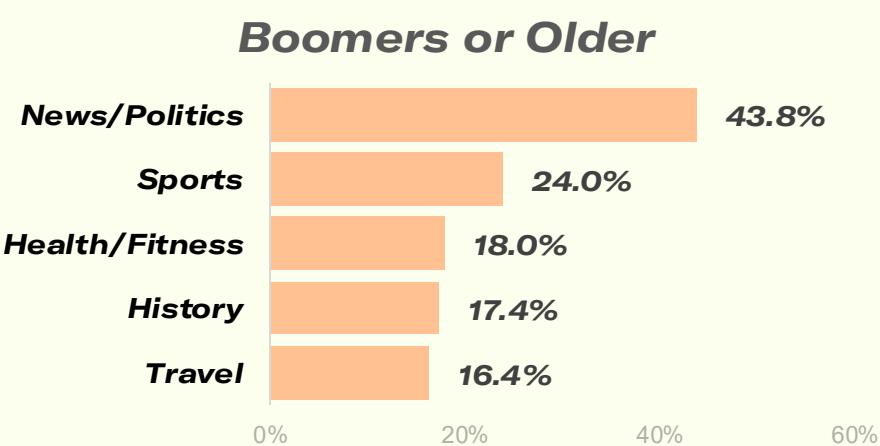
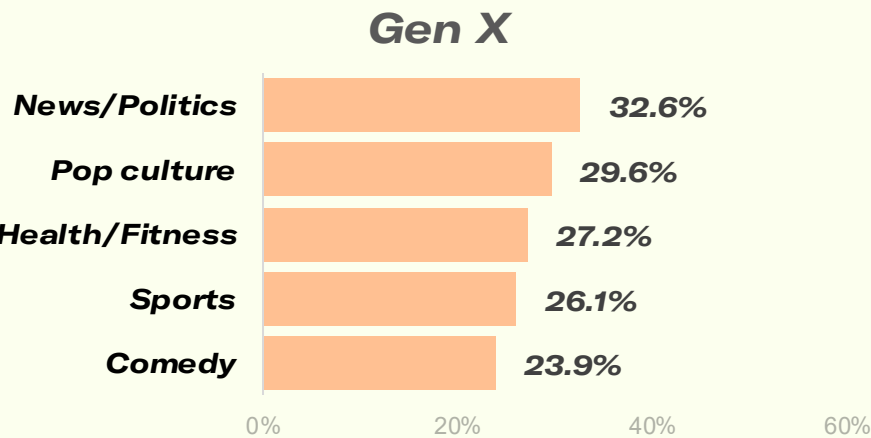
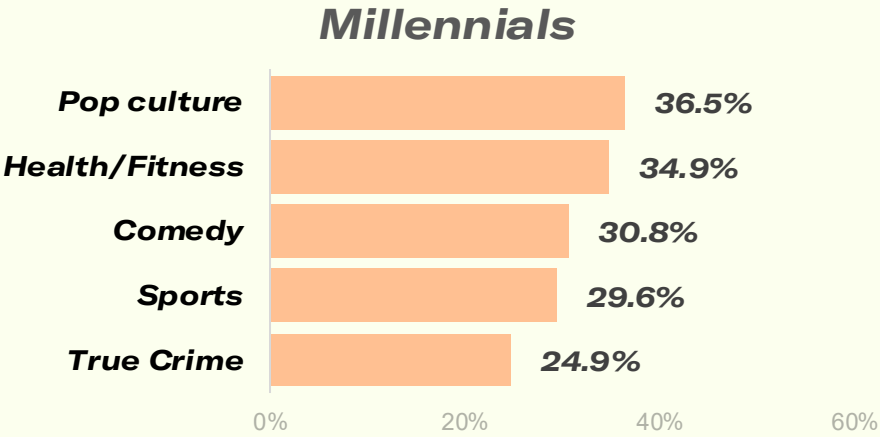
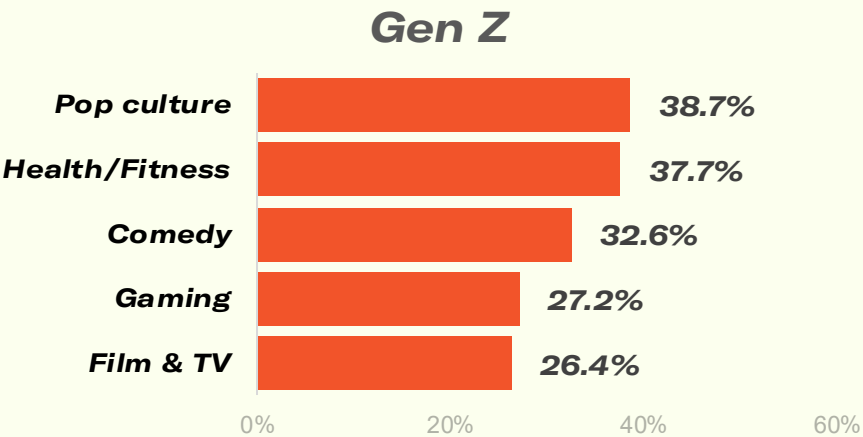
**Question:** Do you listen to any podcasts on a regular basis?

*Gen Z Podcast Listeners – Change Over Time*



# Most Likely to Prefer Podcasts about Pop Culture or Health/Fitness

**Question:** What podcast genres do you listen to on a regular basis?



# ***DINKs***

## **Dual Income, No Kids**

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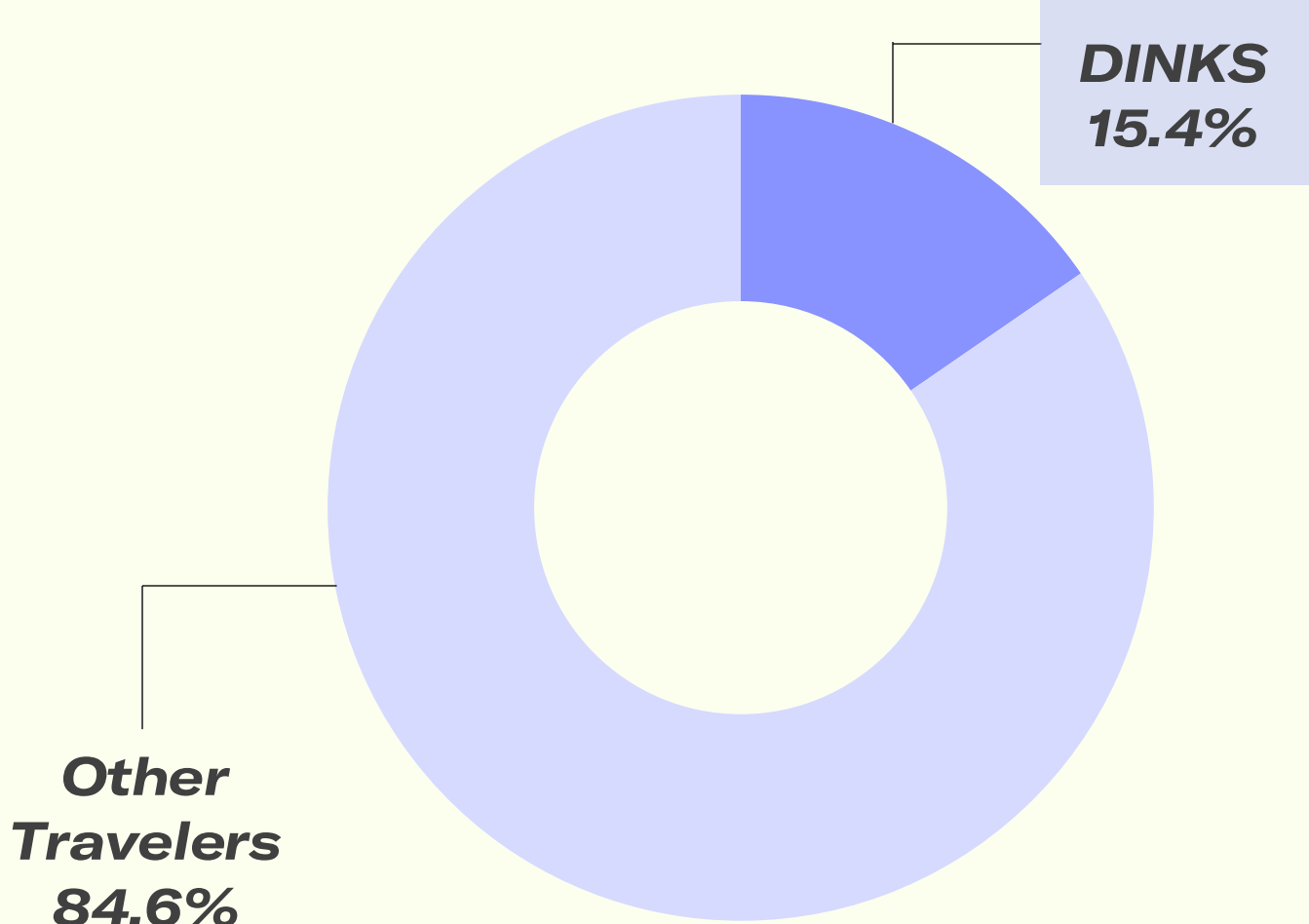


A man and a woman are driving in a car. The man is in the driver's seat, wearing sunglasses and a blue shirt, smiling. The woman is in the passenger seat, smiling and looking towards the camera. The background shows a blurred landscape, suggesting they are on a road trip.

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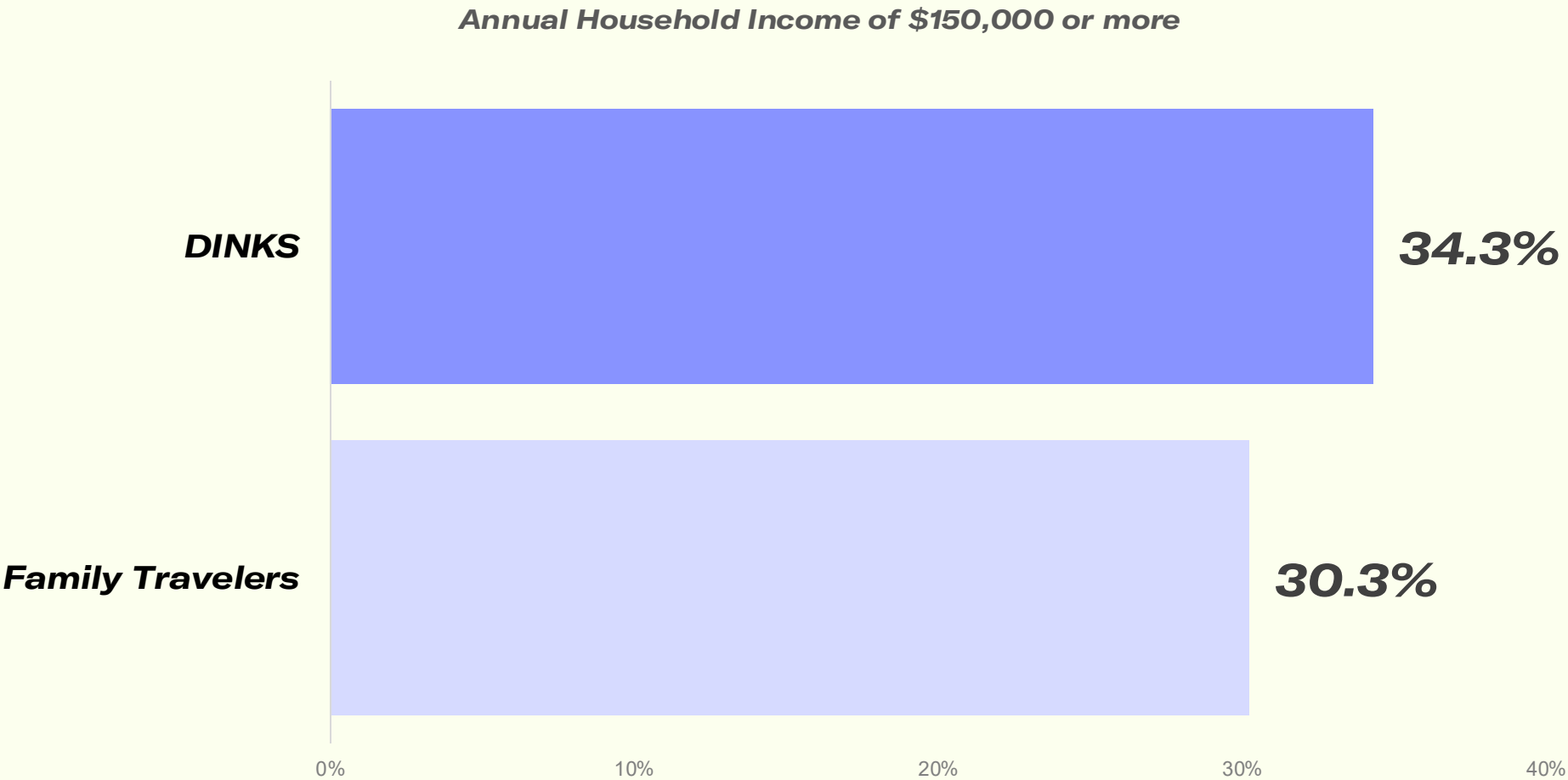
**We Asked DINKs  
(Dual income, no kids)...**

# ***Fifteen Percent of American Travelers are DINKS***



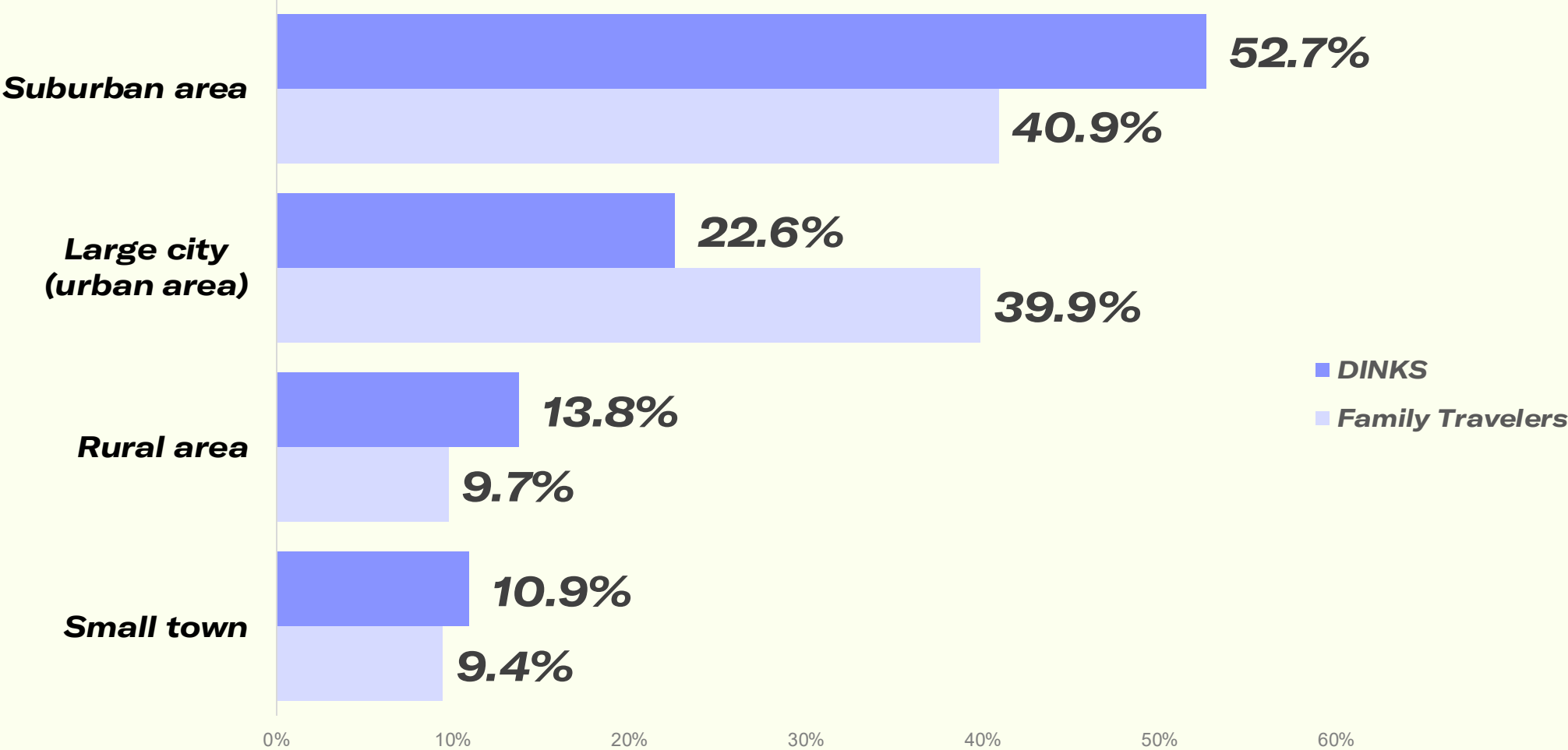
# Over a Third are High Income Earners

**Question:** Which best describes the combined annual income of all members of your household?

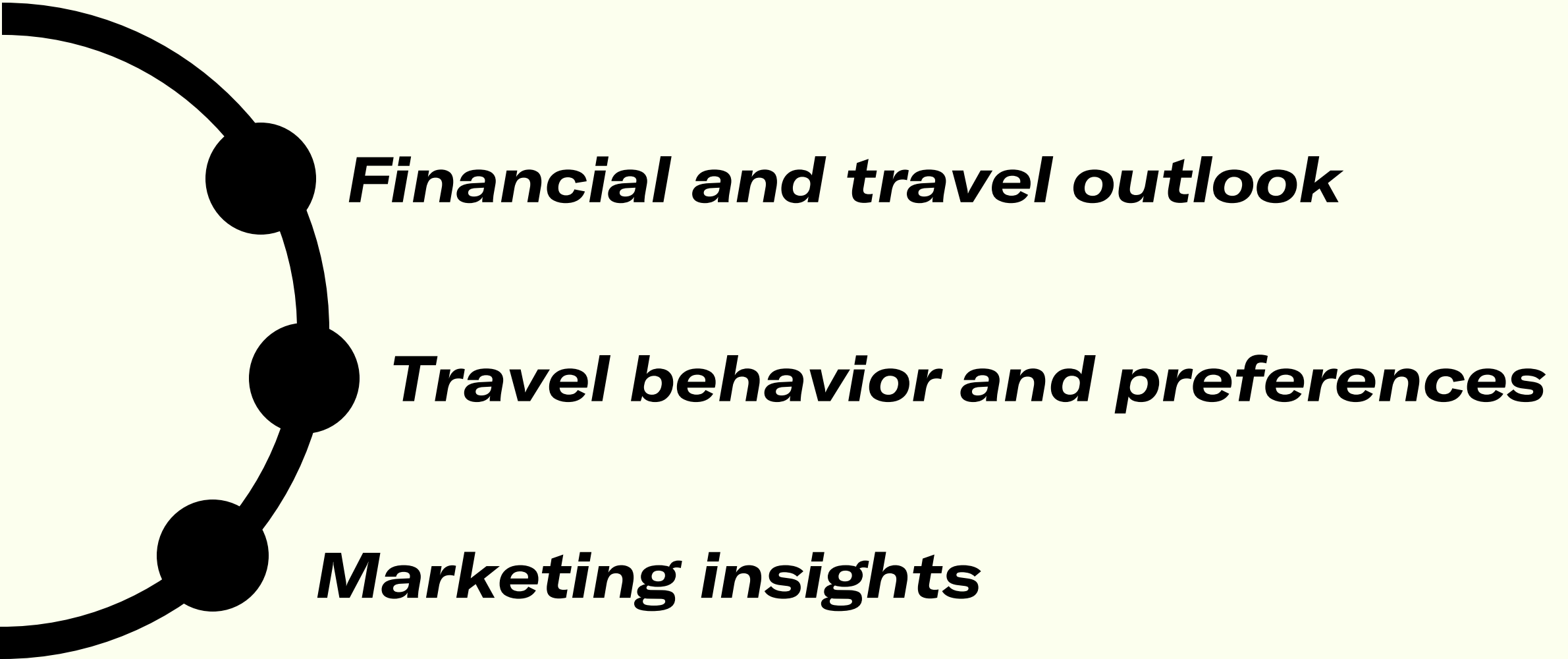


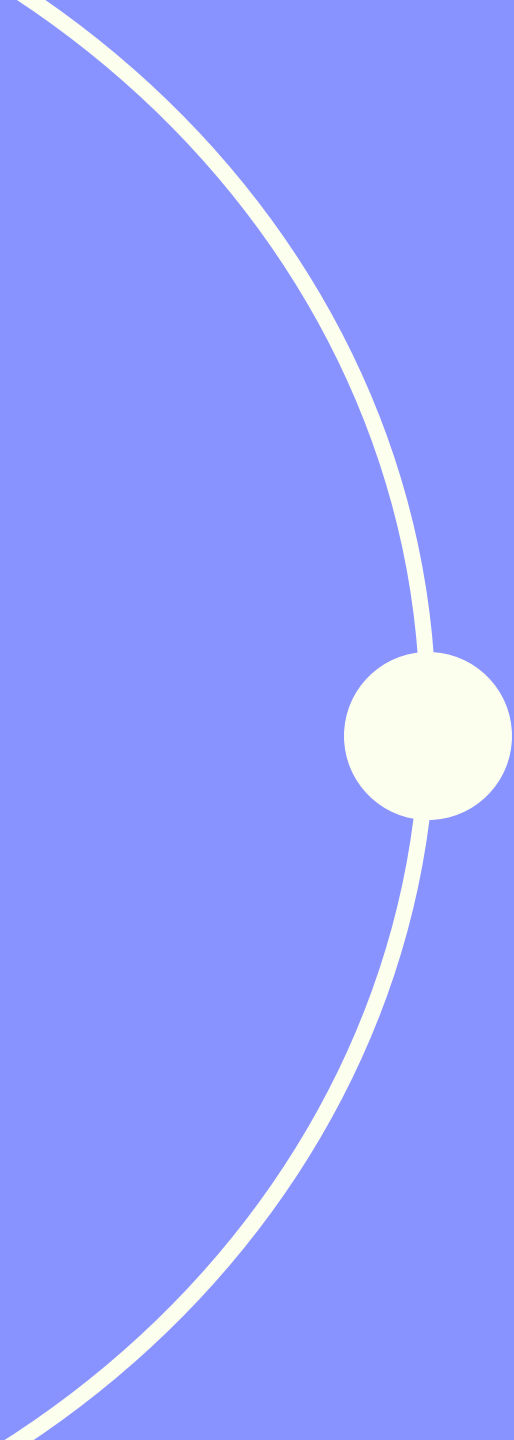
# Most Live in the Suburbs; DINKS are Less Likely to be Urban Dwellers

**Question:** Which best describes where you live?



DINKs





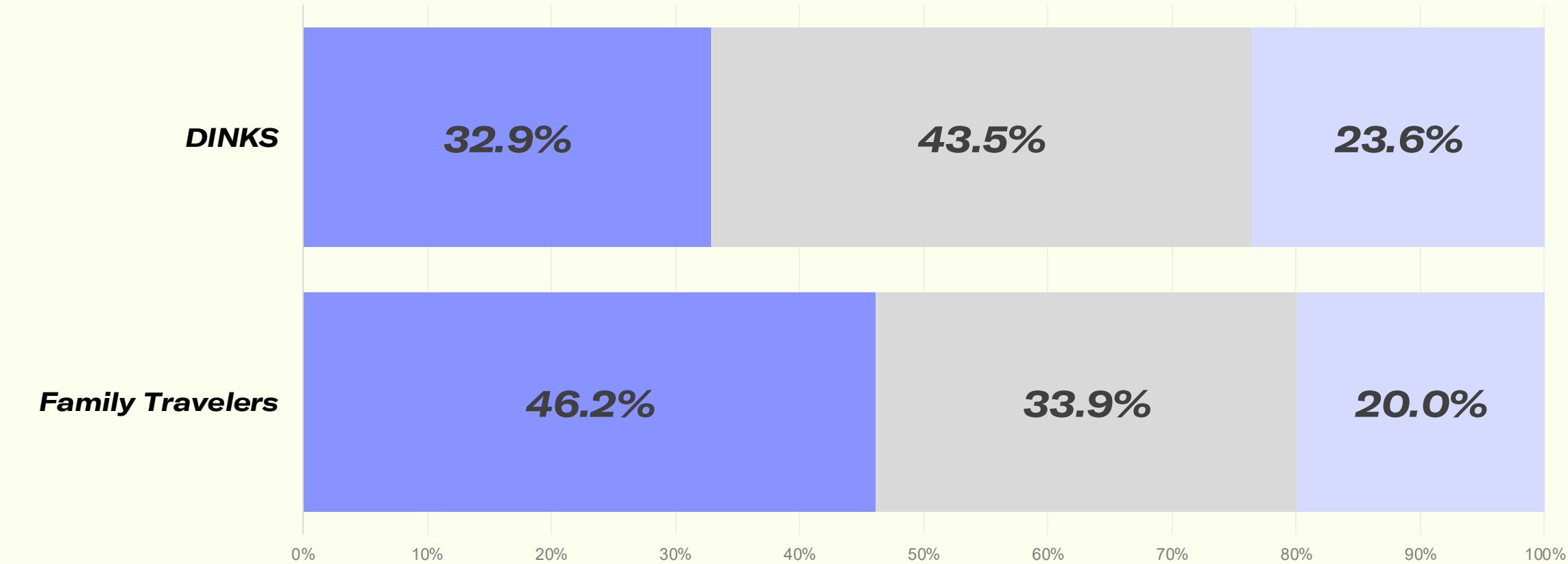
## ***Financial and travel outlook***

# Less Likely to Cite Financial Shifts, For Better or Worse

**Question:** Would you say that you (and your household) are better off or worse off financially than you were a year ago?

*Top 2 Box - Better off or Much better off*

■ Better off ■ No Change ■ Worse Off

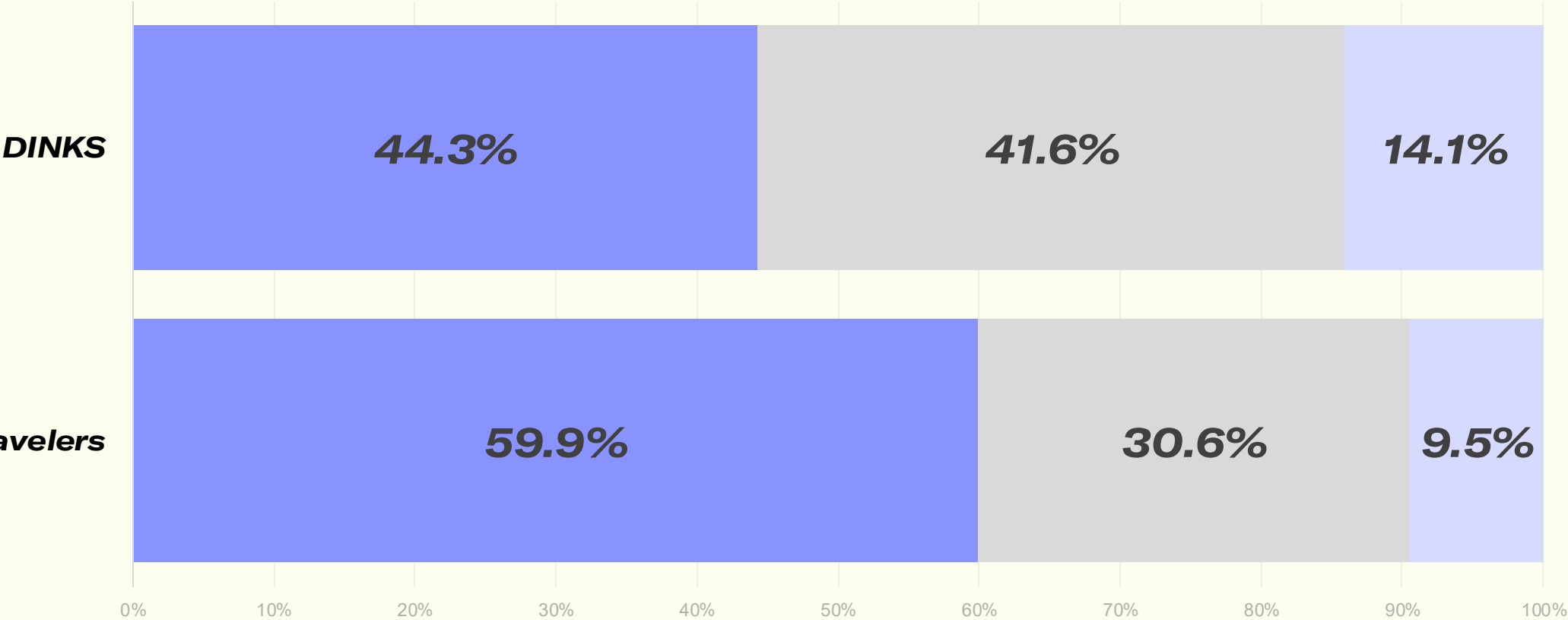


# The Same Holds for Their Financial Outlook

**Question:** LOOKING FORWARD—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?

**Top 2 Box - Better off or Much better off**

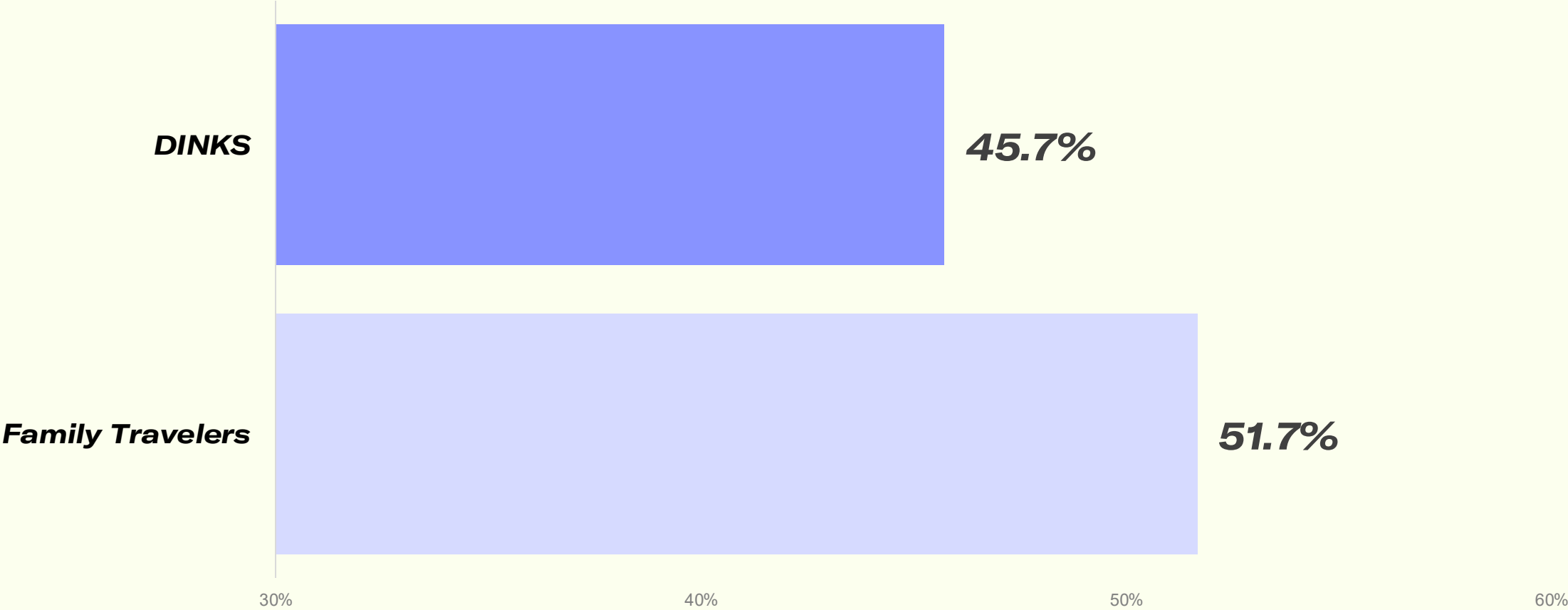
**Better off** **No Change** **Worse Off**



# Less Likely to Be Financially Cautious in the Face of a Recession

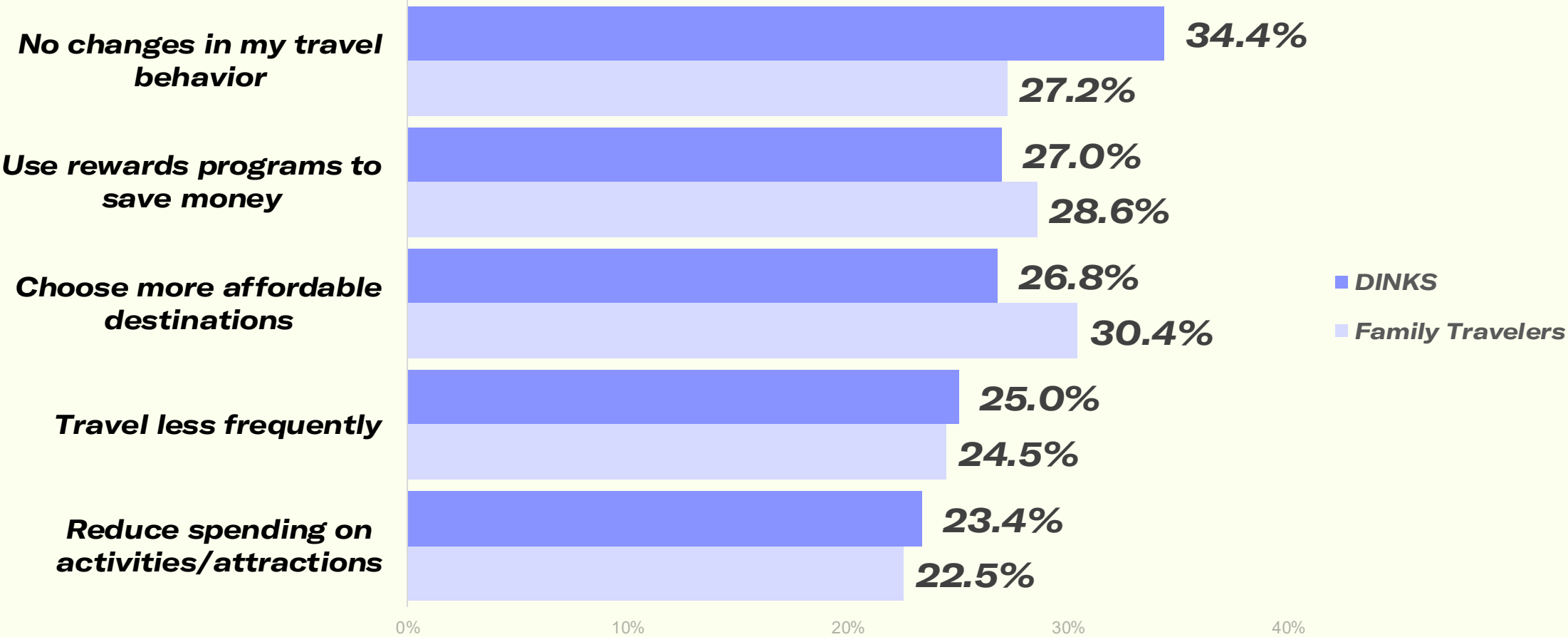
**Statement:** Right now, I am being careful with my money because I'm concerned about an upcoming recession.

*Top 2 Box – Agree or strongly agree*



# More Likely to Not Change Travel Behavior Due to Concerns of a Economic Recession

**Statement:** Have concerns about the economy led you to change your thinking about travel or travel plans for the NEXT SIX (6) MONTHS? If so, please describe how below.



# However, They Are Less Inclined to Say Now is a Good Time to Spend on Travel

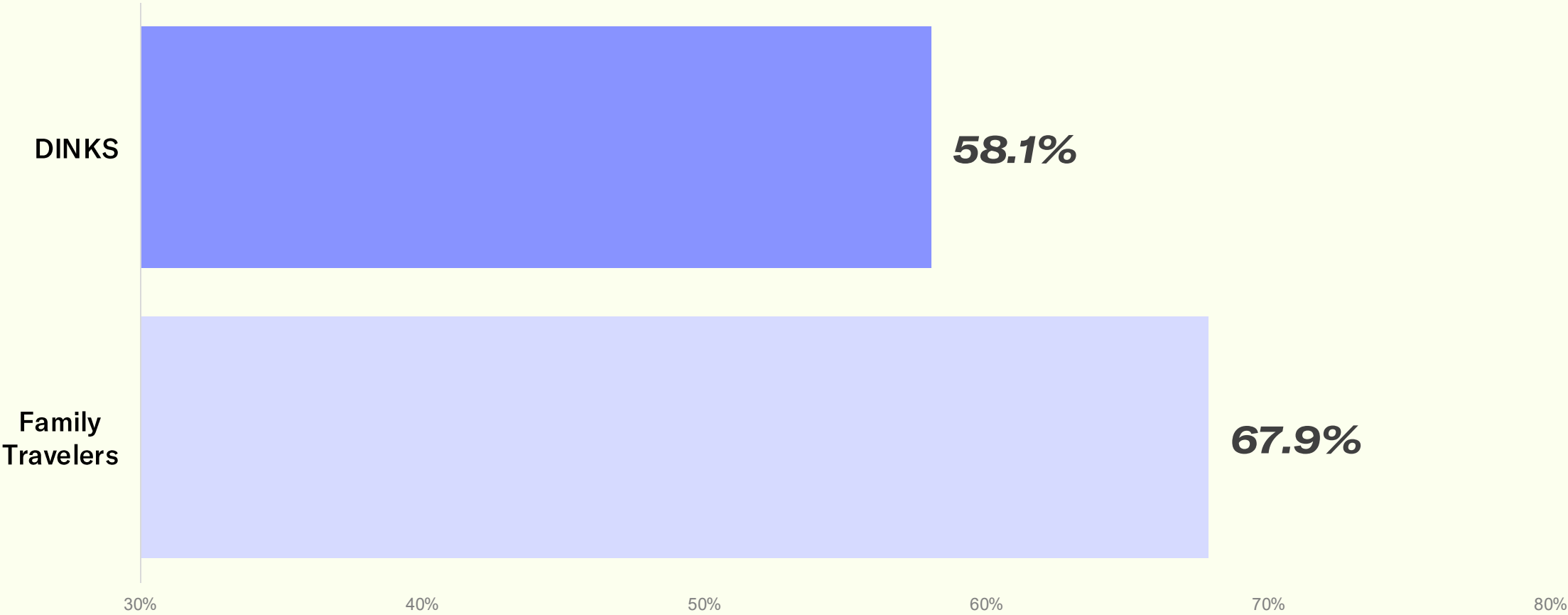
**Question:** Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?



# And They Are Less Likely to Prioritize Travel Spending

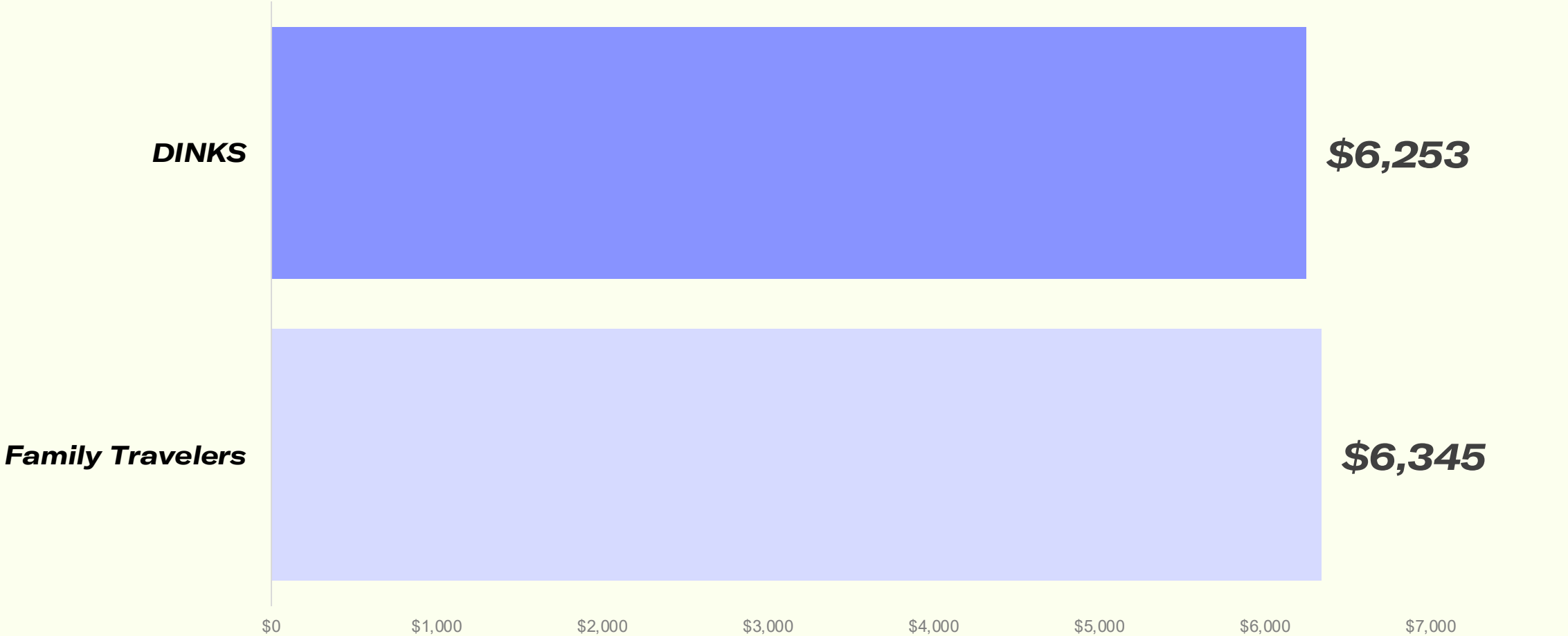
**Question:** Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.

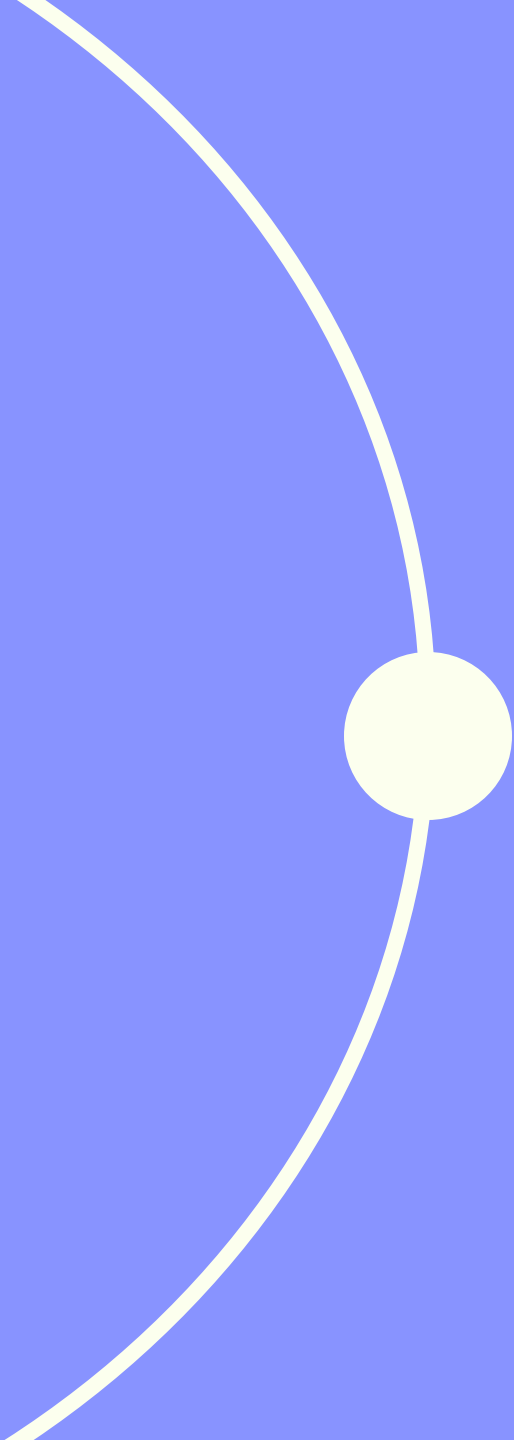
*Top 3 Box – Somewhat, high, or extremely high priority*



# ***Their Travel Budgets are Slightly Lower than Family Travelers***

**Question:** How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?



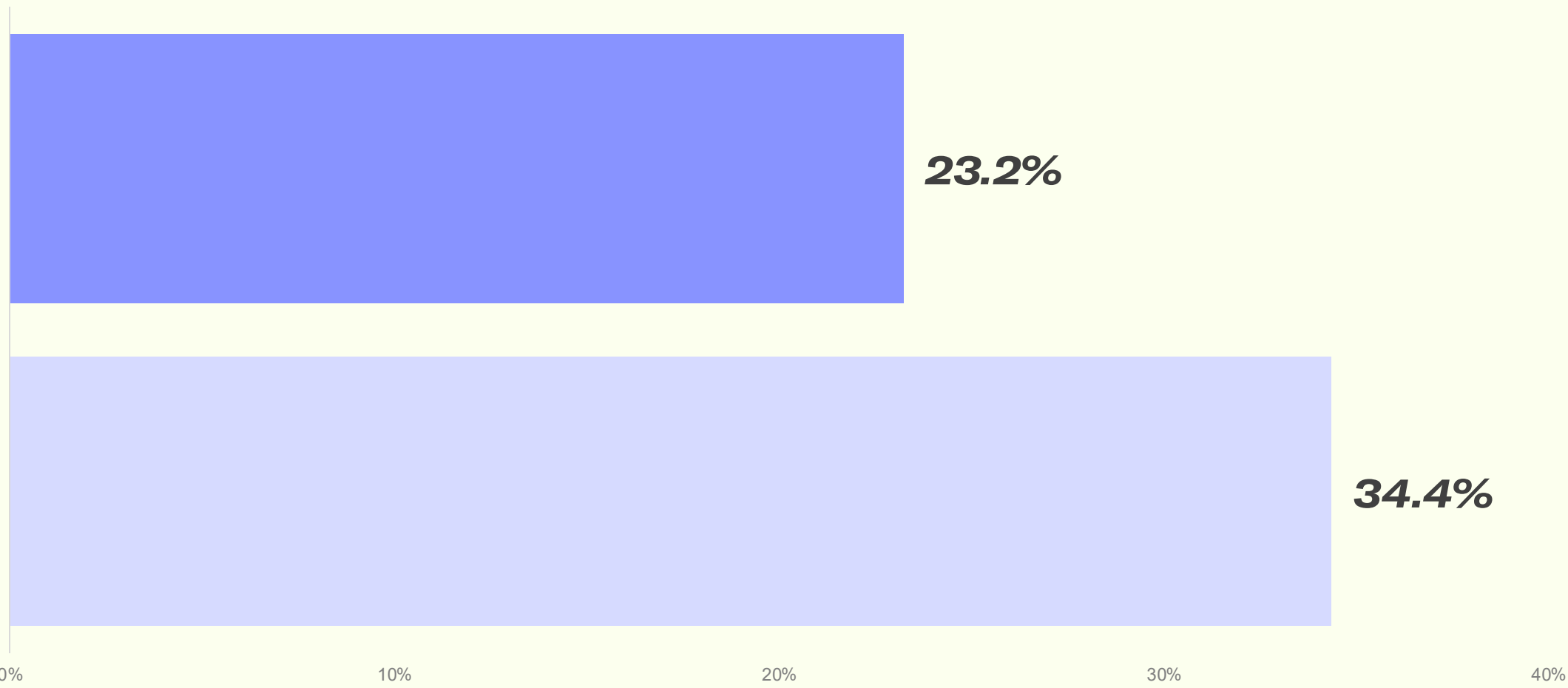


***Travel behavior and  
preferences***

**Future Partners**

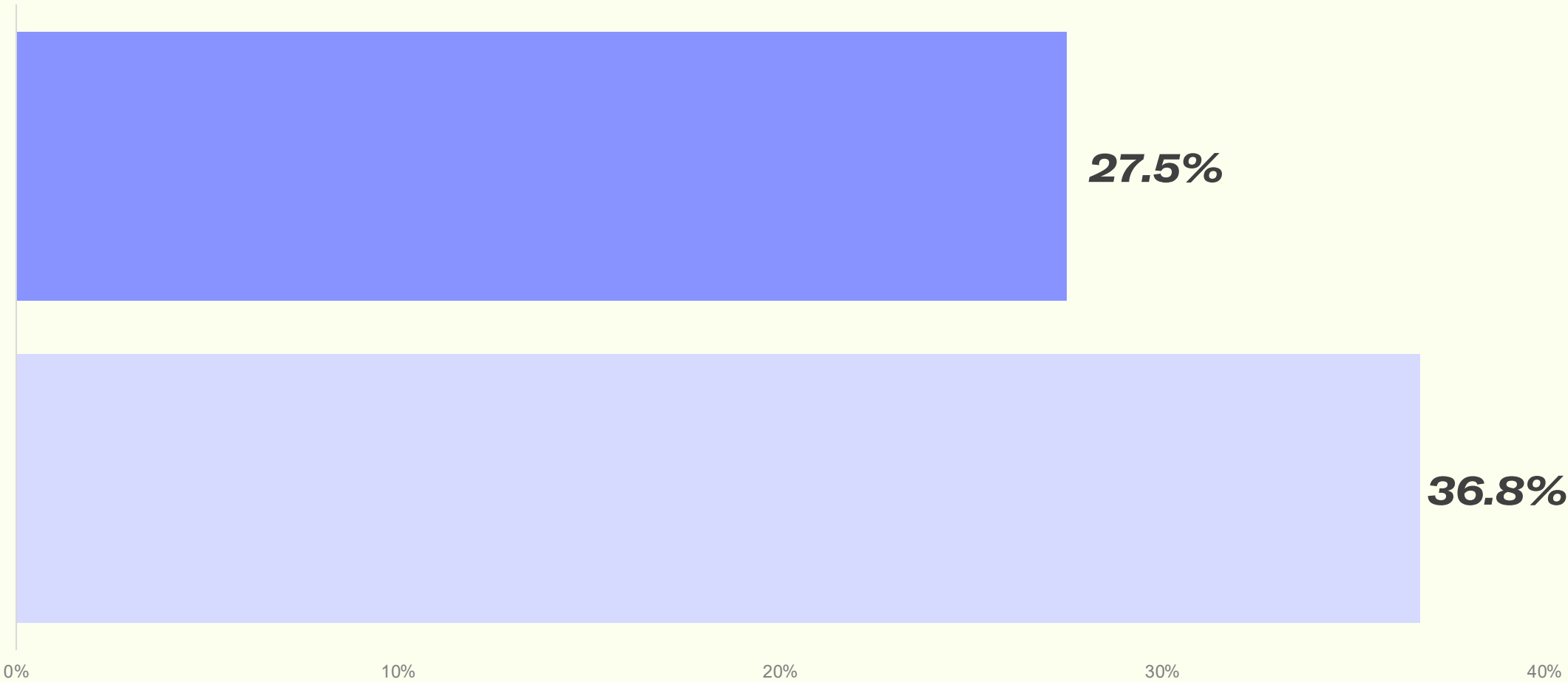
# They Are Less Likely to Say They Will Travel More in the Next Year

**Question:** In the NEXT 12 MONTHS, do you expect to travel more or less for leisure than you did in the most recent 12-month period?



# And Similarly Less Inclined To Say They Will Spend More on Travel

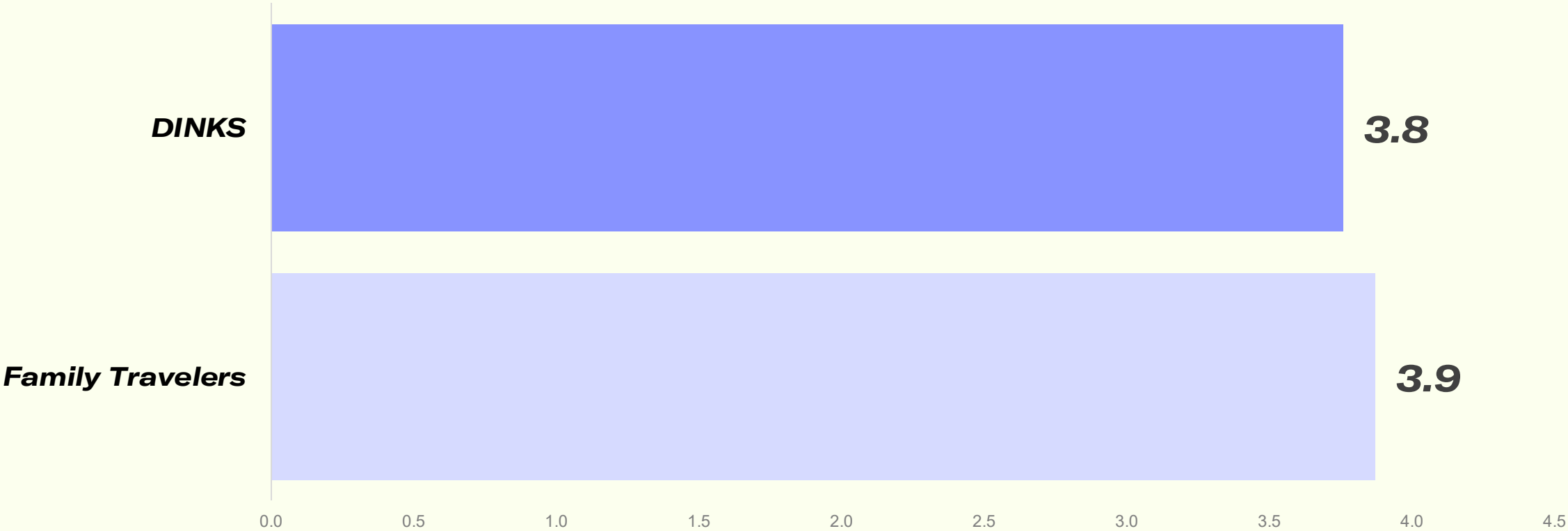
**Question:** In the NEXT 12 MONTHS, do you expect to spend more or less on leisure travel than you did in the most recent 12-month period?



# ***Their Expected Trip Volume is On Par with Family Travelers***

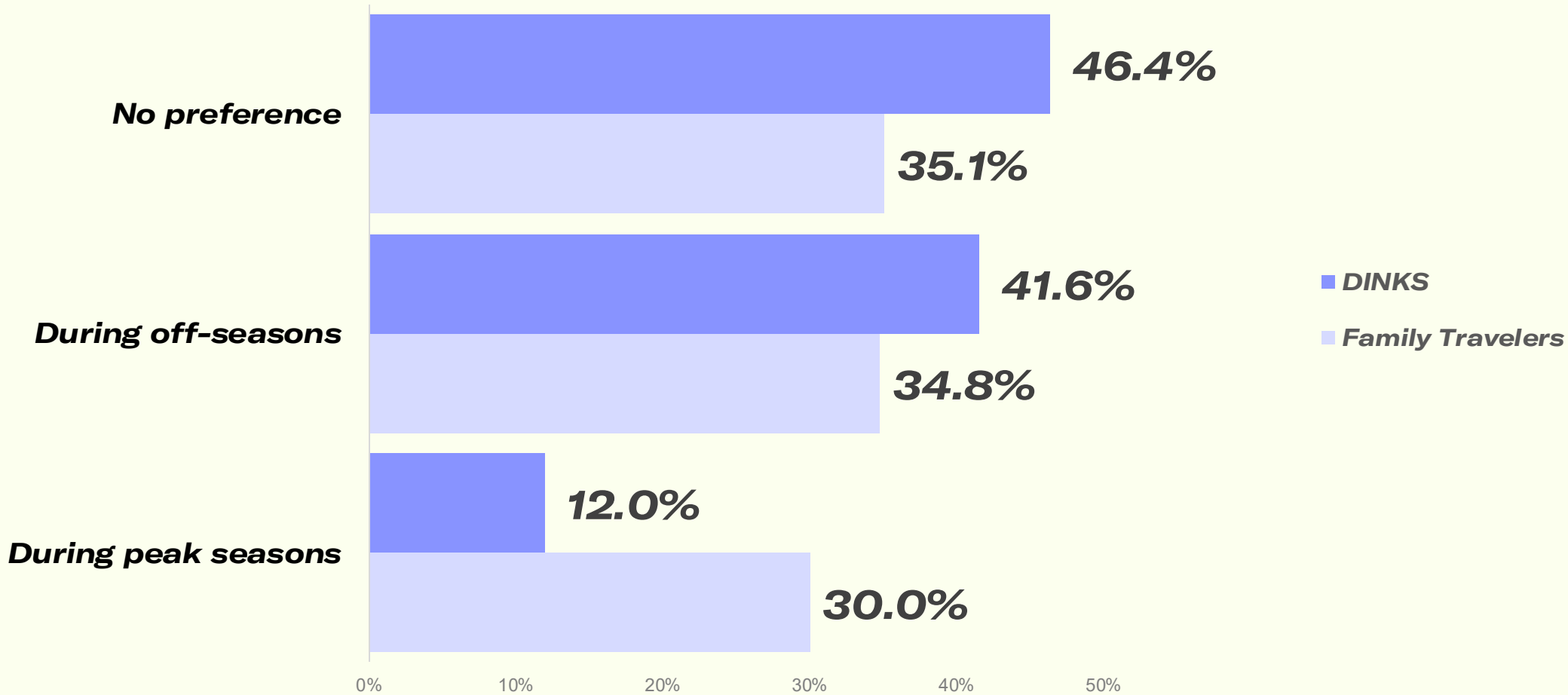
**Question:** IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?

***Average Number of Leisure Trips Expected in the Next Year***



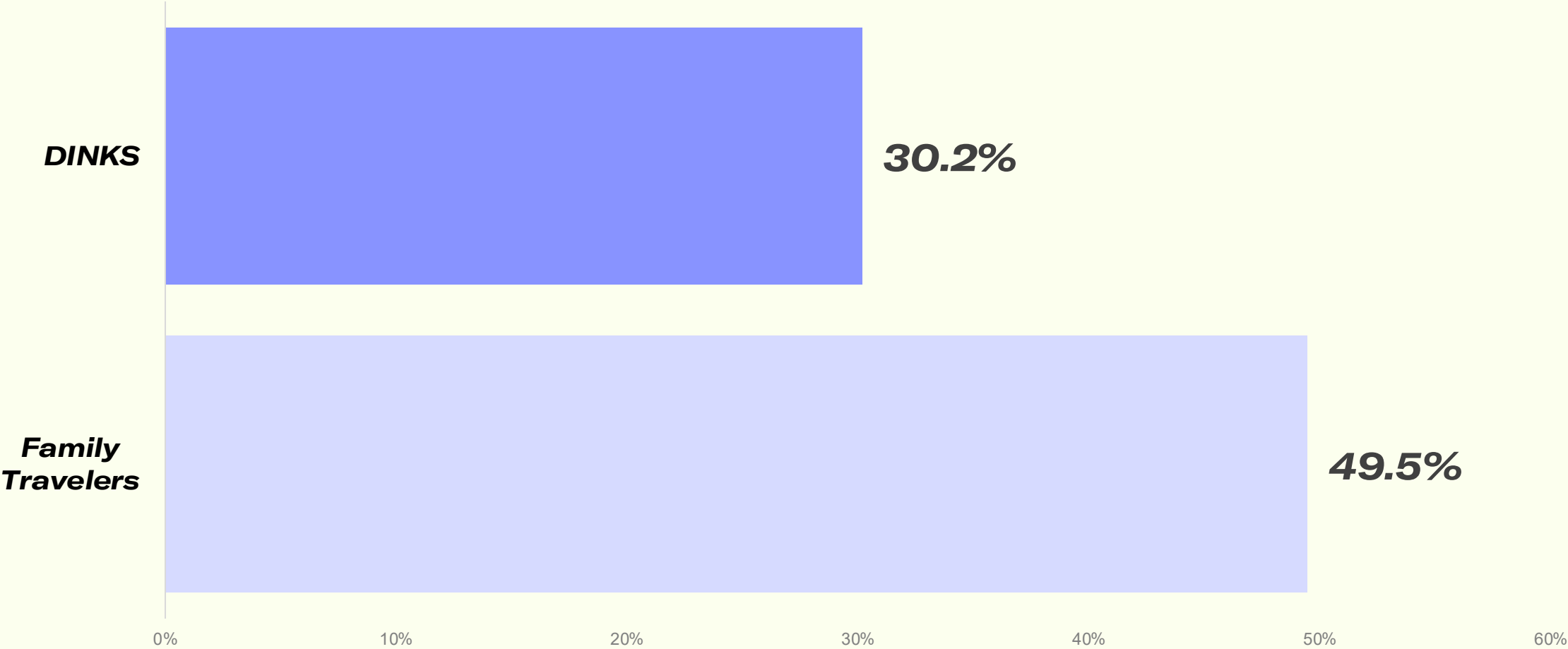
# DINKS Avoid Peak Season Travel

**Statement:** When do you typically prefer to travel for leisure?



# They are Less Adventurous Travelers

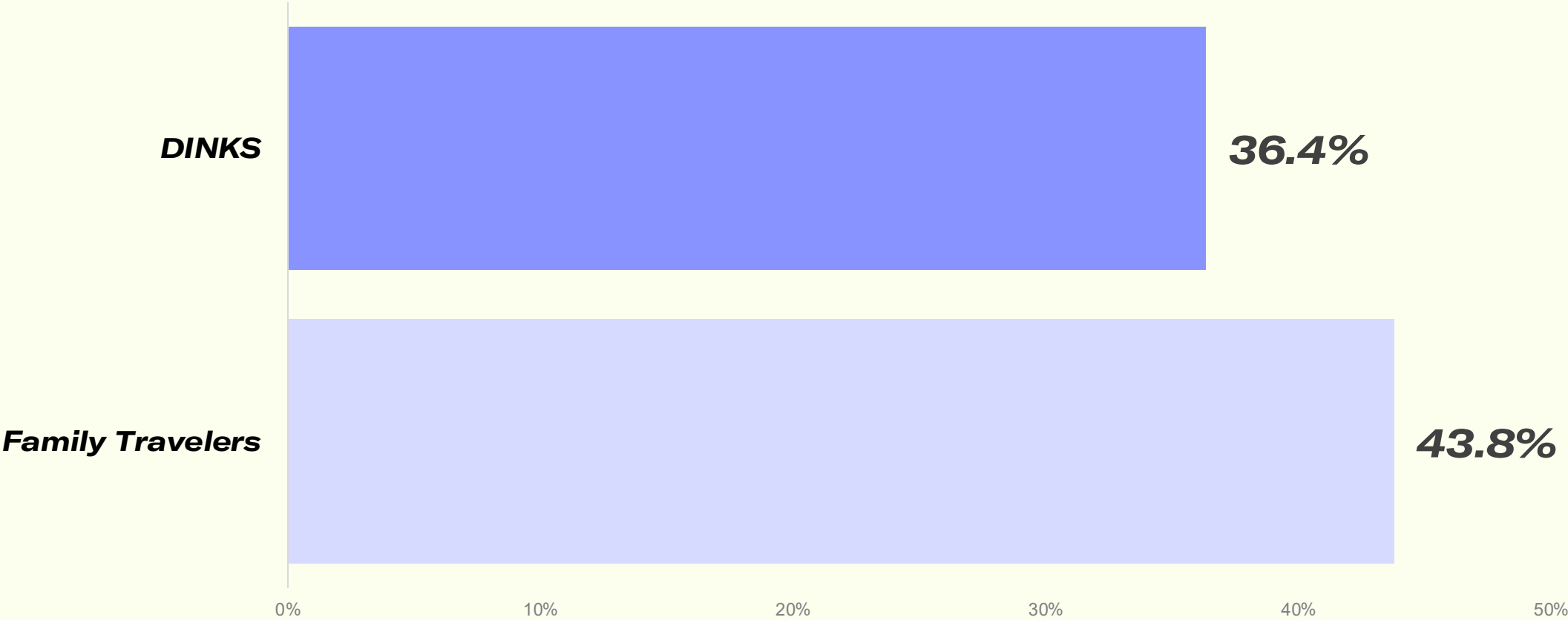
**Statement:** How adventurous do you consider yourself to be while traveling?



# ***DINKS are Less Likely to Feel Stressed on the Day-to-Day***

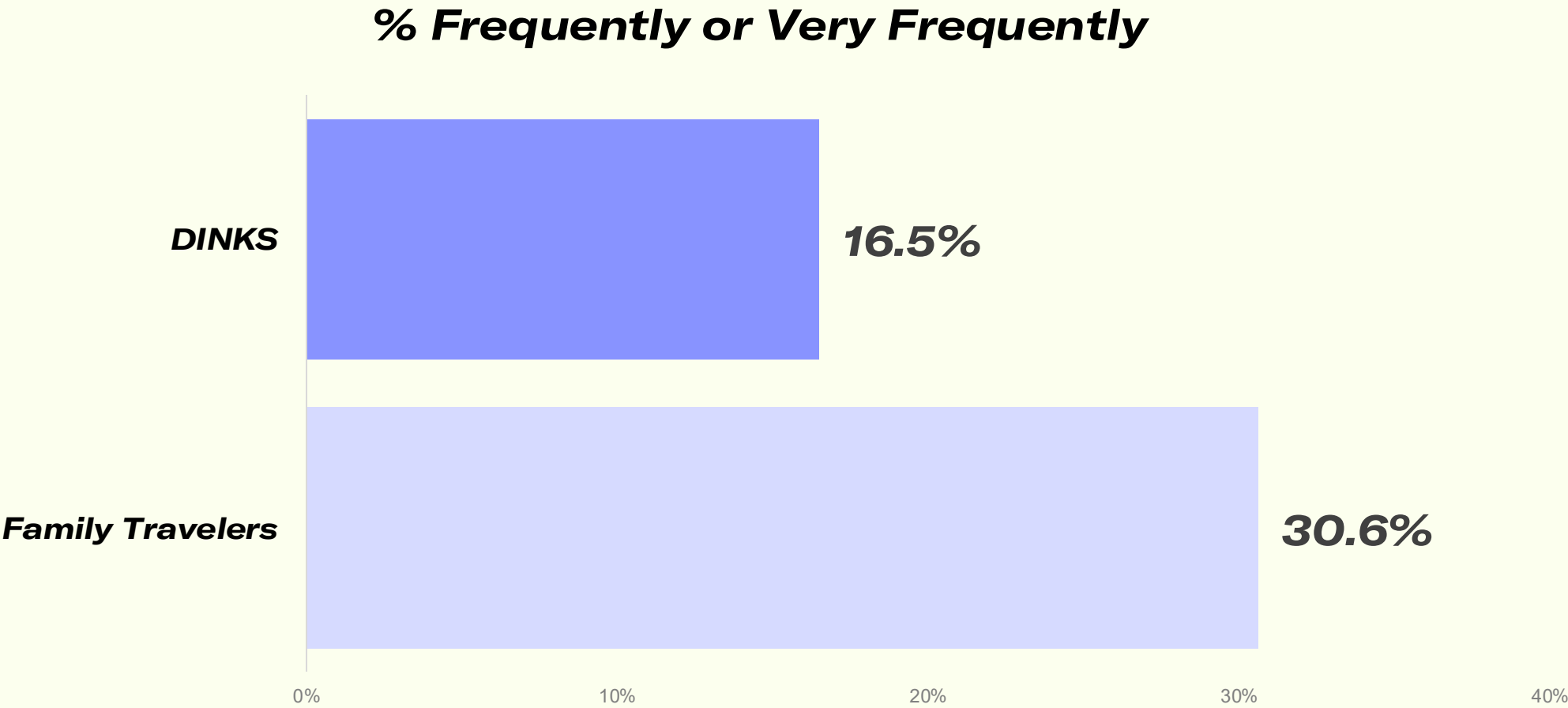
***Statement:*** How often do you feel elevated levels of stress in your day-to-day life?

***% Often or Always***



# They Are Significantly Less Likely to Take Spontaneous Trips

**Statement:** How often do you take spontaneous leisure trips (i.e., trips sparked by impulse which begin soon after the idea arises)?



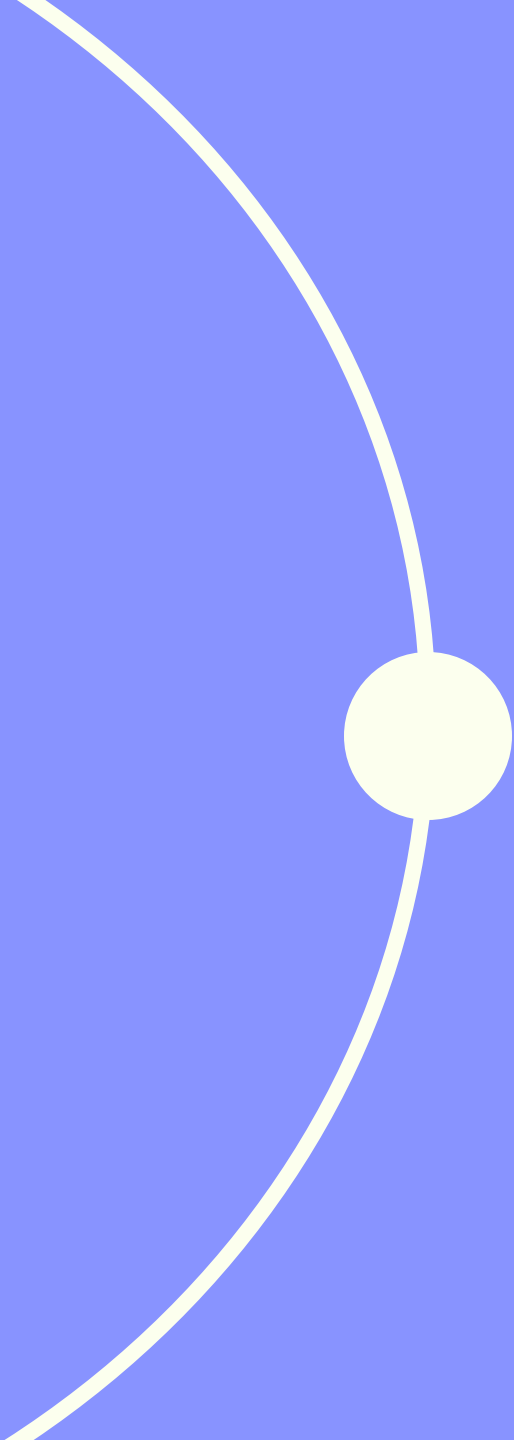
## ***Top 5 Desired Domestic Destinations***

- 1. New York**
- 2. Las Vegas**
- 3. Florida**
- 4. Hawaii**
- 5. California**

## ***Top 5 Desired International Destinations***

- 1. Italy**
- 2. Mexico**
- 3. United Kingdom**
- 4. Canada**
- 5. Japan**



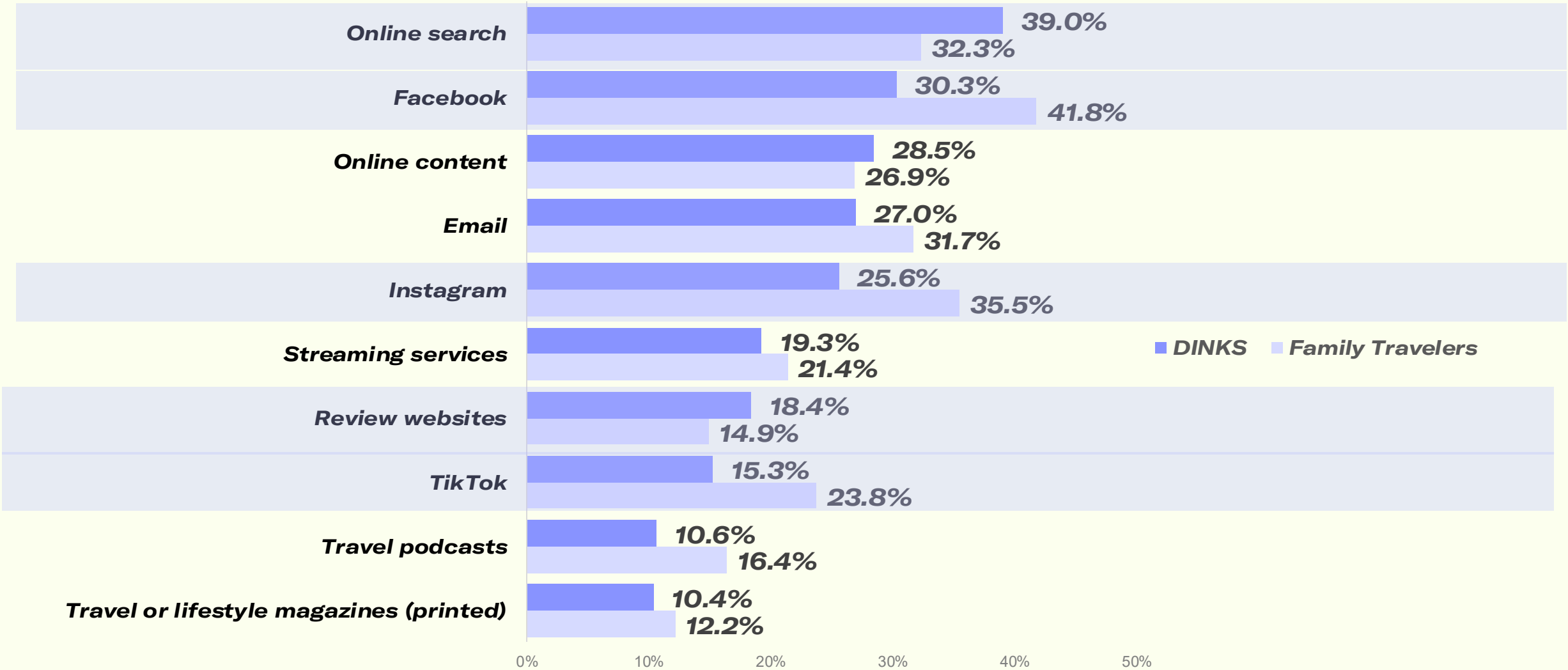


***Marketing insights***

**Future Partners**

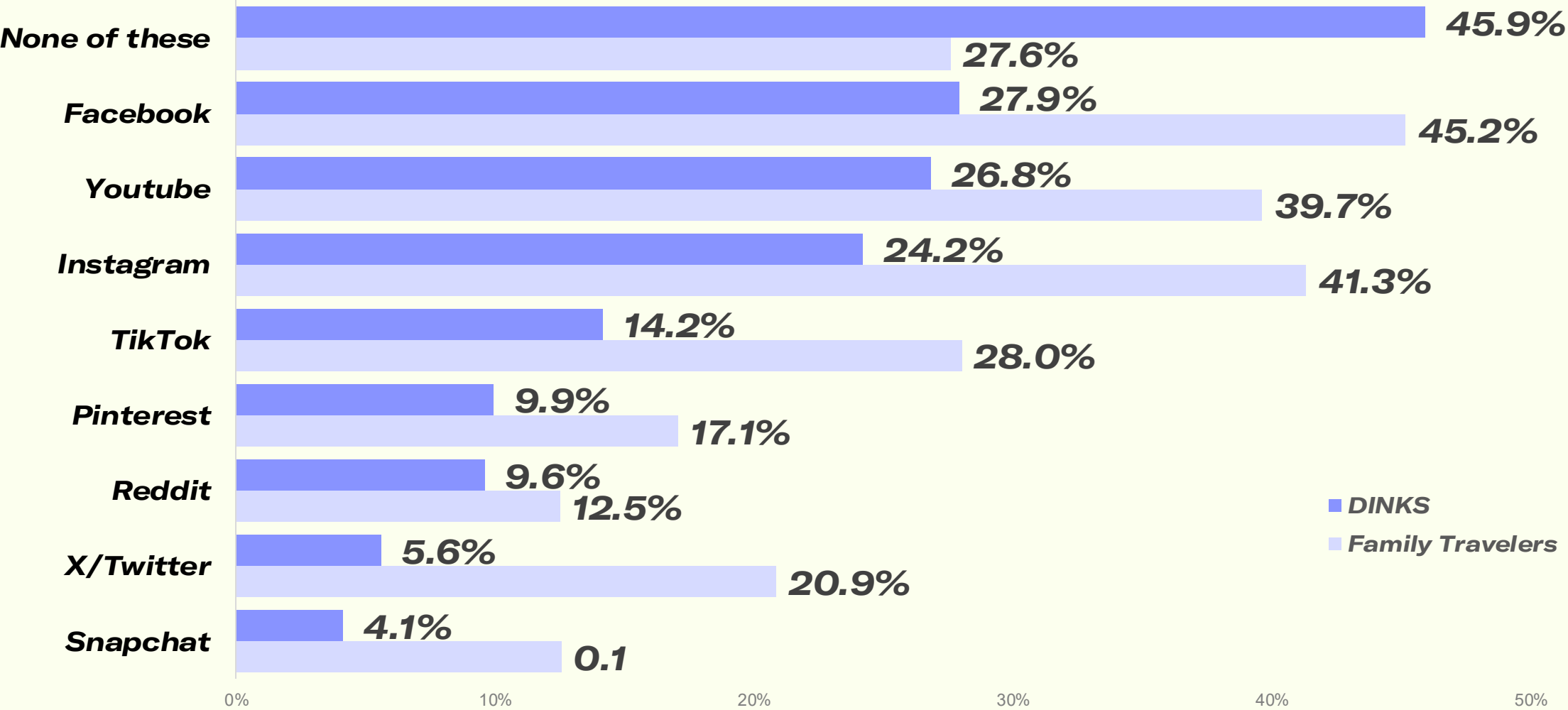
# They are More Receptive to Marketing on Online Search and Review Sites, But Less So on Social Media

**Question:** Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?



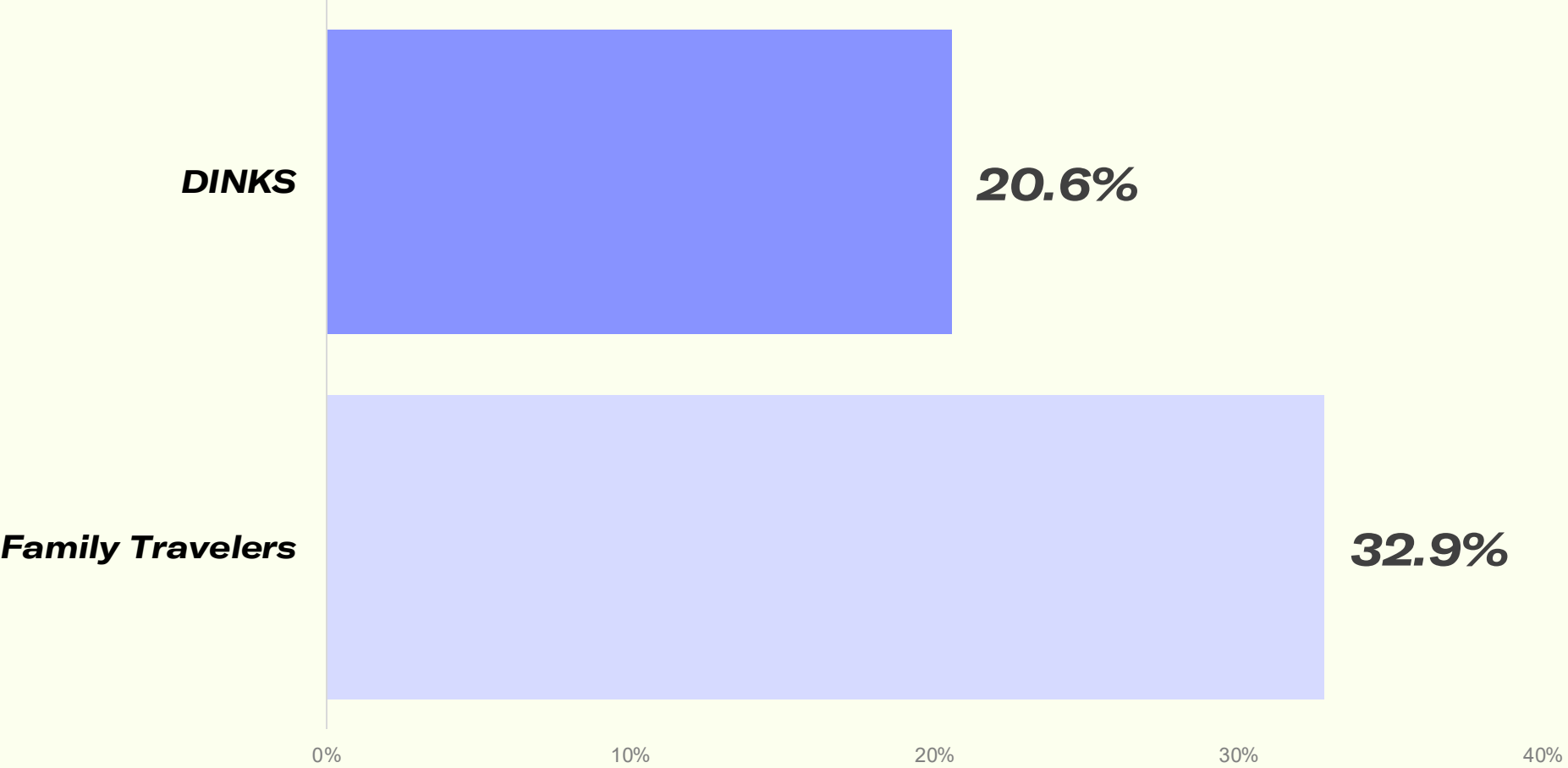
# In Fact, Nearly Half Do Not Use Social to Plan Travels

**Question:** In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS?



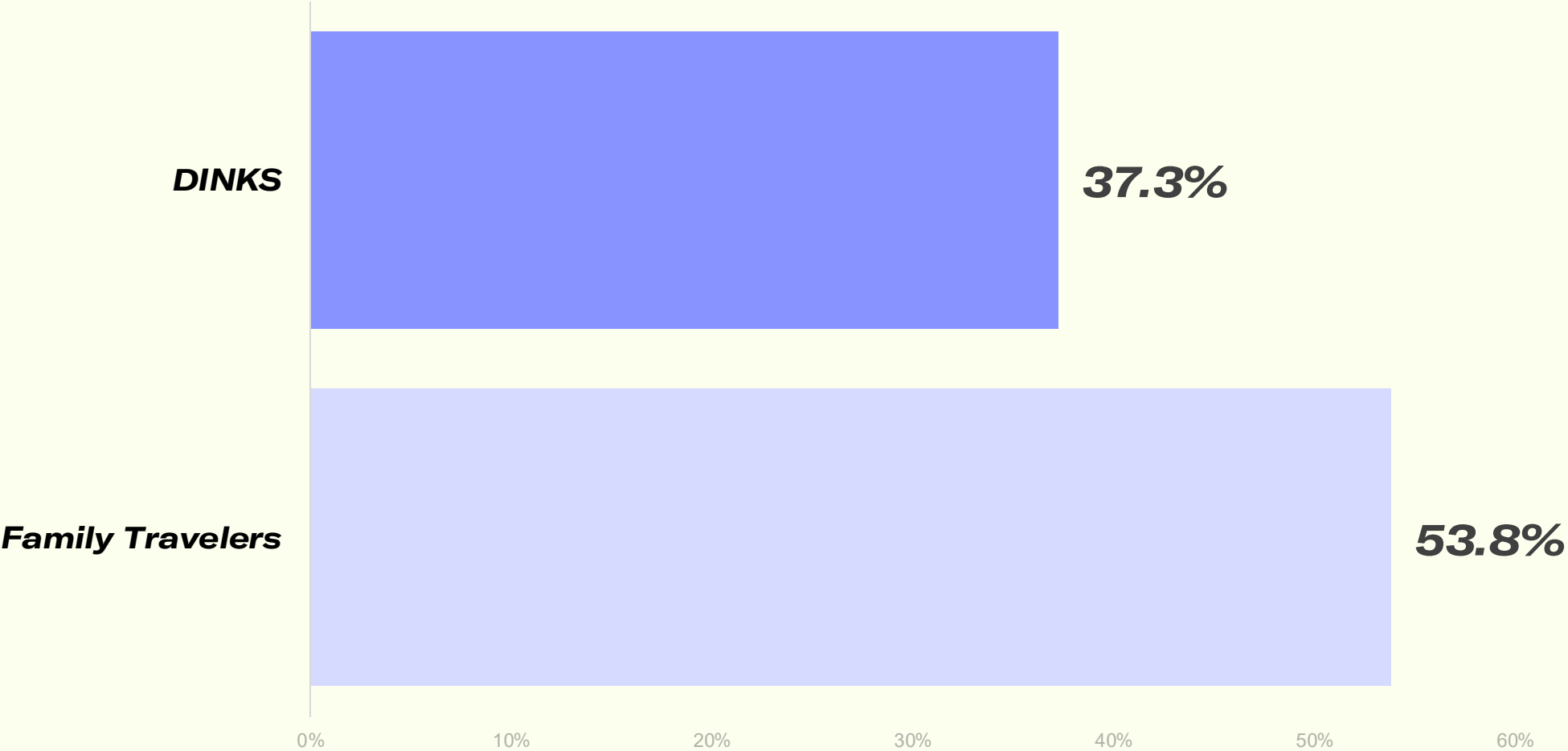
# DINKS are Less Likely to Use Digital Influencers to Plan Trips

**Question:** In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?



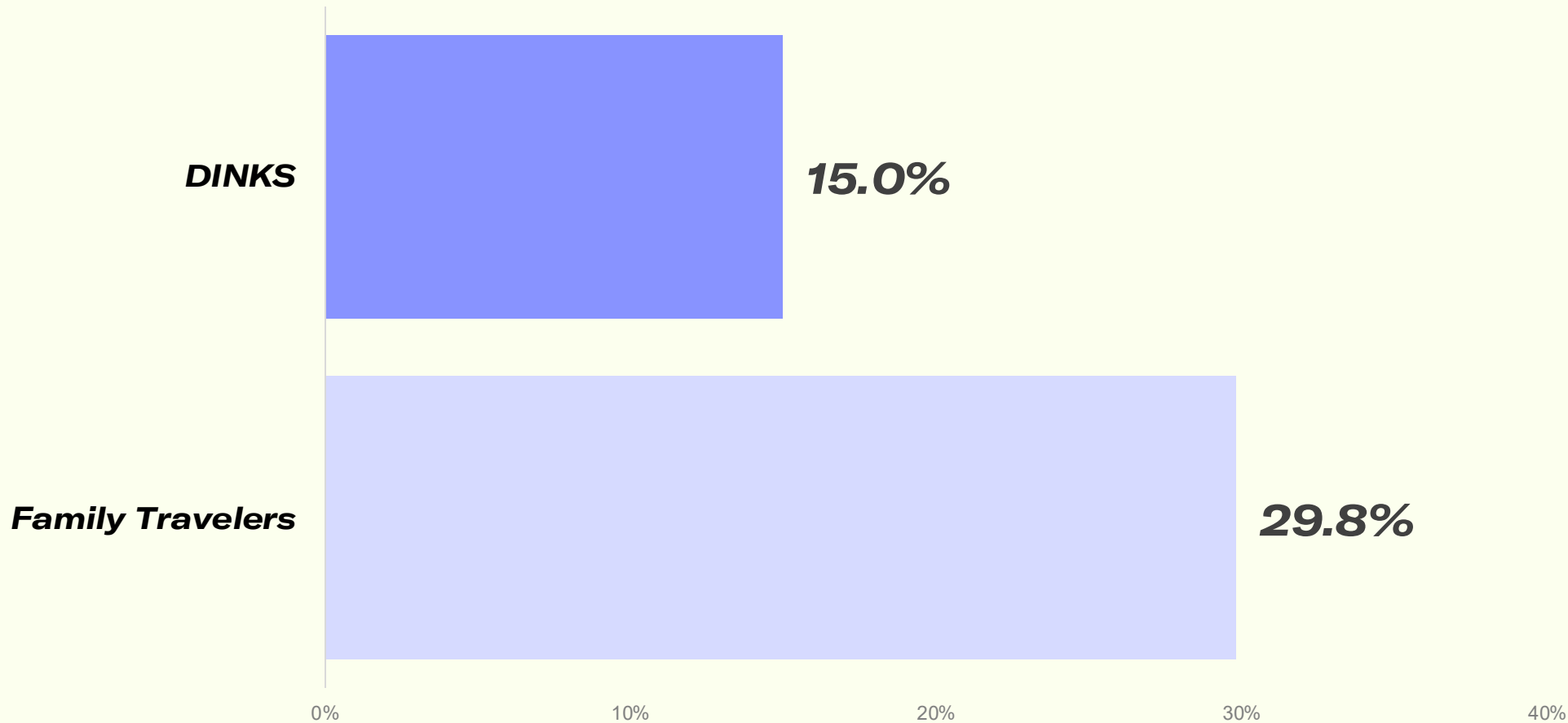
# And Less Likely to Look to Online Video to Plan Travel

**Question:** In the past 12 months, have you used ONLINE VIDEO including visiting video sharing websites (e.g. Youtube.com, AOL Video, TikTok or Google Video) to plan any travel?



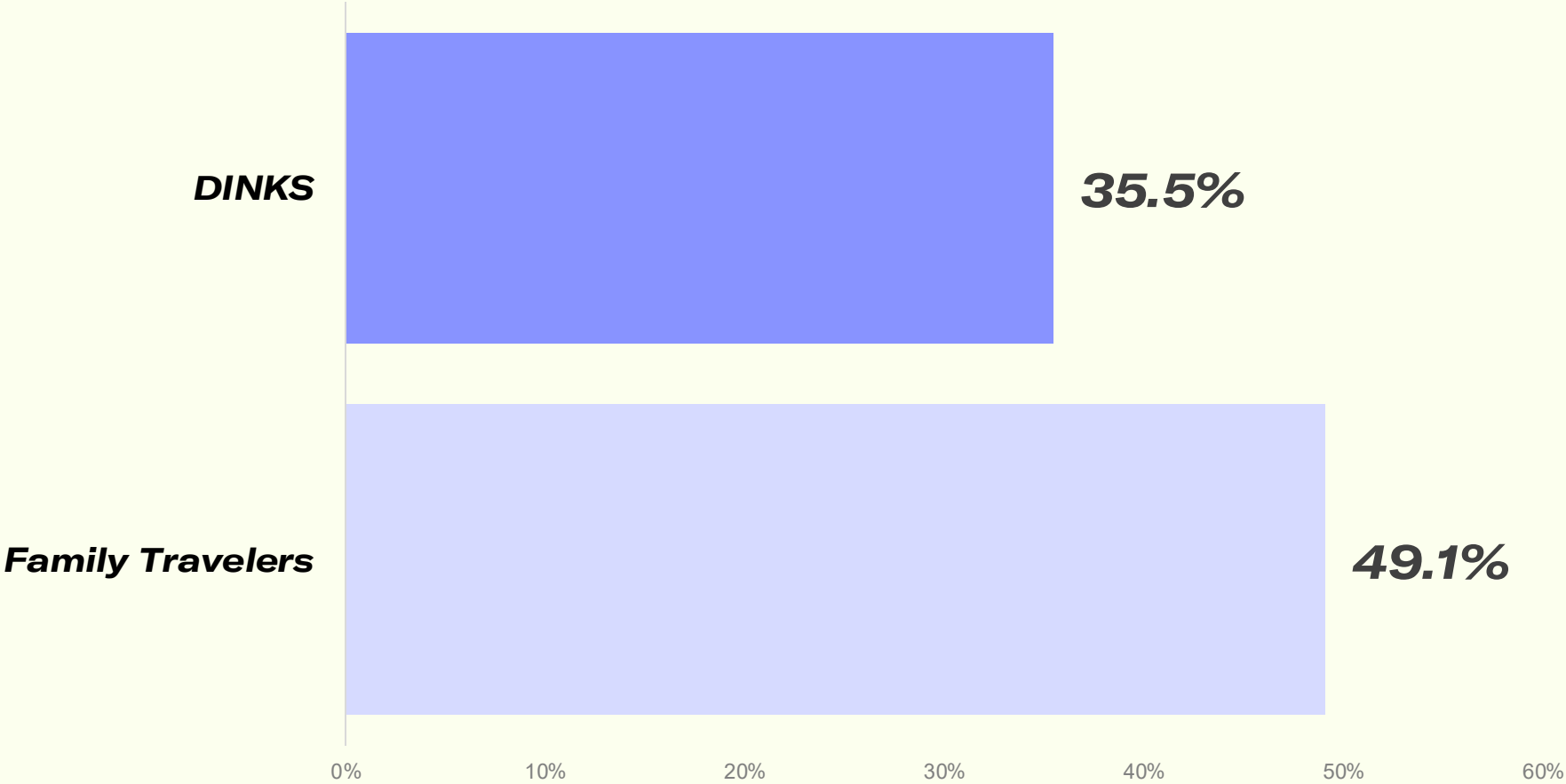
# They Also Are Less Likely to Use Travel Agents

**Question:** In the past 12 months, have you used a TRAVEL AGENT or TRAVEL ADVISOR to help plan any travel?



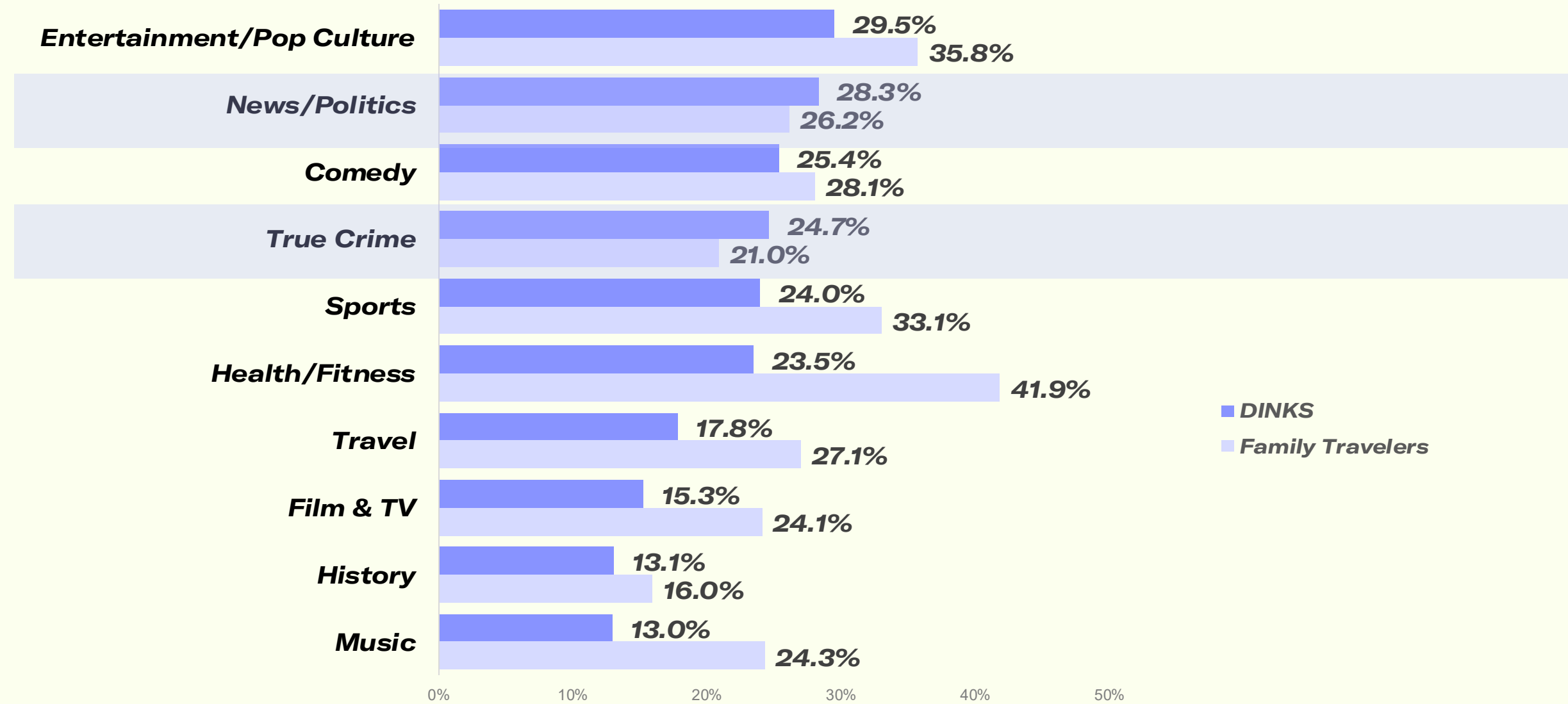
# Over One in Three are Podcast Listeners, But This Falls Behind Family Travelers

**Question:** Do you listen to any podcasts on a regular basis?



# More Likely to Listen to News and True Crime Content

**Question:** What podcast genres do you listen to on a regular basis?



# *Wellness Seekers*



Future Partners



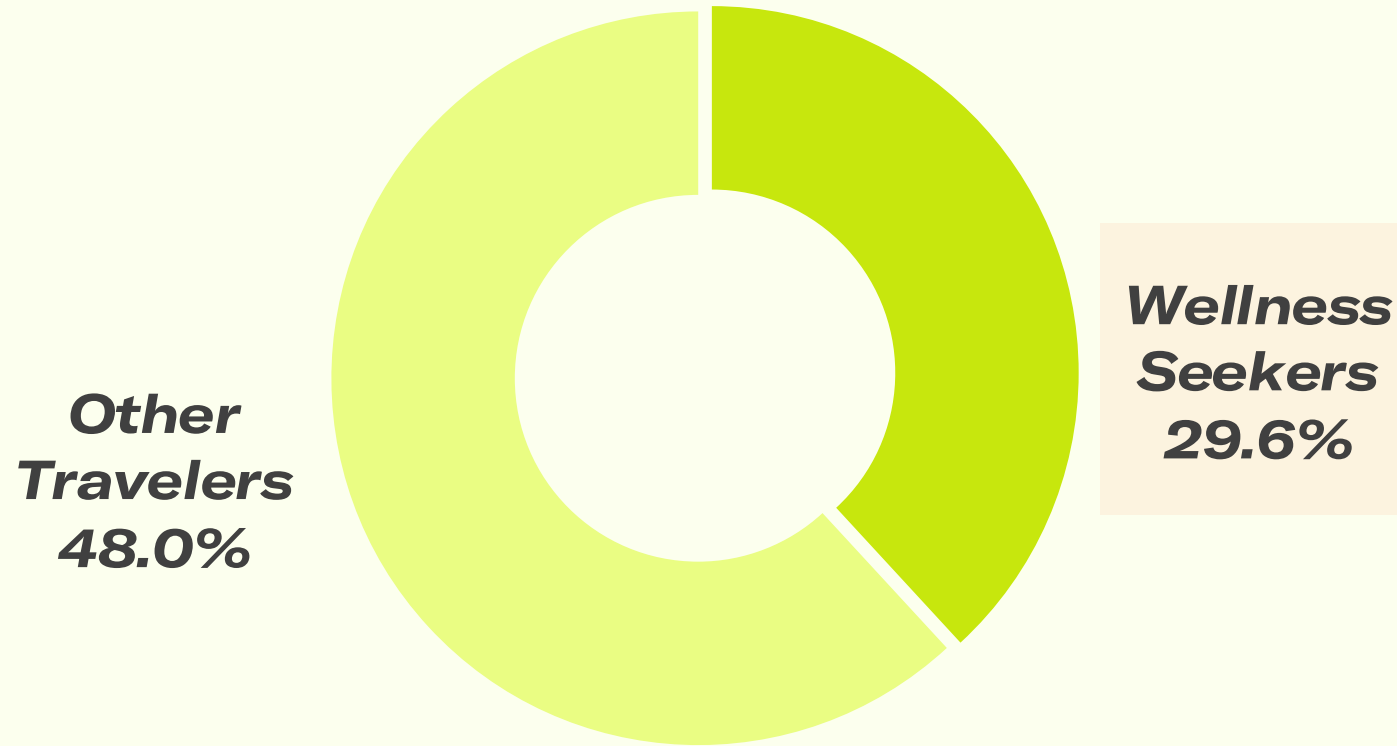
**Future Partners**



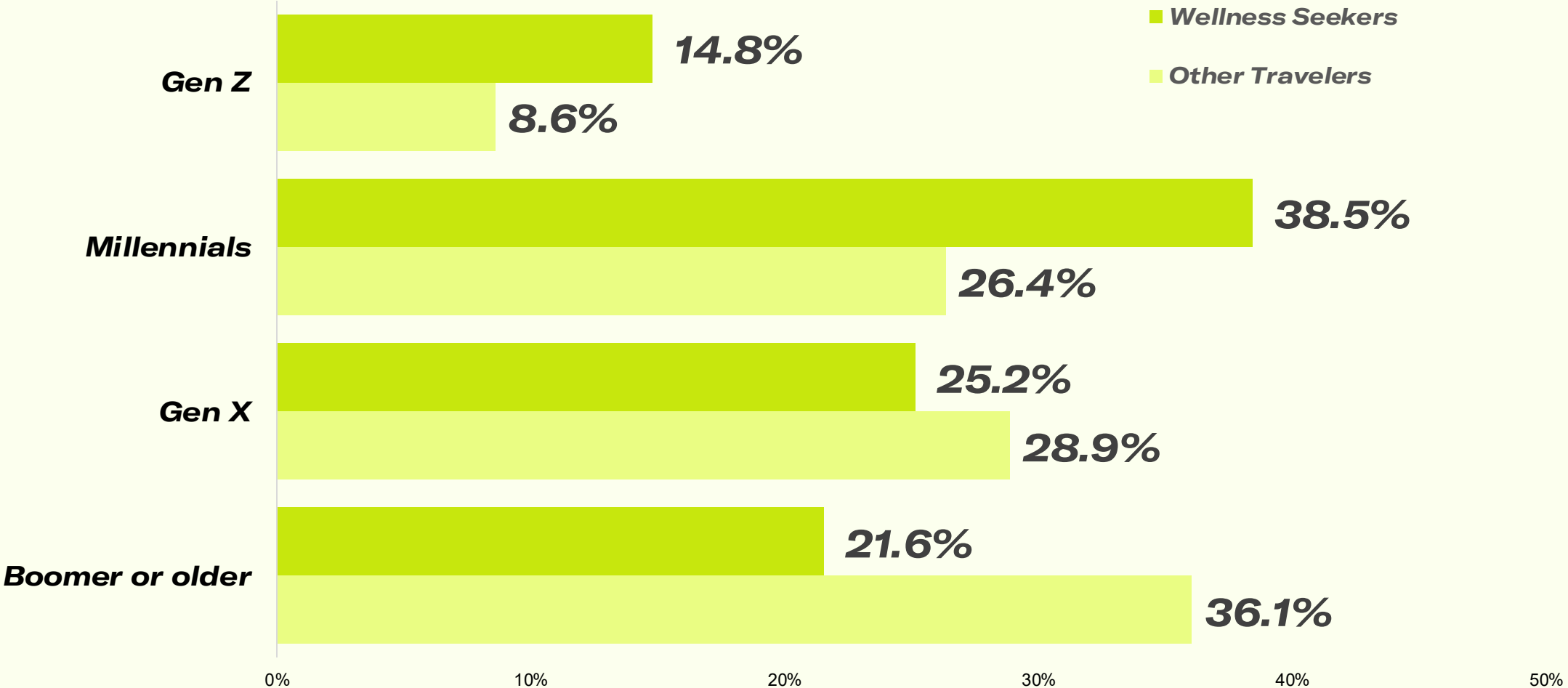
**We Asked Wellness Travelers...**

# ***Just under three in ten American travelers identify as Wellness Seekers.***

**Question:** High Tell us about your hobbies and passions. Please use the scale below to describe your interest in each. (Wellness Seekers selected “High interest” or “Extremely high interest” in fitness, health and wellness.)

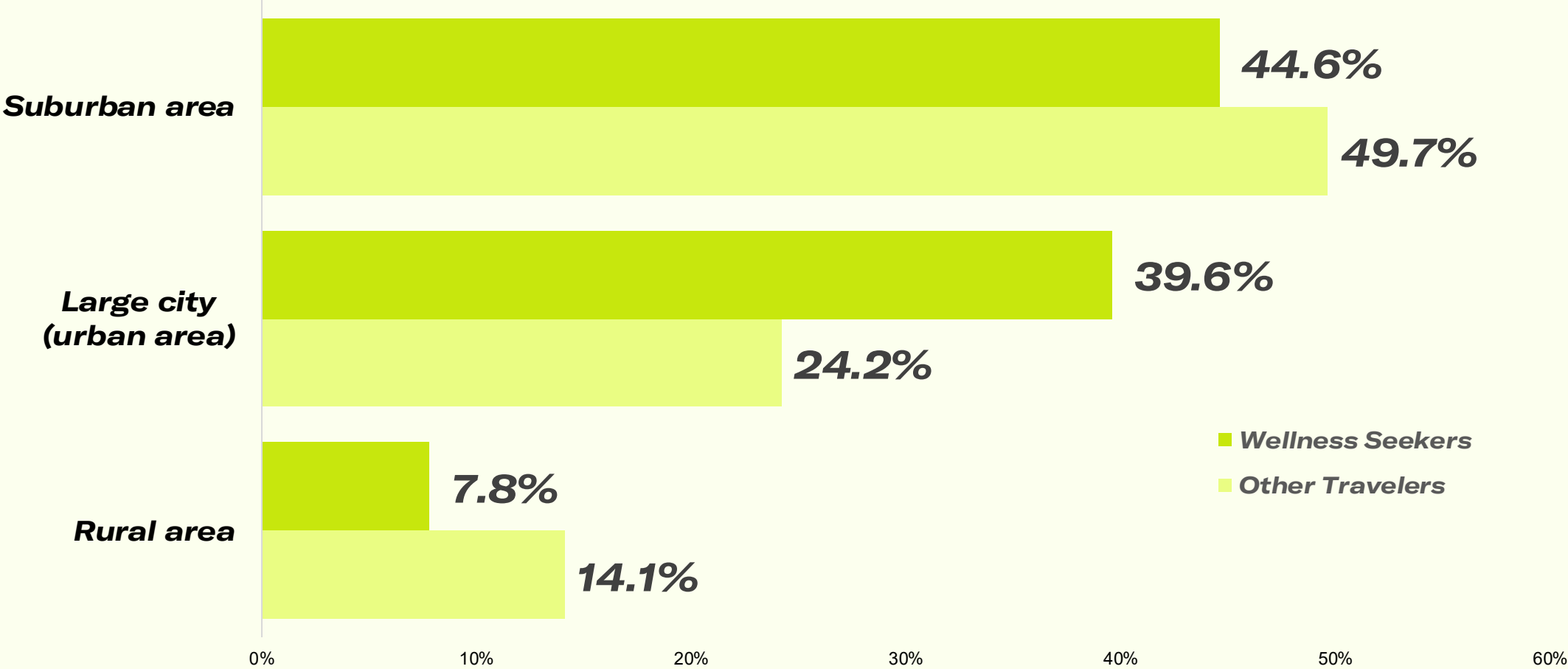


# Wellness Seekers tend to be younger; more than half are Gen Z or Millennials.



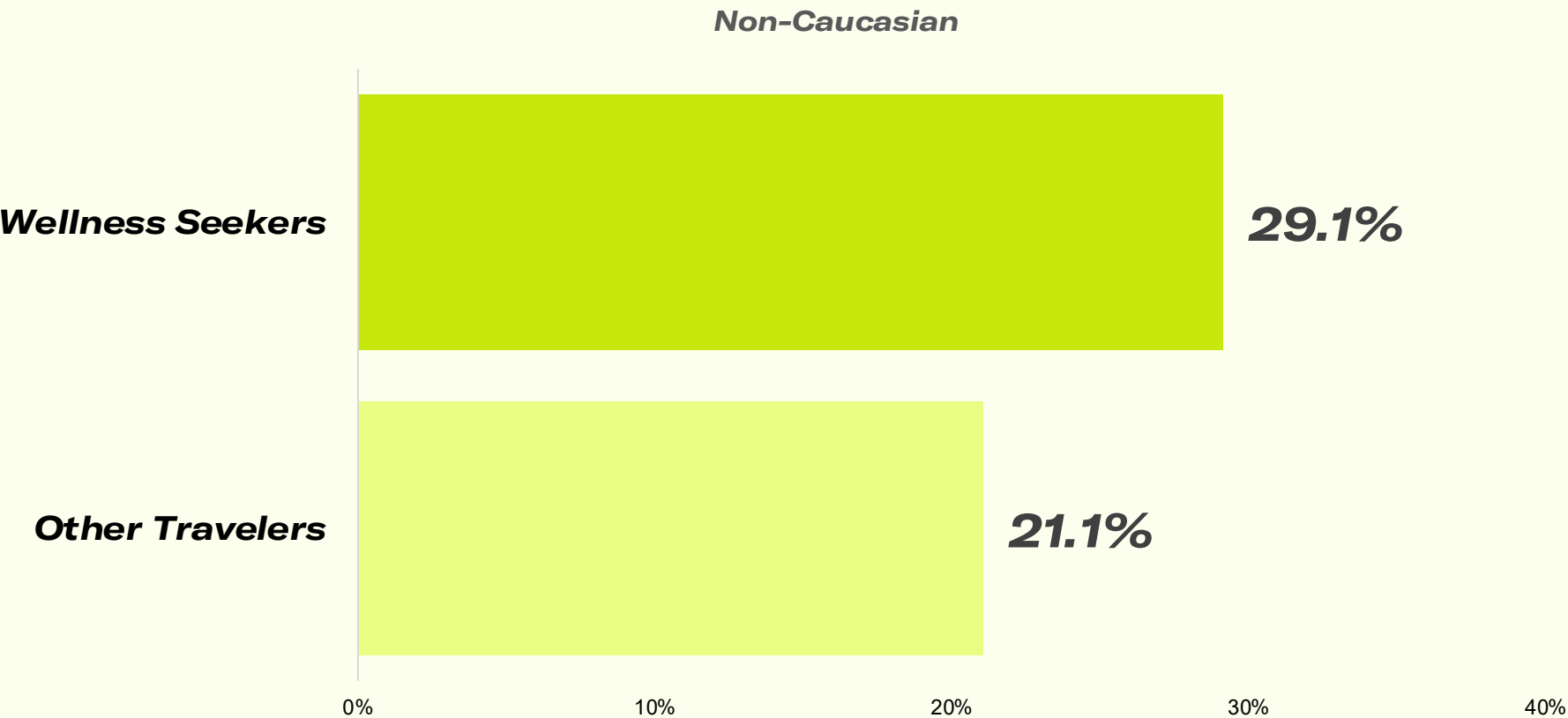
# Wellness Seekers are more likely to be urban dwellers.

**Question:** Which best describes where you live?



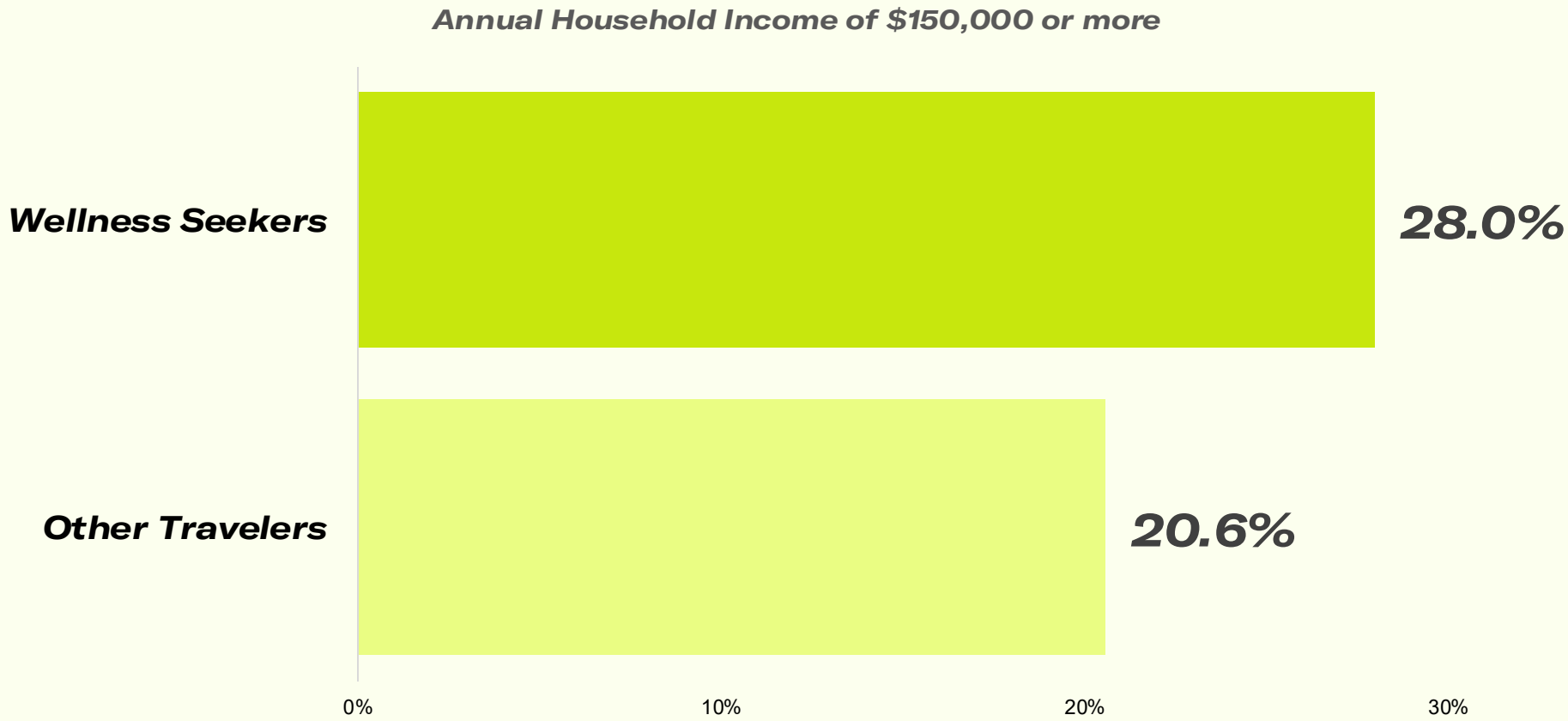
# Wellness Seekers skew more ethnically diverse.

**Question:** Which best describes your ethnicity?



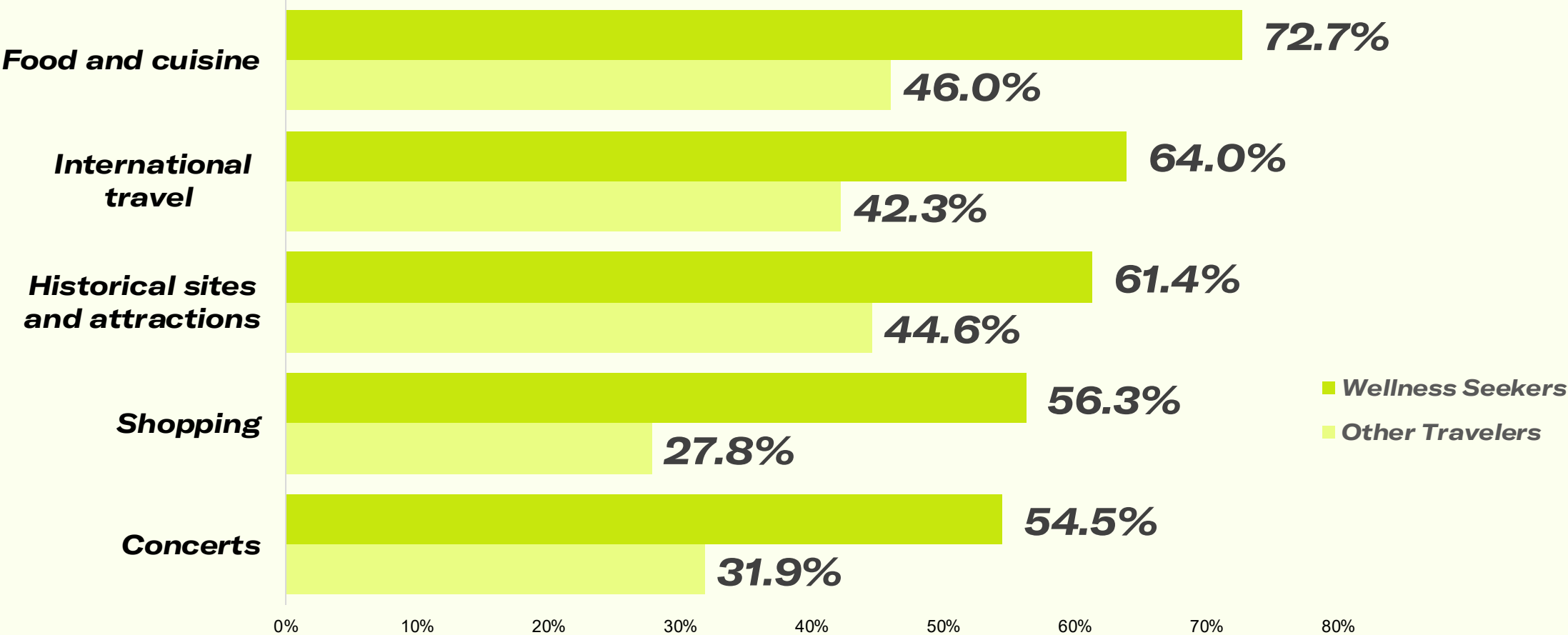
# They are also more likely to be high income earners.

**Question:** Which best describes the combined annual income of all members of your household?

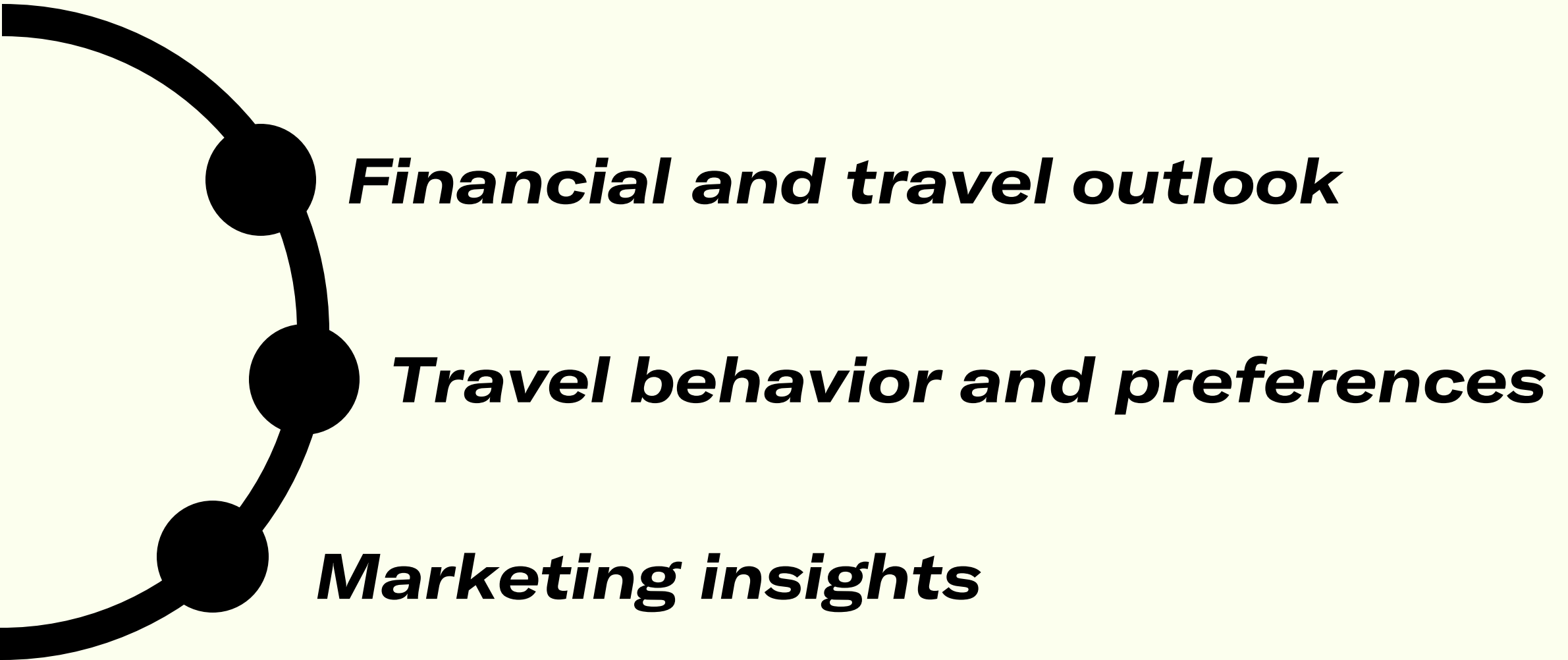


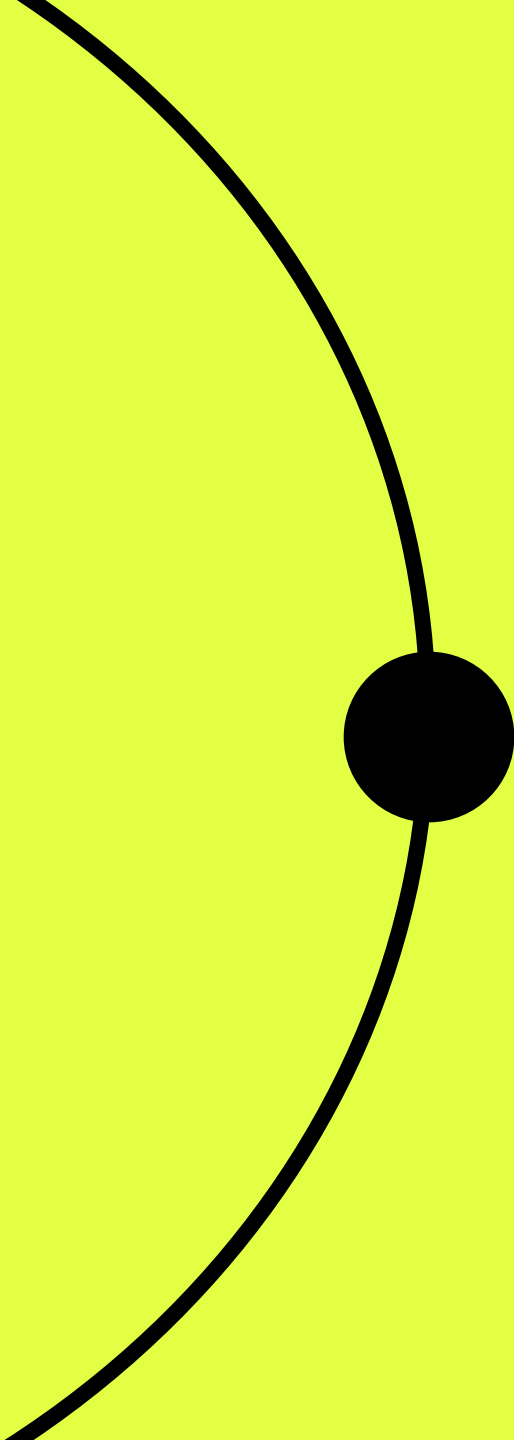
# Wellness Seekers have varied interests that take them outside of the everyday.

**Question:** Tell us about your hobbies and passions. Please use the scale below to describe your interest in each.



# Wellness Seekers



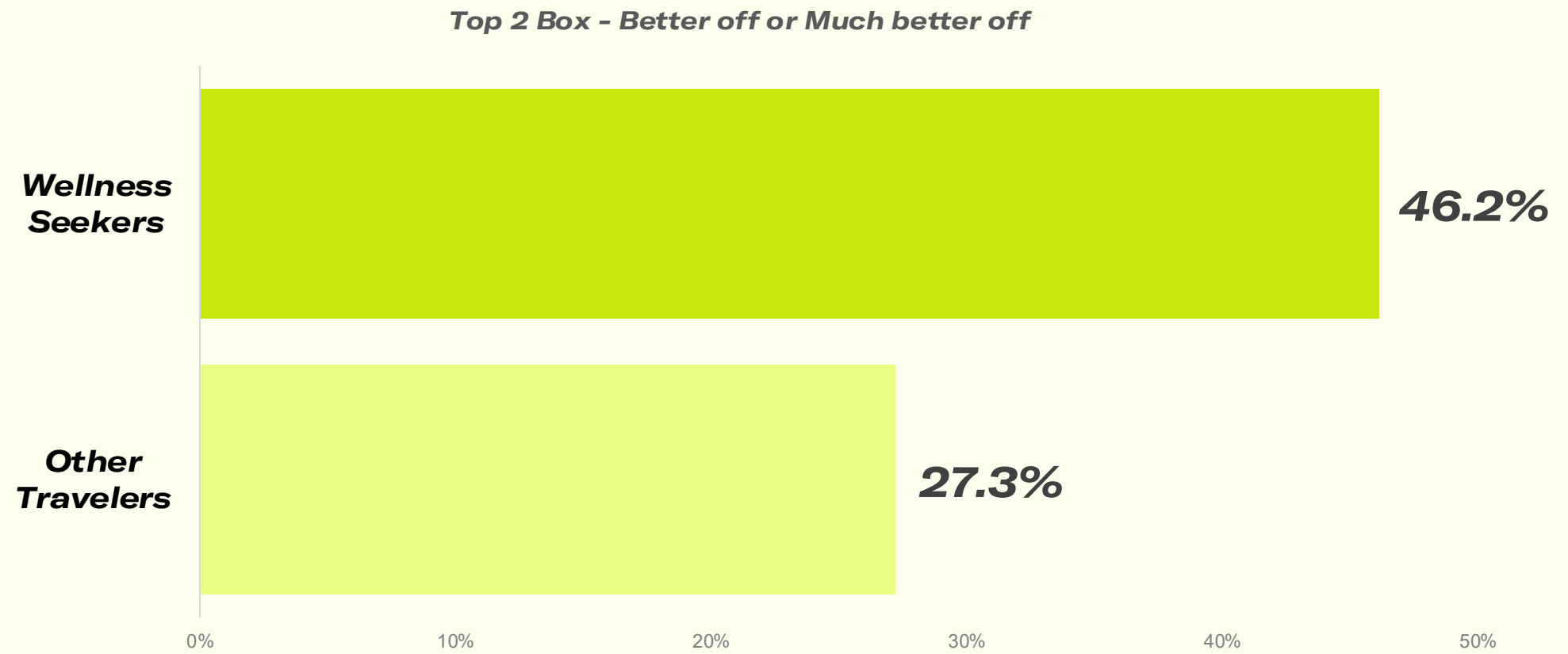


***Financial and travel  
outlook***

**Future Partners**

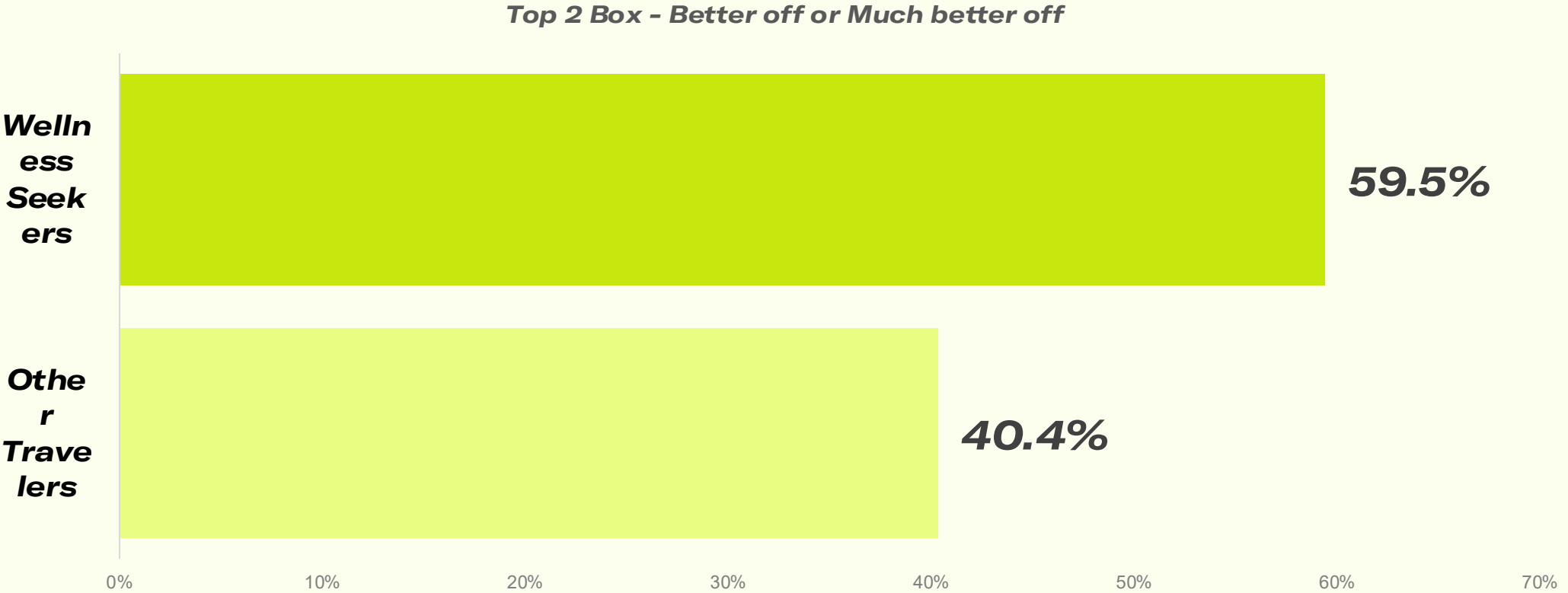
# Better Financial Situation

**Question:** Would you say that you (and your household) are better off or worse off financially than you were a year ago?



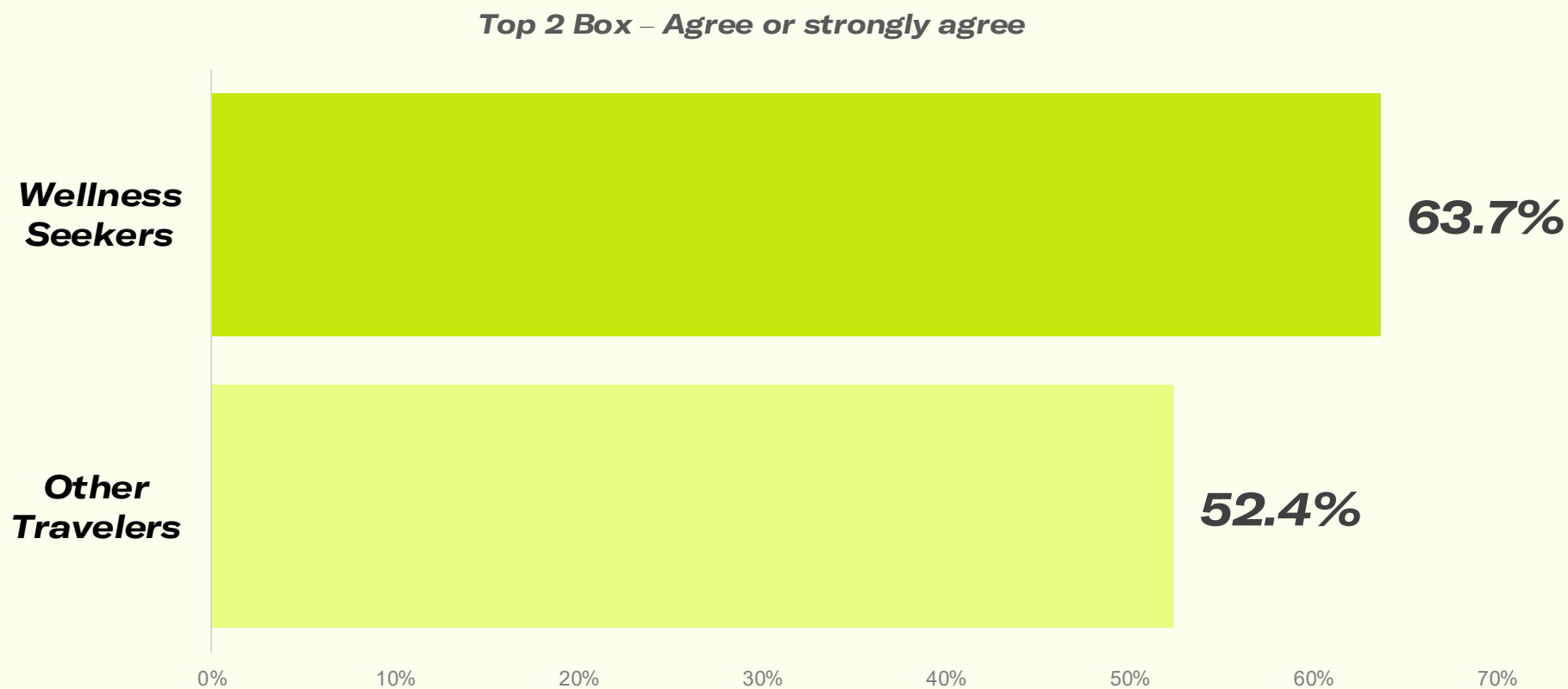
# Higher Financial Optimism

**Question:** LOOKING FORWARD—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?



# Invest in Travel Despite a Recession

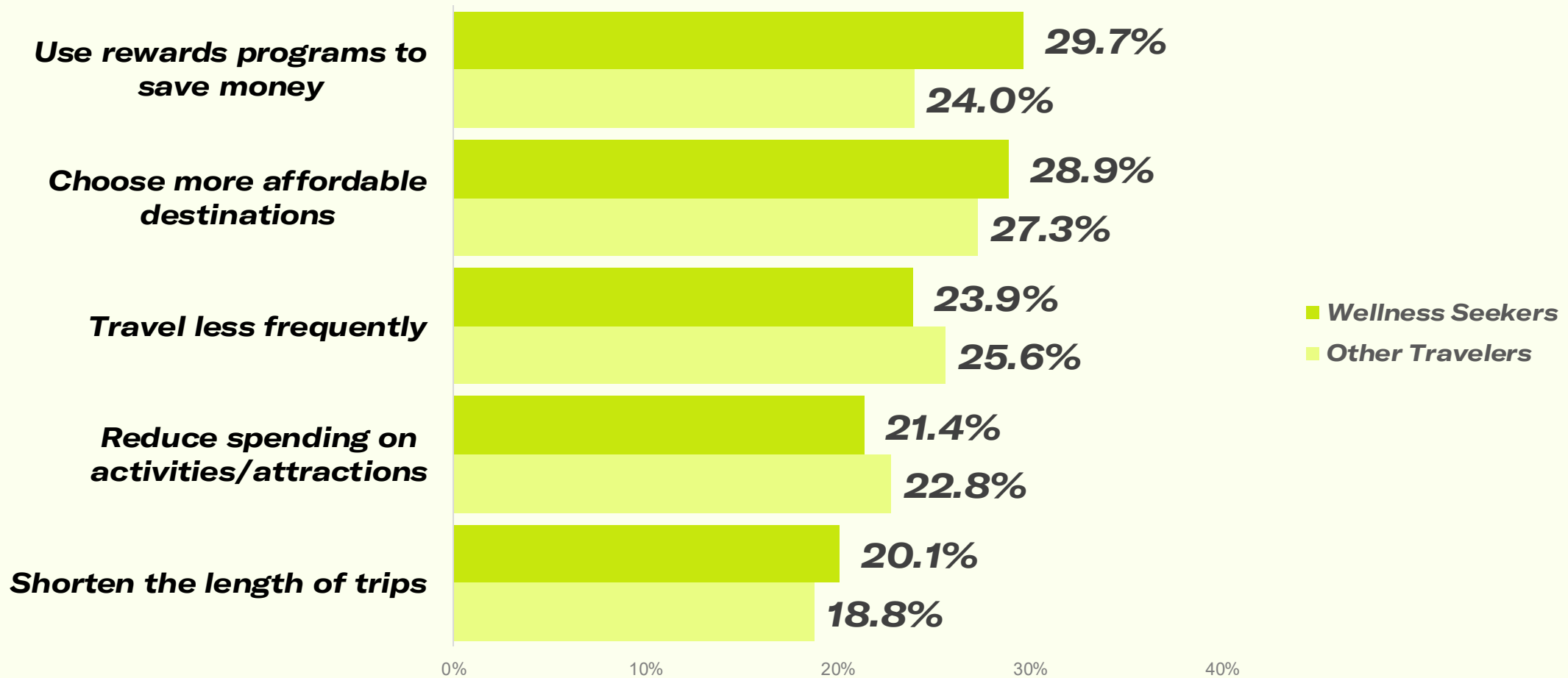
**Statement:** Even in an economic recession, I'd consider travel to be a worthwhile investment.



# Less Likely to Reduce Travel Because of Economy Concerns

**Statement:** Have concerns about the economy led you to change your thinking about travel or travel plans for the NEXT SIX (6) MONTHS? If so, please describe how below.

Top 2 Box – Agree or strongly agree



# More Inclined to Spend on Leisure Travel

**Question:** Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?

*Top 2 Box – It is a good time or It is a very good time*

**Wellness Seekers**

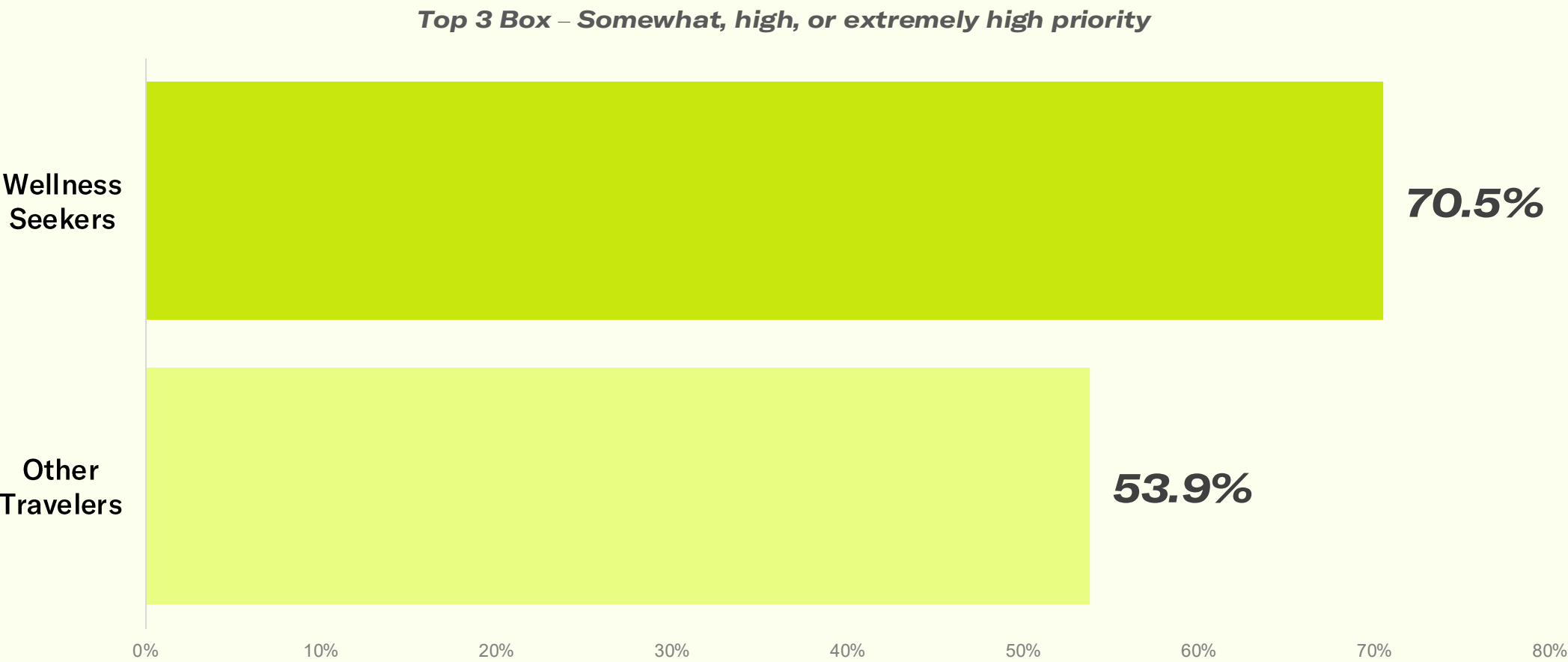
**45.8%**

**Other Travelers**

**28.9%**

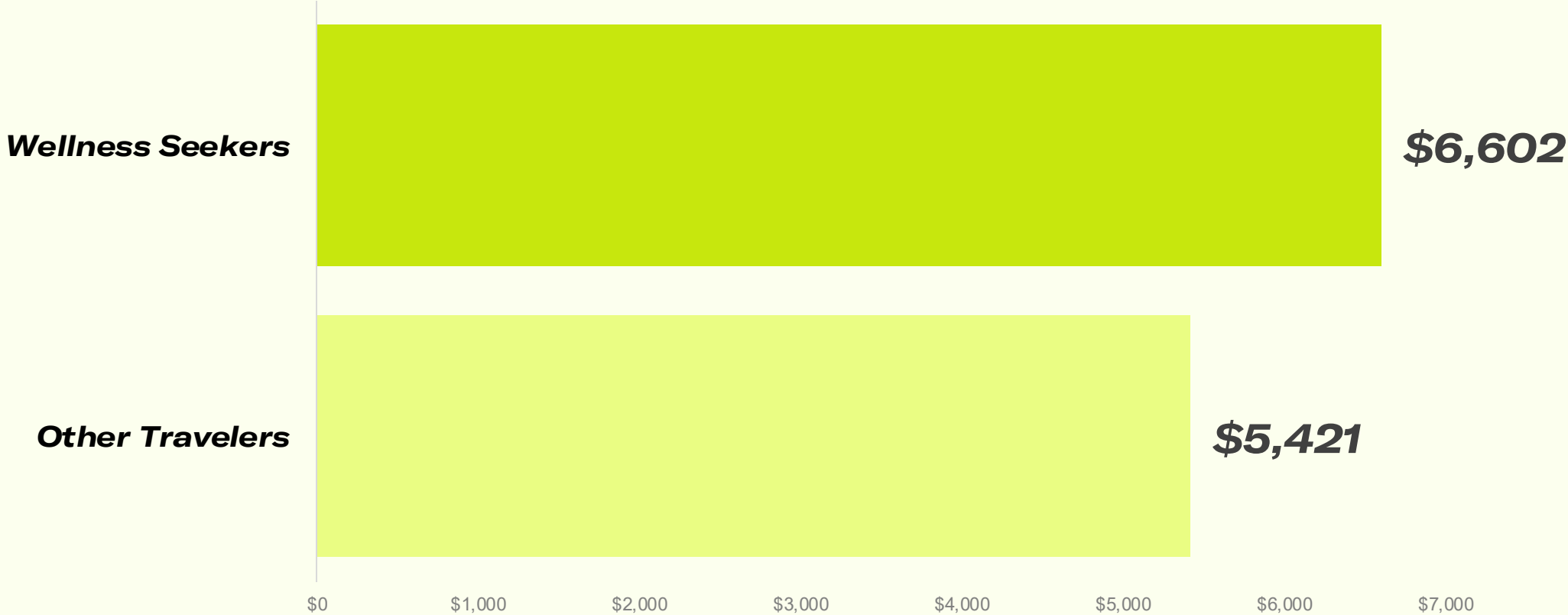
# More Likely to Prioritize Travel Spending

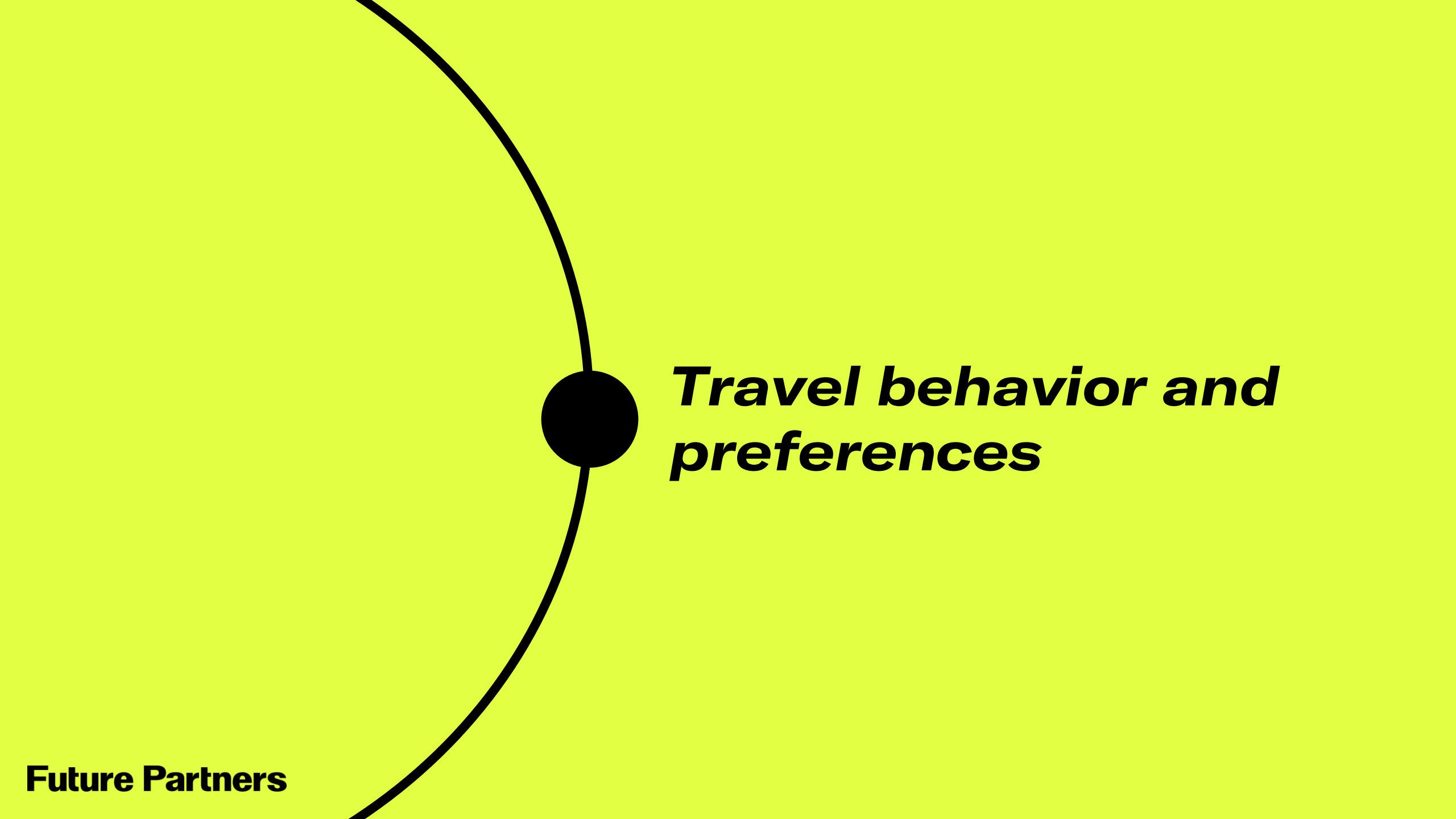
**Question:** Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.



# Higher Expected Travel Spending

**Question:** How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?



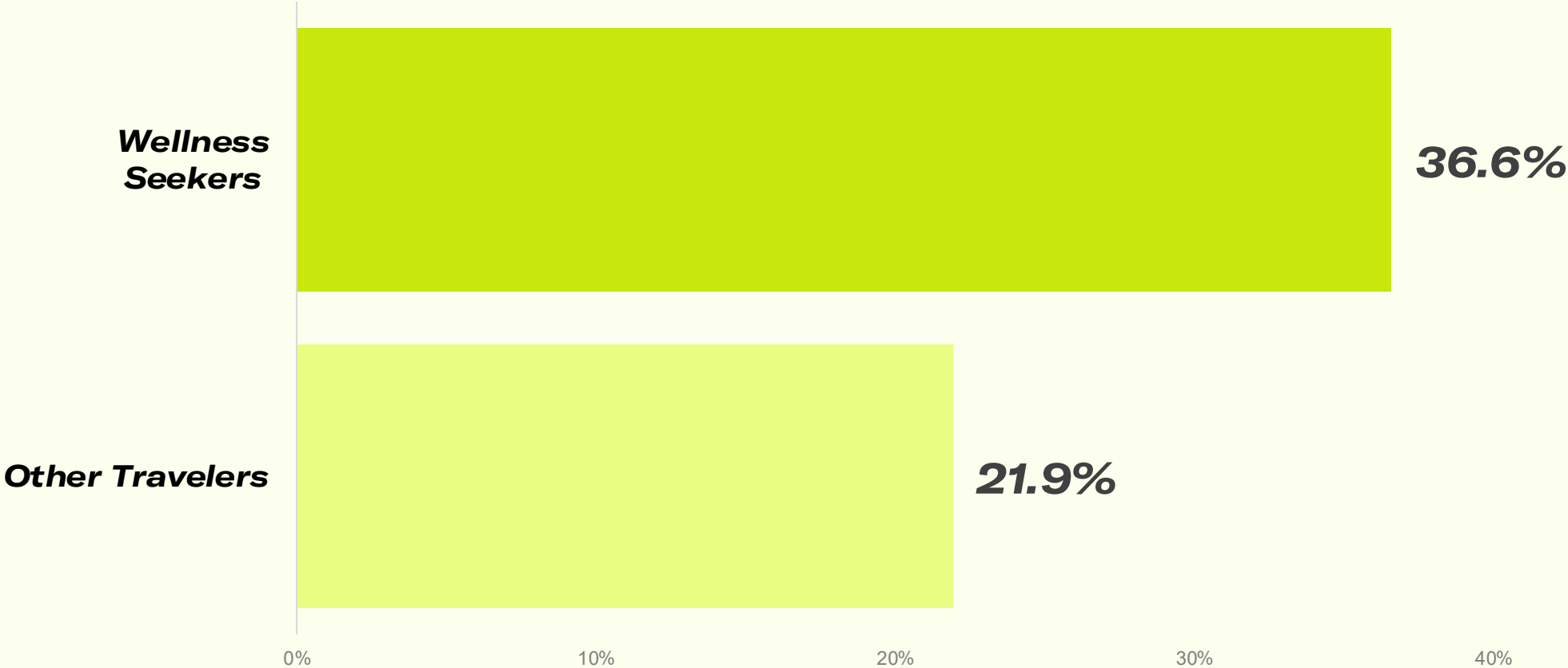


***Travel behavior and  
preferences***

**Future Partners**

# Anticipate Traveling More

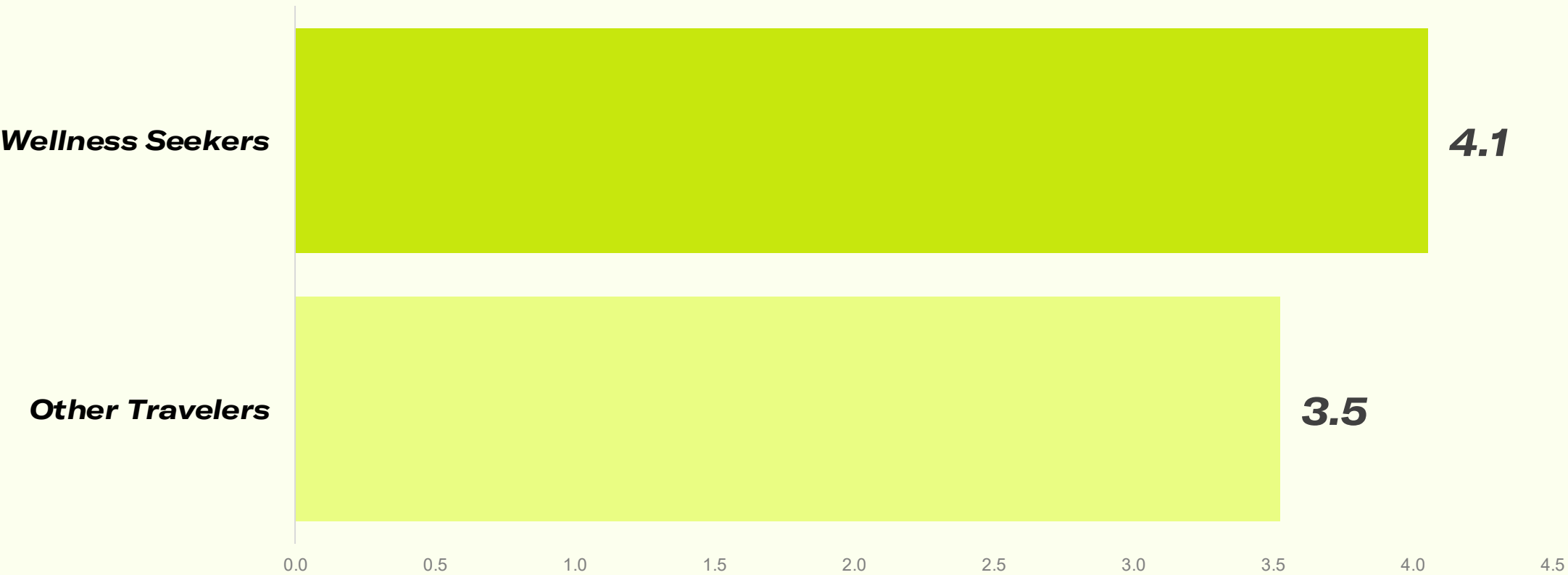
**Question:** In the NEXT 12 MONTHS, do you expect to travel more or less for leisure than you did in the most recent 12-month period?



# Expect to Take More Trips

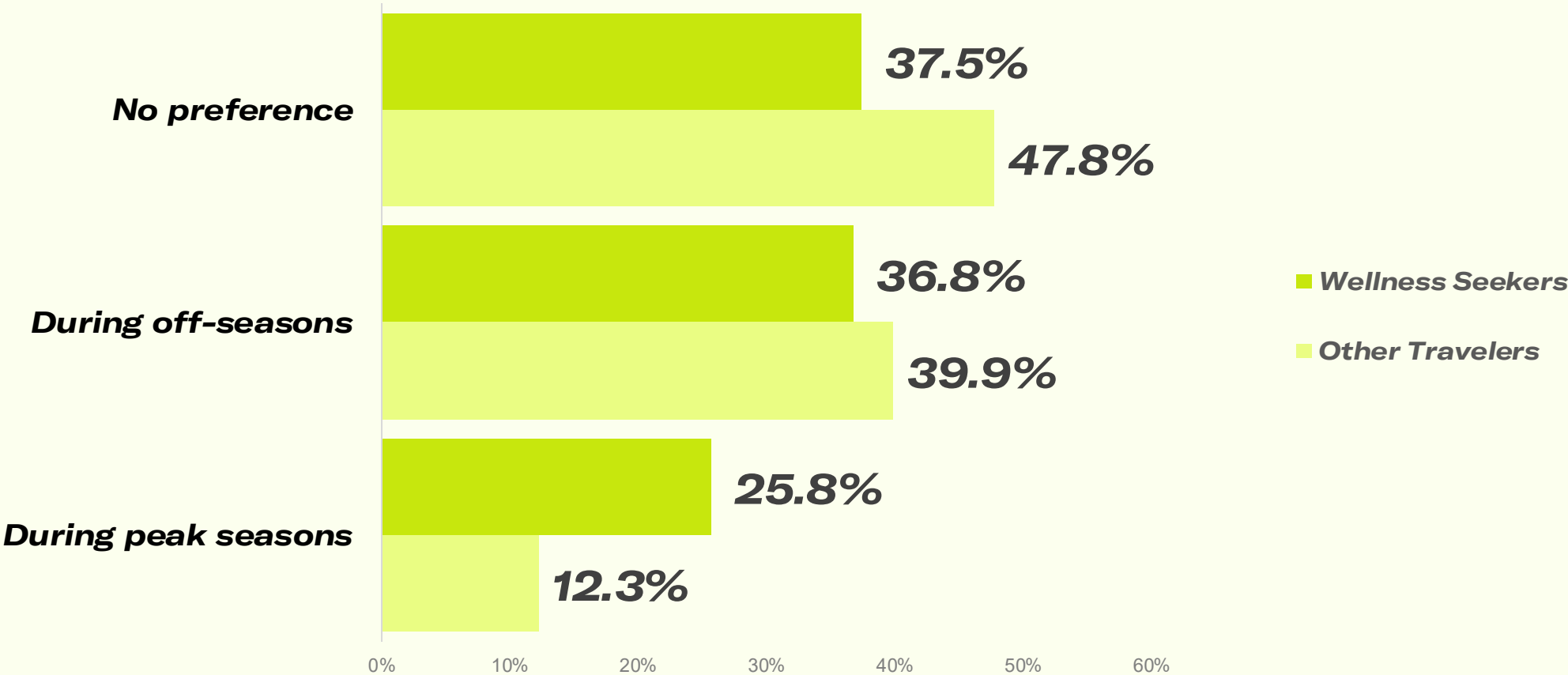
**Question:** IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?

*Average Number of Leisure Trips Expected in the Next Year*



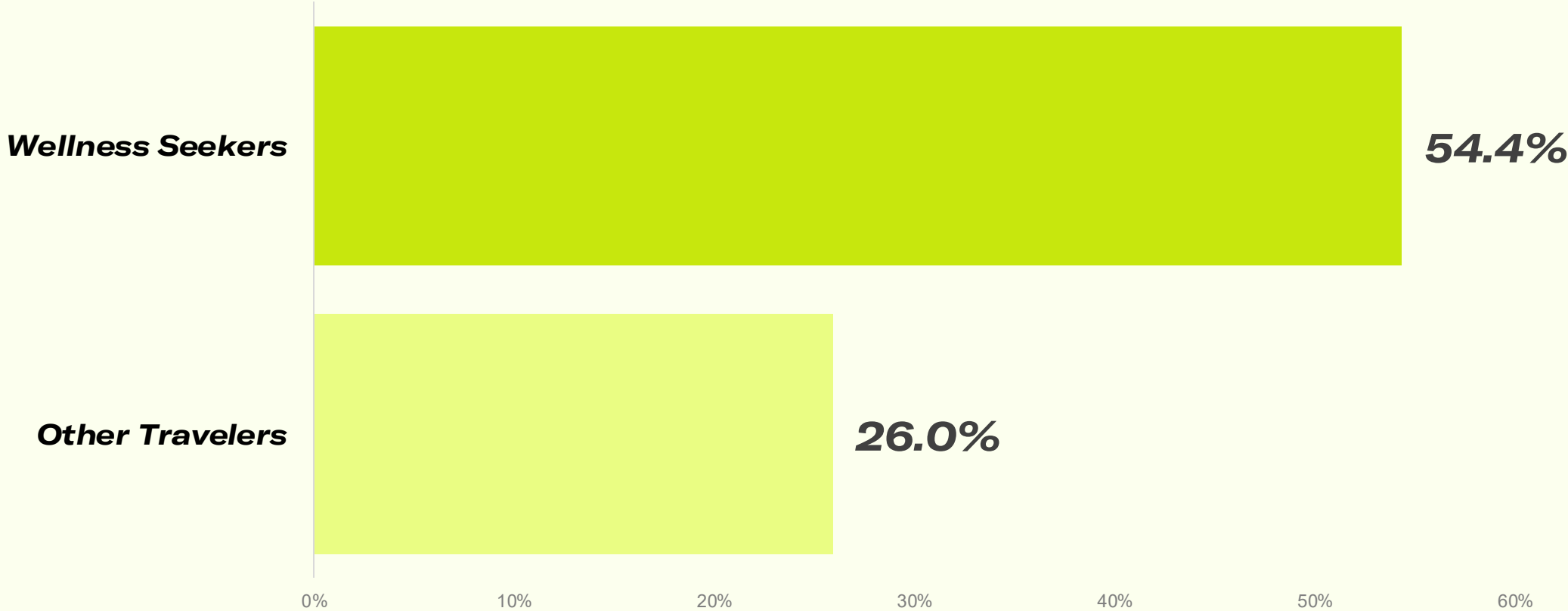
# More Likely to be Peak Season Travelers

**Statement:** When do you typically prefer to travel for leisure?



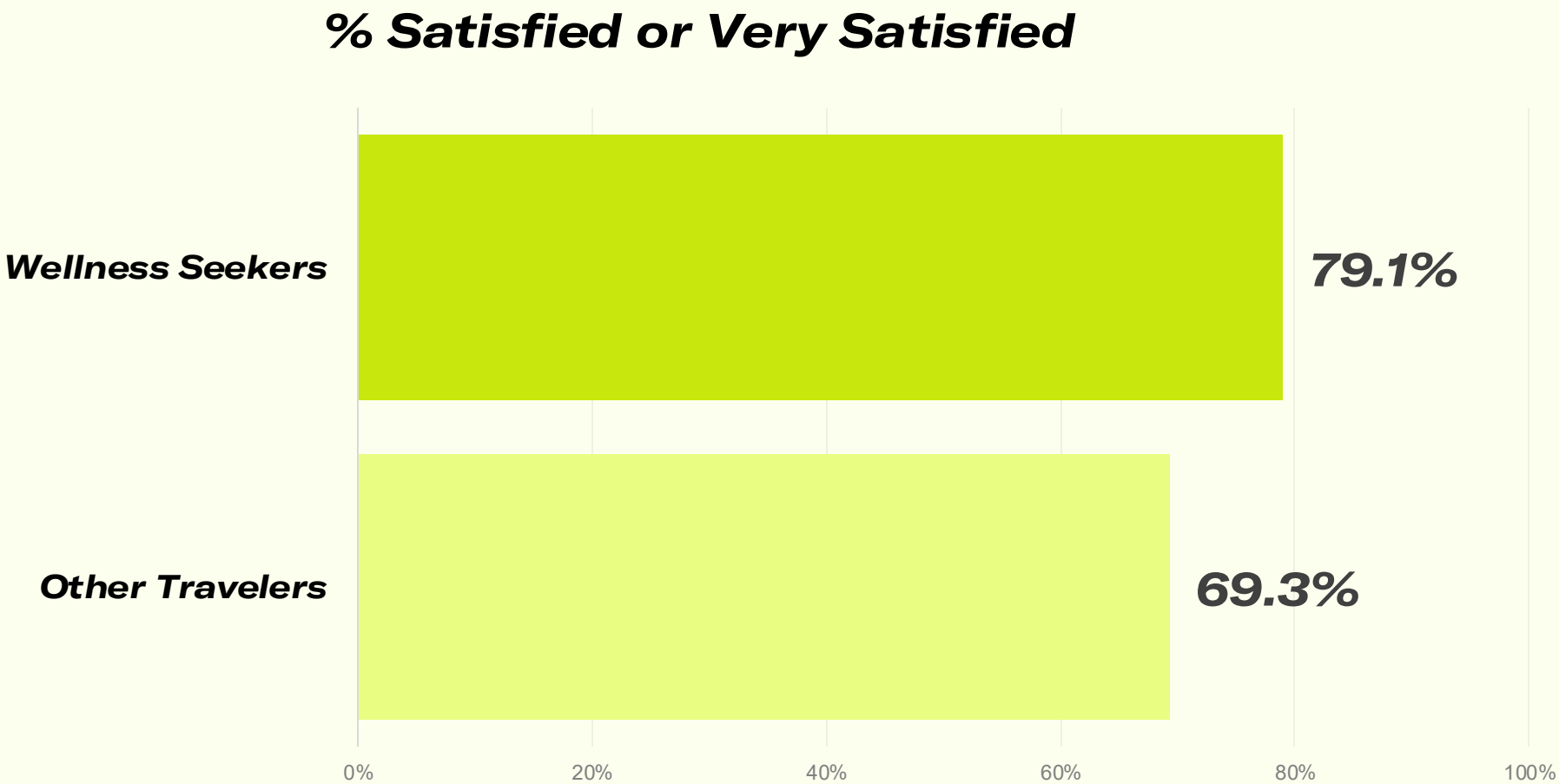
# Most Wellness Seekers Consider Themselves Adventurous

**Statement:** How adventurous do you consider yourself to be while traveling?



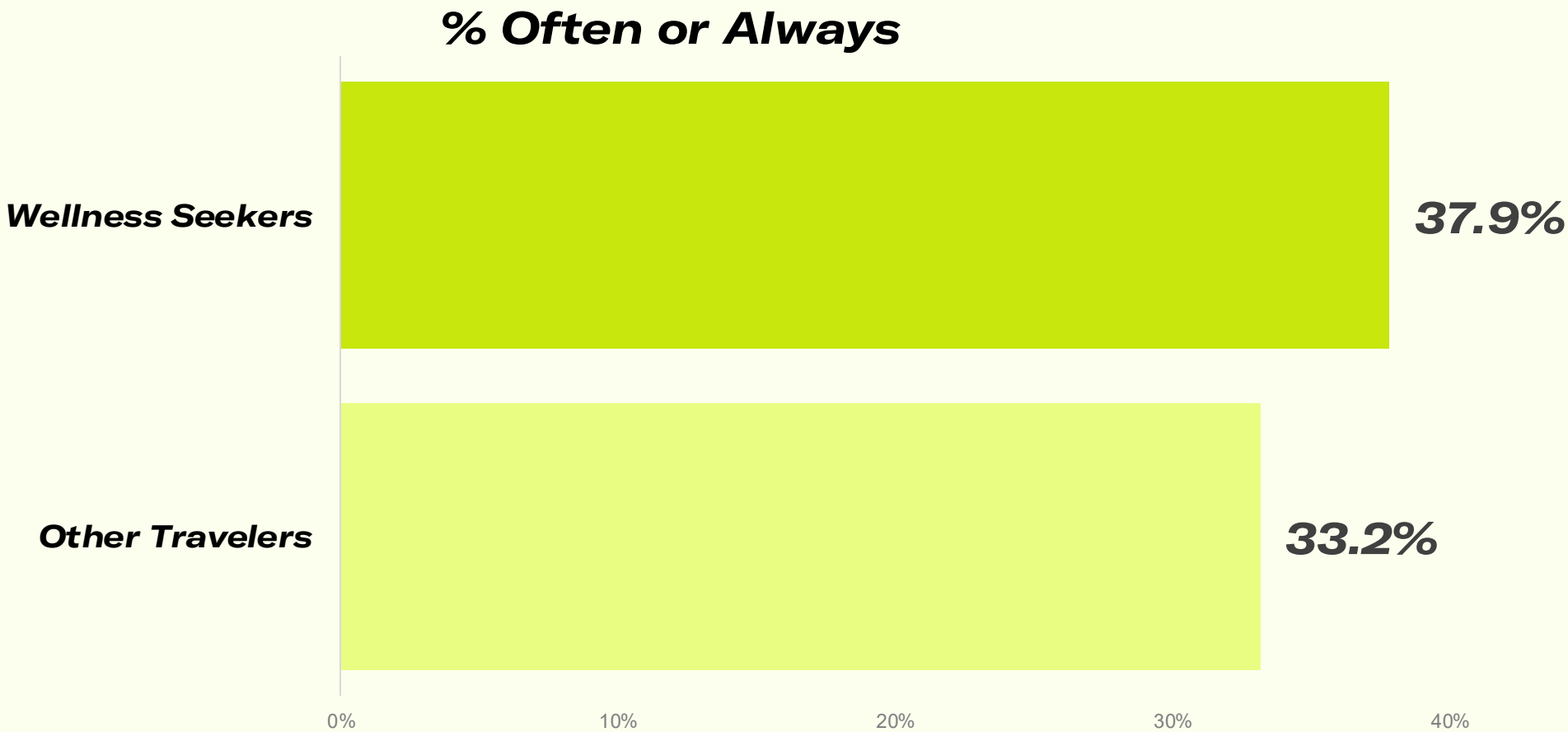
# Eight in Ten are Satisfied with Their Life Right Now

**Statement:** How satisfied are you with your life right now?



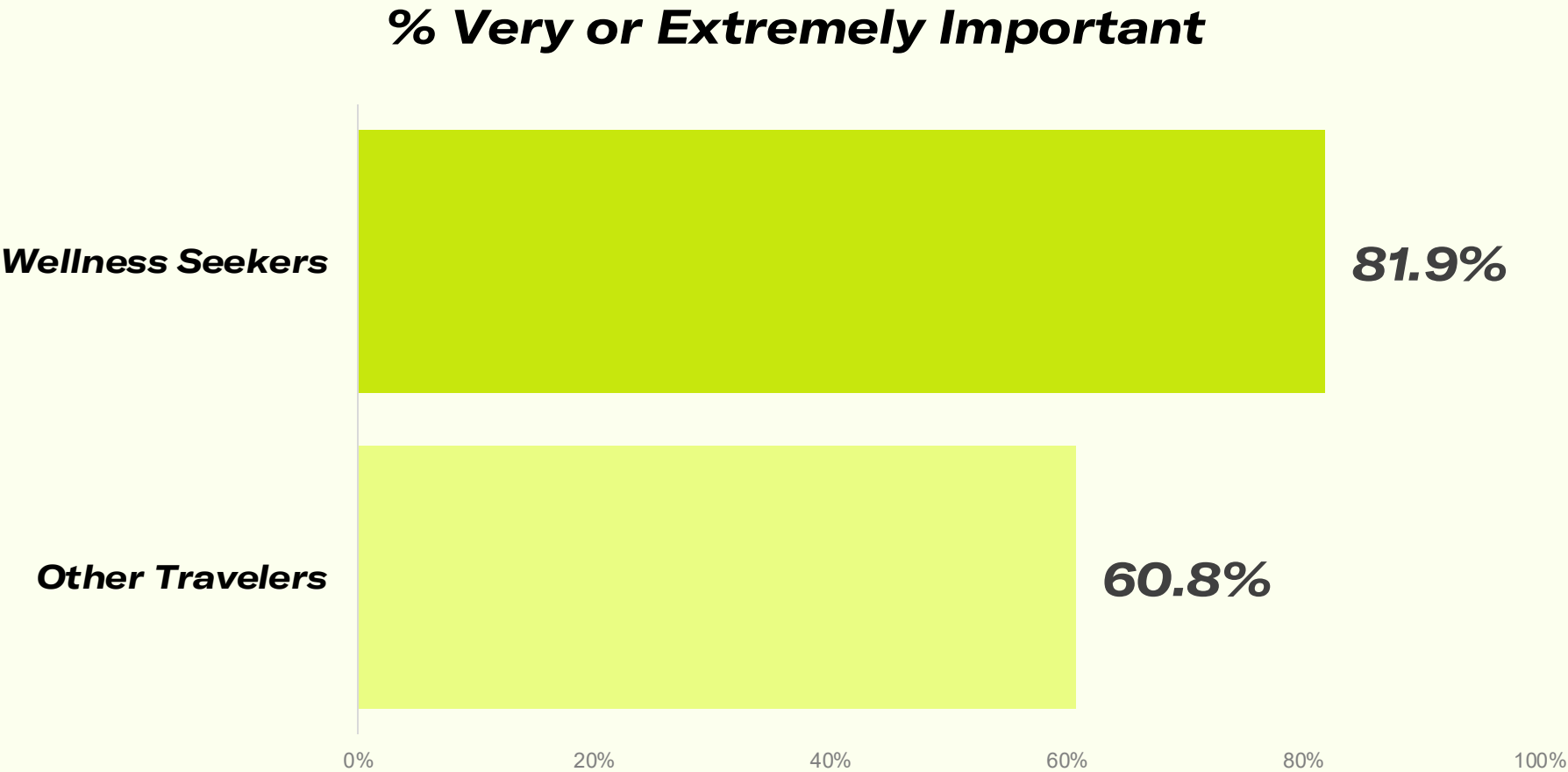
# But They Are More Likely to Feel Stressed in Their Day-to-Day

**Statement:** How often do you feel elevated levels of stress in your day-to-day life?



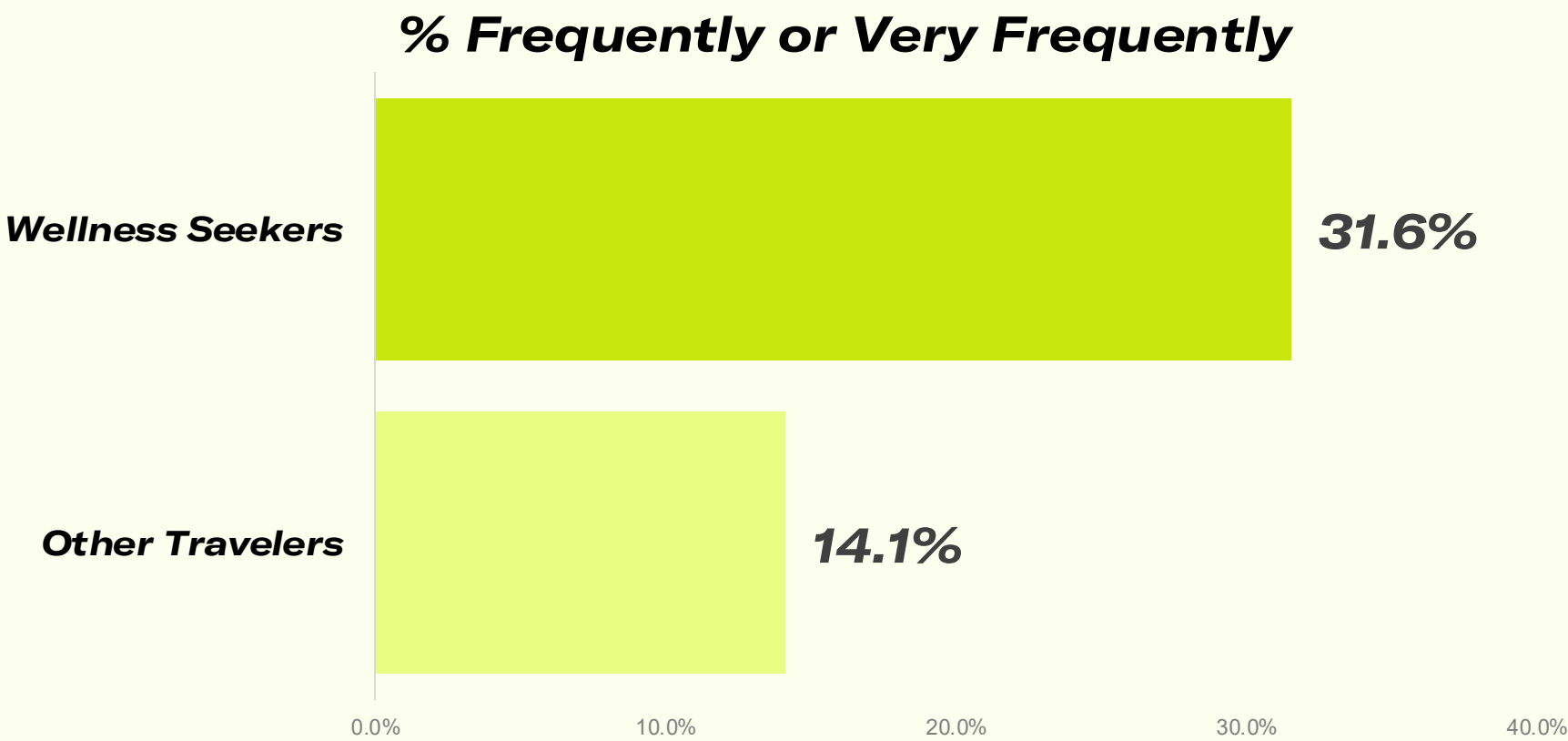
# Travel Plays a Key Role in Wellness Seekers' Well-Being

**Statement:** Think about what motivates you to travel. In general, how important is it to you that your leisure trips support your physical, mental, or spiritual well-being?



# Over Three in Ten Take Spontaneous Leisure Trips

**Statement:** How often do you take spontaneous leisure trips (i.e., trips sparked by impulse which begin soon after the idea arises)?



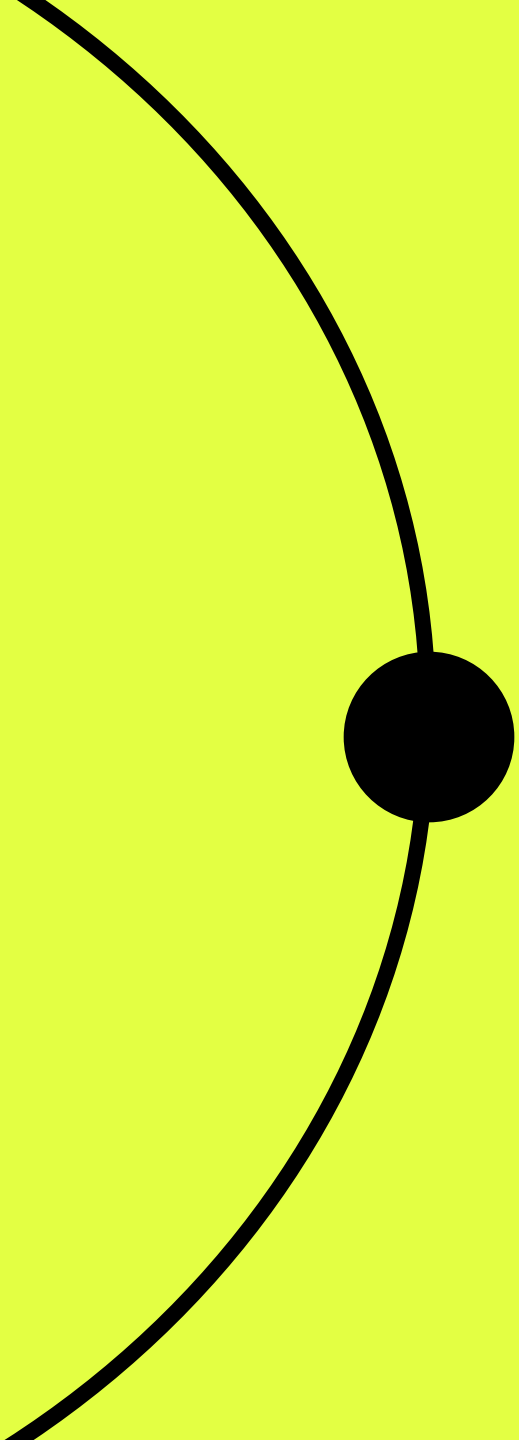
## ***Top 5 Domestic Destinations***

- 1. New York***
- 2. Florida***
- 3. Las Vegas***
- 4. California***
- 5. Miami***

## ***Top 5 International Destinations***

- 1. Italy***
- 2. Canada***
- 3. France***
- 4. United Kingdom***
- 5. Japan***



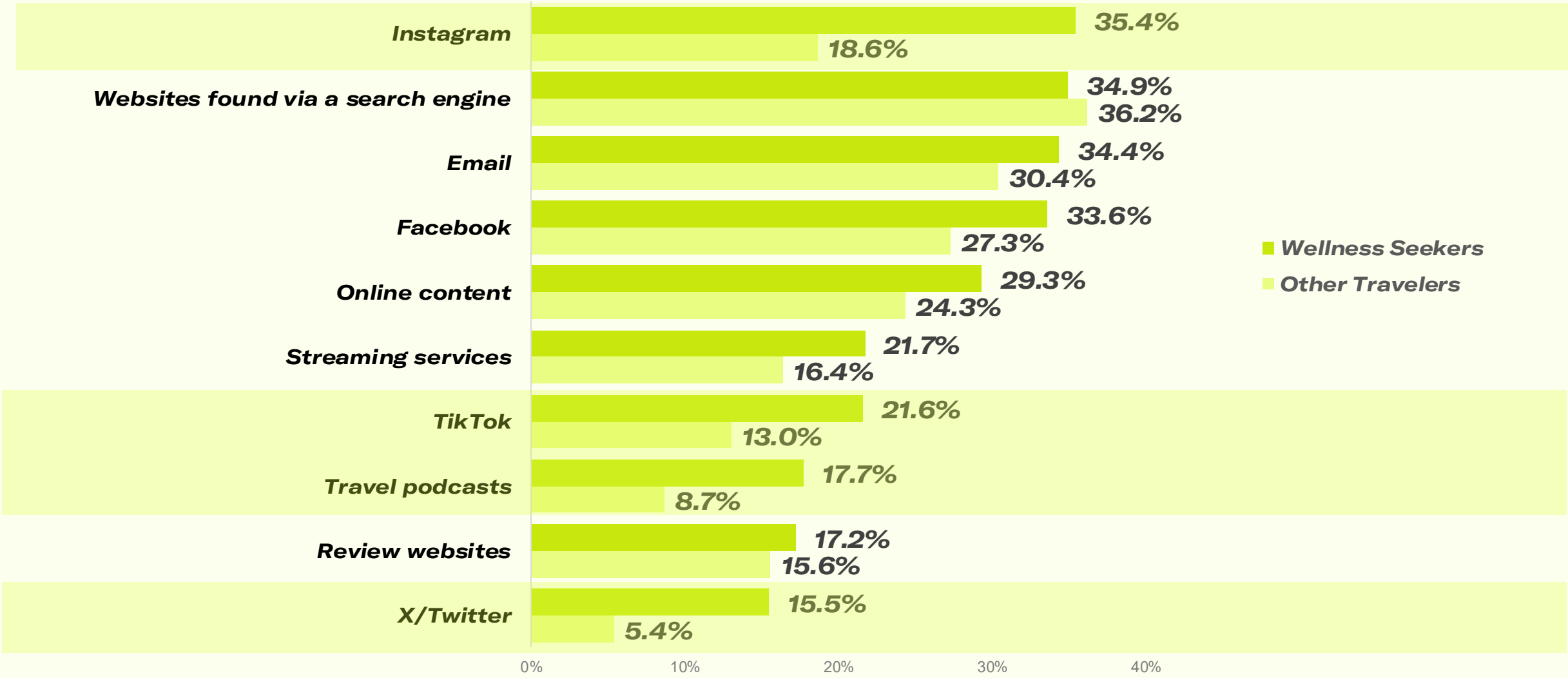


***Marketing insights***

**Future Partners**

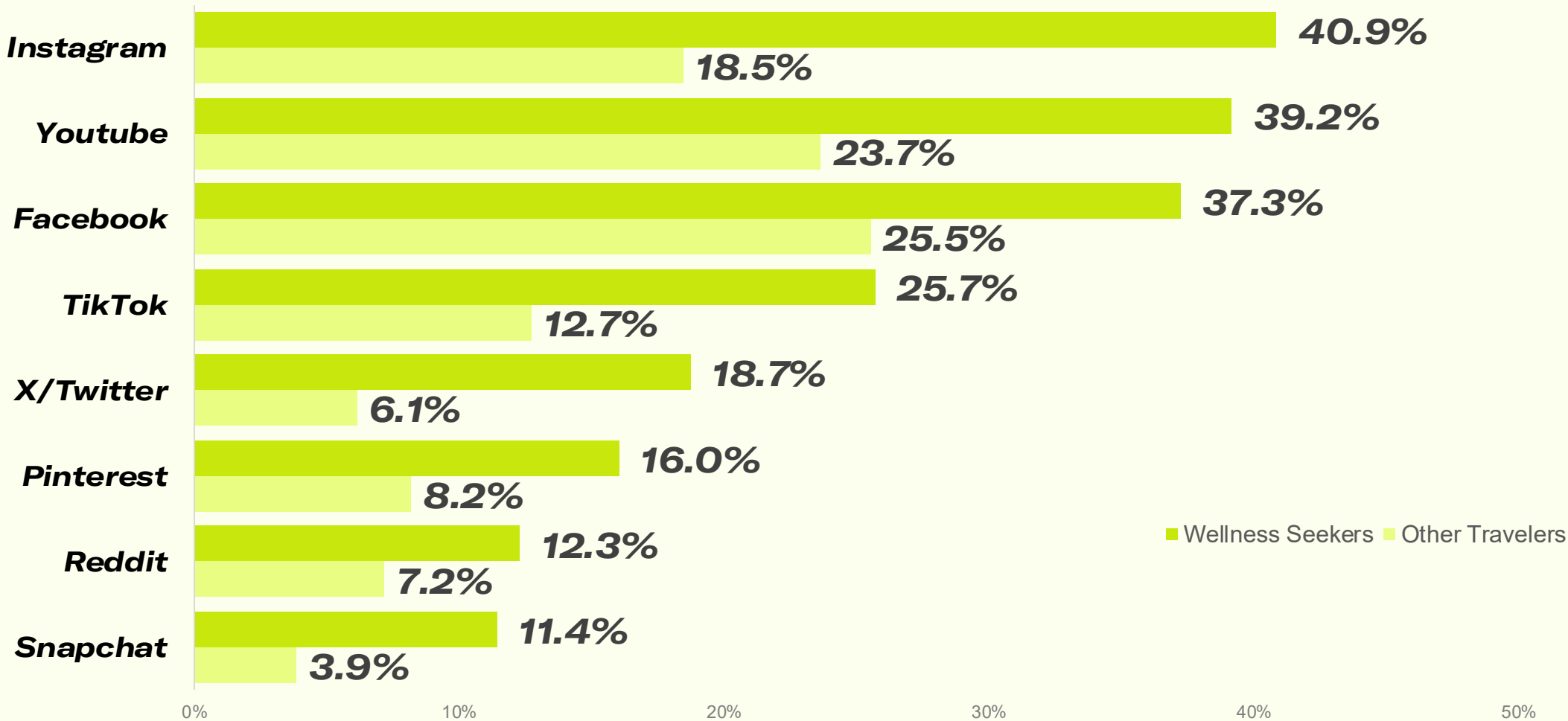
# Market to Wellness Seekers on Social Media and Podcasts

**Question:** Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?



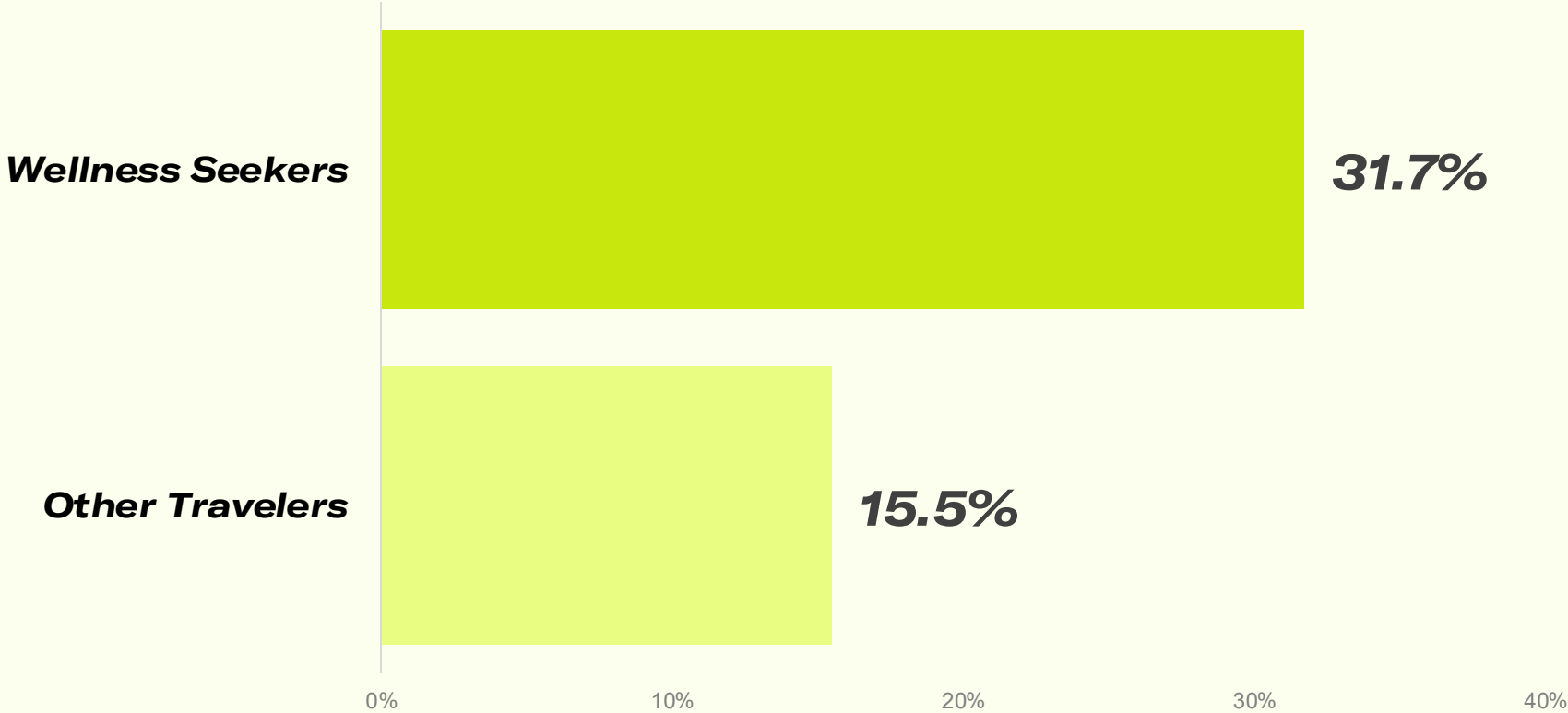
# Instagram is a Key Platform, Followed Closely by Facebook

**Question:** In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS?



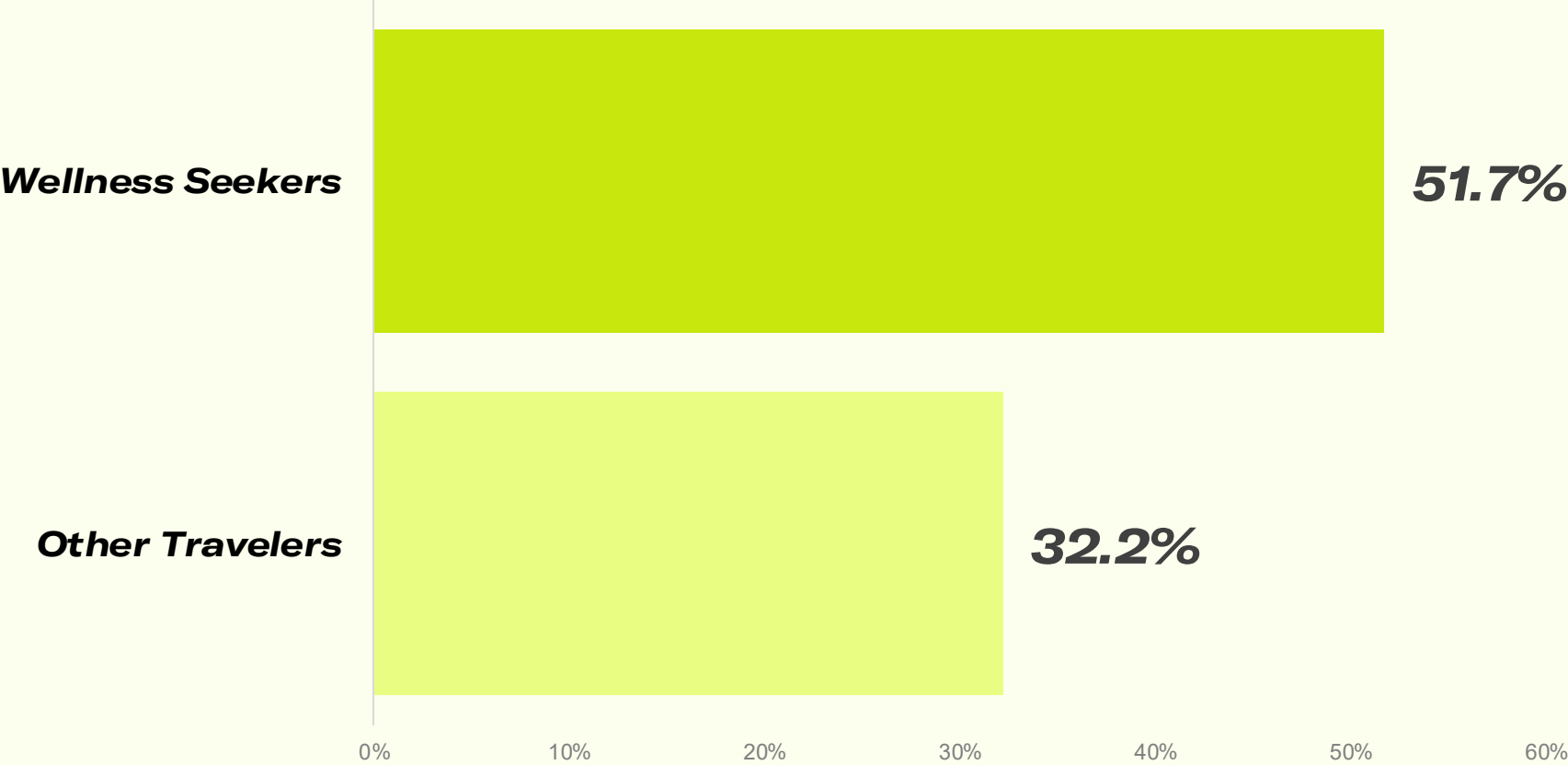
# More Likely to Turn to Digital Influencers

**Question:** In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?



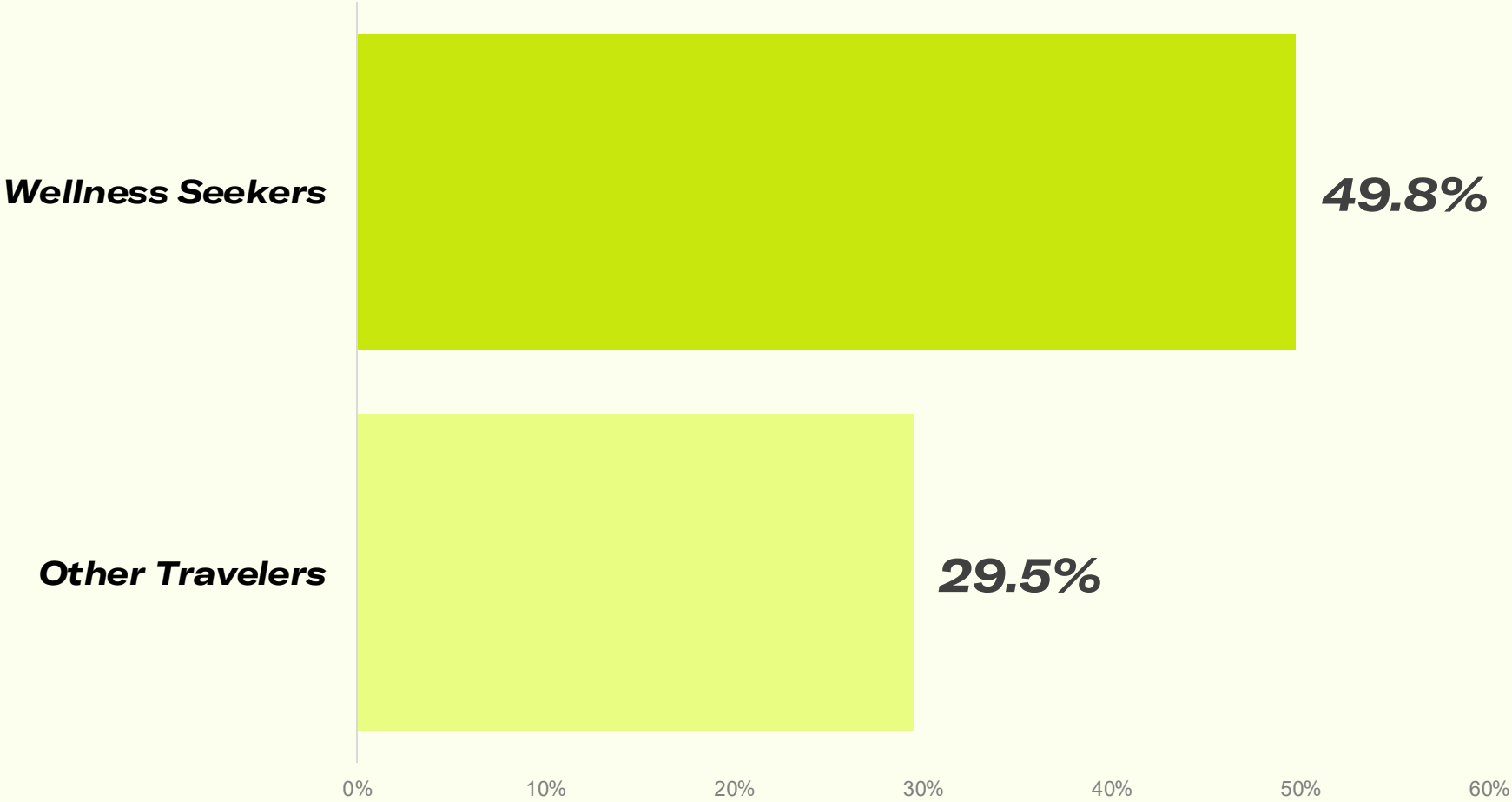
# More Likely to Look to Online Video to Plan Travel

**Question:** In the past 12 months, have you used ONLINE VIDEO including visiting video sharing websites (e.g. Youtube.com, AOL Video, TikTok or Google Video) to plan any travel?



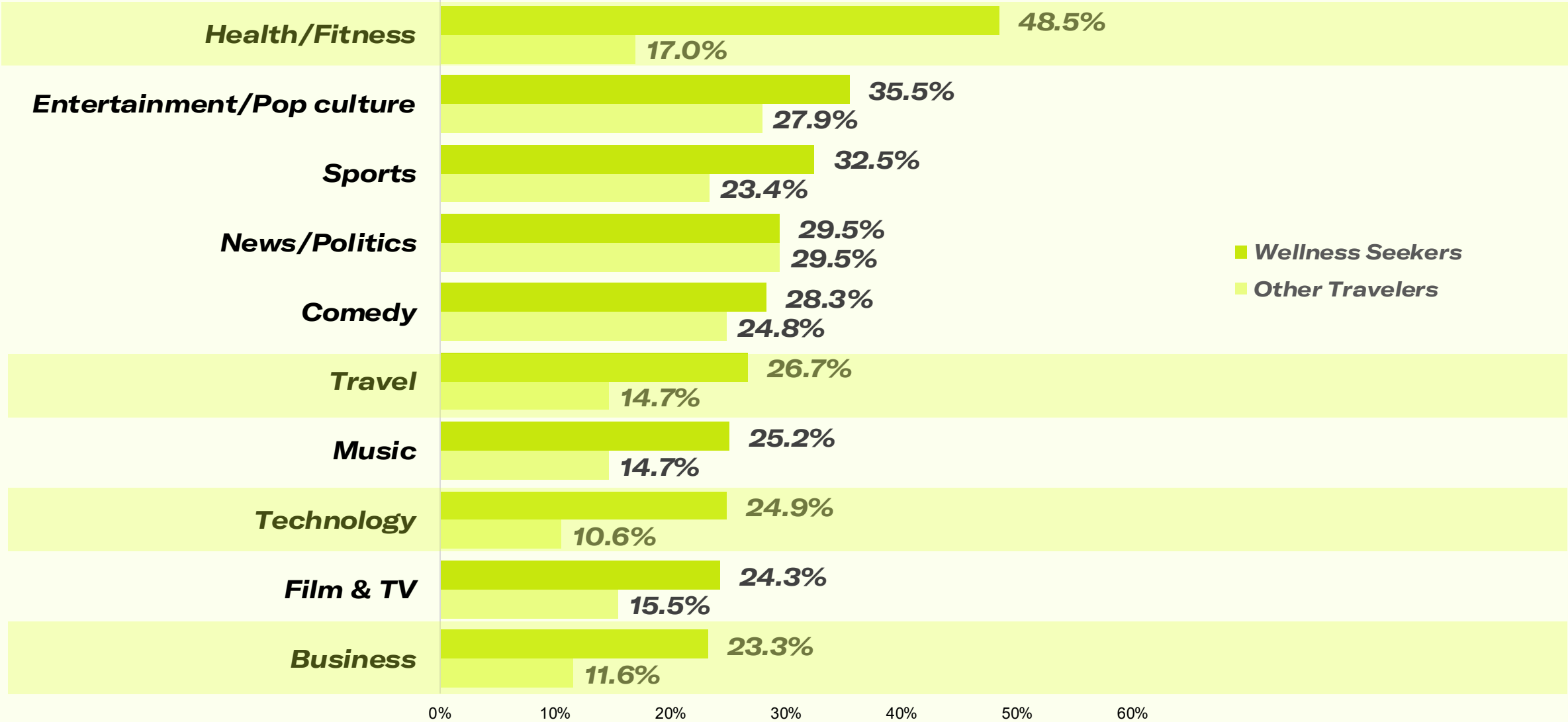
# Half of Wellness Seekers Are Tuned into Podcasts

**Question:** Do you listen to any podcasts on a regular basis?



# Gravitate towards Health/Fitness, Travel, Tech or Business Podcasts

**Question:** What podcast genres do you listen to on a regular basis?

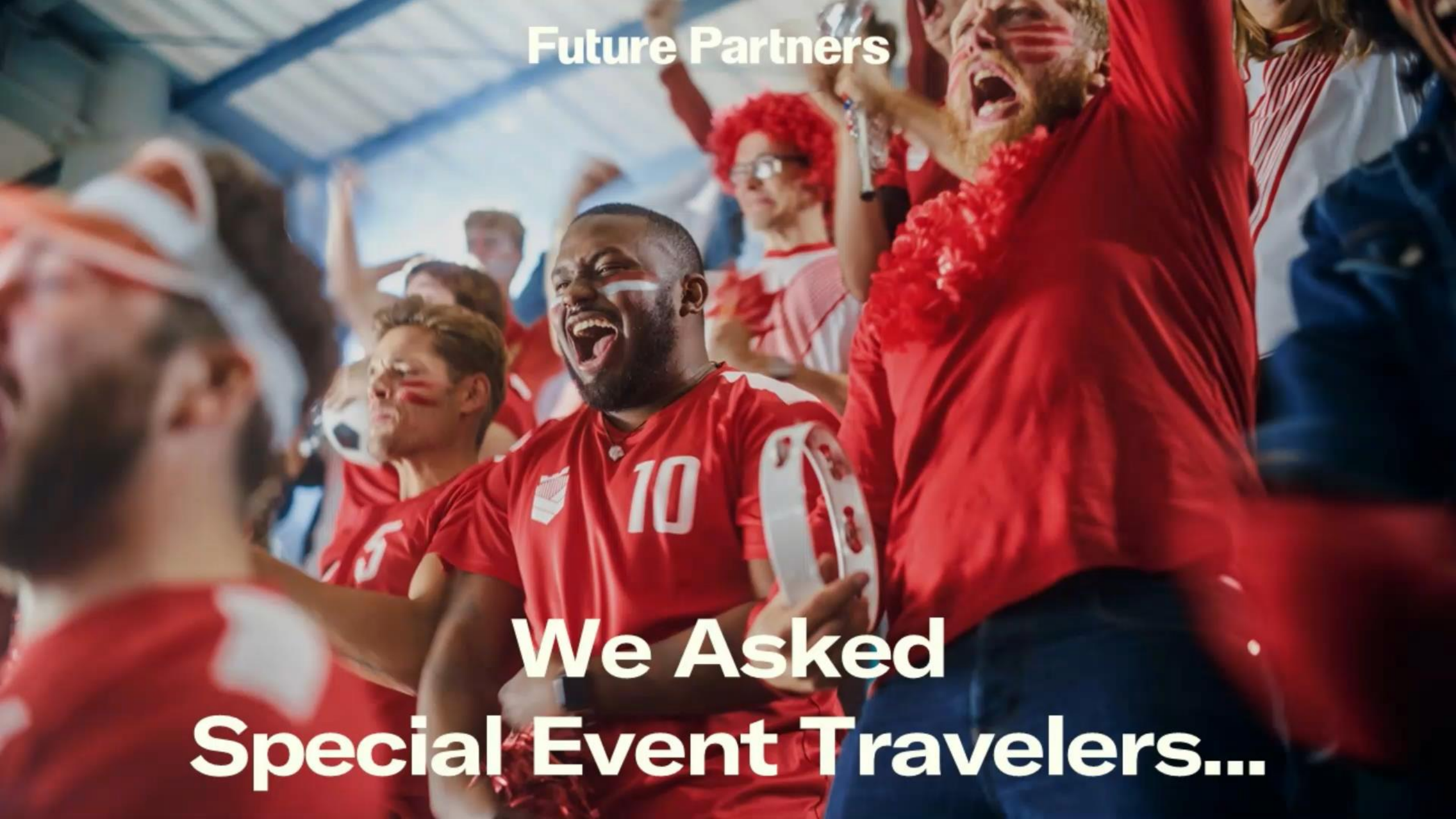


# ***Sports and Music Event Travelers***



**Future Partners**



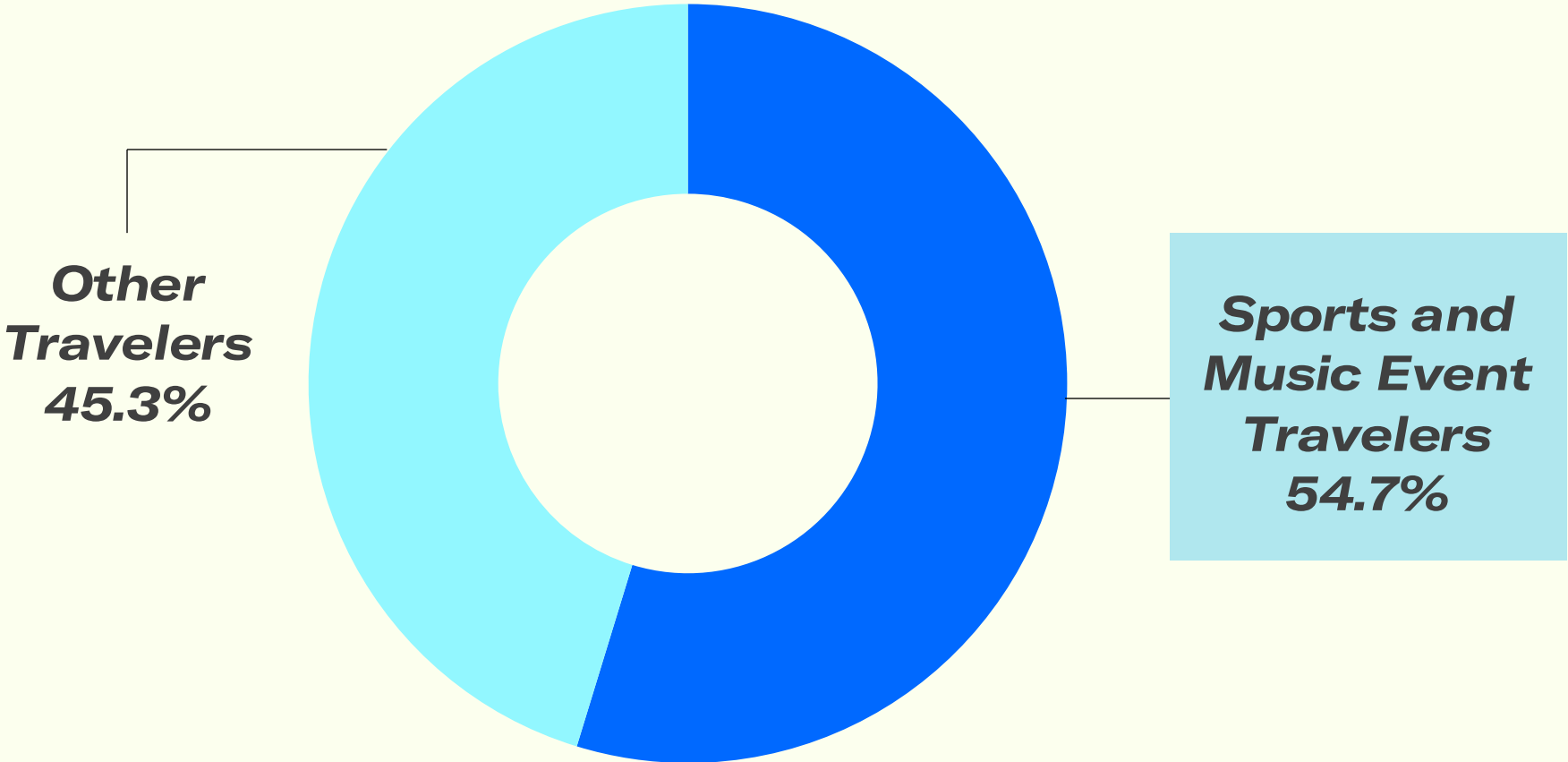
A group of men in red soccer jerseys are cheering enthusiastically in a stadium. The man in the foreground, wearing jersey number 10, has white face paint on his cheeks and is shouting with his mouth wide open. Other players in the background are also cheering, with one wearing a red wig and another holding a trophy. The scene is filled with energy and excitement.

**Future Partners**

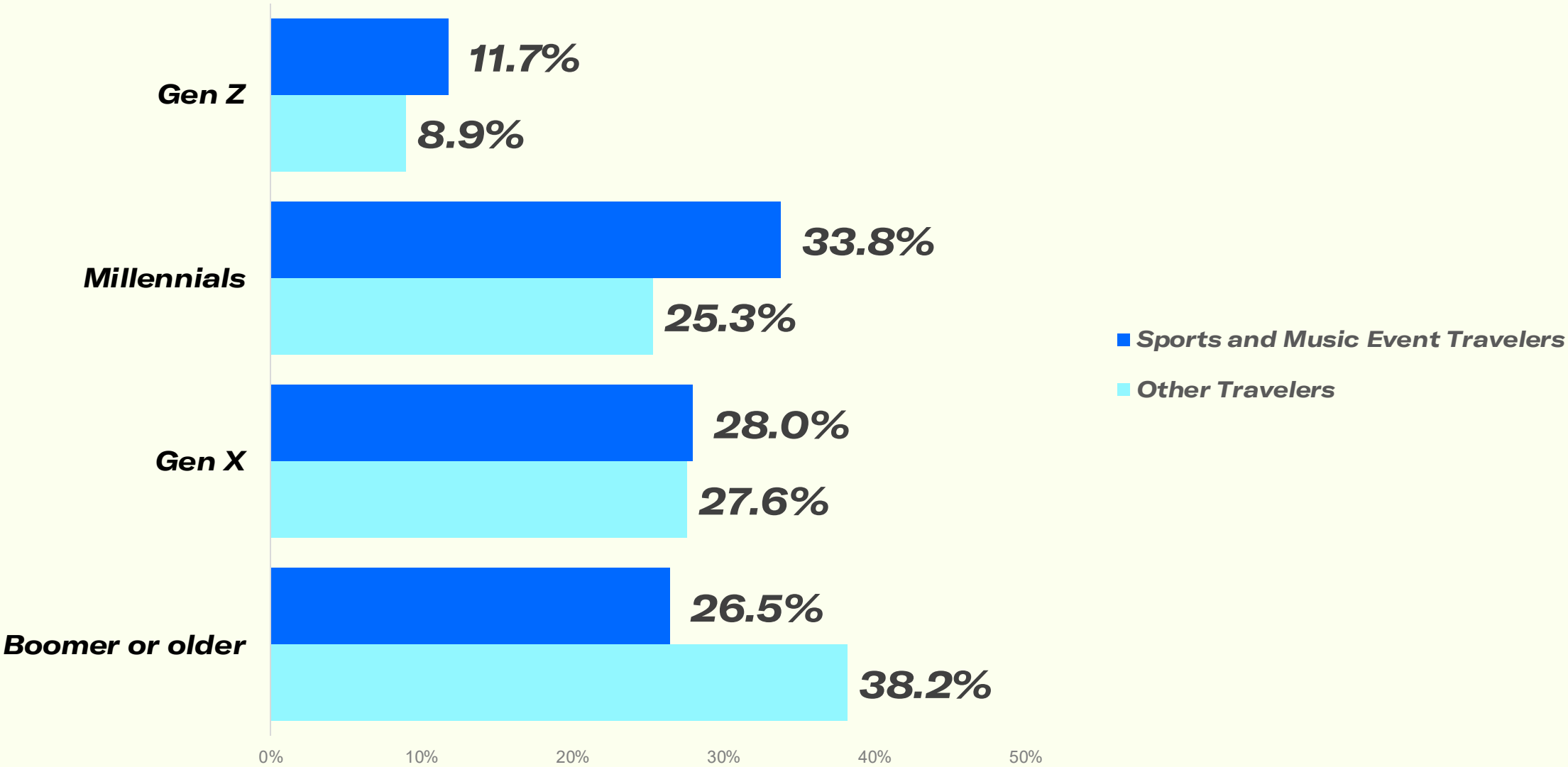
**We Asked  
Special Event Travelers...**

# More Than Half of American Travelers are Sports and Music Event Travelers

**Question:** In the PAST 12 MONTHS, have you traveled (50-miles or more from your home) specifically to attend a special event of any type (music festivals, other festivals, parades, charity or fundraising events, etc.) and/or a sporting event?

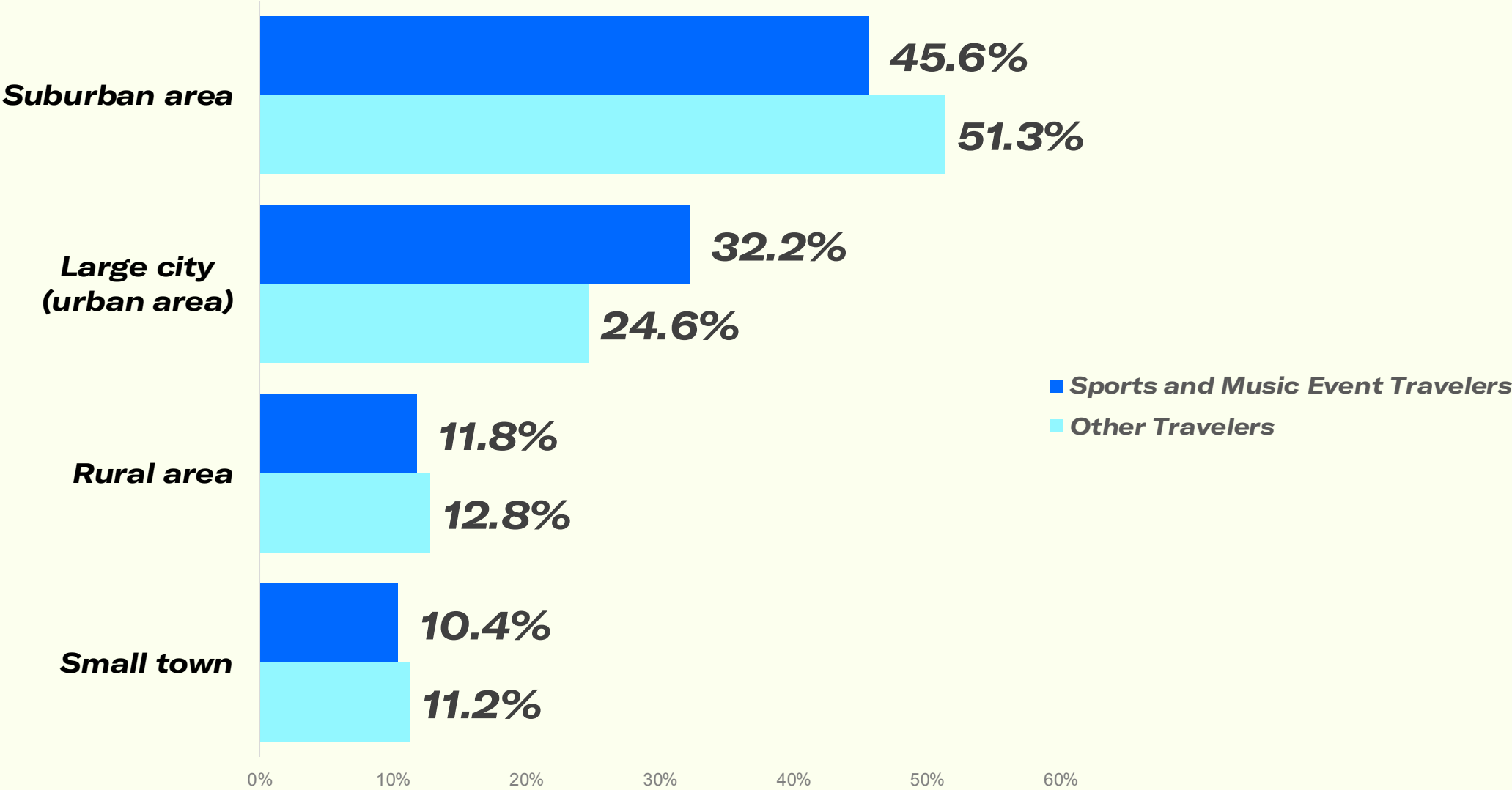


# They Tend to Skew Younger



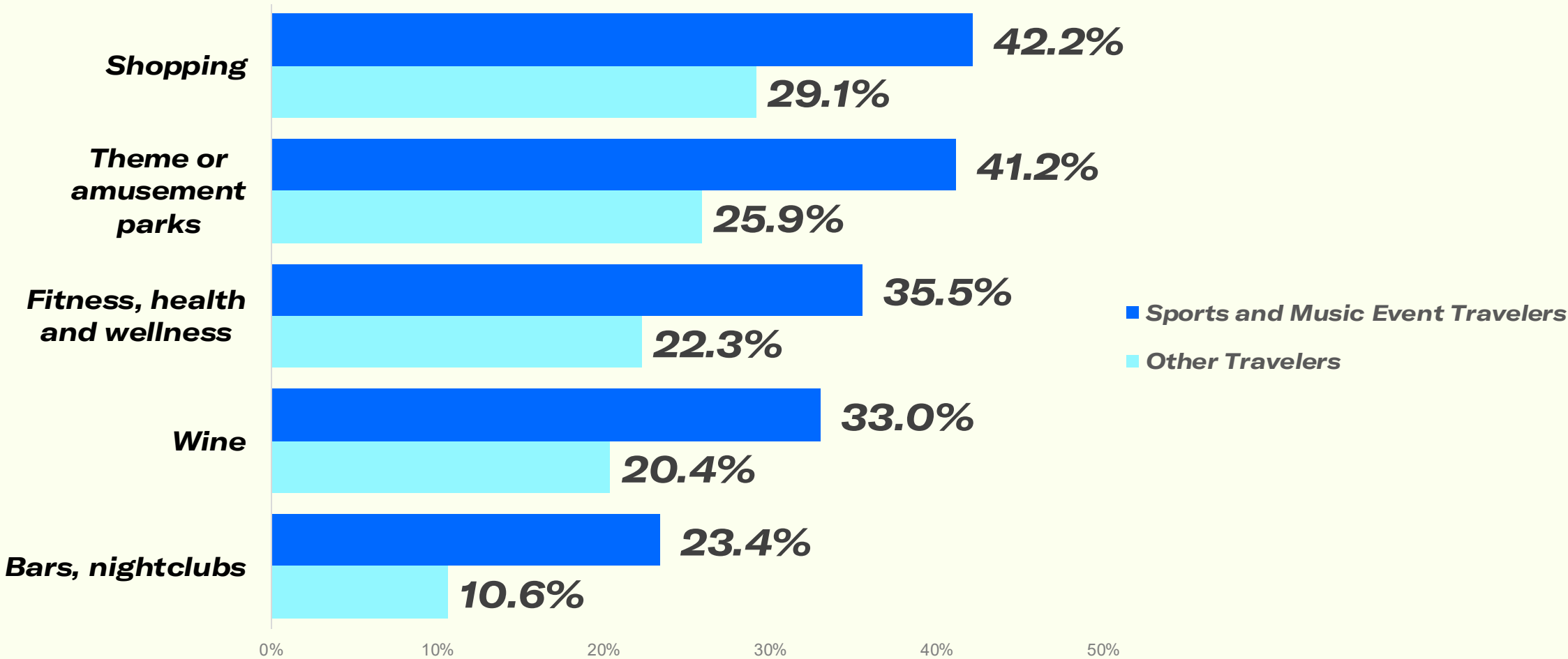
# And Are More Likely to Reside in Urban Areas

**Question:** Which best describes where you live?

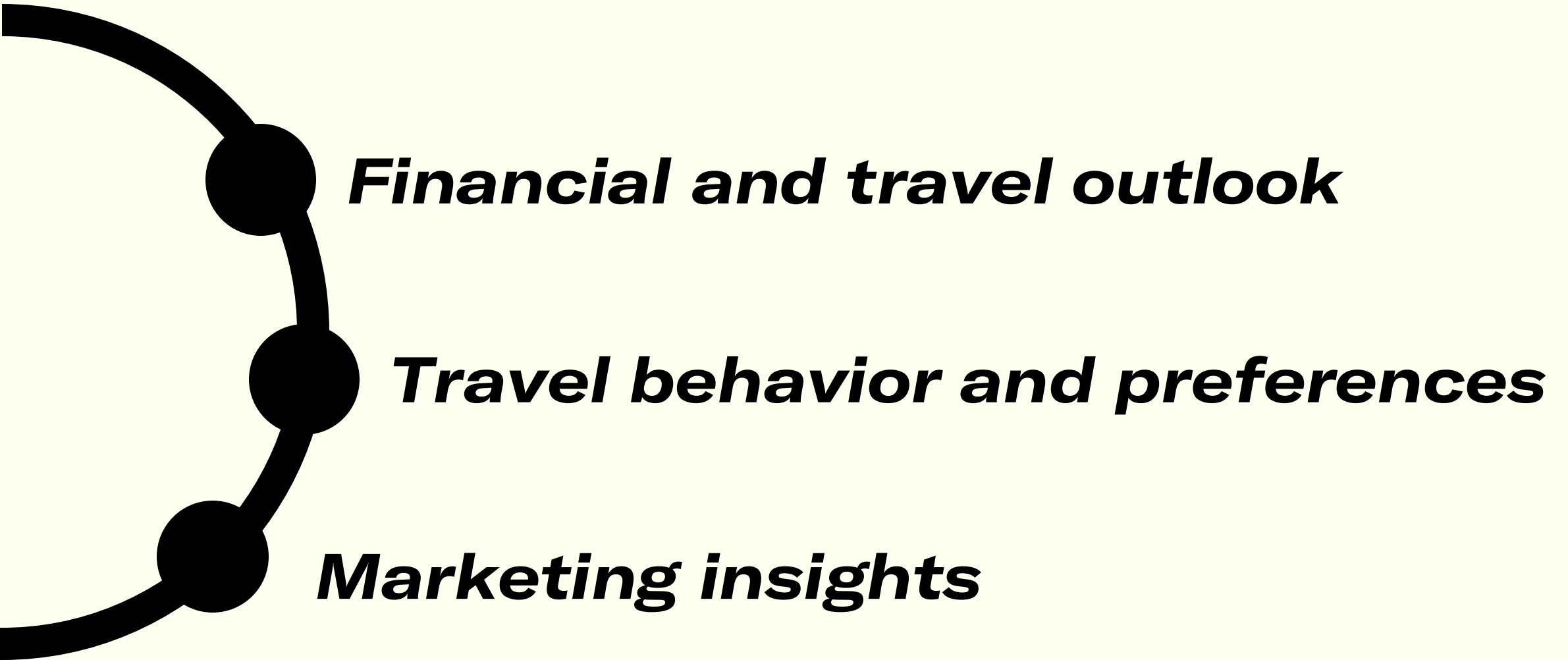


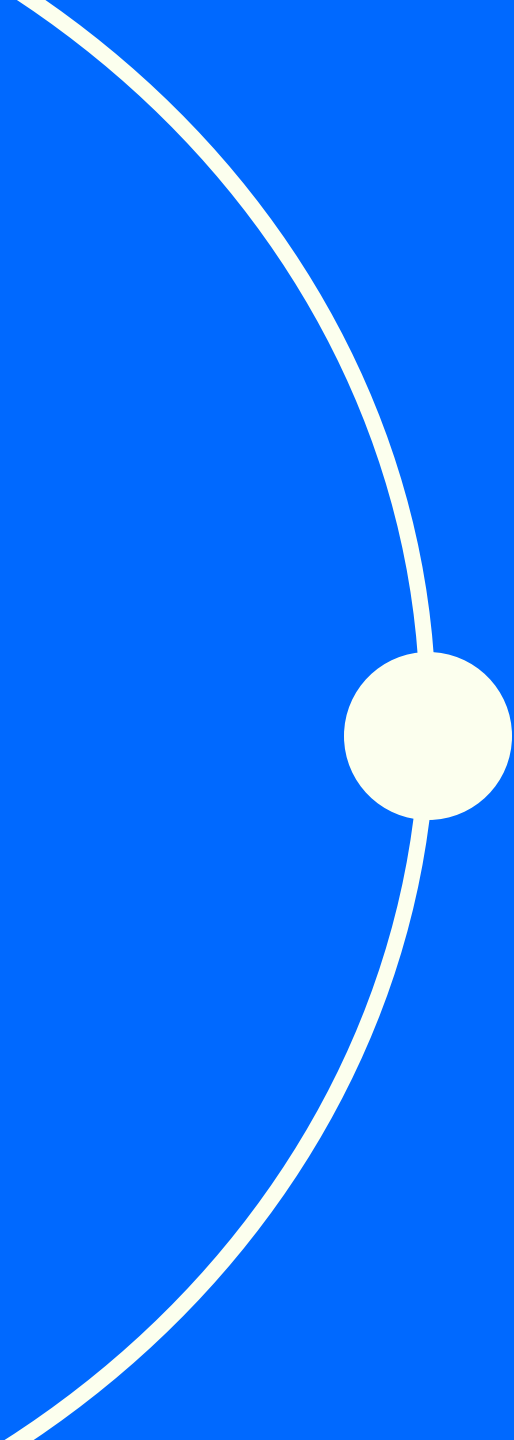
# Sporting & Music Event Travelers are also Passionate about Shopping, Theme Parks, Fitness, Wine and Nightlife

**Question:** Tell us about your hobbies and passions. Please use the scale below to describe your interest in each.



# Sports and Music Event Travelers



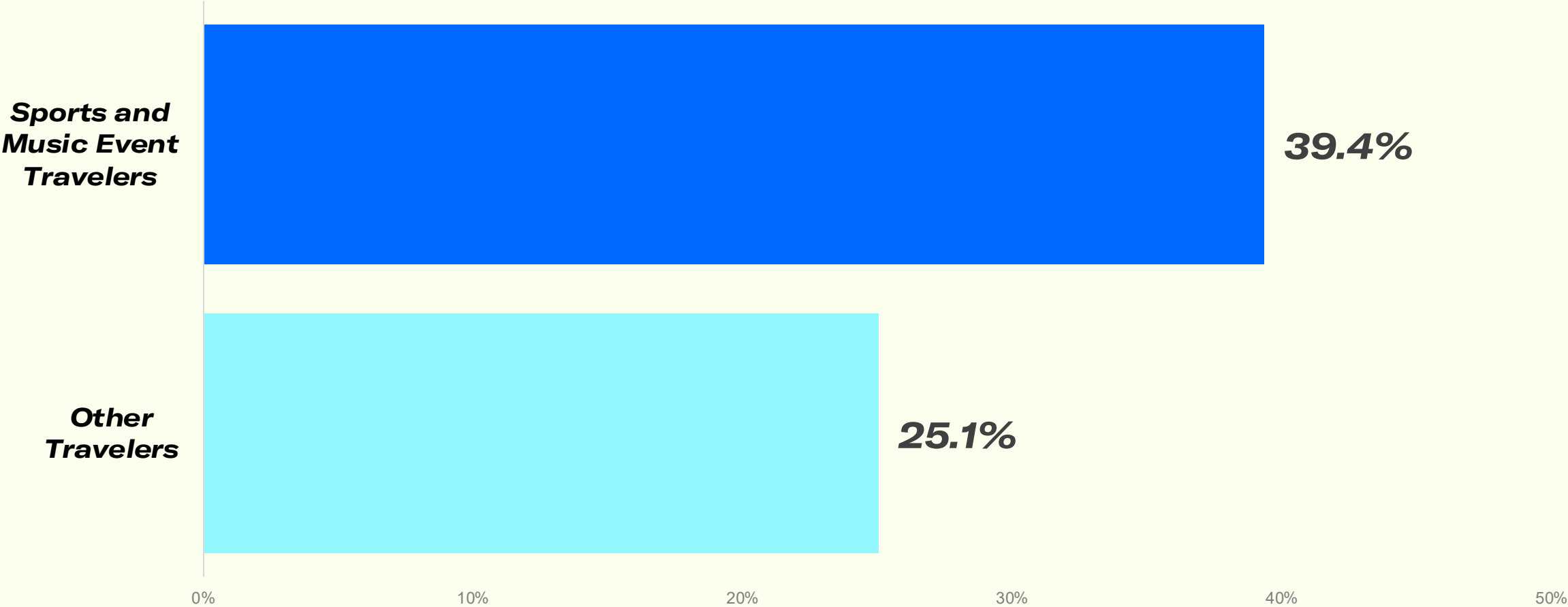


## ***Financial and travel outlook***

# Better Financial Situation

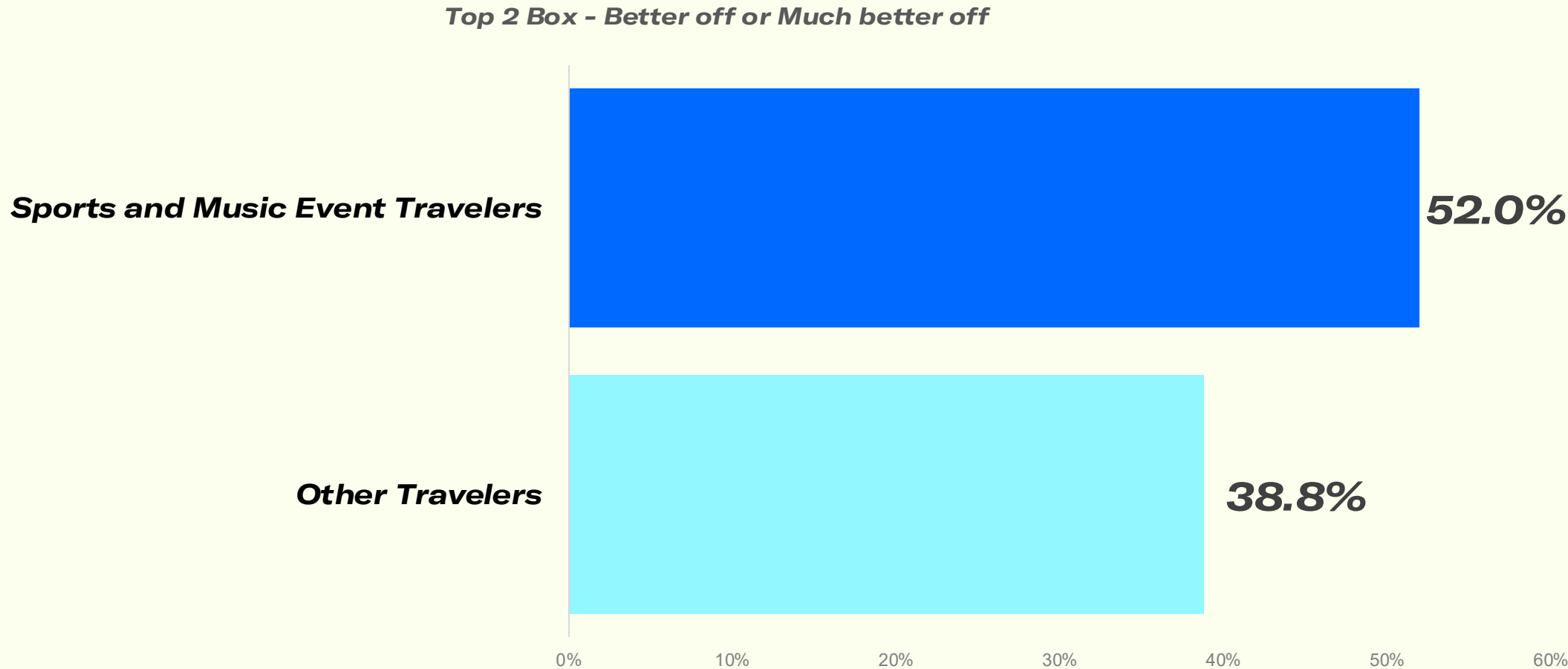
**Question:** Would you say that you (and your household) are better off or worse off financially than you were a year ago?

Top 2 Box - Better off or Much better off



# Higher Financial Optimism

**Question:** LOOKING FORWARD—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?



# Six in Ten Feel Travel is a Worthy Investment Even in a Recession

**Statement:** Even in an economic recession, I'd consider travel to be a worthwhile investment.

*Top 2 Box – Agree or strongly agree*

**Sports and Music Event Travelers**

**61.4%**

**Other Travelers**

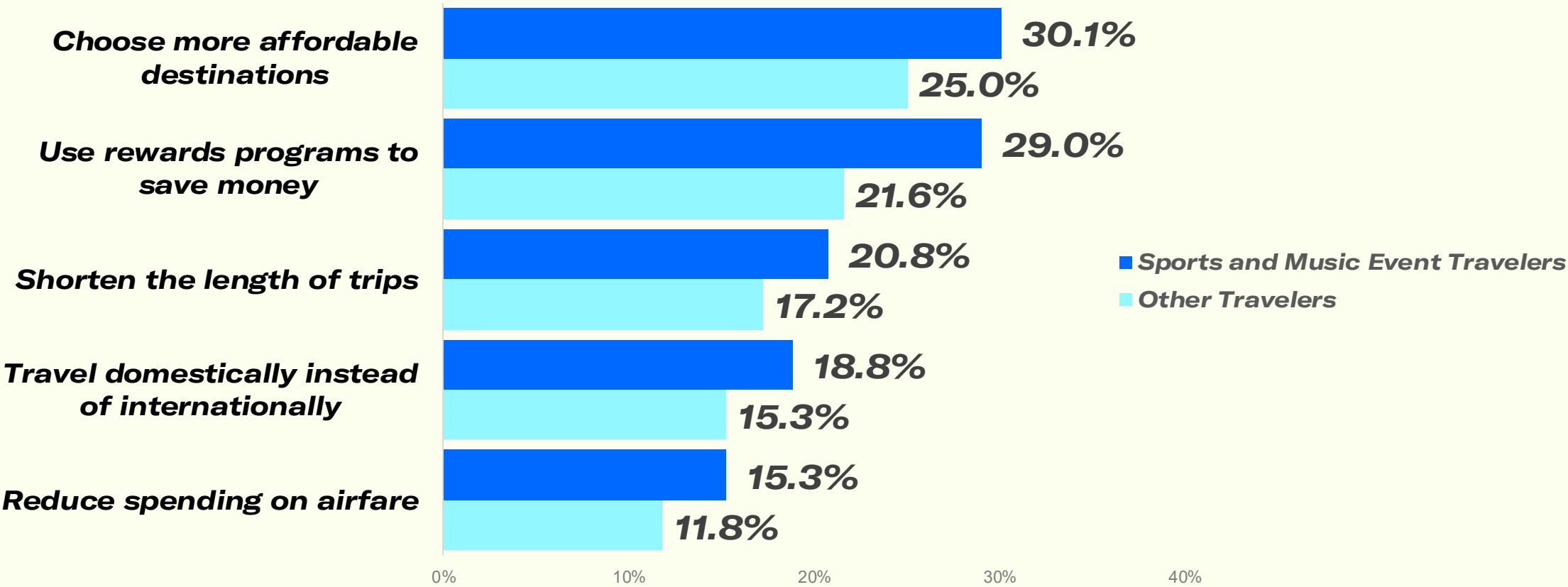
**49.1%**

0% 10% 20% 30% 40% 50% 60% 70%

# They are More Likely to Adjust How They Choose and Buy Travel When Face with Economic Pressures

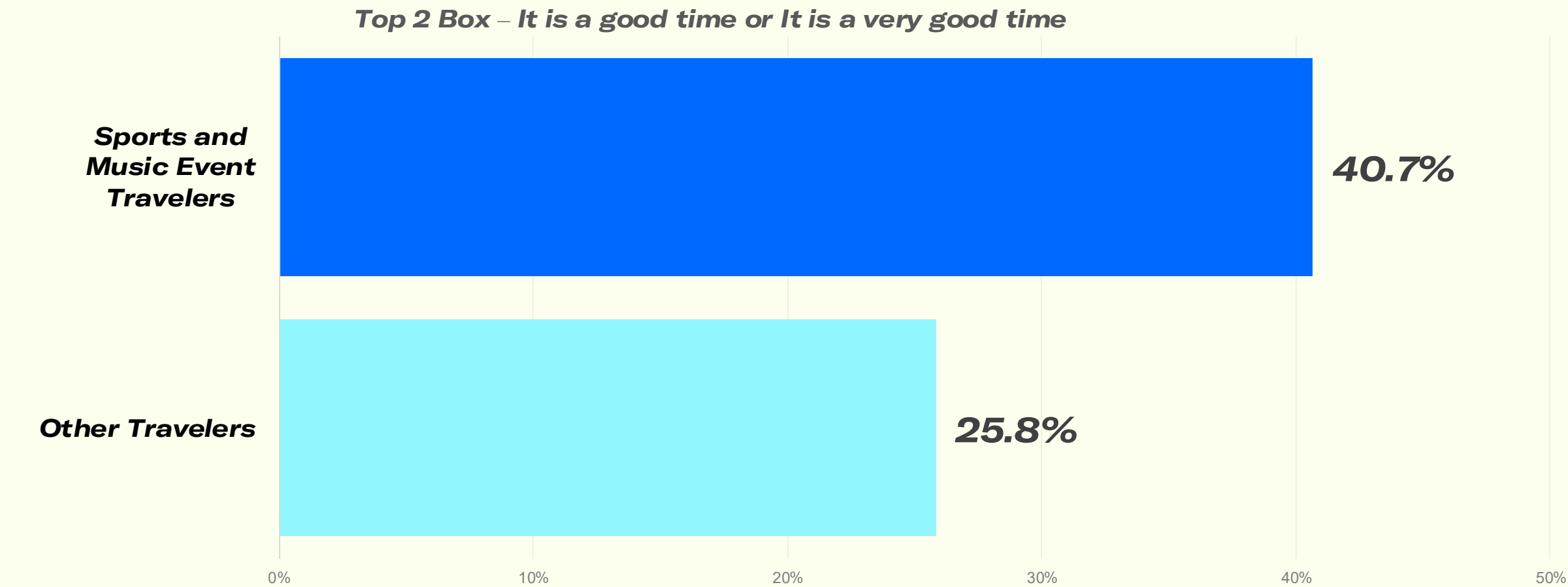
**Statement:** Have concerns about the economy led you to change your thinking about travel or travel plans for the NEXT SIX (6) MONTHS? If so, please describe how below.

Top 2 Box – Agree or strongly agree



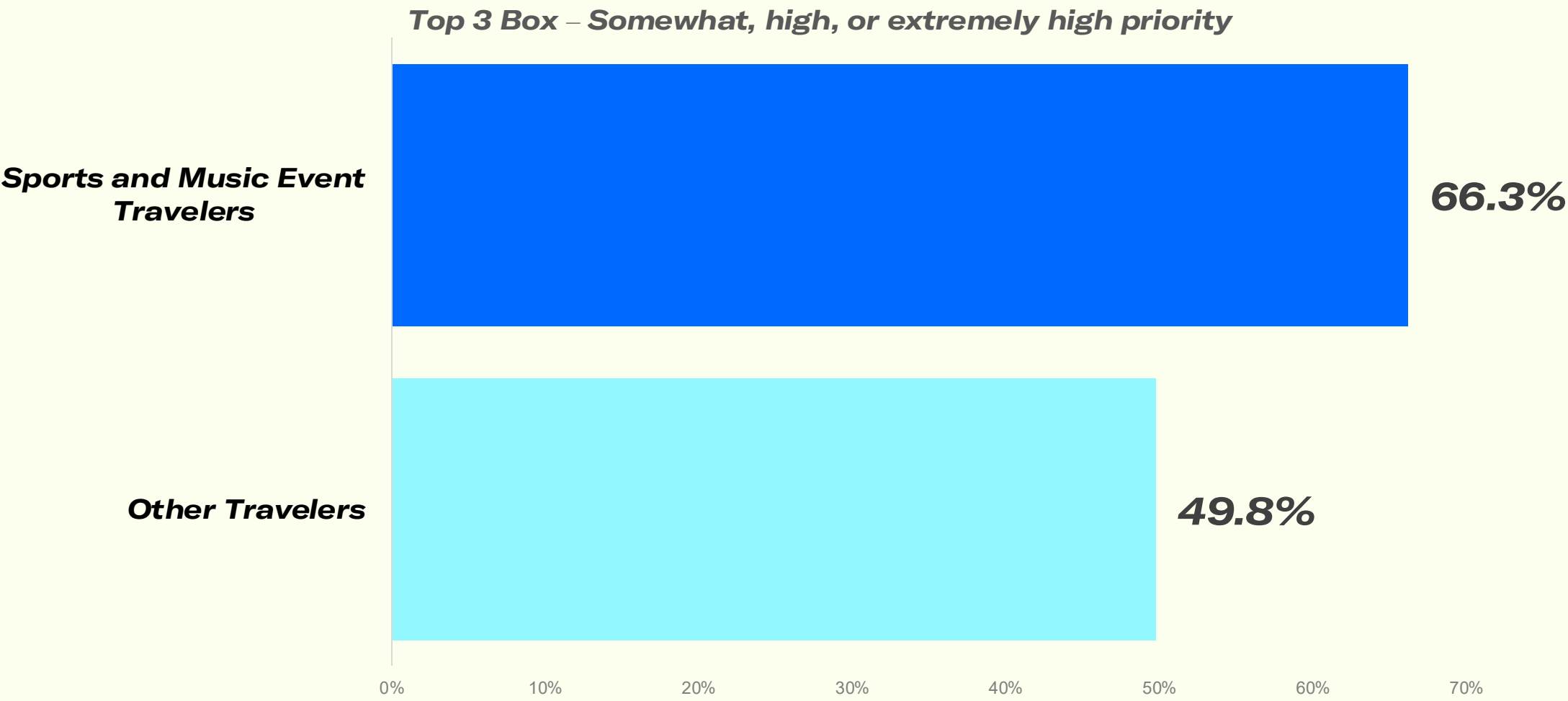
# More Inclined to Spend on Leisure Travel

**Question:** Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?



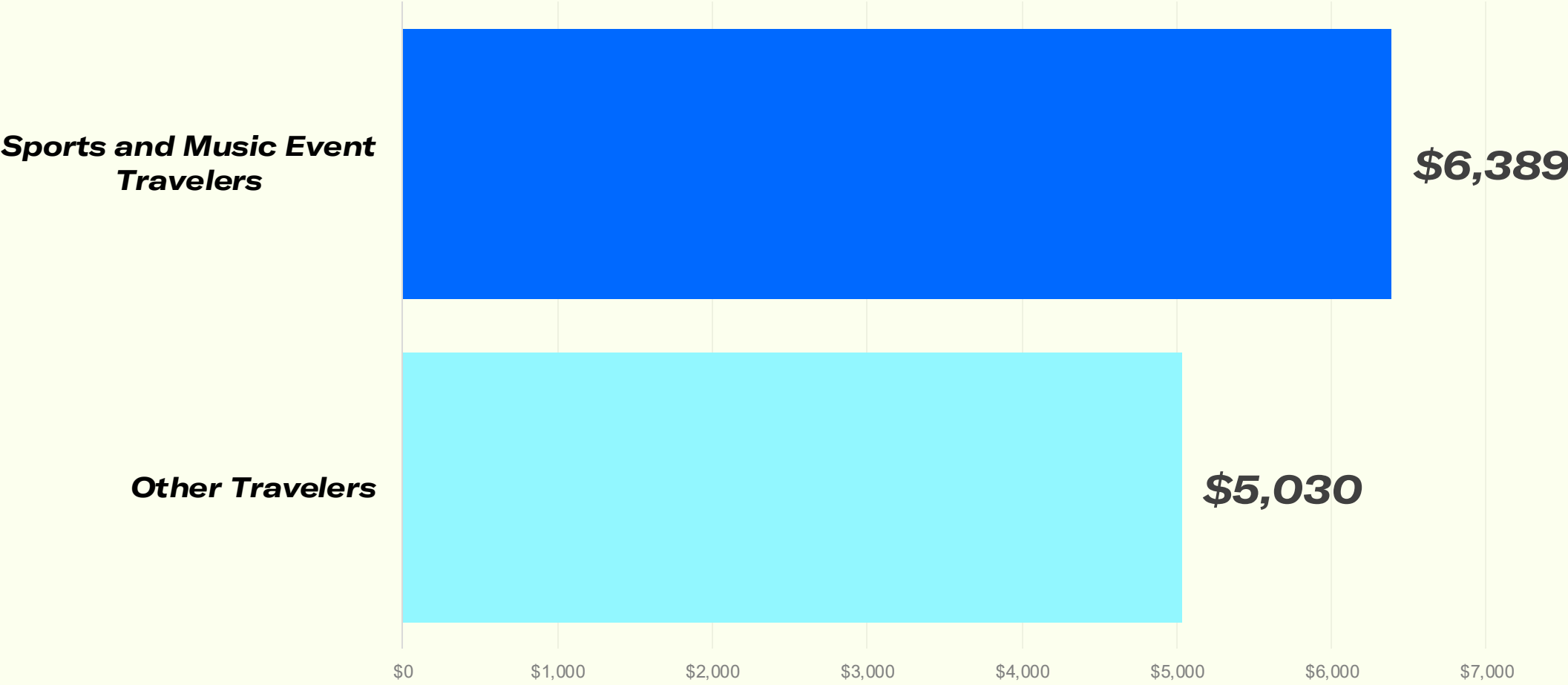
# More Likely to Prioritize Travel Spending

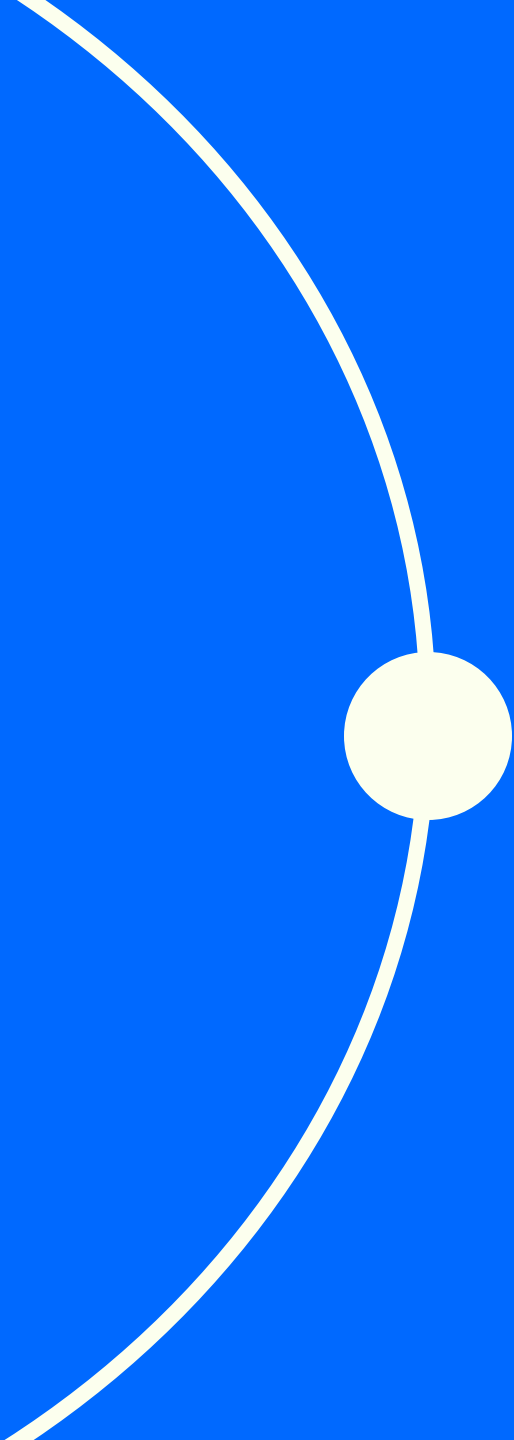
**Question:** Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.



# Much Higher Expected Travel Spending

**Question:** How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?

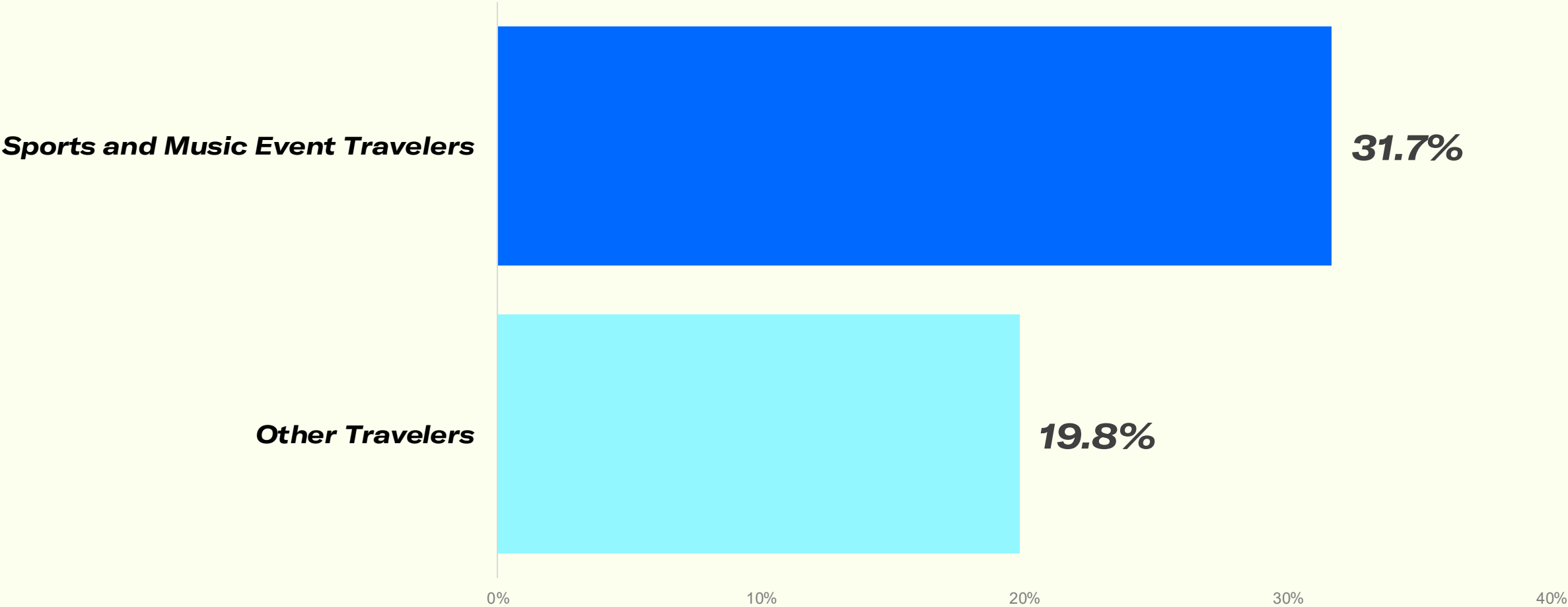




***Travel behavior and  
preferences***

# Anticipate Traveling More

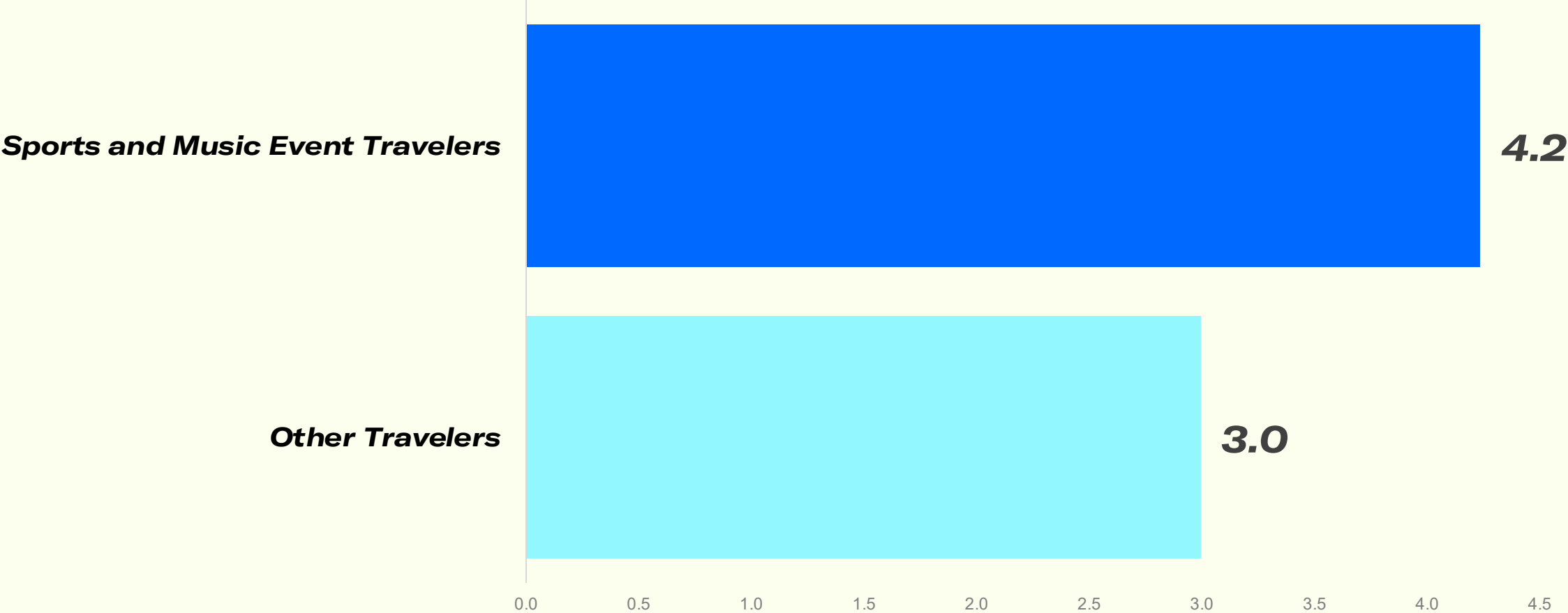
**Question:** In the NEXT 12 MONTHS, do you expect to travel more or less for leisure than you did in the most recent 12-month period?



# Expect to Take Significantly More Trips

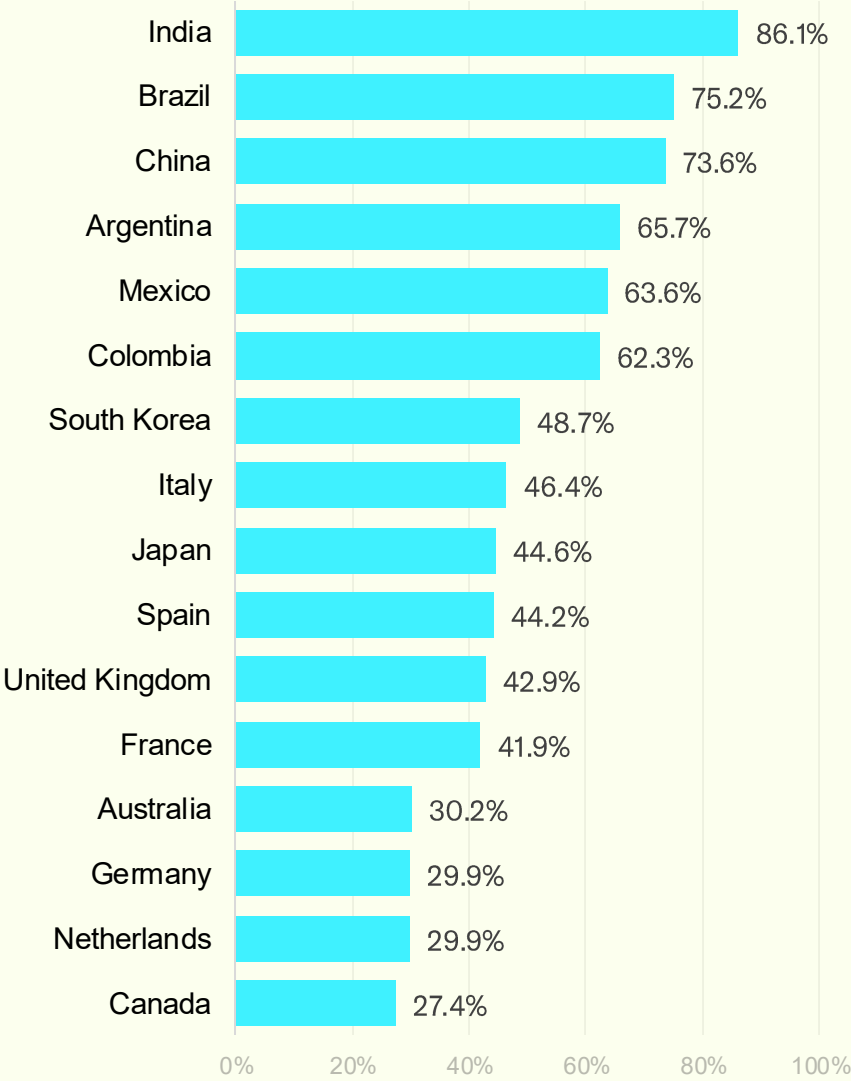
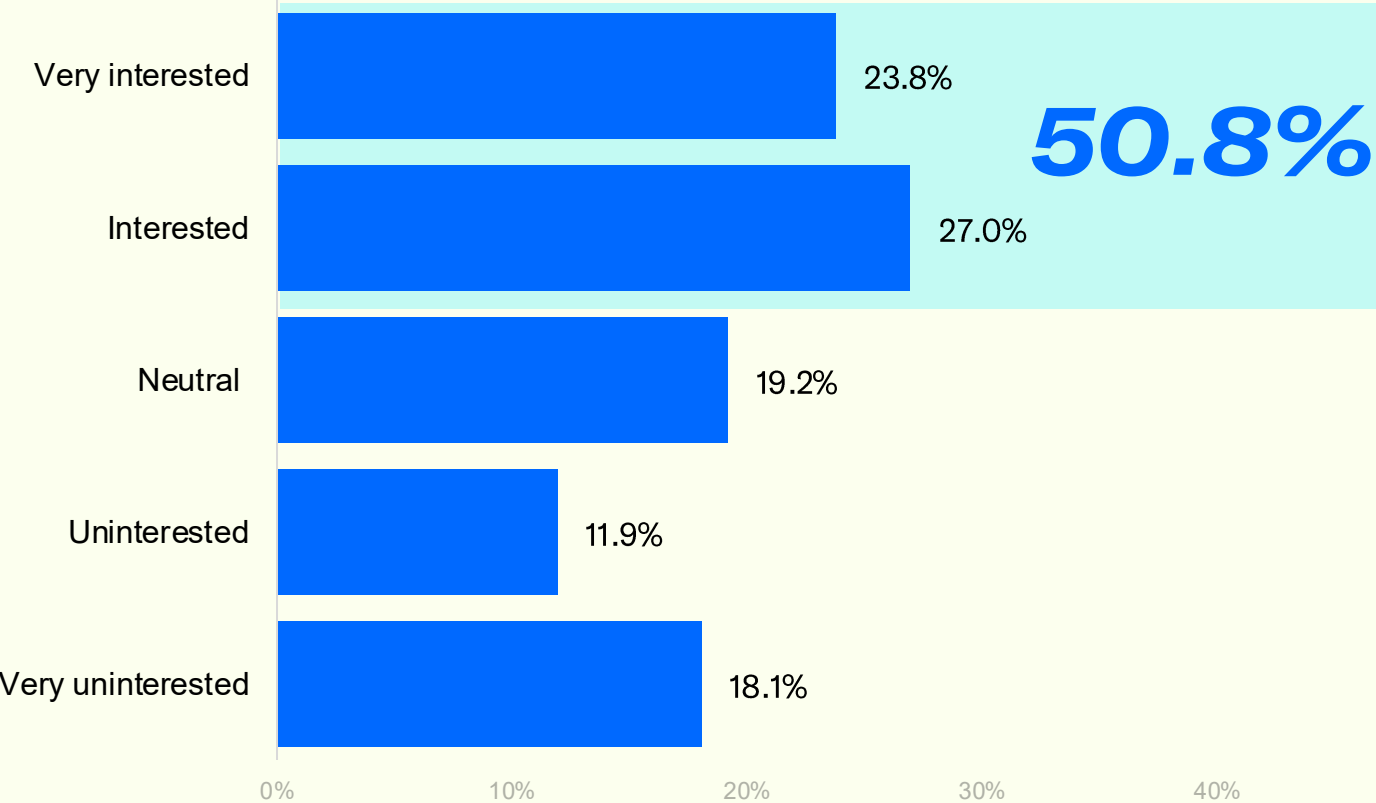
**Question:** IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?

*Average Number of Leisure Trips Expected in the Next Year*



# The Impact of the 2026 FIFA World Cup on the Global Stage

Interest in Traveling to the U.S. for the 2026 FIFA World Cup  
(Total Aggregate)

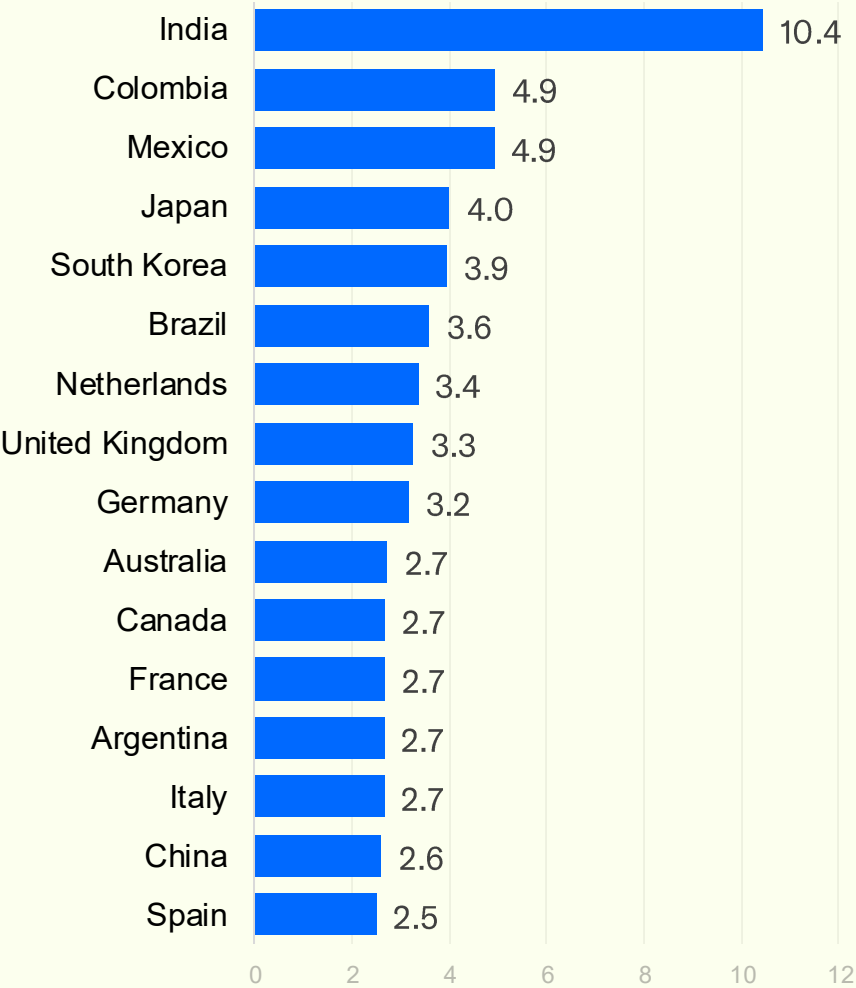


# The Impact of the 2026 FIFA World Cup

2026 FIFA World Cup Hypothetical Trip – Number of Days for U.S. Destinations Visited

|                | # of Days in U.S. | # of Destinations | Days per Destination |
|----------------|-------------------|-------------------|----------------------|
| Colombia       | 20.9              | 12.4              | 1.7                  |
| Argentina      | 17.7              | 5.7               | 3.1                  |
| Brazil         | 15.6              | 6.8               | 2.3                  |
| Mexico         | 15.3              | 15.1              | 1.0                  |
| India          | 15.3              | 8.6               | 1.8                  |
| Germany        | 13.6              | 6.7               | 2.0                  |
| Australia      | 13.2              | 5.1               | 2.6                  |
| Spain          | 12.5              | 4.4               | 2.8                  |
| Netherlands    | 12.4              | 5.8               | 2.2                  |
| United Kingdom | 12.4              | 5.2               | 2.4                  |
| Italy          | 12.1              | 5.0               | 2.4                  |
| France         | 11.4              | 4.5               | 2.5                  |
| South Korea    | 8.4               | 3.4               | 2.5                  |
| China          | 8.3               | 3.3               | 2.6                  |
| Canada         | 8.3               | 3.3               | 2.5                  |
| Japan          | 8.0               | 4.9               | 1.6                  |

2026 FIFA World Cup Hypothetical Trip – Likely Travel Party Size



# Neary Two-Thirds Have Heard of the Upcoming World Cup

**Question:** Prior to taking this survey, which of the following upcoming events have you heard of?

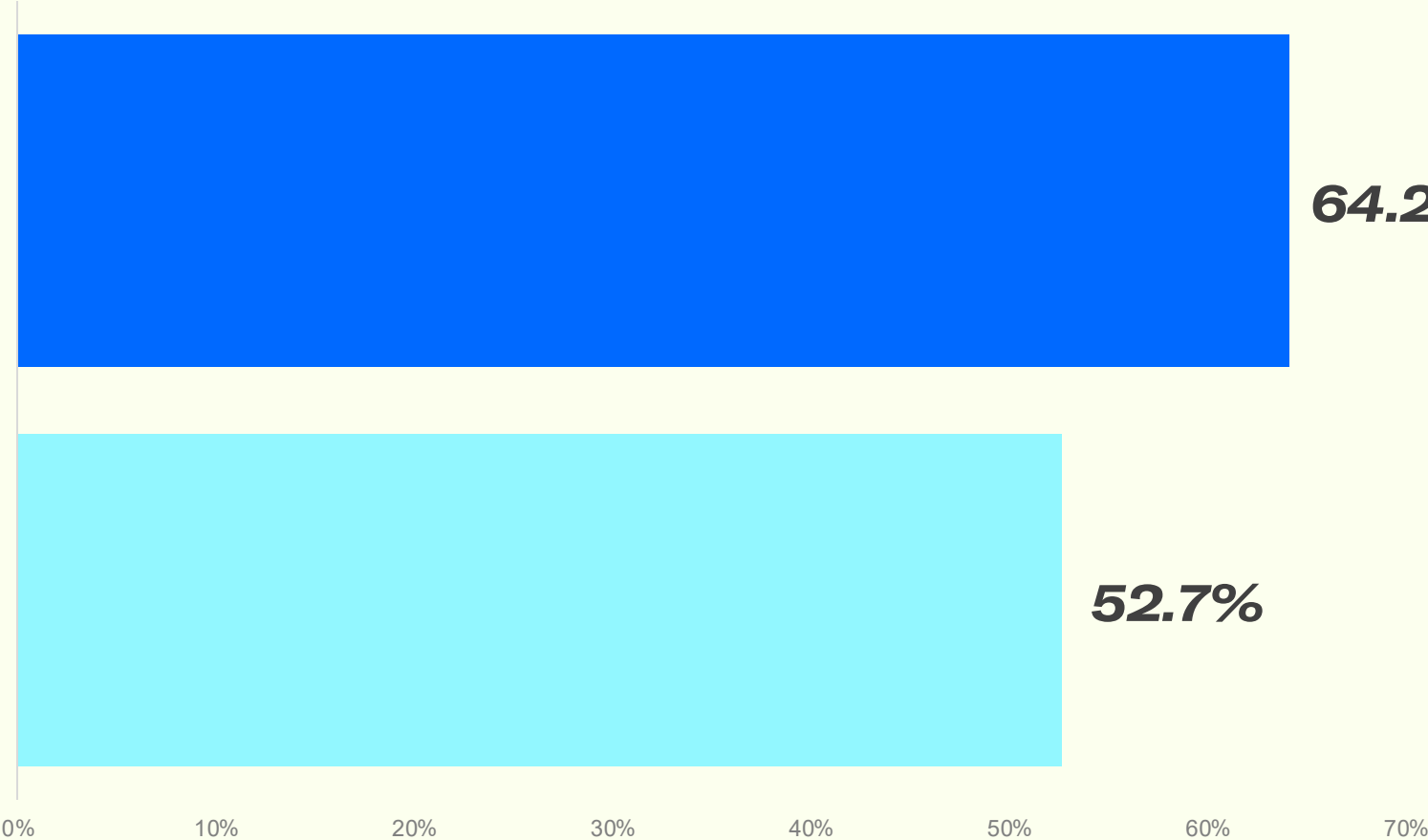
## 2026 FIFA World Cup

**Sports and Music Event Travelers**

**64.2%**

**Other Travelers**

**52.7%**



# Over One in Four are Interested in Traveling to a World Cup Event

**Question:** Which of the following upcoming events are you interested in traveling to attend?

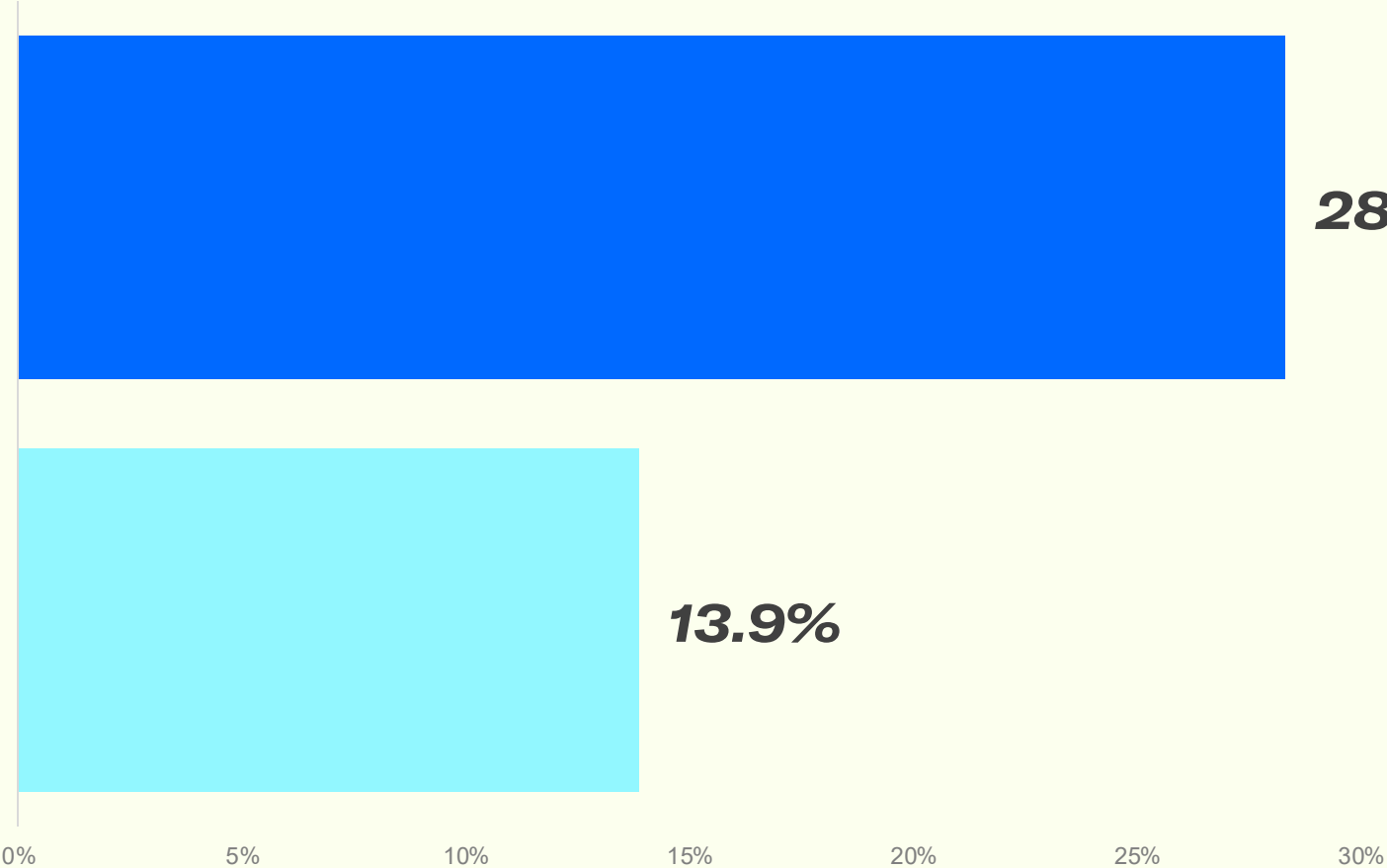
## 2026 FIFA World Cup

**Sports and Music Event Travelers**

**28.3%**

**Other Travelers**

**13.9%**



# More Likely to Consider Themselves Adventurous Travelers

**Statement:** How adventurous do you consider yourself to be while traveling?

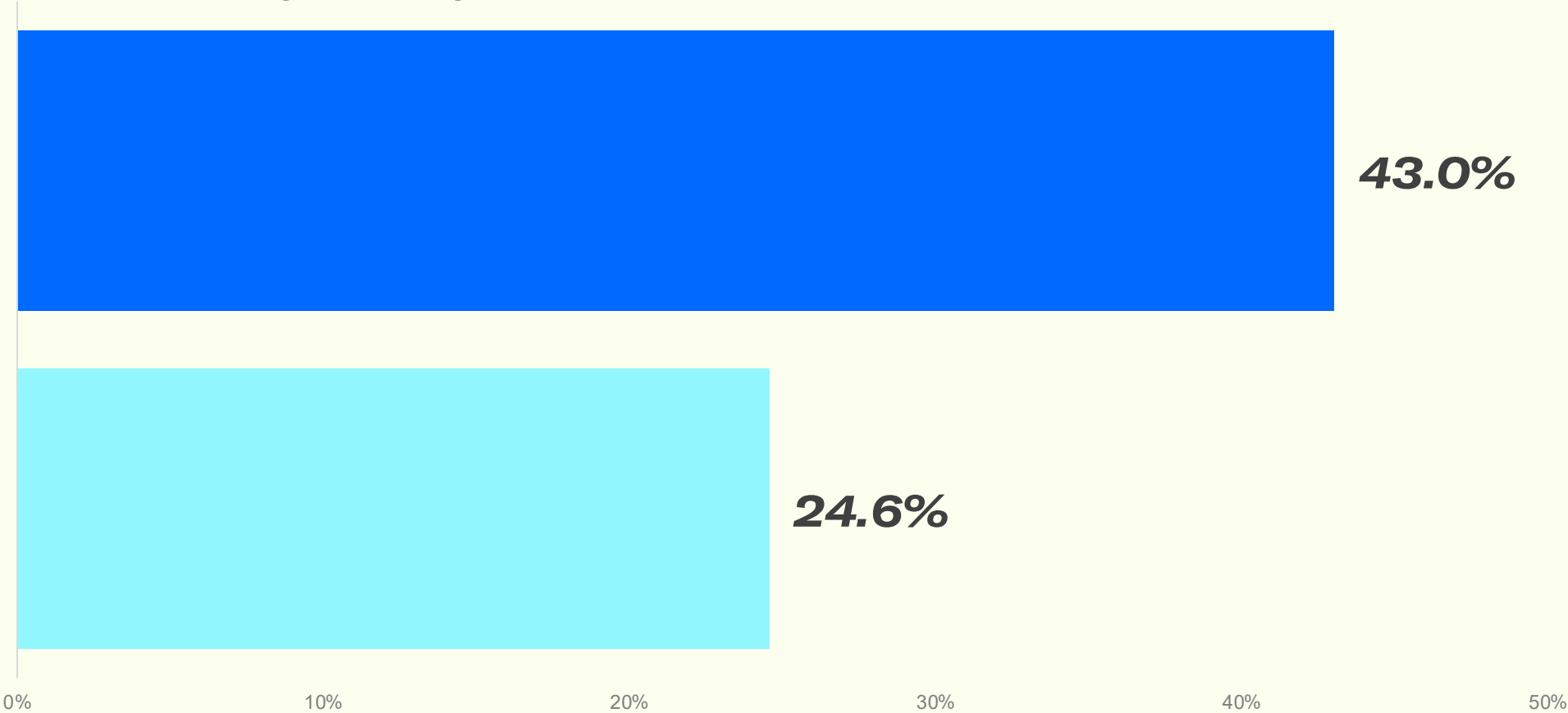
**% Extremely or Very Adventurous**

**Sports and Music  
Event Travelers**

**43.0%**

**Other Travelers**

**24.6%**



# Much More Inclined to Take Spontaneous Leisure Trips

**Statement:** How often do you take spontaneous leisure trips (i.e., trips sparked by impulse which begin soon after the idea arises)?

**% Frequently or Very Frequently**

**Sports and Music Event Travelers**

**27.2%**

**Other Travelers**

**10.4%**

0%

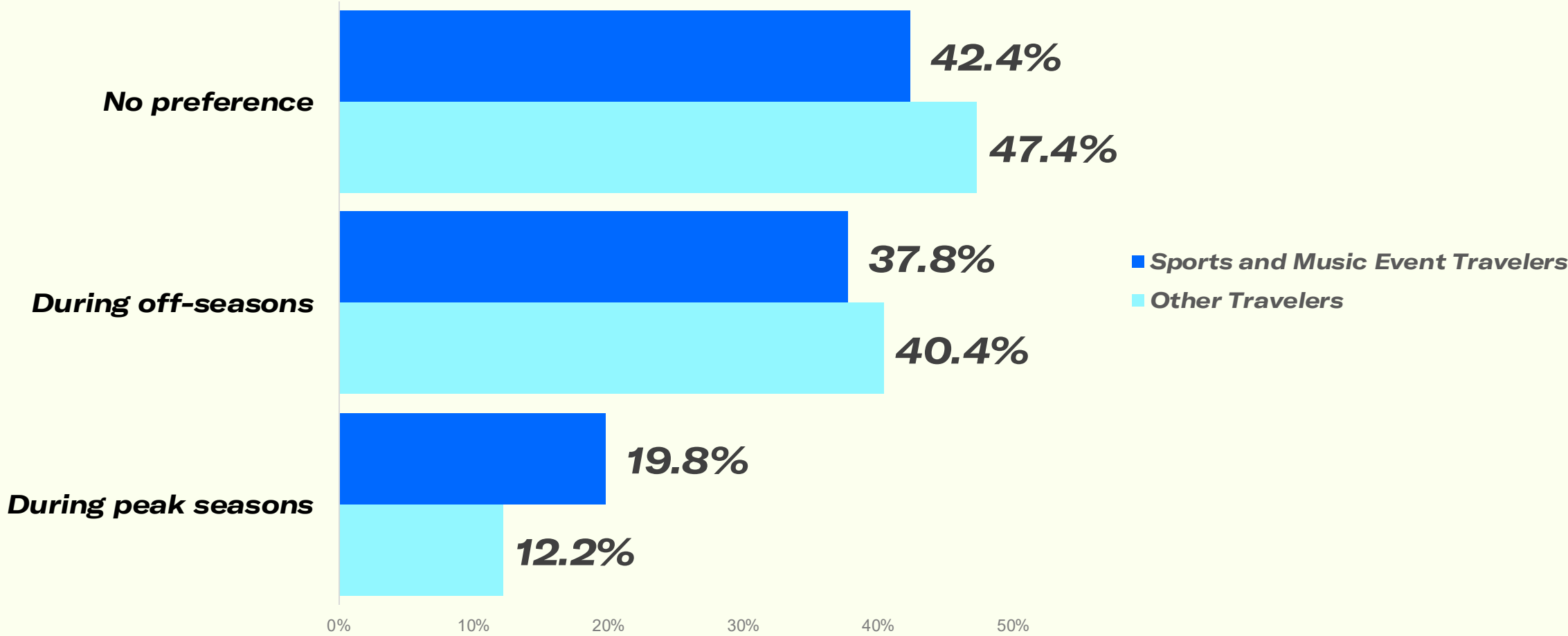
10%

20%

30%

# More Likely to Be Peak Season Travelers

**Statement:** When do you typically prefer to travel for leisure?



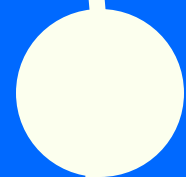
## ***Top 5 Domestic Destinations***

- 1. New York***
- 2. Las Vegas***
- 3. Florida***
- 4. California***
- 5. Chicago***

## ***Top 5 International Destinations***

- 1. Italy***
- 2. Canada***
- 3. United Kingdom***
- 4. Mexico***
- 5. Japan***

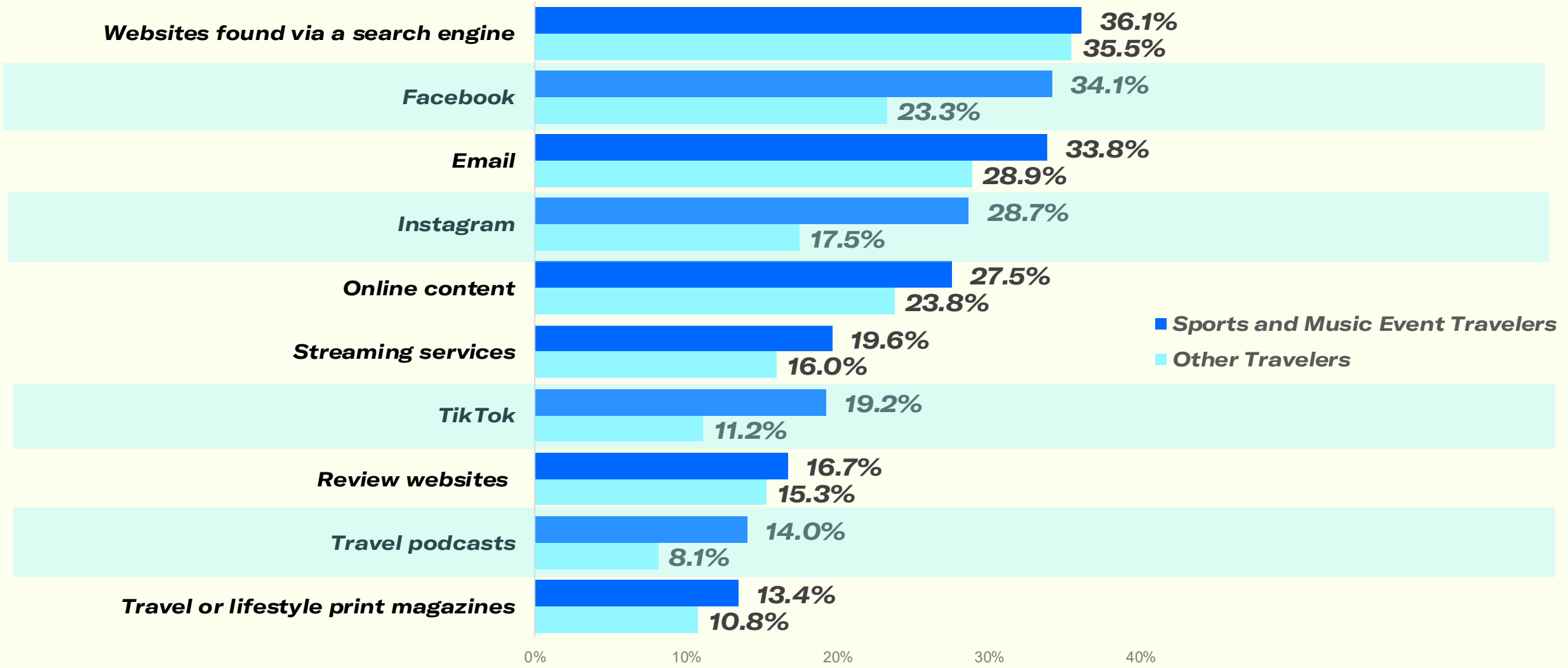




***Marketing insights***

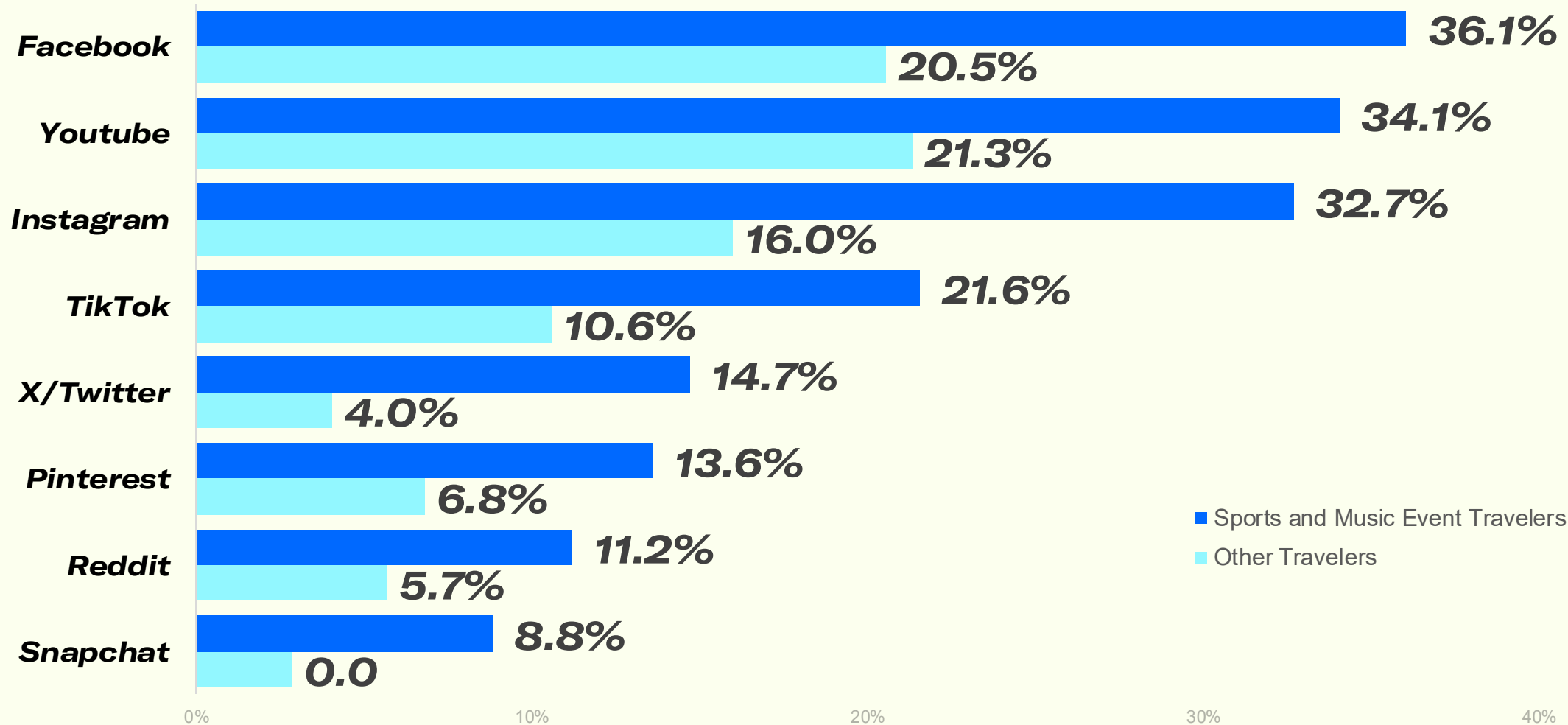
# More Receptive to Marketing on Social Media and Podcasts

**Question:** Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?



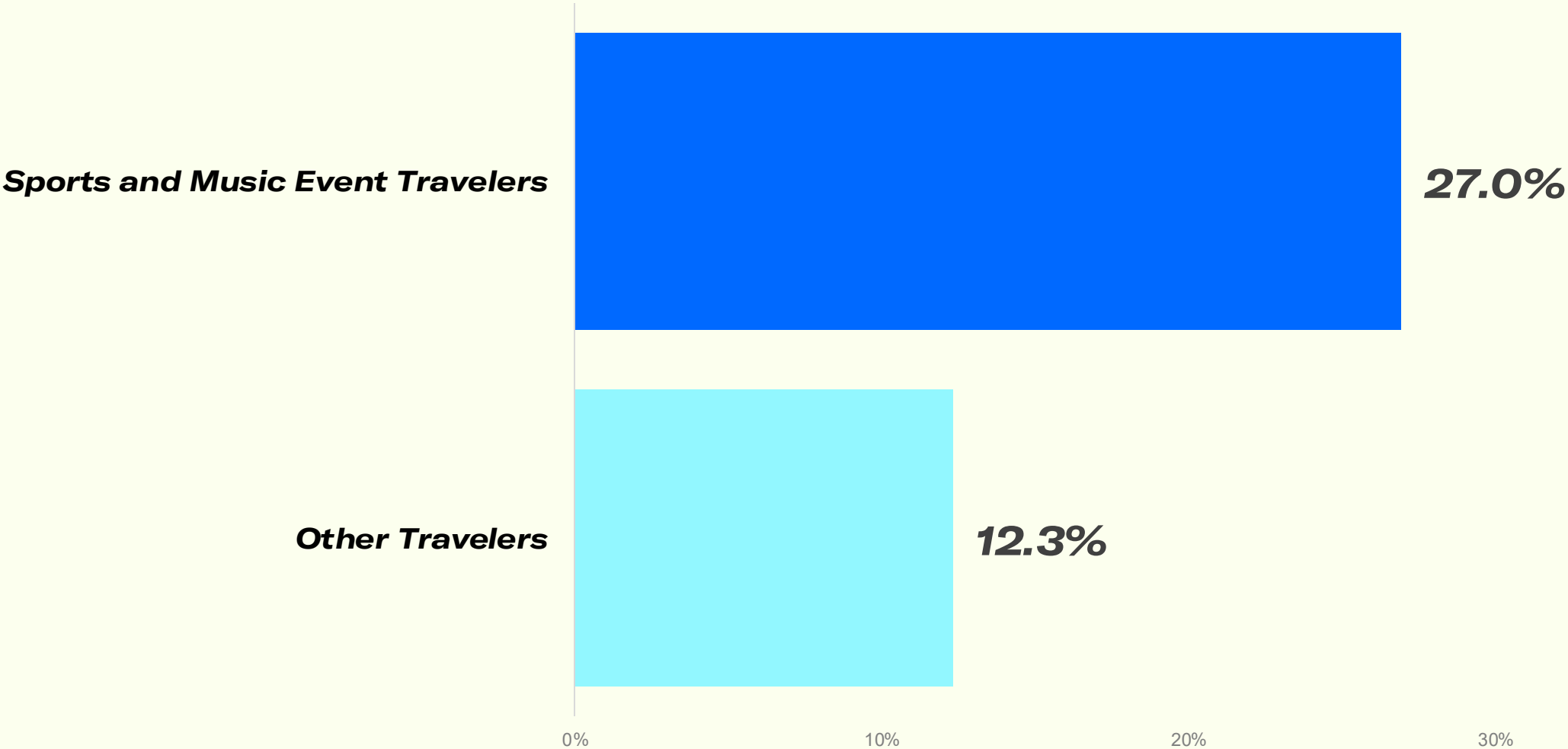
# More Likely Plan Trips Using Video-Led Social Media Platforms

**Question:** In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS?



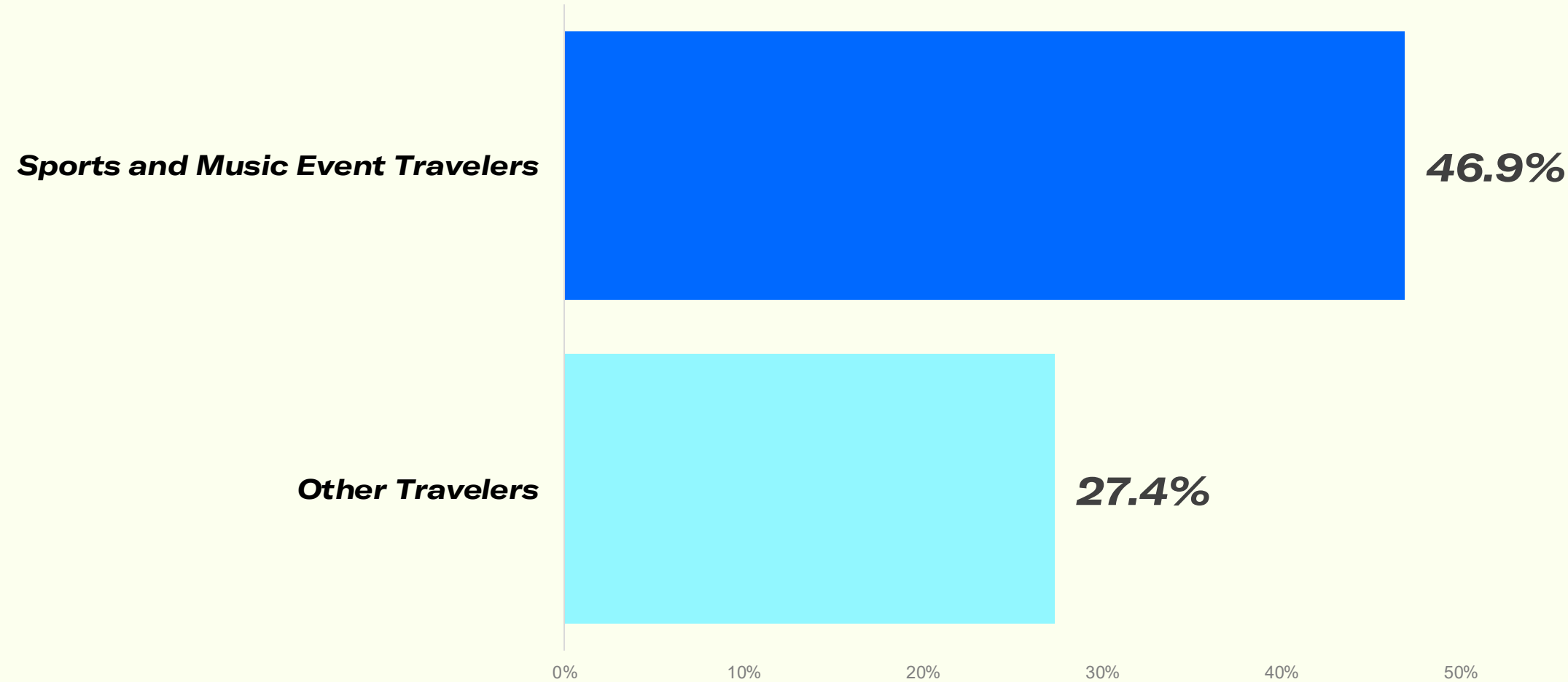
# More Likely to Turn to Digital Influencers

**Question:** In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?



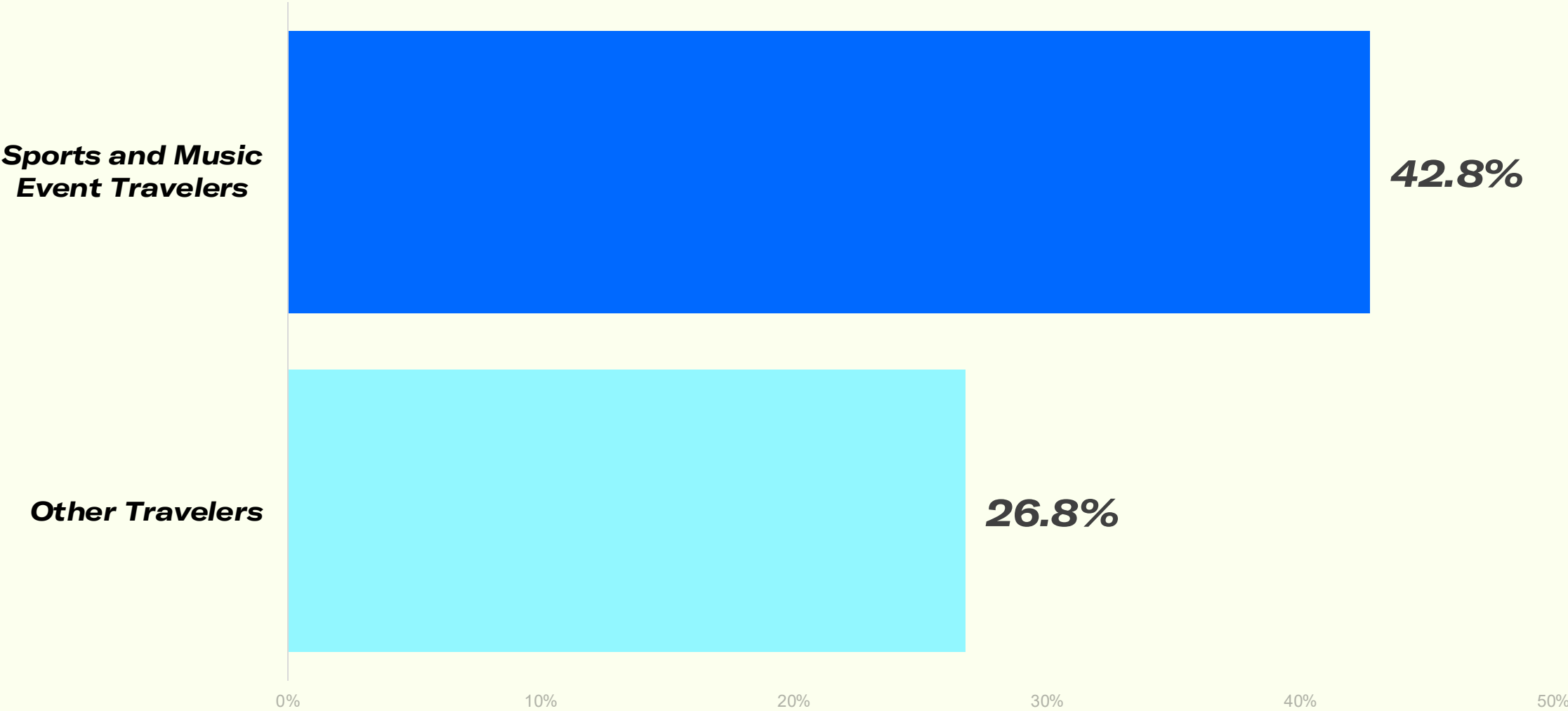
# More Likely to Look to Online Video to Plan Travel

**Question:** In the past 12 months, have you used ONLINE VIDEO including visiting video sharing websites (e.g. Youtube.com, AOL Video, TikTok or Google Video) to plan any travel?



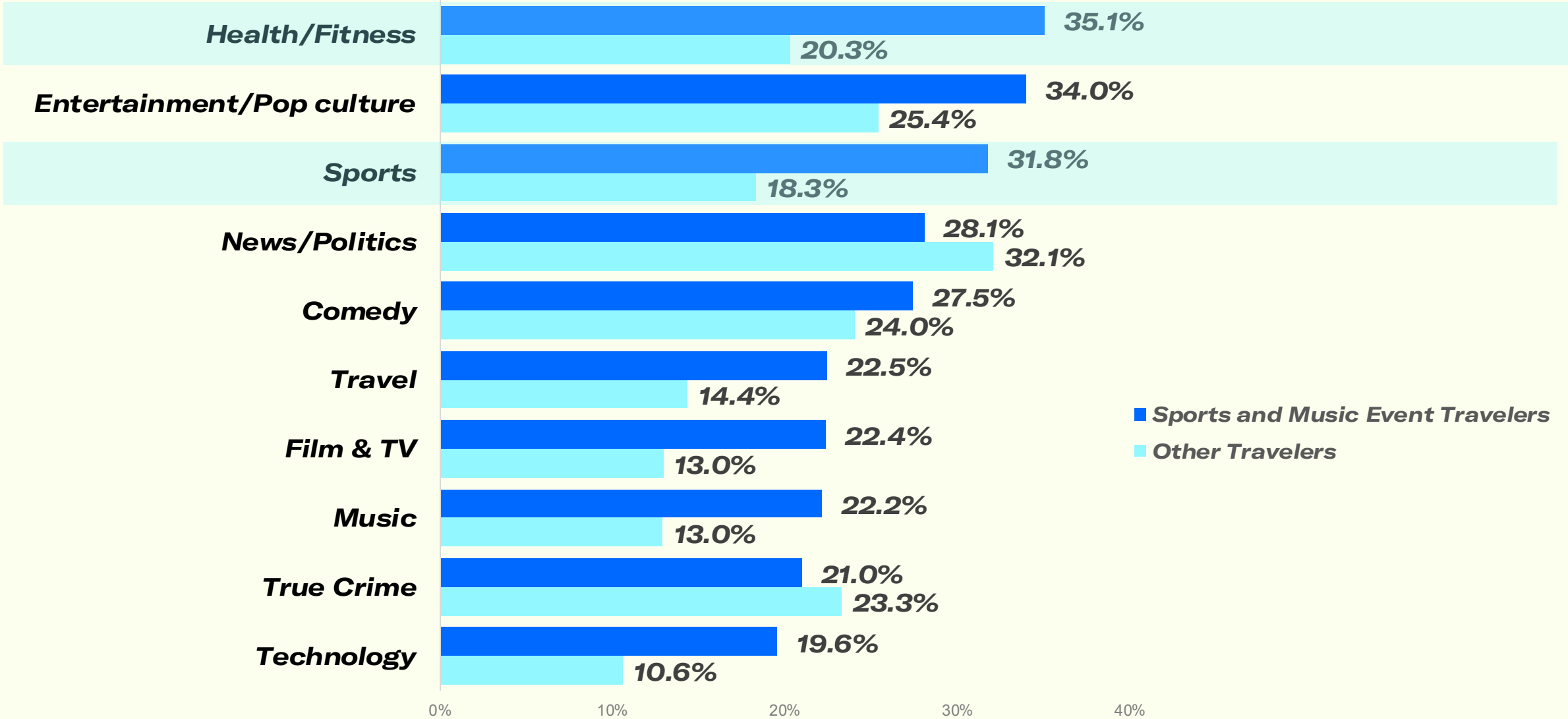
# Over Four in Ten are Tuned into Podcasts

**Question:** Do you listen to any podcasts on a regular basis?



# More Likely to Prefer Podcasts about Health/Fitness or Sports

**Question:** What podcast genres do you listen to on a regular basis?



Sign Up For Your  
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American Traveler  
Insights Explorer***



# *Let's keep the conversation going*



[instagram.com/futurepartners.tourism/](https://www.instagram.com/futurepartners.tourism/)



[Info@futurepartners.com](mailto:Info@futurepartners.com)



[Linkedin.com/company/futurepartners](https://www.linkedin.com/company/futurepartners)



Livestream Calendar

## SURVEY

**Please identify your TOP TWO Traveler Segments based on the likely level of time and marketing dollars you will commit to each in 2026:**

*Select up to two options only*

- Generation Z
- DINKs (Dual Income, No Kids)
- Wellness Travelers
- Sports & Music Event Travelers
- Don't know/Not sure

Spotlight

# Sporting Events



## POSITIVE SPENDING

Sports Events  
Travelers globally  
spend an  
average of \$1,580  
per person per  
trip, including  
hotels, food,  
drinks and other  
activities.



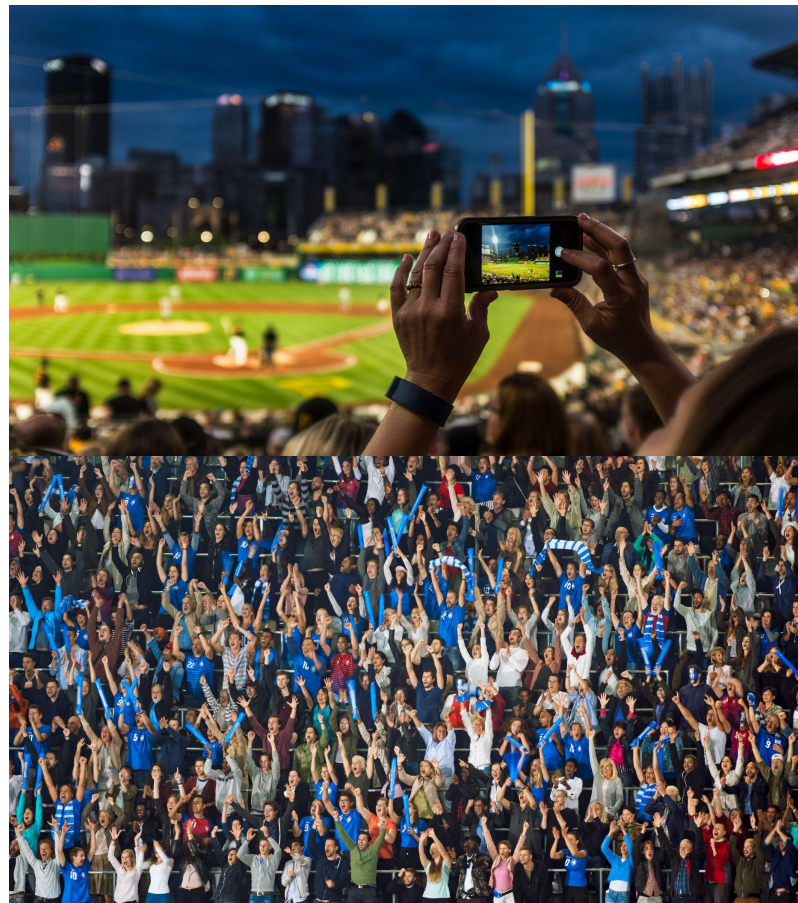
Source: "How to win big in Sports Tourism", Expedia, April 2025



## Sports Event Travelers \$1,580 Per Person

### Average spend per person:

- Hotels: \$480
- Airfares: \$420
- Other Activities: \$370
- Event Ticket: \$310



Source: "How to win big in Sports Tourism", Expedia, April 2025

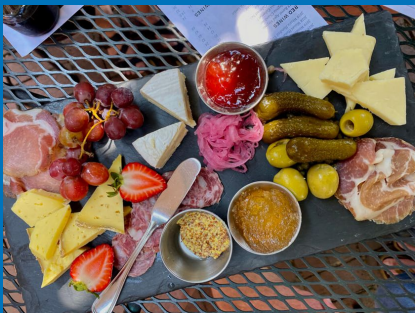


## Types of Sports Event Travel

- **51%** travel for a single match or contest
- **37%** attend multi-day sporting events (2-4 days)
- **81%** visited a destination beyond the sports event location
- **82%** are planning sports event travel in next 12 months



# The Other Passions & Hobbies of U.S. Sports Travelers



**Food & Cuisine**

**60%**



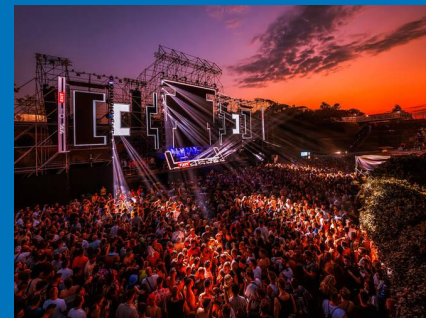
**Historical Sites & Attractions**

**55%**



**International Travel**

**54%**



**Musical Concerts  
(Modern)**

**51%**



# ATLANTA



# Atlanta Sports Travelers

# 41%

Of all recent or likely Atlanta  
visitors have traveled to a  
sporting event in past 12 months

vs. 27% of all U.S. travelers

State of the American Traveler to August 2025, n = 2,068 U.S. travelers



## Atlanta's Rating for Sporting Events

# 51%

Rated as "slightly good" to "extremely good"

State of the American Traveler to August 2025

## Top Ten U.S. Sports Cities

*In alphabetical order*

Atlanta

Boston

Chicago

Dallas

Houston

New York City

Las Vegas

Los Angeles

Miami

Philadelphia

## Future Partners



Spotlight on Sporting Events

# Discover Atlanta



# Today's Guest



**Andrew Wilson**

*Executive Vice  
President & Chief  
Marketing Officer,  
Discover Atlanta*



**Tabernacle Theater**

**State Farm Arena**

**Mercedes Benz Stadium**

**Georgia World Congress Center**



# CRICKET CELEBRATION BOWL

[Home](#) / [Football](#) / [Cricket Celebration Bowl](#)



DECEMBER 13, 2025



1<sup>st</sup> Week of January



# BRONZE LENS AWARDS

Create  
Wonder





**ATLANTA**

# Q&A

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**Traveler Segments, Powered by  
The State of the American Traveler**

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# Resources

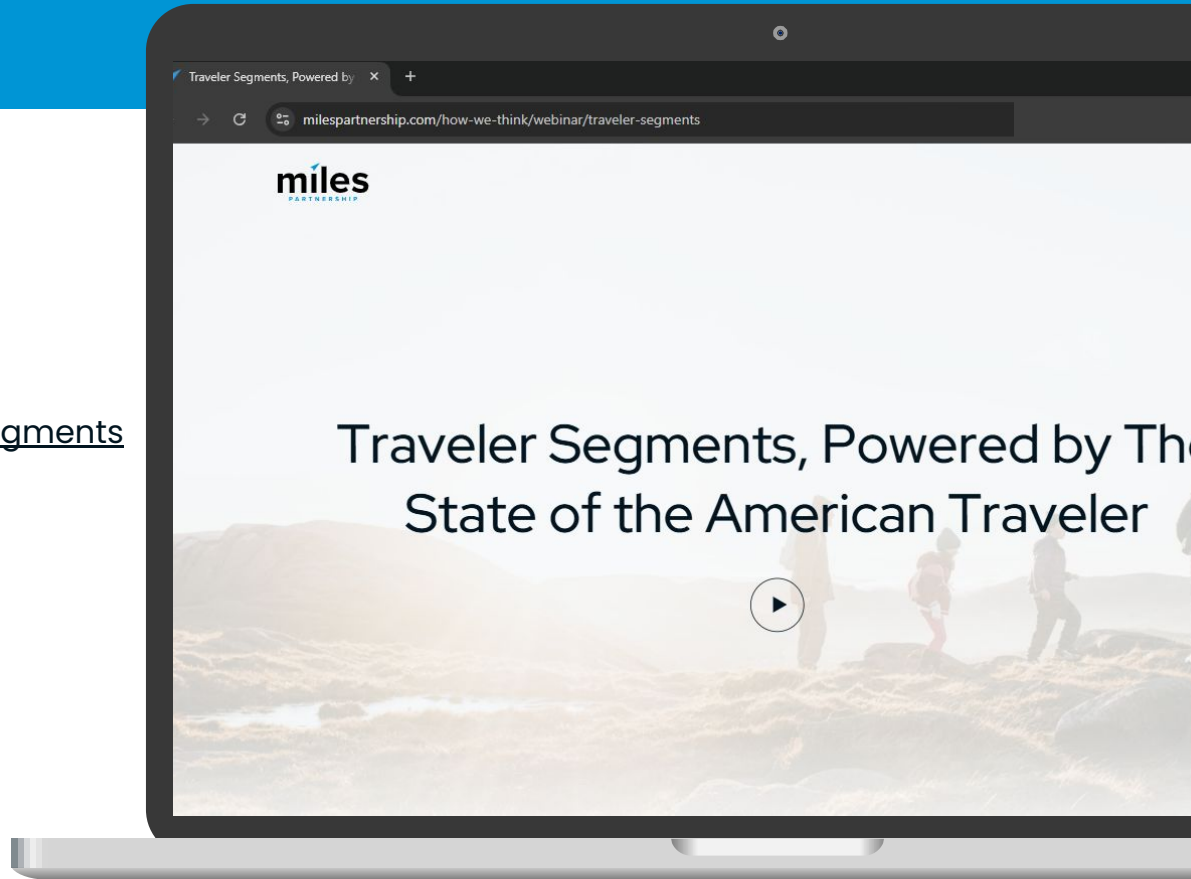


## Traveler Segments

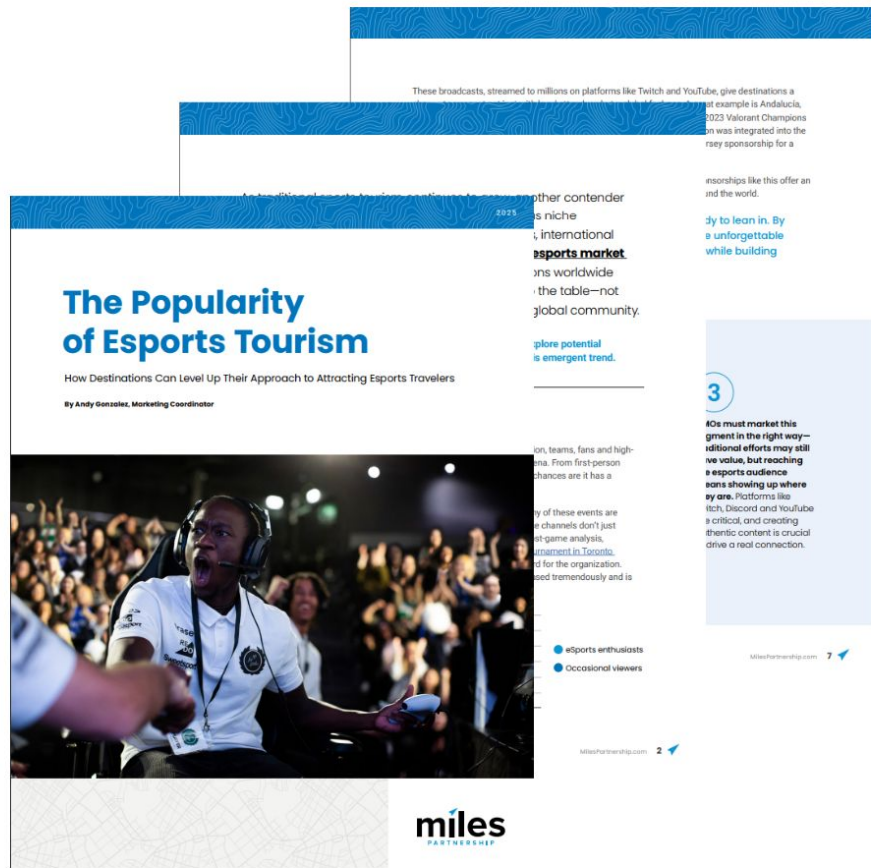
**Research, slides and  
other resources will be  
available at:**

[www.milespartnership.com/traveler-segments](http://www.milespartnership.com/traveler-segments)

[www.futurepartners.com](http://www.futurepartners.com)



# The Popularity of Esports Tourism



## Upcoming Webinar

### Destination Management Edition

Powered by The State of the  
American Traveler

Tuesday, November 18  
3pm ET / 12pm PT





# Thank you!

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