



# U.S. Road Trips

## 2025 Research Summary

**Road trips are a vital and growing segment of the U.S. travel economy, generating \$67 billion in spending—up 28% since 2019.** They remain resilient, continuing to grow even when economic conditions are uncertain. Road trippers skew younger, more affluent, more male and more educated than the average U.S. traveler. These travelers are highly engaged, using a wide range of media to plan and participating in more experiences than other leisure travelers.

Analysis by

**miles**  
PARTNERSHIP

Research by

**Longwoods**  
INTERNATIONAL

# The Value of Road Trips

Road trips are a cornerstone of the U.S. travel economy, fueling communities all across the country.

## THE BOTTOM LINE

**\$67B**

direct spending

**136M**

adults

**175M**

annual trips

**40M**

children



## GENDER

**43%**  
Female



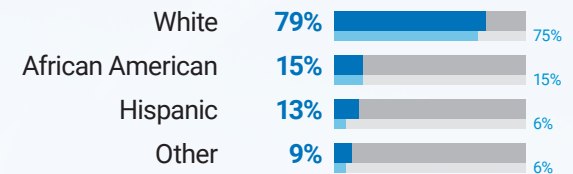
**57%**  
Male

Compared to all U.S. travelers: Female 48% / Male 52%

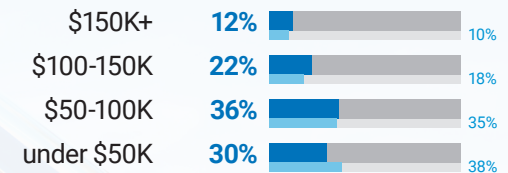
## FAMILIES



## ETHNICITY



## INCOME



## EDUCATION



# The Value of Road Trips

*continued*



## HOW THEY TRAVEL

**80%**

own car

**10%**

camper/RV

**20%**

rental car

**7%**

motorcycle



## NEW VISITORS

**17%**

of road trippers are  
first-time visitors

*(vs 11% of all leisure travelers)*



## TRIP LENGTH

Average = **3.7 nights**

28% = **5+ nights**

**45%**

of spending  
comes from  
longer trips

**67%**

of travelers  
visiting 3+ states  
take 5+ night trips

# Road Trip Traveler Behavior

## ROAD TRIPPERS DO MORE

They engage in more activities and experiences than the average leisure traveler:

- 32% Sightseeing (vs 20%)
- 31% Shopping (vs 27%)
- 28% Cultural/art attractions (vs 18%)
- 27% Historic sites (vs 13%)
- 20% Museums (vs 12%)
- 17% State/national parks (vs 8%)
- 16% Culinary experiences (vs 12%)
- 15% Film tourism (vs 9%)
- 17% Agritourism (vs 9%)

## PLANNING SOURCES

- 21% Hotel/resort info
- 18% Online travel agencies
- 16% Friends & family
- 16% Social media
- 15% Destination websites
- 15% Travel agents

## REGIONAL INSIGHTS

- Top drive markets: **East Central, New England, Mountain, Pacific**
- Growth regions (2019–2024): **East South Central (+63%), South Atlantic, Pacific**

# The Importance of Touring Routes

There are hundreds of themed and designated touring routes across the U.S. These include iconic touring routes like Route 66, the Pacific Coast Highway (PCH) and Blue Ridge Parkway, plus 184 designated Scenic Byways.

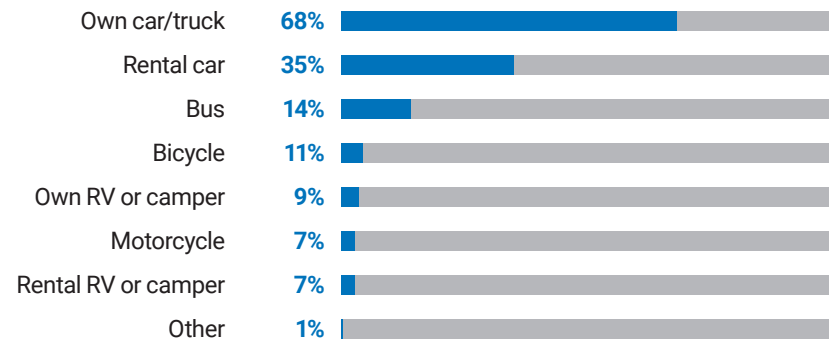


**56%** of all U.S. travelers have experienced a touring route in the last five years.

*(at least one night on a designated touring route or scenic byway)*

## TOURING ROUTES TRANSPORTATION

U.S. travelers follow touring routes using a diverse range of transportation.



## GREAT EXPERIENCES

Touring routes thrive when they have a diverse range of great experiences, including local food, history, short walks and local music, arts and culture.

- 40% Local restaurants, cafes and dining
- 40% Outdoor scenery
- 36% Historic sites and attractions
- 26% Short walks and trails
- 21% Local music and/or music events
- 20% Local arts, culture and crafts
- 17% Antique or secondhand stores
- 17% Vacation rentals
- 16% Local craft breweries, wineries or distilleries
- 15% Major brand hotels
- 15% Campsites
- 14% Distinctive bed and breakfasts
- 12% Other outdoor activities
- 11% Local sporting events
- 10% Health and wellness activities
- 4% Electric vehicle charging stations

Source: July 2025 edition of the American Travelers Sentiment Monthly Research study from Longwoods & Miles Partnership. n = 1000



# Electric Vehicles and the Road Ahead

Electric vehicles are becoming a bigger part of road trip travel. **32% of U.S. travelers have taken an overnight trip in an EV.**



## EV TRAVELERS AT A GLANCE

**46% have a HH income of \$100k+** (vs 19% of gas travelers)

**73% have a college degree** (vs 53% of gas travelers)

**72% male**

**77% ages 18–44**

They are more active in cultural, outdoor and sporting activities

## EV USAGE

- **32%** have taken an overnight EV trip (up from 30% in 2024)
- **26%** have taken day trips only
- **39%** are likely to use an EV for their next trip
- **49%** say their next vehicle will likely be electric

## IMPORTANCE OF CHARGING

- **56%** say a wide range of easy-to-use charging stations is extremely important

## WHAT TRAVELERS WANT:

- **37%** fast/rapid charging
- **34%** inexpensive/free charging
- **27%** stations near highways
- **26%** stations at convenient stops
- **20%** stations at attractions or lodging

## BENEFITS OF EV TRAVEL

- **50%** environmentally friendly
- **50%** cheaper to run
- **32%** improved features
- **28%** easy to charge
- **23%** better performance

## BARRIERS TO EV TRAVEL

- **60%** limited charging availability
- **53%** wait times
- **53%** limited range
- **51%** charging time
- **42%** upfront cost

**82%** of travelers have one or more concerns about where and how to charge their EV

# 1 **\$67B**

**Road trips fuel  
\$67B in spending and  
175M annual trips.**

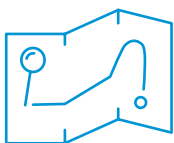
*What this means for you: Road trips should be a cornerstone of your visitor economy, not a secondary segment.*



## 2 **Road trippers are younger, more affluent and more engaged.**

*What this means for you: Highlighting diverse experiences—from cultural to culinary—can capture their wide-ranging interests.*

3



**Longer trips drive nearly half  
of all road trip spending.**

*What this means for you: Collaborating regionally to create multi-state itineraries can encourage extended stays.*

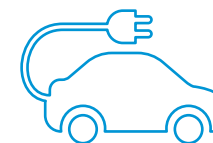
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**Designated touring routes play  
a powerful role in shaping how  
visitors explore the U.S.**

*What this means for you: Integrating scenic drives and byways into your marketing can attract travelers who value discovery and connection.*

5



**EV travel is growing rapidly, but  
charging access is a barrier.**

*What this means for you: Advocating for charging infrastructure and promoting availability can help you attract high-value EV travelers.*