

A person with blonde hair tied back, wearing a teal long-sleeved shirt, stands on a rugged, reddish-brown rocky cliff. They are looking out over a deep canyon where a river flows. The sky is filled with dramatic, dark clouds illuminated by the warm, orange and yellow light of a setting or rising sun. The overall mood is serene and adventurous.

2025 TRAVEL PLANS

American Travel Sentiment Study

WAVE 102: AMERICA 250

DECEMBER 4, 2025

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American Travel Sentiment Wave 102 Highlights

Key Findings:

1. Travel Demand Remains High

Despite 36% of American travelers indicating that the federal government shutdown impacted their travel plans, with one third of those impacted cancelling some of their holiday travel plans, the overall long-term demand for travel is unwavering, with 93% having travel plans in the next six months.

2. Nearly Half of Travelers are Aware of America 250

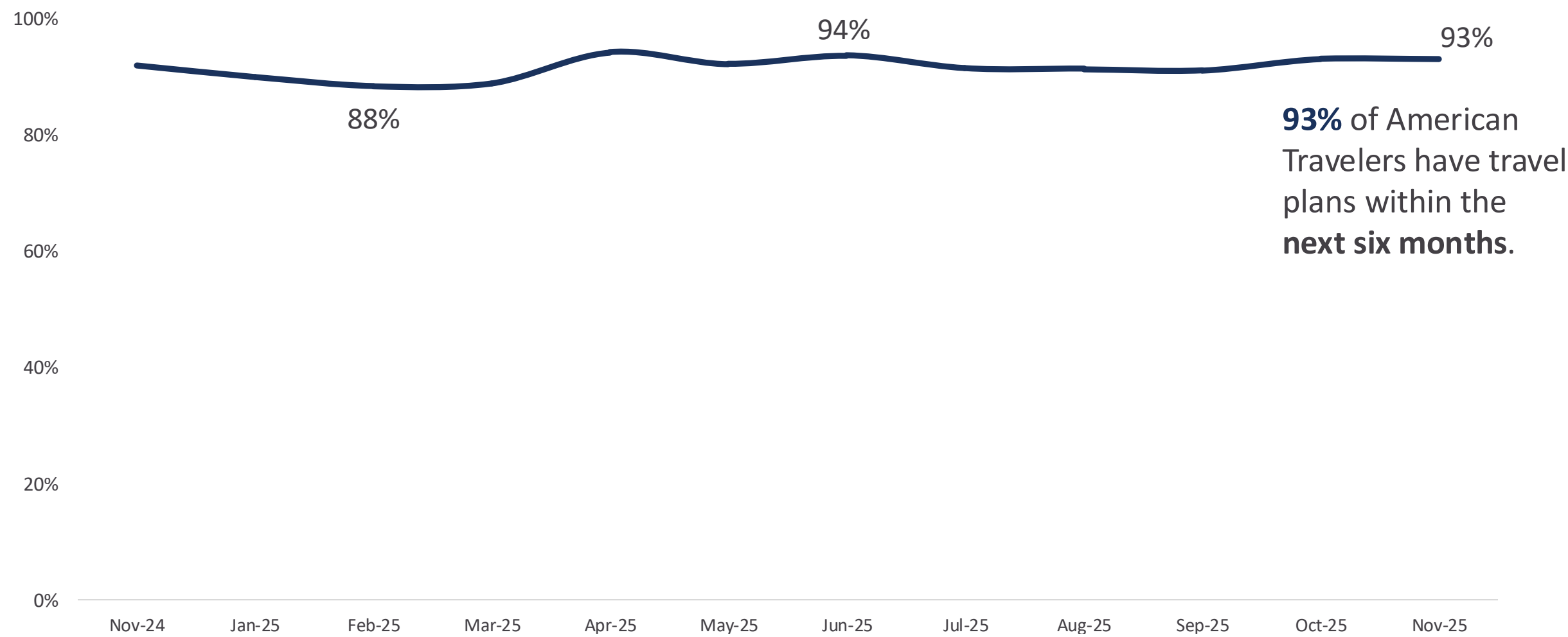
Nearly half of travelers (48%) are somewhat or very aware of America 250. Of those aware of America 250, half (50%) plan to celebrate the 250th anniversary of the United States by visiting historical sites and landmarks. Other top activities include visiting museums and cultural attractions (46%) and attending America 250 events (42%). About one in five (18%) have no plans to celebrate America 250.

3. Strong Interest in Traveling for America 250

Six in ten travelers aware of America 250 (61%) are somewhat or very likely to take an overnight trip to celebrate America 250. Day trips are a slightly more popular option with 65% indicating they are somewhat or very likely to take a day trip to celebrate 250 years of American independence.



Travel Plans Within the Next 6 Months

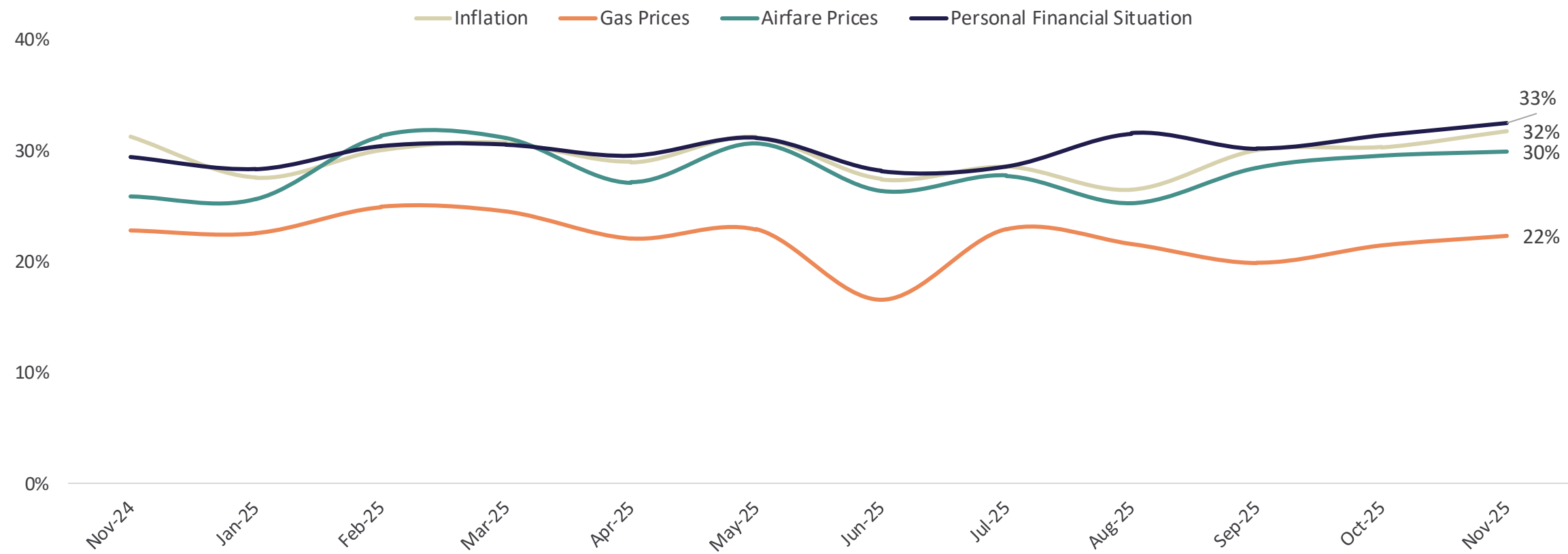


Source: Longwoods International ATS Wave 102
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

Concerns Impacting Travel Plans Remain Stable

Concerns Impacting Your Travel Decisions in the Next Six Months

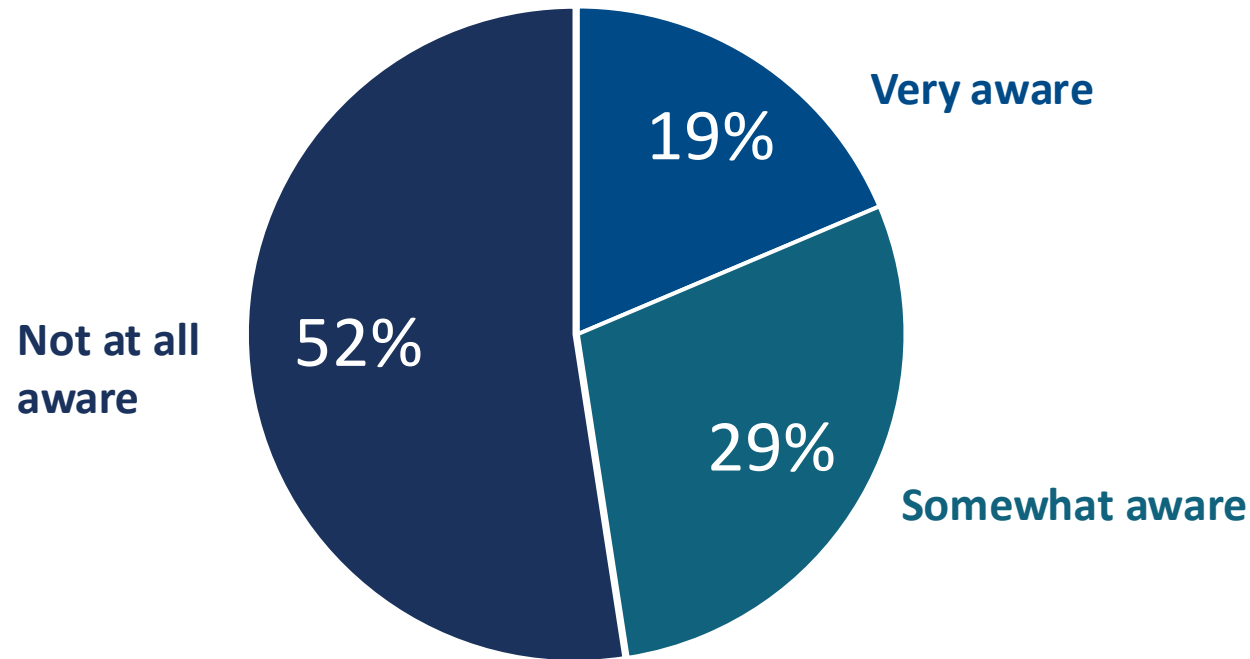
The chart shows the percentage of respondents who rated each factor as “Greatly impact” their travel plans (a 5 on a 1–5 scale) over the period from November 2024 to 2025.



Source: Longwoods International ATS Wave 102
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

Nearly Half of Travelers are Aware of America 250

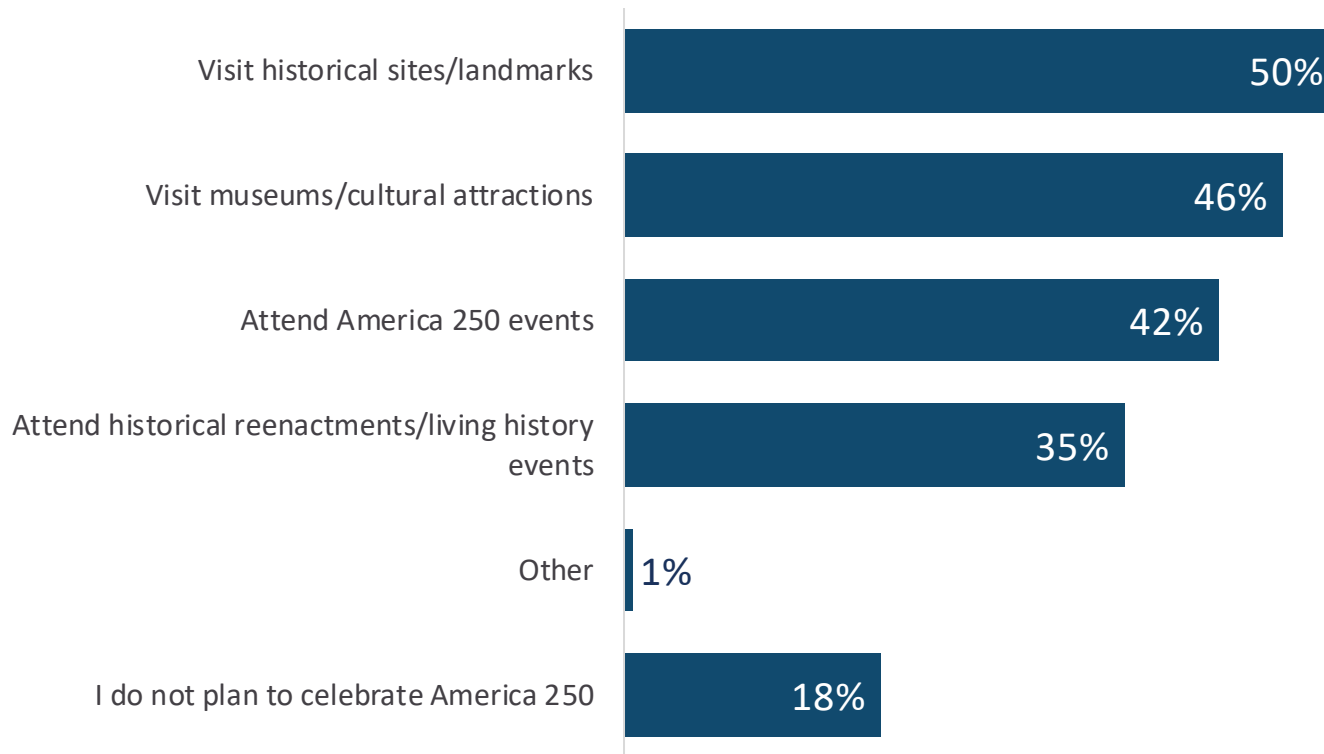
Please indicate your level of awareness of America 250.



Nearly half (48%) of travelers indicated they are **somewhat or very aware** of America 250.

Travelers' Plans to Celebrate America 250

How do you plan to celebrate America 250?

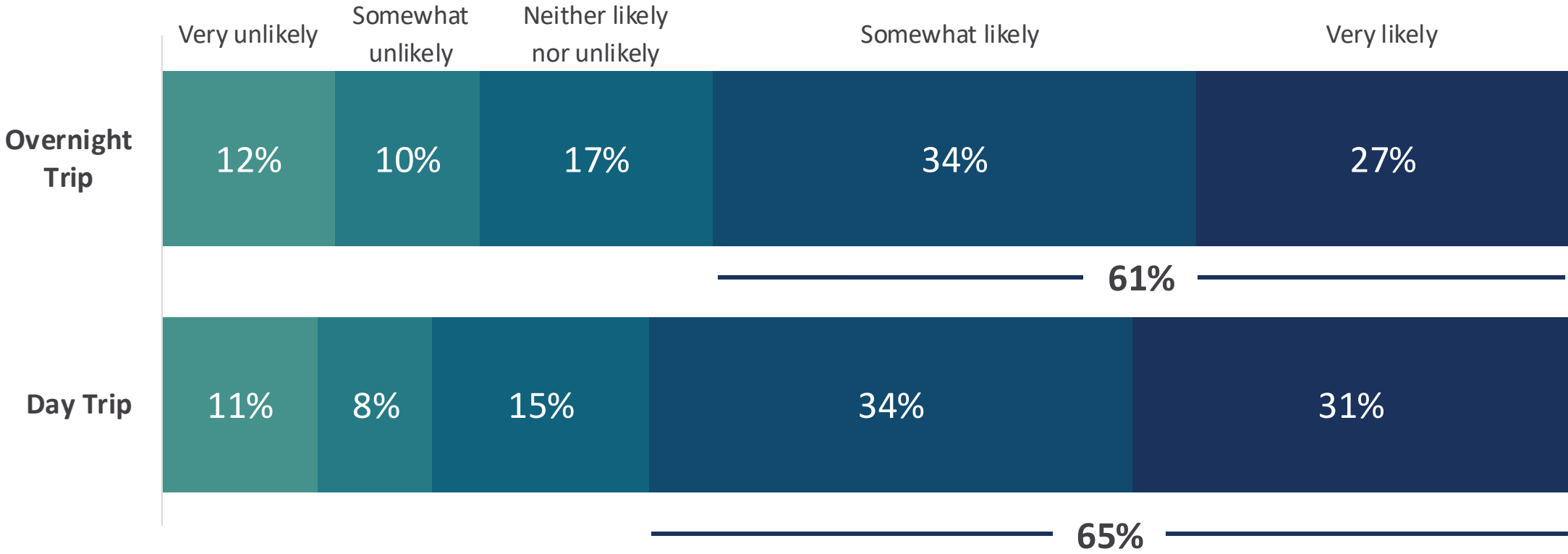


Base: Travelers somewhat/very aware of America 250

Of those somewhat or very aware of America 250, **50% plan to visit historical sites or landmarks** to celebrate, 46% plan to visit museums or cultural attractions, and 42% plan to attend America 250 events.

Strong Interest in Traveling for America 250 Among Those Aware of America 250

How likely are you to take a trip for the purpose of celebrating America 250?



Source: Longwoods International ATS Wave 102
Percentages are based only on respondents who are confirmed travelers and are somewhat/very aware of America 250

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: November 4, 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.





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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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