

2026 Travel Plans

American Travel Sentiment Study

WAVE 105 : AMERICA 250

APRIL 7, 2026

Longwoods
INTERNATIONAL

miles
PARTNERSHIP

American Travel Sentiment Wave 105 Highlights

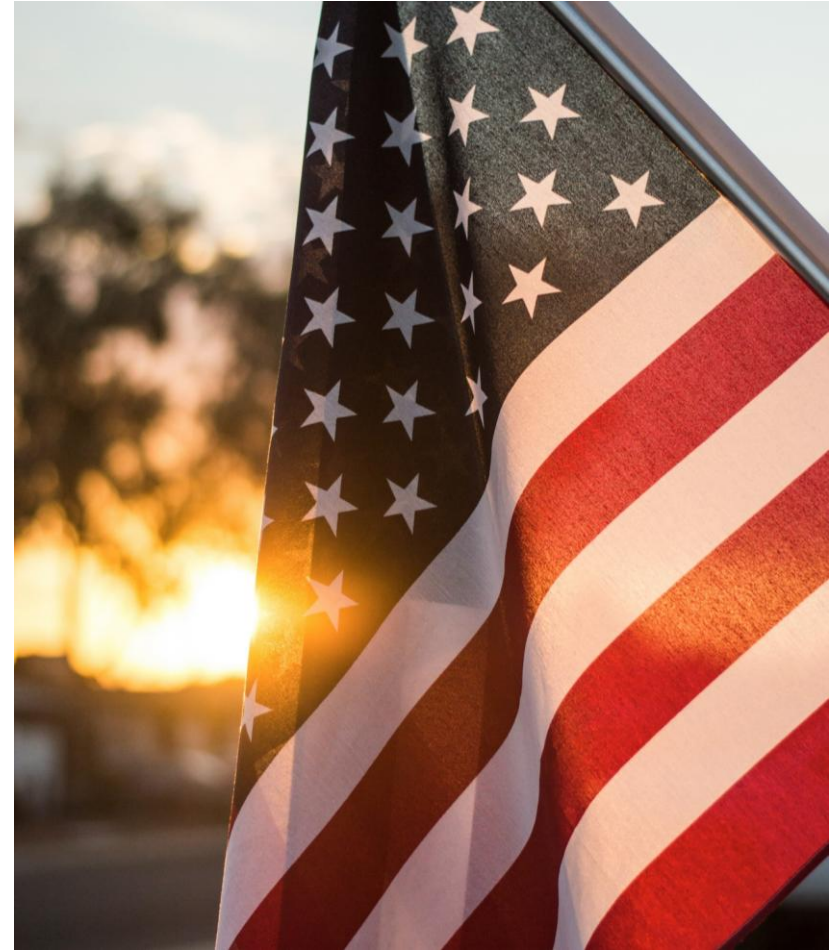
Key Findings:

1. Nearly Half of Travelers are Aware of America 250

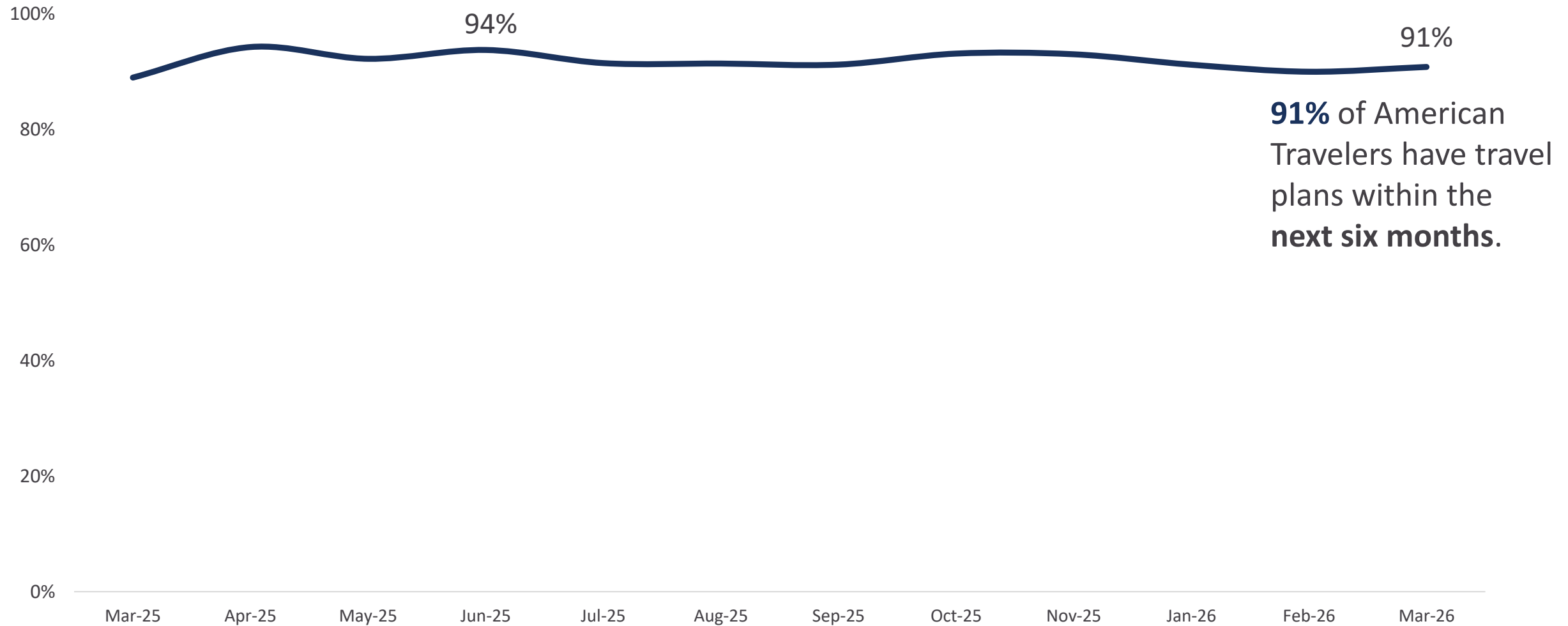
Nearly half of travelers (46%) are somewhat or very aware of America 250. Among those aware of America 250, about three fourths (77%) have plans to celebrate 250 years of American independence. The top plans include attending America 250 events (37%), visiting historical sites and landmarks (37%), and visiting museums and cultural attractions (35%). About a quarter (23%) have no plans to celebrate America 250.

2. America 250 is Generating Travel Interest

Nearly half of travelers aware of America 250 (47%) are somewhat or very likely to take a day trip for the purpose of celebrating America 250. Four in ten (41%) are likely to take an overnight trip. Top states of interest for America 250-related travel include California, Florida, Pennsylvania, Washington, D.C., and New York.



Travel Plans Within the Next 6 Months



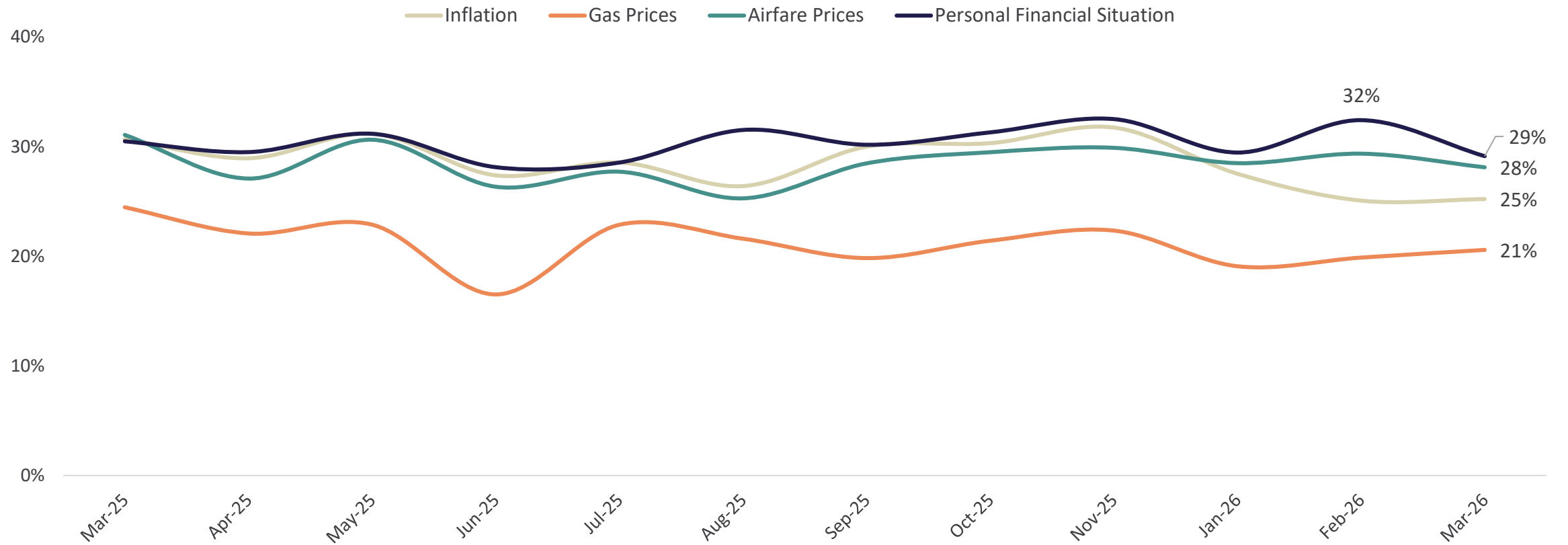
91% of American Travelers have travel plans within the next six months.

Source: Longwoods International ATS Wave 105
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

Concerns Impacting Travel Decisions Remain Relatively Stable

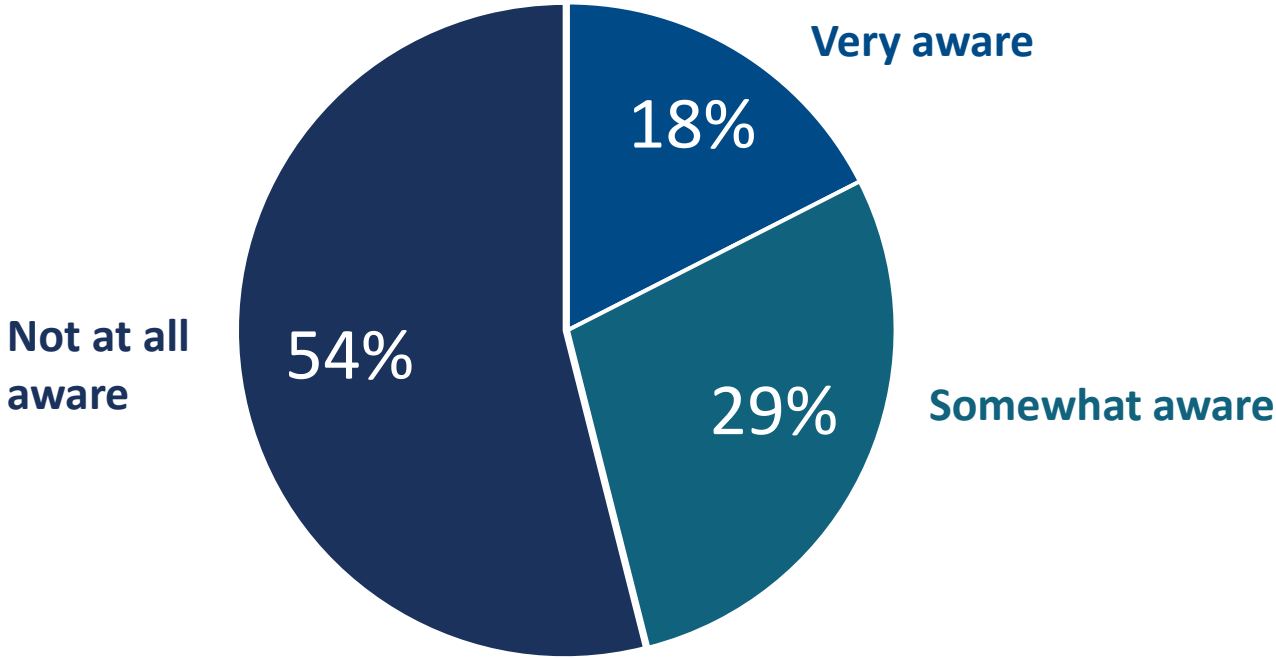
Concerns Impacting Your Travel Decisions in the Next Six Months

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 February 2025 to 2026.



Nearly Half of Travelers are Aware of America 250

Please indicate your level of awareness of America 250.

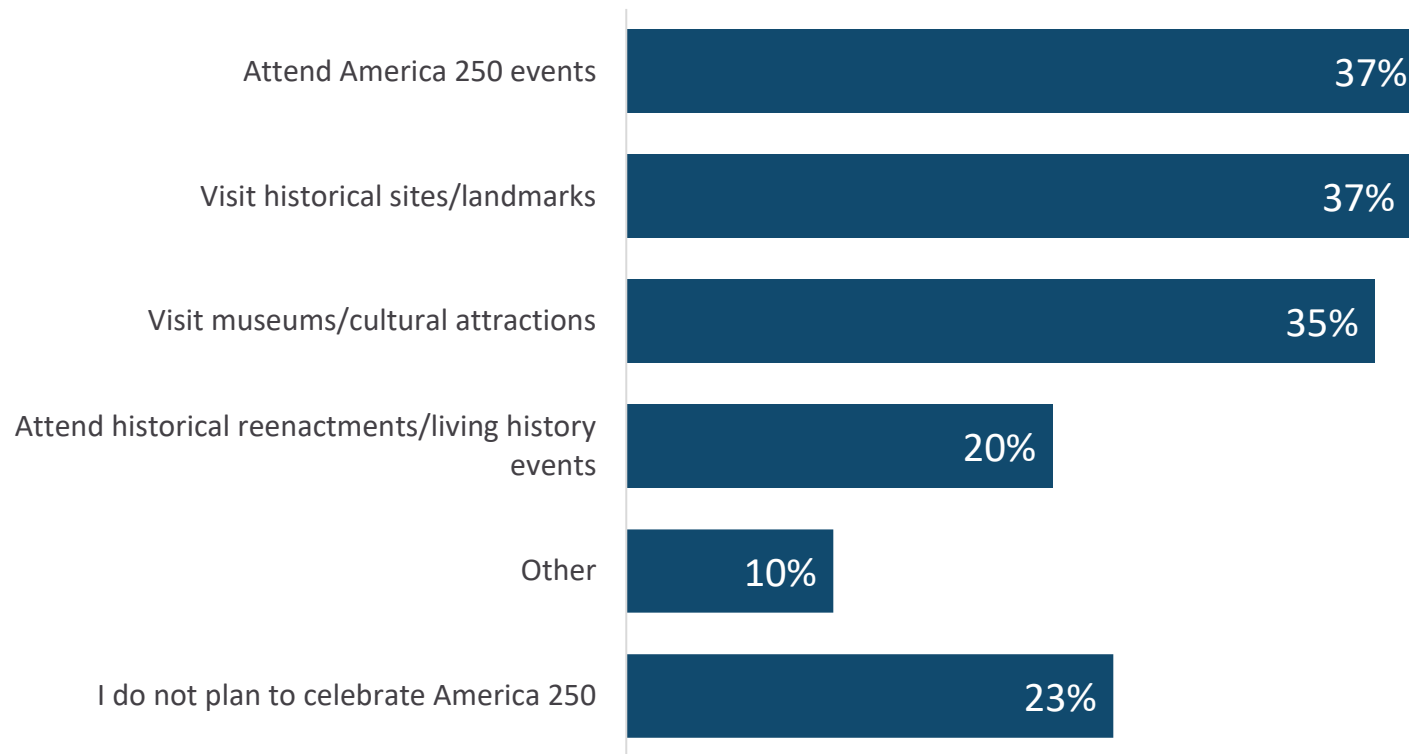


Nearly half (46%) of travelers are somewhat or very aware of America 250.

Source: Longwoods International ATS Wave 105
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

Travelers' Plans to Celebrate America 250

How do you plan to celebrate America 250?

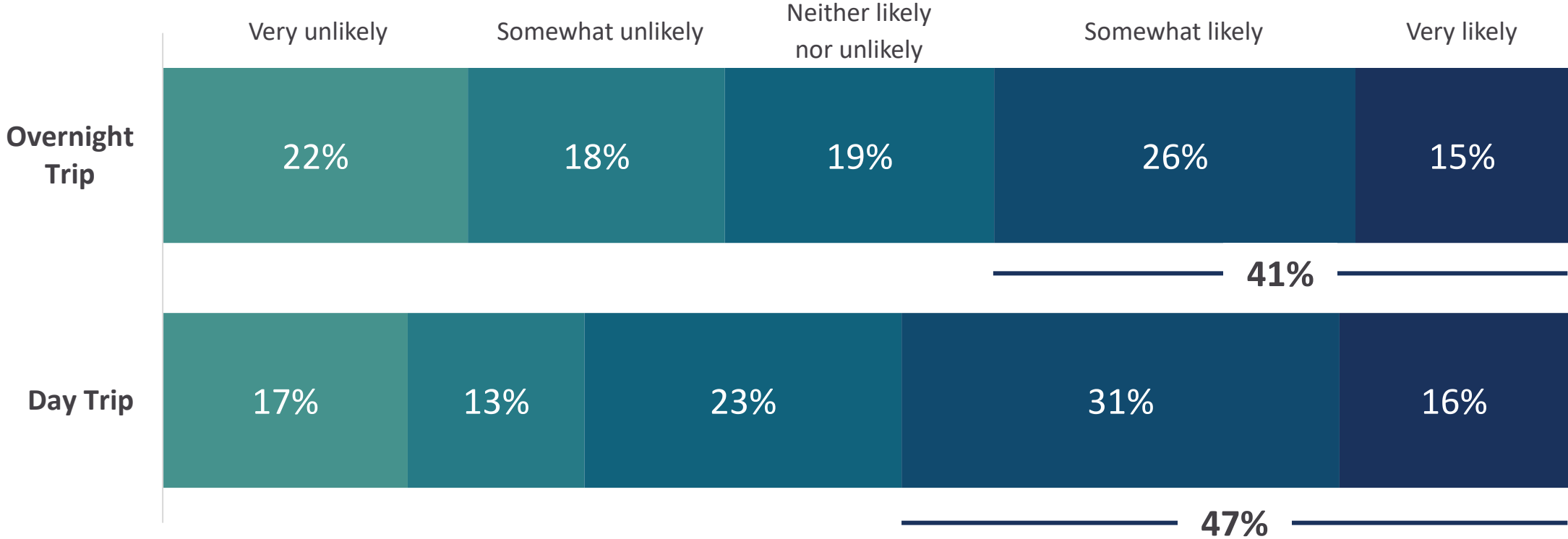


Base: Travelers somewhat/very aware of America 250

Travelers plan to celebrate America 250 primarily by **attending America 250 events (37%)**, **visiting historical sites/landmarks (37%)** and **visiting museums/cultural attractions (35%)**.

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

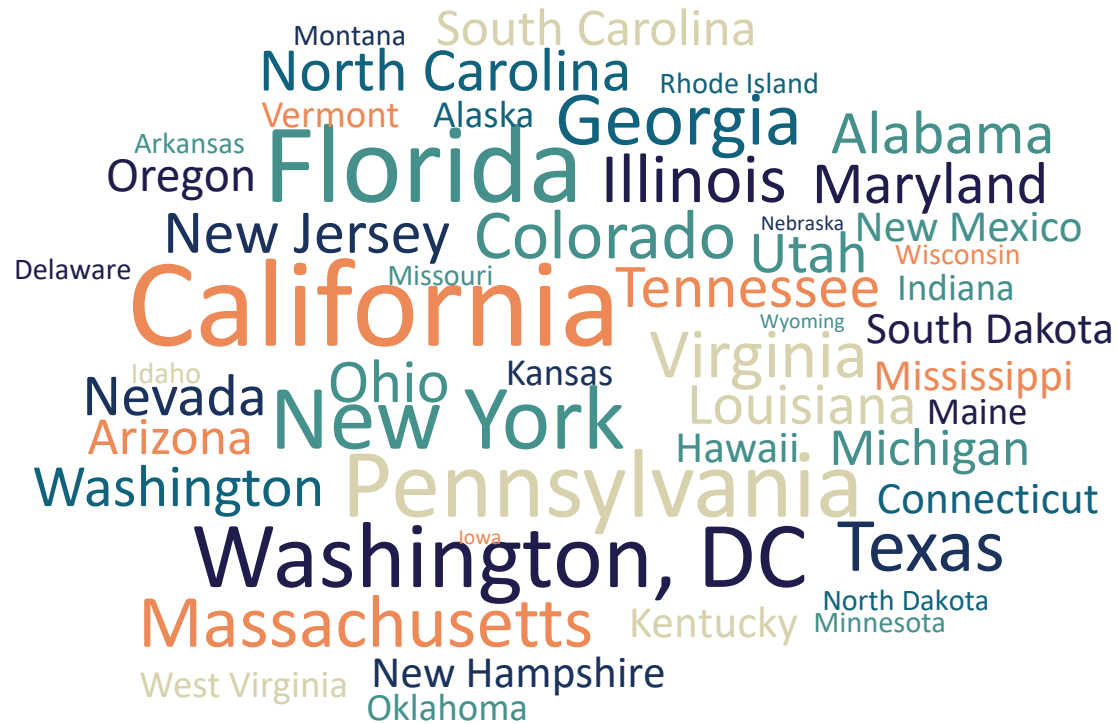
How likely are you to take a trip for the purpose of celebrating America 250?



Source: Longwoods International ATS Wave 105
Percentages are based only on respondents who are confirmed travelers and are somewhat/very aware of America 250

States Travelers Plan to Visit for America 250

Where are you planning to take a day or overnight trip to for the purpose of celebrating America 250?



The top five states respondents plan to visit to celebrate America 250 are **California, Florida, Pennsylvania, Washington, DC, and New York.**

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: March 3 - 4, 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.





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 across the canyon.

Thank You!

Longwoods
INTERNATIONAL

miles
PARTNERSHIP