

2026 Travel Plans

American Travel Sentiment Study

WAVE 110 : GAS PRICES AND FALL TRAVEL

Longwoods INTERNATIONAL | miles PARTNERSHIP

September 1, 2026

American Travel Sentiment Wave 110 Highlights

Key Findings:

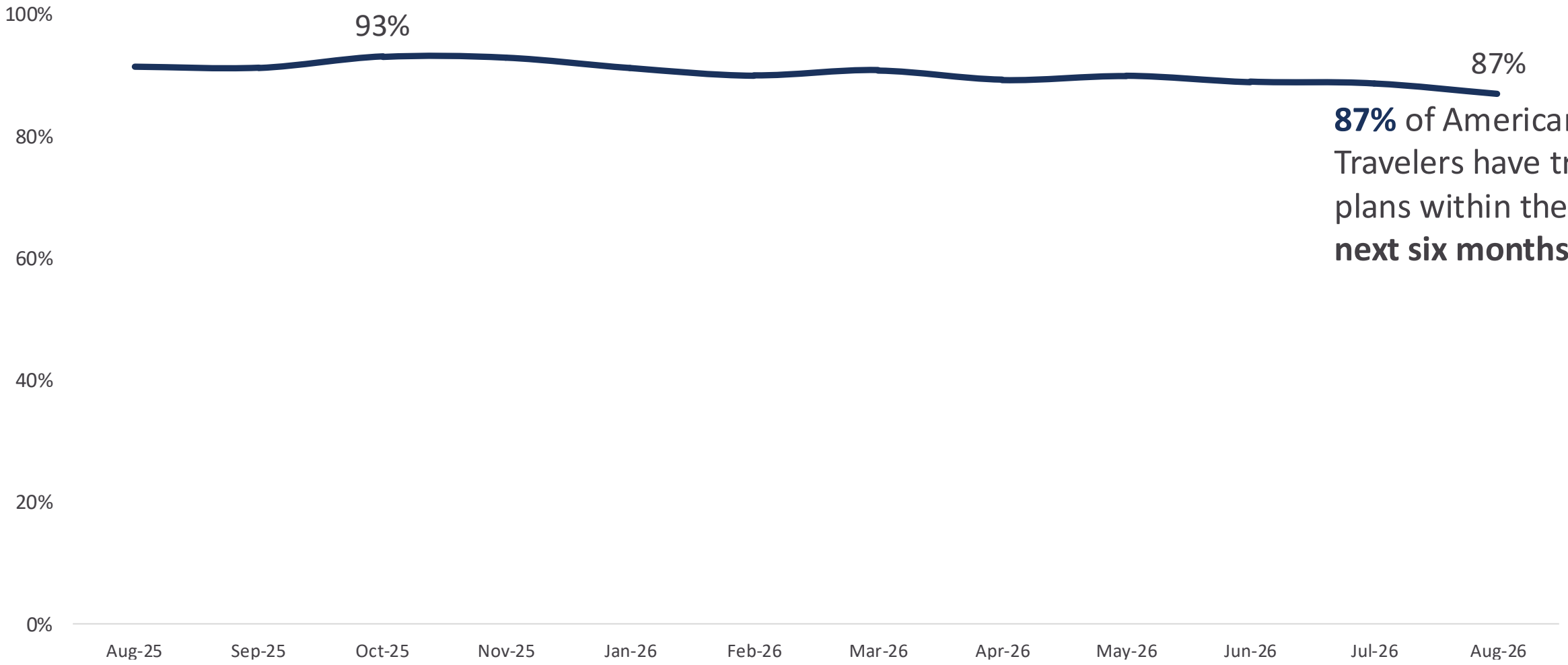
1. **Impact of Gas Prices on Travel Plans Consistent with April 2026 Levels**
   The impact of gas prices on travel plans are in line with April 2026 levels. Due to gas prices, two in five travelers are continuing to choose destinations closer to home (40%) and reducing the number of trips they're taking (37%).
2. **Strong Growth in Desire for Outdoors Helping Fuel High Fall Travel Demand**
   74% of travelers plan to take a day or overnight leisure trip this fall. Of those with fall travel plans, the top destinations are cities/urban areas (43%) and small towns/rural areas (38%). The top activities of interest this fall are visiting friends and relatives (52%) and taking a road trip (41%). However, there is an increased interest in more outdoor-based activities compared to last fall.
3. **Financial Constraints/Travel Costs May Limit Fall Travel Plans**
   Half of travelers cite financial constraints/travel costs (51%) as a potential factor limiting their upcoming fall travel plans. Economic uncertainty (32%) and time constraints/work schedules (30%) are also among the top factors that may limit fall travel.
4. **Slight Softening in Overall Travel Demand**
   Despite the robust fall travel demand, 87% of American travelers report having travel plans within the next six months, suggesting a slight softening in overall travel demand compared to the high of 94% in June 2025. Average overall travel demand over the past 12 months was 90%.



Source: Longwoods International ATS Wave 110

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Travel Plans Within the Next 6 Months



87% of American Travelers have travel plans within the **next six months**.

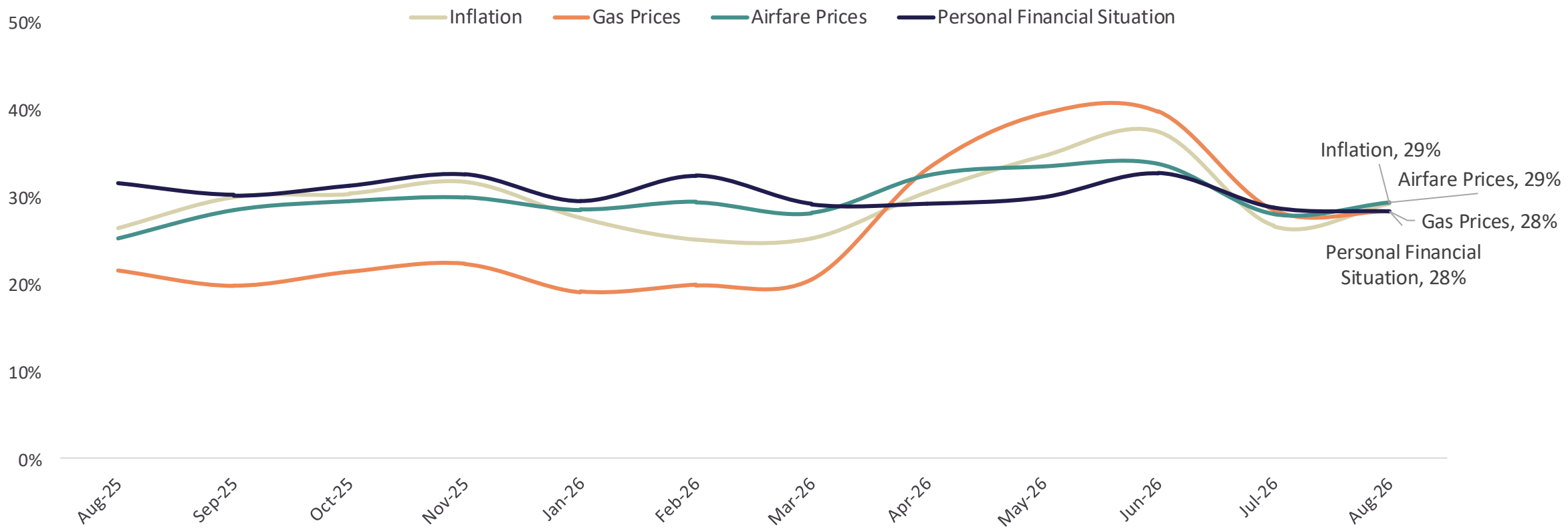
Source: Longwoods International ATS Wave 110

Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

Concerns Impacting Travel Decisions

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 August 2025 to 2026.

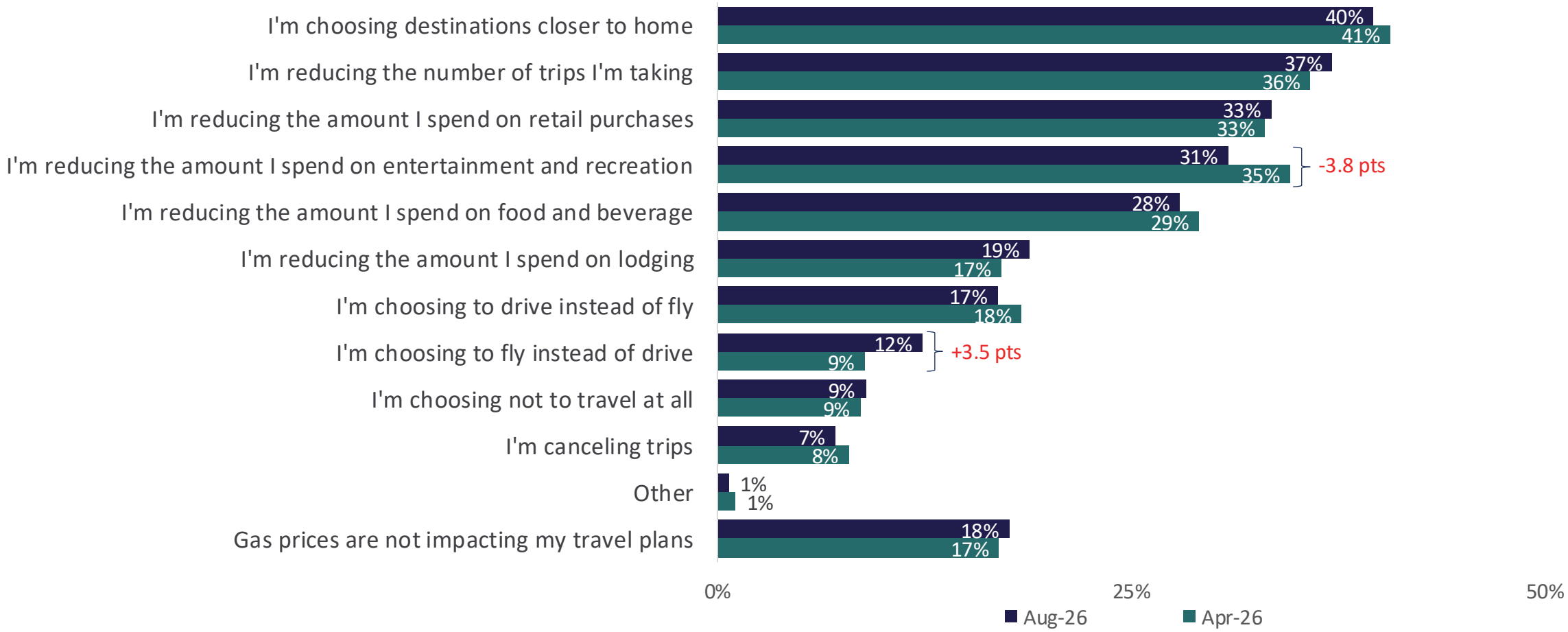


Source: Longwoods International ATS Wave 110

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

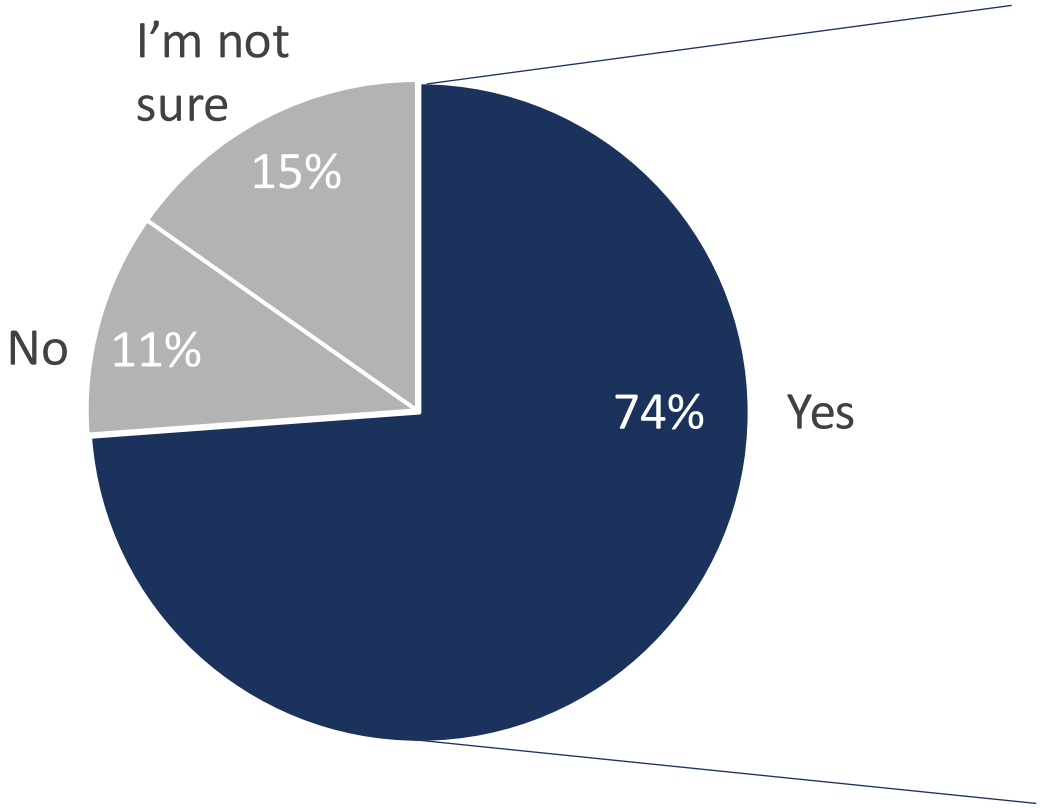
During the next six months, how are gas prices impacting your travel?



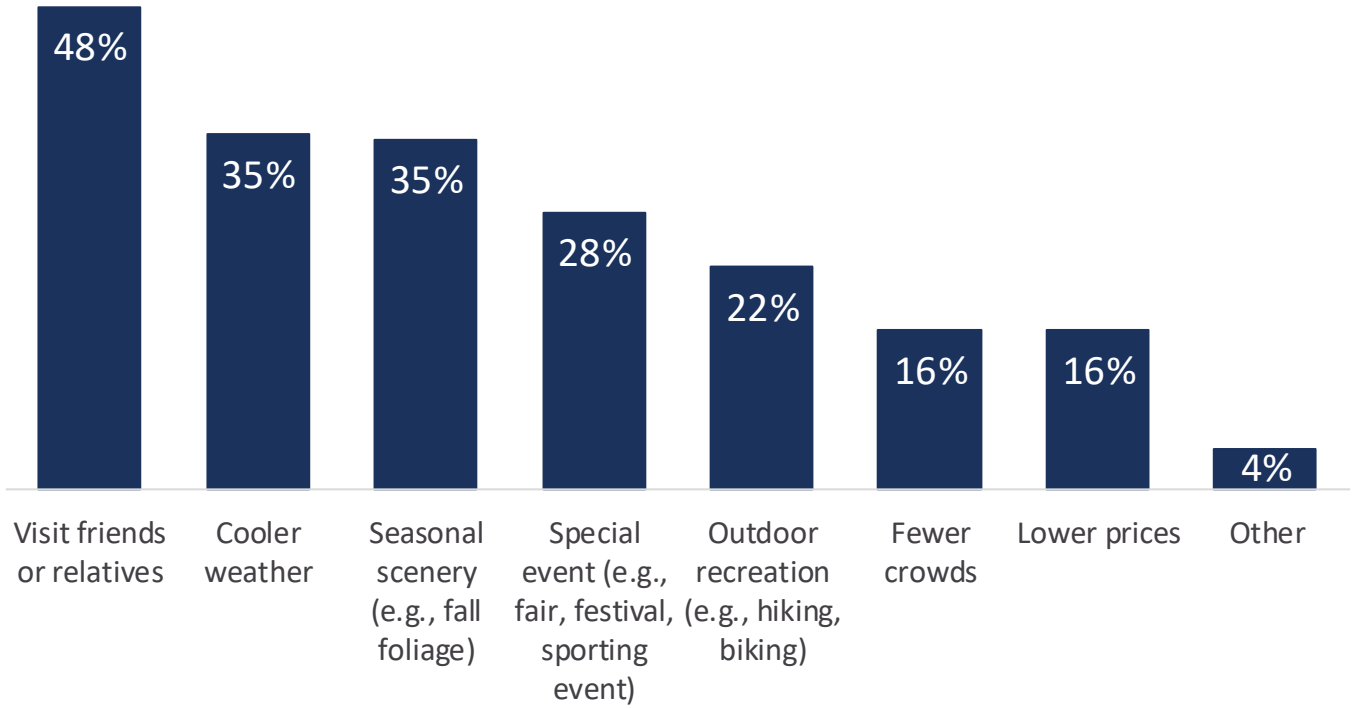
Source: Longwoods International ATS Wave 110
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

Three-Quarters of Travelers Have Leisure Travel Plans This Fall – Visiting Friends or Relatives Is a Primary Reason

Do you plan to take a day or overnight leisure trip this fall?



What are your primary reasons for taking a leisure trip this fall?



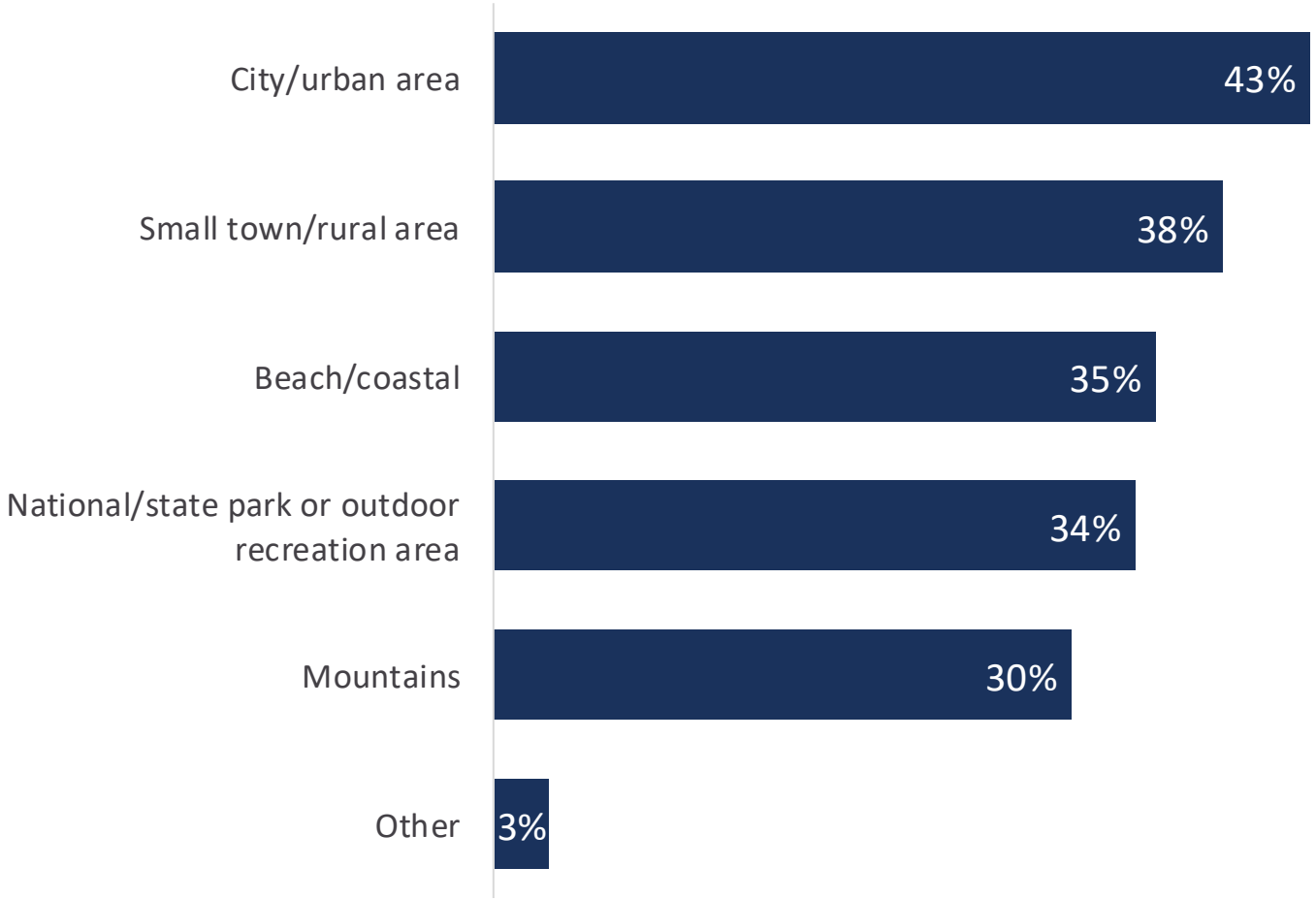
**Percentages are based only on respondents who are confirmed travelers and plan on taking a leisure trip this fall*

Source: Longwoods International ATS Wave 110
Percentages are based only on respondents who are confirmed travelers

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Top Destinations for Fall Travel: Cities/Urban Areas and Small Towns/Rural Areas

What type(s) of destinations do you plan to visit this fall?

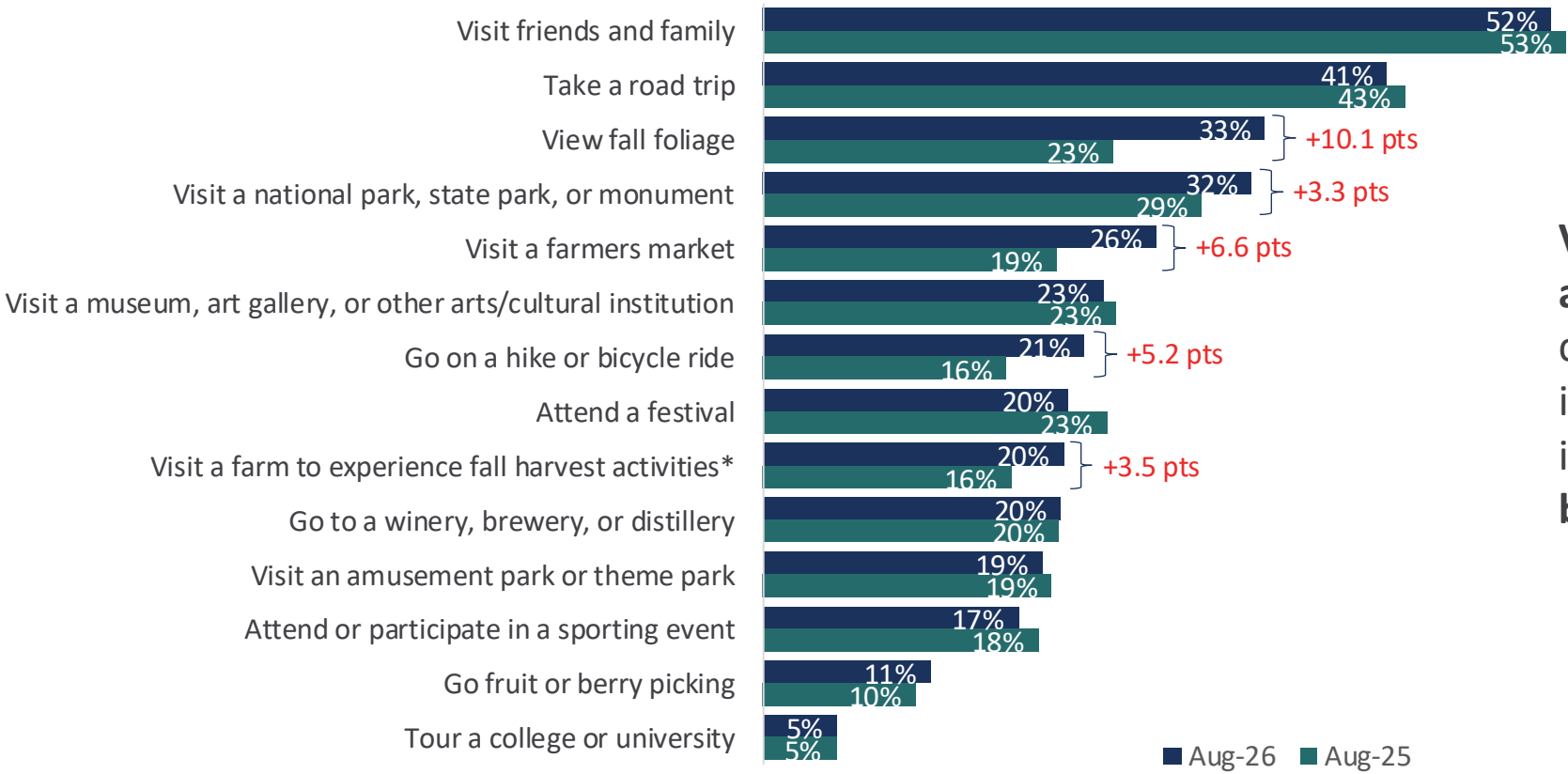


Among travelers planning to take a leisure trip this fall, about **four in ten plan to visit a city/urban area (43%)** or a **small town/rural area (38%)**.

Source: Longwoods International ATS Wave 110
Percentages are based only on respondents who are confirmed travelers and plan on taking a leisure trip this fall

Visiting Friends and Family and Road Trips Remain Top Fall Activities

Which of the following activities are you planning to participate in during your fall trip(s)?



Visiting friends and relatives (52%) and taking a road trip (41%) continue to be the top activities of interest this fall. However, there is an increased interest in **more outdoor-based activities** compared to last fall.

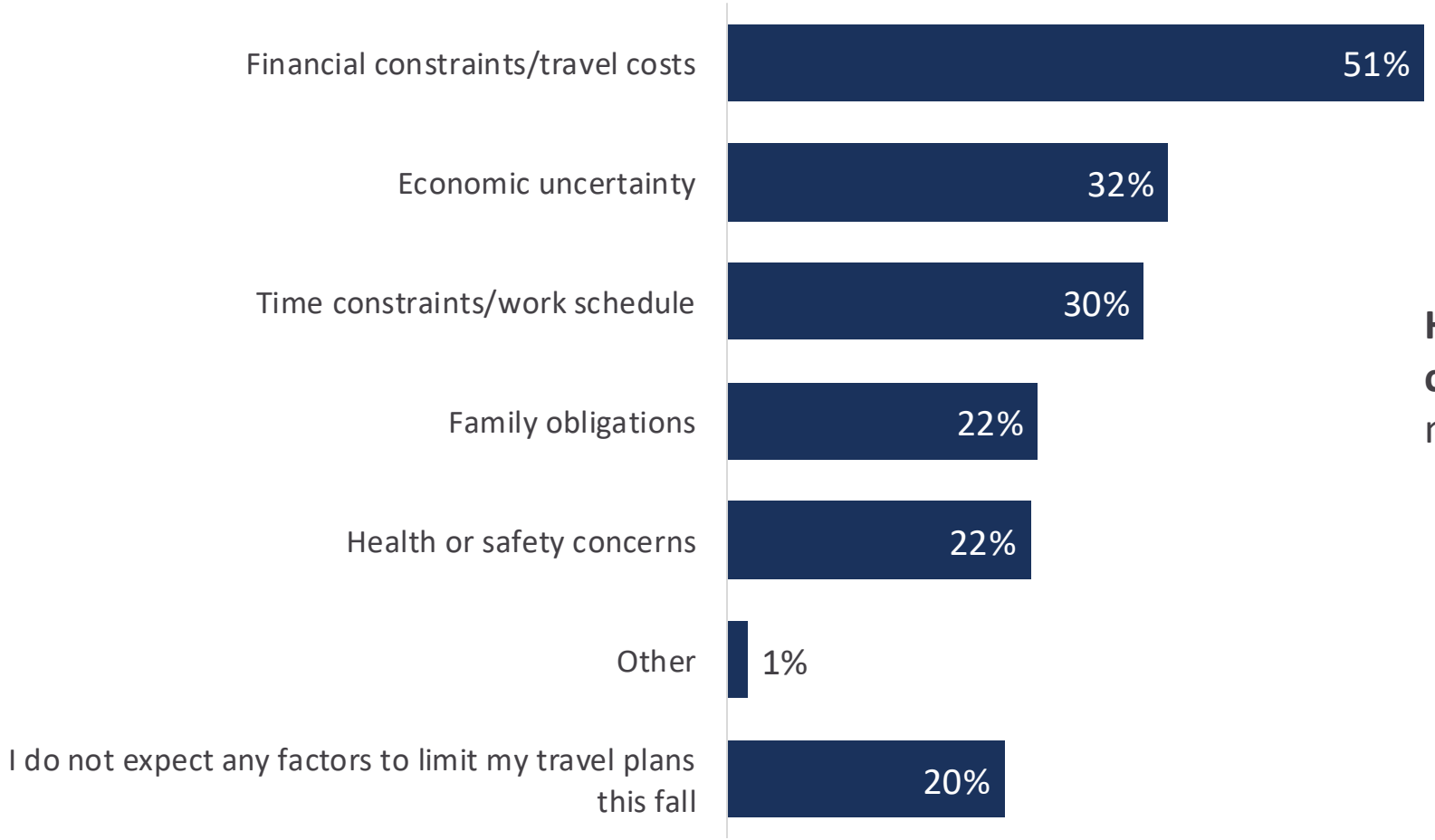
*Corn maze, hay rides, pumpkin patch, etc.

Source: Longwoods International ATS Wave 110

Percentages are based only on respondents who are confirmed travelers and plan on taking a leisure trip this fall

Financial Constraints/Travel Costs May Limit Fall Travel

What factors, if any, may limit your travel plans this fall?



Half of travelers (51%) cite **financial constraints/travel costs** as a factor that may limit their fall travel plans.

Source: Longwoods International ATS Wave 110
Percentages are based only on respondents who are confirmed travelers and plan on traveling this fall

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: August 4 – 7, 2026
- Sample Size: 1,000 U.S. adults (18+)
- Margin of Error: ±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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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

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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


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