

2026 Travel Plans

American Travel Sentiment Study

WAVE 112 : GAS PRICES AND HOLIDAY TRAVEL

Longwoods INTERNATIONAL | miles PARTNERSHIP

November 3, 2026

American Travel Sentiment Wave 112 Highlights

Key Findings:

1. **Impact of Gas Prices on Travel Plans Is Up Compared to September 2026**
   16% of travelers say that gas prices are not impacting their travel plans, down 4.6 points compared to September 2026. More travelers report planning to reduce the number of trips they take (41%, up 5.4 points) and reduce travel-related spending on entertainment and recreation (31%, up 4.9 points) and lodging (18%, up 4.5 points).

2. **A Look at Travel and Spending Habits This Holiday Season**
   47% of travelers plan to change how much they travel this holiday season compared to last year. 31% plan to travel less, up 8.3 points from October 2025, while 16% plan to travel more. Most travelers (53%), however, plan to travel about the same amount this holiday season, and plan to do so by car (53%). Compared to last year, more travelers plan to spend less on travel this holiday season (35%, up 10.9 points) than plan to spend more (22%).

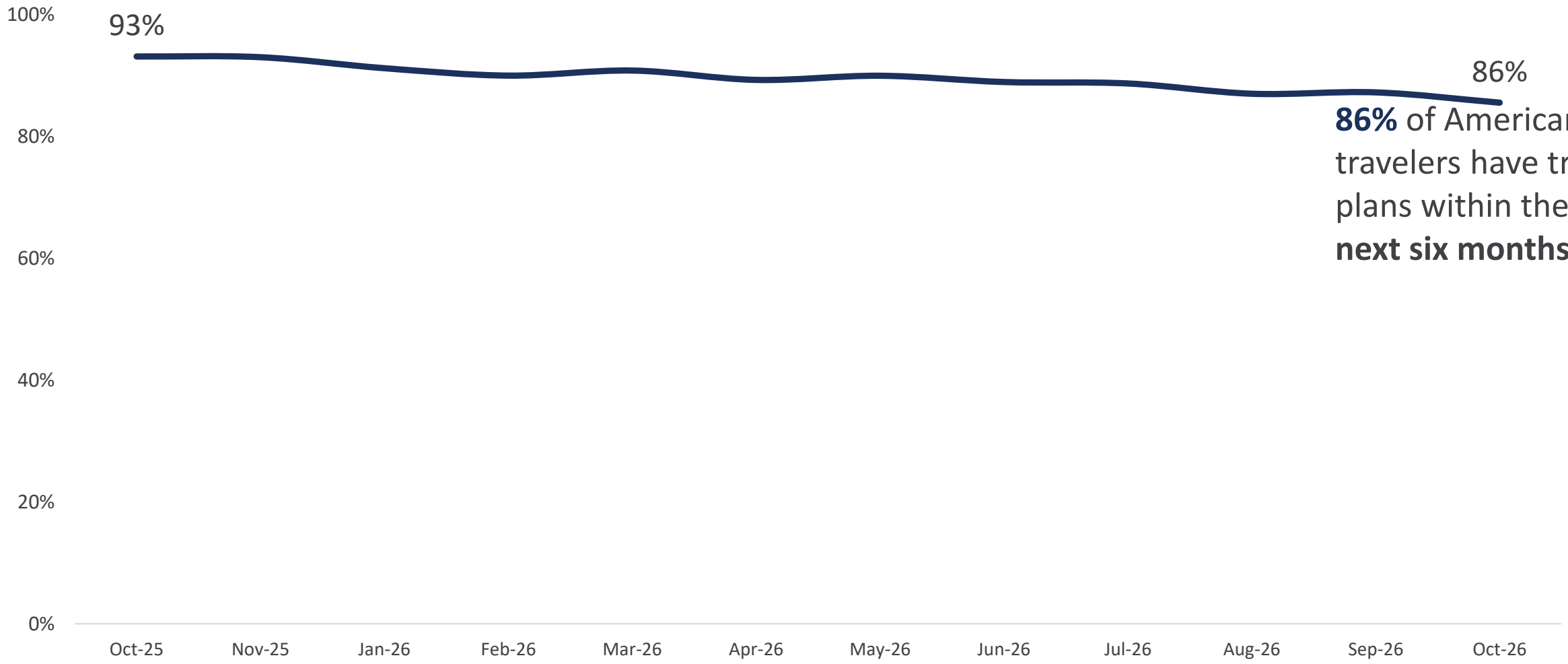
3. **A Focus on Family This Holiday Season**
   This holiday season, travelers are focused on family. 51% of travelers plan to travel with their spouse/significant other this year, followed by 35% who plan to travel with their child(ren). The top activity for travelers this holiday season is visiting friends/family (up 5.1 points from October 2025).



Source: Longwoods International ATS Wave 112

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Travel Plans Within the Next 6 Months



86% of American travelers have travel plans within the **next six months**.

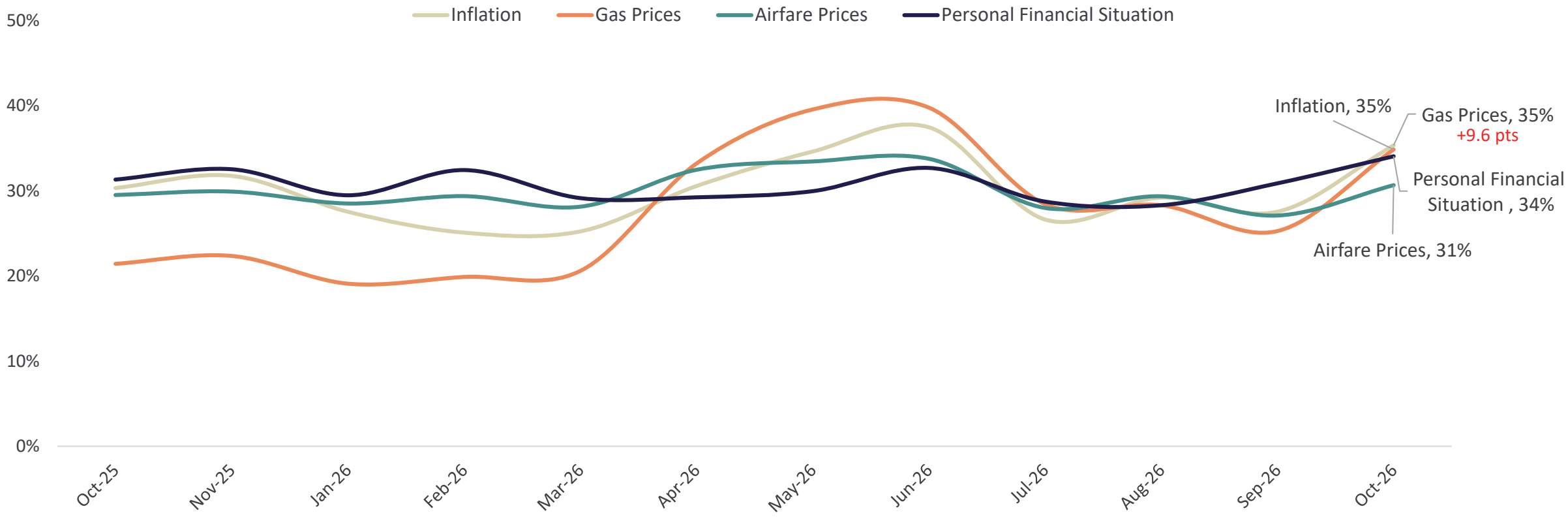
Source: Longwoods International ATS Wave 112

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

Increase in Concerns About Gas Prices Impacting Travel Plans

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 October 2025 to 2026.



Source: Longwoods International ATS Wave 112

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

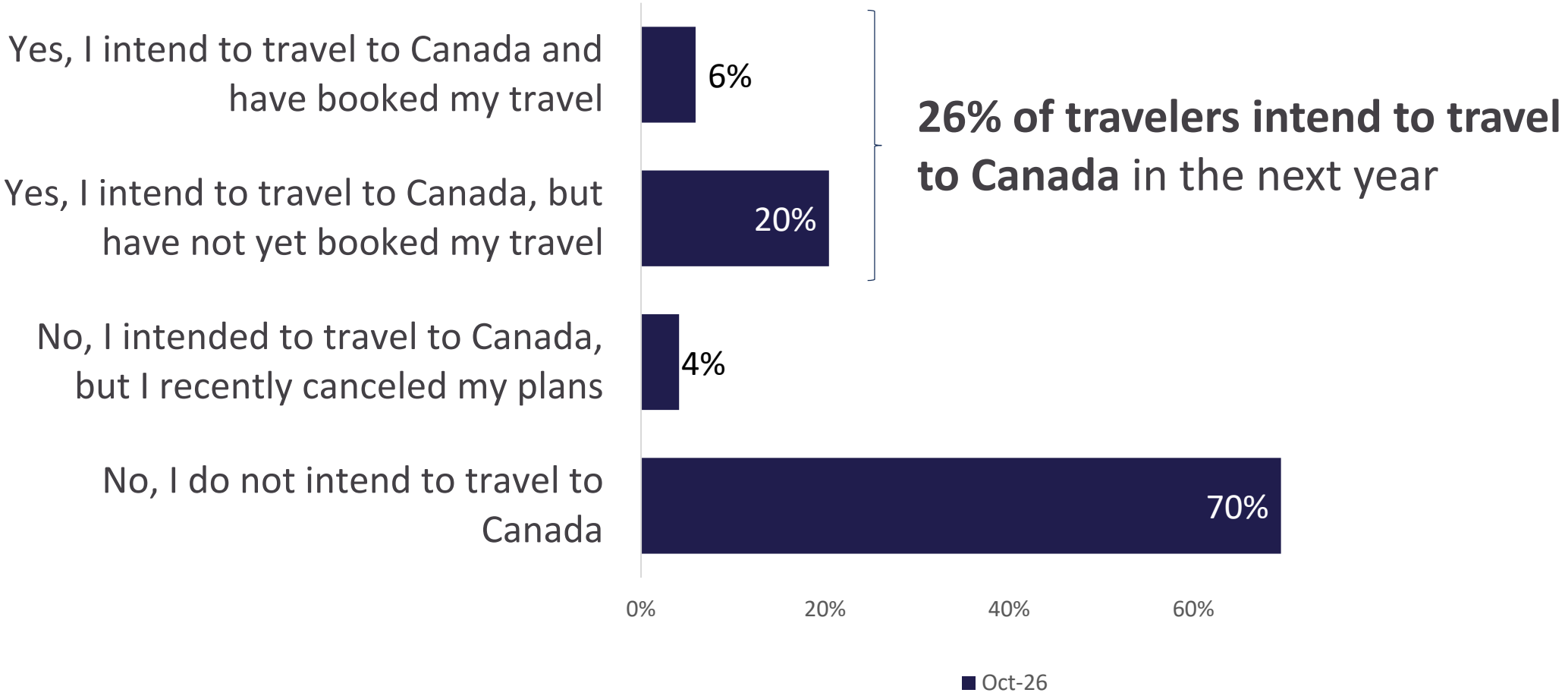
During the next six months, how are gas prices impacting your travel?



Source: Longwoods International ATS Wave 112
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

A Quarter of Travelers Intend to Travel to Canada in the Next 12 Months

In the next 12 months, do you intend to travel to Canada?

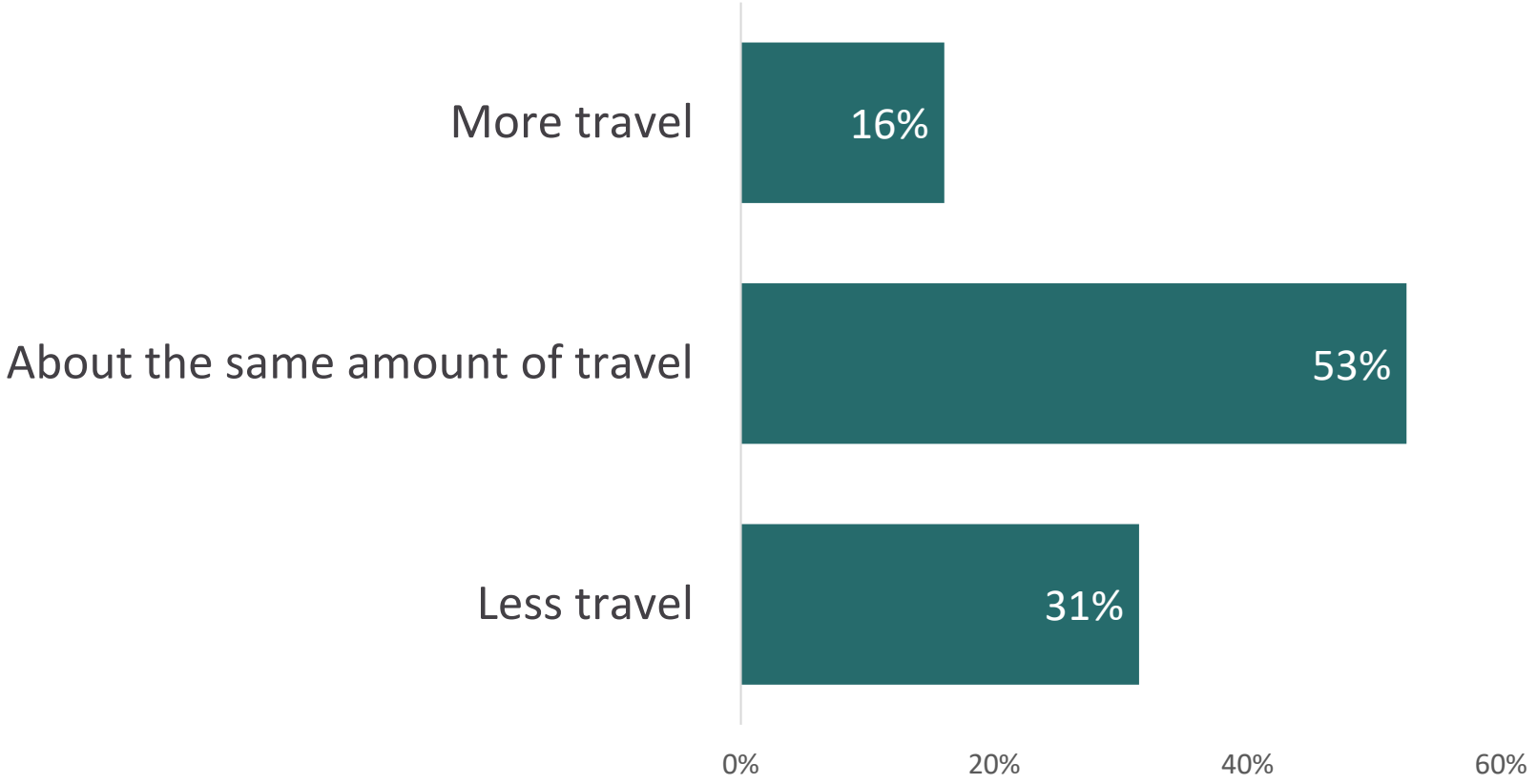


26% of travelers intend to travel to Canada in the next year

Source: Longwoods International ATS Wave 112
Percentages are based only on respondents who are confirmed travelers

Most Travelers Maintain Holiday Travel Plans

Compared to last year, how often do you plan to travel this holiday season?



Most travelers **(53%) plan to travel about the same amount** this holiday season.

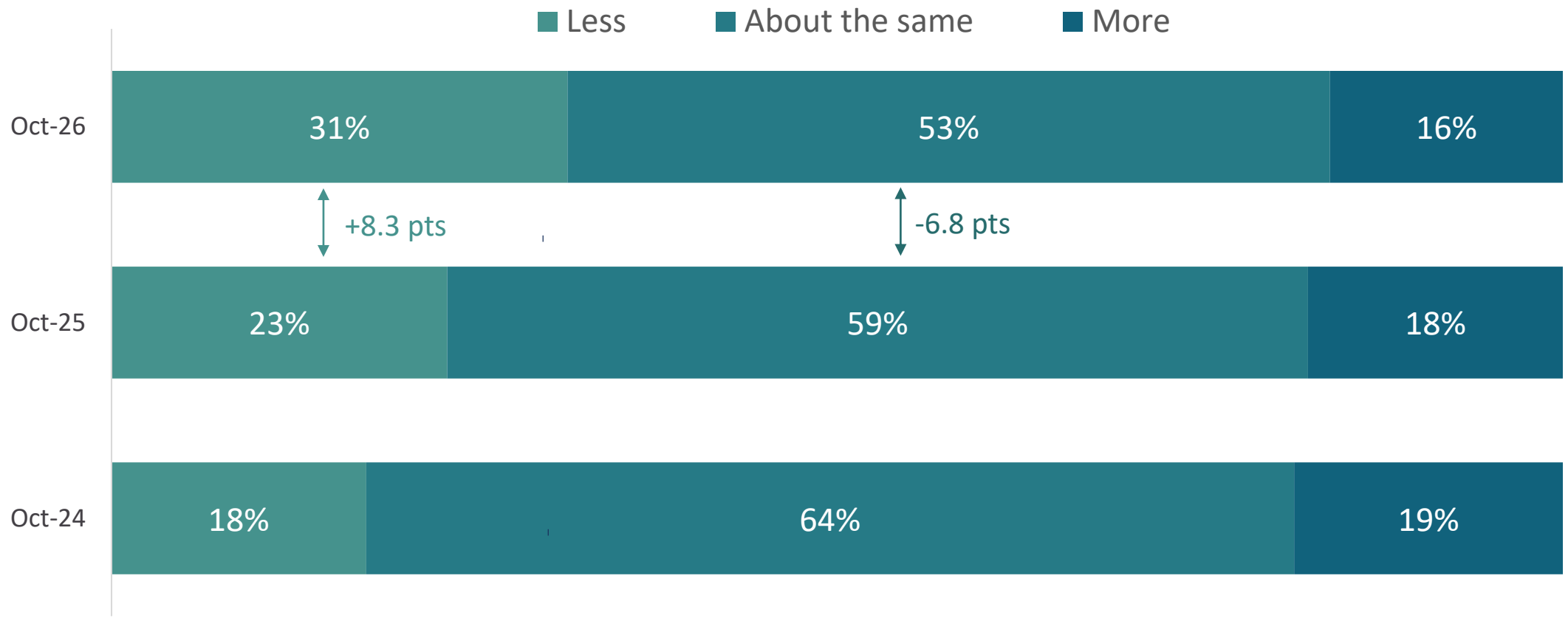
Nearly one third (31%) plan to travel less this holiday season compared to last year.

Source: Longwoods International ATS Wave 112
Percentages are based only on respondents who are confirmed travelers

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More Travelers Plan Less Holiday Travel Year Over Year

Compared to last year, how often do you plan to travel this holiday season?

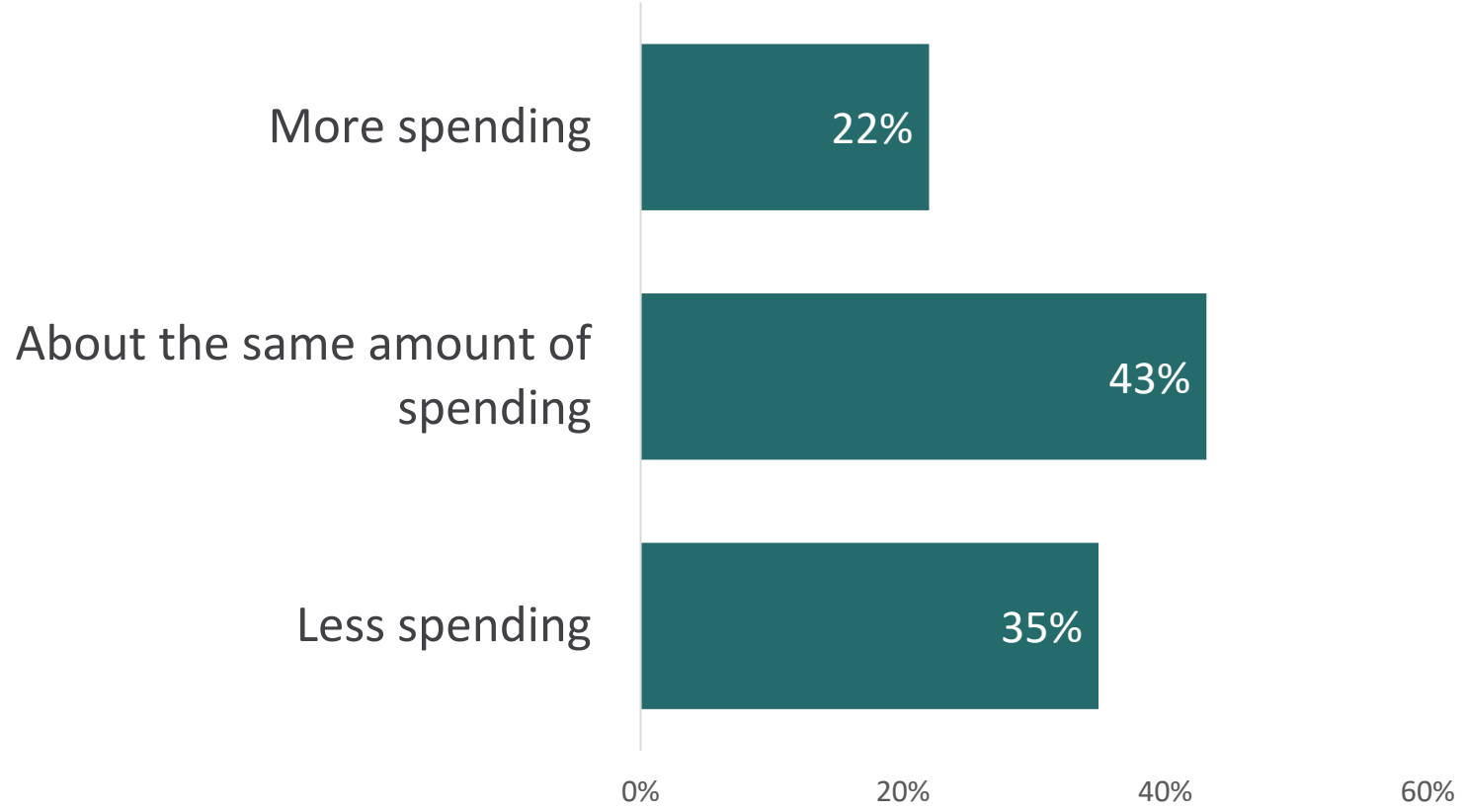


Source: Longwoods International ATS Wave 112
Percentages are based only on respondents who are confirmed travelers

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Most Travelers Won’t Increase Holiday Travel Spending

Compared to last year, how much do you plan to spend on travel this holiday season?

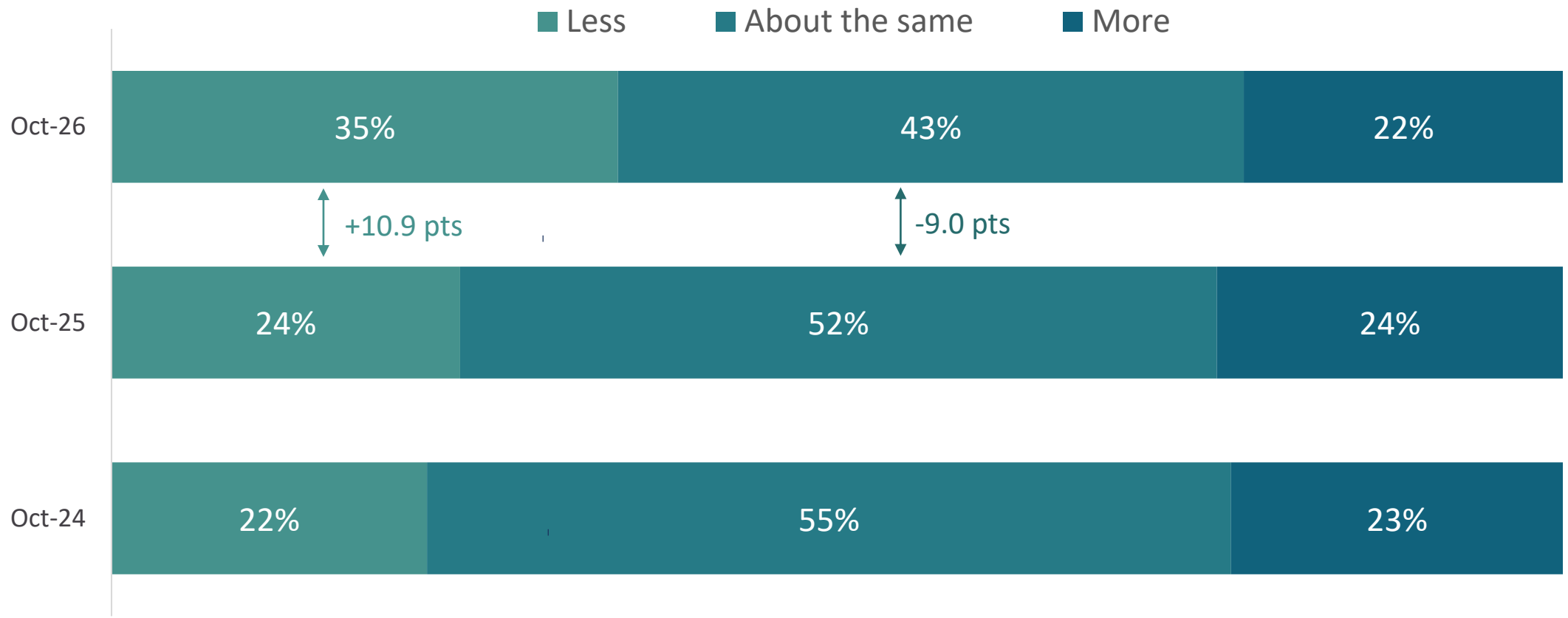


78% of travelers plan to spend the same amount or less on travel this holiday season.

Source: Longwoods International ATS Wave 112
Percentages are based only on respondents who are confirmed travelers

More Travelers Plan to Spend Less on Holiday Travel Year Over Year

Compared to last year, how much do you plan to spend on travel this holiday season?



Source: Longwoods International ATS Wave 112
Percentages are based only on respondents who are confirmed travelers

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Majority of Travelers are Planning to Travel by Car This Holiday Season

When thinking of travel this holiday season, what travel plans do you have that involve traveling at least 50 miles from home?



33%

are not planning to take a trip this holiday season



53%

will travel by car for Thanksgiving, Christmas/Hanukkah/Kwanzaa, New Year's Eve or other holiday celebrations



24%

will travel by plane for Thanksgiving, Christmas/Hanukkah/Kwanzaa, New Year's Eve or other holiday celebrations

Compared to October 2025, travelers not planning to take a trip are up 3.5 points and travelers planning to travel by plane for holiday celebrations are down 5.6 points.

Source: Longwoods International ATS Wave 112
Percentages are based only on respondents who are confirmed travelers

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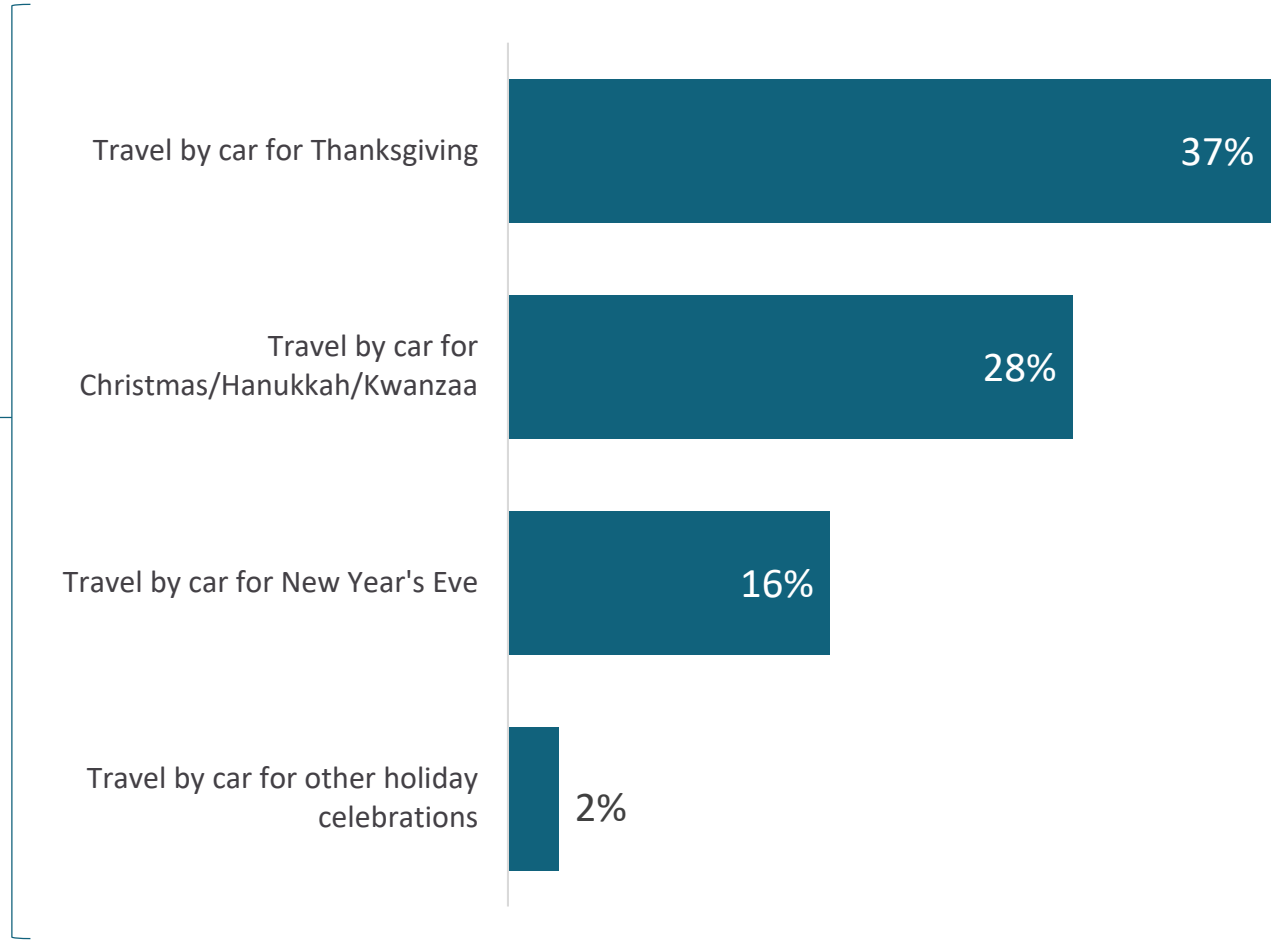
Most Travelers Plan to Travel by Car This Holiday Season

When thinking of travel this holiday season, what travel plans do you have that involve traveling at least 50 miles from home?



53%

will travel by car



Source: Longwoods International ATS Wave 112
Percentages are based only on respondents who are confirmed travelers

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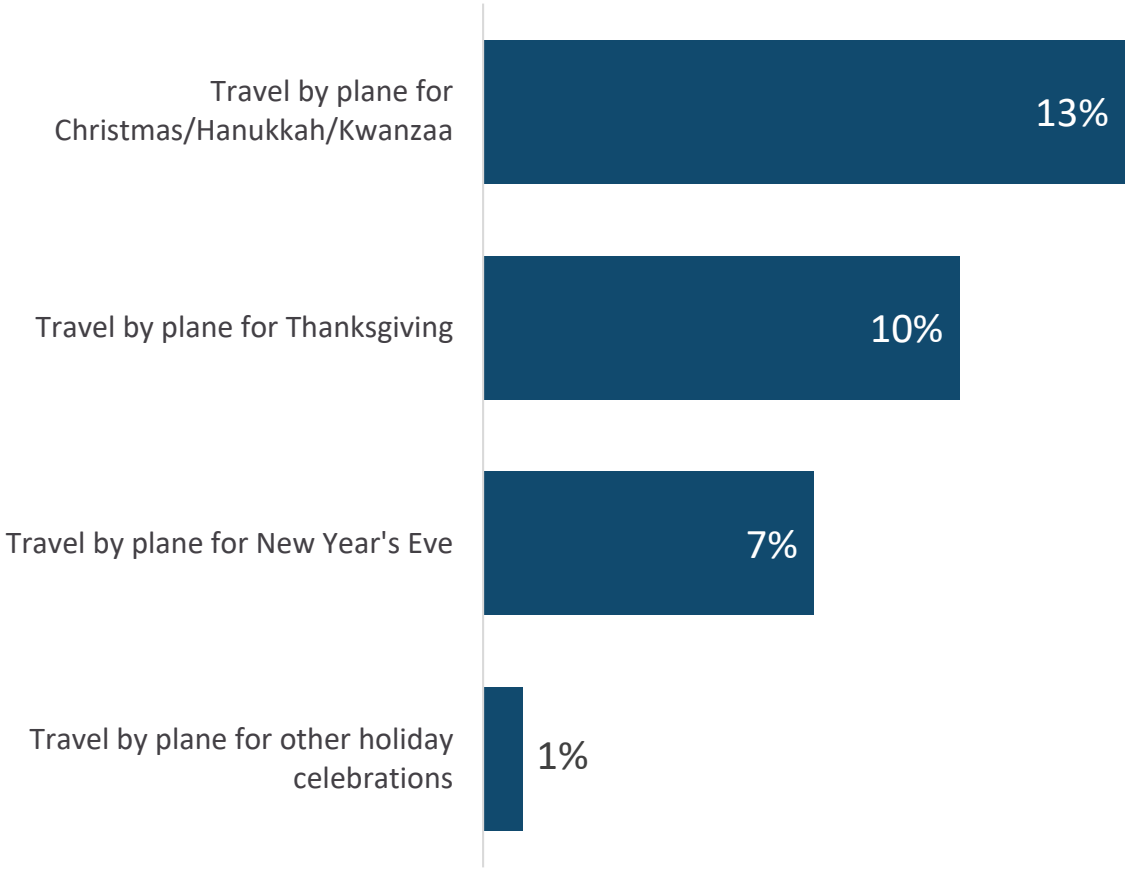
24% of Travelers Plan to Travel by Plane This Holiday Season

When thinking of travel this holiday season, what travel plans do you have that involve traveling at least 50 miles from home?



24%

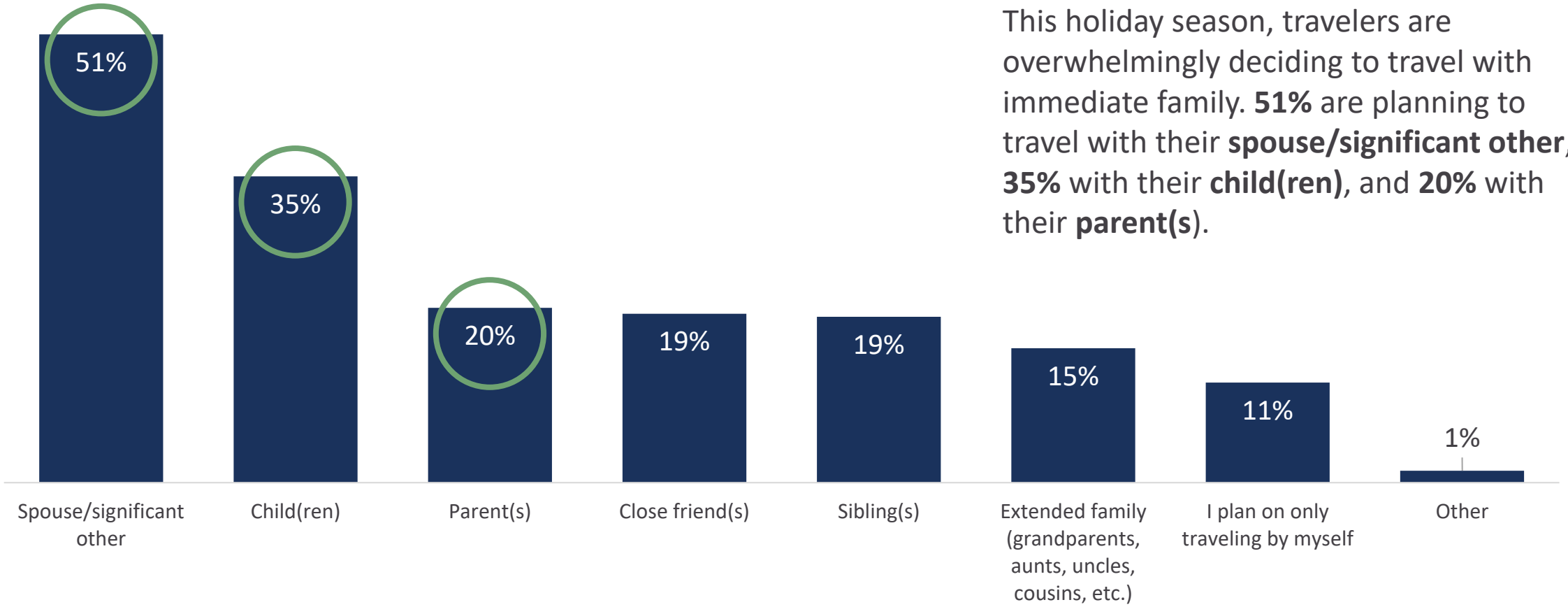
will travel by plane



Source: Longwoods International ATS Wave 112
Percentages are based only on respondents who are confirmed travelers

Travelers Are Focusing on Traveling with Family This Holiday Season

When thinking of travel this holiday season, who do you plan on traveling with?



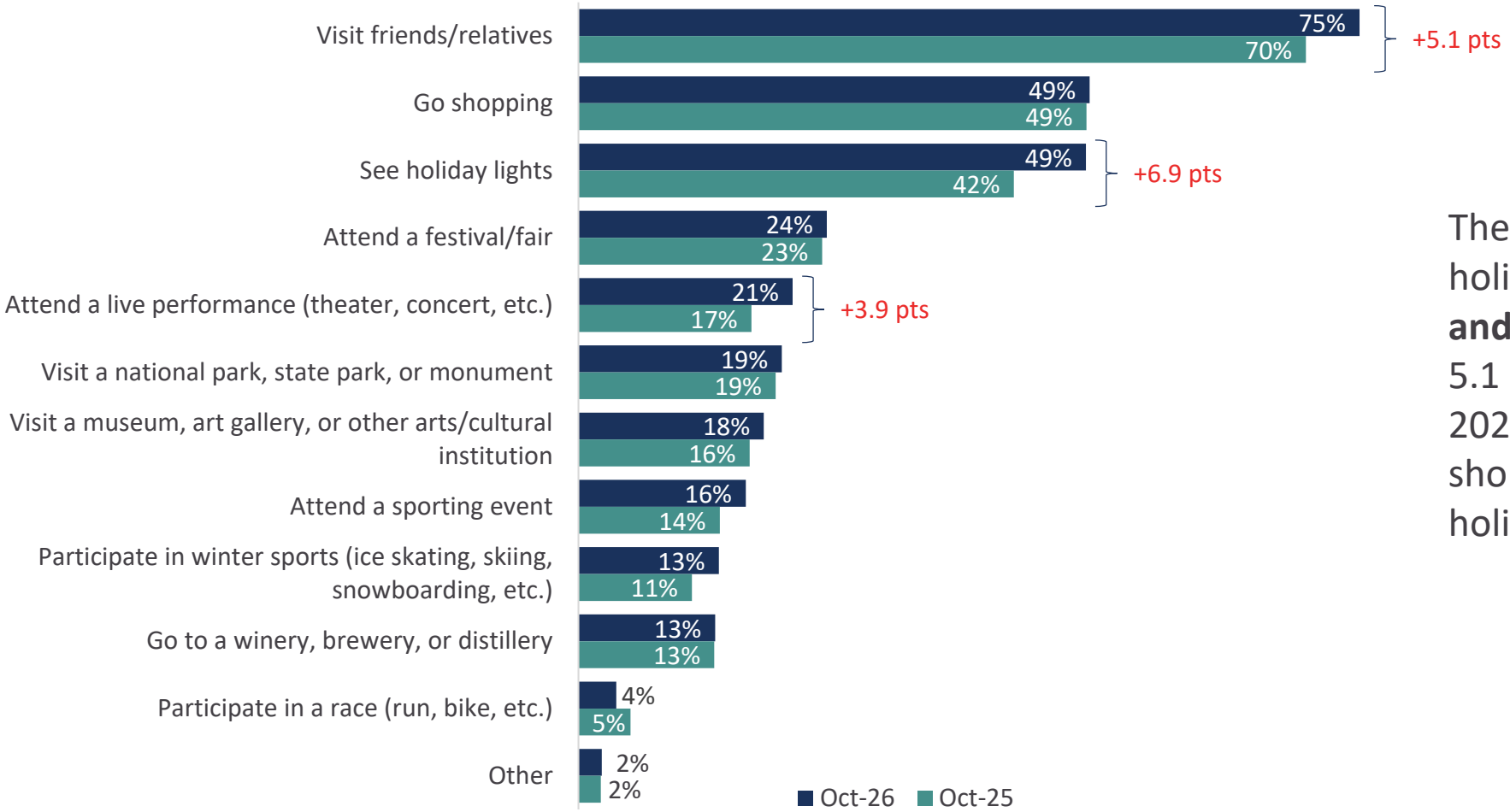
This holiday season, travelers are overwhelmingly deciding to travel with immediate family. **51%** are planning to travel with their **spouse/significant other**, **35%** with their **child(ren)**, and **20%** with their **parent(s)**.

Source: Longwoods International ATS Wave 112
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

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This Holiday Season Travelers Focus on Visiting Family

Thinking about your travel plans for the holiday season, which of the following activities are you planning to participate in during your trip:



The top activity for travel this holiday season is **visiting friends and family** at **75%**, which is up 5.1 points compared to October 2025. This is followed by going shopping **(49%)** and seeing holiday lights **(49%).**

Source: Longwoods International ATS Wave 112
Percentages are based only on respondents who are confirmed travelers and have traveled in the past year

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: October 6 – 9, 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

Longwoods INTERNATIONAL



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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