

Future Partners

The State of the American Traveler

May 2025

Upcoming Livestreams:

TTRA Webinar with Future Partners: Travel Behavior in Action - May 20th at 2pm ET

The State of the International Traveler 2025 – May 21st 3pm ET

Future Partners & Miles Partnership: The State of the American Traveler Tech Edition - June 24 at 3pm ET

Uncover the latest trends in the resources travelers rely on for travel decisions and behaviors

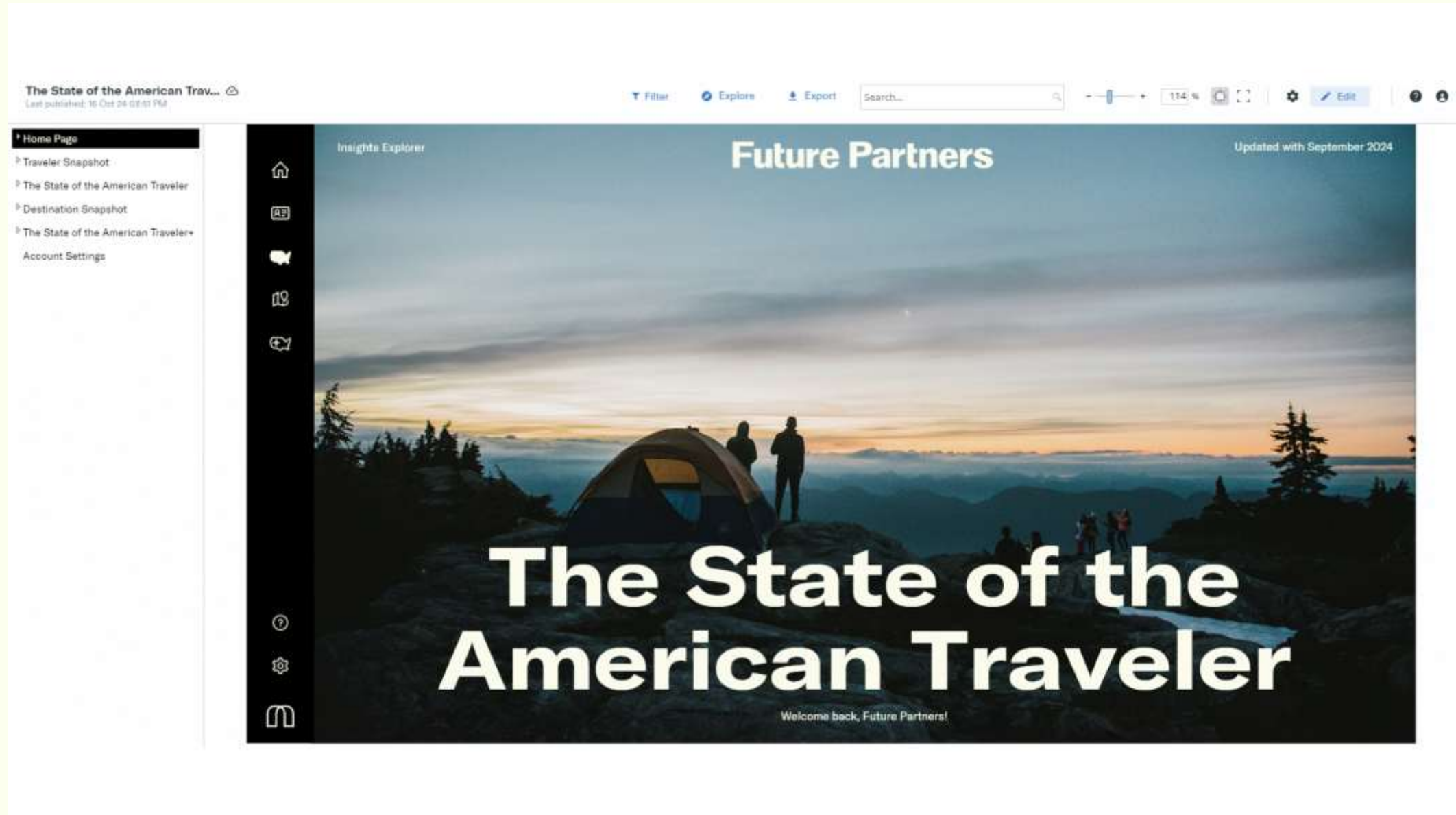


Today

- Travel Sentiment Overview
- Travel in Interesting Times:
Behavioral Shifts
- Panel Discussion: The State of
Business & Events

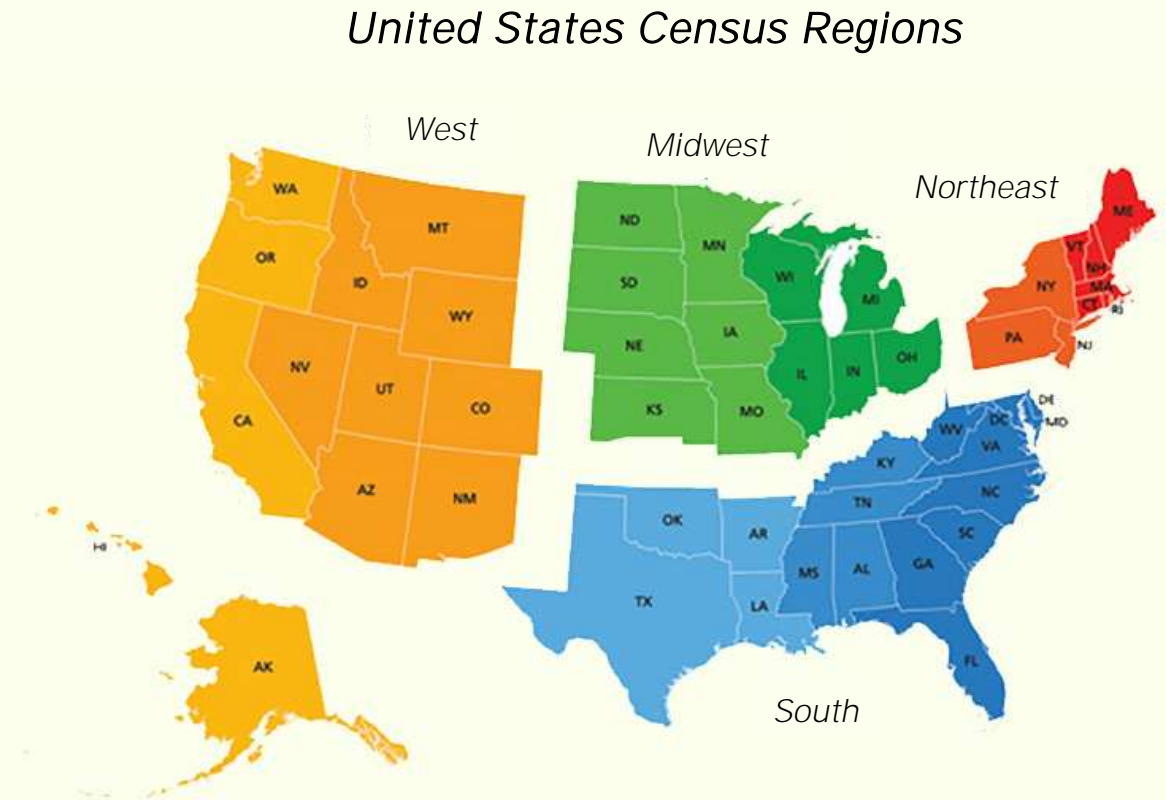


The State of the American Traveler Insights Explorer: On-Demand Insights into Your Audiences and Brand Performance



Methodology

- *Monthly tracking survey*
- *Representative sample of adult American travelers in each of four U.S. regions*
- *Tracks traveler sentiment to generate insights into domestic travel trends*
- *4,000+ fully completed surveys collected each wave.*
- *Survey collected [April 16-22, 2025](#)*
- *Confidence interval of +/- 1.55%*
- *Data is weighted to reflect the actual population of each region*



Presentation deck and
recording will be available on
FuturePartners.com

*June Livestream
Registration*



Traveler Sentiment



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The American consumer is on the ropes. Tariffs and anxiety — could deliver the knockout blow

Employers: Ease the Mental Health Impacts of Economic Anxiety

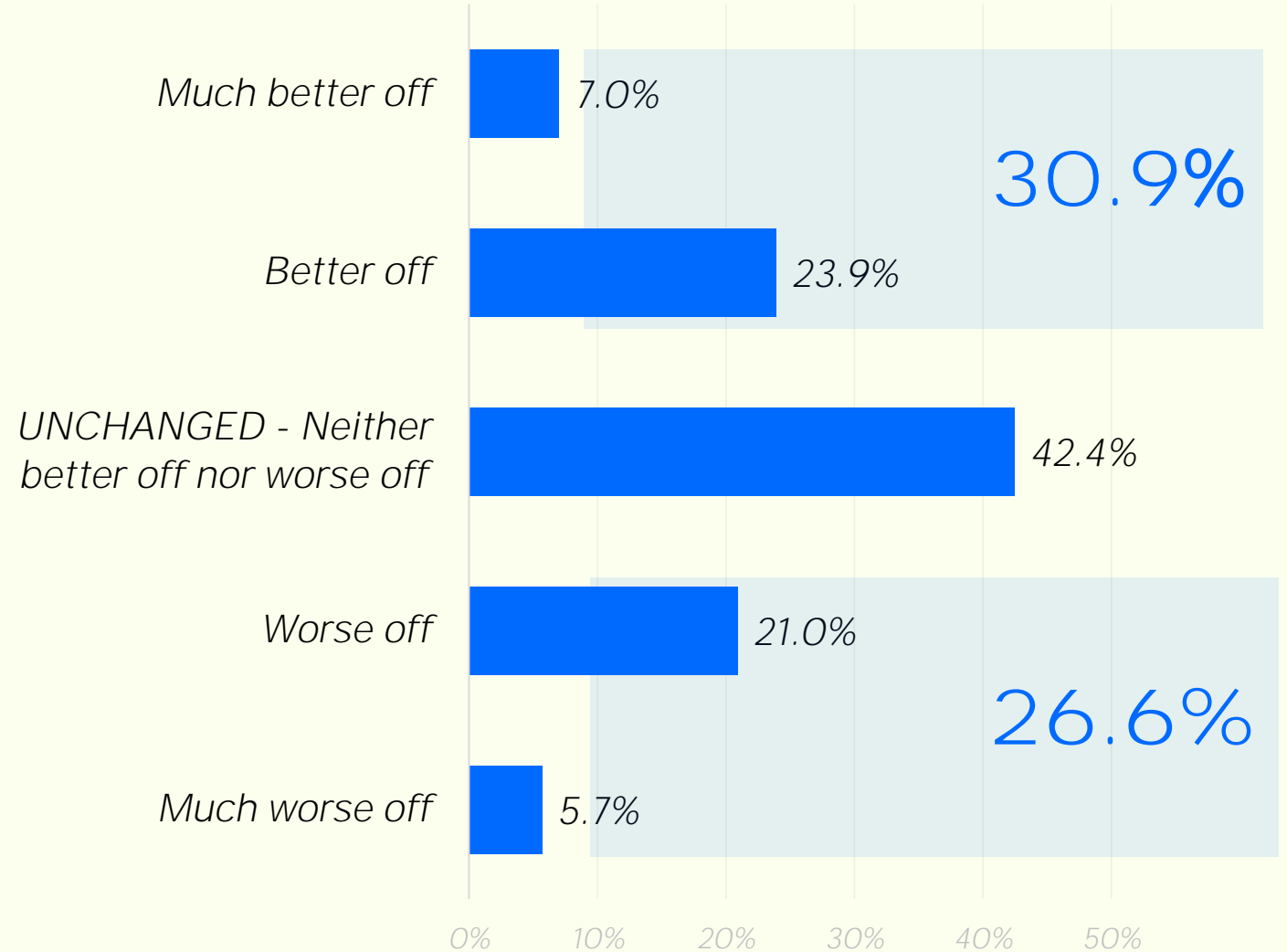
My Friends and I Are Rethinking Our Spending Because of Economic Anxiety



Three-in-ten travelers' feel their current financial situation is better compared to last year

Question:

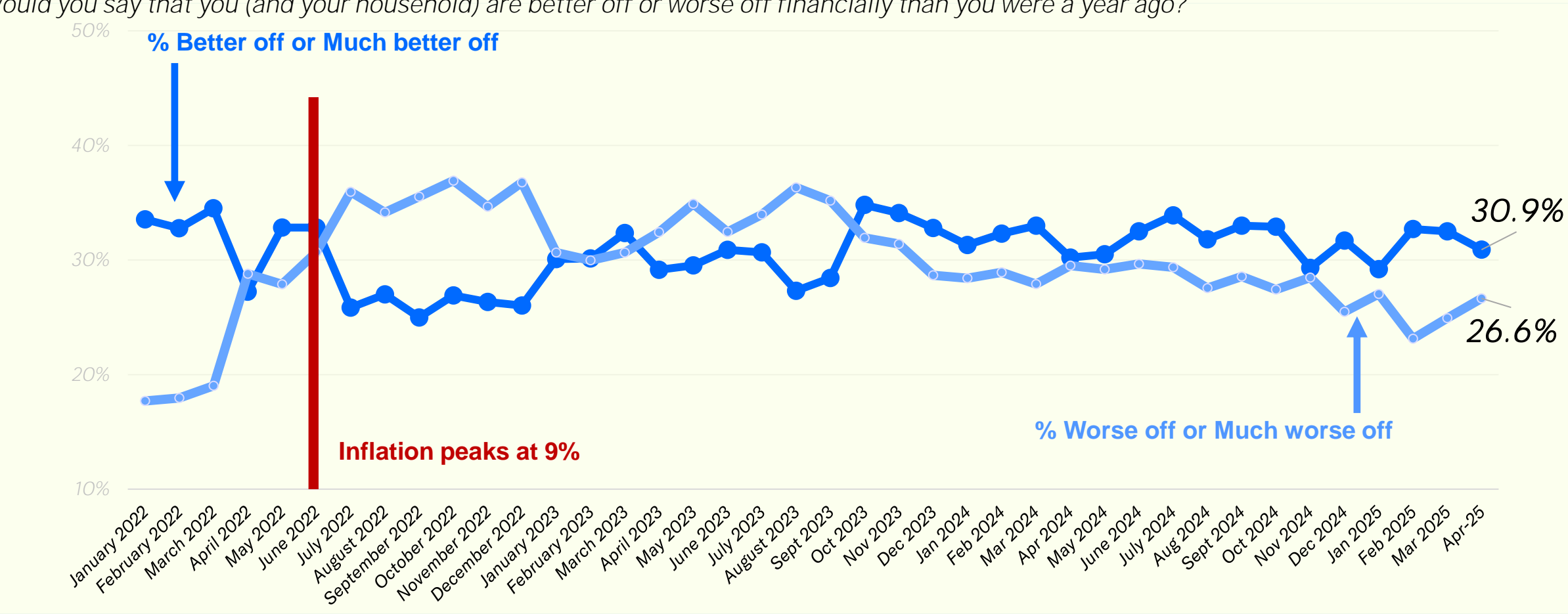
Would you say that you (and your household) are better off or worse off financially than you were a year ago?



Travelers' assessment of their current financial situation

dipped this month although remains healthier than 2022

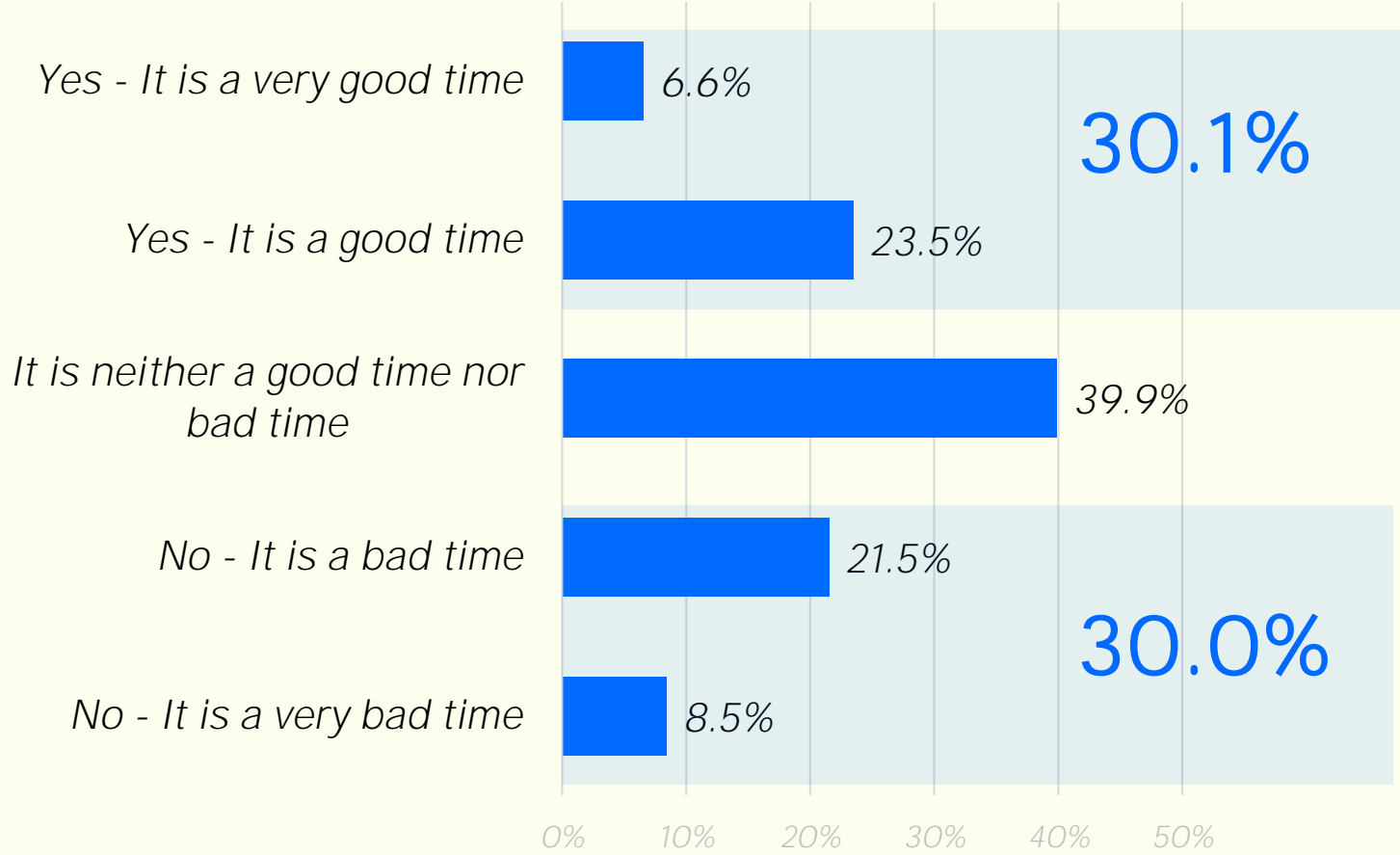
Question:
Would you say that you (and your household) are better off or worse off financially than you were a year ago?



30% feel now is a good time to spend on leisure travel while 30% say it is a bad time

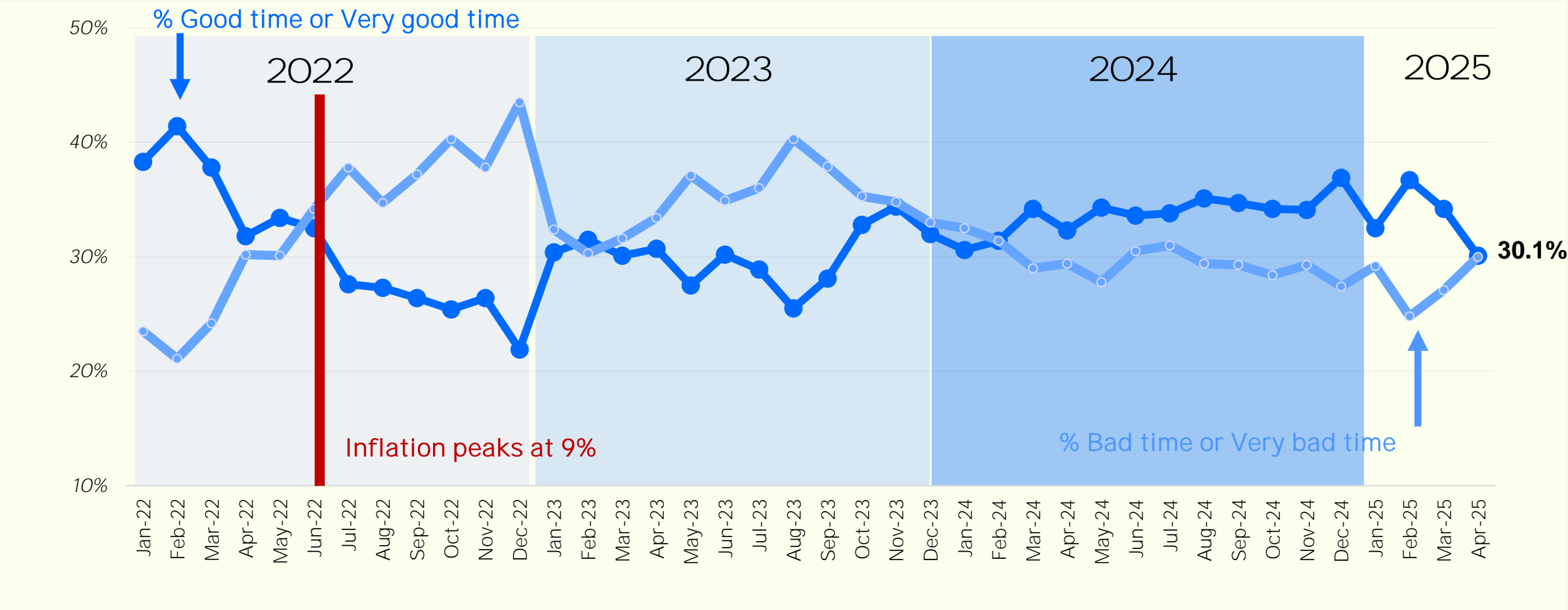
Question:

Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?



Confidence that now is a good time to spend on leisure travel continues to decline

Question: Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?

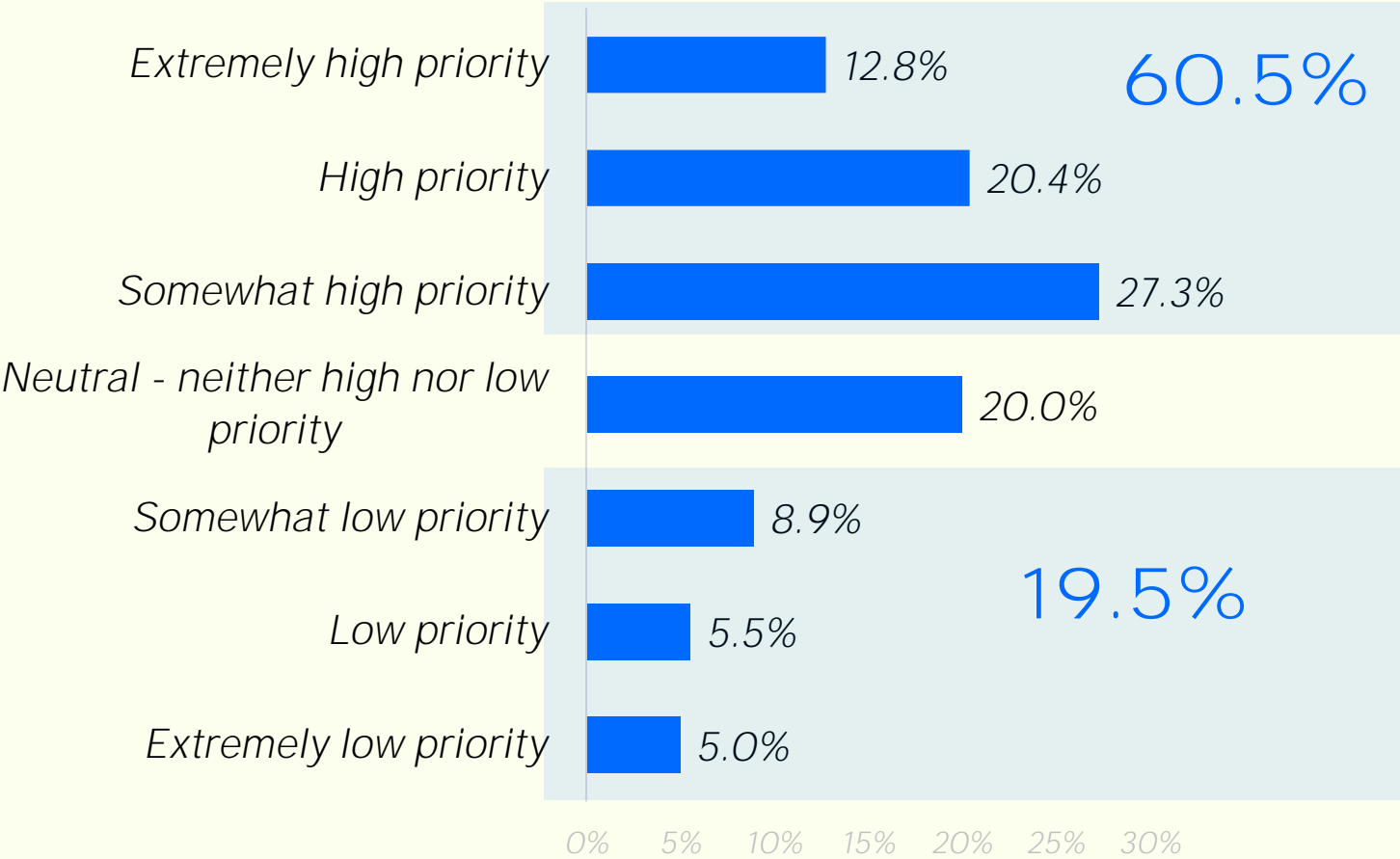


Six-in-ten American travelers intend to make travel a budget priority in the near-term future

Question:

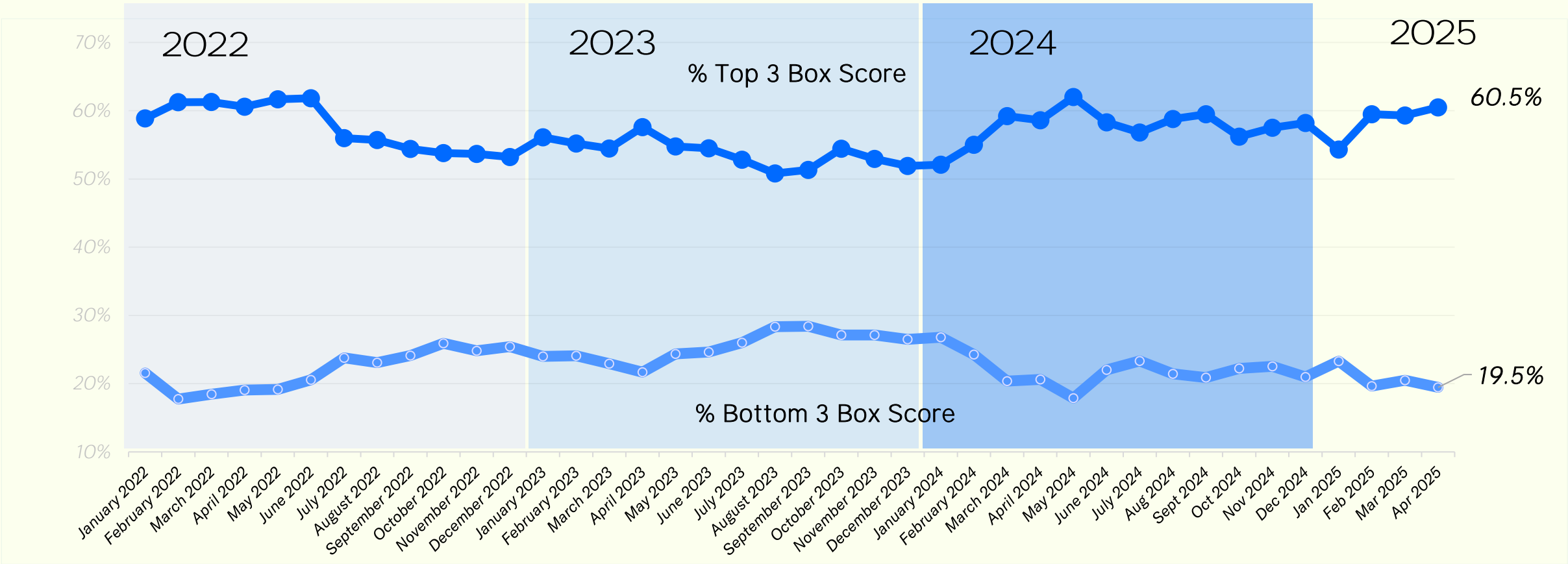
Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.

Leisure travel will be a(n) _____.



Americans' intent to make travel a budget priority in the near-term future is stagnant

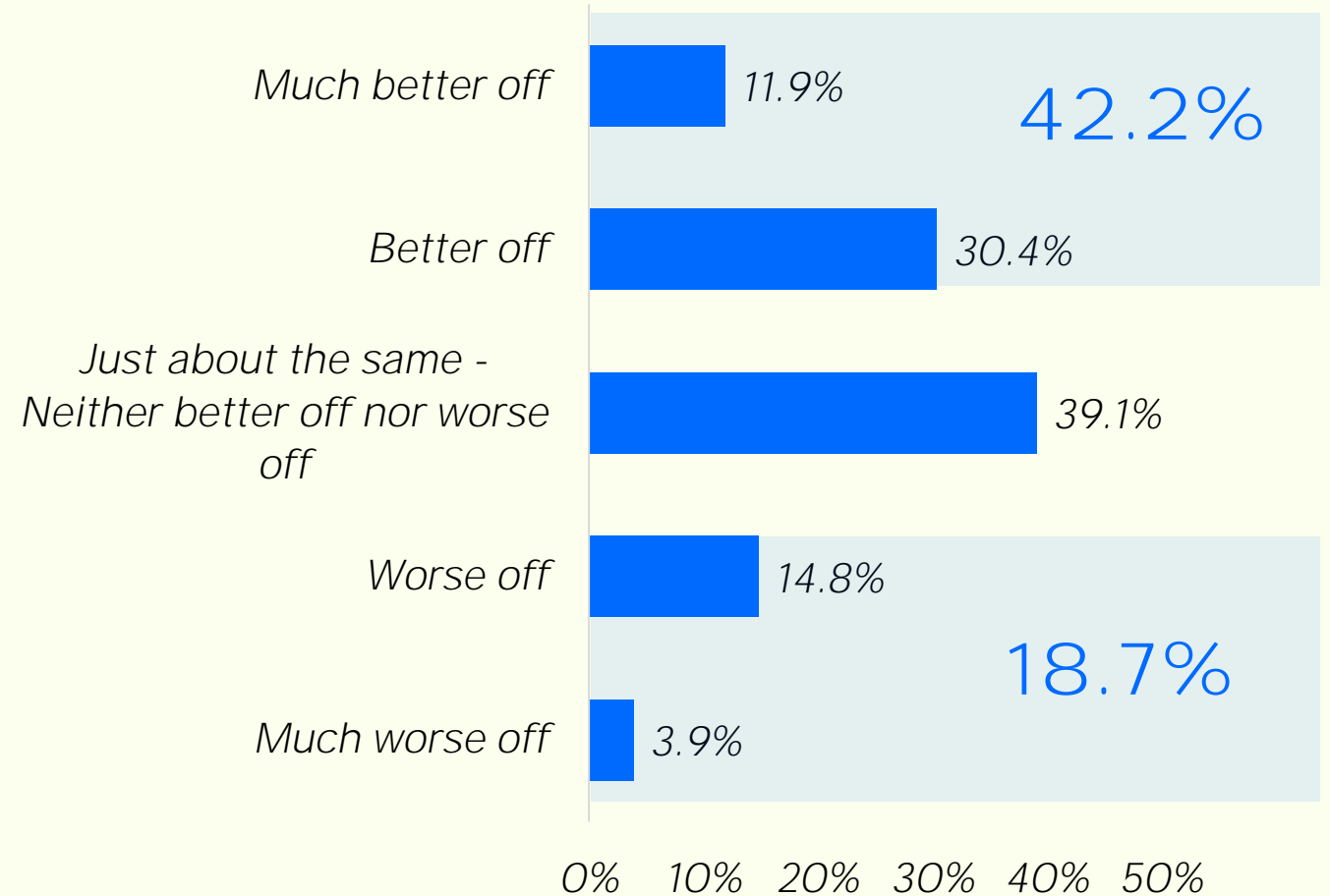
Question: *Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.*



42% of American travelers feel they will be better off financially next year

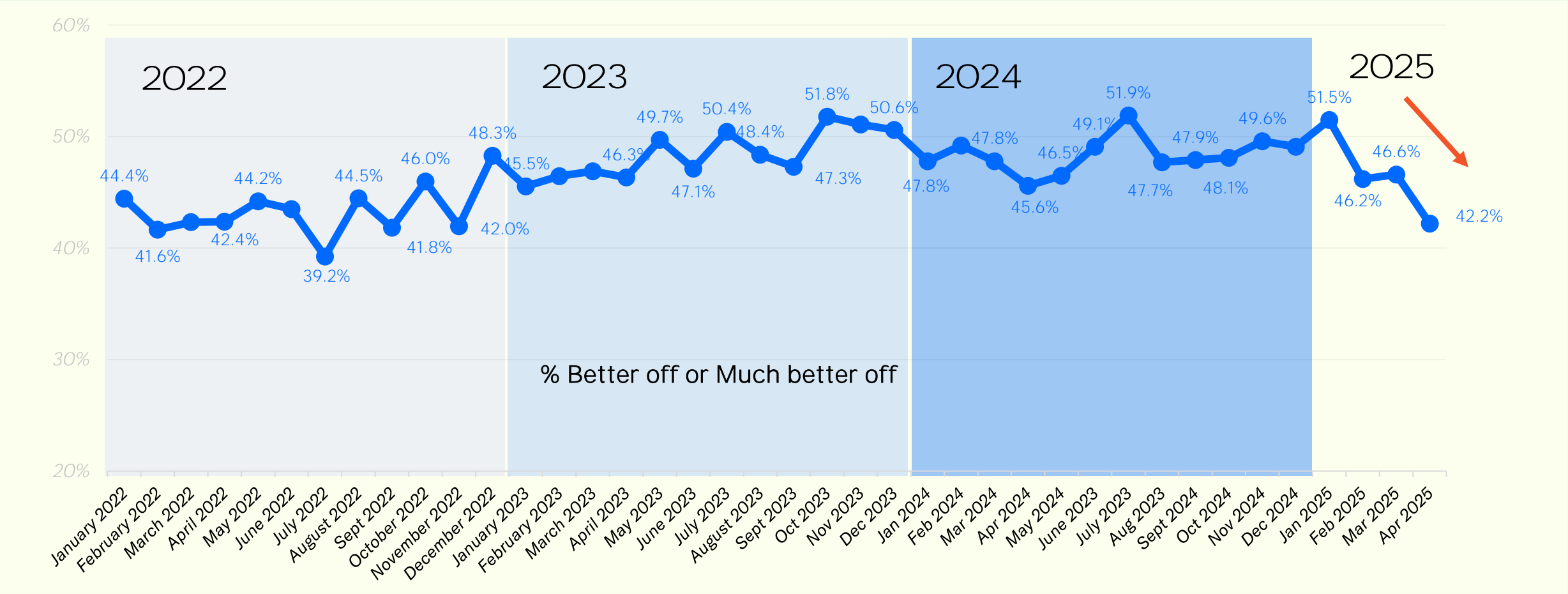
Question:

LOOKING FORWARD - Do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?



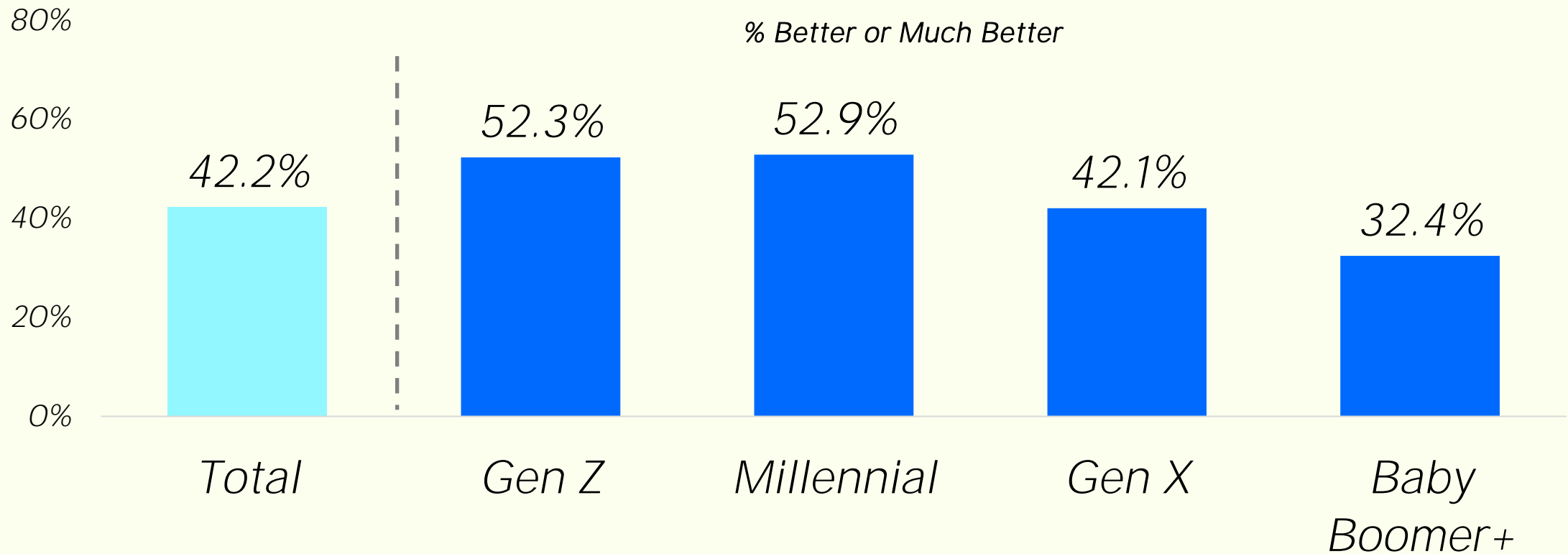
American travelers' sentiments about their financial future continues to decline

Question: *LOOKING FORWARD* - Do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?



Optimism about Future Finances by Generation

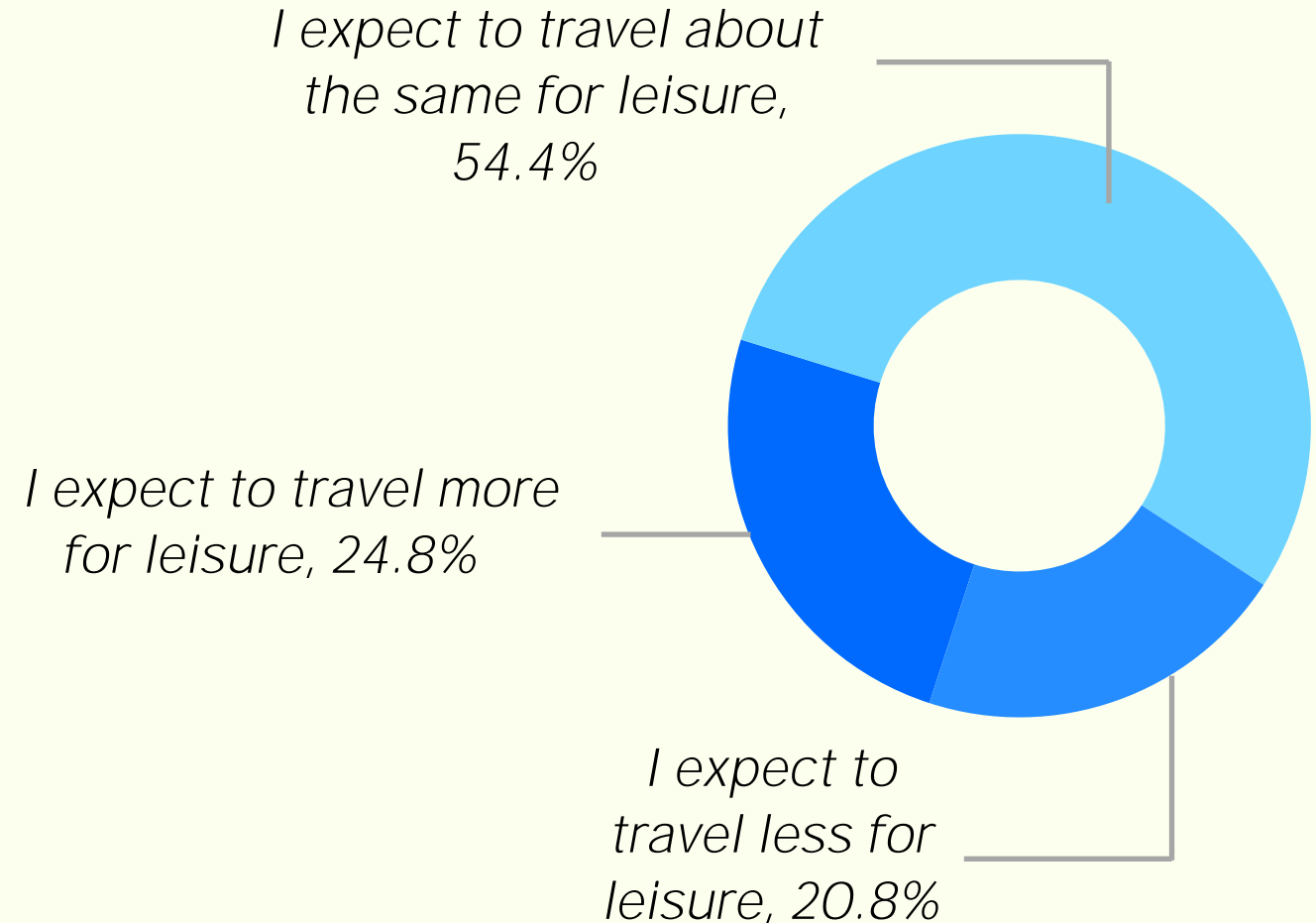
Question: *LOOKING FORWARD—do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?*



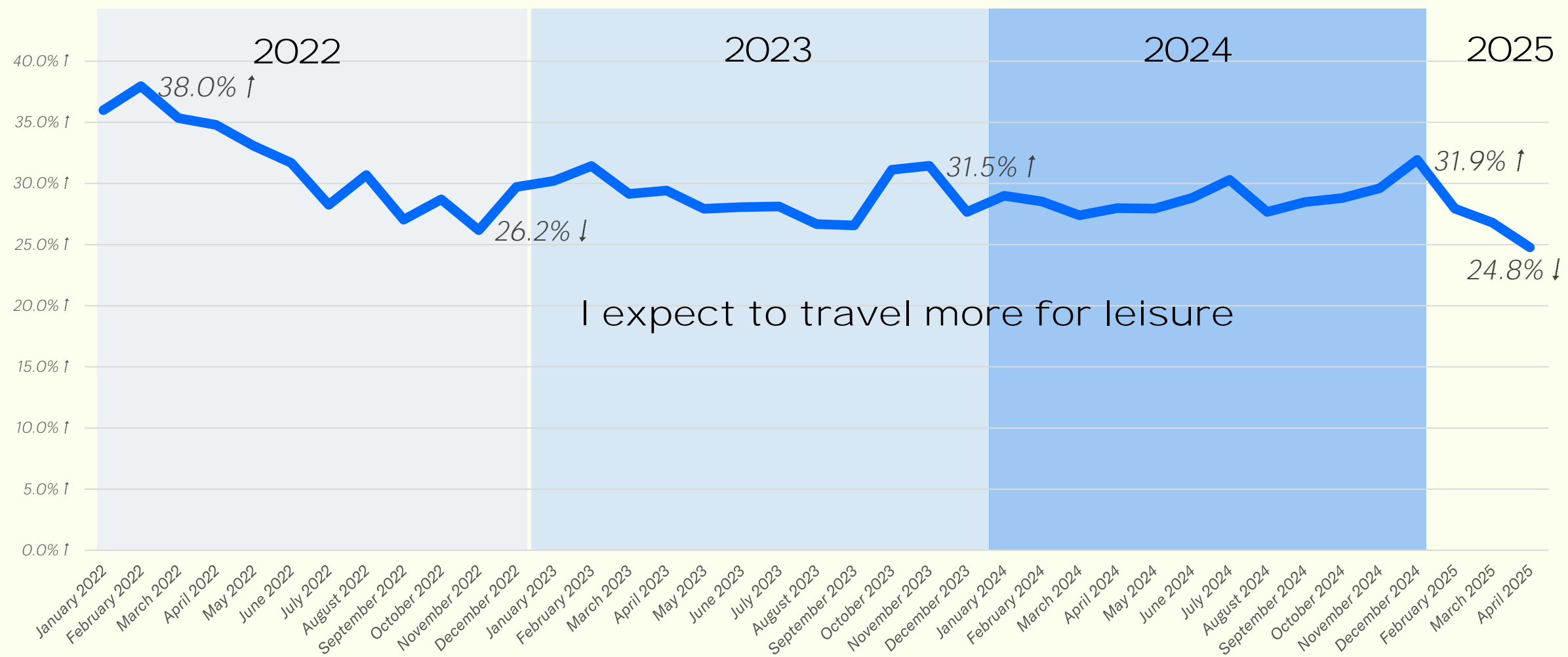
One-quarter of American travelers expect to travel more for leisure in the next year

Question:

In the NEXT 12 MONTHS, do you expect to travel more or less for leisure than you did in the most recent 12-month period? (Select one)



Optimism for greater travel volume hit another post-pandemic low



Areas of Exploration

- Stock Market Performance
- Tariffs and Trade Policies
- Recession Expectations

The Story of the Data:

- **Signs of weakening are evident.** Travelers are bracing for economic trouble, as recession fears are rising fast.
- A significant (and growing) proportion of **travelers say they expect to change their travel buying and behaviors** as a result of these concerns.
- **America's new trade policies and instability in its equity markets** have already **lead a significant share of Americans to consider adjusting their travel plans.**
- While uncertainty has surged, Americans remain excited to travel and anticipated spending remains strong

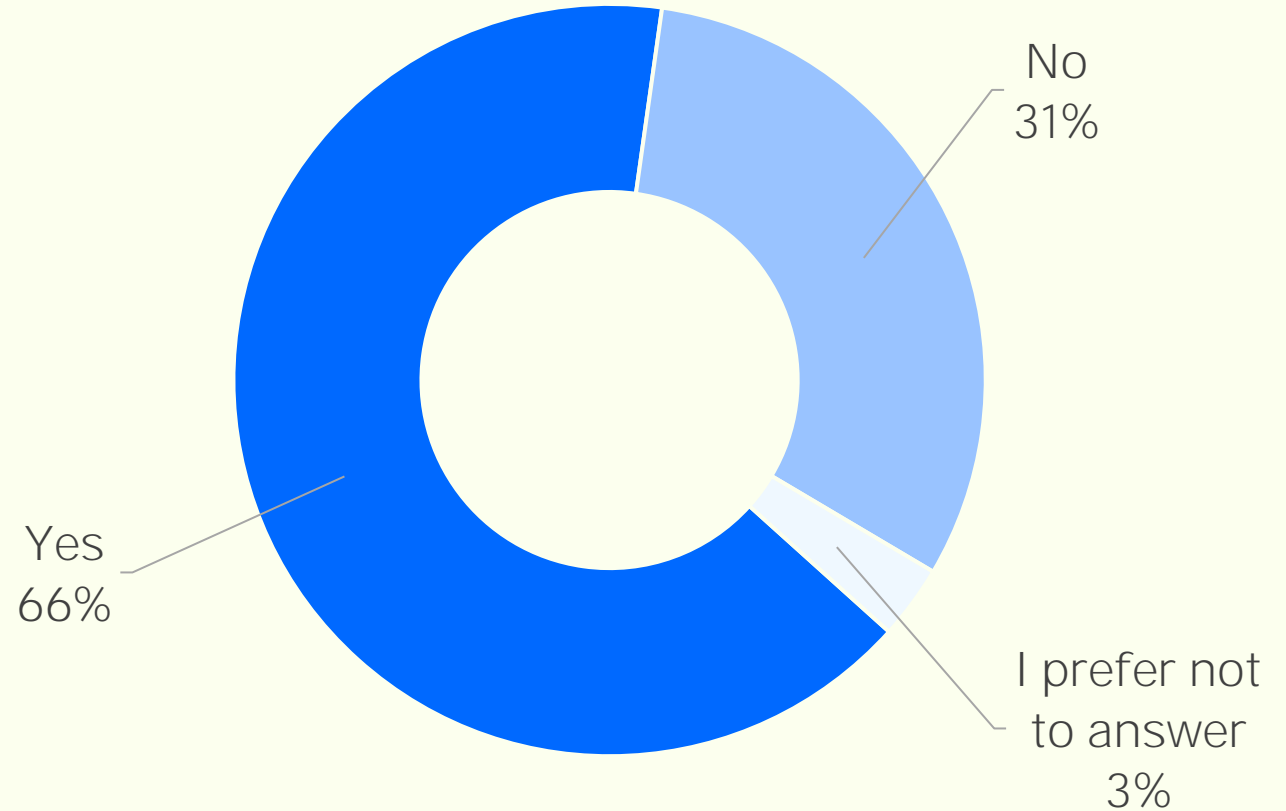
Stock Market Volatility

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2-out-of-3 America travelers hold some form of equity in their portfolios.

Question:

Do you currently hold any investments in the stock market (through tools such as a personal investment portfolio, a 401(k), employer-sponsored retirement plan, and IRA or college savings or education funds)?



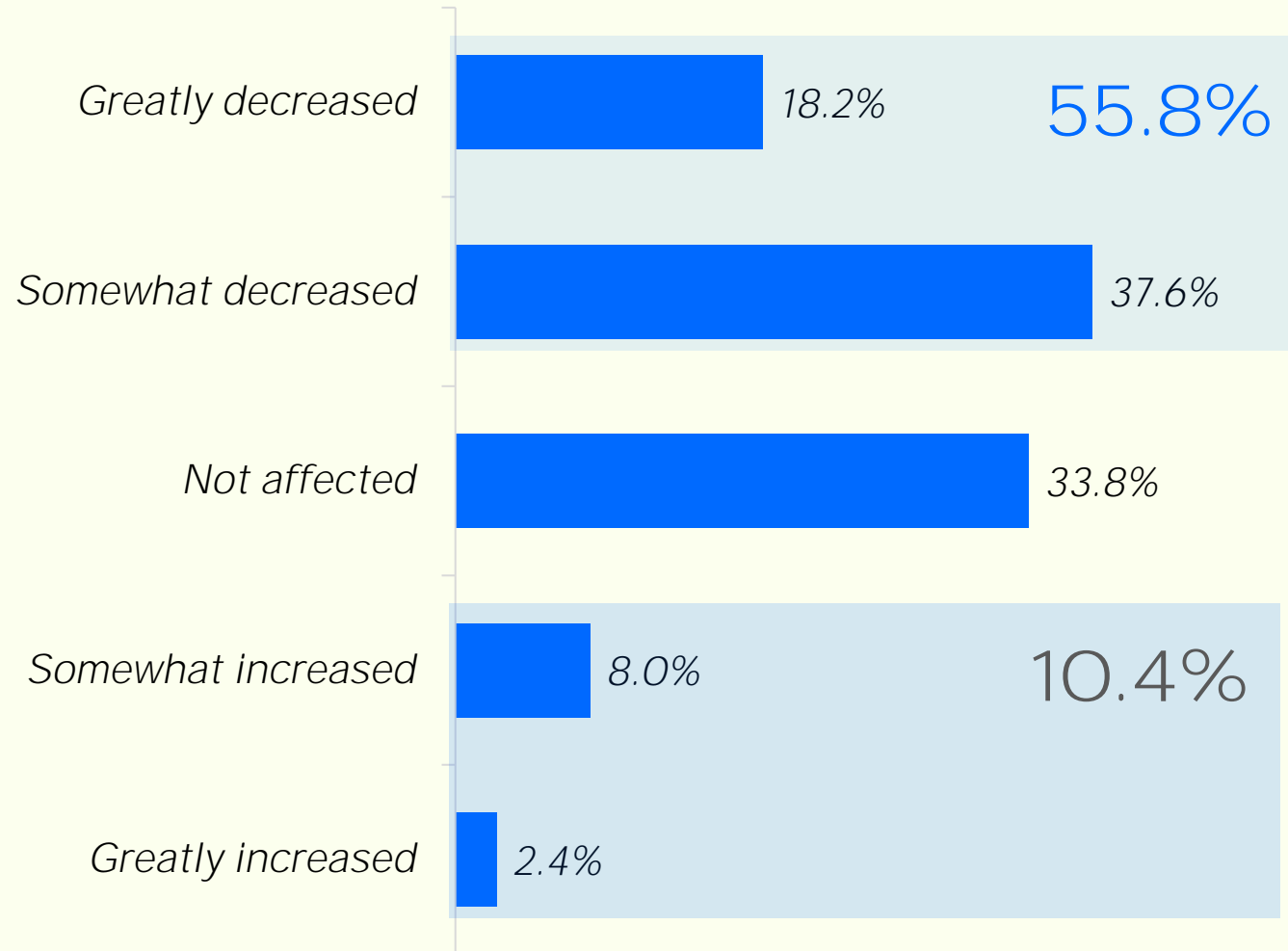
Greater than 1-in-3 feel volatility in the stock market is decreasing the sense of financial security

36.6%
of all travelers

Question:

How has recent volatility in the stock market affected your sense of personal financial well-being? (Select one to complete the sentence)

Recent volatility in the stock market has _____ my sense of financial security.



Tariffs & Travel Sentiment

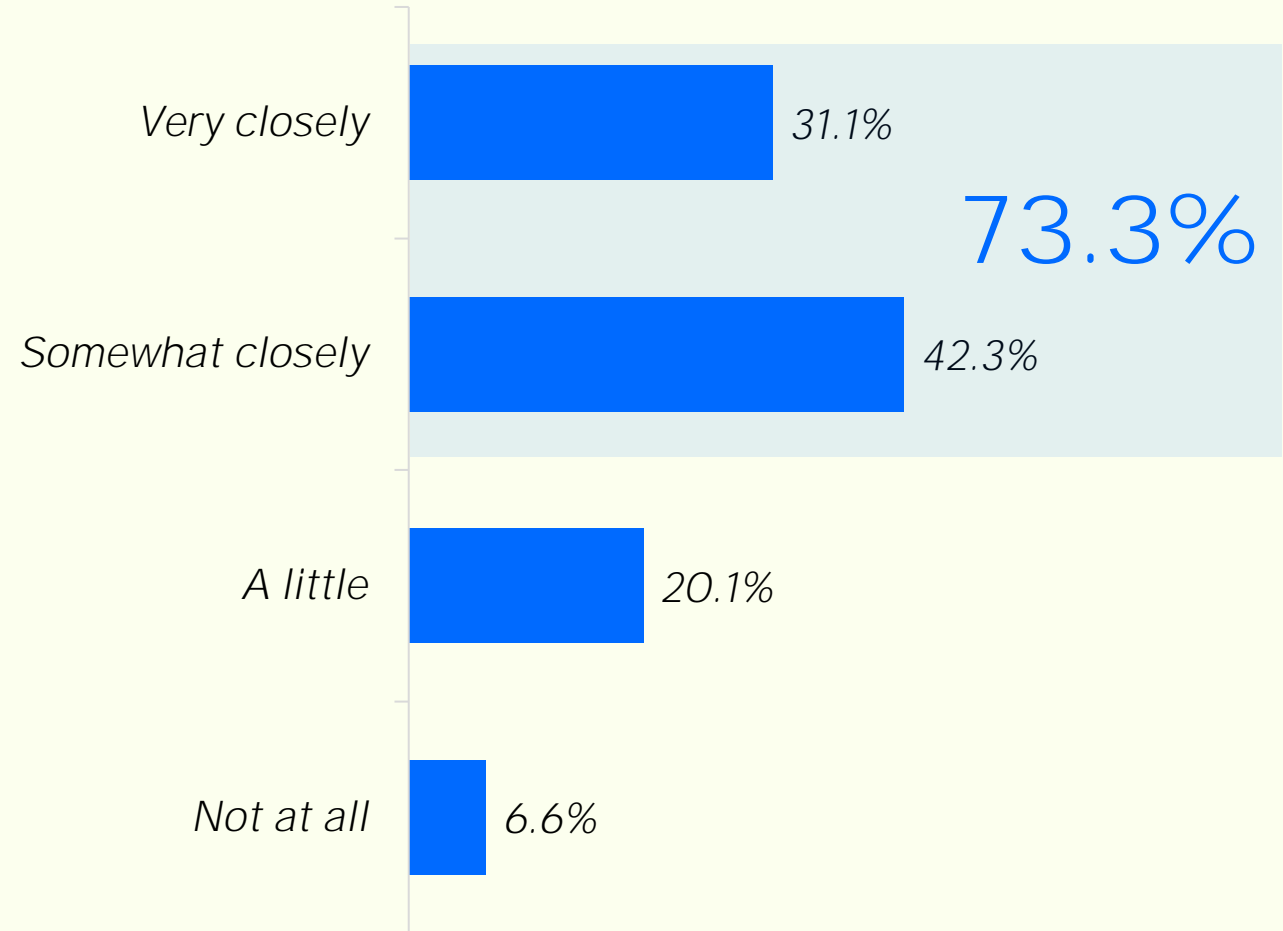
Future Partners



Travelers are closely following tariffs and trade policy news

Question:

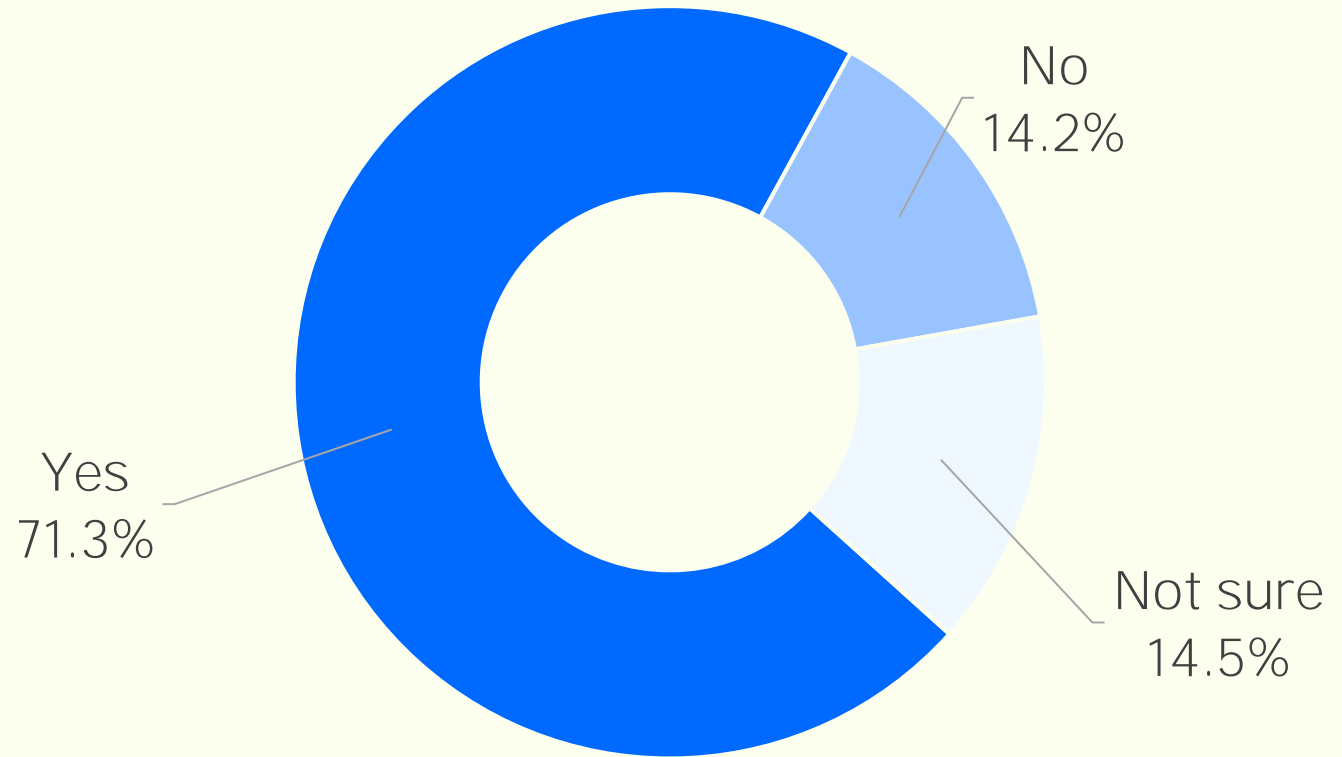
How closely have you been following recent news about U.S. tariffs and trade policy changes?



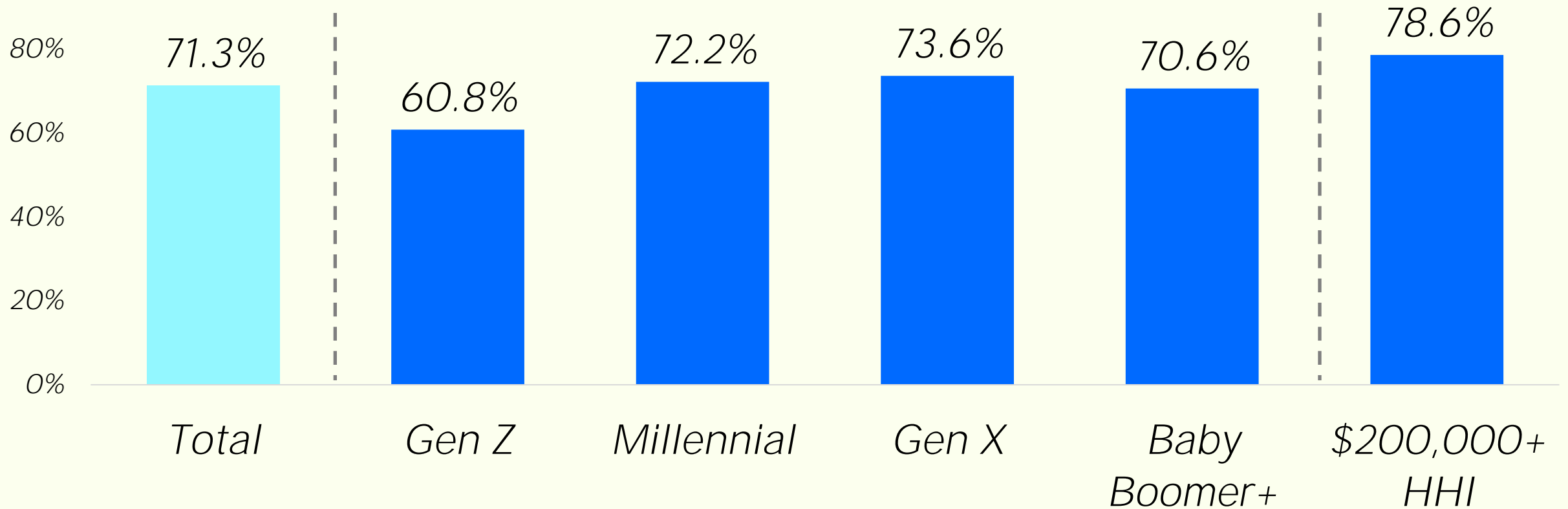
Travelers seem convinced that trade policy changes will impact their cost of living

Question:

Do you feel that the new tariffs will increase your cost of living in the coming year?



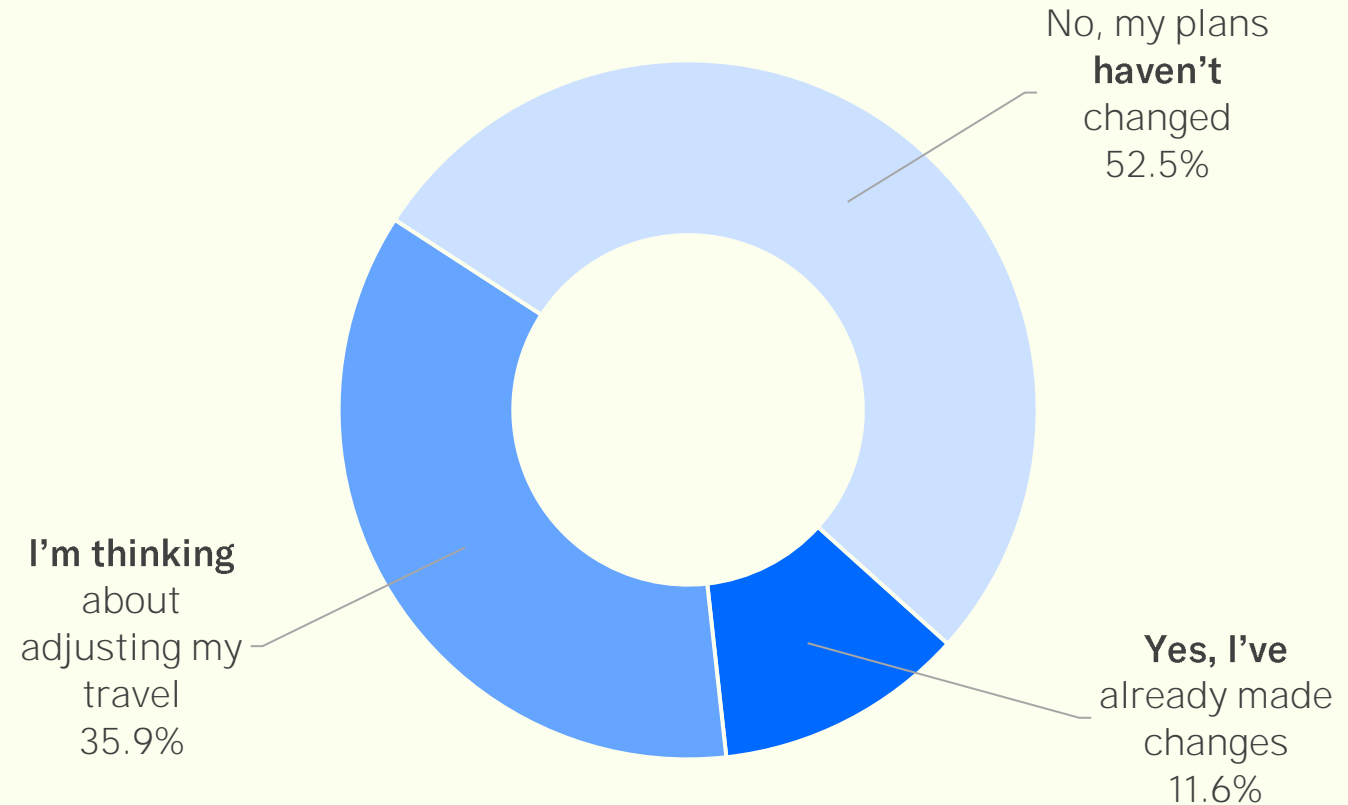
Life stage and income worsen tariff impact expectations



More than one-in-ten have already made travel plan changes due to tariff concerns and over one-third are considering it

Question:

Have concerns about tariffs (or trade disputes/tensions) made you reconsider your travel plans in the next 6 months?

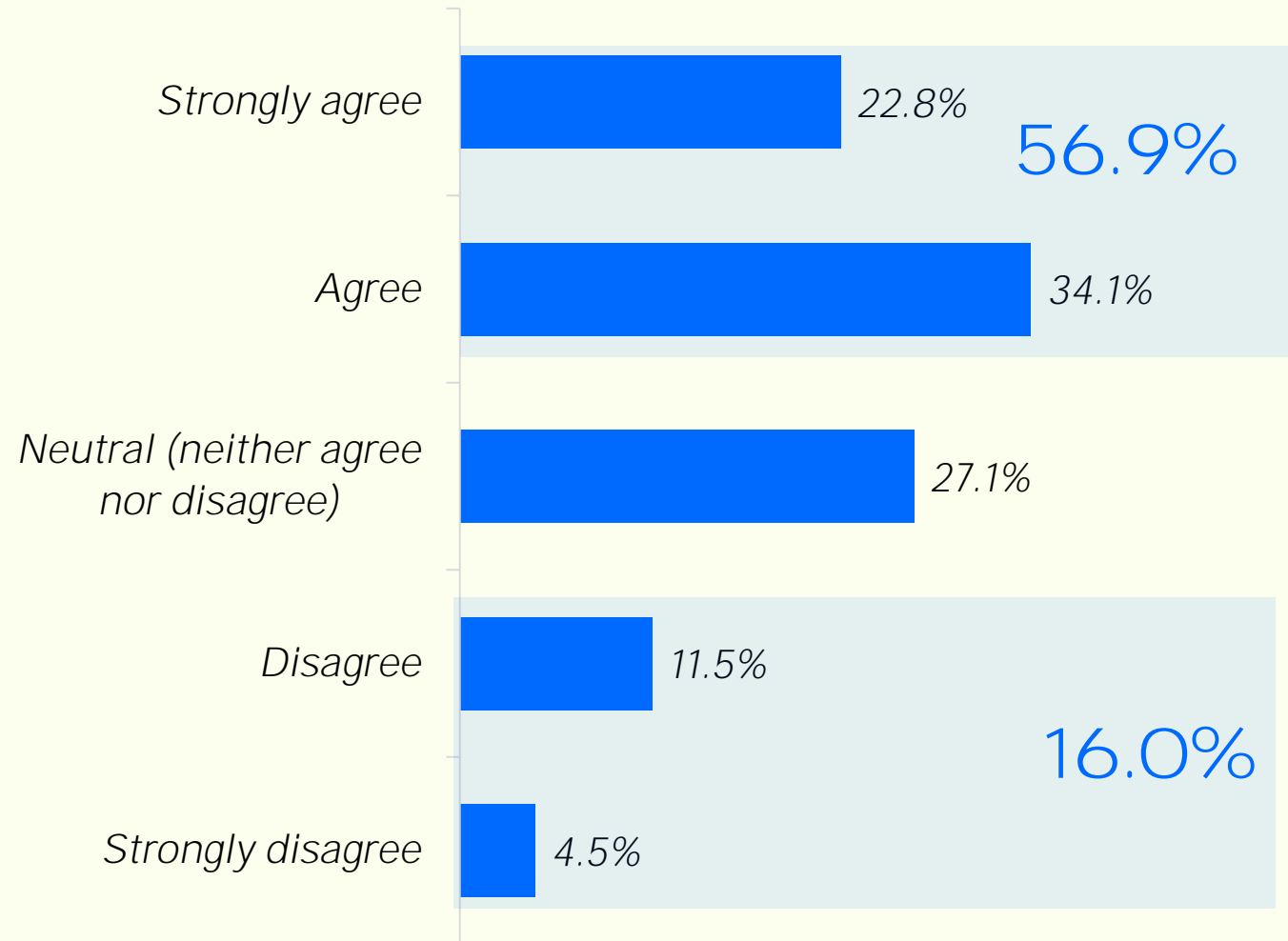




Recession Anxiety

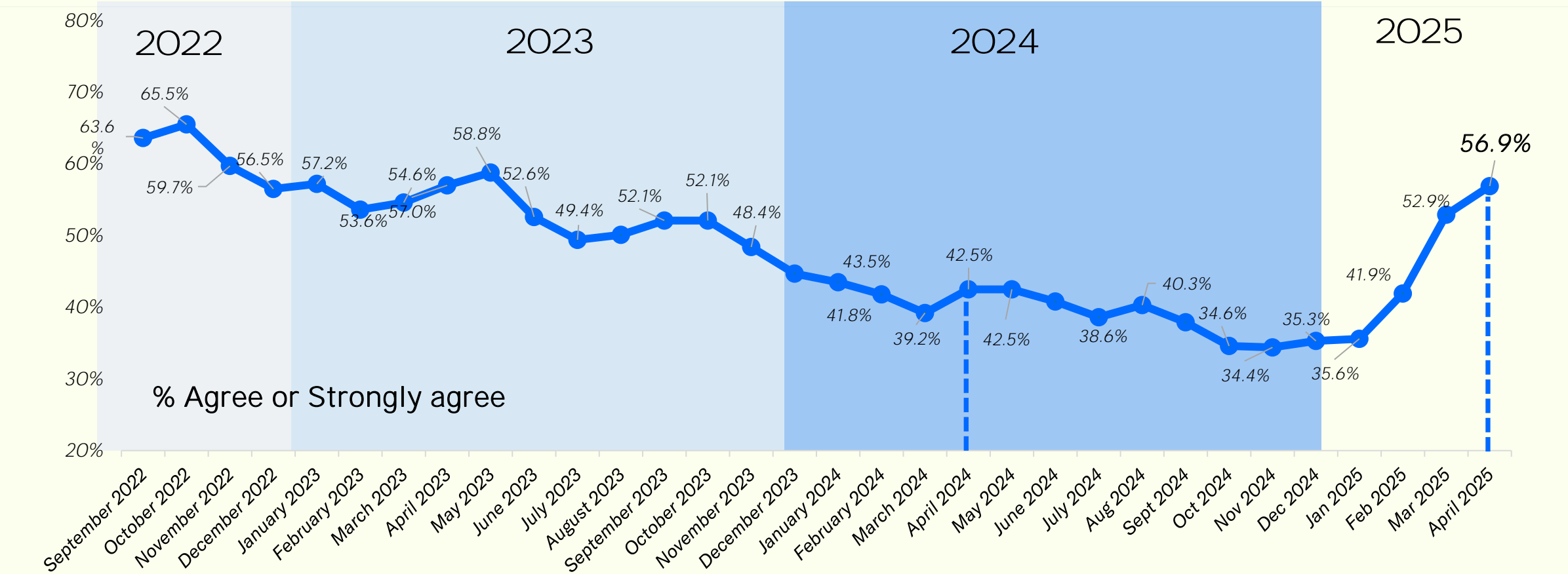
57% of American travelers now expect a recession in the next six months

Question:
I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.



Expectations of an impending recession has spiked over 20-points since the start of the year

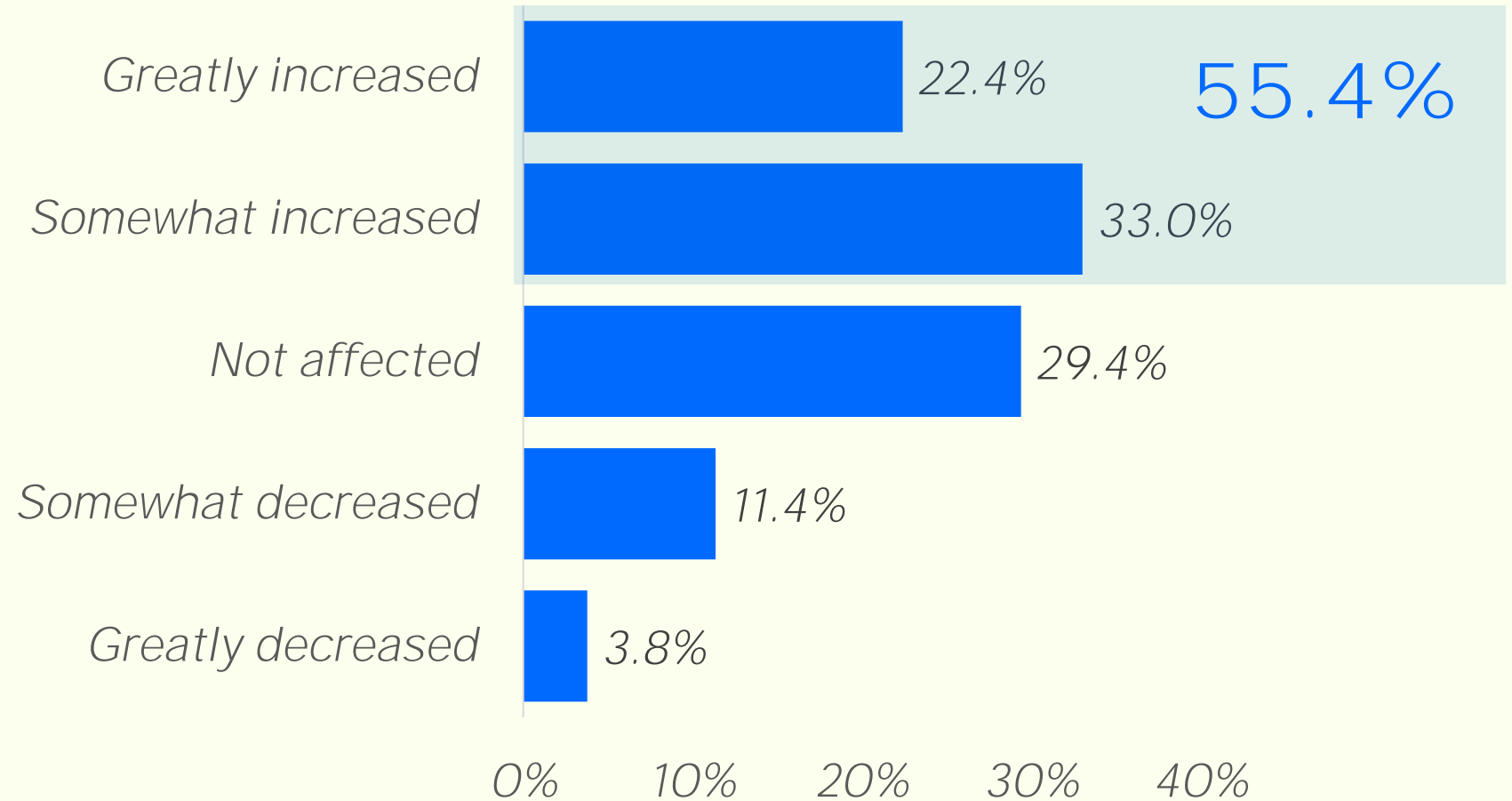
Statement: *I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.*



Over half of travelers report being increasingly careful with their money due to Recession fears

Question:

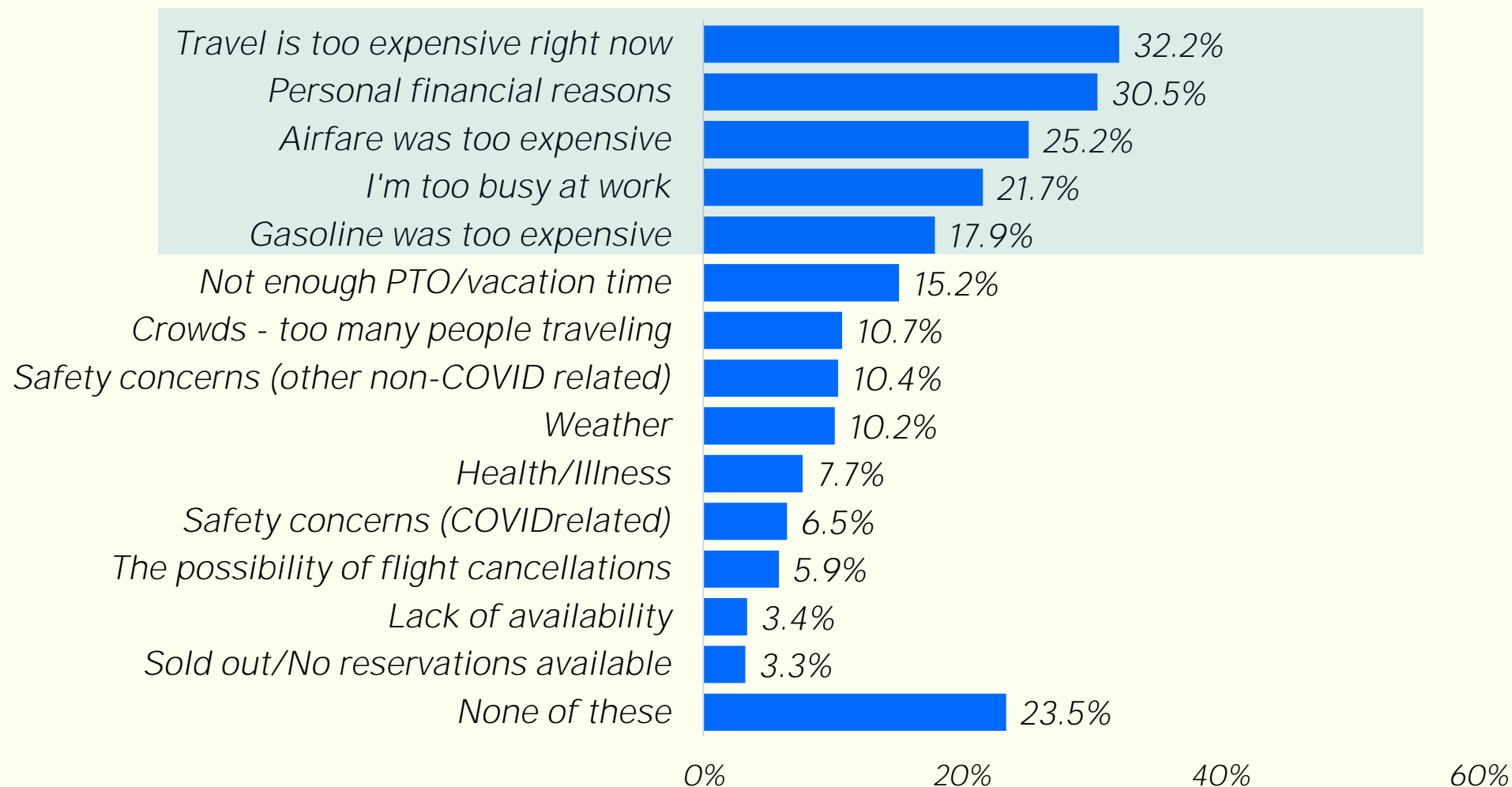
Right now, I am being careful with my money because I'm concerned about an upcoming recession.



Recent deterrents to travel are primarily financial-related

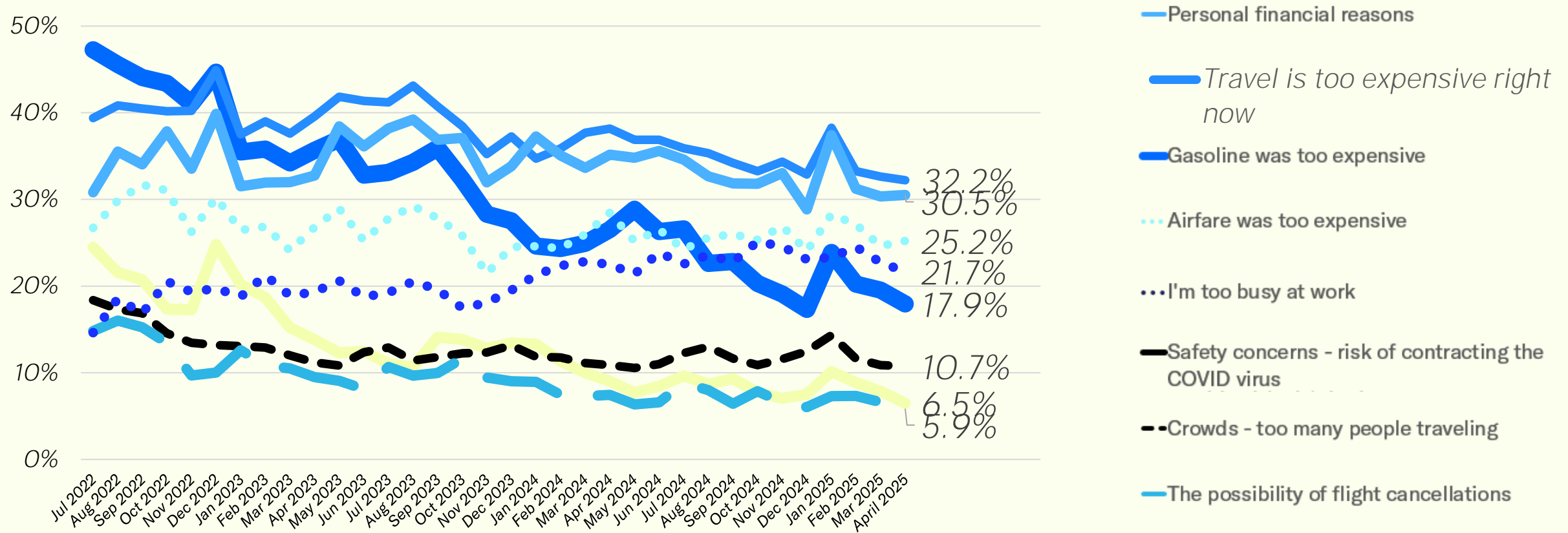
Question:


In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred? (Select all that apply)



Financial reasons are not yet deterring travel at 2022 rates

Question: *In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred? (Select all that apply)*





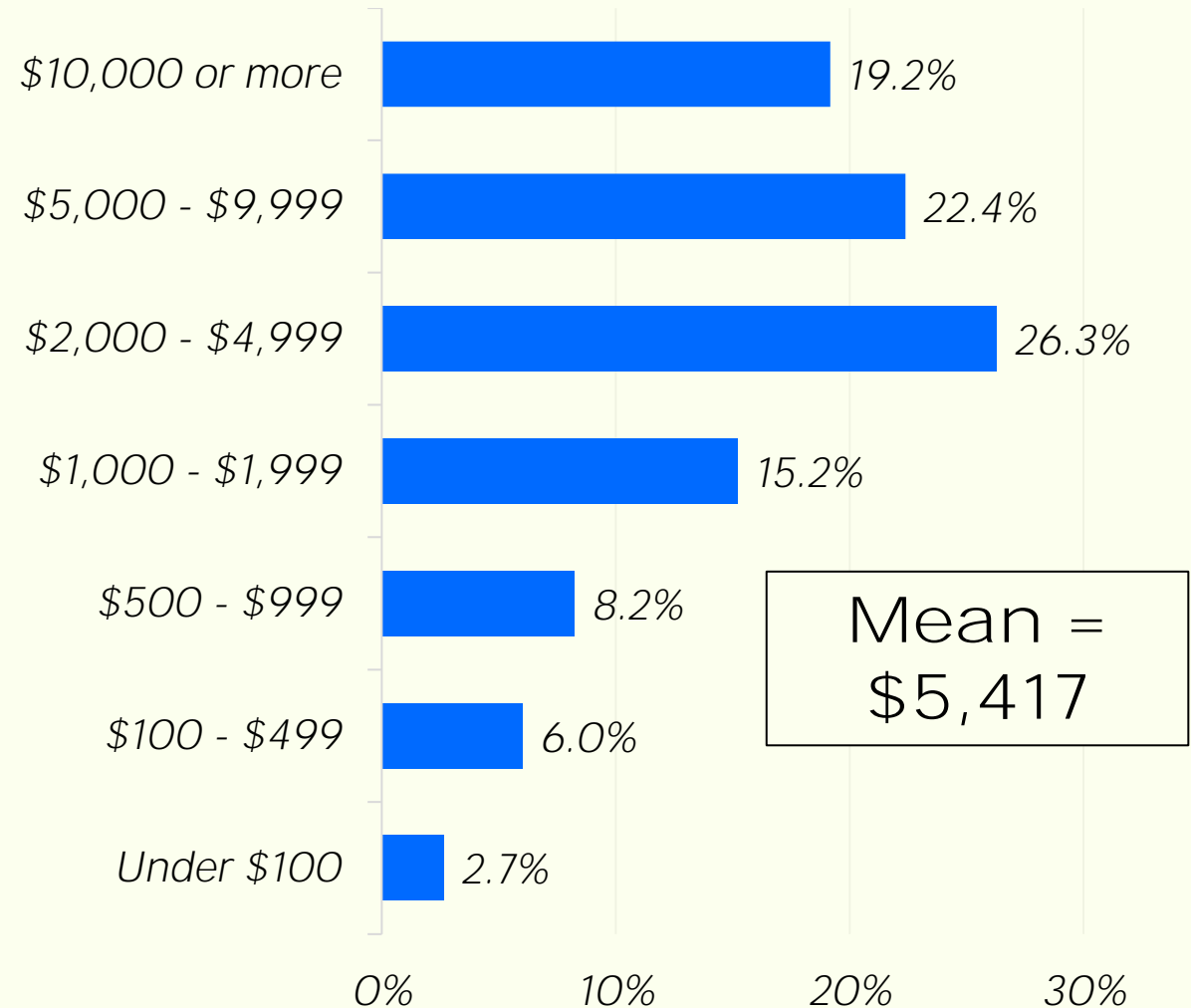
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Travel Plans

Expected travel budgets are still strong.

Question:

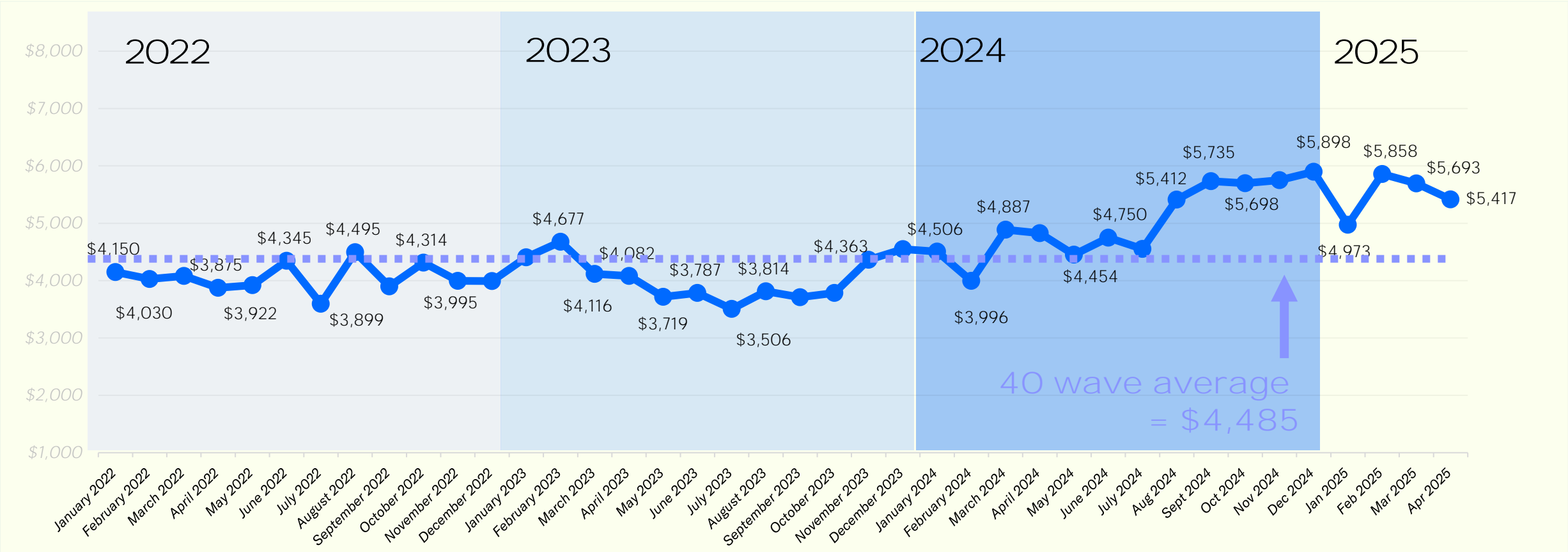
How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?



Expected travel budgets dipped again this month but remain above the 3-year average

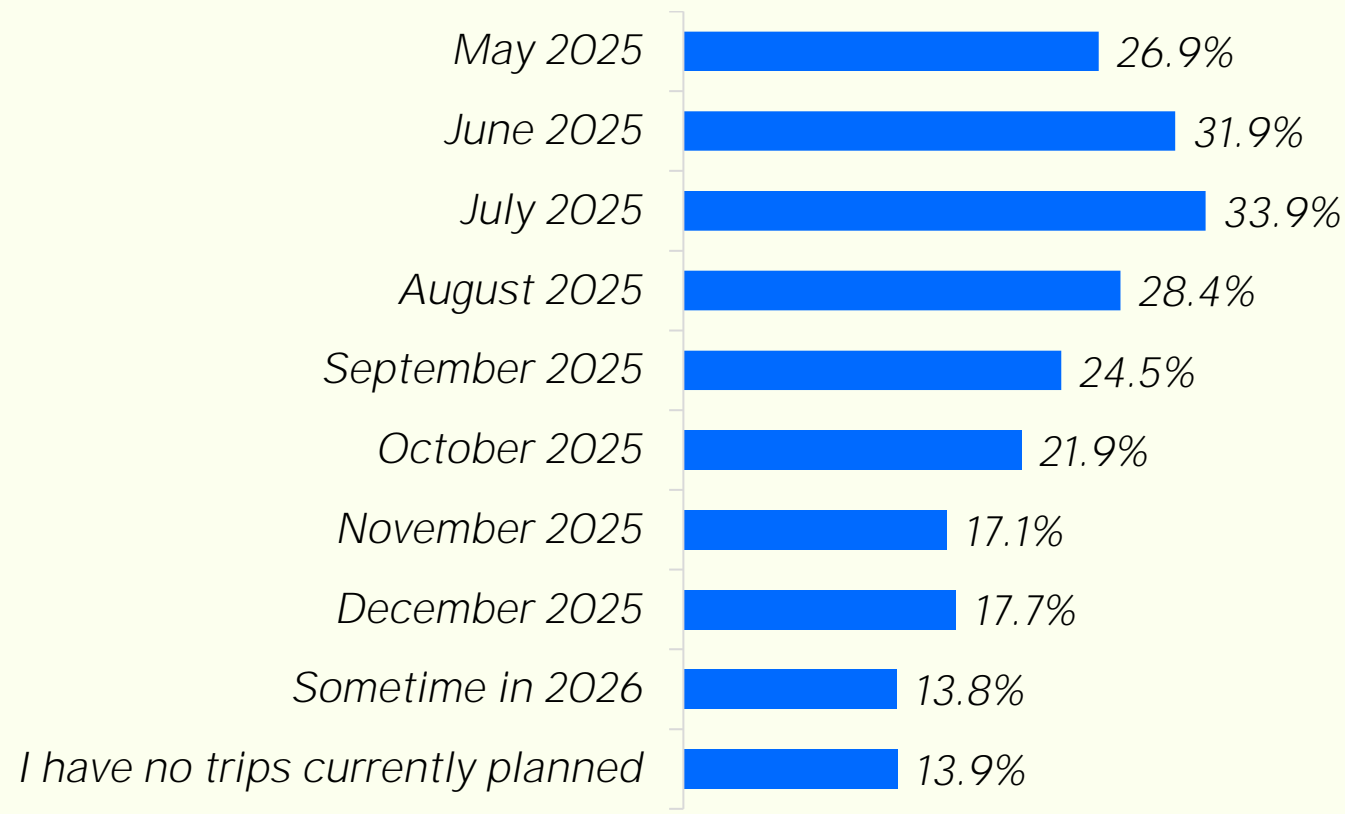
Question: *How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS? Maximum I would spend on leisure travel (next 12 months)*

Maximum Expected Annual Travel Spending (Mean)



Expected near-term travel appears **to in line with last year's performance**

Question: *In which months do you currently have any leisure trips planned (even if only tentatively)?*

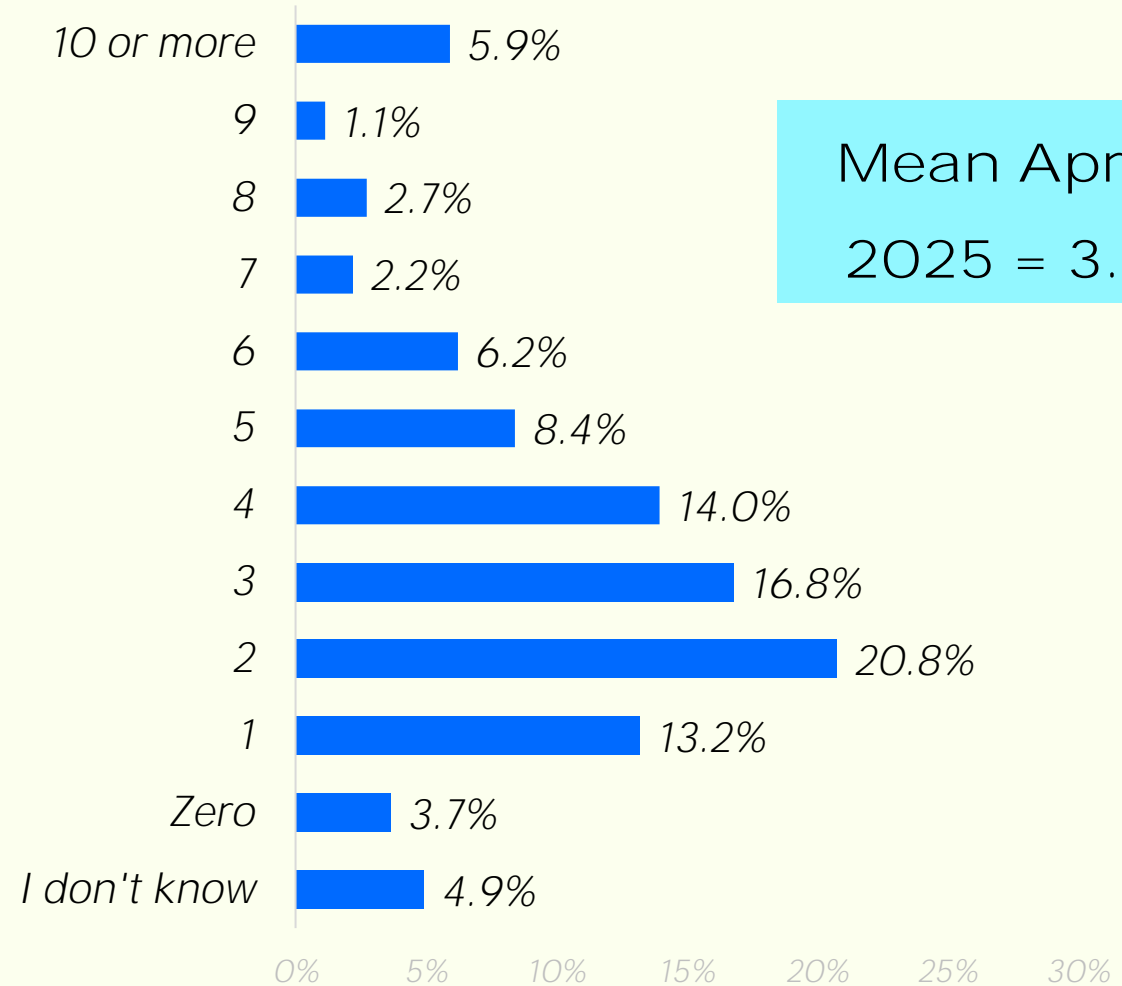


86.1%
have existing trip
plans

American travelers anticipate taking 3.7 leisure trips in the next year

Question:

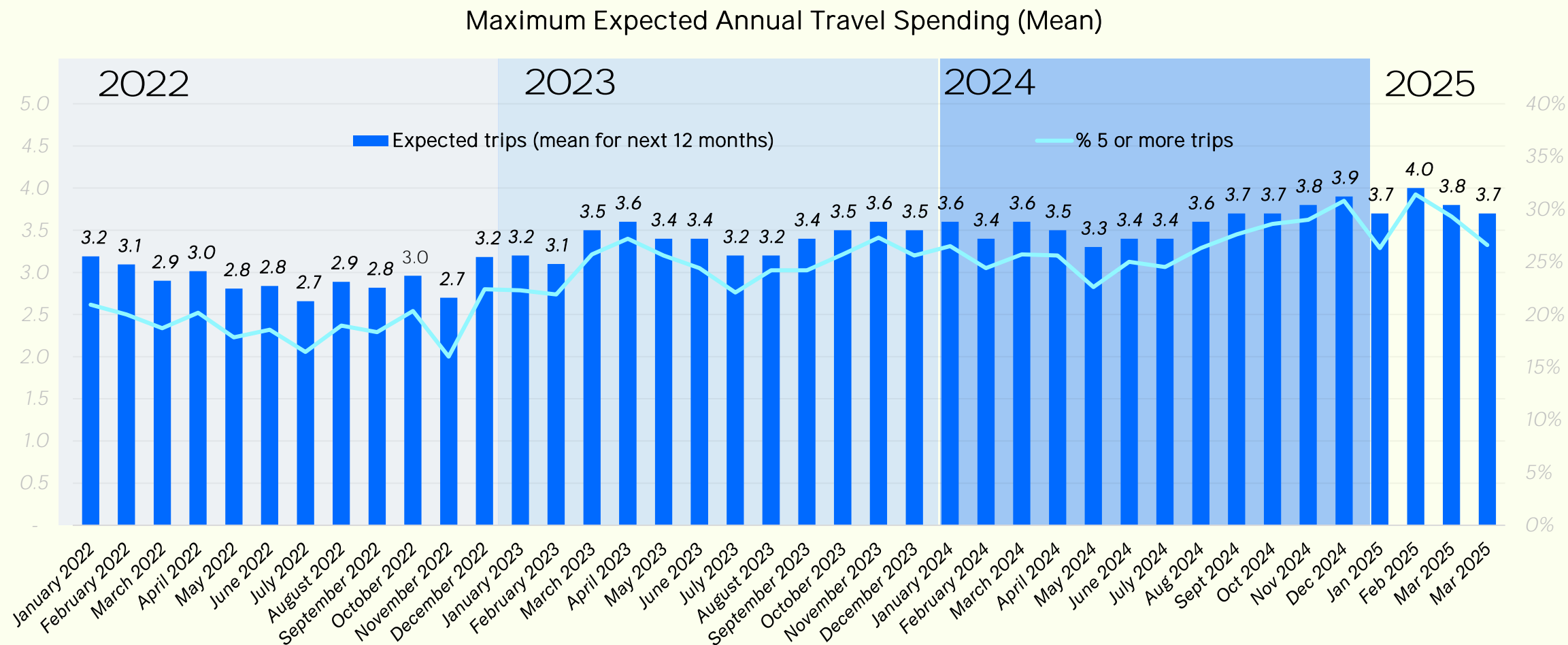
*IN TOTAL, how many leisure trips
(of 50 miles or more from your
home) do you expect to take
in NEXT TWELVE (12) MONTHS?*



Mean April
2025 = 3.7

Travelers continue to cut back on the number of trips they are planning

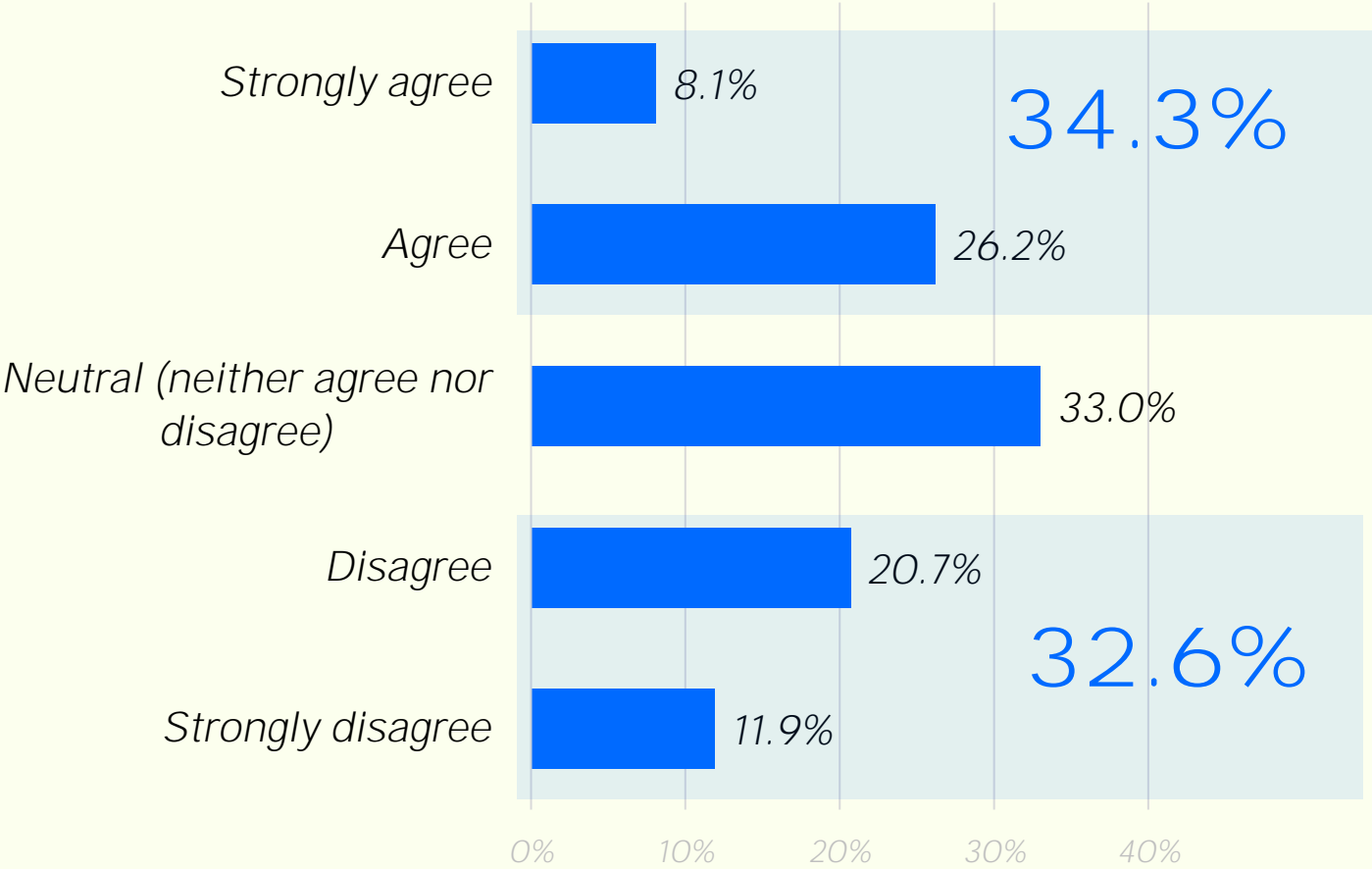
Question: *IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?*



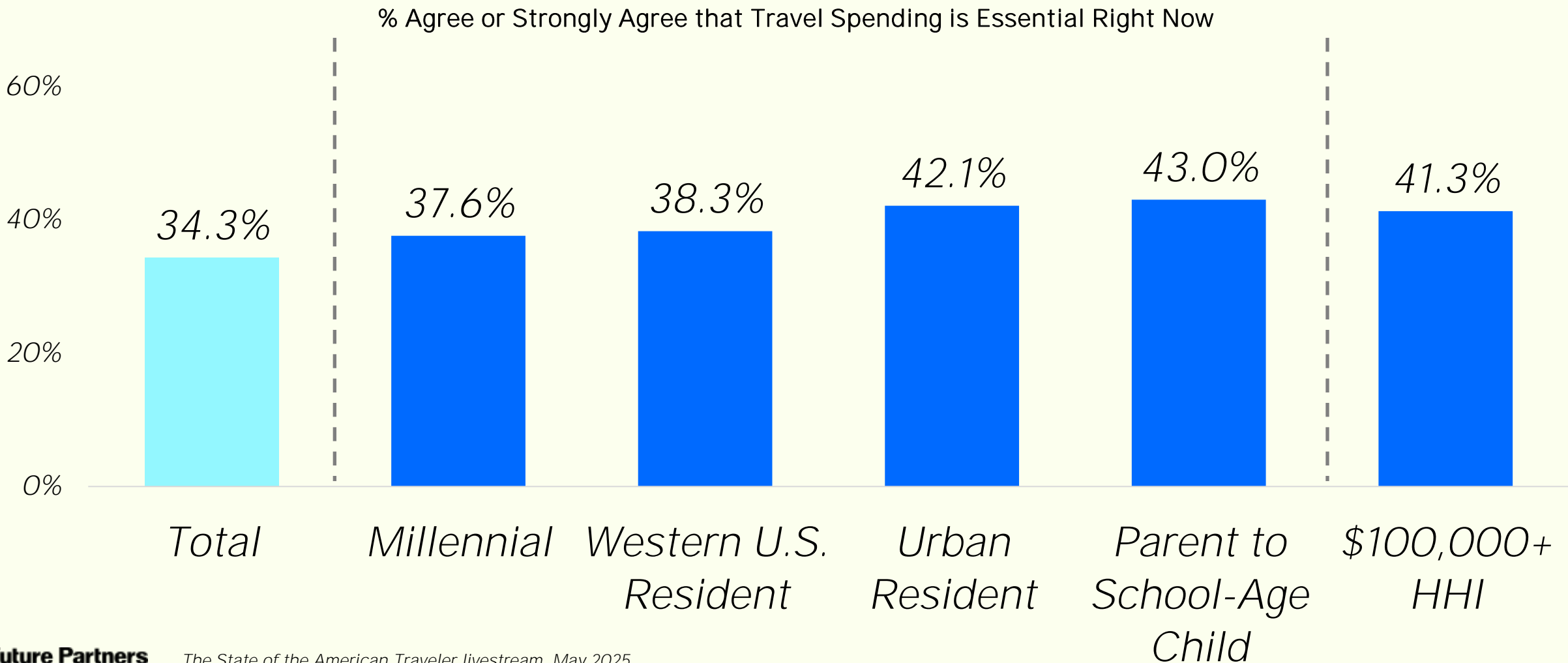
Recessionary Resilience

There is a core traveler base that feels travel is essential, even in uncertain economic times like these

Statement:
Right now, I consider spending money on travel to be essential.



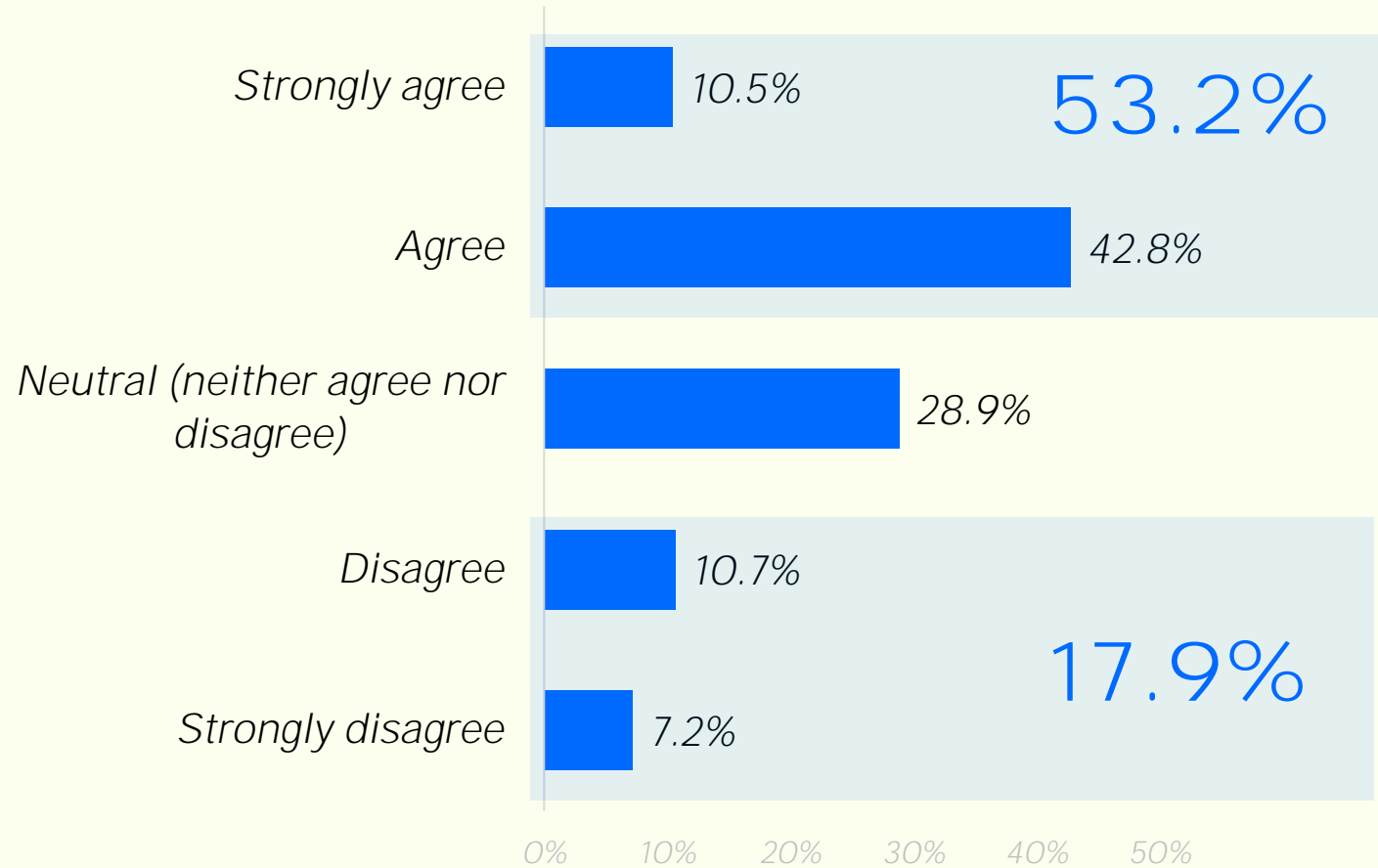
Viewing Travel Spending as Essential is Impacted by Age, Income, Residence and Family Status



Over 53% say even in a recession they consider travel a worthwhile investment

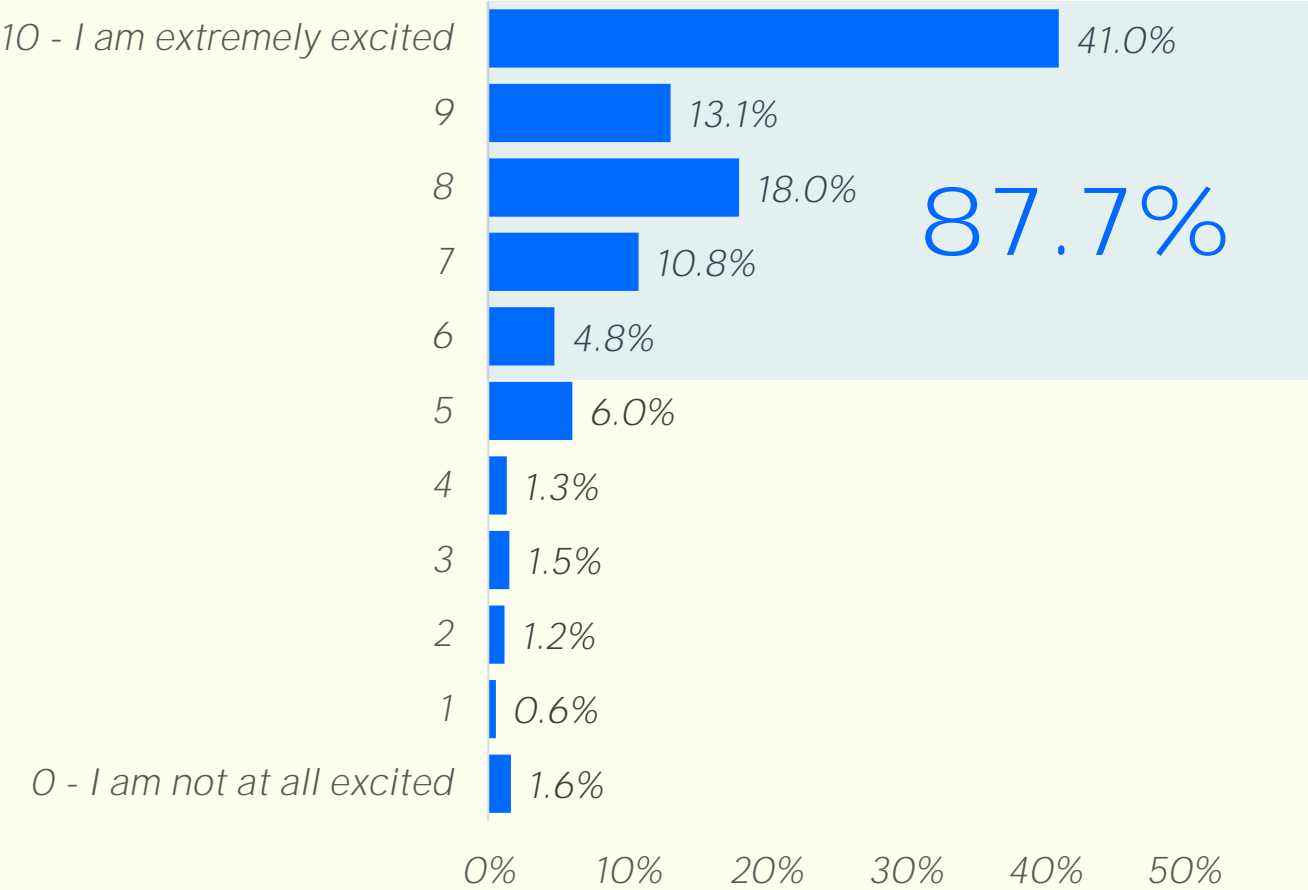
Question:

Even in an economic recession, I'd consider travel to be a worthwhile investment.



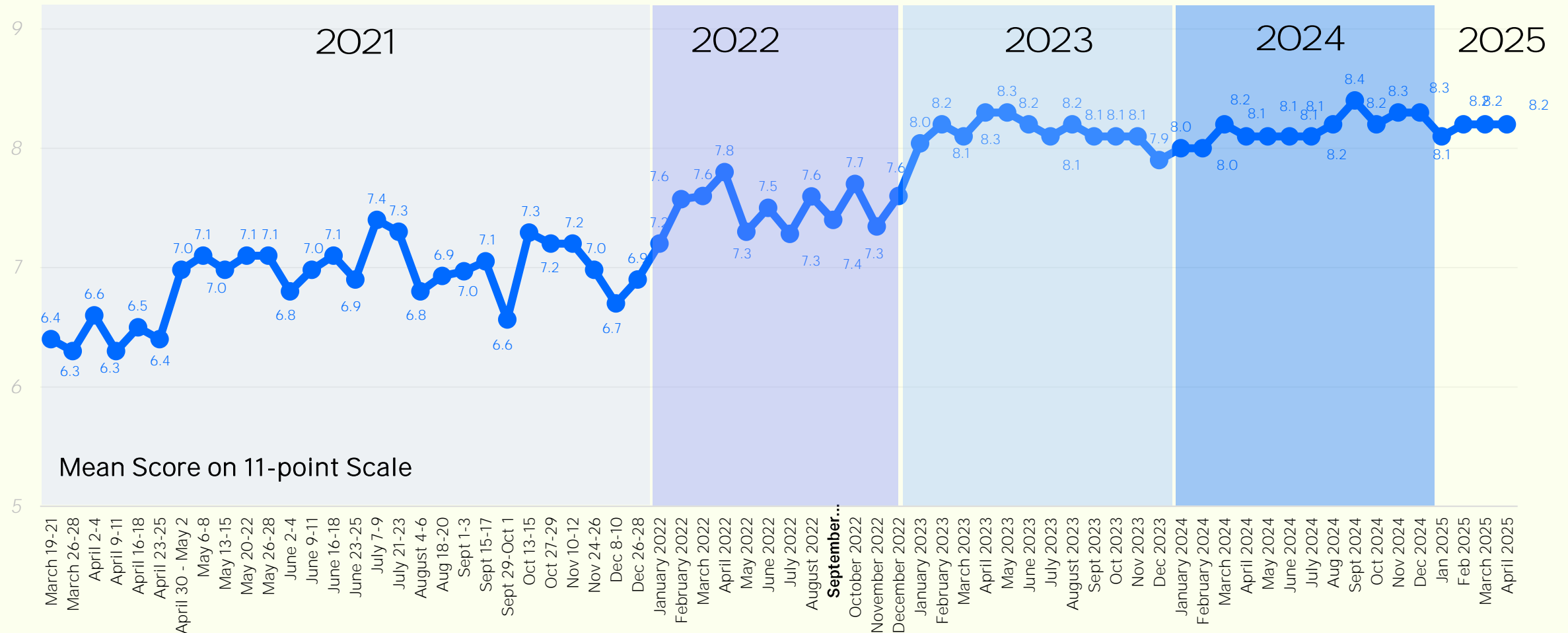
Enthusiasm continues: 88% of American travelers register high excitement levels for travel

Question:
Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS? (Please answer using the 11-point scale below)



Excitement levels remain steadily elevated

Question: Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS?



A photograph of three friends—two women and one man—sitting at an outdoor restaurant table. They are all laughing and eating. The woman on the left has curly hair and is wearing a red and black plaid shirt. The woman in the middle has long dark hair and is wearing a brown jacket. The man on the right has a beard and is wearing a light blue shirt. The table is set with wine glasses, plates of food, and a burger. The background is a blurred outdoor setting with trees and a warm, golden light.

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Traveling in Interesting
Times: Behavioral Shifts

Poll: What changes are you seeing in traveling consumer behavior?

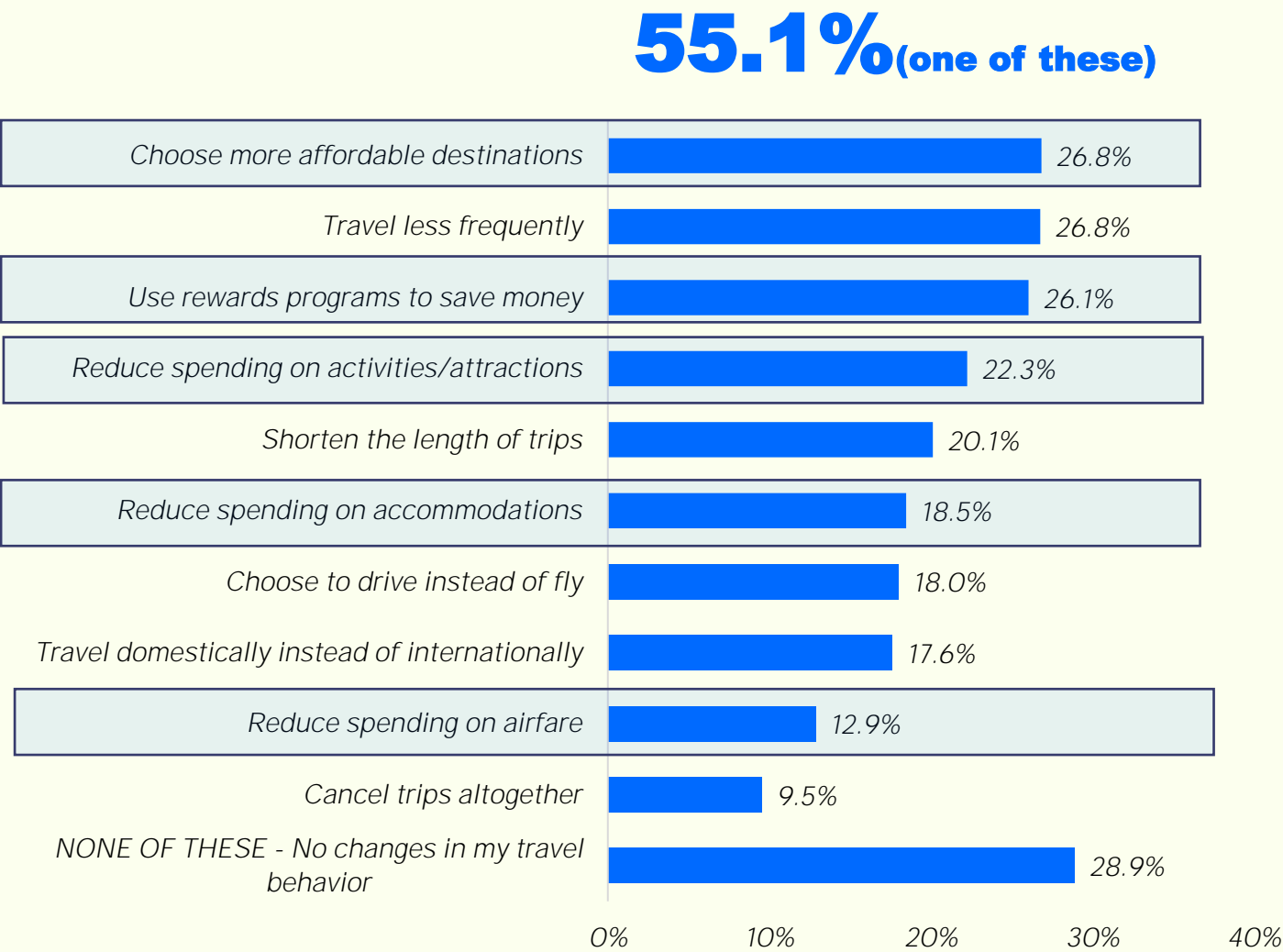
- *Fewer visitors/customers*
- *Spending less overall*
- *Less willingness to pay for premium items/upgrades*
- *Use of rewards/coupons/discounts*
- *None of these*



Nearly 70% of travelers report adjusting their approach to travel to contend with economic concerns

Question:
Have concerns about the economy led you to change your thinking about travel or travel plans for the NEXT SIX (6) MONTHS? If so, please describe how below.

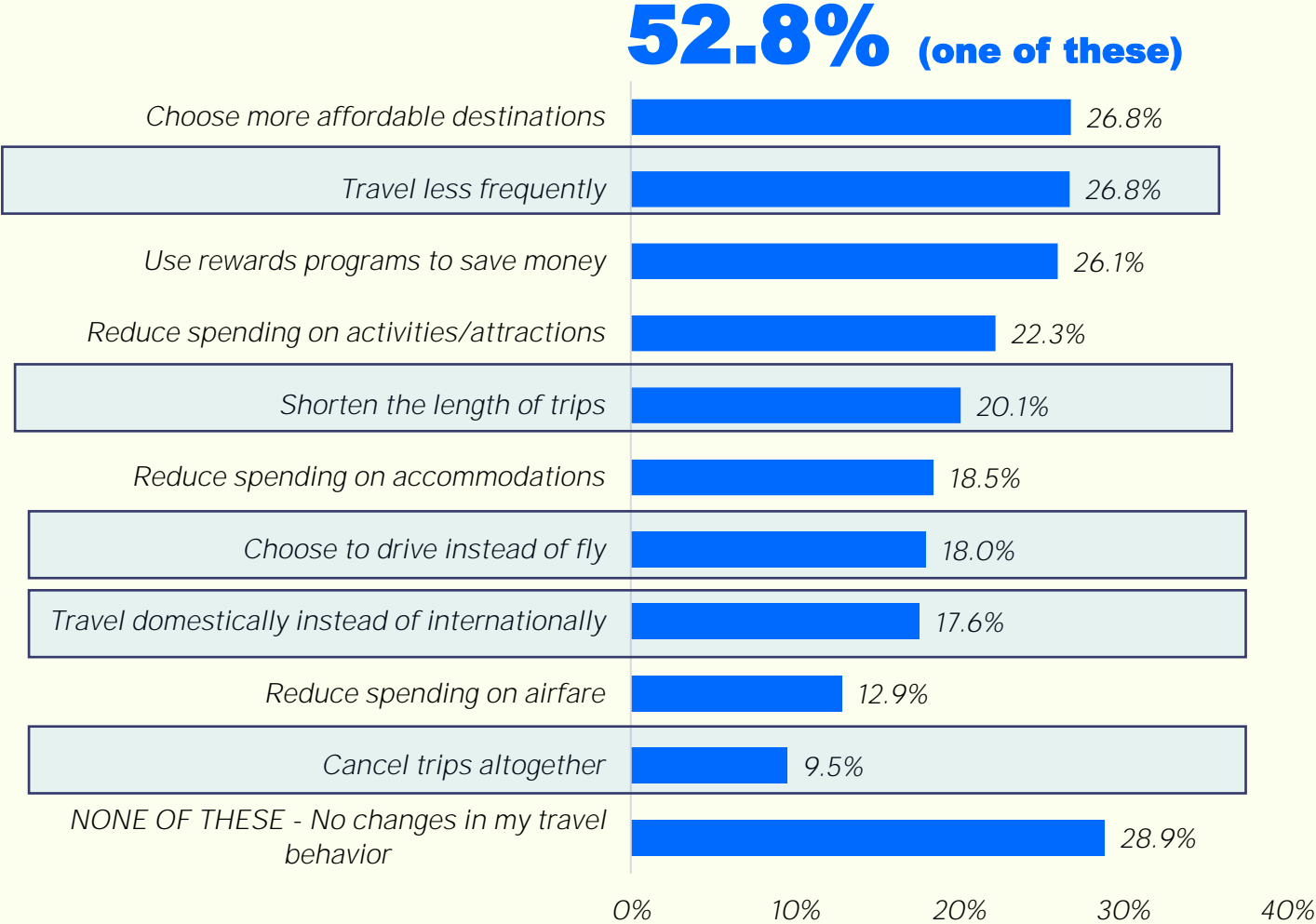
Due specifically to concerns about the economy, I expect to



Nearly 70% of travelers expects to be using one of these (in the next 6 months) to deal with economic concerns.

Question:
Have concerns about the economy led you to change your thinking about travel or travel plans for the NEXT SIX (6) MONTHS? If so, please describe how below.

Due specifically to concerns about the economy, I expect to

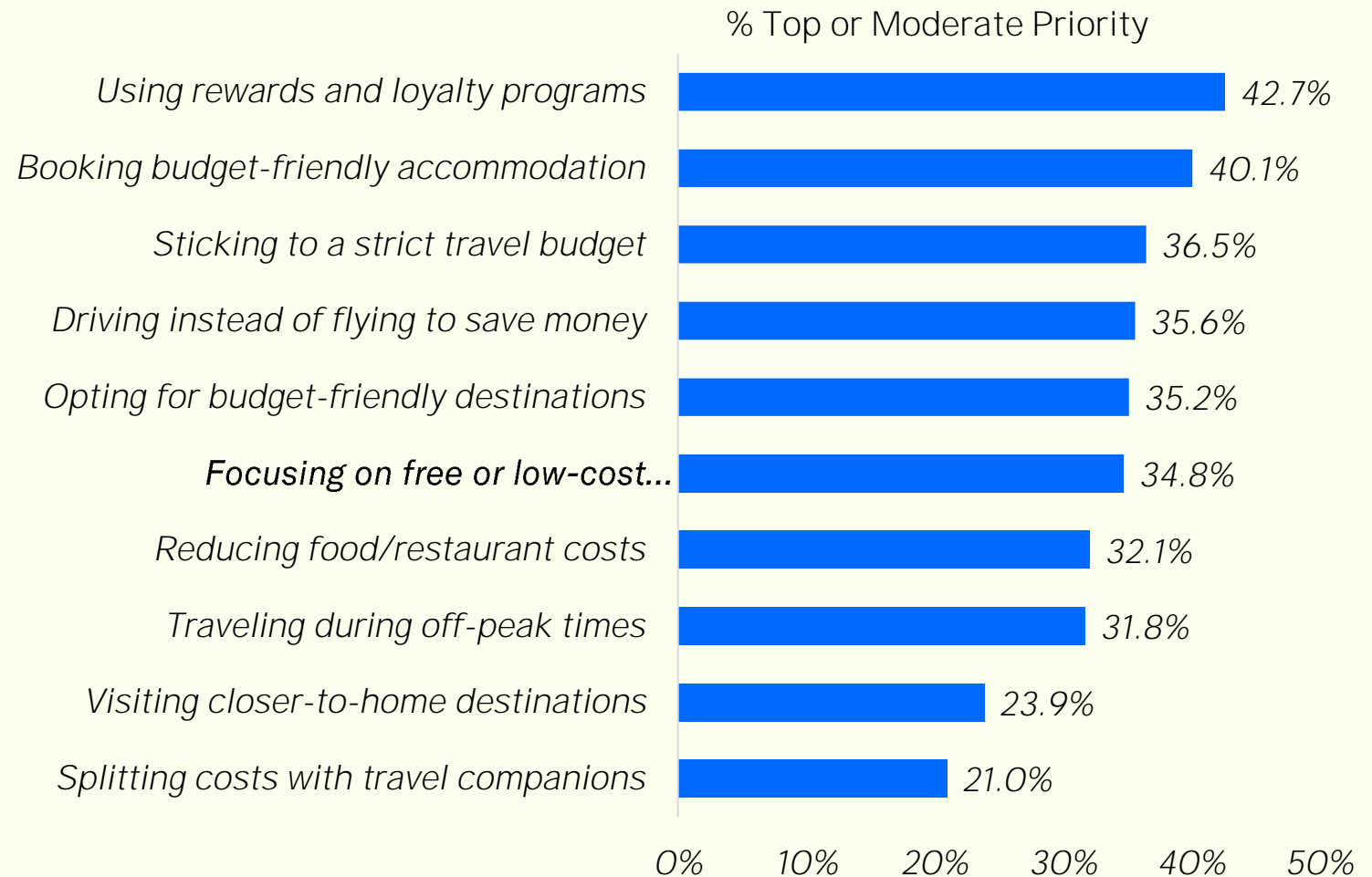


Americans will prioritize budget-friendly behaviors during their summer travel

Question:

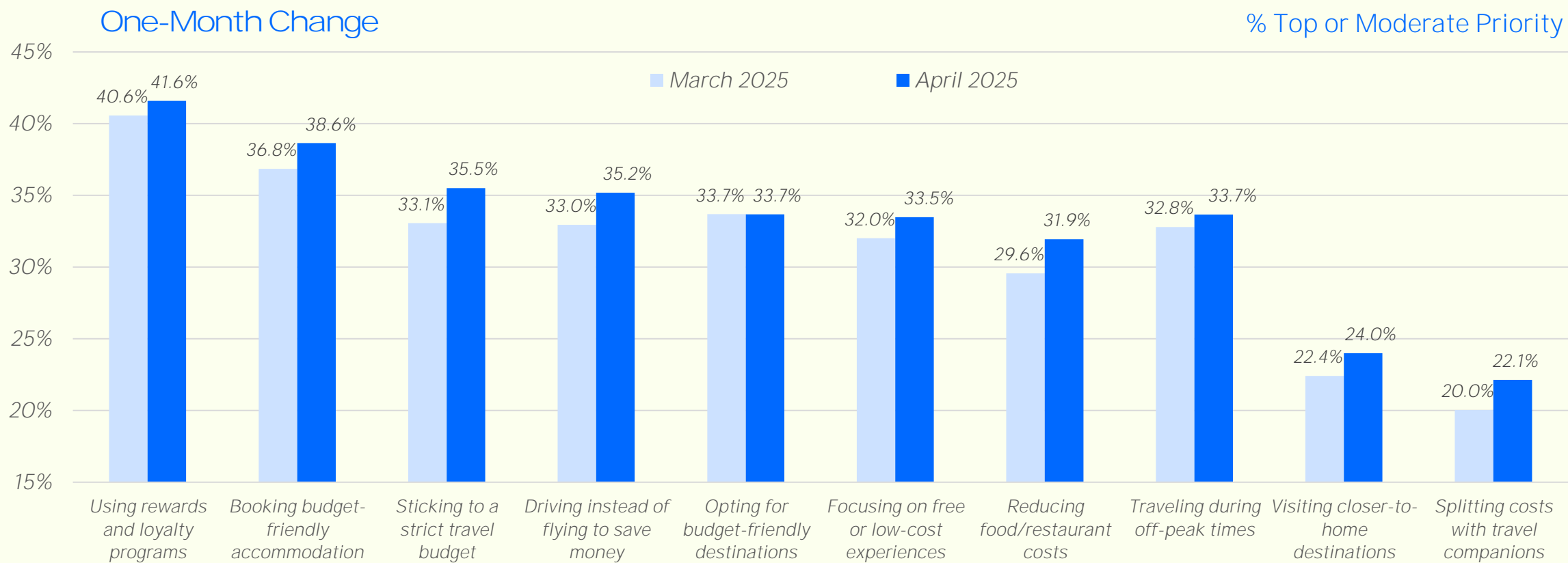
How much of a priority will each of the following factors be in your travel for SUMMER 2025?

(Please rate each one using the scale below)



There has been a growing sentiment toward budget-friendly travel.

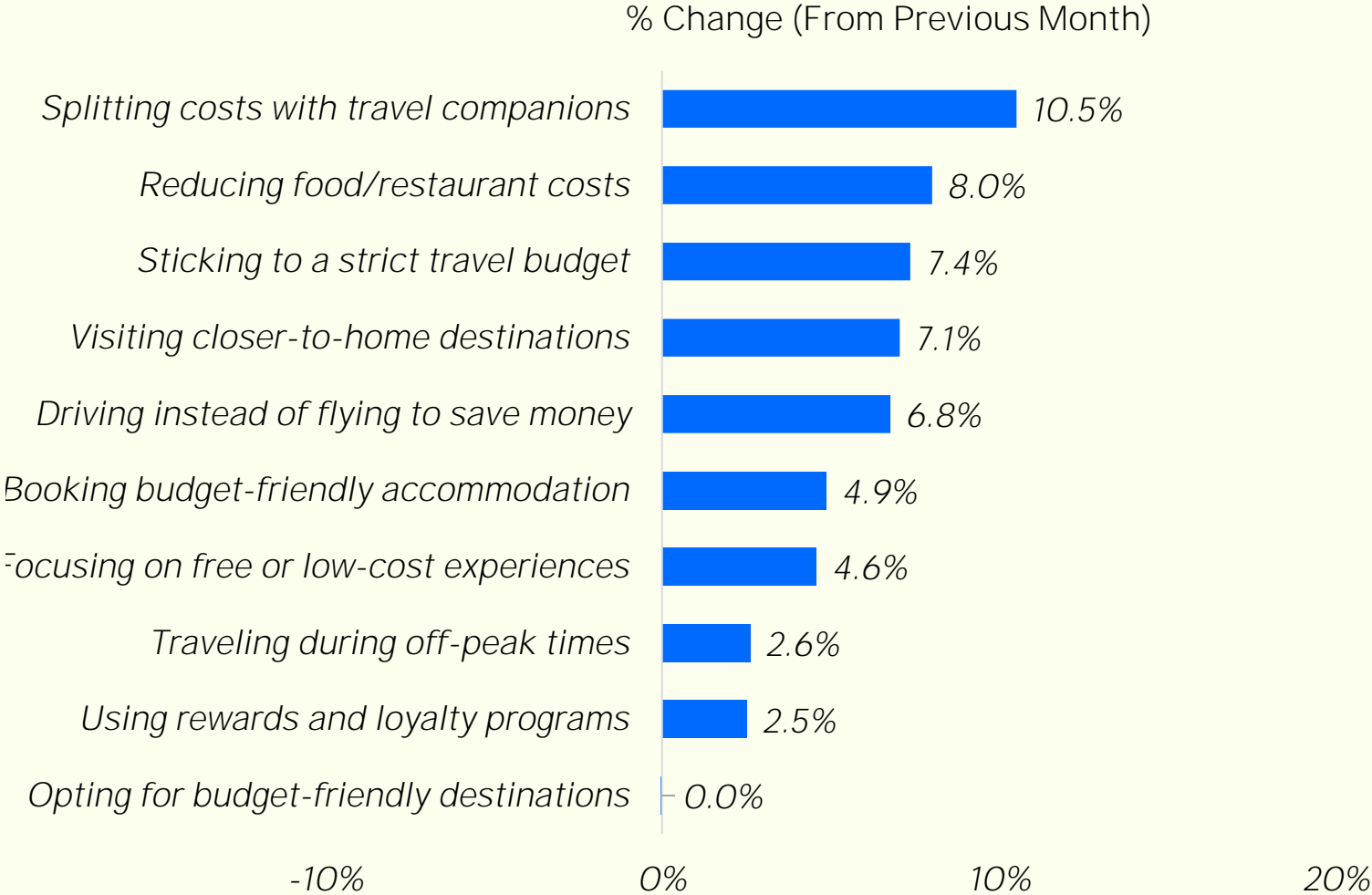
Question: *How much of a priority will each of the following factors be in your travel for SUMMER 2025?*



This month saw a growing sentiment toward budget-friendly travel.

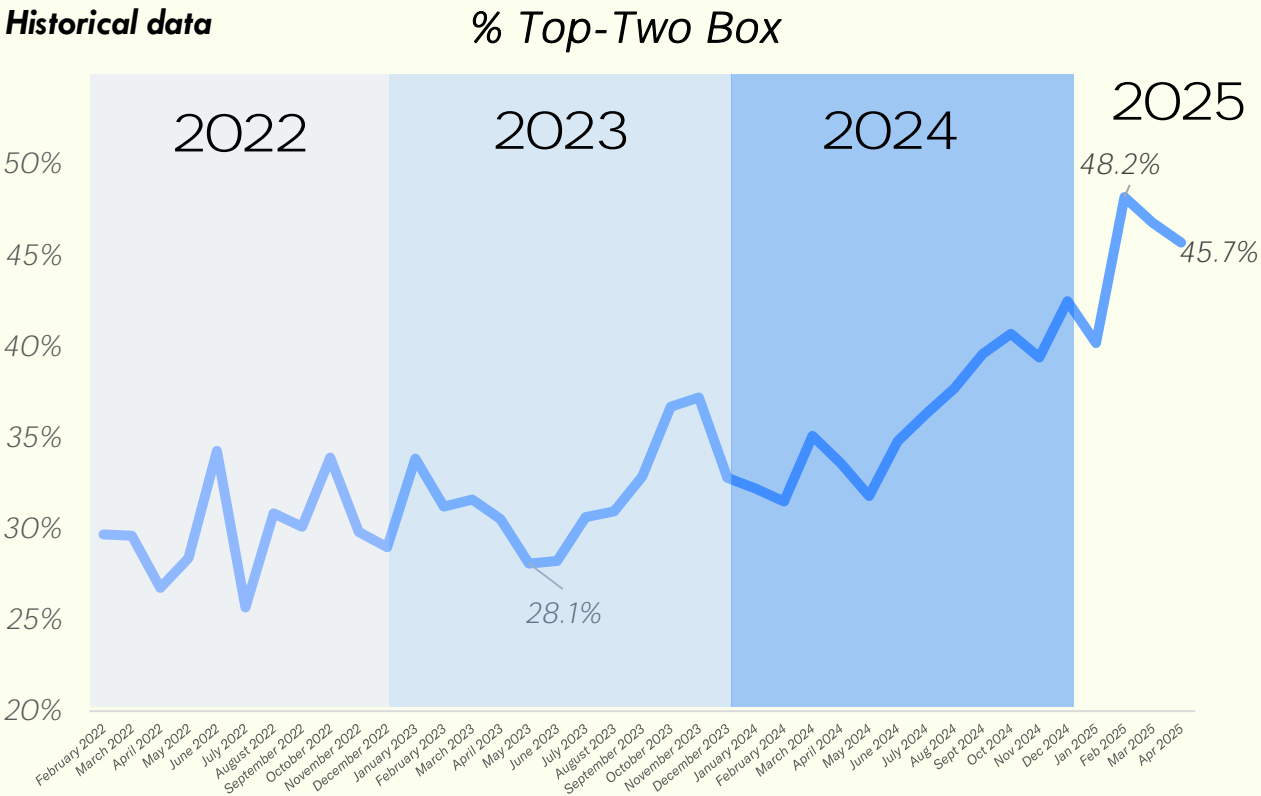
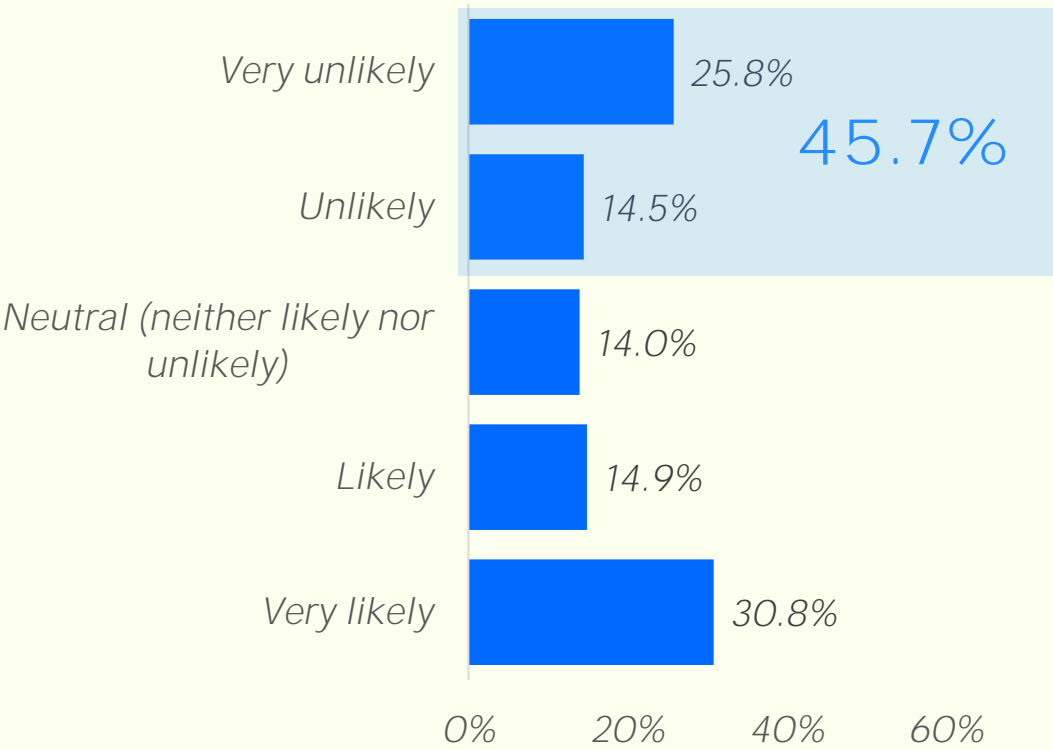
Question:
How much of a priority will each of the following factors be in your travel for SUMMER 2025?

(Please rate each one using the scale below)



International travel expectations have retreated after reaching record highs

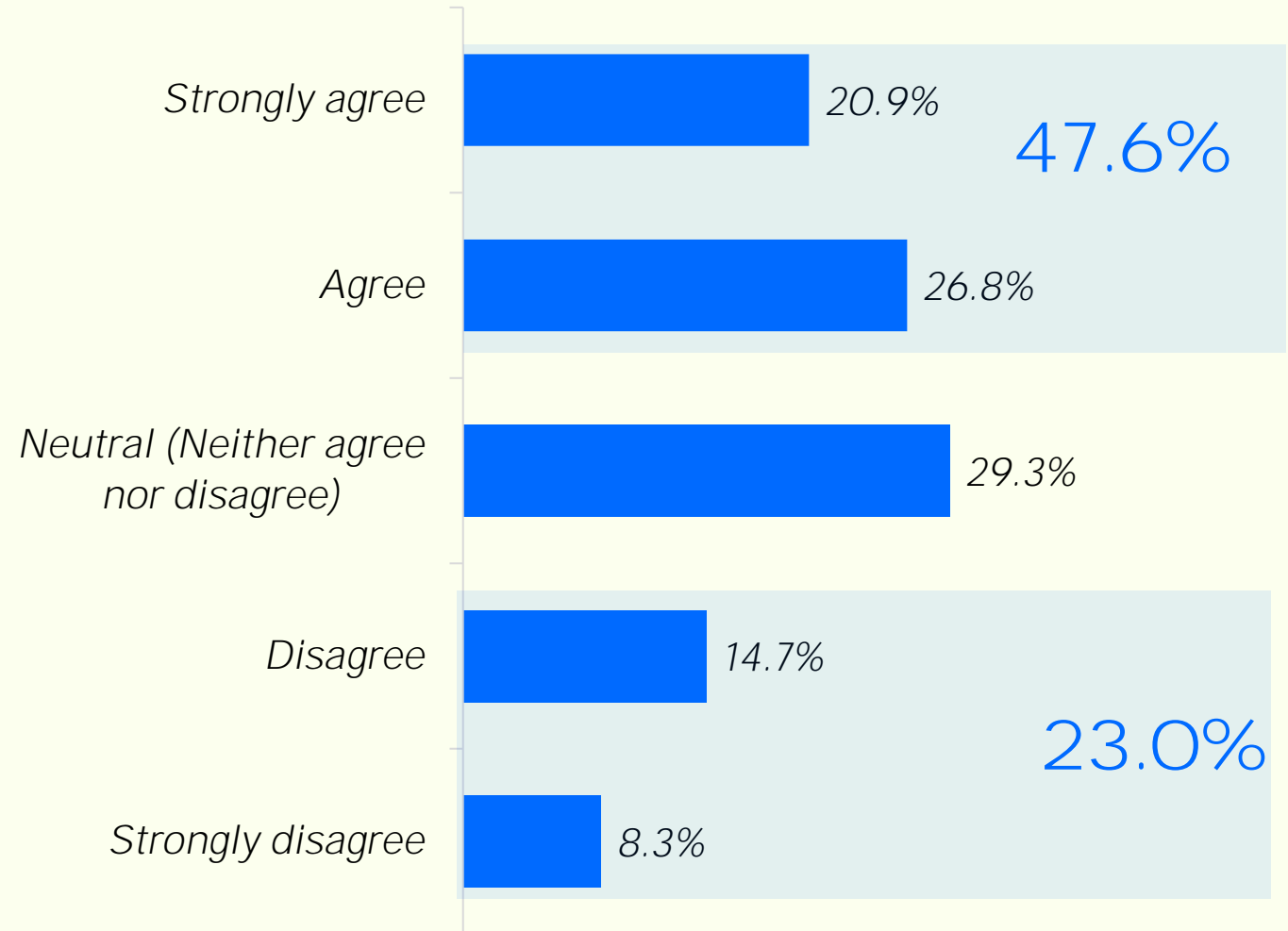
Question: *How likely are you to travel outside the United States for leisure in the NEXT TWELVE (12) MONTHS?*



Worry about how Americans are perceived is driving some international travel hesitation

Statement Agreement:

"I'm hesitant to travel internationally because I worry about how Americans may be perceived due to recent U.S. trade and tariff policies."

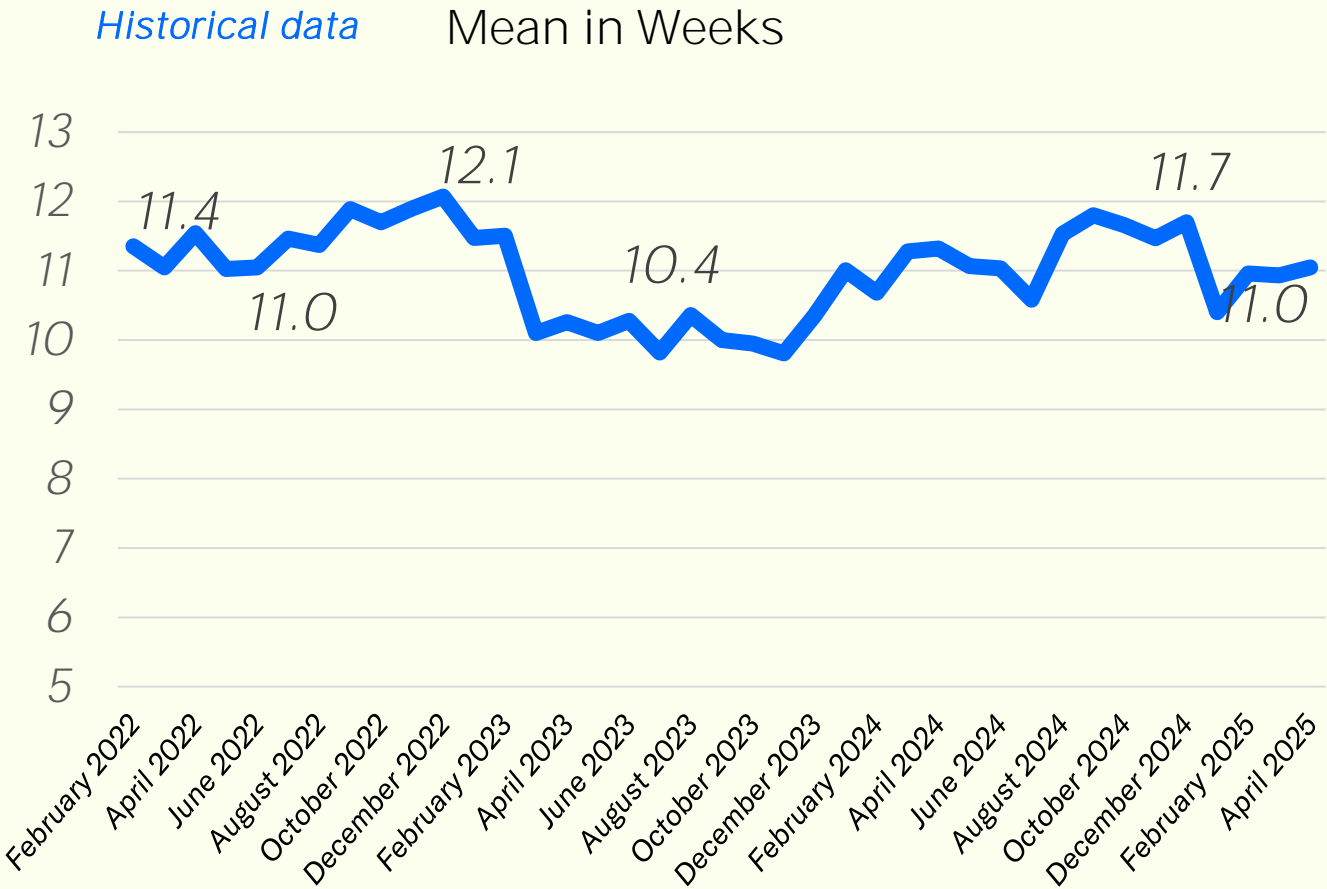
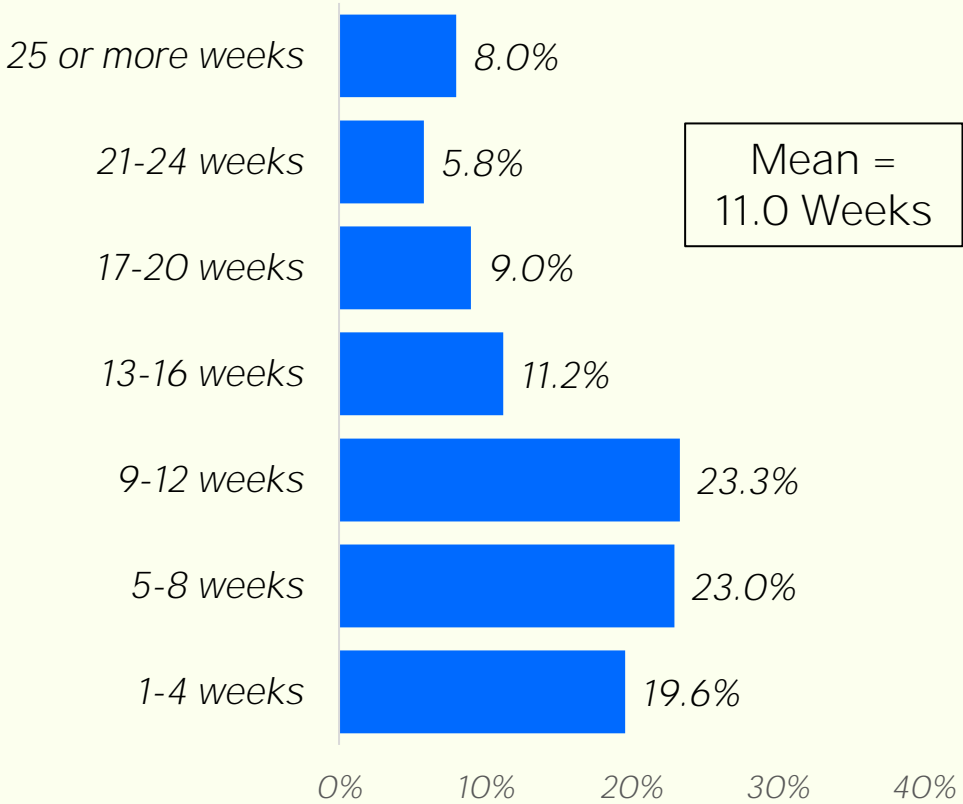




Reaching Travelers

The average planning window for a 1-week domestic vacation is 11.0 weeks in advance

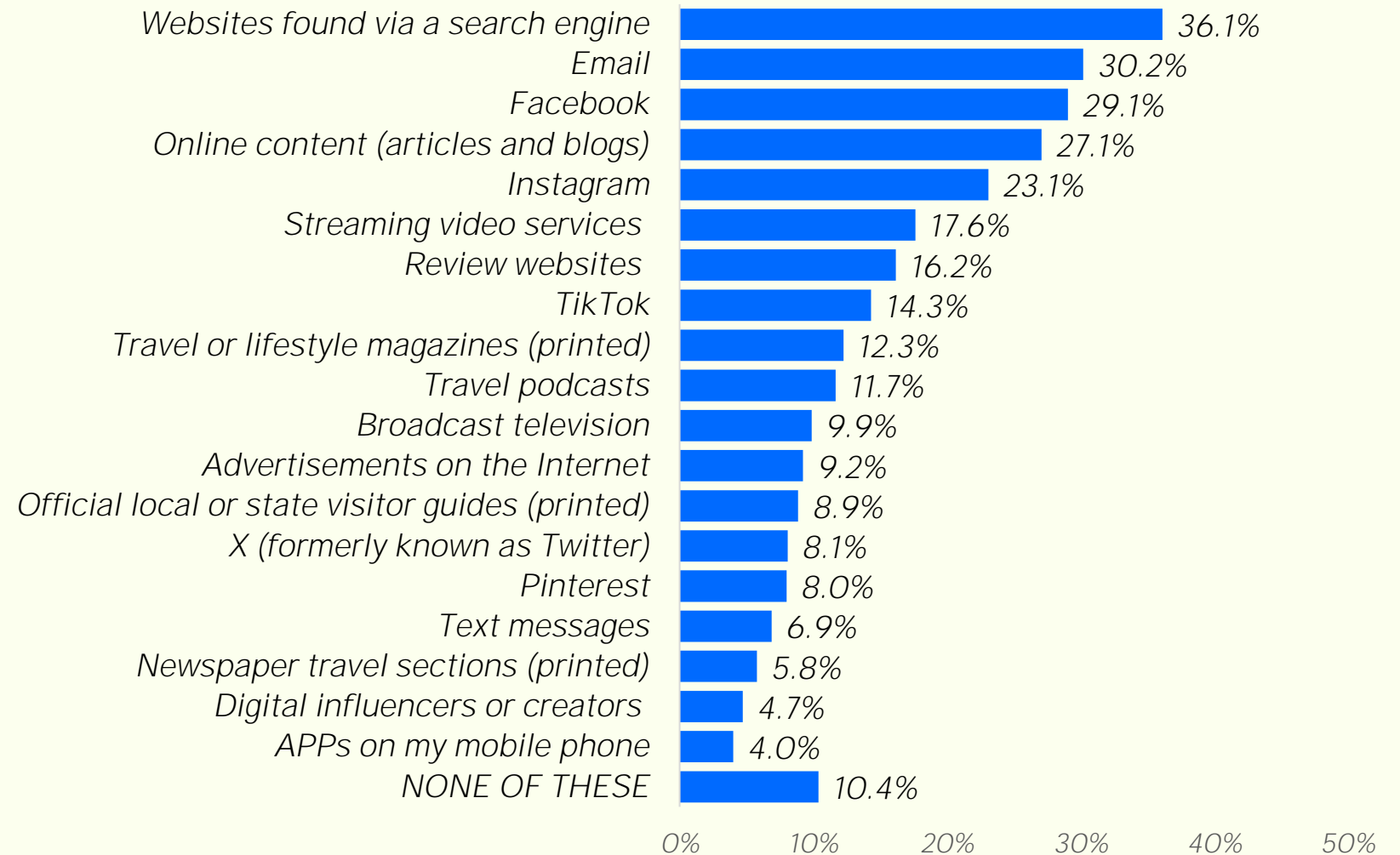
Question: *How many weeks IN ADVANCE would you typically begin planning a domestic leisure trip (of at least one week in length)?*



Top Destination Inspiration Sources: Search, Online Content, Email, Social Media, Streaming, Reviews

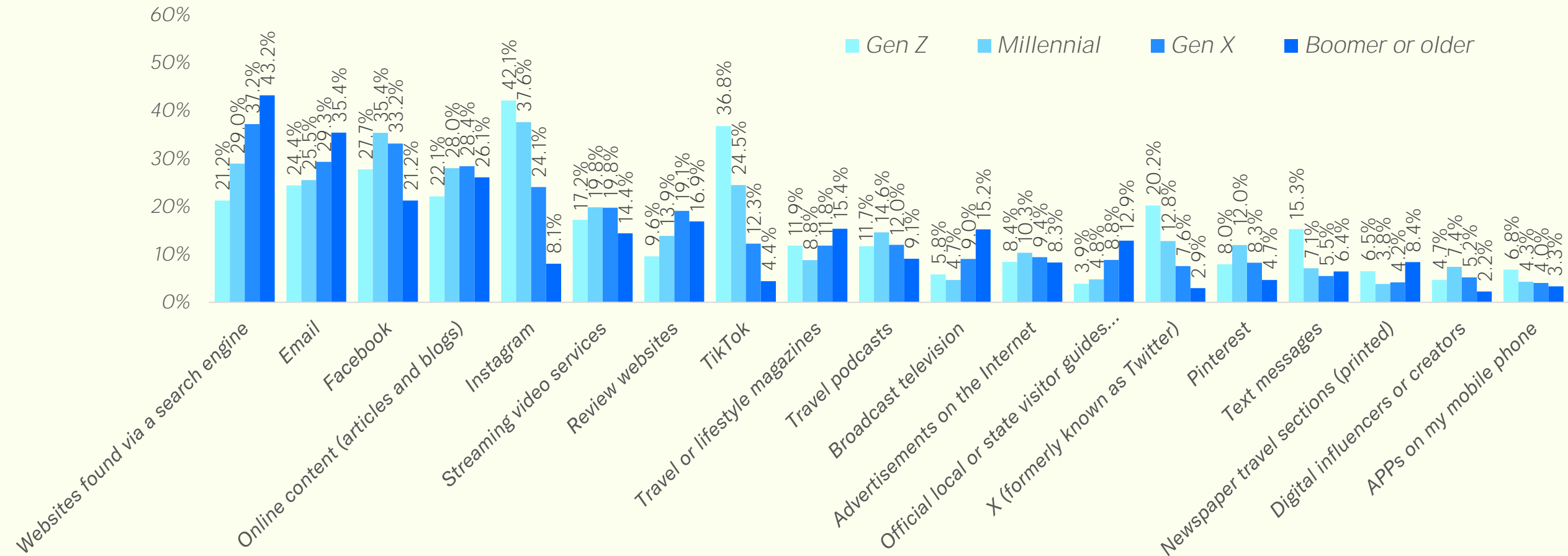
Question: *Please think about how travel destinations could best reach you with their messages right now.*

Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)



Destination Inspiration Sources – by Generation

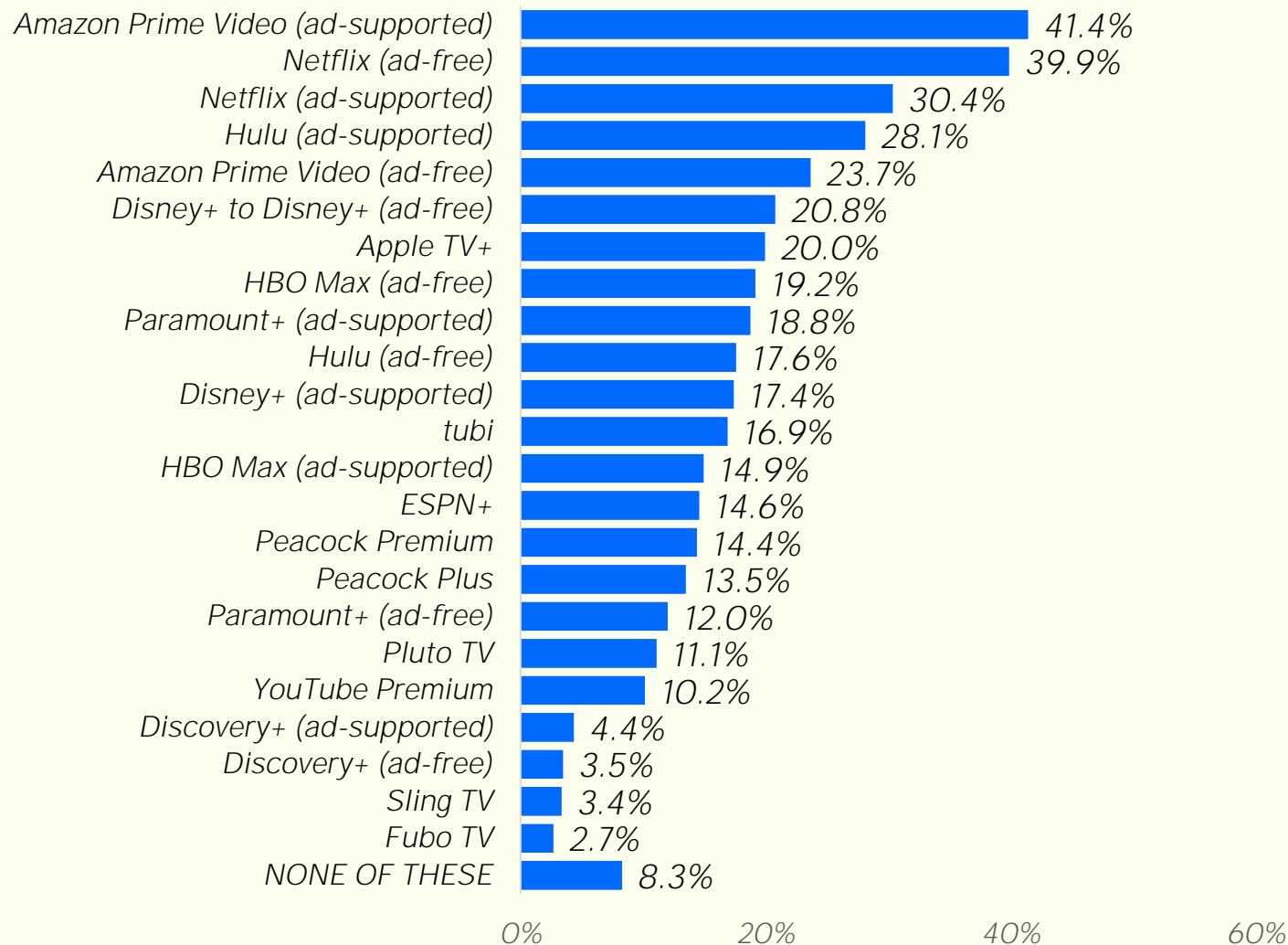
Question: *Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)*



Over 90% of American travelers regularly stream

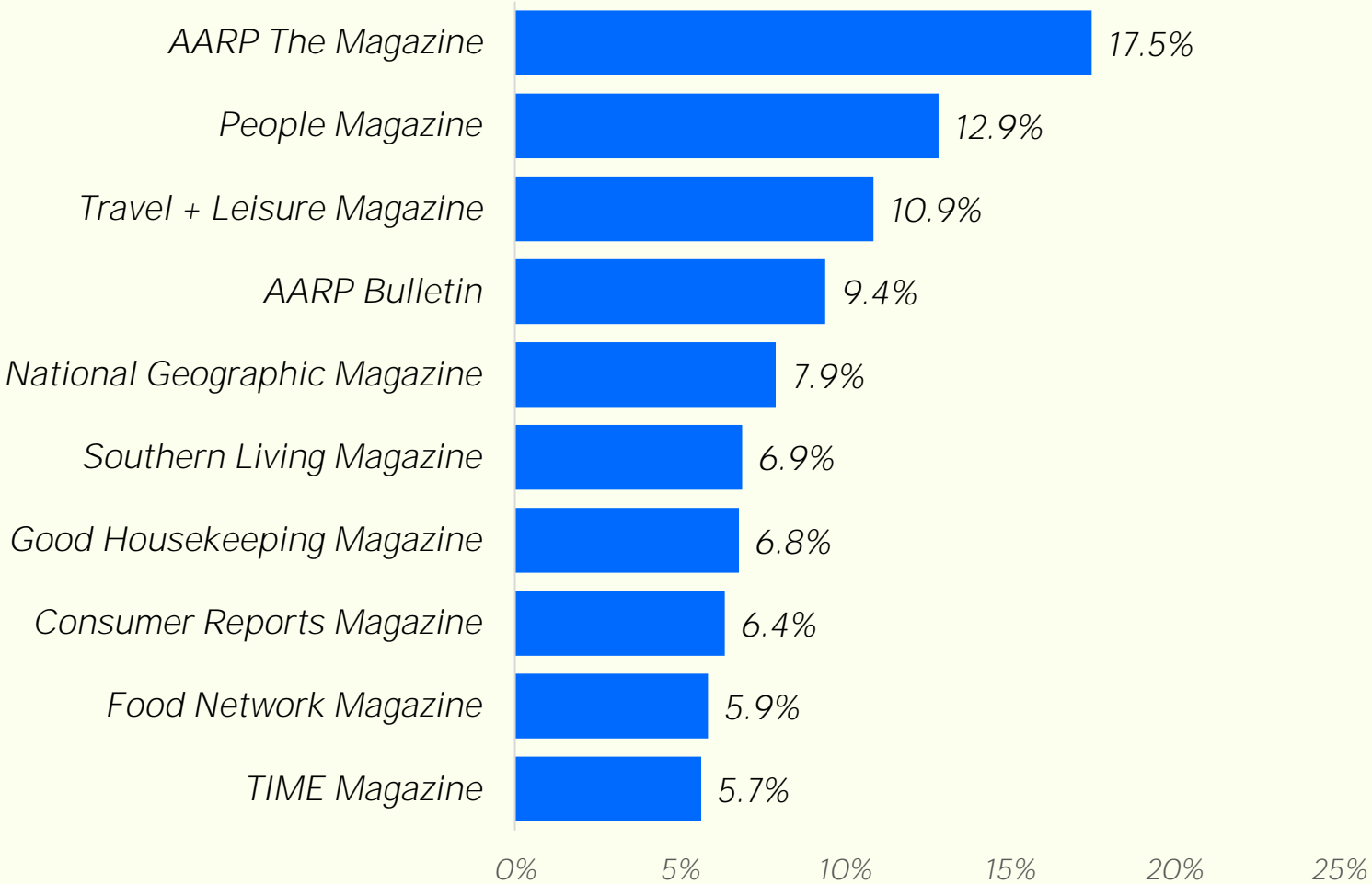
Question:

To which of these streaming services do you currently subscribe or regularly watch?
(Select all that apply)



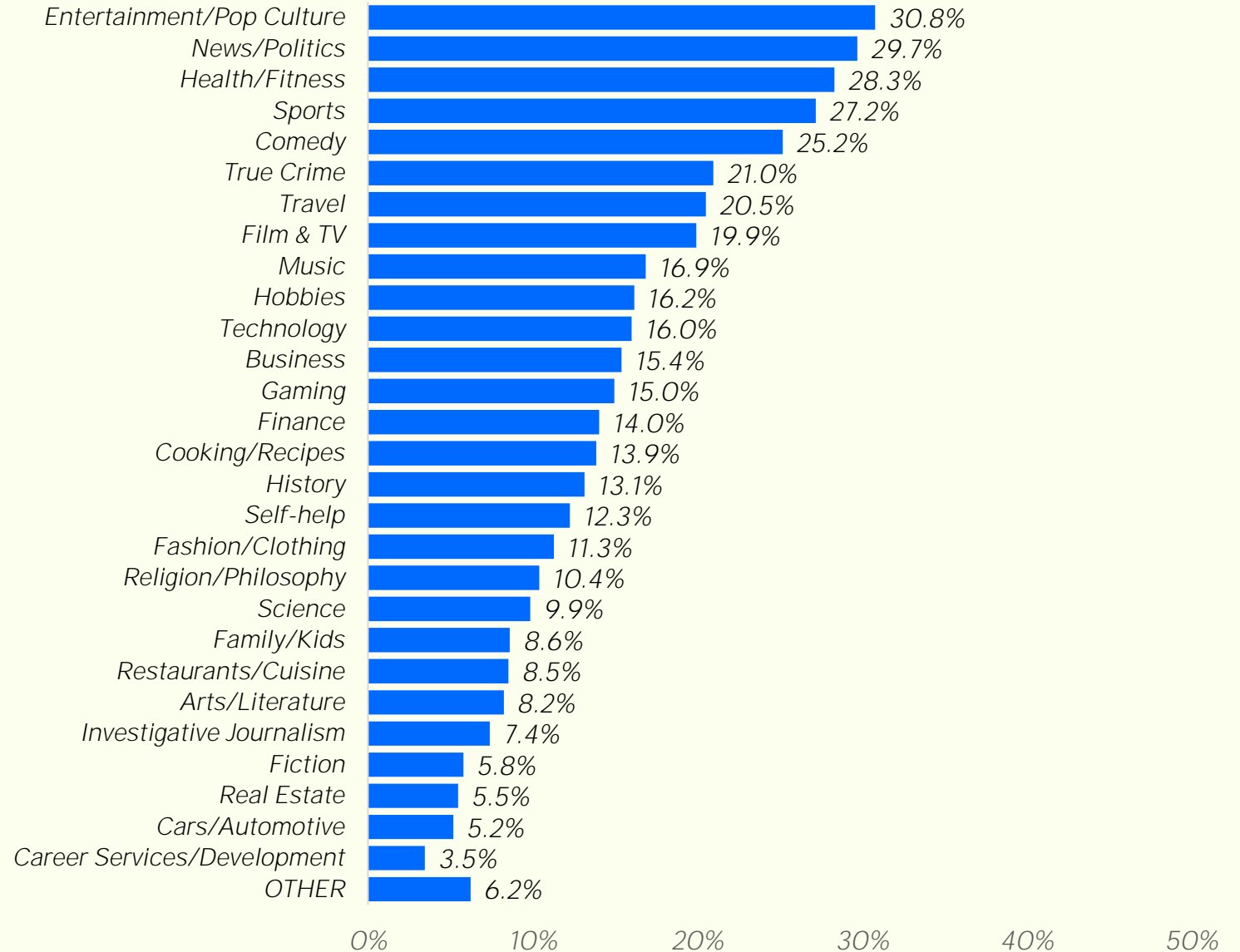
Top 10 Magazines Consumed (Printed or Online)

Question:
*Which of these MAGAZINES
(PRINTED OR ONLINE) have you
read or paged through in the
past TWELVE (12) MONTHS?
(Select all that apply)*



Top Podcast Genres: Entertainment, News/Politics, News/Politics, Health/Fitness, Sports, Comedy

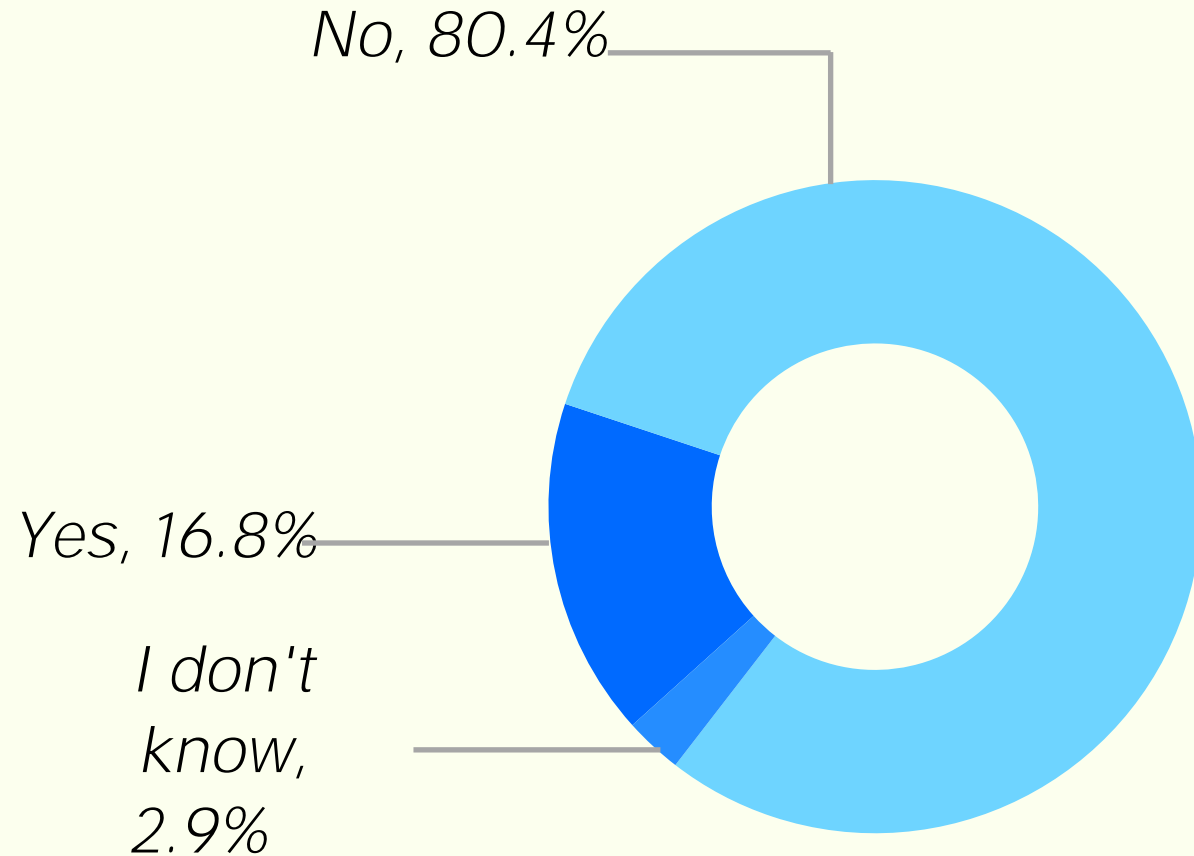
Question: *What podcast genres
do you listen to on a regular basis?*
(Select all that apply)



Nearly 17% of American Travelers Used AI Tools to Help Plan Trips in the Past Year

Question:

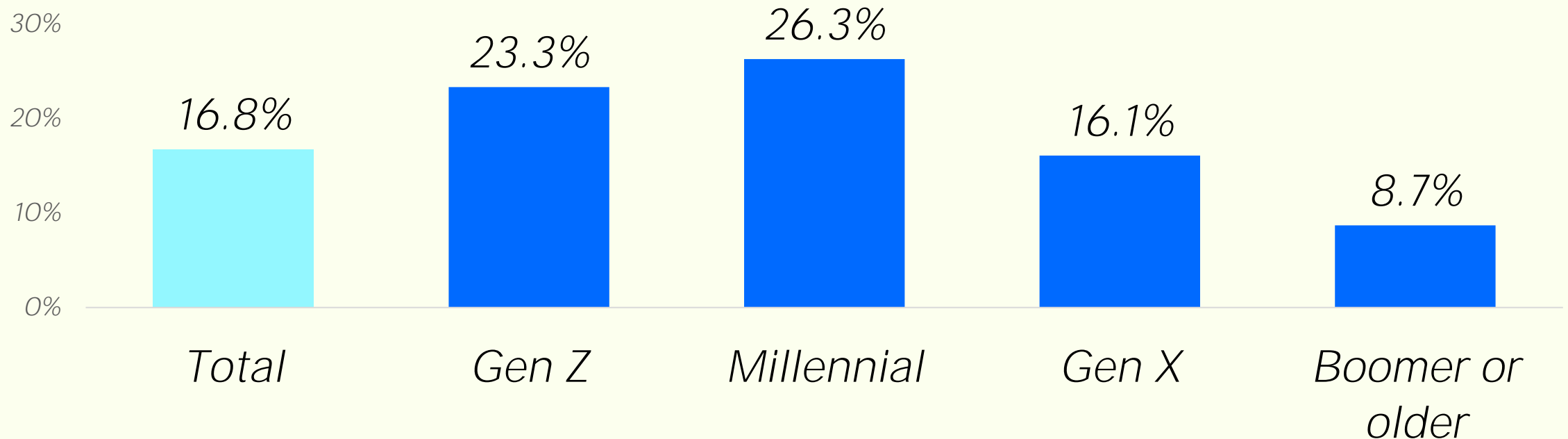
In the past 12 months, have you used any Artificial Intelligence (AI) tools specifically to help you plan (or prepare for) your trips?



Used AI Tools to Help Plan Trips (Past 12 Months) by Generation

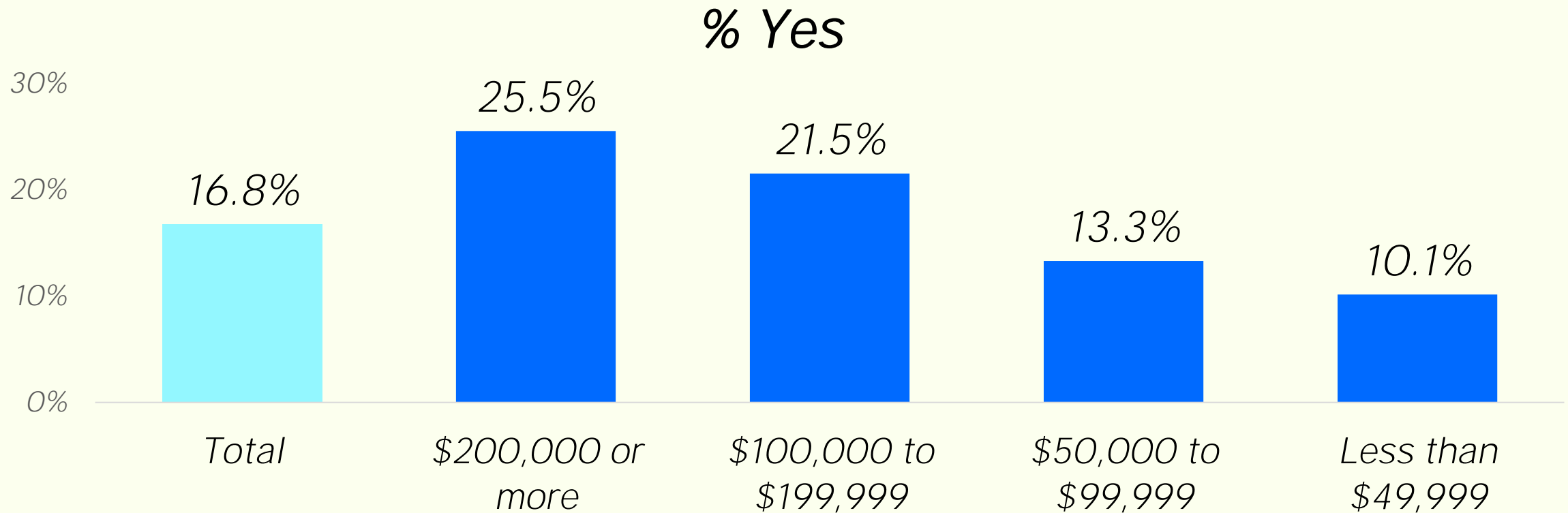
Question: *In the past 12 months, have you used any Artificial Intelligence (AI) tools specifically to help you plan (or prepare for) your trips?*

% Yes



Used AI Tools to Help Plan Trips (Past 12 Months) by Income

Question: *In the past 12 months, have you used any Artificial Intelligence (AI) tools specifically to help you plan (or prepare for) your trips?*



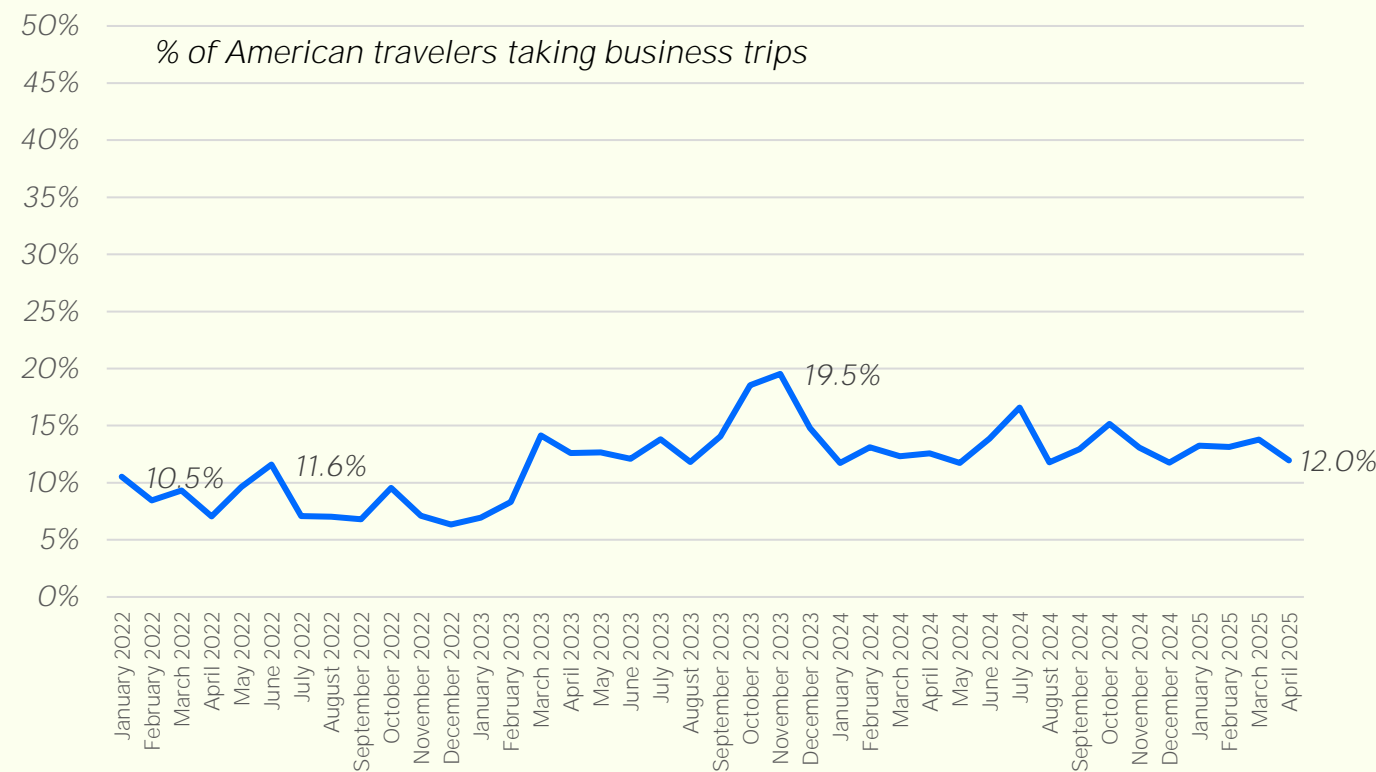
A woman with dark hair, wearing a white blazer over a light-colored shirt, is looking down at a smartphone in her hands. She is standing in a city at night, with blurred lights and buildings in the background. The text "Future Partners" is overlaid in the top right, and "Business Travel" is overlaid at the bottom.

Future Partners

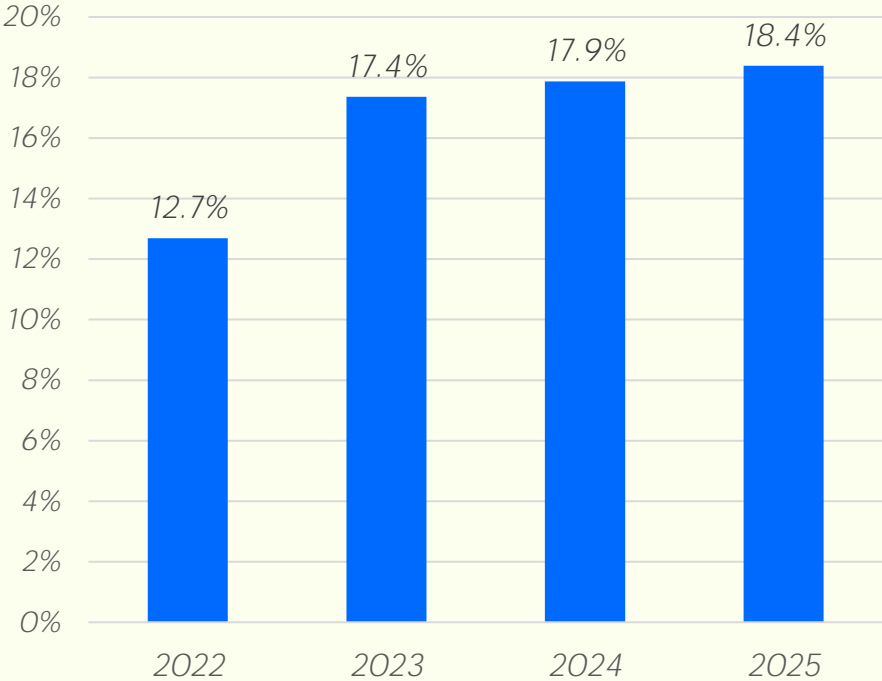
Business Travel

Business travel rates are holding constant

Business travel PAST YEAR (12 MONTHS)

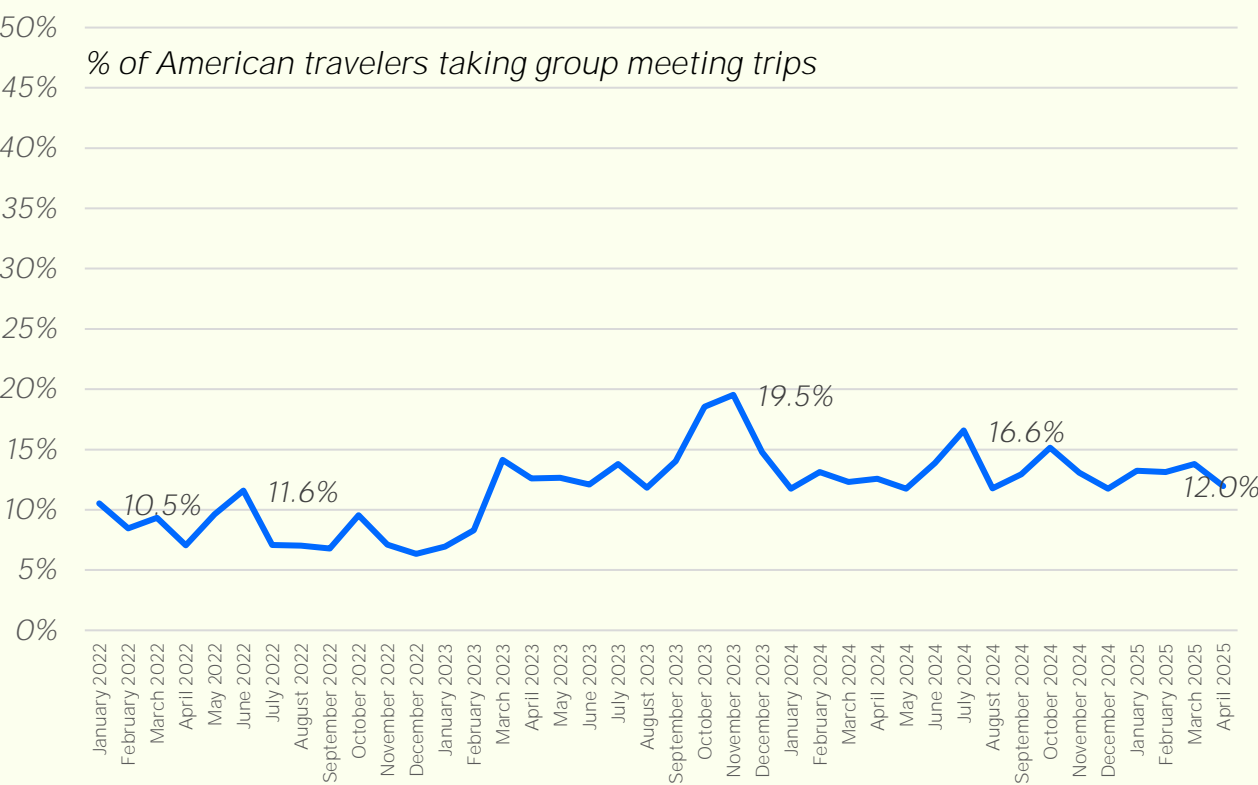


Annual Average

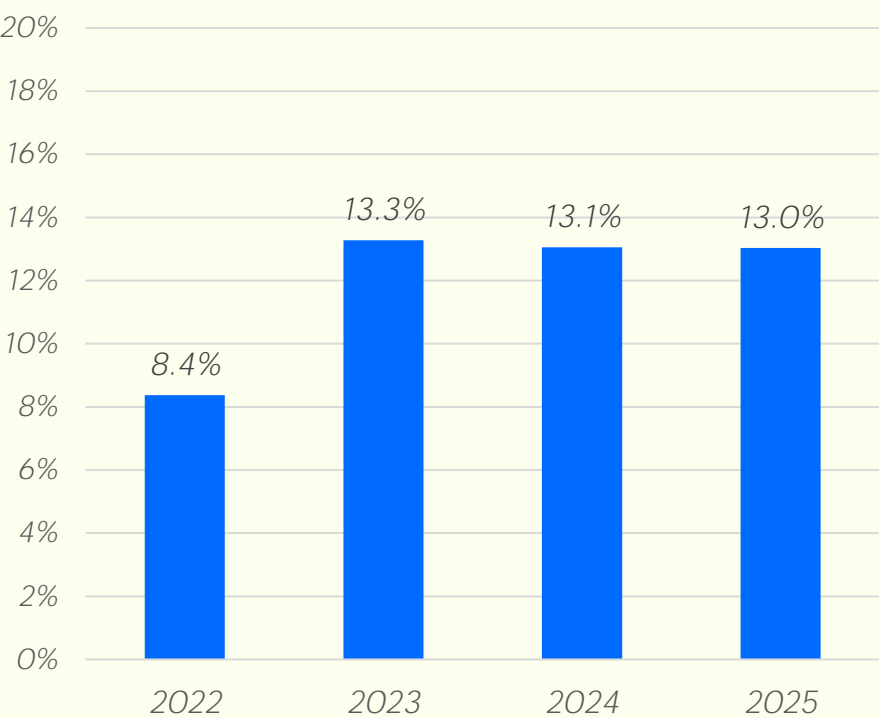


Convention, conference and group meeting travel is also stable

Convention & group meeting travel PAST YEAR (12 MONTHS)



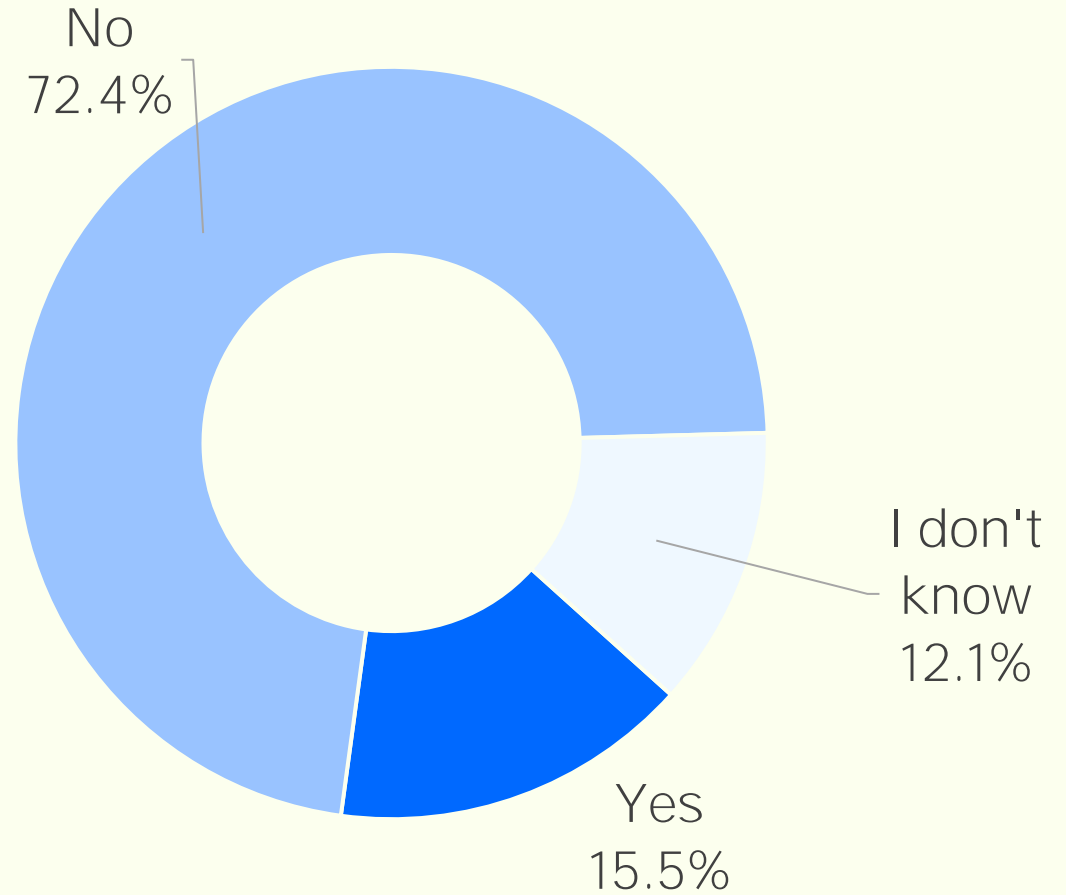
Annual Average



A share of employers appear to be belt tightening around travel expenditures

Question:

In the PAST THREE (3) MONTHS, has the business/organization you work for implemented any new travel-related cost control measures (e.g., reduced business travel, limiting attendance at meetings, new expense report rules or guidance, etc.)?



See, Segment, Analyze, Visualize and Learn More When You Subscribe to The State of the American Traveler Insights Explorer

The screenshot displays the 'The State of the American Traveler' Insights Explorer interface. At the top, a header bar includes the title 'The State of the American Trav...' with a cloud icon, a 'Last published: 16 Oct 24 02:03 PM' timestamp, and navigation links for 'Filter', 'Explore', 'Export', and a search bar. The main content area features a large hero image of a tent on a mountain peak at sunset. Overlaid on this image is the title 'The State of the American Traveler' in large white font, with 'Future Partners' in smaller white font above it and 'Updated with September 2024' in the top right corner. Below the main title, it says 'Welcome back, Future Partners!'. On the left side, there is a sidebar with a navigation menu containing 'Home Page', 'Traveler Snapshot', 'The State of the American Traveler', 'Destination Snapshot', 'The State of the American Traveler', and 'Account Settings'. The sidebar also includes a vertical list of icons: a home icon, a document icon, a location pin icon, a group of people icon, a question mark icon, a gear icon, and a magnifying glass icon.

Future Partners

The State of the American Traveler

Welcome back, Future Partners!

Upcoming Livestreams:

TTRA Webinar with Future Partners: Travel Behavior in Action - May 20th at 2pm ET

The State of the International Traveler 2025 – May 21st 3pm ET

Future Partners & Miles Partnership: The State of the American Traveler Tech Edition - June 24 at 3pm ET

Uncover the latest trends in the resources travelers rely on for travel decisions and behaviors



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- Brazil
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- Germany
- India
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- South Korea
- Spain
- United Kingdom



For more information reach out to Jennifer@FuturePartners.com

Let's keep the conversation going



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