

Future Partners

March 2026

A photograph of a beach at sunset. The sun is low on the horizon, creating a warm, golden glow across the sky and reflecting on the wet sand. Two people, a woman and a man, are walking away from the camera along the shoreline, each carrying a surfboard. The woman is on the left, and the man is on the right. The ocean waves are visible in the background.

The State of the American Traveler

Opportunity powered by Insight

Future Partners

An aerial night view of a city, showing a dense network of lights and streets. The image is overlaid with a semi-transparent blue filter. The text is positioned in the upper left quadrant.

Presentation deck and recording will be available on our website:

FuturePartners.com

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
- Survey collected: [February 17 – March 2](#)
- 4,000+ fully completed surveys collected each wave
- Confidence interval of +/- 1.55%
- Data is weighted to reflect the actual population of each region

United States Census Regions



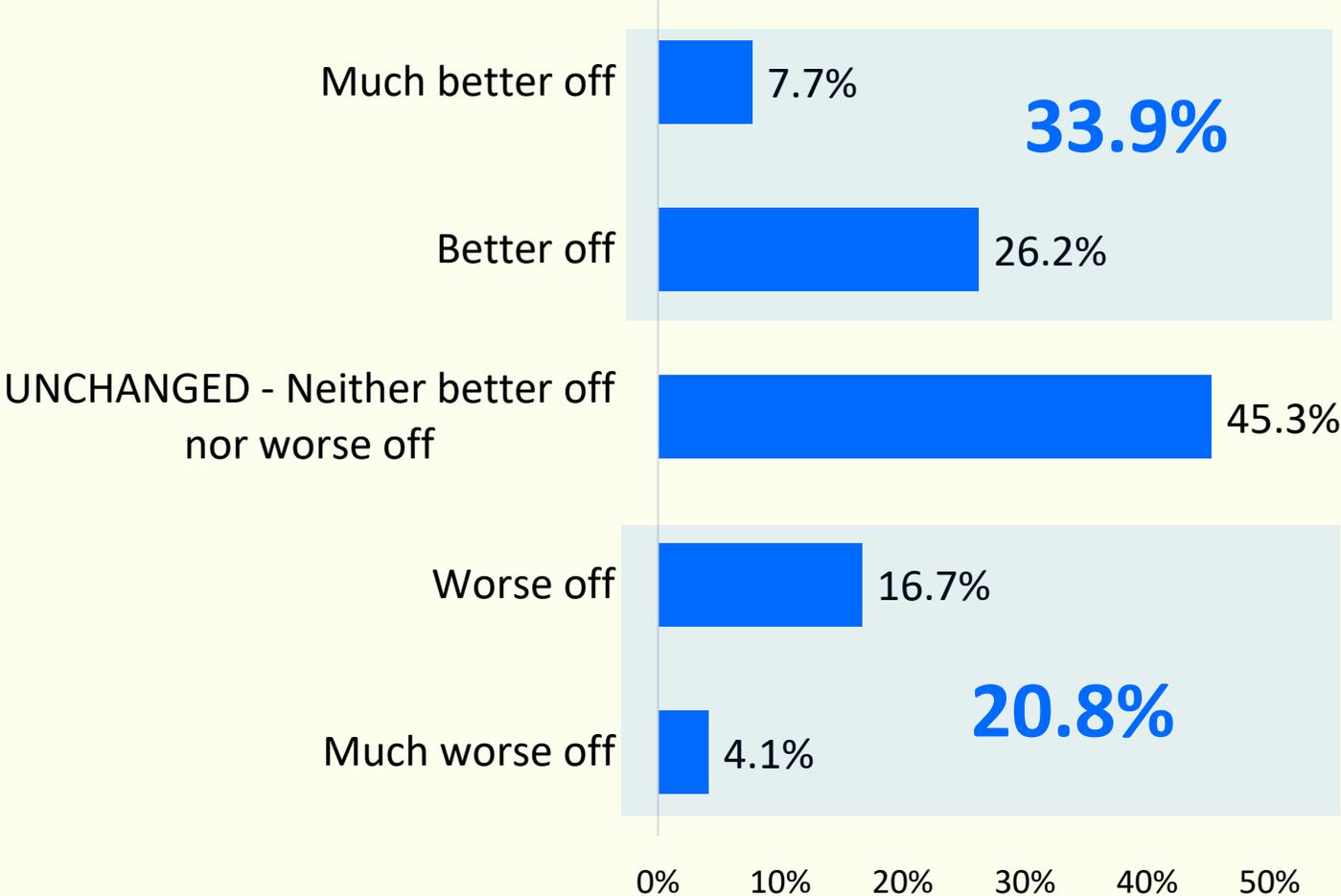
Travel Sentiment



Household Finances Mostly Holding Steady

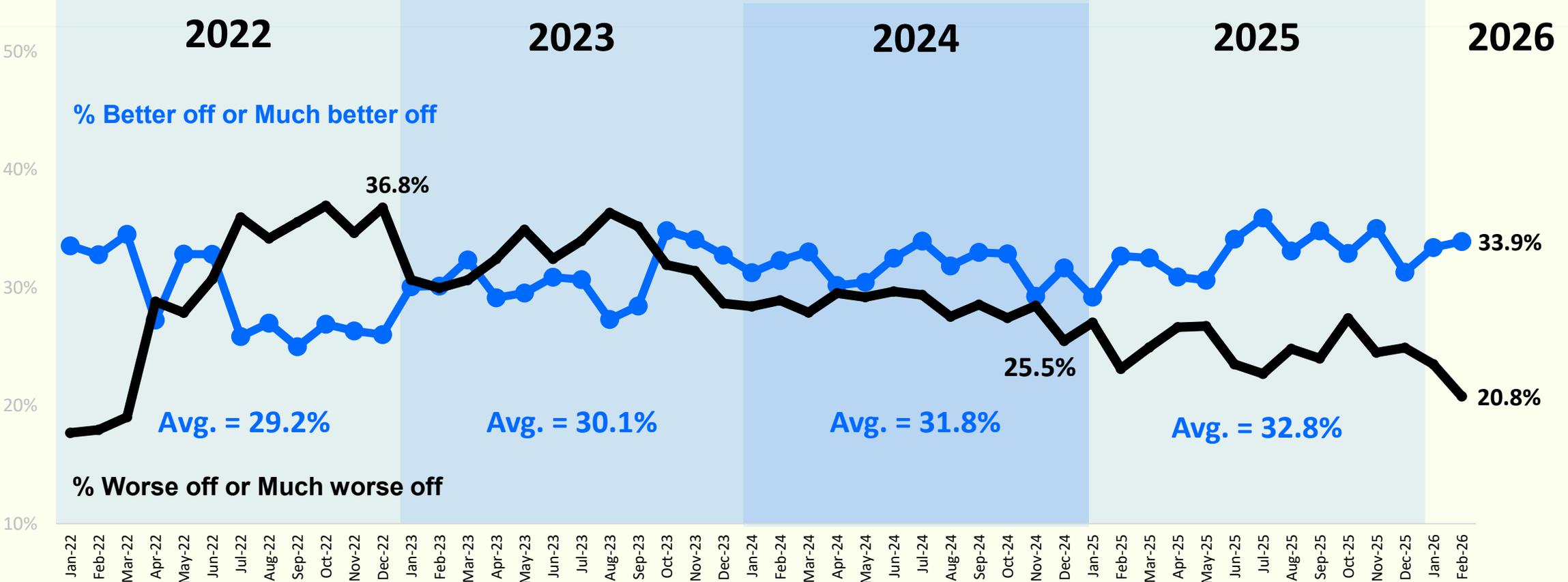
Question:

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



Household Finances Mostly Holding Steady

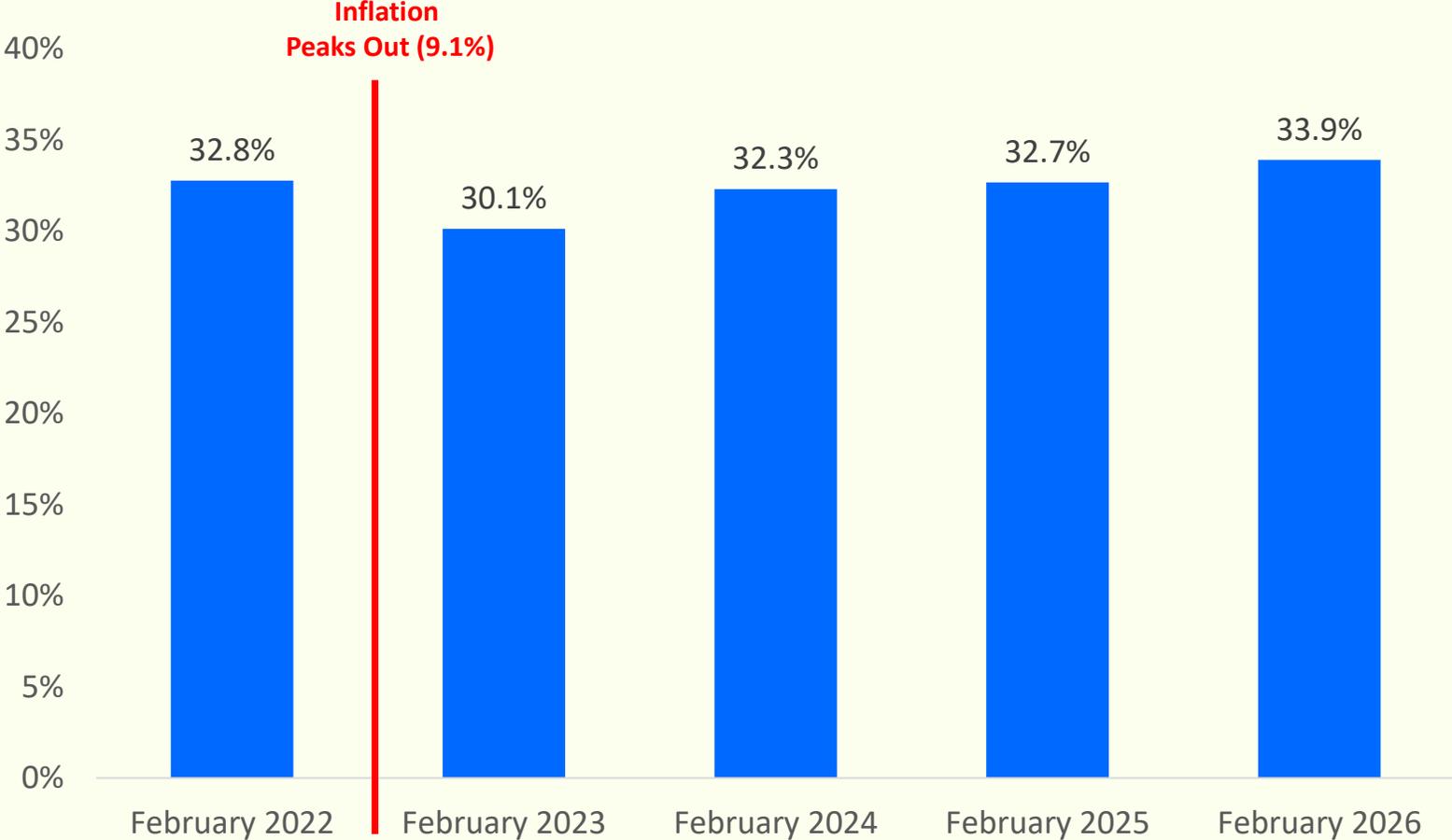
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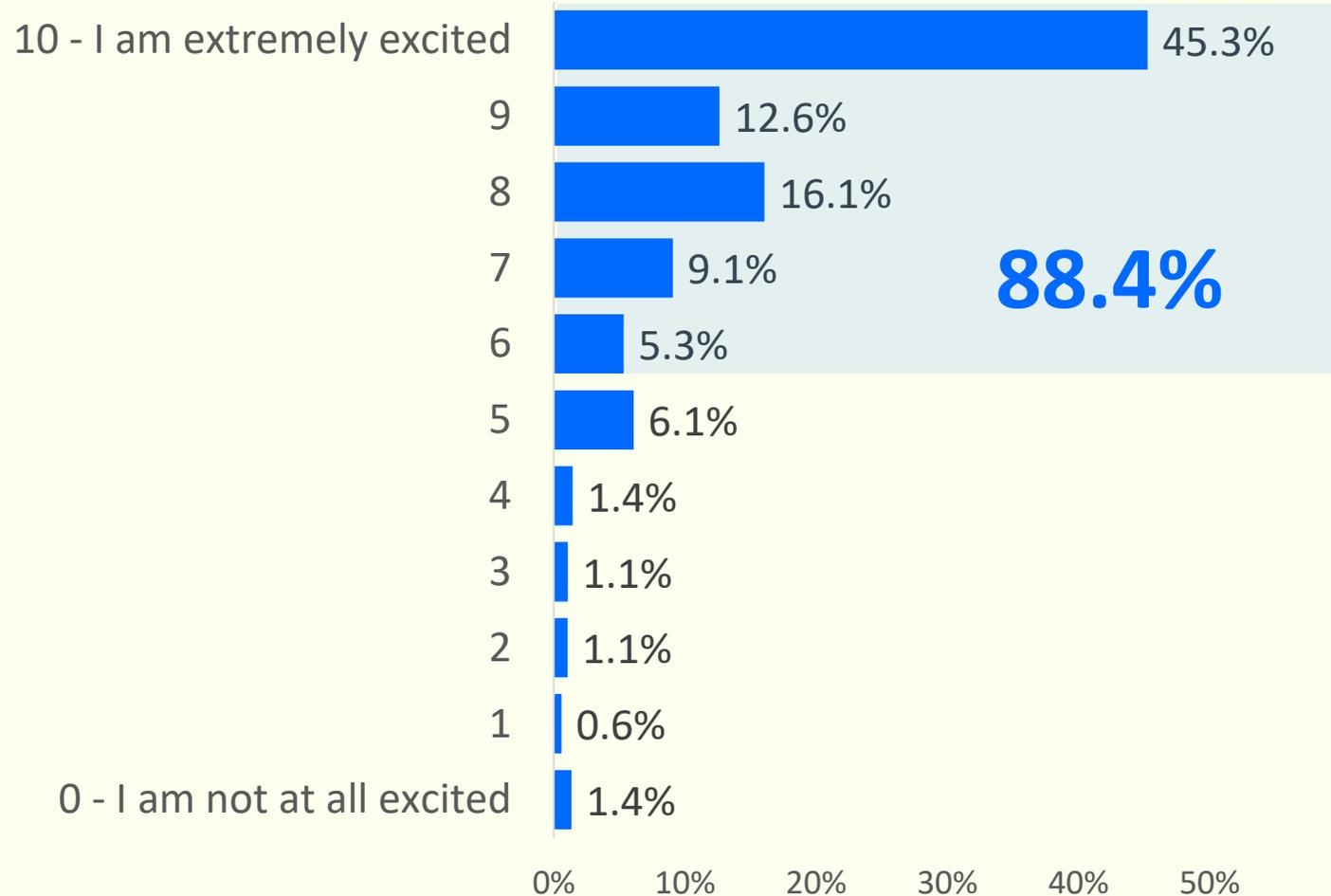
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A Little More Lift: Leisure Travel Enthusiasm Edges Higher

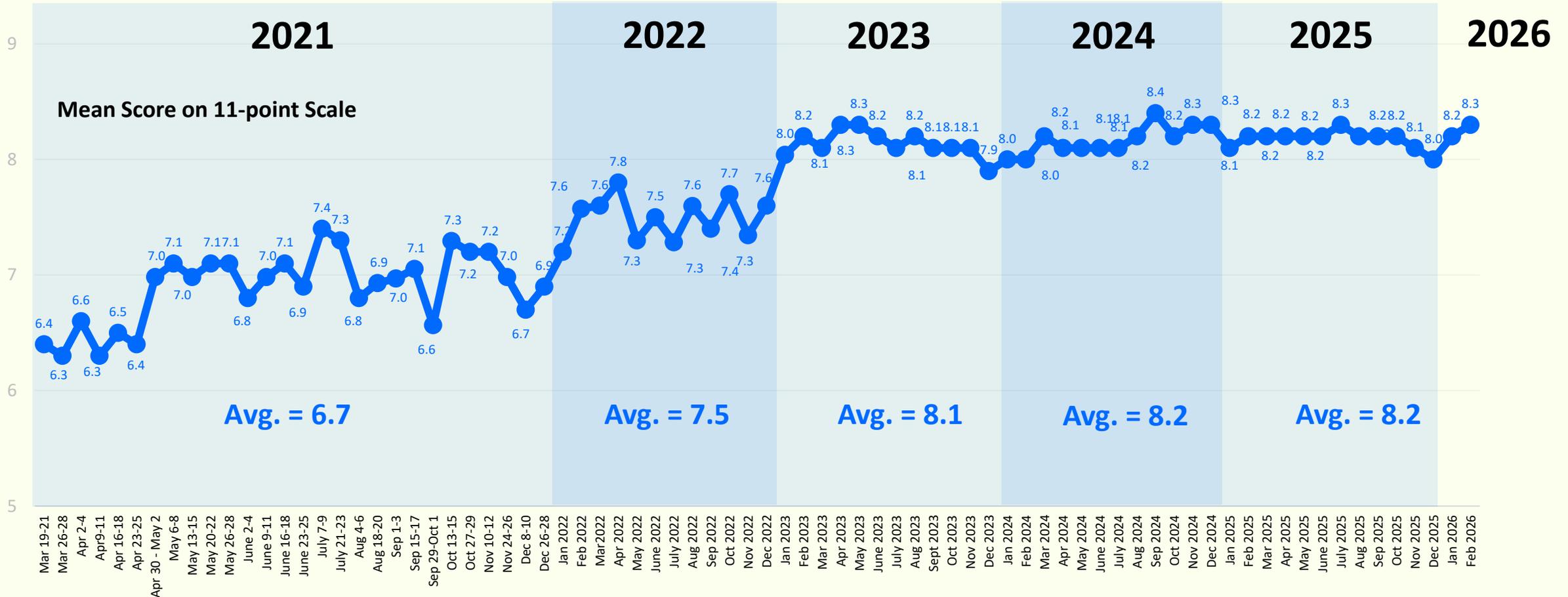
Question:

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



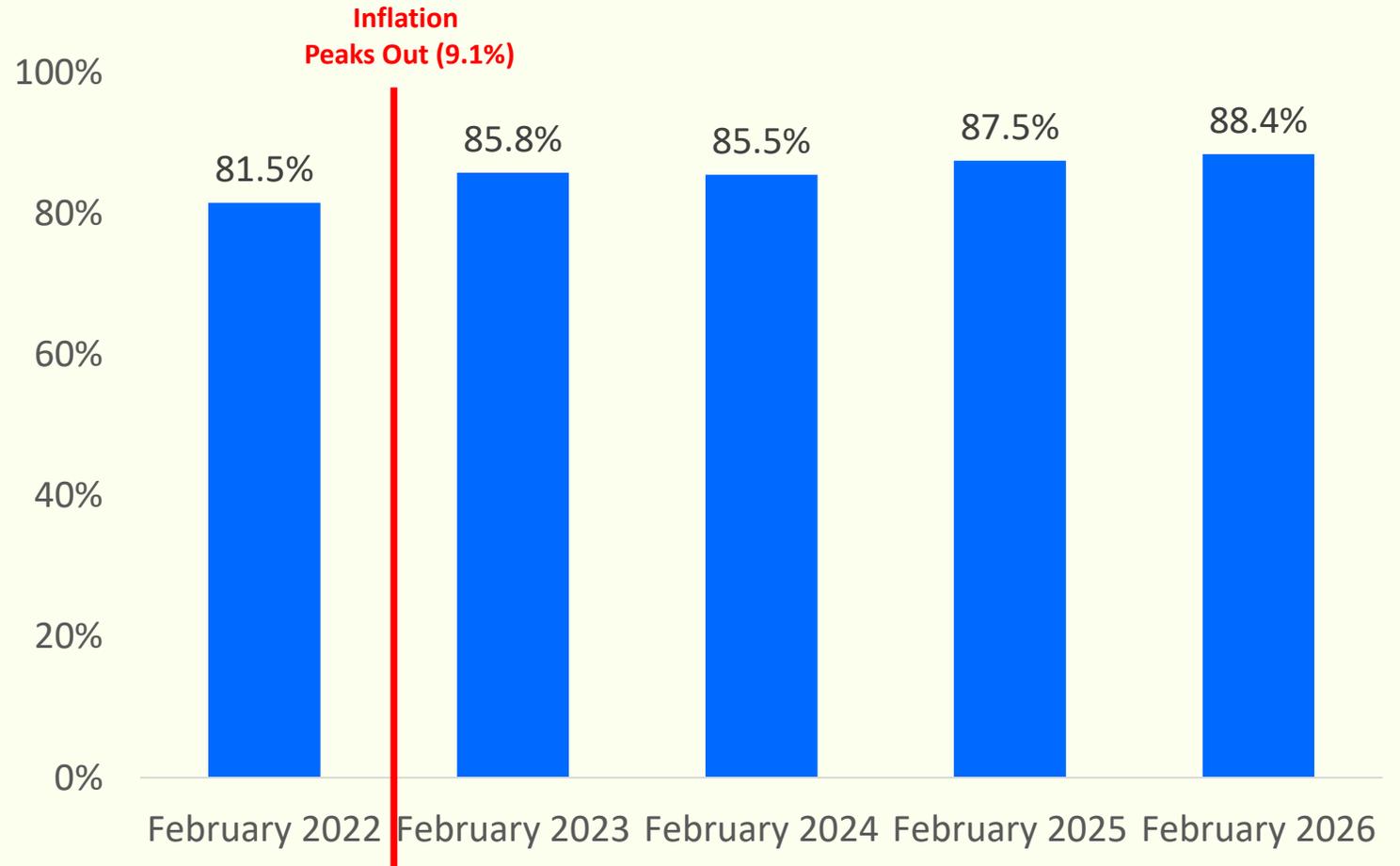
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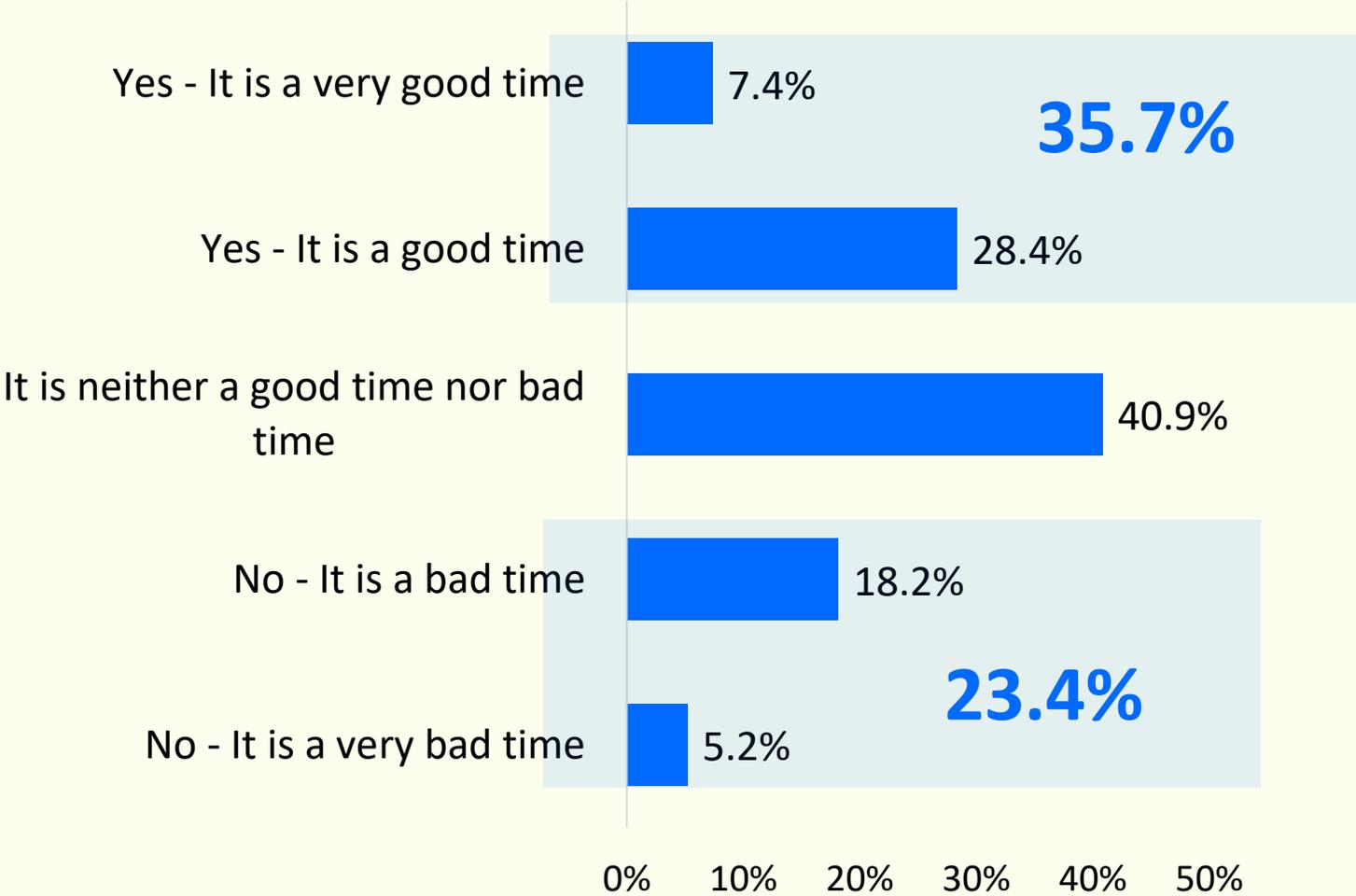
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Cautious Green Light: More Say “Good Time” Than “Bad Time” to Spend on Travel

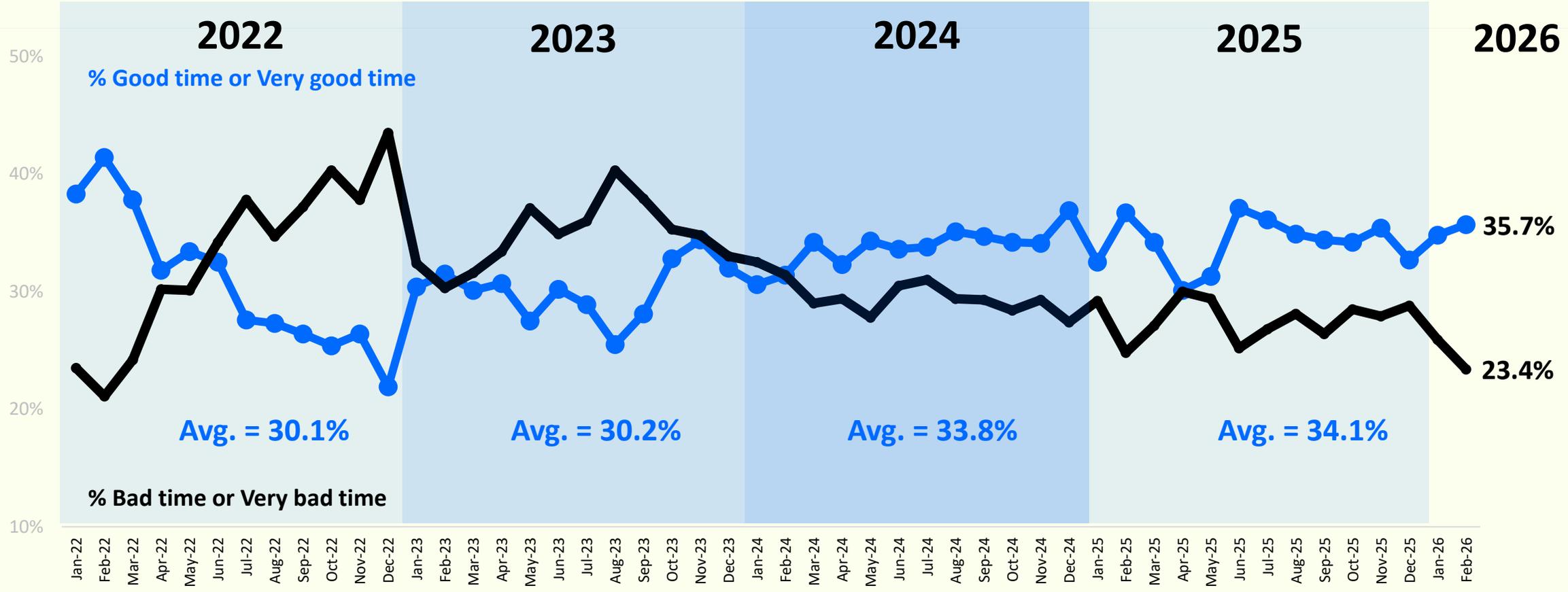
Question:

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?



Cautious Green Light: More Say “Good Time” Than “Bad Time” to Spend on Travel

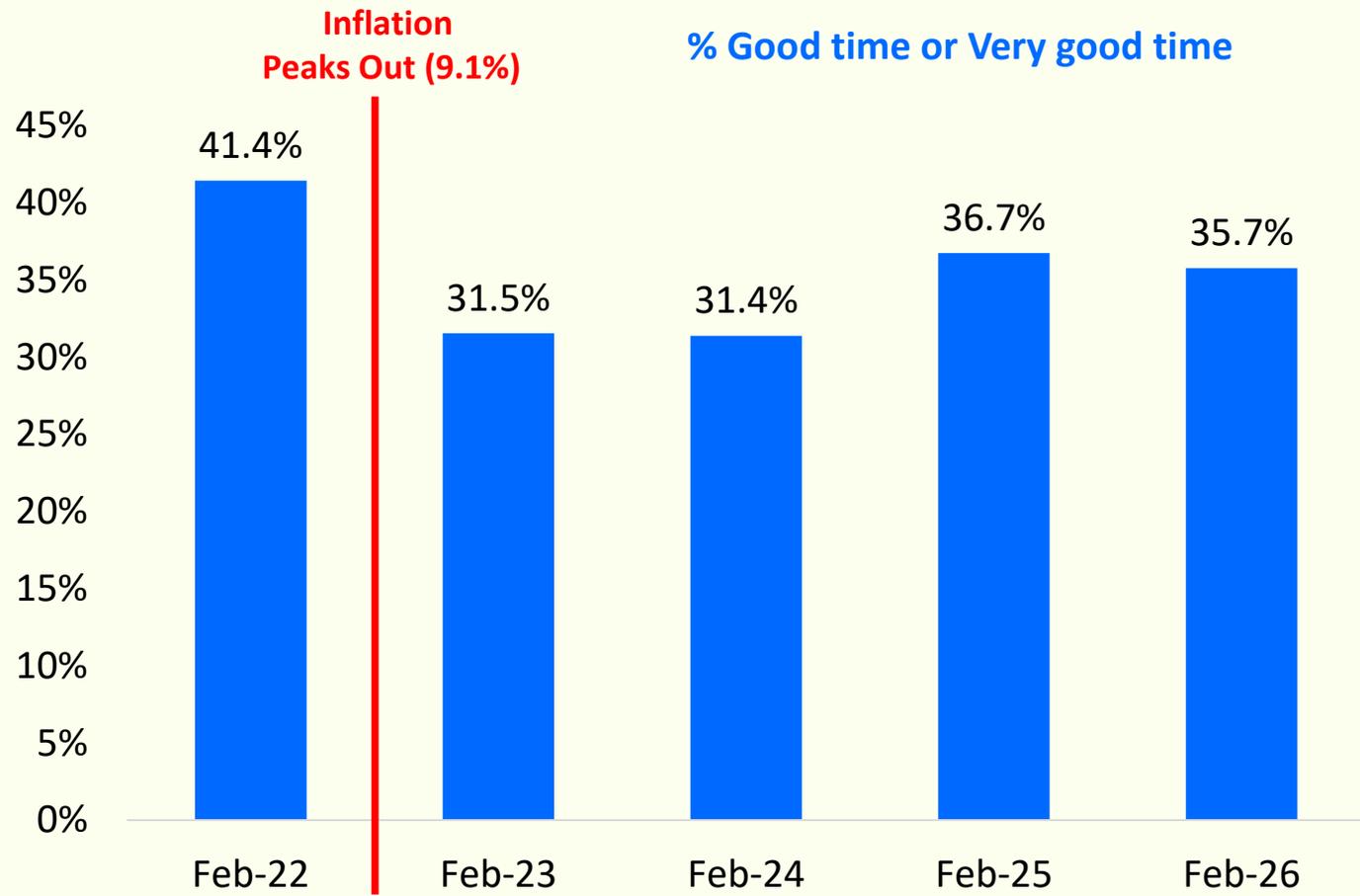
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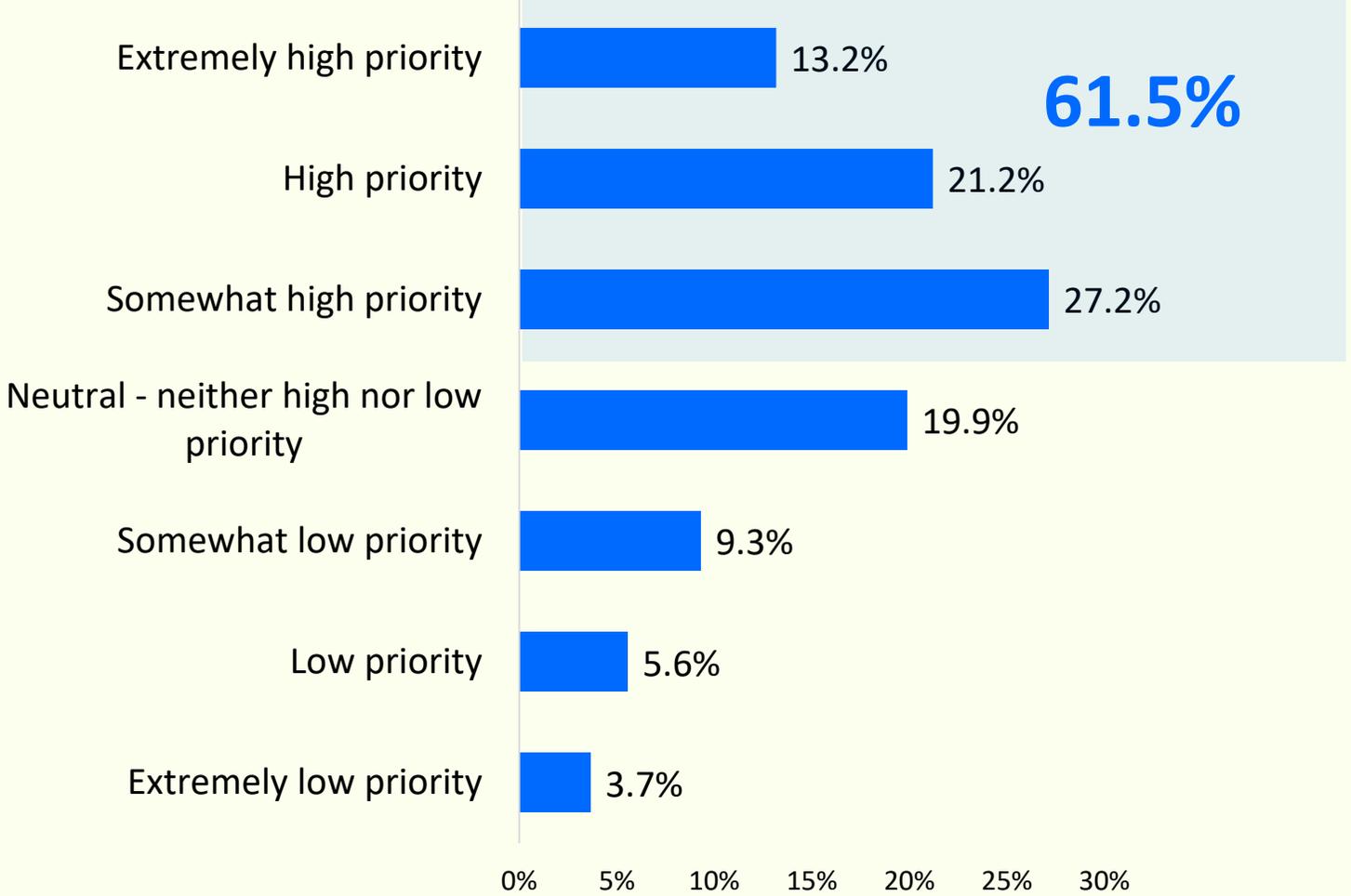


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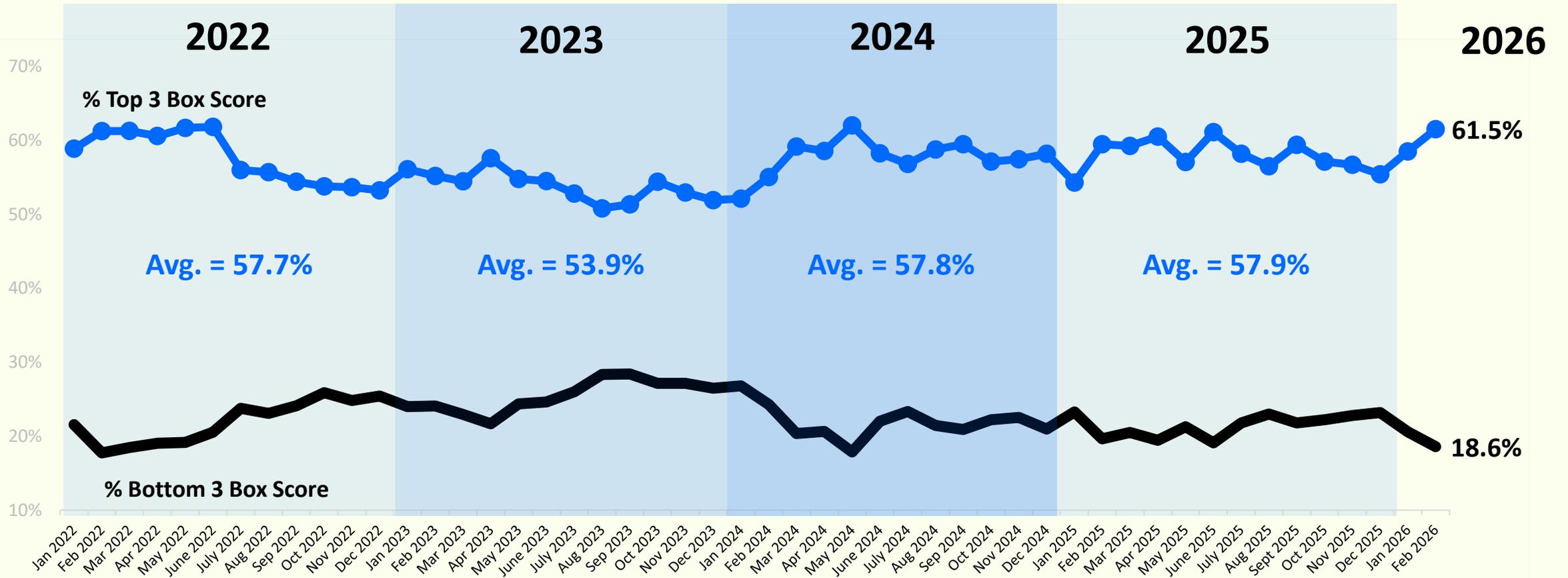
Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.

Leisure travel will be a(n) _____.



Priority Check: Leisure Travel Remains High on the List

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Priority Check:

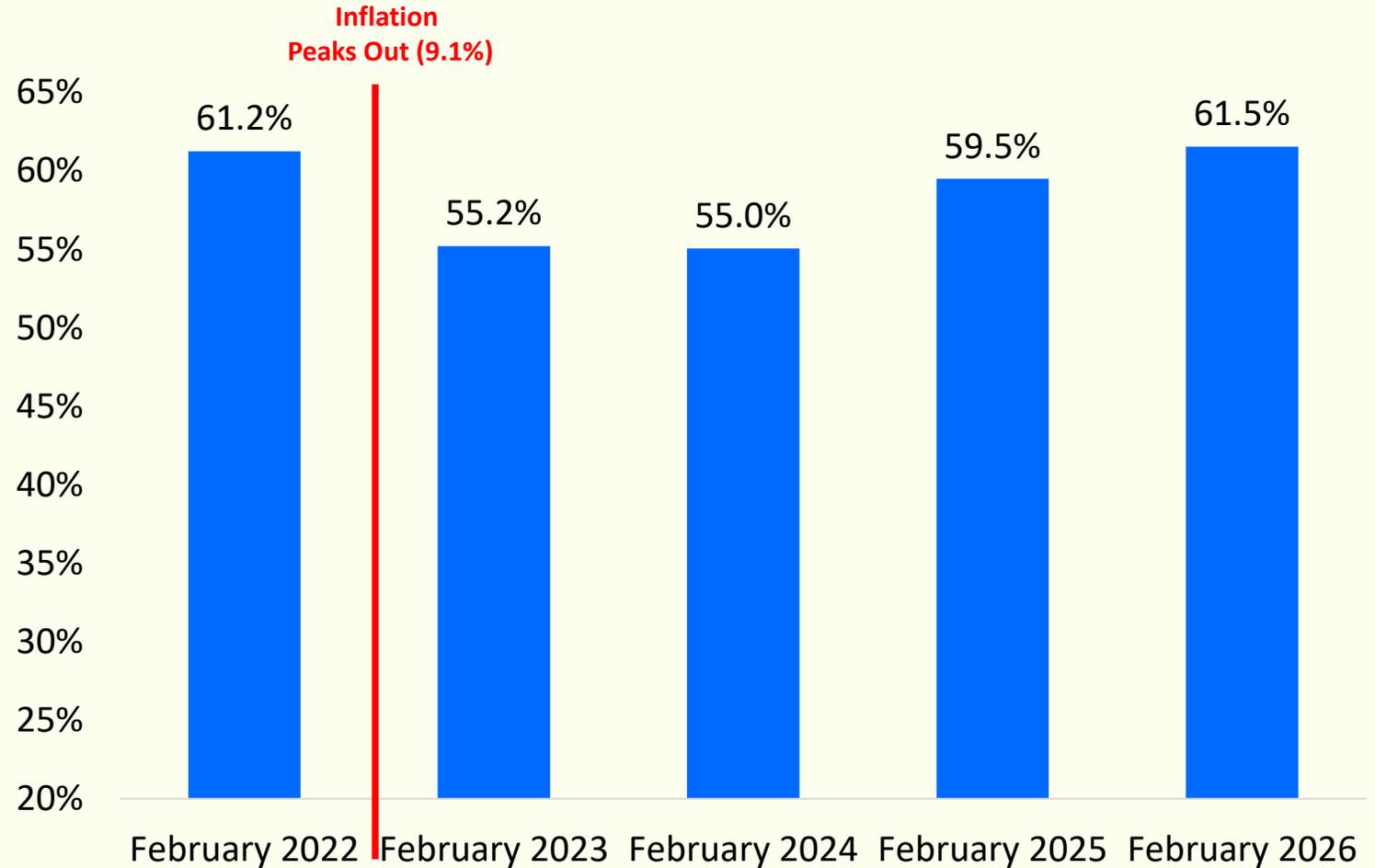
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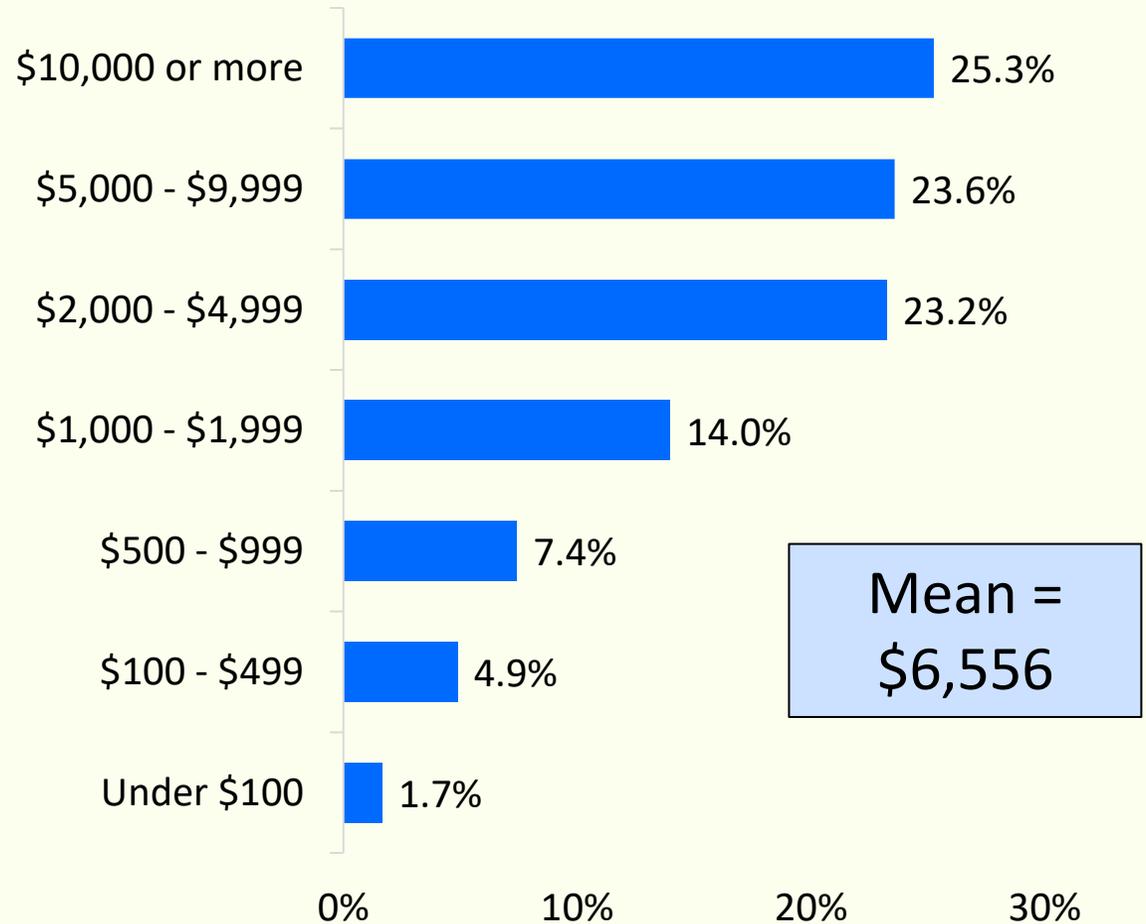
_____.



Americans Are Keeping the Travel Door Wide Open on Spending

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?



Americans Are Keeping the Travel Door Wide Open on Spending

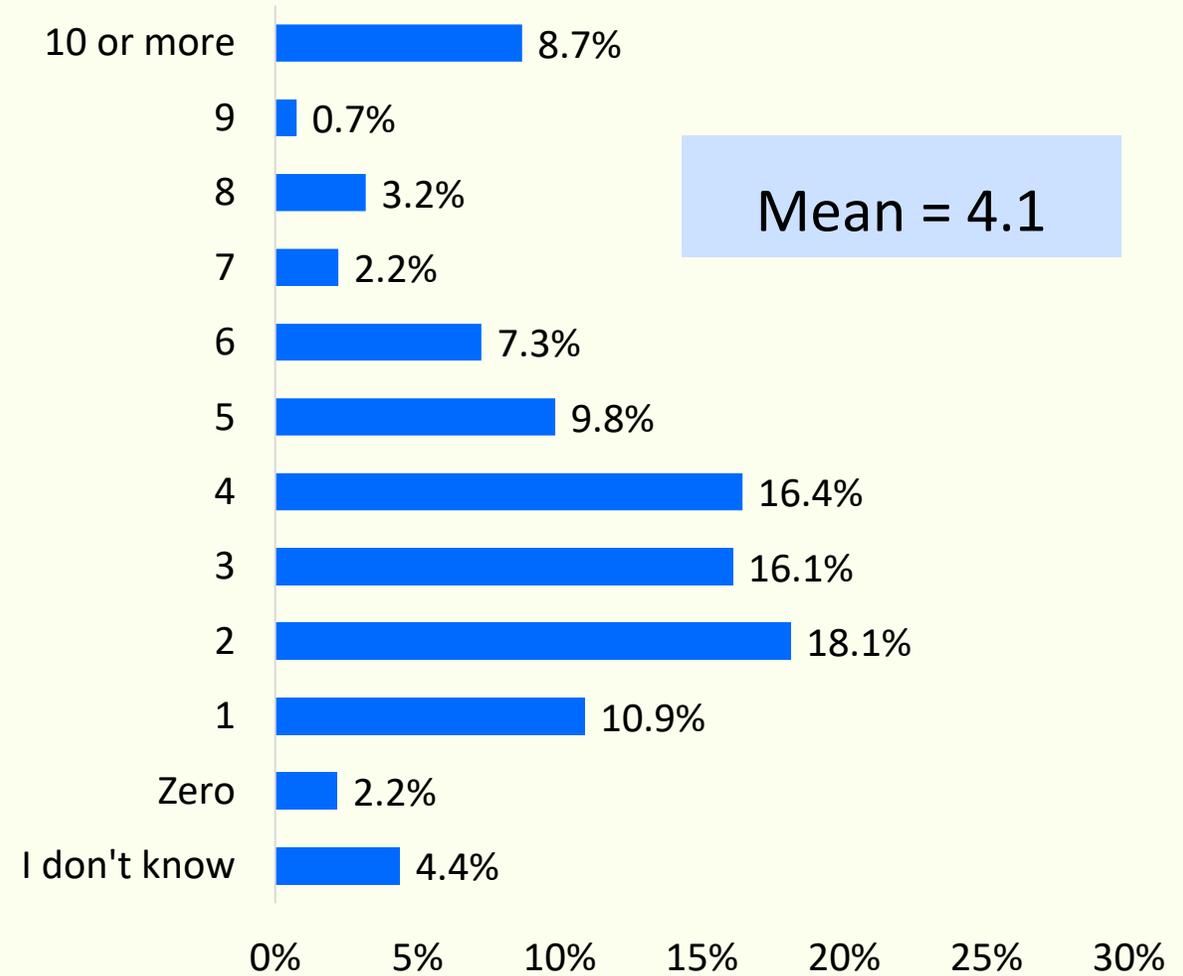
Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS? Maximum I would spend on leisure travel (next 12 months):



A Trip Filled Year Ahead: Most Plan 3+ Trips

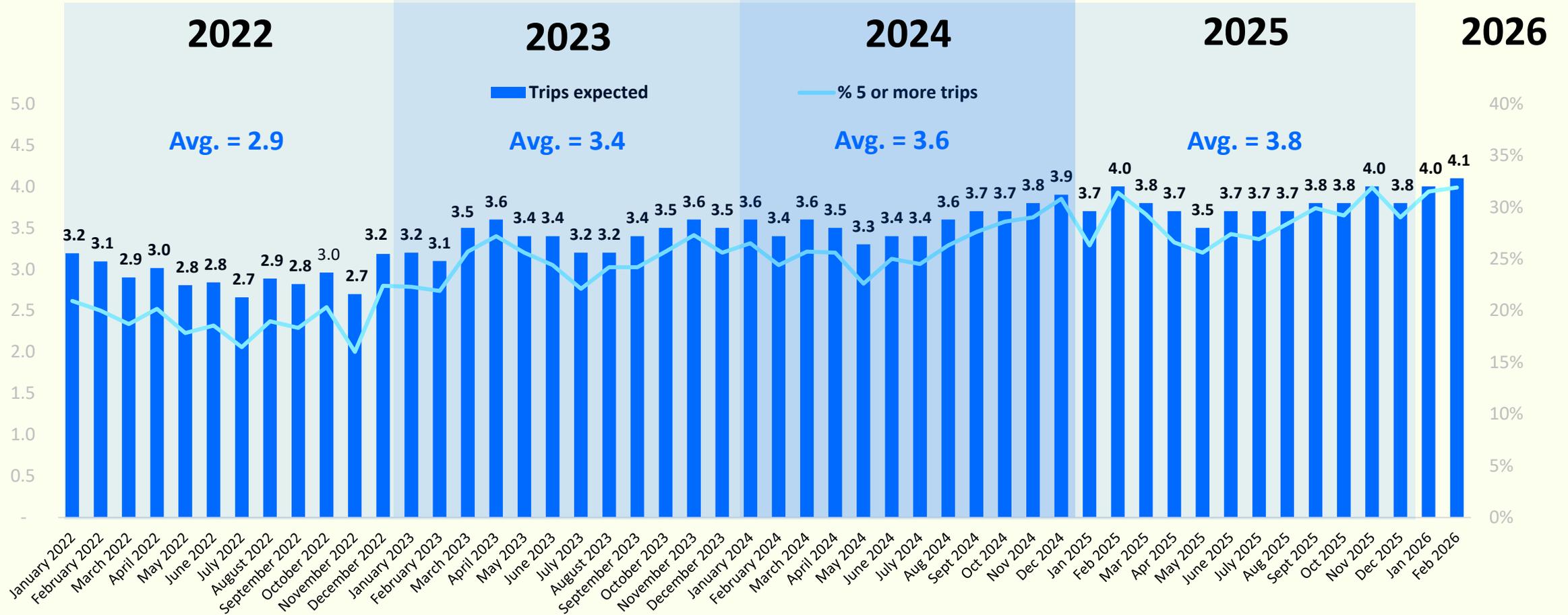
Question:

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



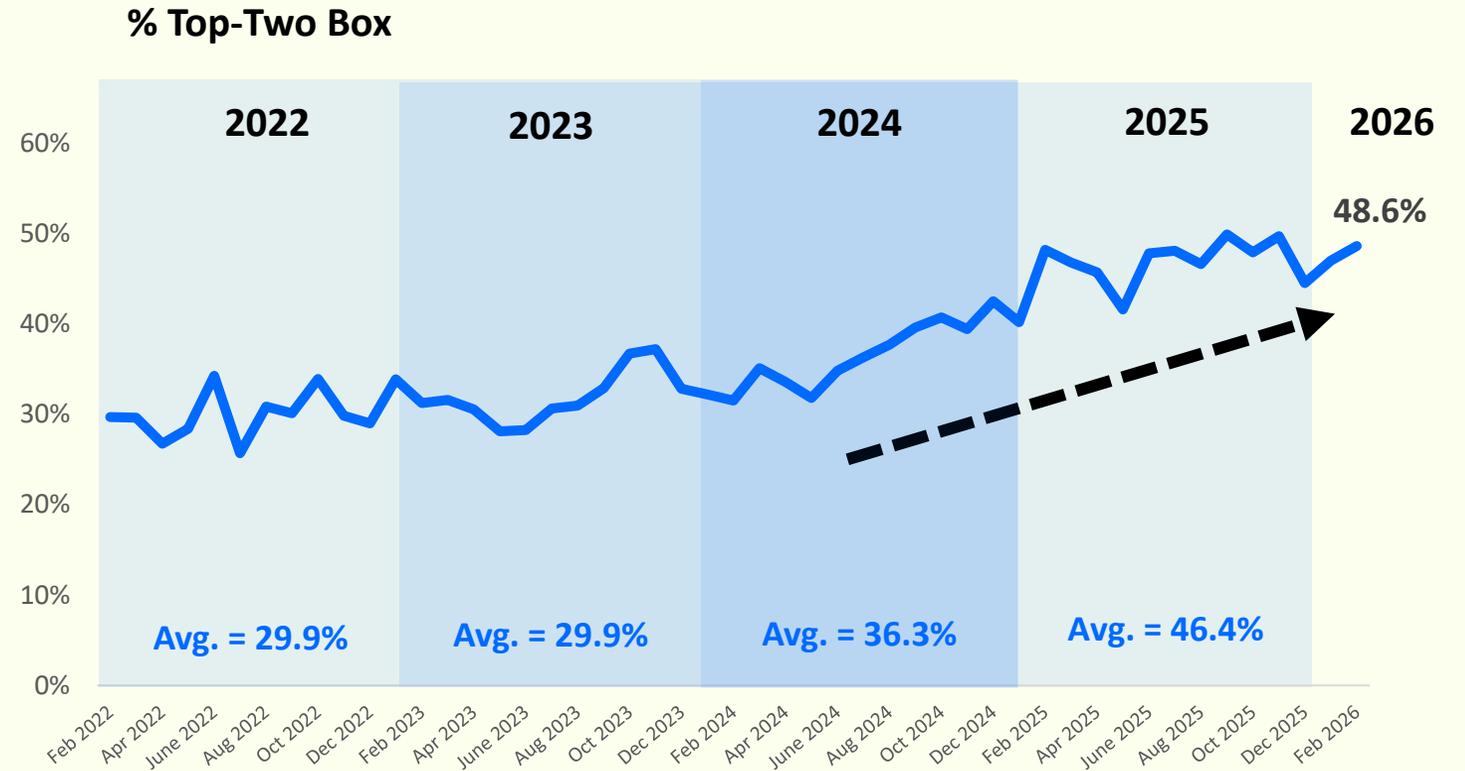
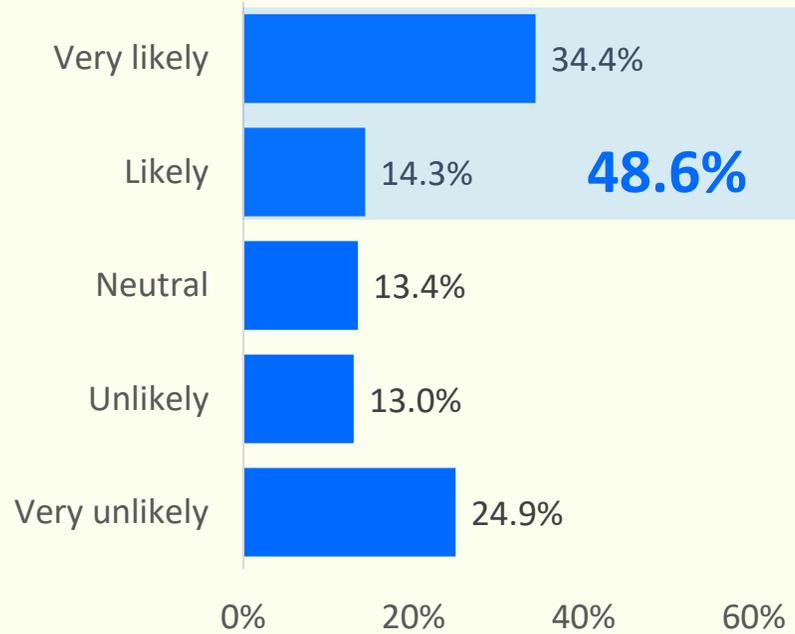
A Trip Filled Year Ahead: Most Plan 3+ Trips

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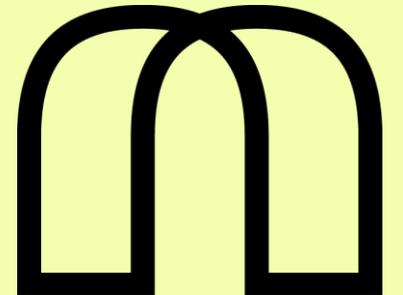


Global Getaway Intentions: 49% Say They're Likely to Travel Outside the U.S.

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



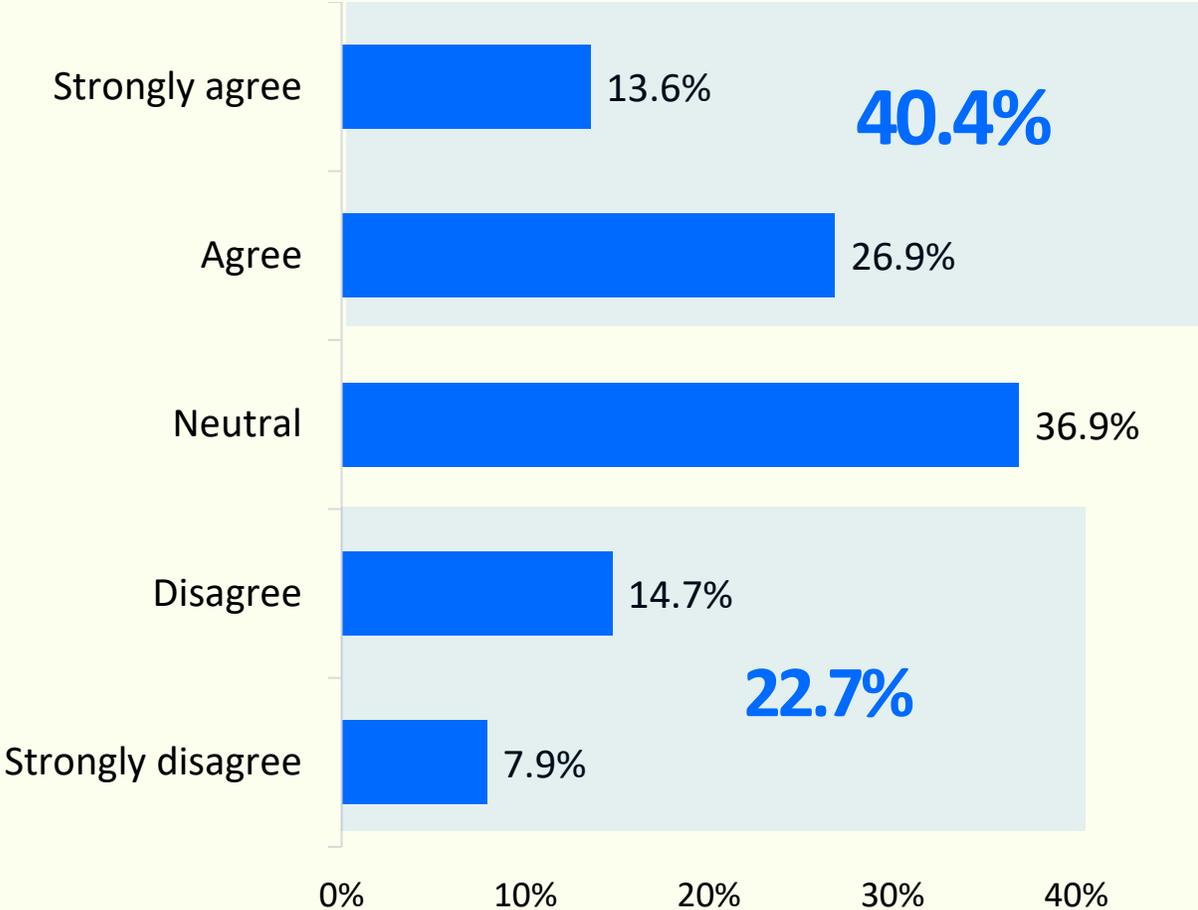
How are Americans Feeling About the Future of the Economy?



Caution Still in the Air: Four in Ten Anticipate a Recession Soon

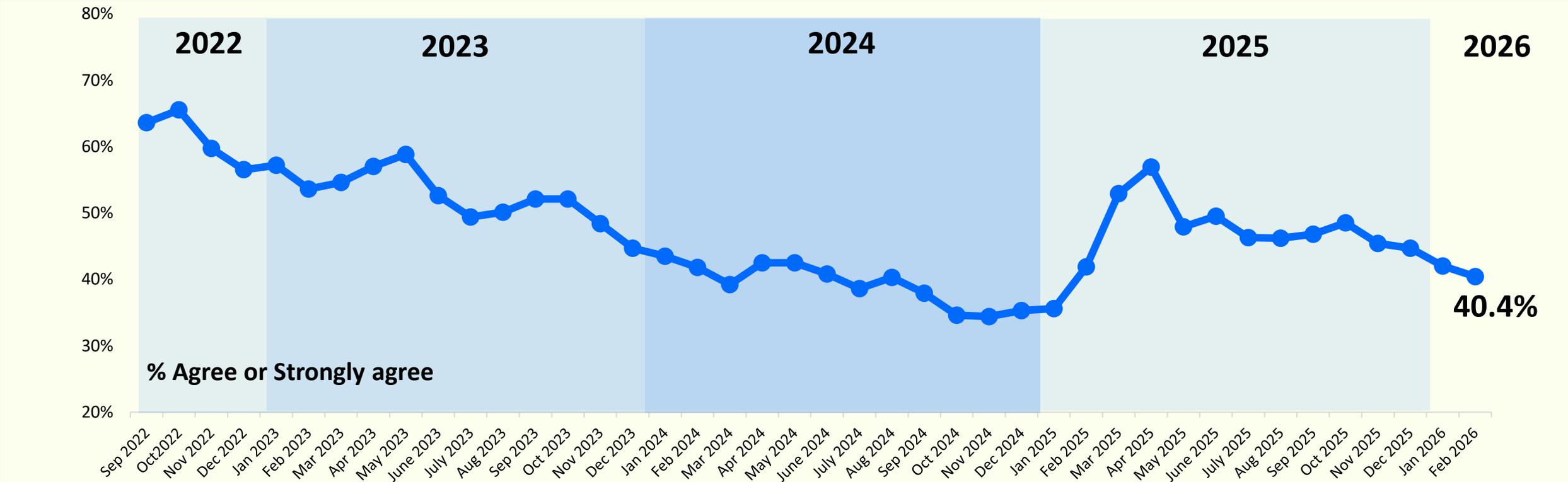
Statement Agreement:

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



Caution Still in the Air: Four in Ten Anticipate a Recession Soon

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Key Takeaways

- **Travel momentum is strong:** Excitement up to 8.3; 62% rank leisure travel a high near term priority; 4.1 trips expected.
- **Spending is a priority, but travelers remain cautious:** Max budget averages \$6.6K (49% at \$5K+), yet only 36% say it's a good time to spend (41% neutral).
- **Optimism with economic uncertainty:** 49% likely to travel internationally, while recession concern stays elevated (40% agree; 37% unsure).

Americans' Summer Trip Planning

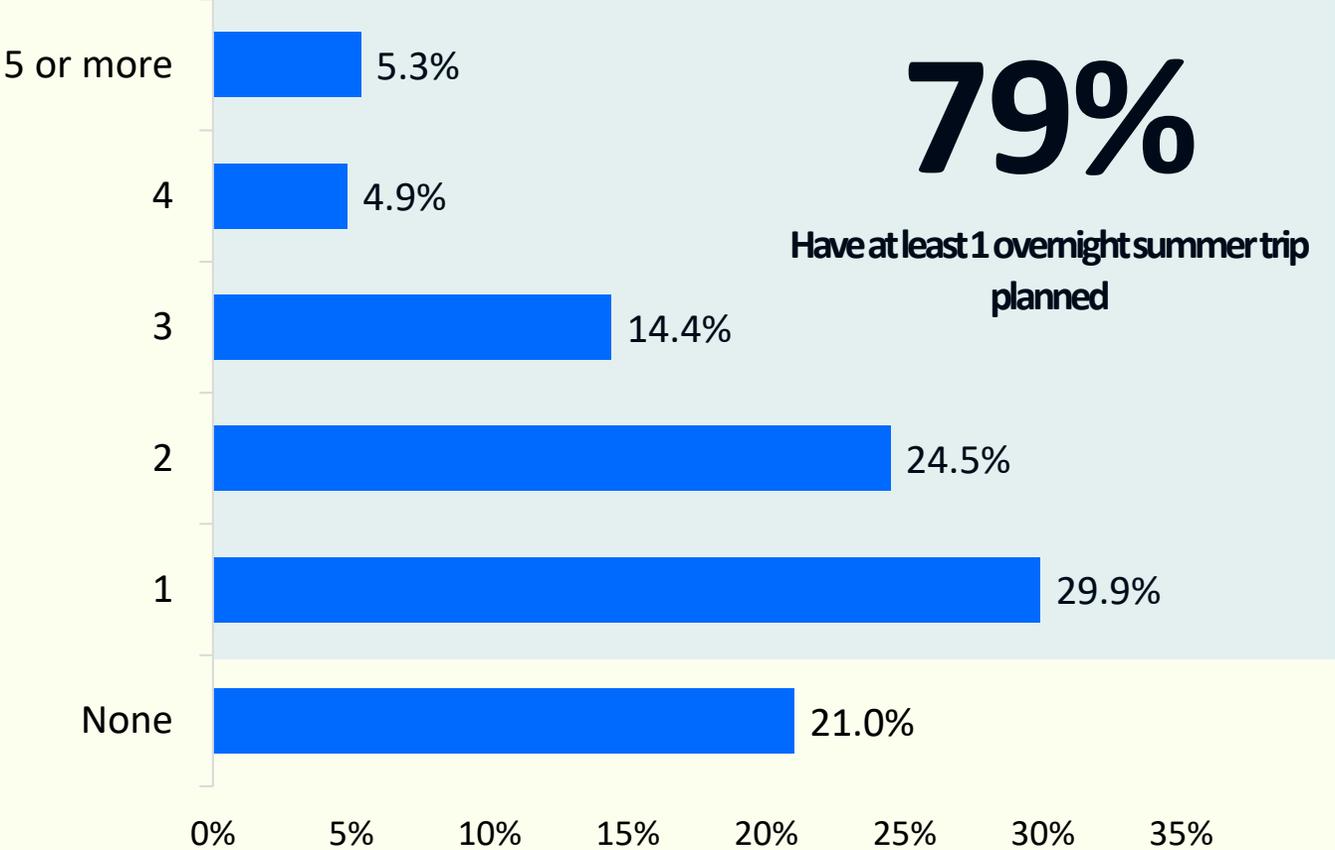


Most Americans (79%) Expect at Least One Overnight Leisure Trip This Summer

Question:

This summer (between Memorial Day and Labor Day) how many OVERNIGHT LEISURE TRIPS do you expect to take?

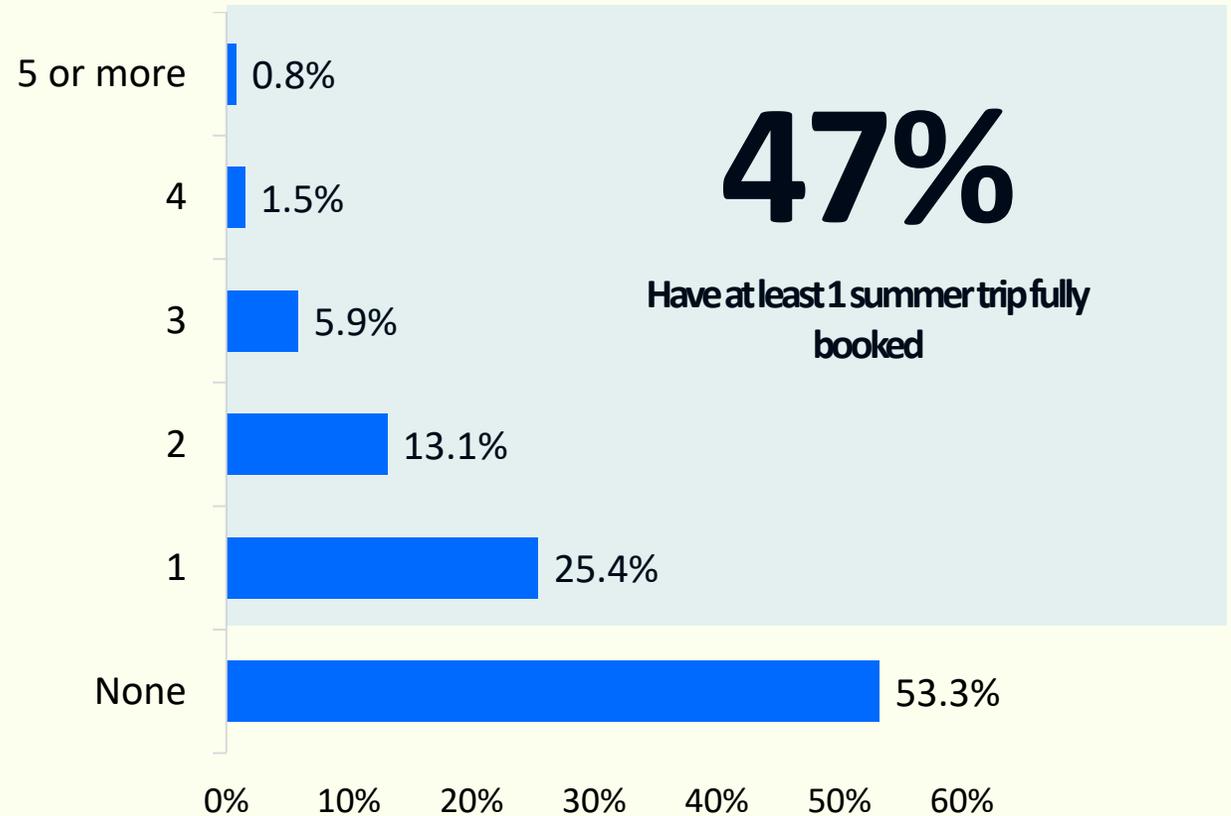
1.7
Average Trips



Bookings Are Underway, But Not Locked in For Most Travelers

Question:

Thinking about your summer leisure trips, how many are already fully booked?

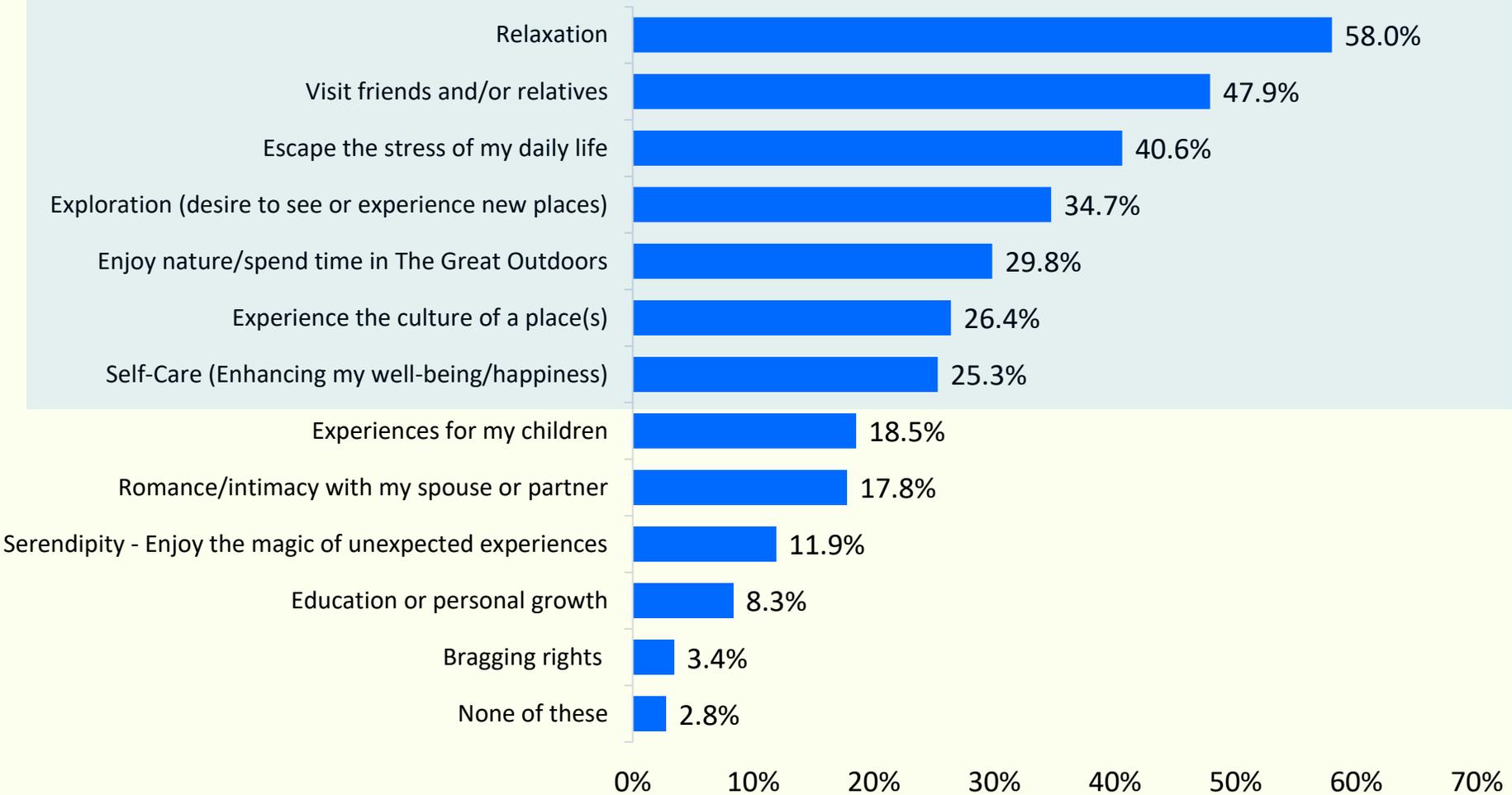


Relaxation and Reconnecting Dominate Summer Travel

Motives

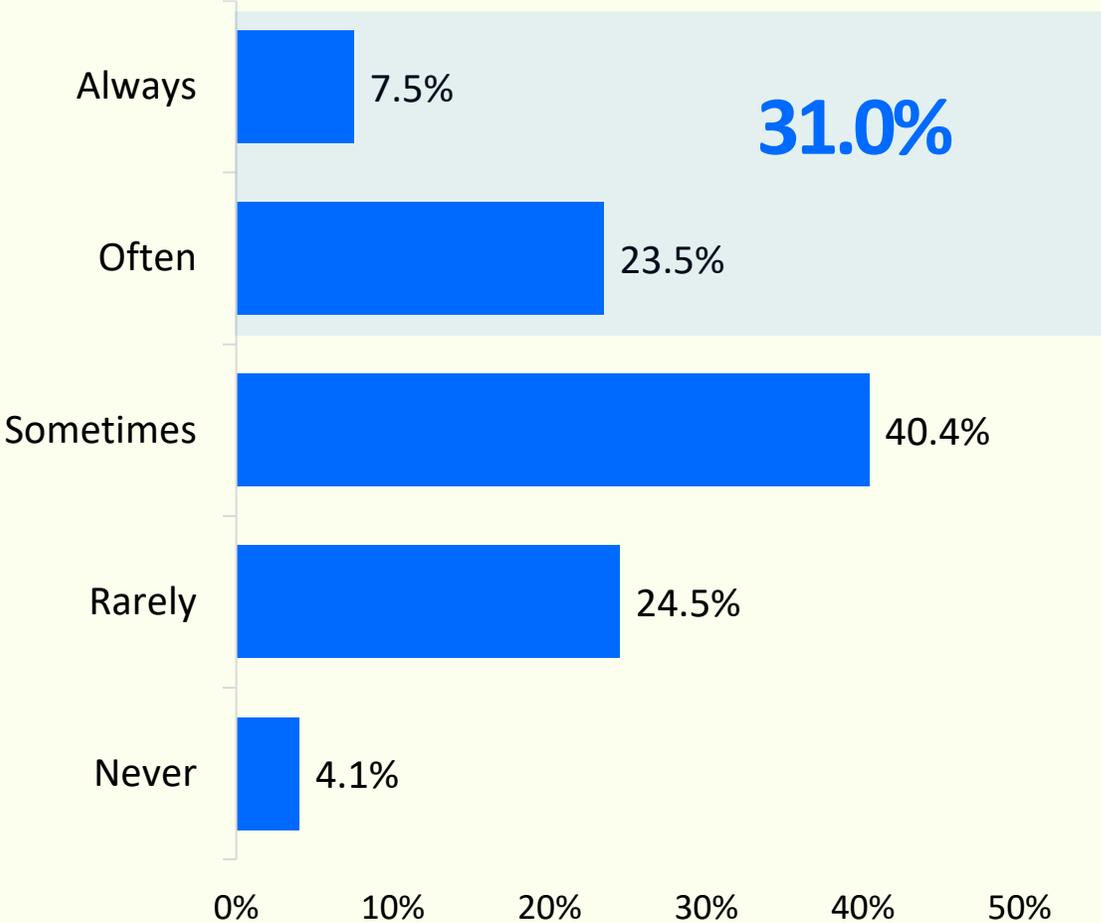
Question:

Which of the following best describe why you are traveling this summer?



An Aside on Stress...

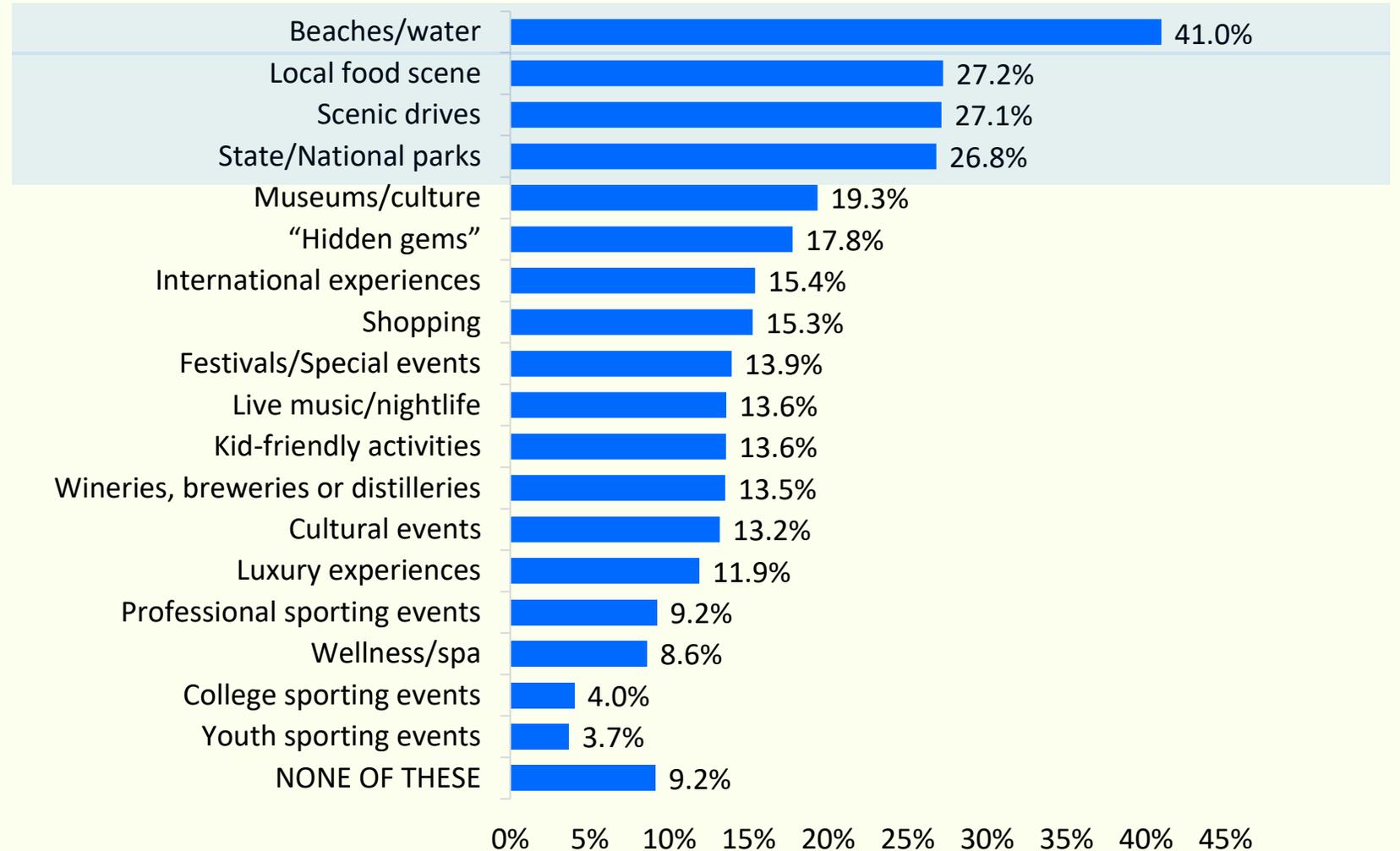
Question:
How often do you feel elevated levels of stress in your day-to-day life?



Classic Summer Mix: Water, Food, and The Open Road

Question:

Which trip experiences are you prioritizing this summer?

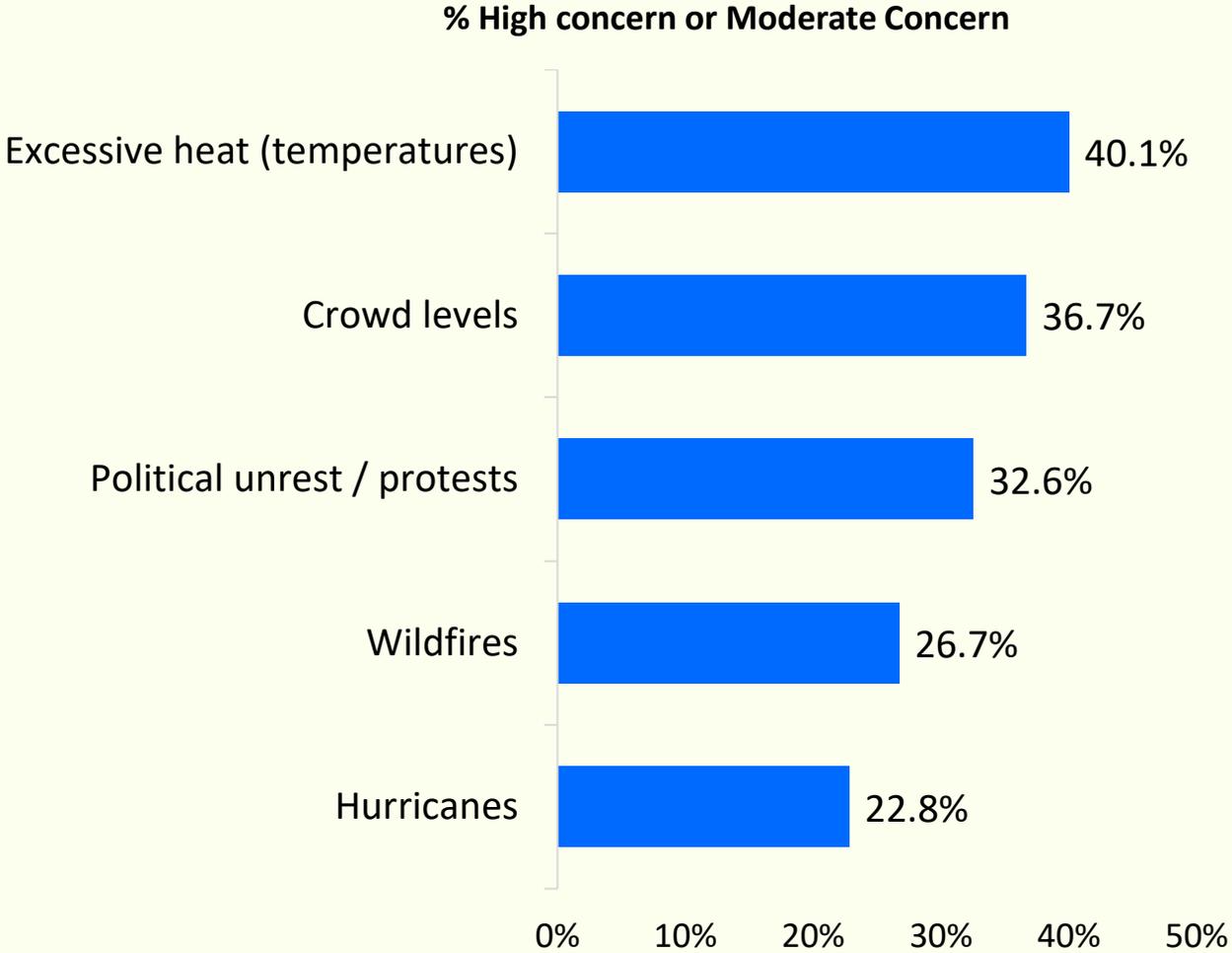


Extreme Weather is Now a Mainstream Travel Concern

Question:

Think about how you will be evaluating the places you choose to visit this summer.

How concerned are you about the following affecting your destination choice this summer?



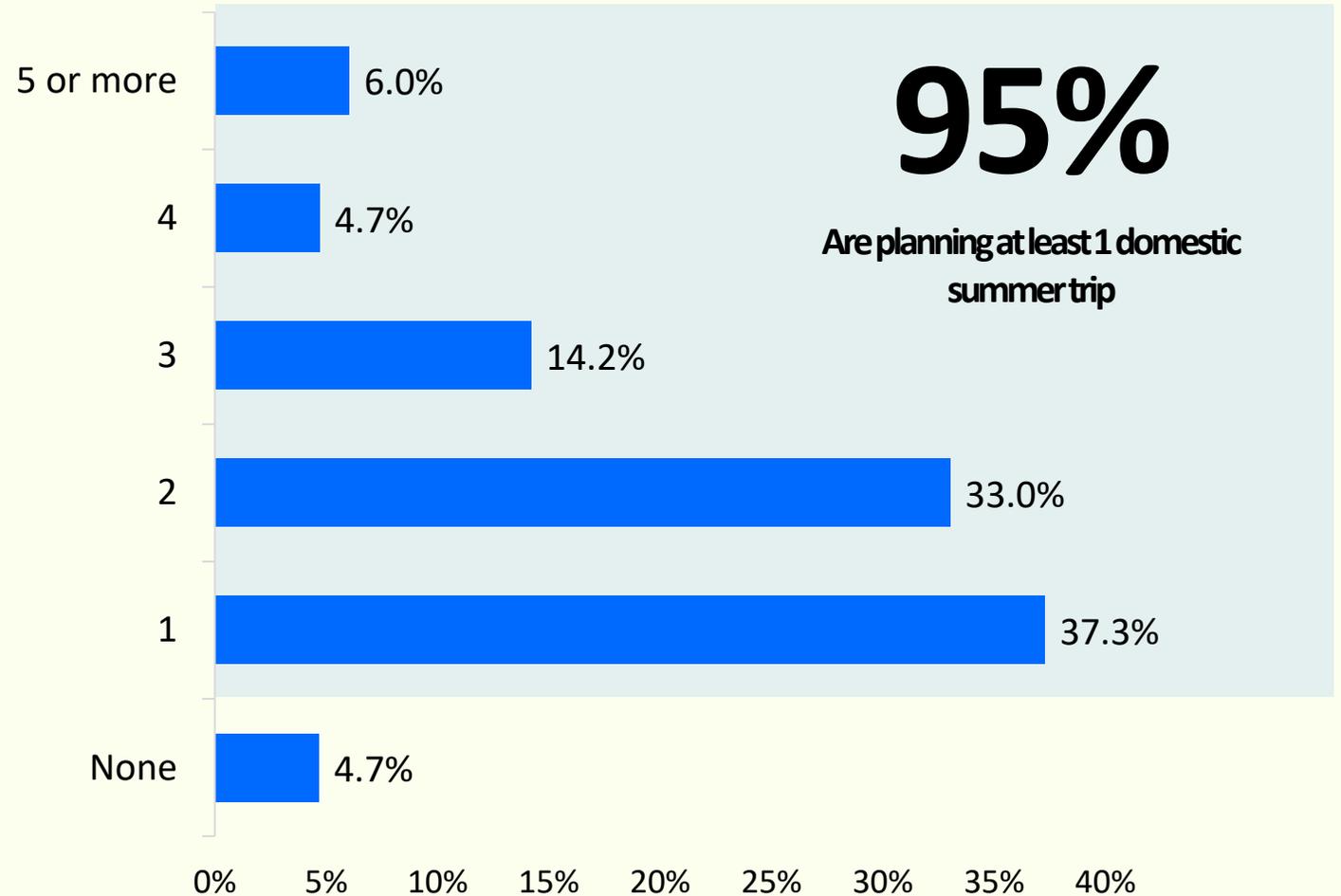
Domestic Trips Are the Backbone of Summer Travel Plans

Question:

How many of these summer leisure trips (Memorial Day to Labor Day) will include ONLY DOMESTIC DESTINATIONS?

2.0

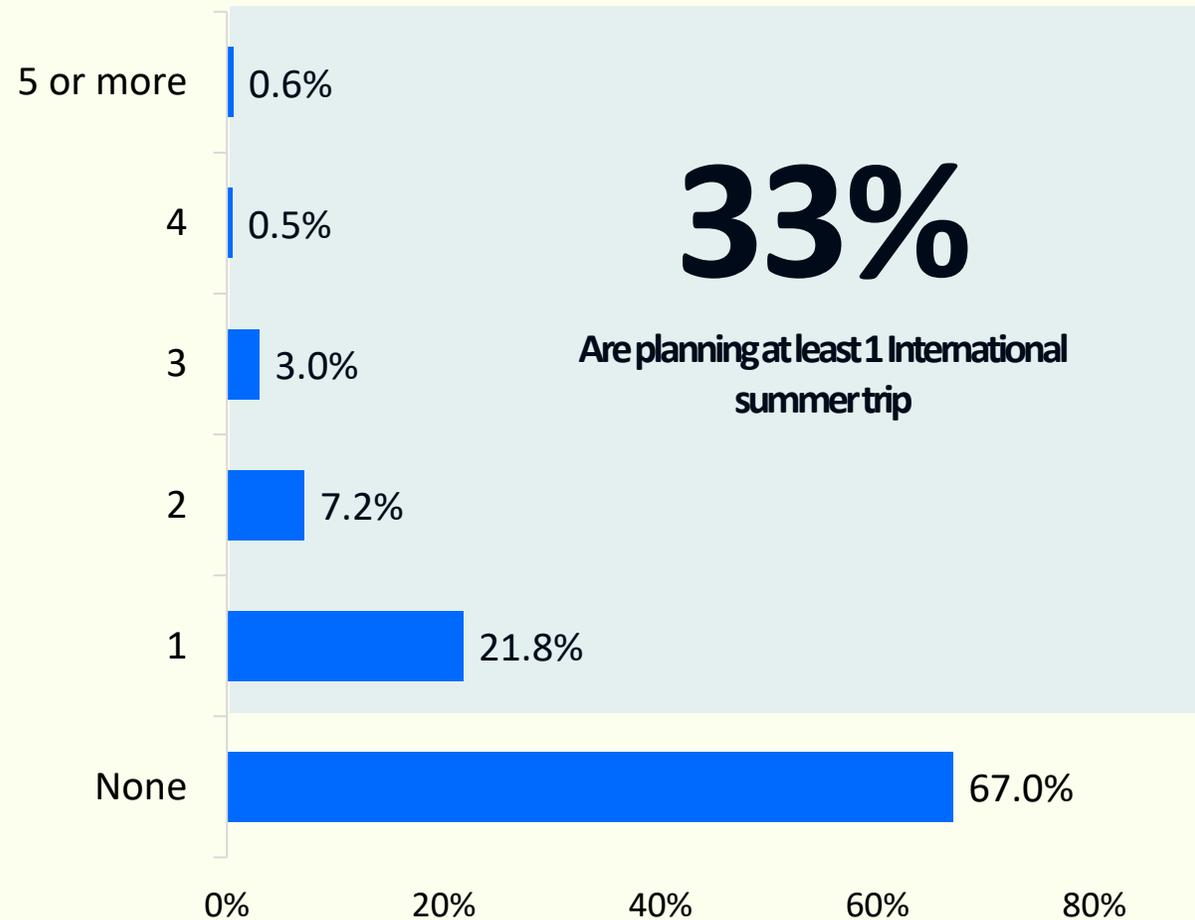
Average Trips



The International Market is Smaller, but Still Meaningful

Question:

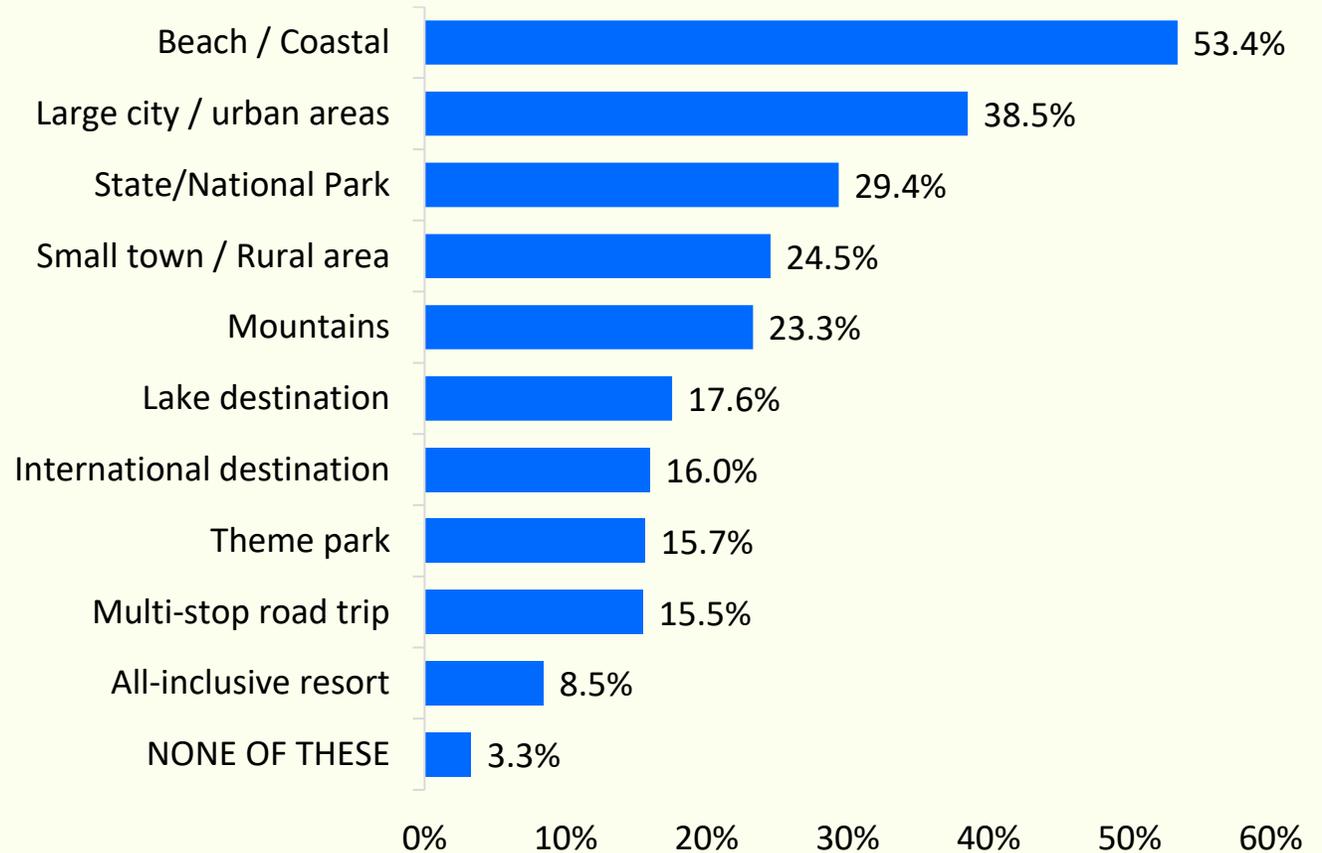
How many of these summer leisure trips (Memorial Day to Labor Day) will include INTERNATIONAL DESTINATIONS?



Americans are Mixing Iconic Summer Staples with Quieter Escapes (Small Towns 25%, Mountains 23%, Lakes 18%)

Question:

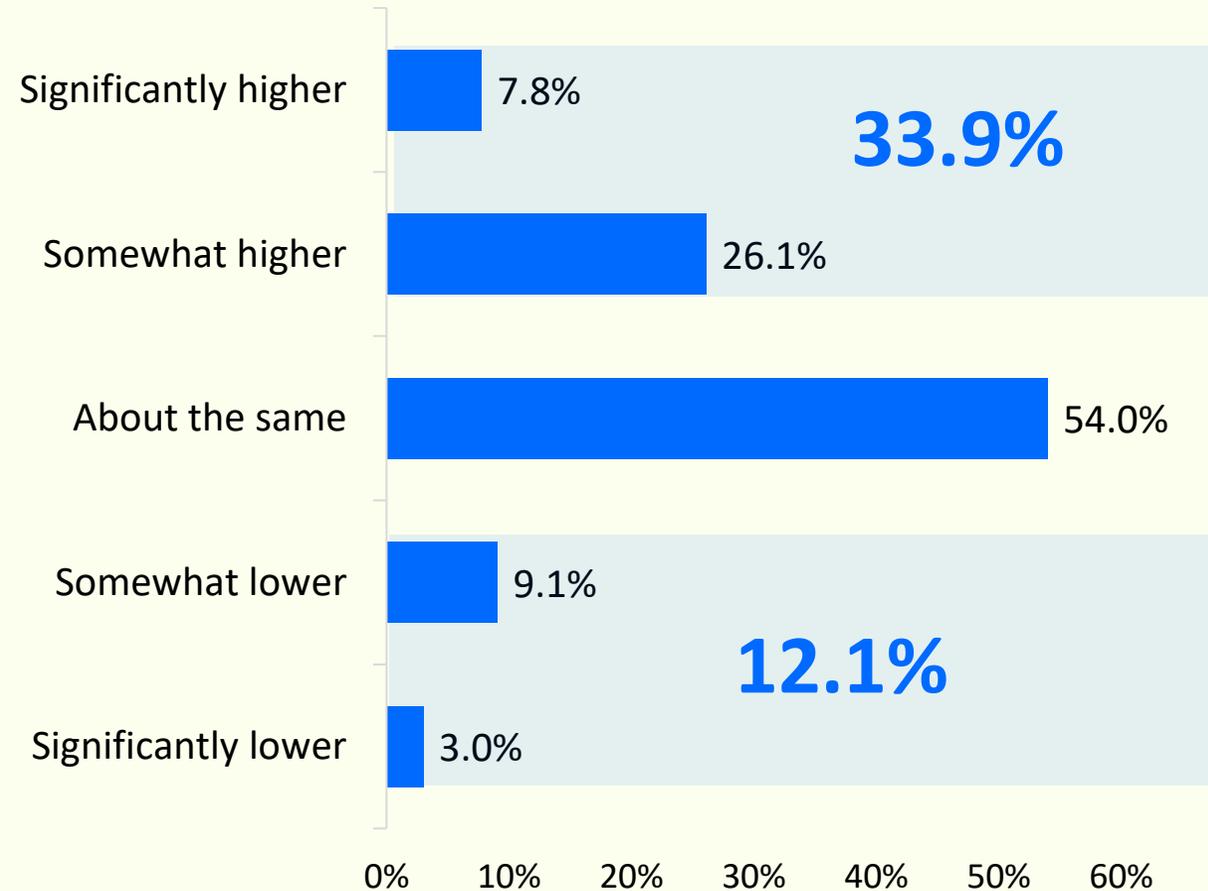
On your summer leisure trips, what types of destinations do you expect to visit this summer?



Spending Momentum is Modestly Positive (34% Expect To Spend More Vs 12% Less)

Question:

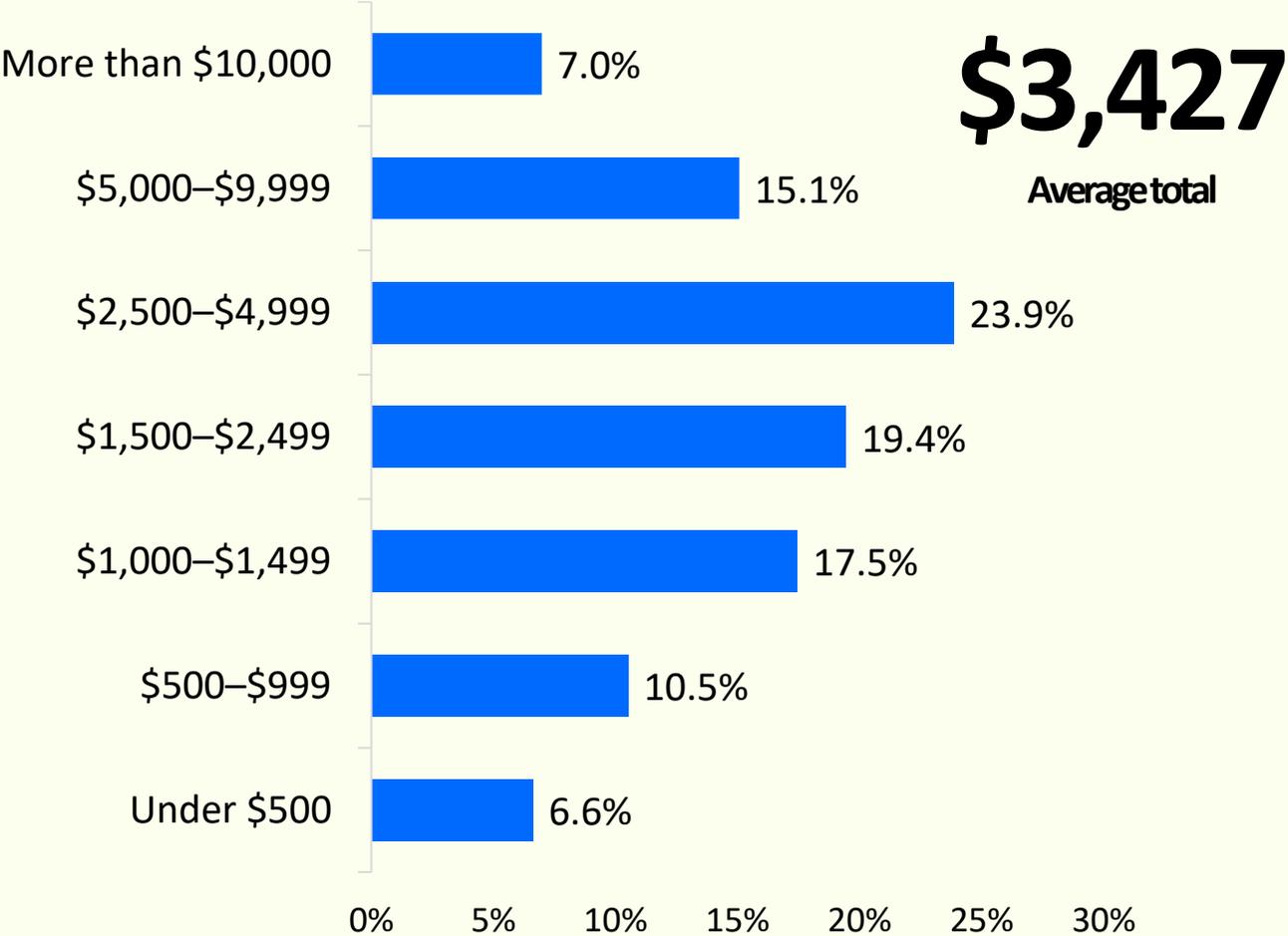
Compared to last summer, your total leisure travel spending this summer will be...



Summer Travel Budgets Cluster in the Mid Range (Largest Group: \$2,500–\$4,999 At 24%)

Question:

Approximately how much do you expect to spend in total for your travels this summer?

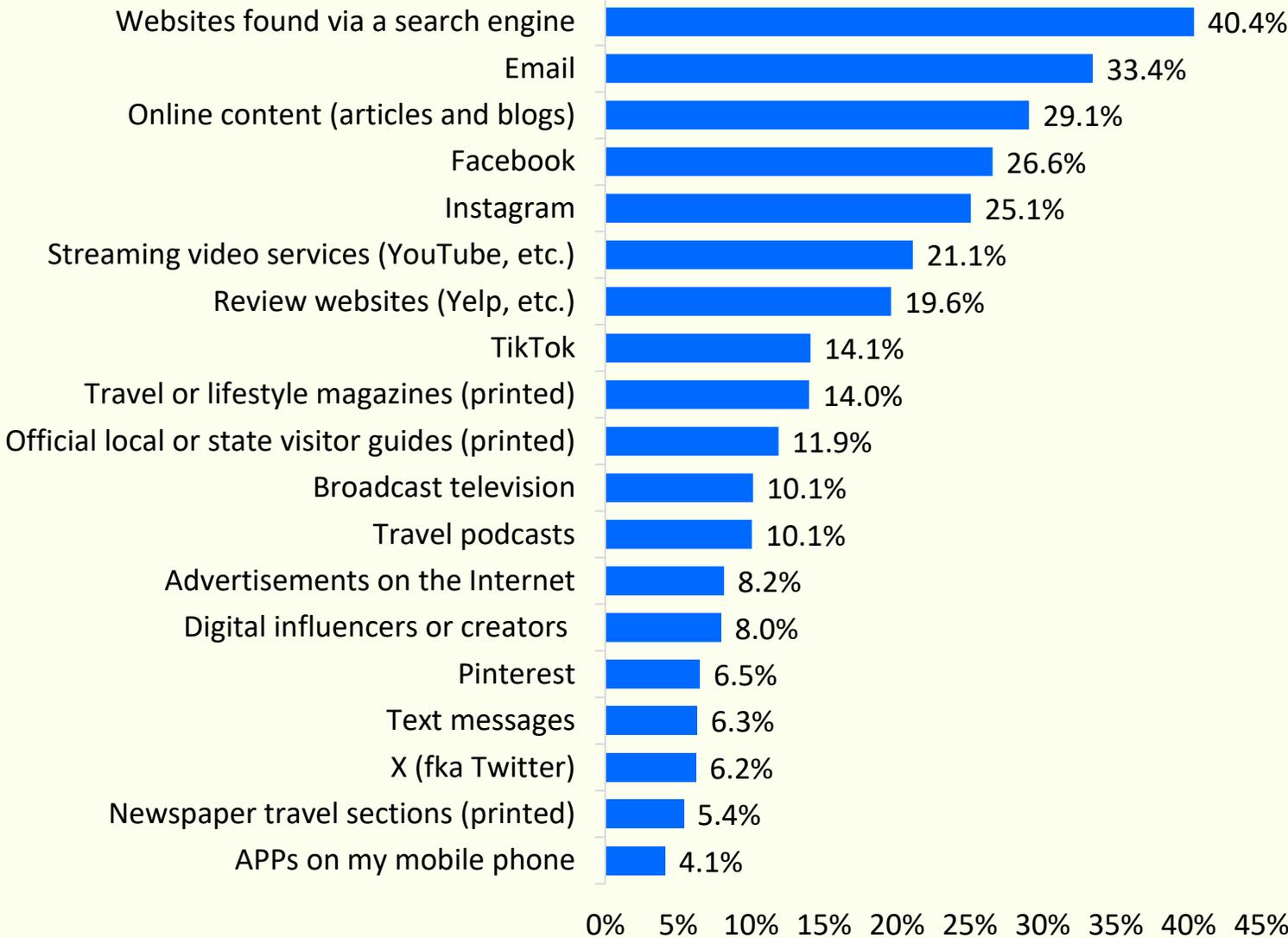


How to Reach Summer Travelers

Question:

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

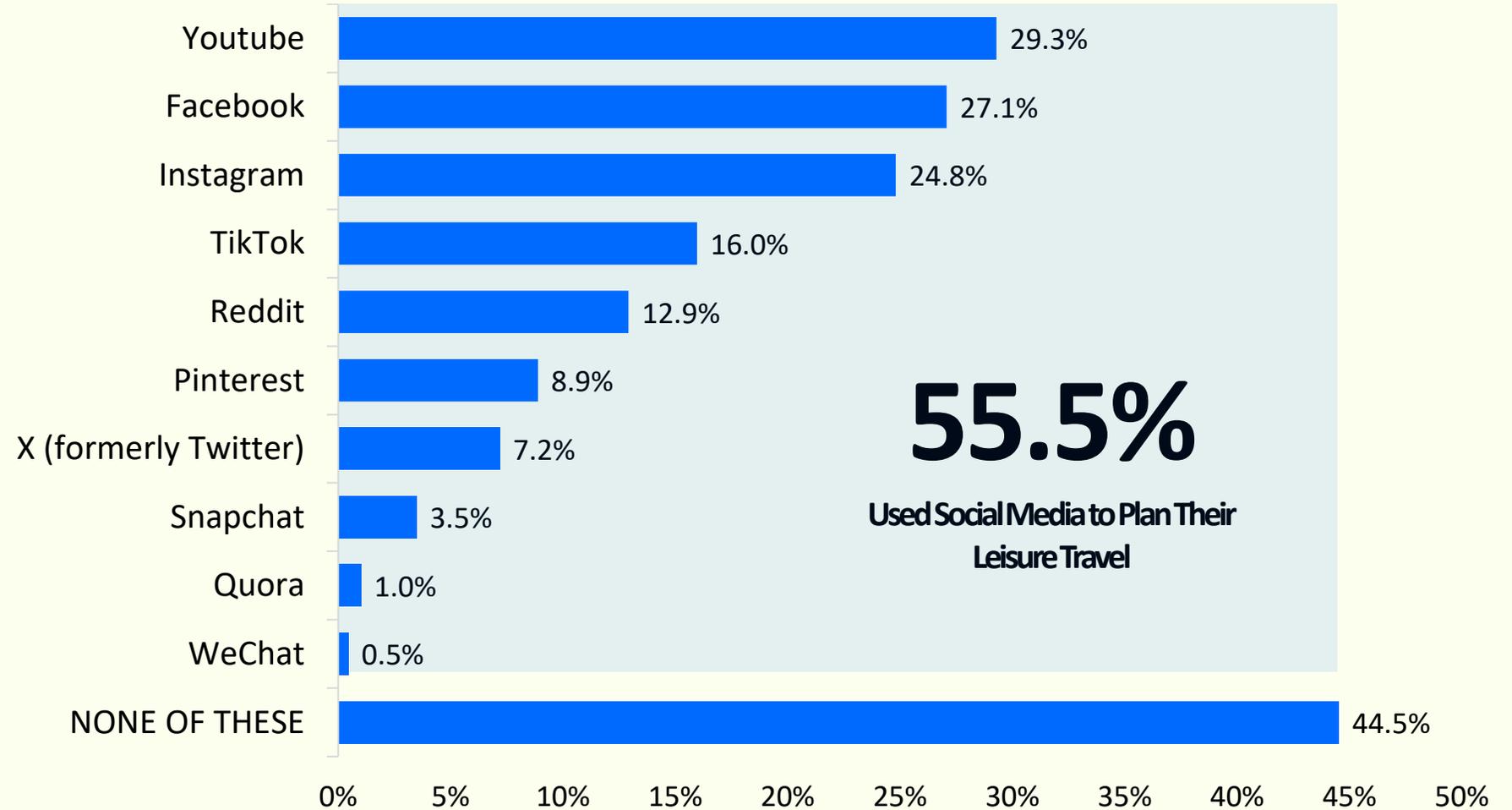
Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?



Think Video When Planning Your Social Strategies

Question:

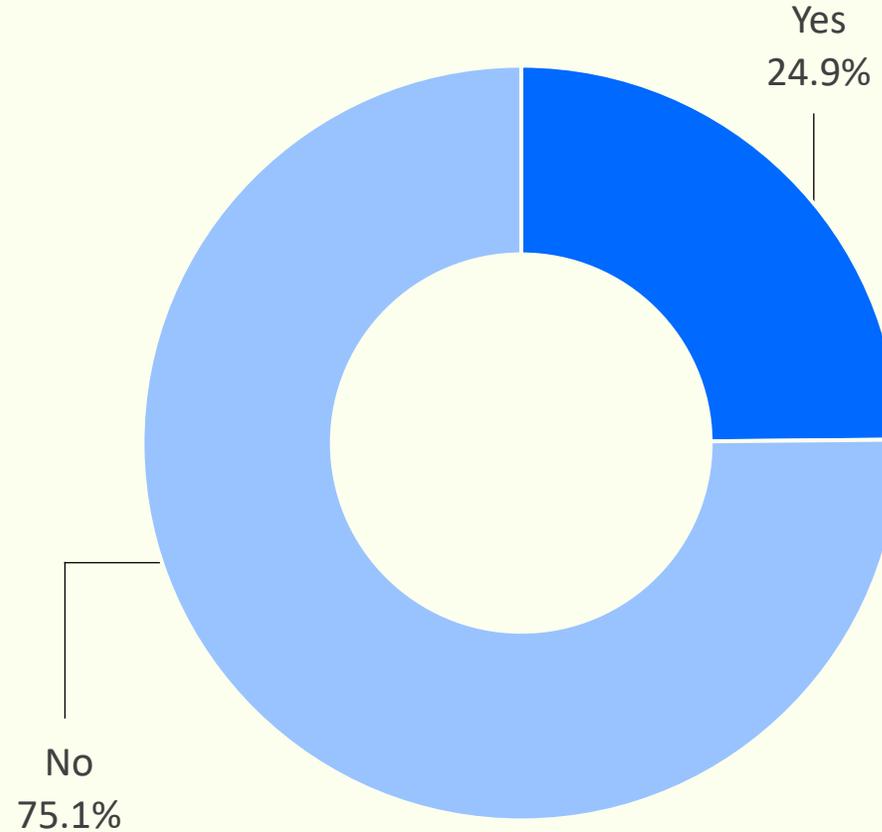
In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS?



Early Adopters Are Here: AI is Influencing Summer Trip Decisions

Question:

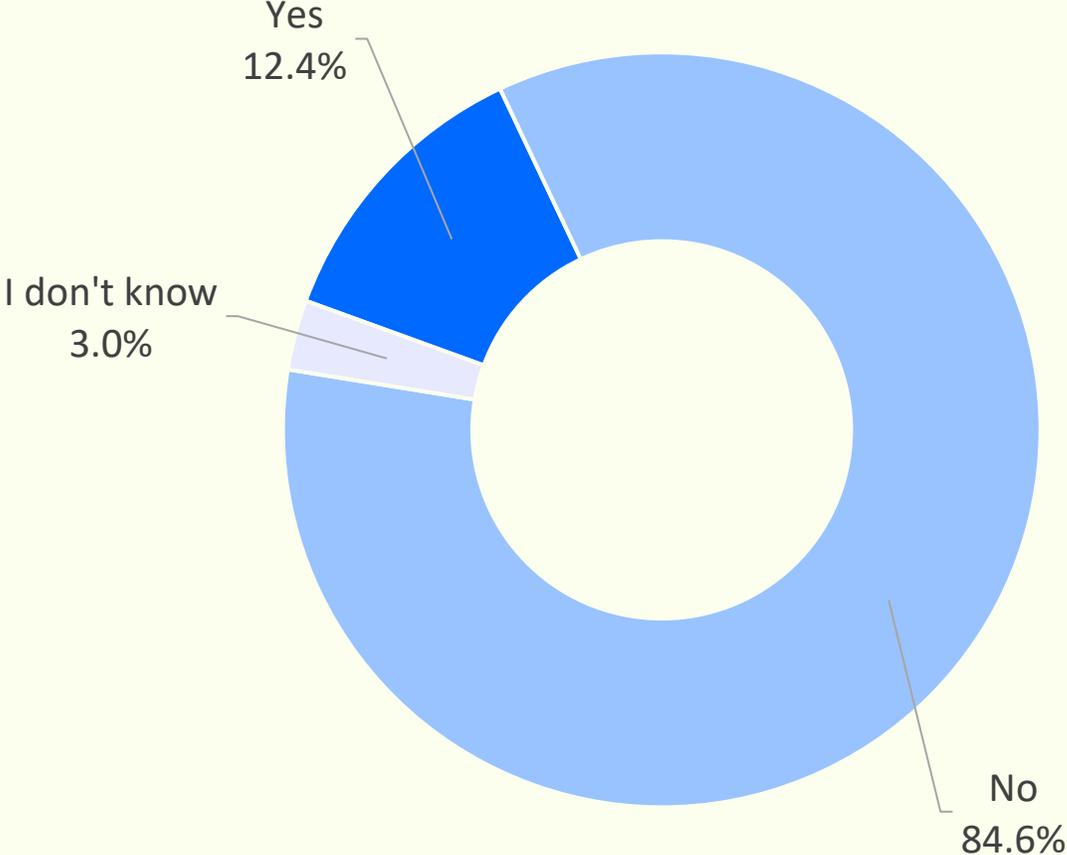
Are you using Artificial Intelligence (AI) tools (such as ChatGPT or AI search assistants) to help plan any of your summer trips?



AI is Influencing Destination Choice for About One in Eight Travelers (12%)

Question:

Did Artificial Intelligence (AI) suggestions influence which destinations you chose for summer leisure travel?



The State of Artificial Intelligence in Travel

2026 Insights Report

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Vevo



The State of the American Traveler

Welcome back, Future Partners!



! New Specialty Traveler Profiles

- Home
- SPECIALTY PROFILES
 - FIFA World Cup 2026 Traveler
 - ← Change Profile
- Demographics >
- Origin Markets >
- Trip Volume & Value >
- Planning & Booking Details >
- Travel Brands >

- Support
- Settings



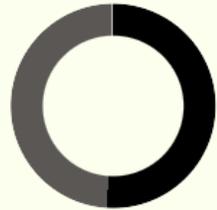
Demographics

FIFA World Cup 2026 Traveler | Interested in Traveling to Attend a FIFA 2026 World Cup Event

Year: 2025 YTD | Curated Collections: Total | Filters: American Travelers

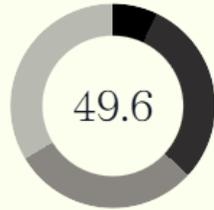
American Travelers

Gender



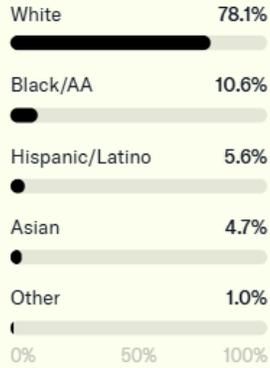
Female	51.0%
Male	48.7%
Other	0.3%

Generation



Gen Z	7.0%
Millennials	29.8%
Gen X	29.5%
Boomers+	33.7%

Ethnicity/Race



\$114,503
Average Income

65.5%
College Graduate

61.6%
Employed Full-Time

Married/Partnered
56.3%

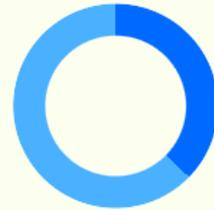
Children at Home
29.8%

LGBTQIA+
7.3%

Accessibility Needs
14.2%

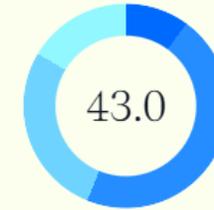
FIFA World Cup 2026 American Travelers

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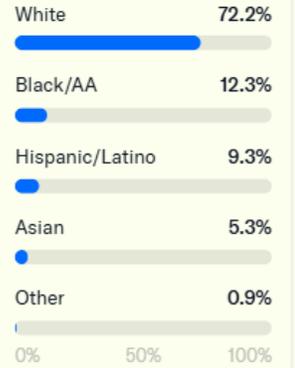
Female	37.3%
Male	62.7%
Other	0.0%

Generation



Gen Z	10.1%
Millennials	46.1%
Gen X	27.4%
Boomers+	16.5%

Ethnicity/Race



\$142,952
Average Income

81.0%
College Graduate

76.8%
Employed Full-Time

Married/Partnered
67.2%

Children at Home
52.9%

LGBTQIA+
4.9%

Accessibility Needs
14.1%

The State of the International Traveler: Insights to Grow Your Share of International Inbound Visitation

16 Global Feeder Markets Studied
3 Continents
Millions of Potential Travelers

Americas:

Canada, Mexico, Argentina, Brazil, Colombia

Europe:

France, Germany, Italy, Netherlands, Spain, United Kingdom

Asia-Pacific:

Australia, China, India, Japan, South Korea

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**Questions? [Scan Here](#)
& Our Team Will be in
Touch!**



UPCOMING WEBINAR

Destination Decisions

Powered by The State of the American Traveler

Tuesday, March 24, 3pm ET

miles
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Let's keep the conversation going



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Livestream Calendar