

A group of people are dancing on a beach at sunset. The sun is low on the horizon, creating a warm, golden glow. Palm trees are visible in the background, and the people are silhouetted against the bright light. The overall mood is festive and relaxed.

Future Partners

The State of the American Traveler

August 2026

Opportunity powered by *Insight*

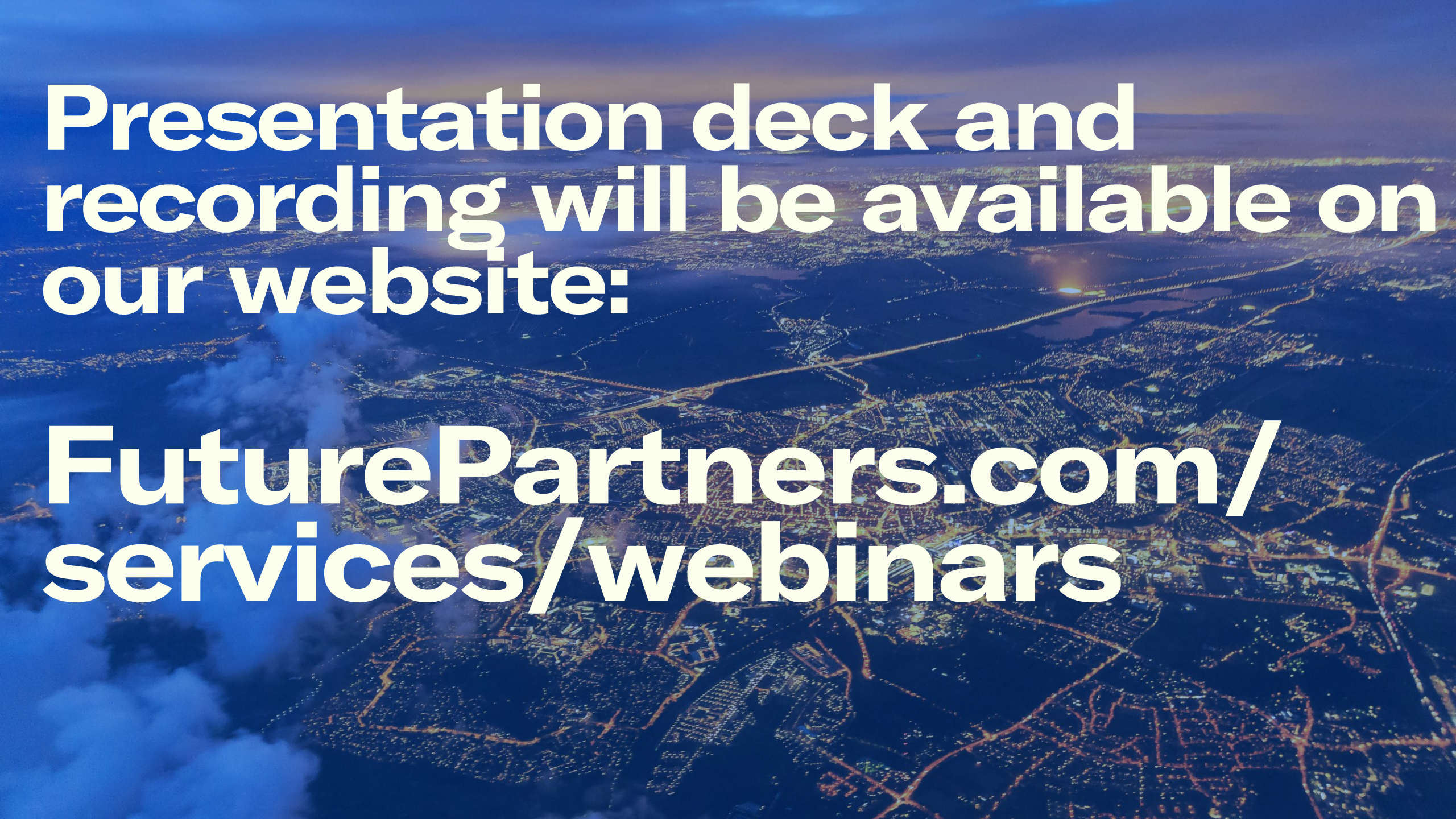
Future Partners

Shaping strategies for travel brands and
tourism leaders that capture *hearts*,
minds and *market share*

Future Partners

*Bringing the future of travel
within reach*

Future Partners

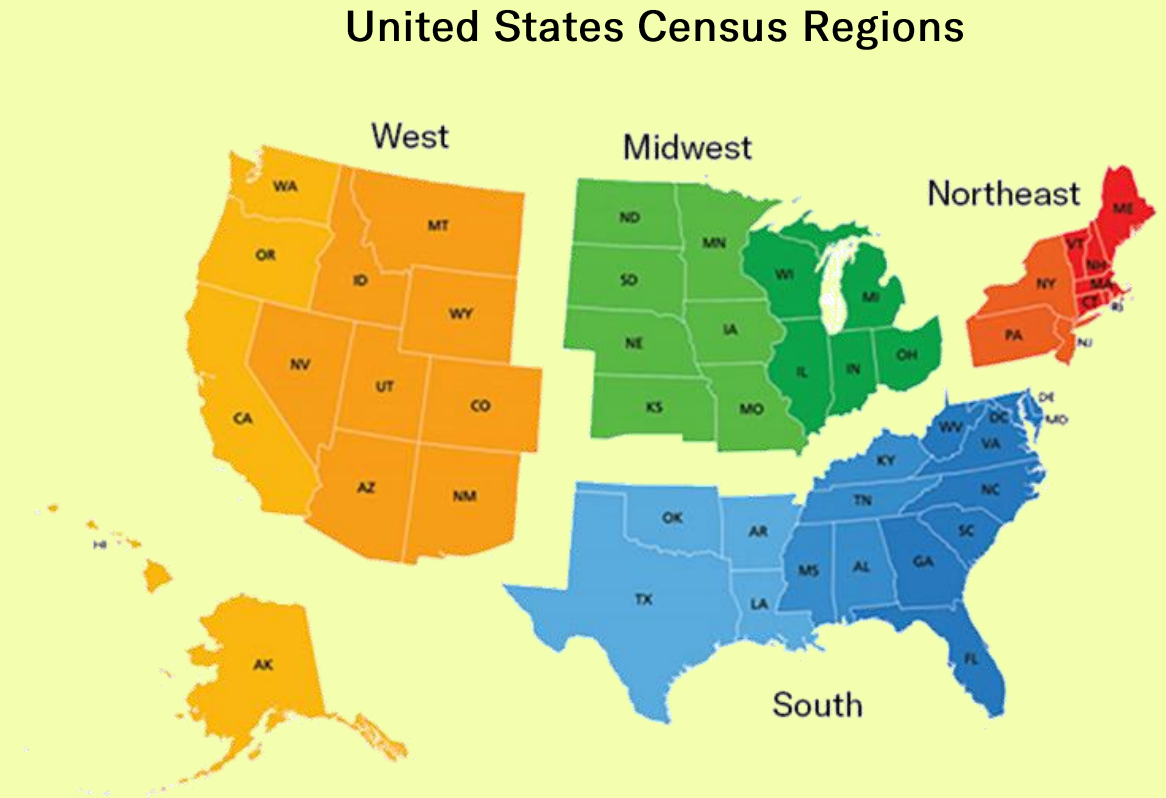
An aerial night photograph of a city, likely San Francisco, showing the Golden Gate Bridge and surrounding urban areas with lights reflecting on the water. The image is overlaid with a blue gradient.

**Presentation deck and
recording will be available on
our website:**

**[FuturePartners.com/
services/webinars](https://FuturePartners.com/services/webinars)**

Methodology

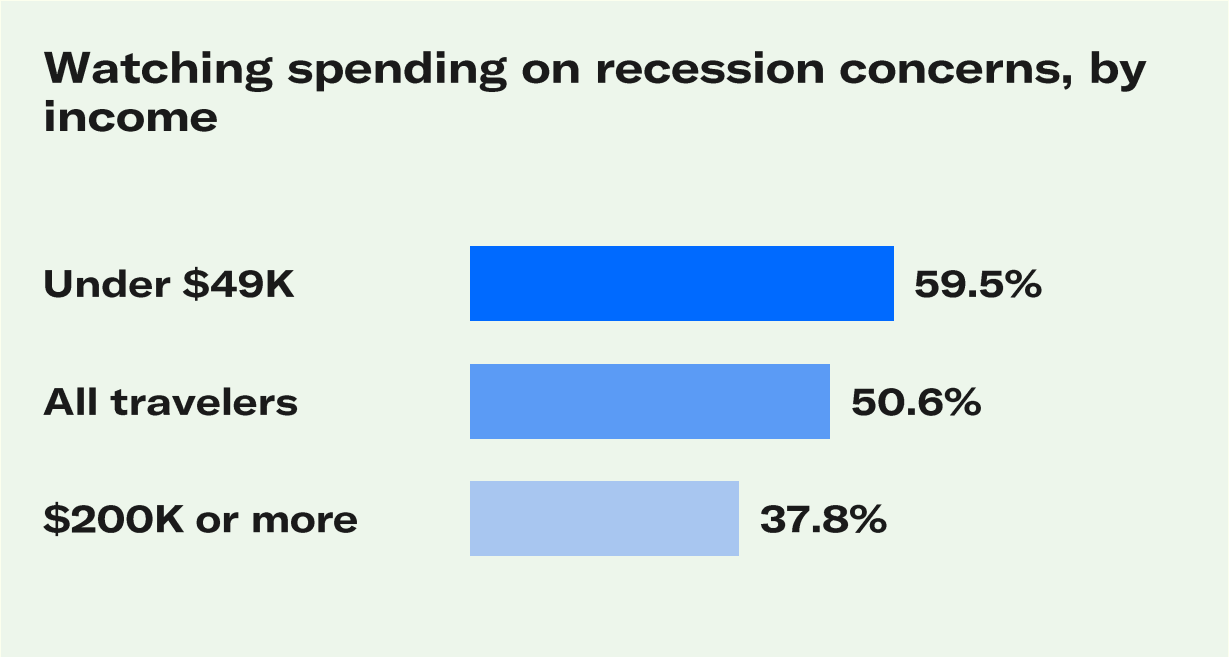
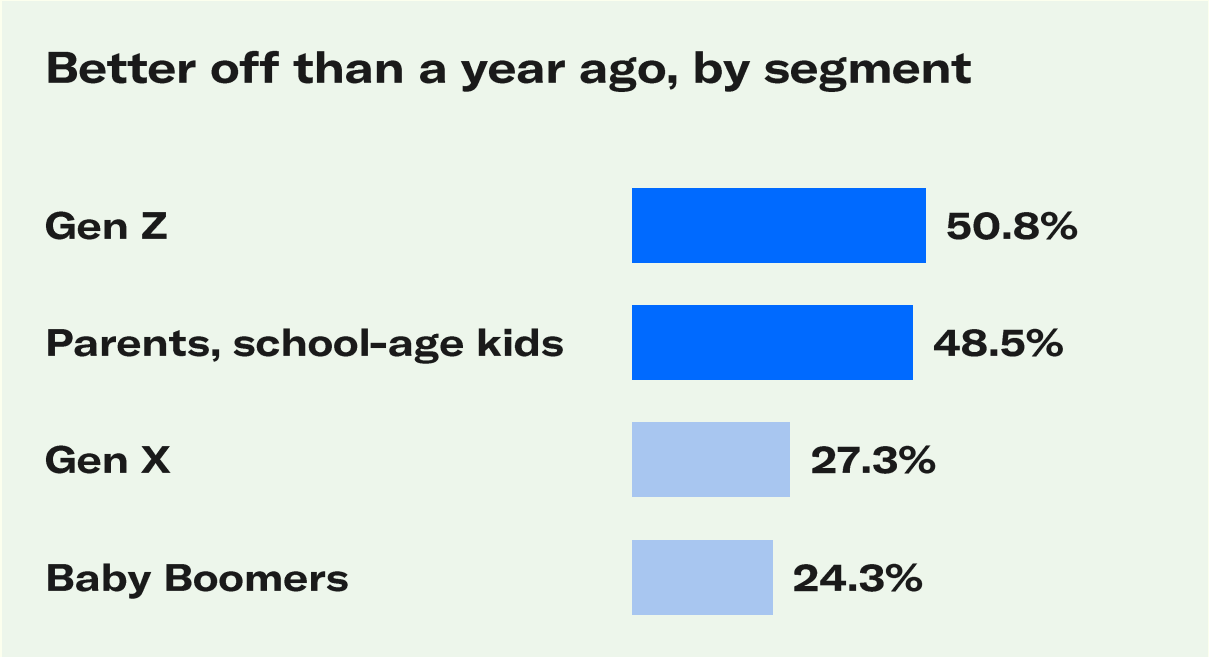
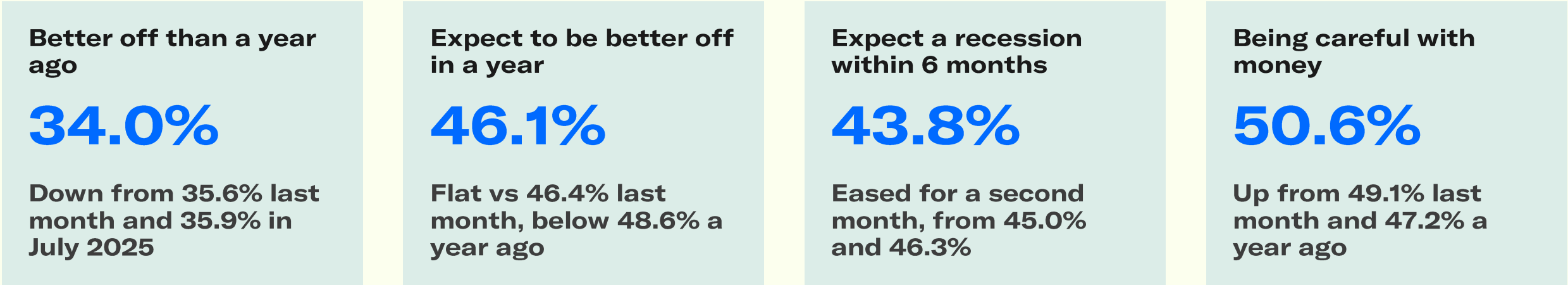
- Monthly tracking survey
- Representative sample of adult American travelers in each of four U.S. regions
- Tracks traveler sentiment to generate insights into domestic travel trends
- Survey collected: [July 16 – 25](#)
- 4,000+ fully completed surveys collected each wave
- Confidence interval of +/- 1.55%
- Data is weighted to reflect the actual population of each region





Americans' Current Travel Sentiment

Financial optimism eases, but caution and improving expectations coexist



A greater proportion of Americans say now is a good time to spend on travel than say it's not

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? (Select one)

Yes - It is a very good time

9.0%

34.3%

Yes - It is a good time

25.3%

It is neither a good time nor
bad time

38.0%

No - It is a bad time

18.6%

27.7%

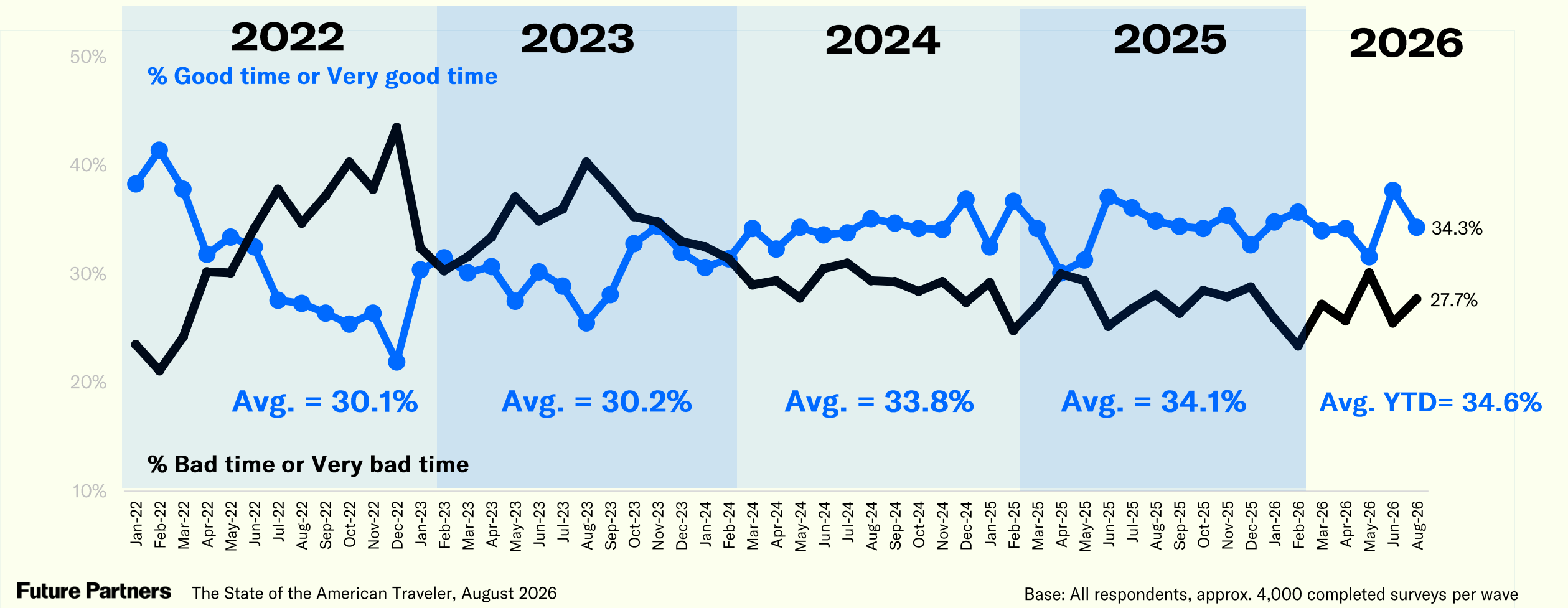
No - It is a very bad time

9.1%

0% 10% 20% 30% 40%

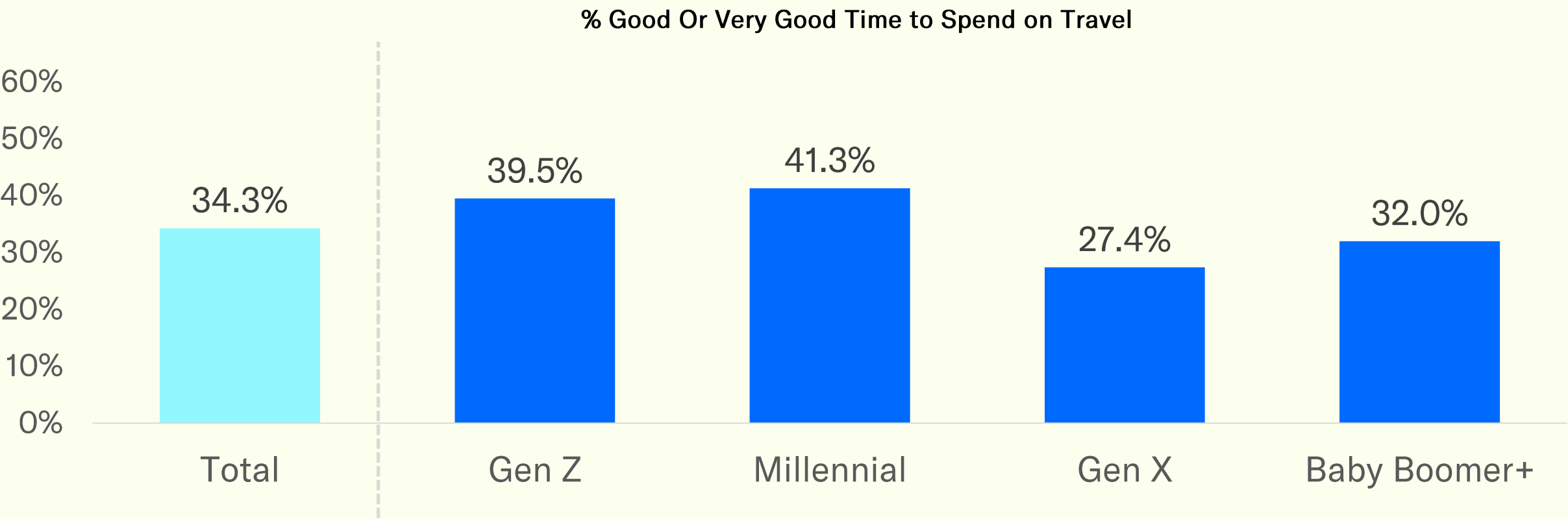
However, fewer travelers now say the present is a good time to spend on travel

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?



Younger travelers continue to be more likely than older cohorts to feel now is a good time to spend on travel

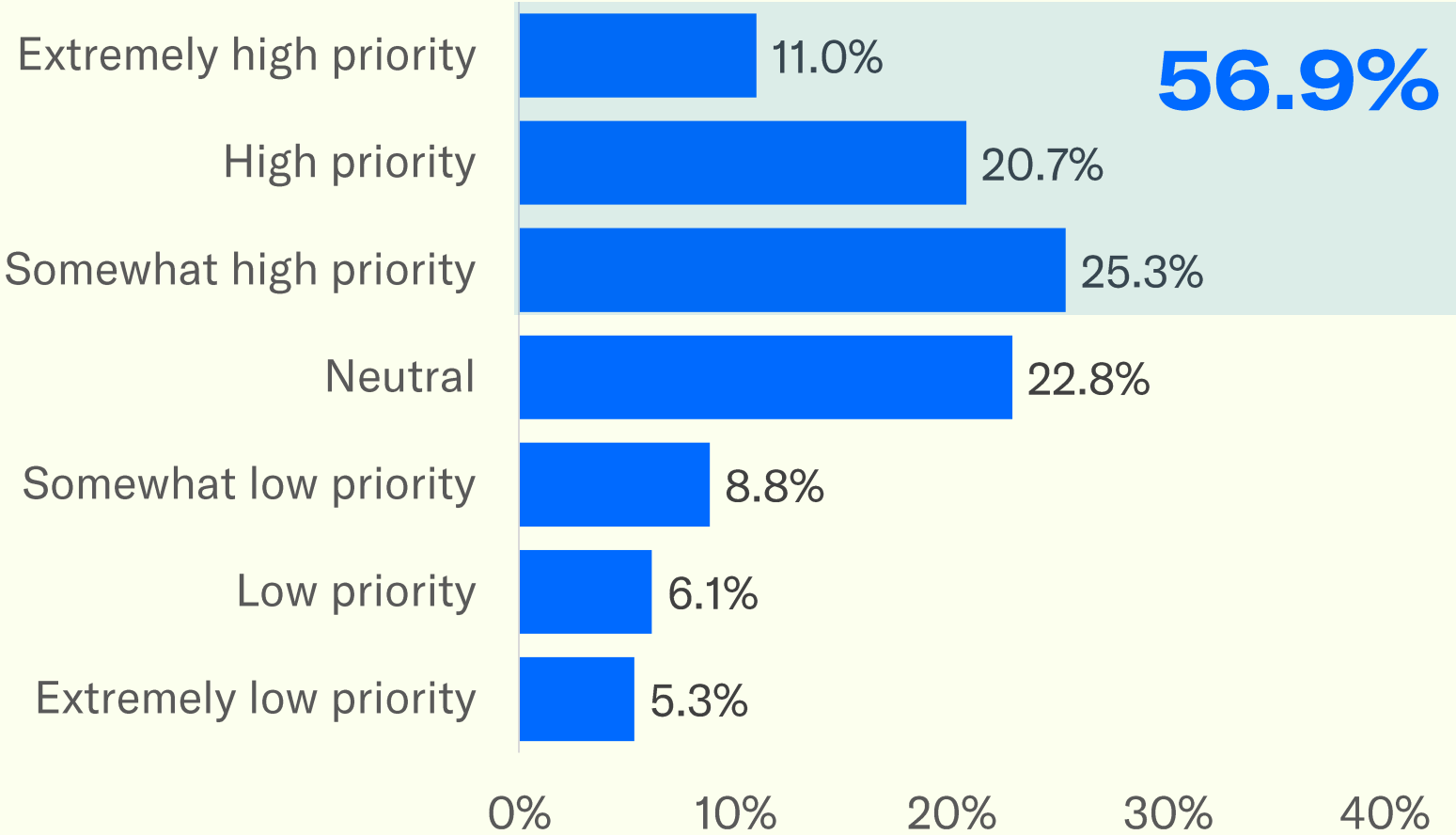
Question: Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?
(Select one)



A majority say leisure travel spending will be a high budget priority

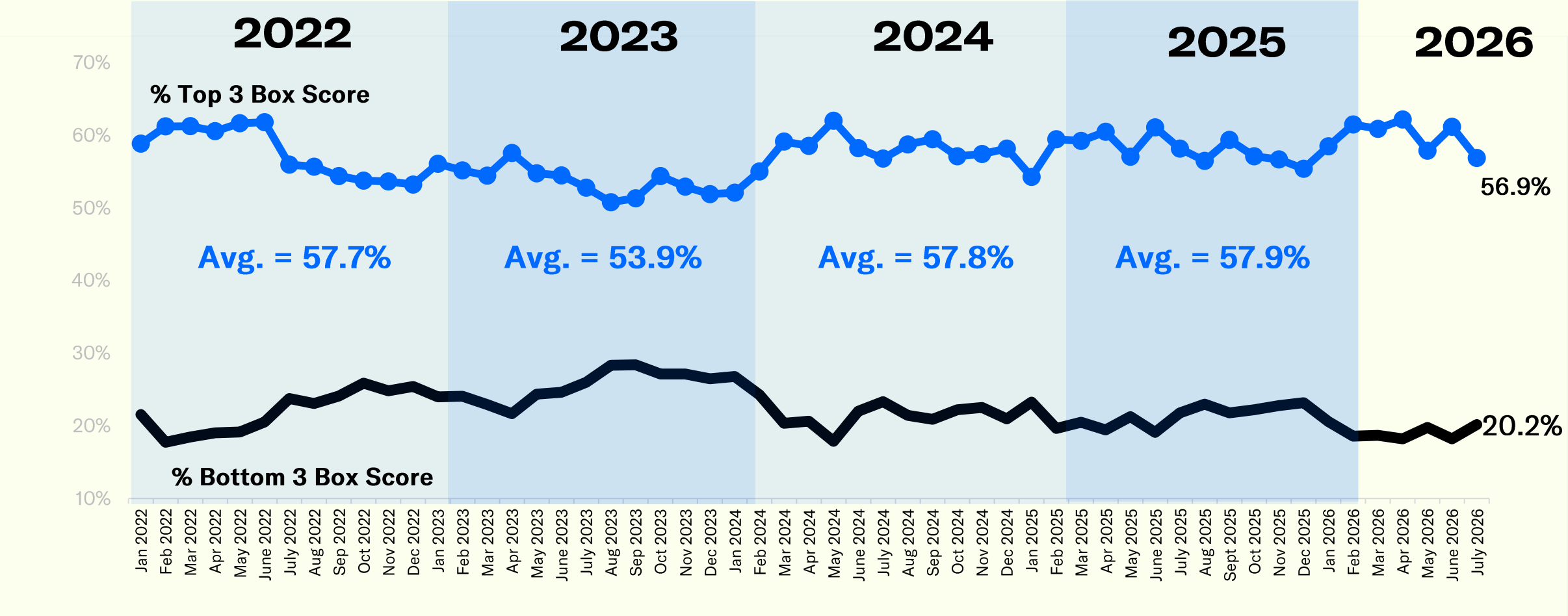
Question:
Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities. (Select one)

Leisure travel will be a(n)
_____.



Yet travel spending prioritization is in decline

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.

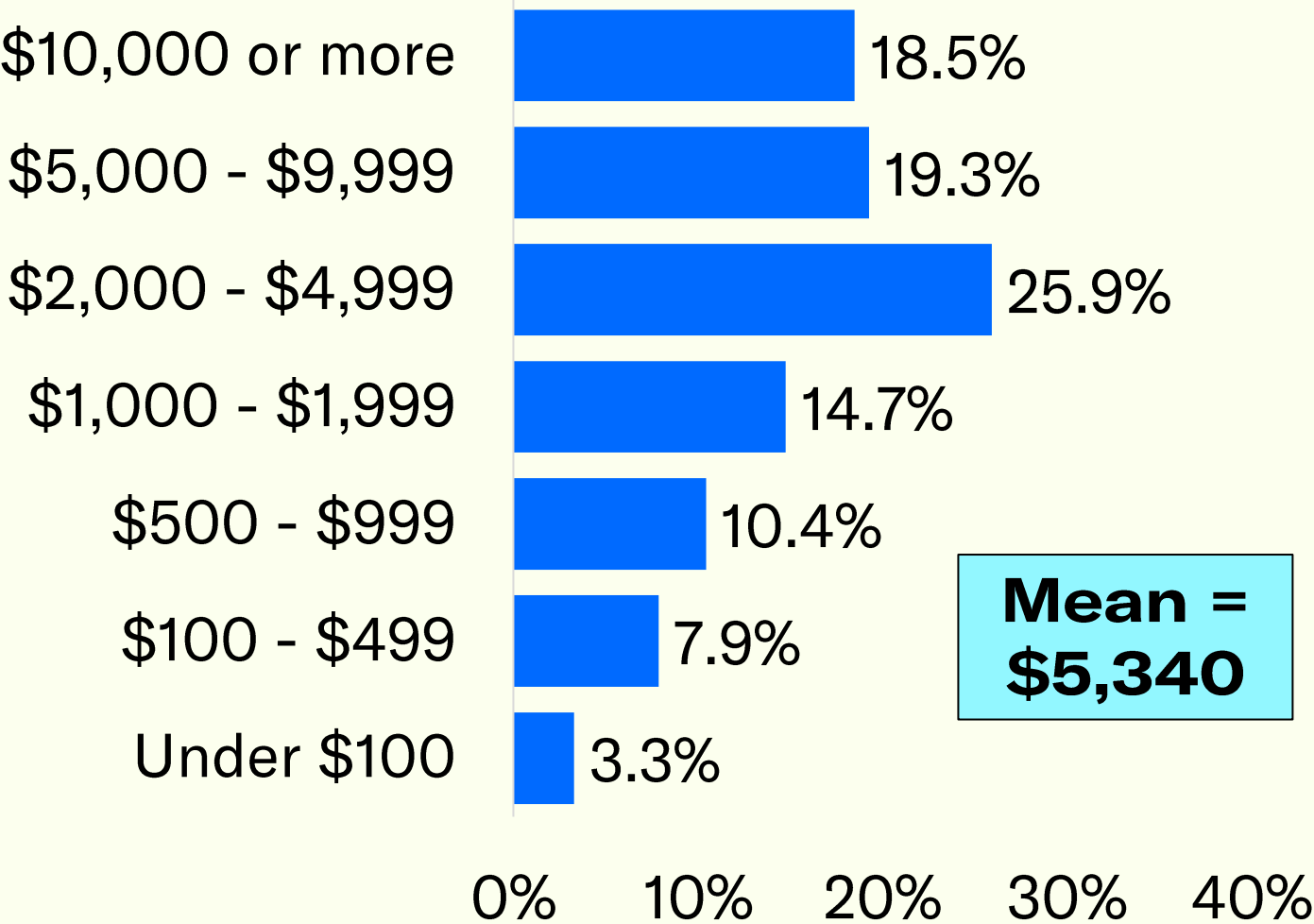


The average American traveler is reporting \$5,340 for their annual travel budget

Question:

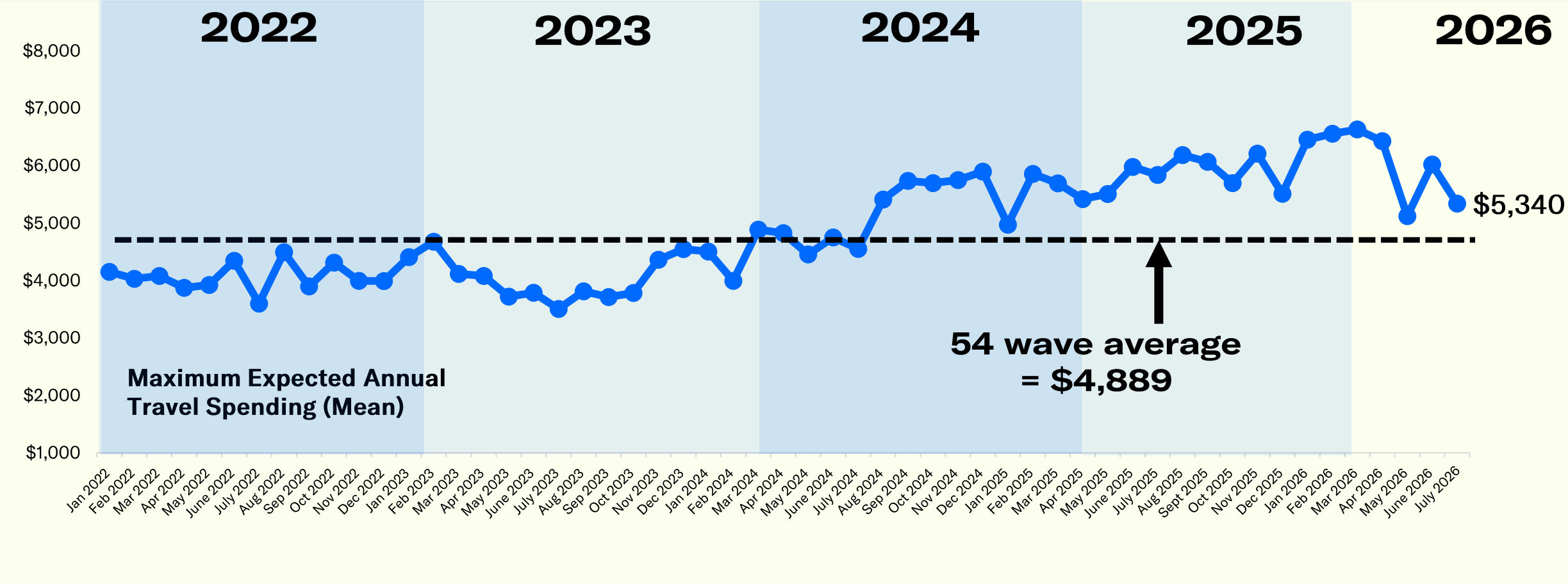
How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?

Maximum I would spend on leisure travel (next 12 months): _____



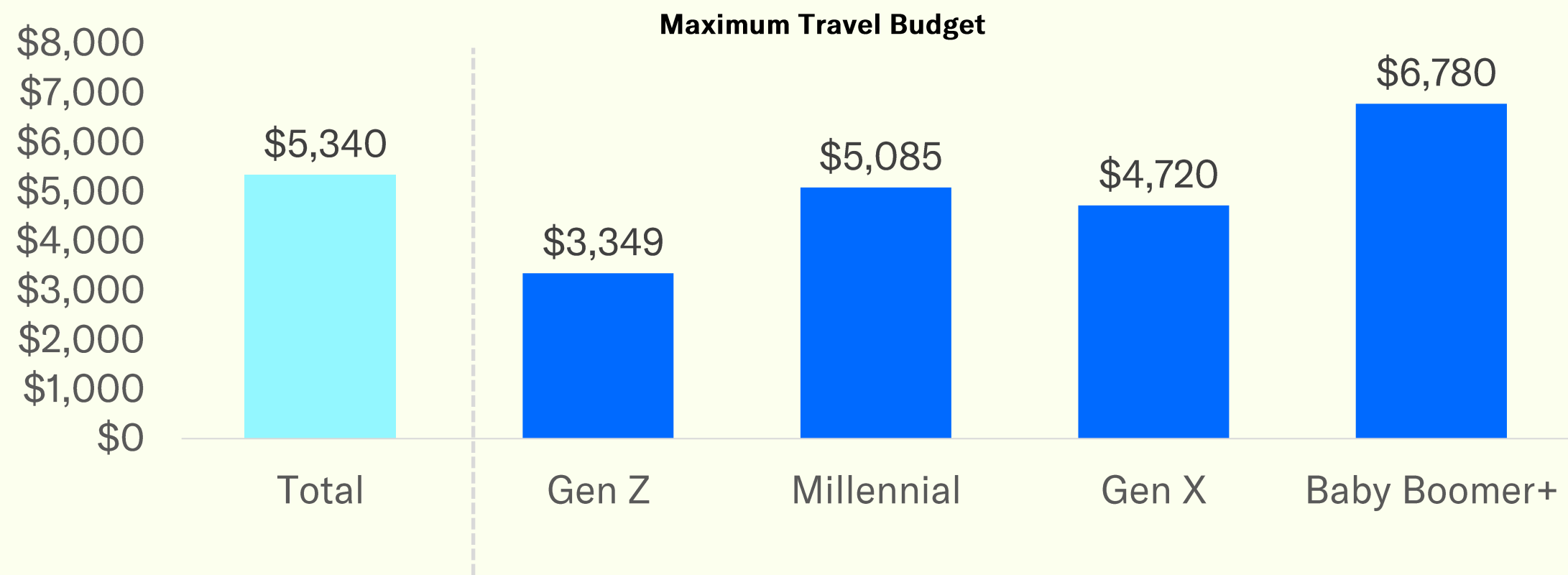
Americans' travel budgets are in decline

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):



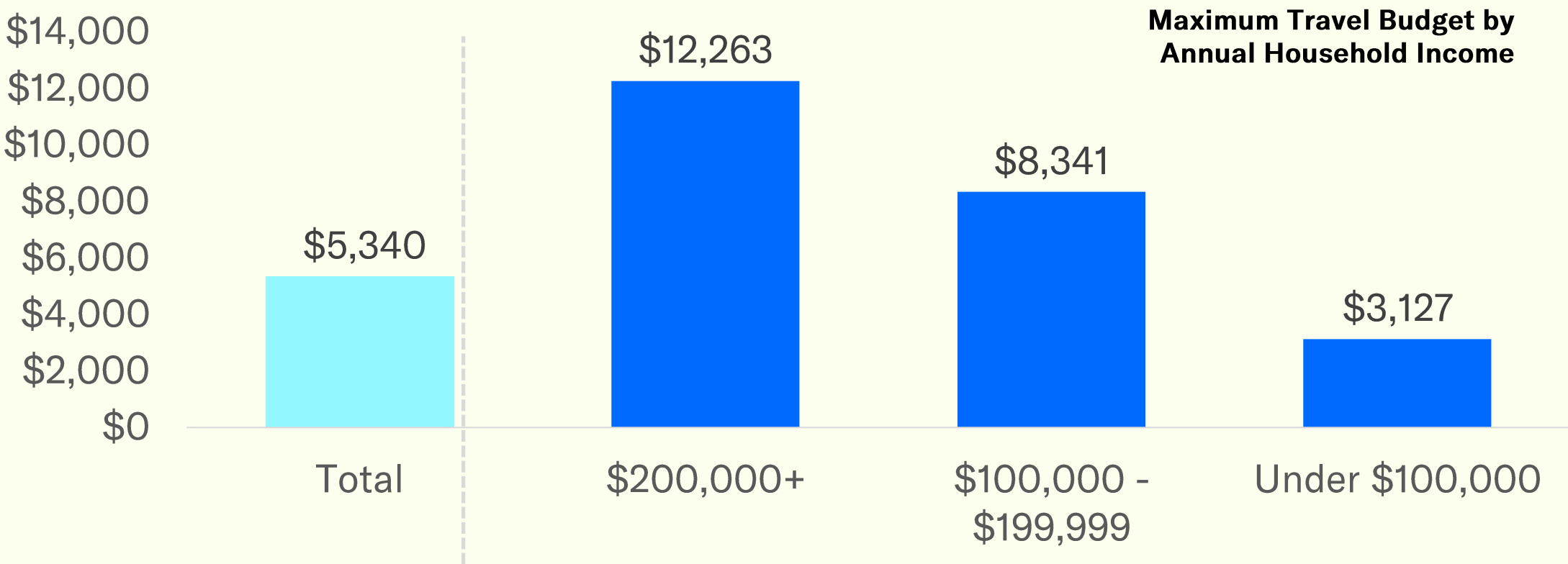
Baby Boomers and Millennials have the largest annual travel budgets

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): _____



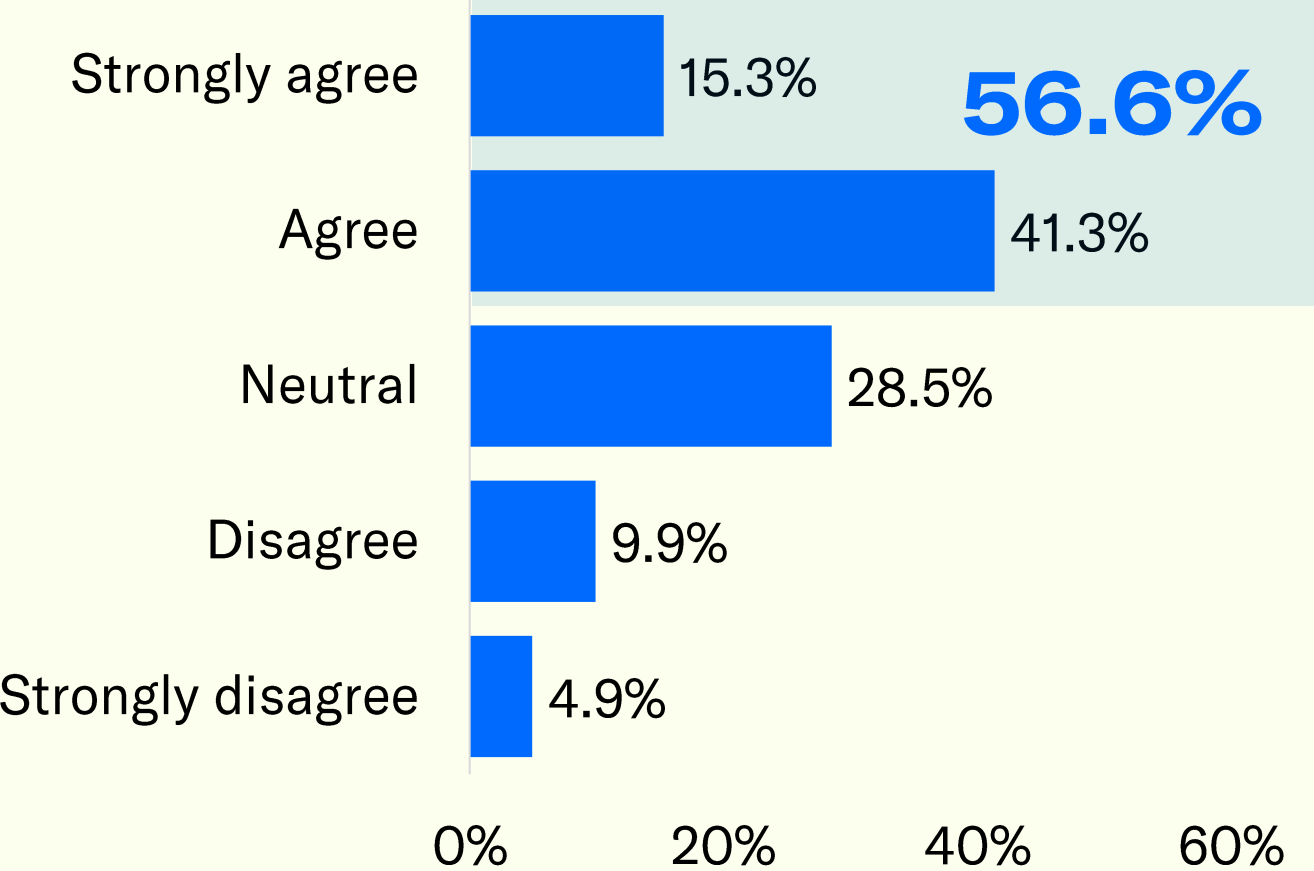
The disparity in travel budgets by income threshold are considerable

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): _____



Still, Americans largely feel that spending on travel is a worthwhile investment

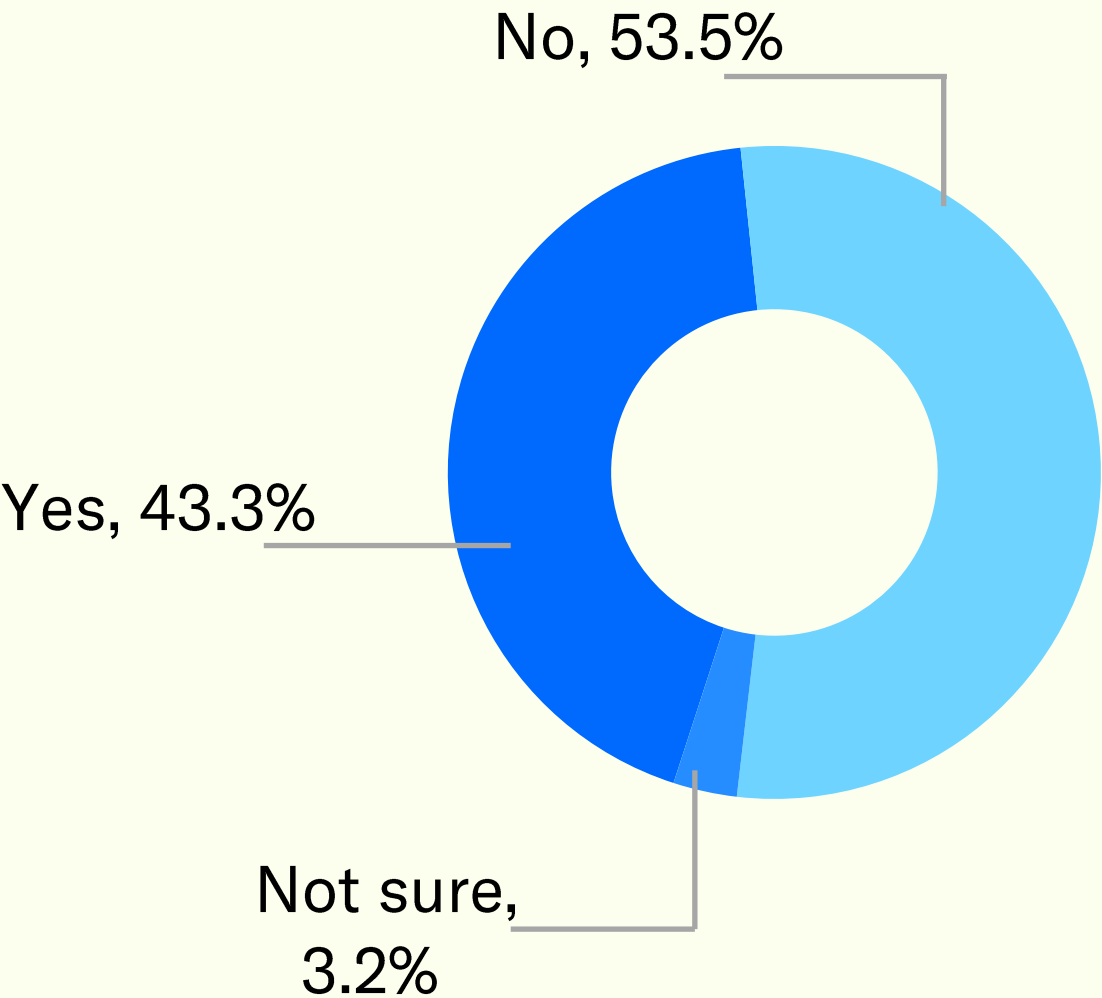
Question:
Even in an economic recession, I'd consider travel to be a worthwhile investment.



Over 40% of American travelers have used credit card points/rewards for travel purchases in the past year

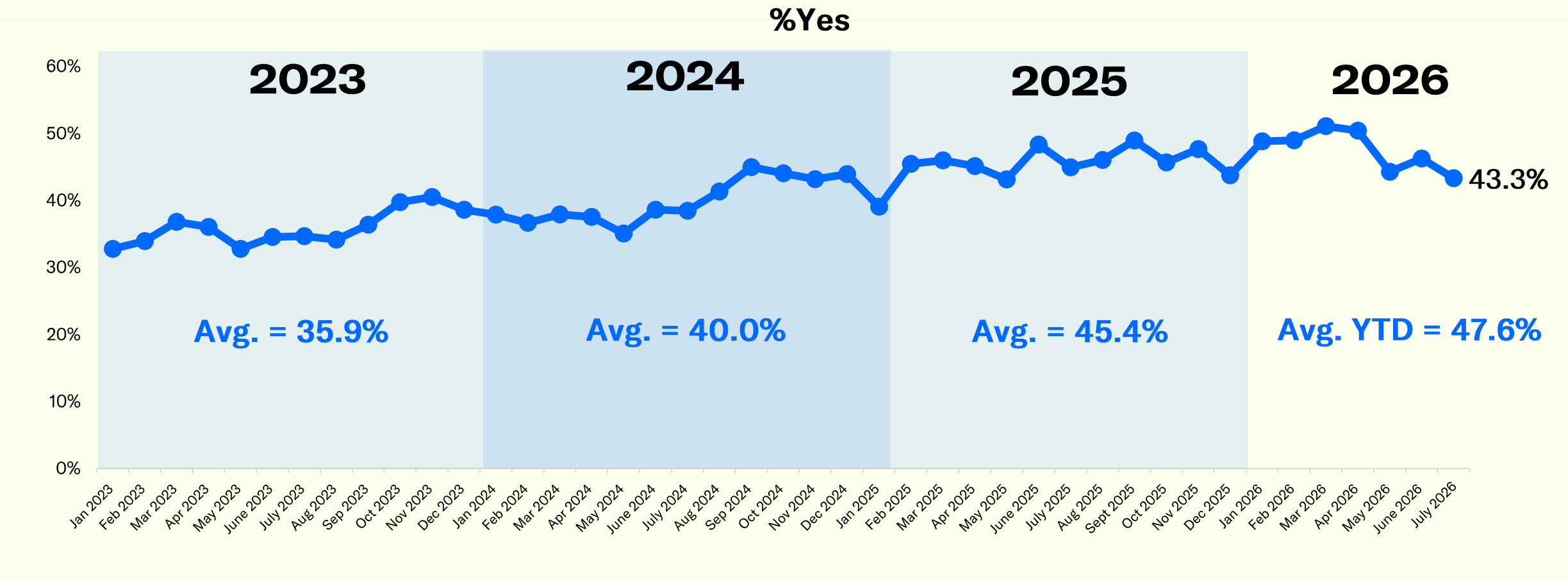
Question:

Have you used CREDIT CARD POINTS OR REWARDS for travel-related purchases within the PAST TWELVE (12) MONTHS?



Americans' use of credit card points/rewards for travel purchases has grown over the years

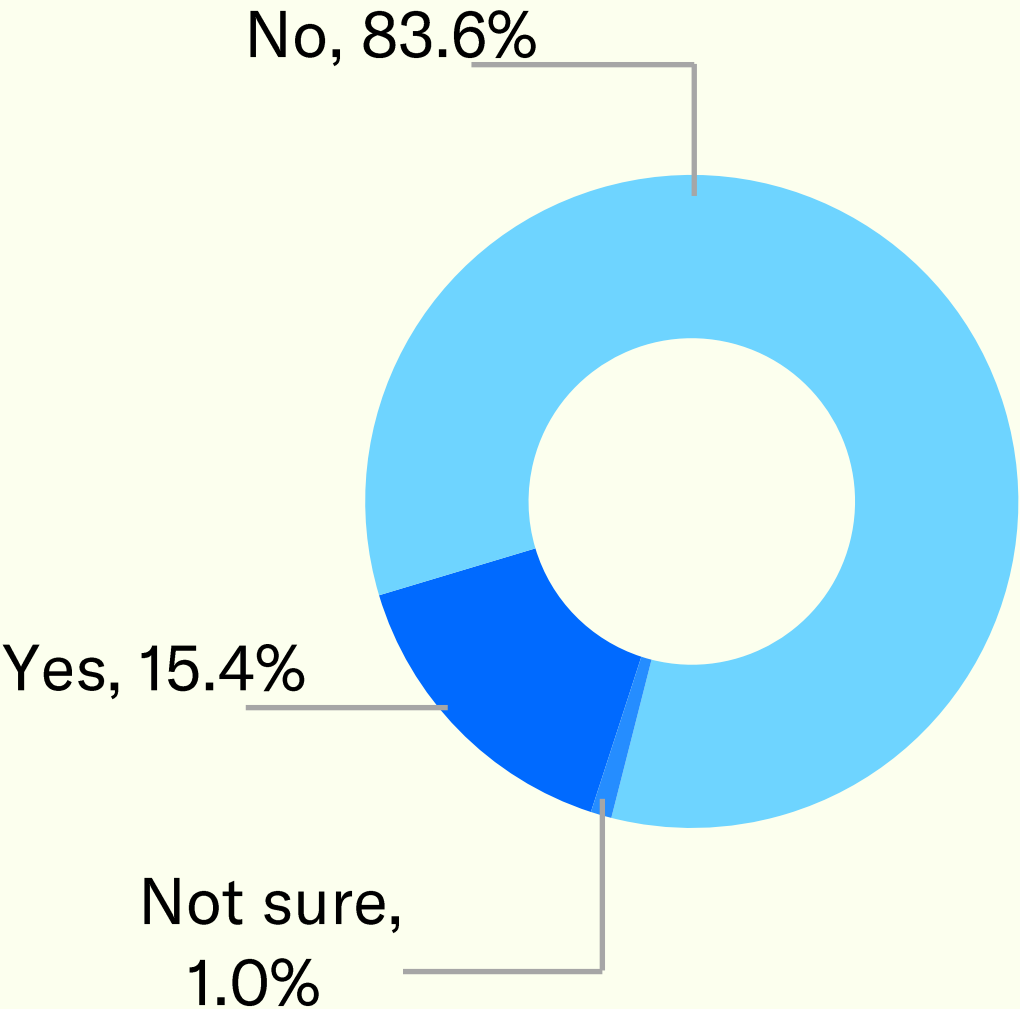
Question: Have you used CREDIT CARD POINTS OR REWARDS for travel-related purchases within the PAST TWELVE (12) MONTHS?



About 15% have used BNPL plans for travel purchases in the past year

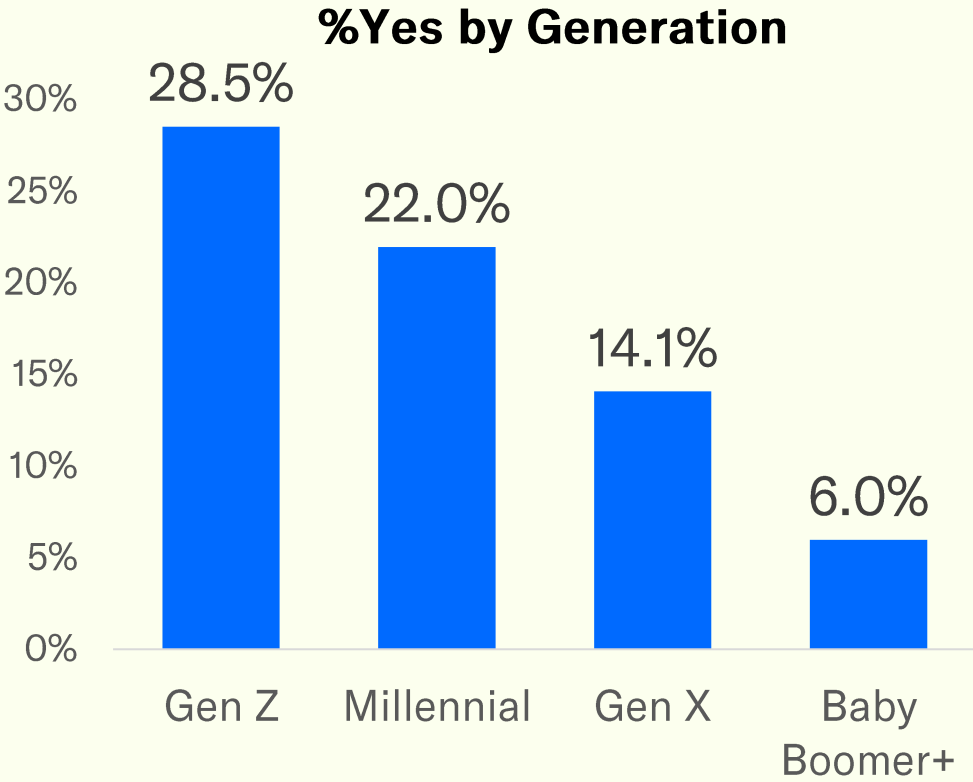
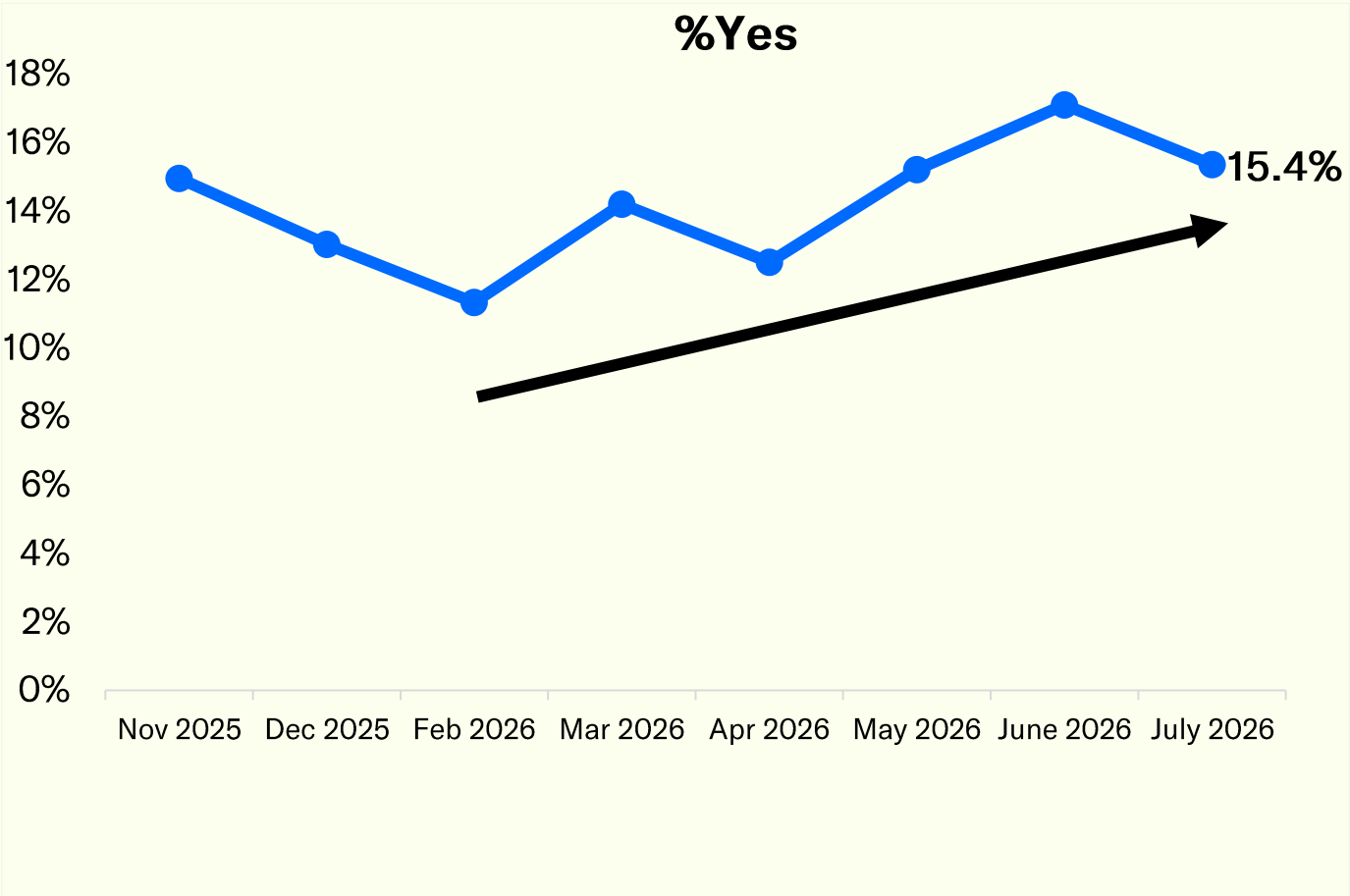
Question:
"Buy Now, Pay Later" (BNPL) payment plans allow travelers to book and pay for their trips over time instead of paying the full cost upfront. Unlike traditional credit cards, BNPL plans are usually offered by online travel agencies, airlines, hotels using third-party finance companies (e.g., Affirm, Klarna and Afterpay) and are designed for one-time purchases rather than as a source of ongoing credit.

IN THE PAST 12 MONTHS have you used a "Buy Now, Pay Later" payment plan for any of your travel?



Across 2026, use of BNPL programs for travel purchases has trended up

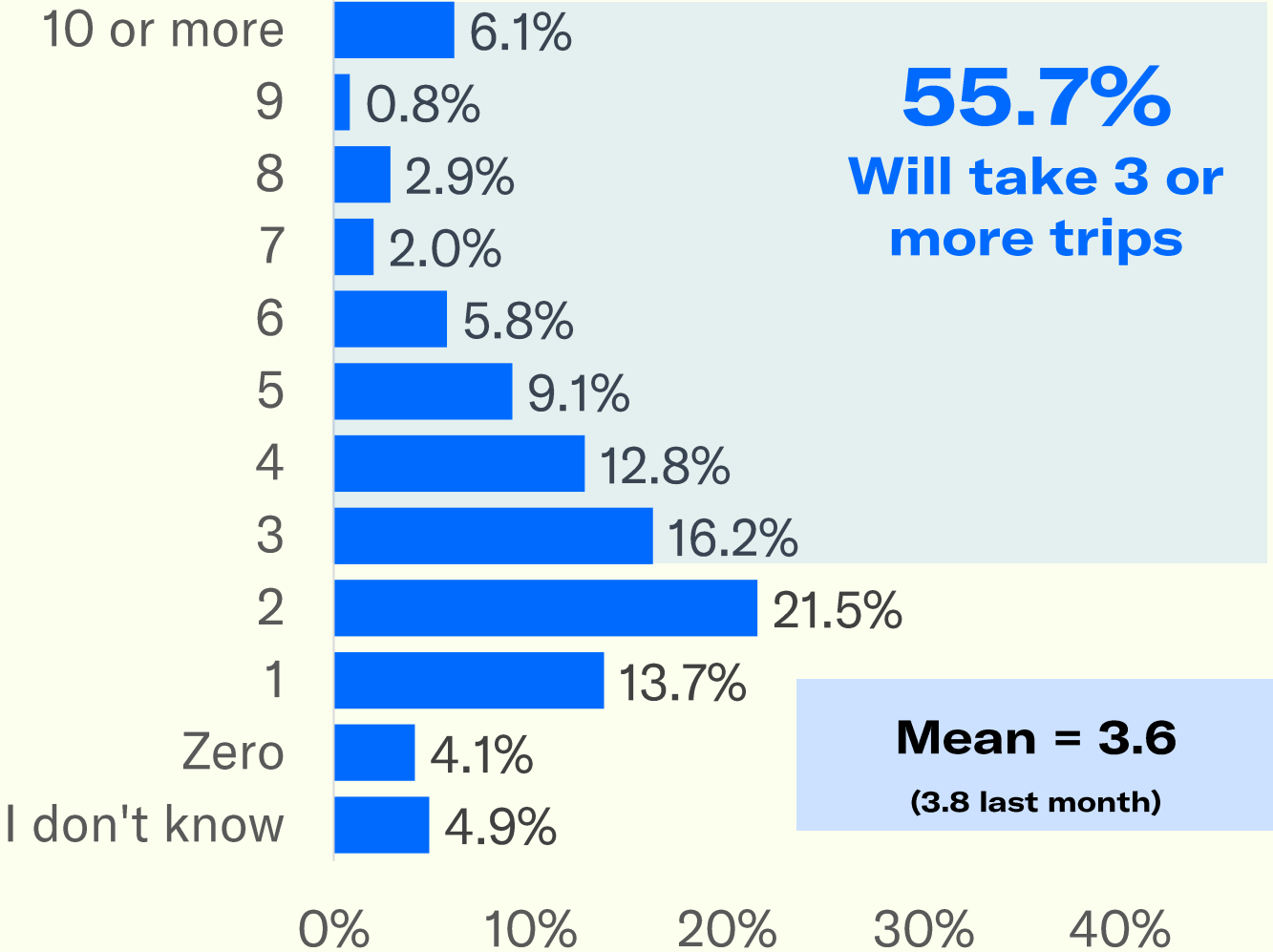
Question: IN THE PAST 12 MONTHS have you used a "Buy Now, Pay Later" payment plan for any of your travel?



American travelers anticipate they will take 3.6 leisure trips over the next 12 Months

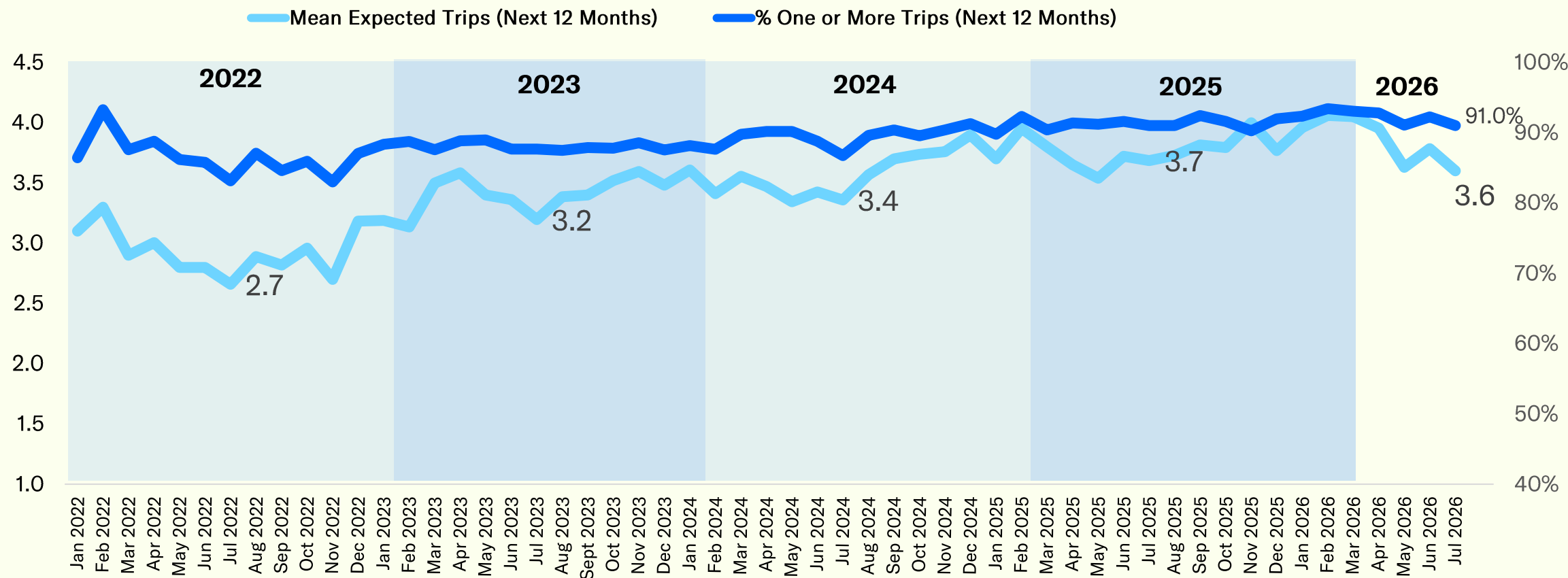
Question:

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



Americans' lower their anticipated volume of leisure trips in the next 12 months is down

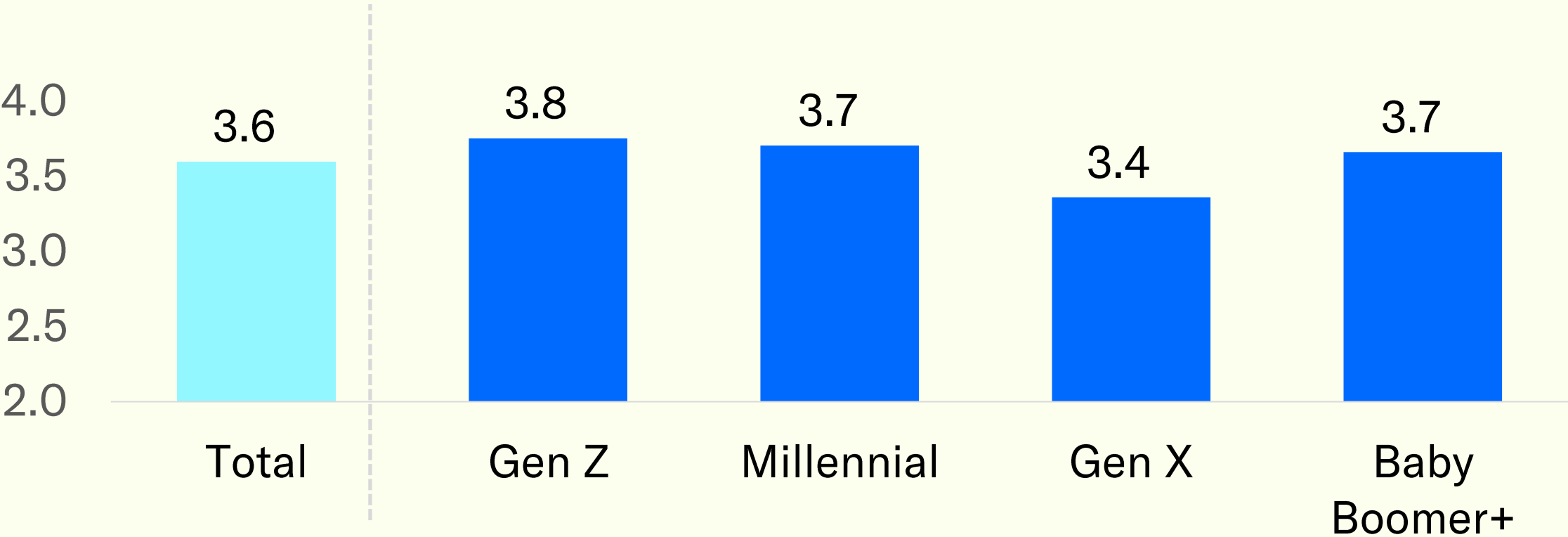
Question: IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the NEXT TWELVE (12) MONTHS? (Select one)



(Base: All respondents, 1,200+ completed surveys each wave in 2021. 4,000+ completed surveys each wave in 2022-2026.)

GenZ leads anticipated trip volume, while GenX trails

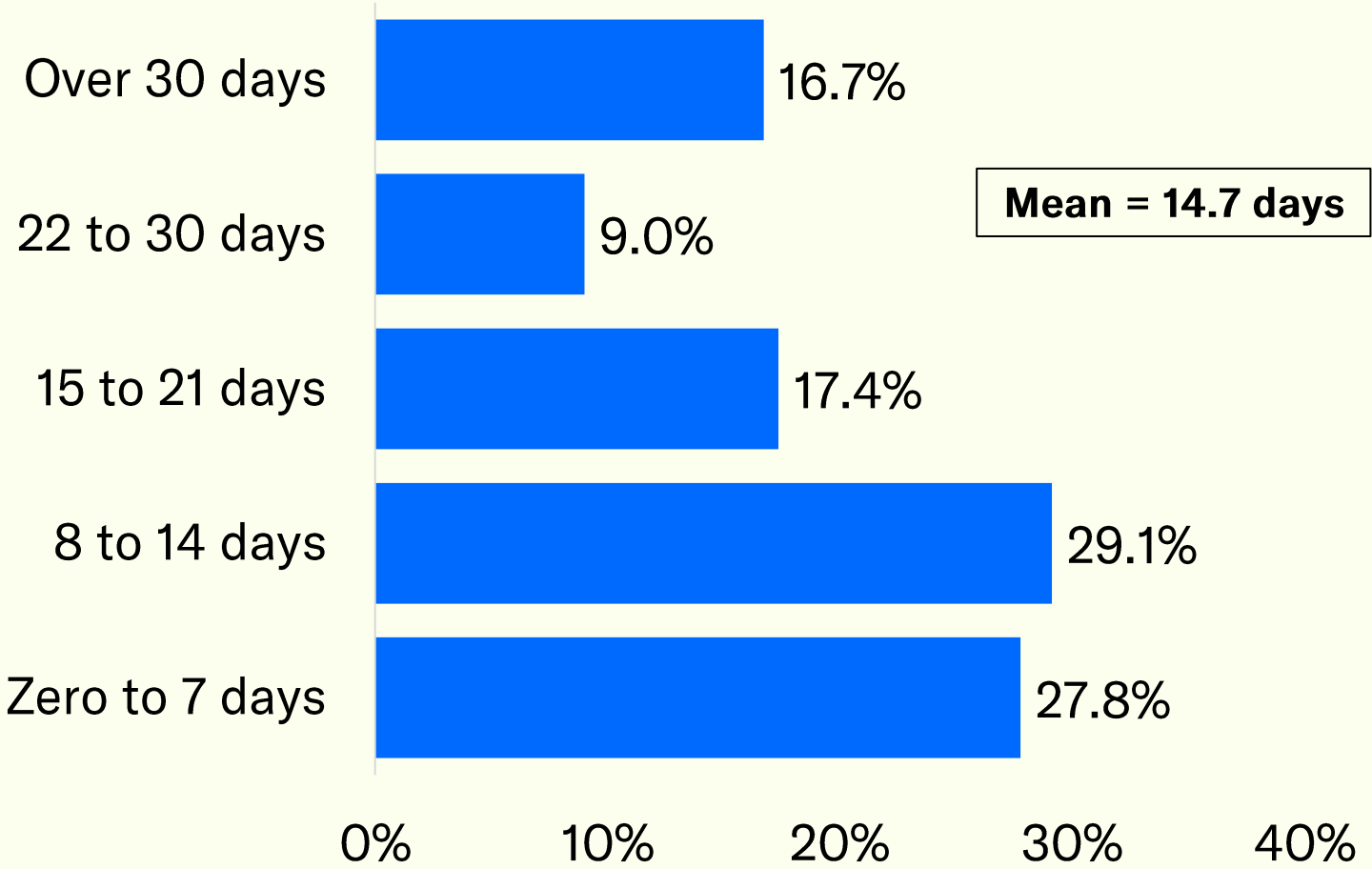
Question: IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the NEXT TWELVE (12) MONTHS? (Select one)



The average American traveler has just under 15 days available for leisure travel in the next year

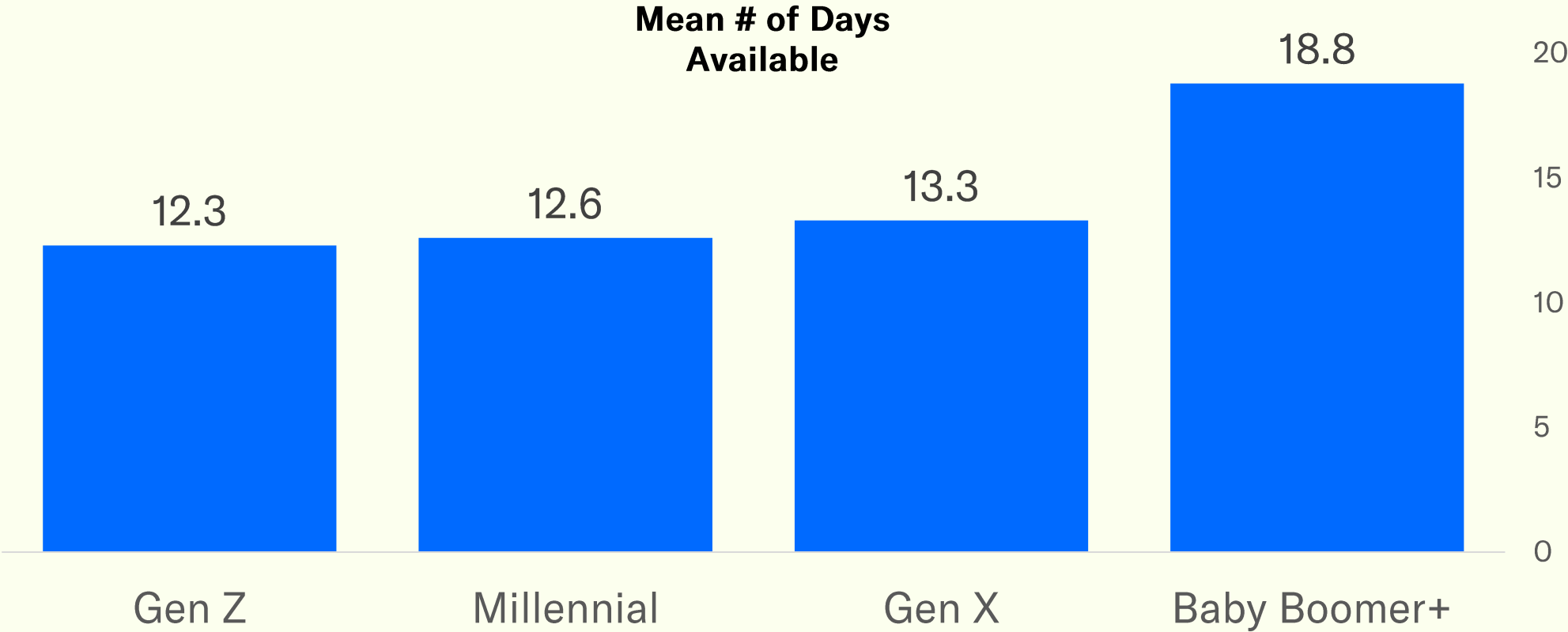
Question:

Realistically, how many days will you have available for leisure travel in the NEXT TWELVE (12) MONTHS?



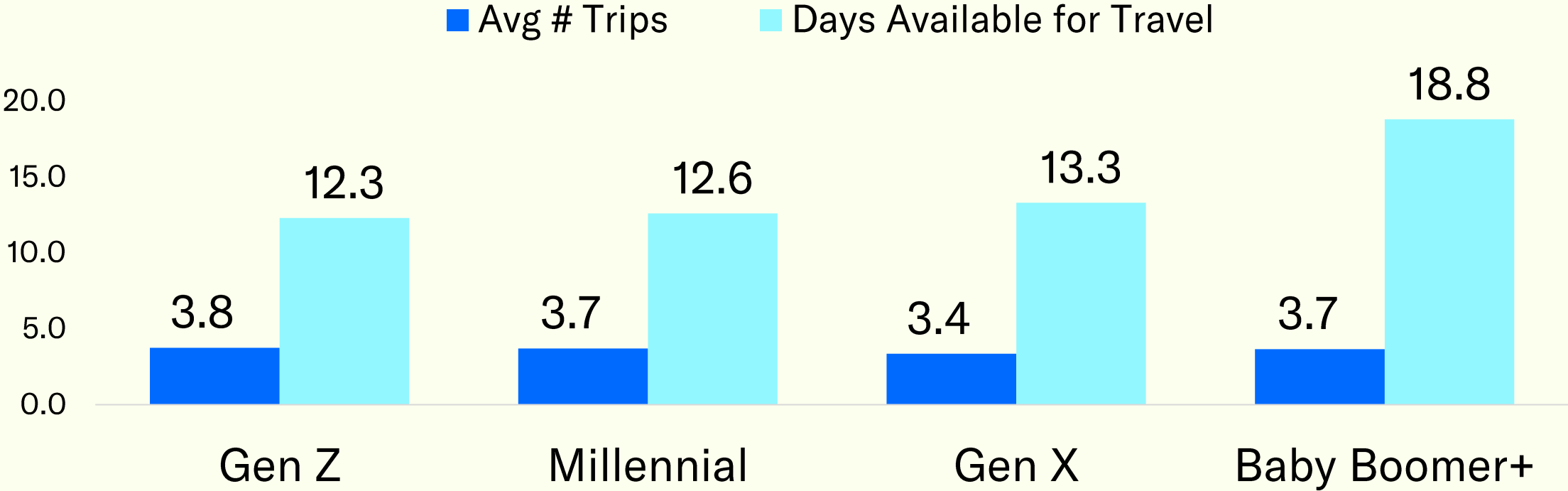
Younger travelers have less days available for trips, older travelers have more

Question: Realistically, how many days will you have available for leisure travel in the NEXT TWELVE (12) MONTHS? 25



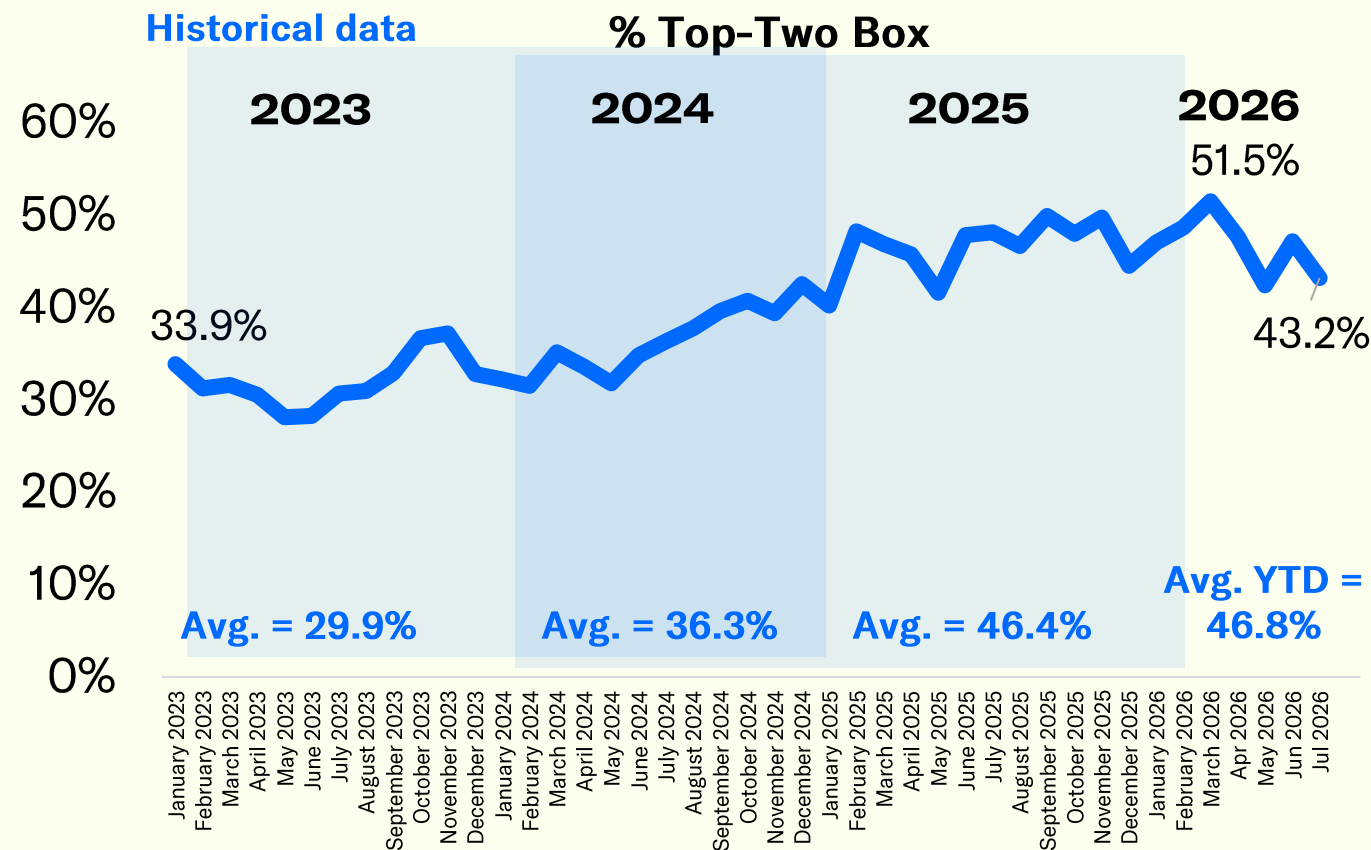
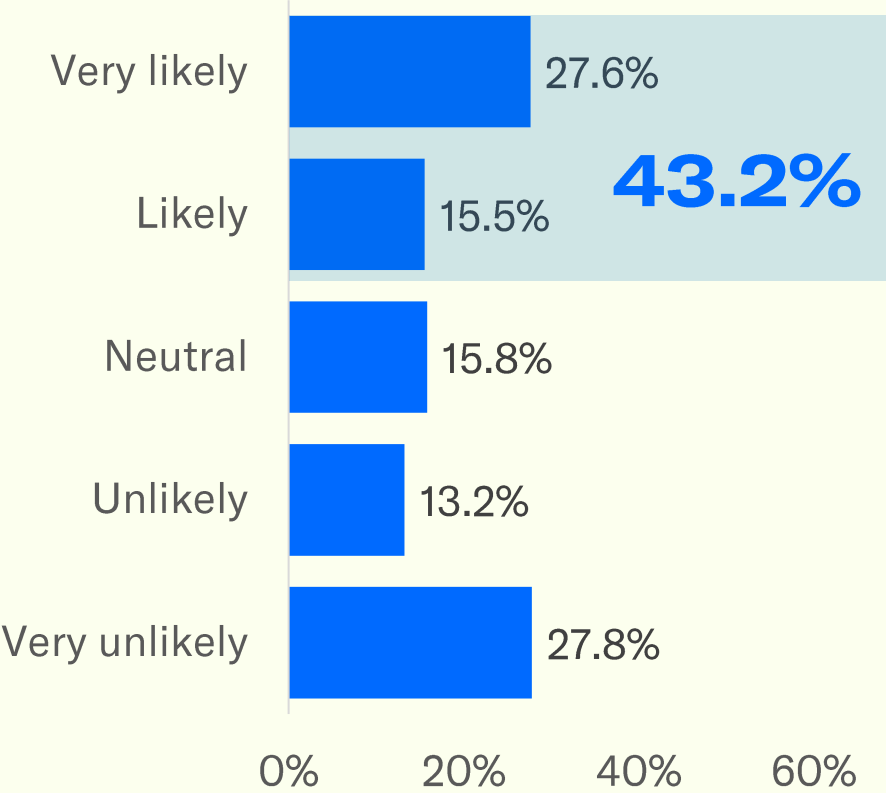
Shorter trip itinerary promotions may be useful in attracting younger audiences

Questions: 1. IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the NEXT TWELVE (12) MONTHS? (Select one) 2. Realistically, how many days will you have available for leisure travel in the NEXT TWELVE (12) MONTHS?



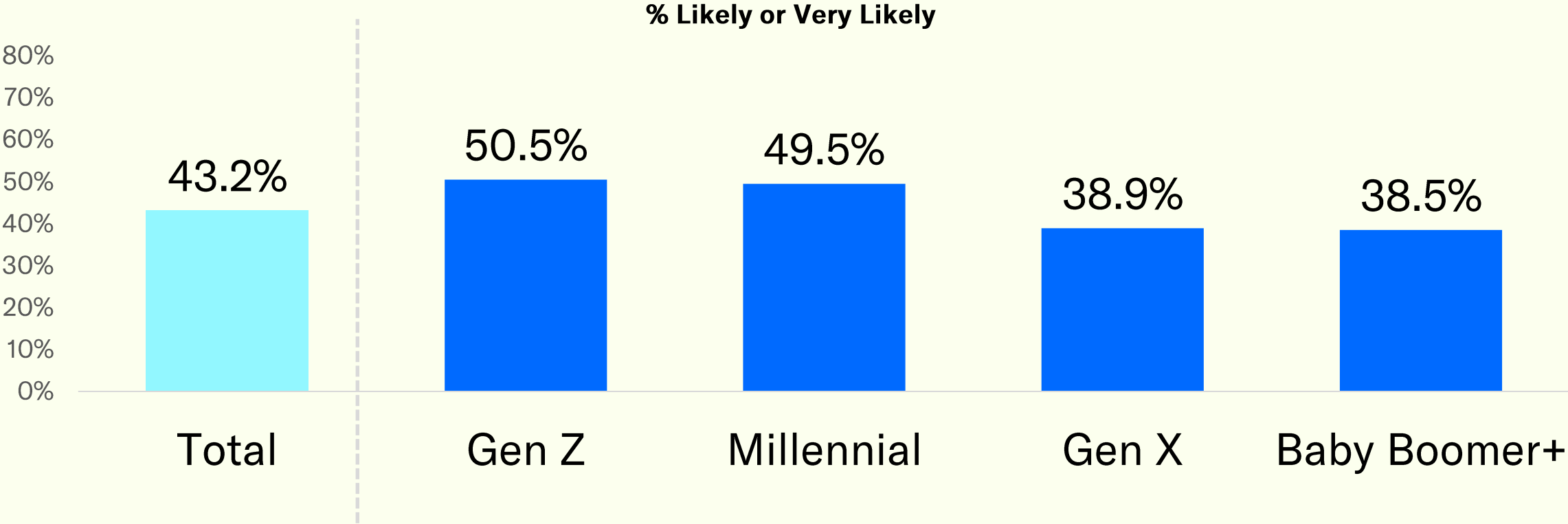
Likelihood to Travel Abroad in the Next 12 Months has Receded Relative to Last Year

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



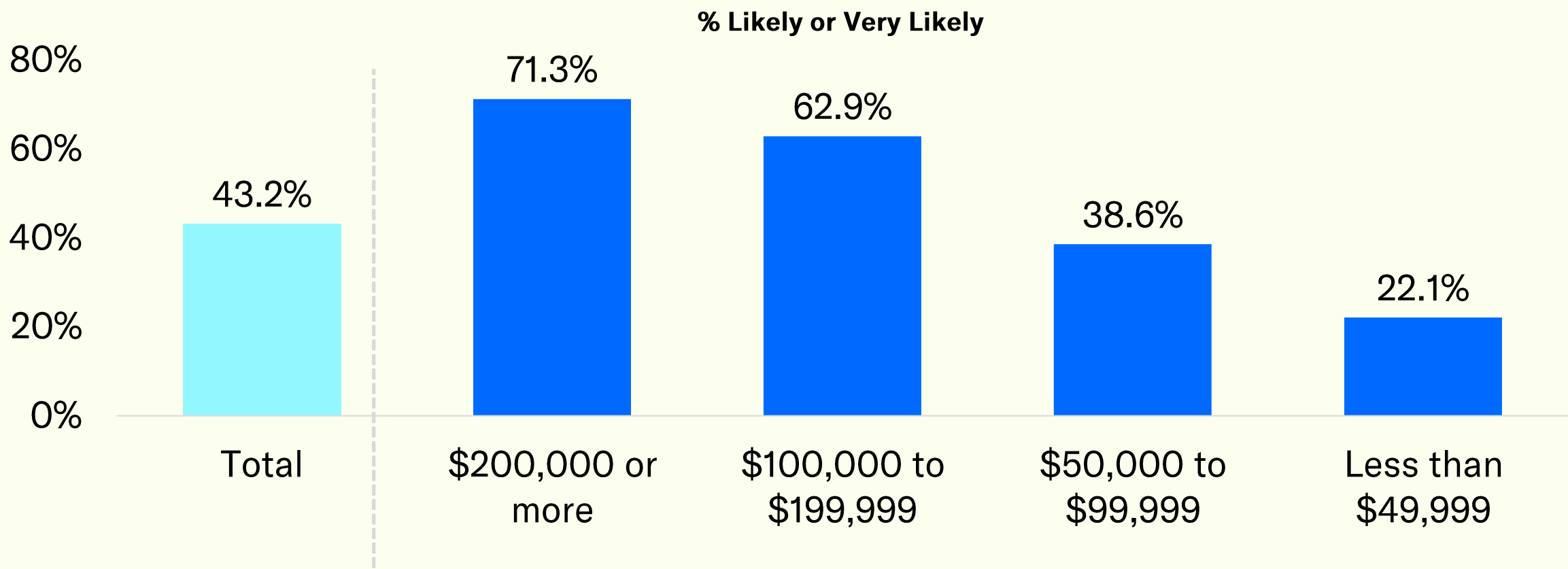
Younger travelers are more likely to globetrot in the next 12 months

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



Higher income travelers are more likely to venture abroad in the next year

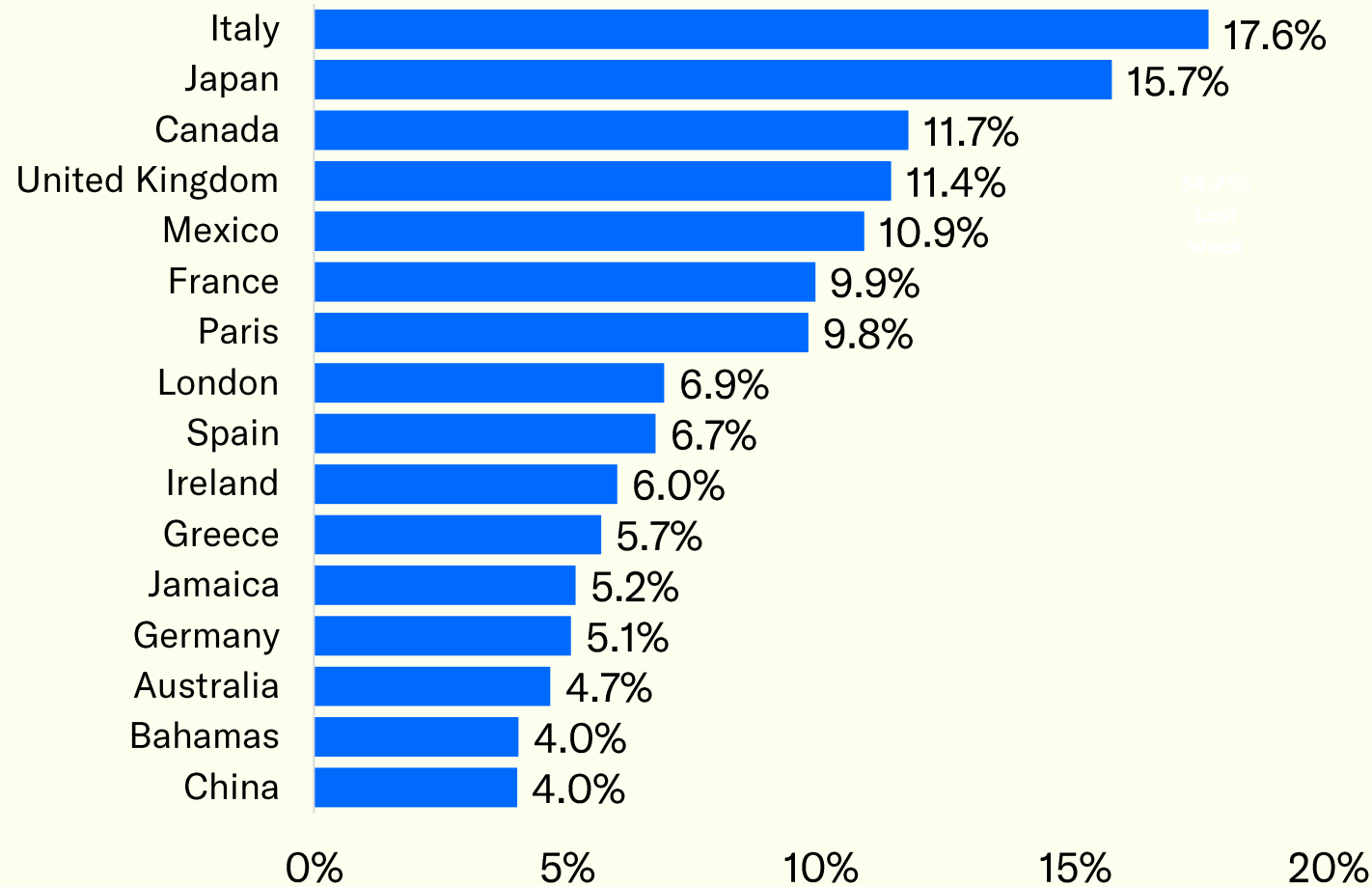
Question: How likely are you to travel outside the United States for leisure in the NEXT TWELVE (12) MONTHS?



Italy, Japan, and Canada lead as the top desired international destinations

Question:
Which foreign destinations do you most want to visit in the NEXT TWELVE (12) MONTHS? (Write in up to five)

(Please only include destinations outside the United States)



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!***

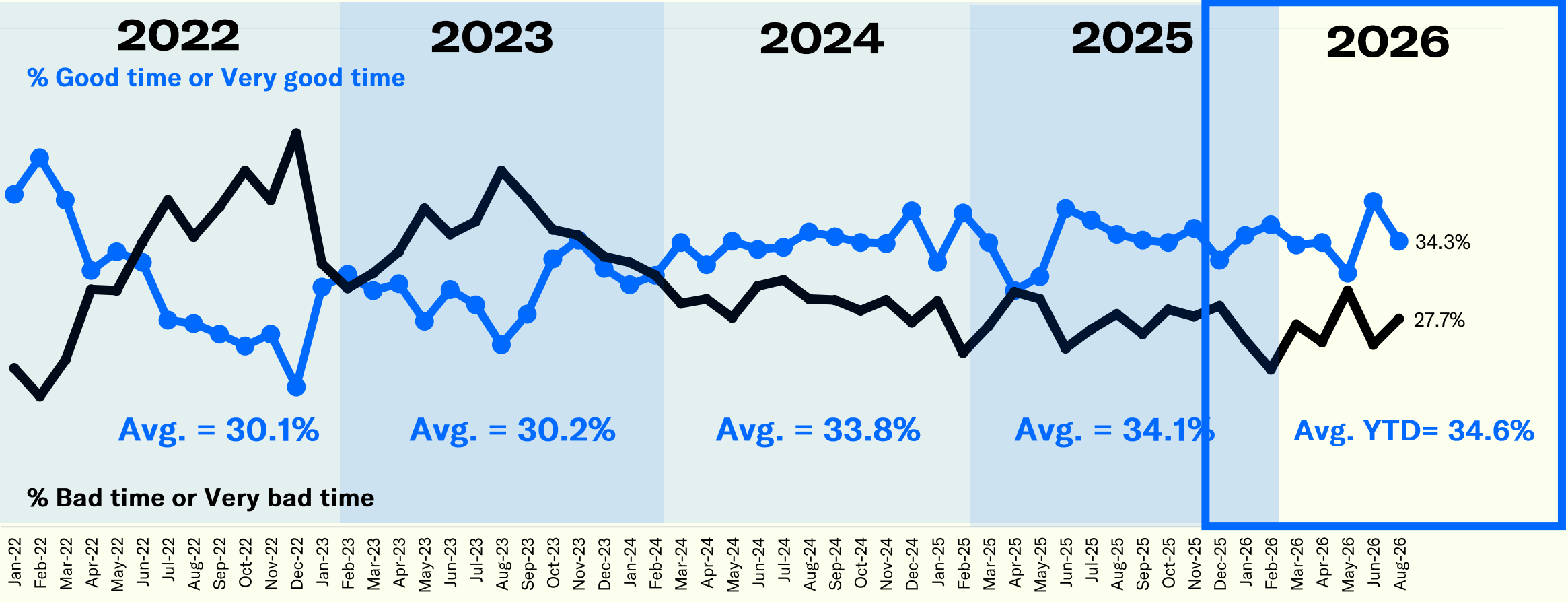




Recent Trip Behaviors

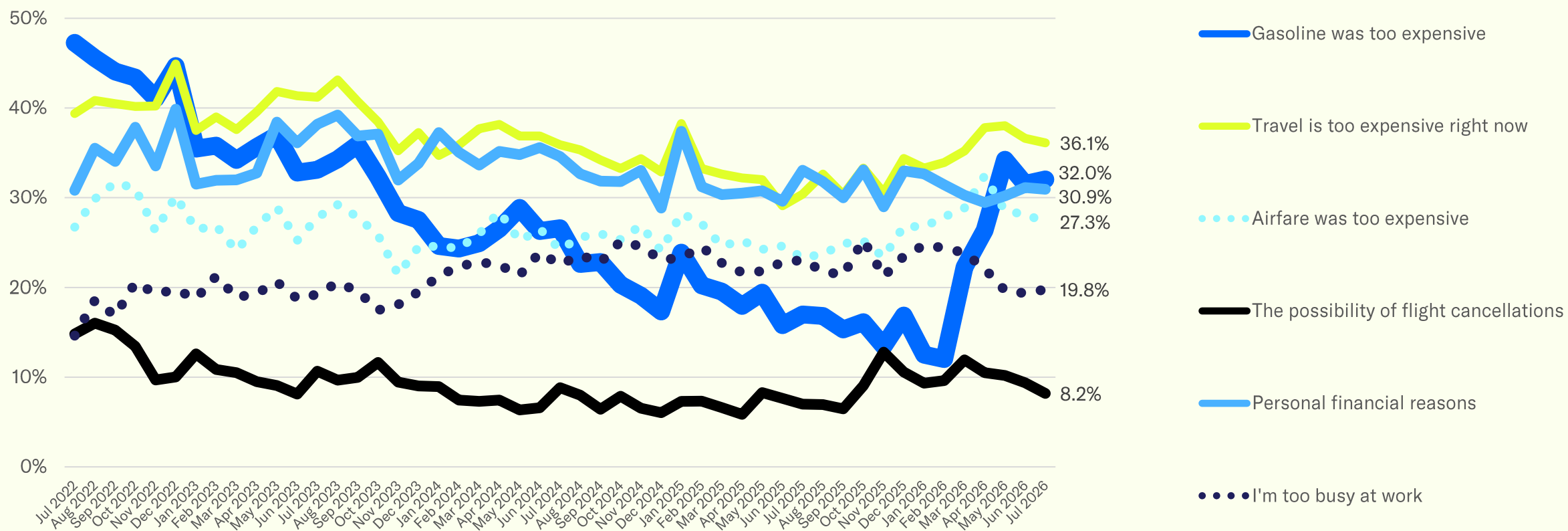
Reminder that fewer travelers say now is a good time to spend on travel but average is highest in 4-years

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?



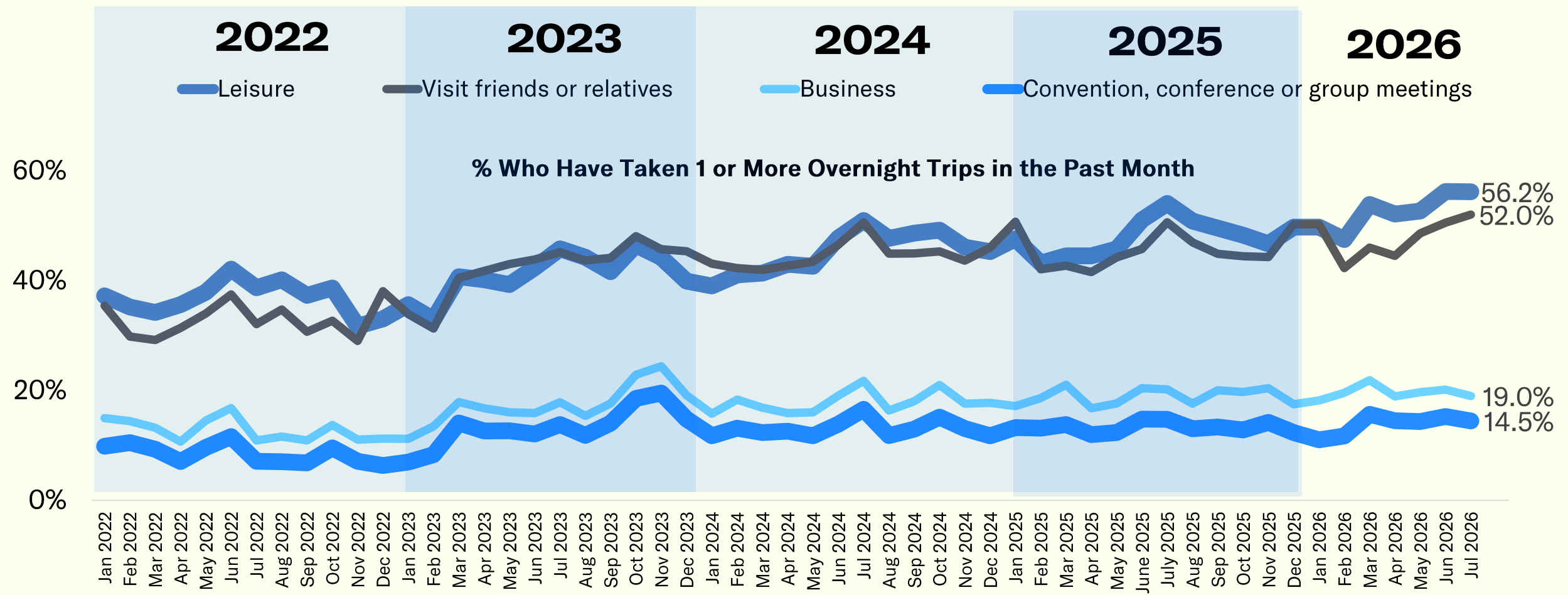
Costs Dominate Deterrents to Traveling in the Past 6 Months—Highest Since 2022

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)



Trips taken for leisure and VFRs are on the rise

Question: How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)



Overnight trips taken to attend a convention or conference has stagnated from 2023 to now

Question: How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)



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Cost Tiers:

- **\$6,000** for quantitative report only which includes meeting planners rating your destination for key meetings attributes
- **\$8,500** for quantitative report AND qualitative meetings advertising testing via in-depth interviews with planners

Timing:

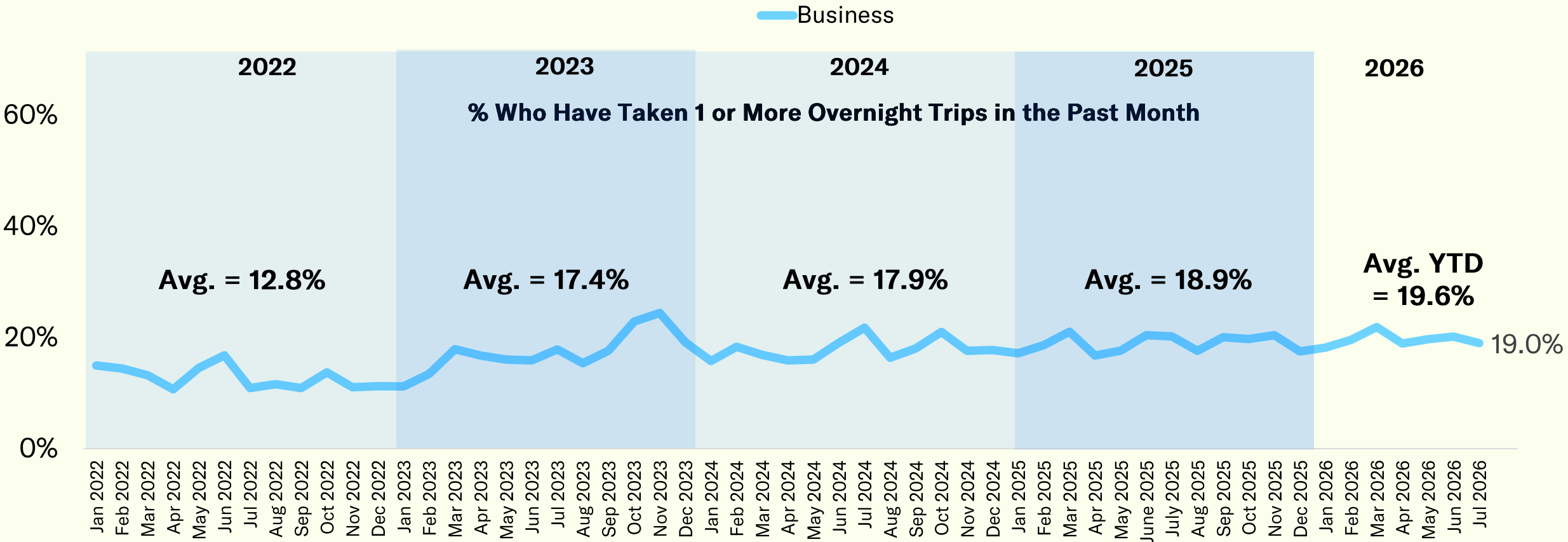
Survey and Creative Testing will field in Q3 2026. Results will be delivered before Year End 2026. Enrollment will close September 1st.



Scan to sign up!

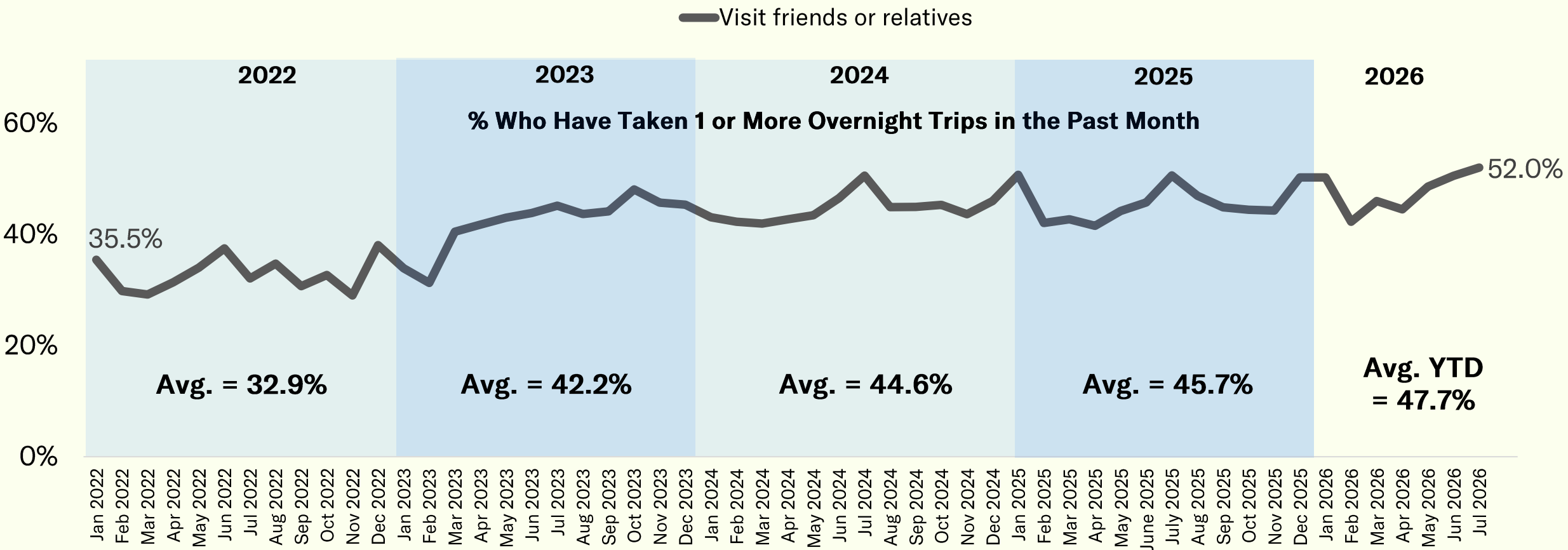
Overnight business trips have grown nominally

Question: How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)



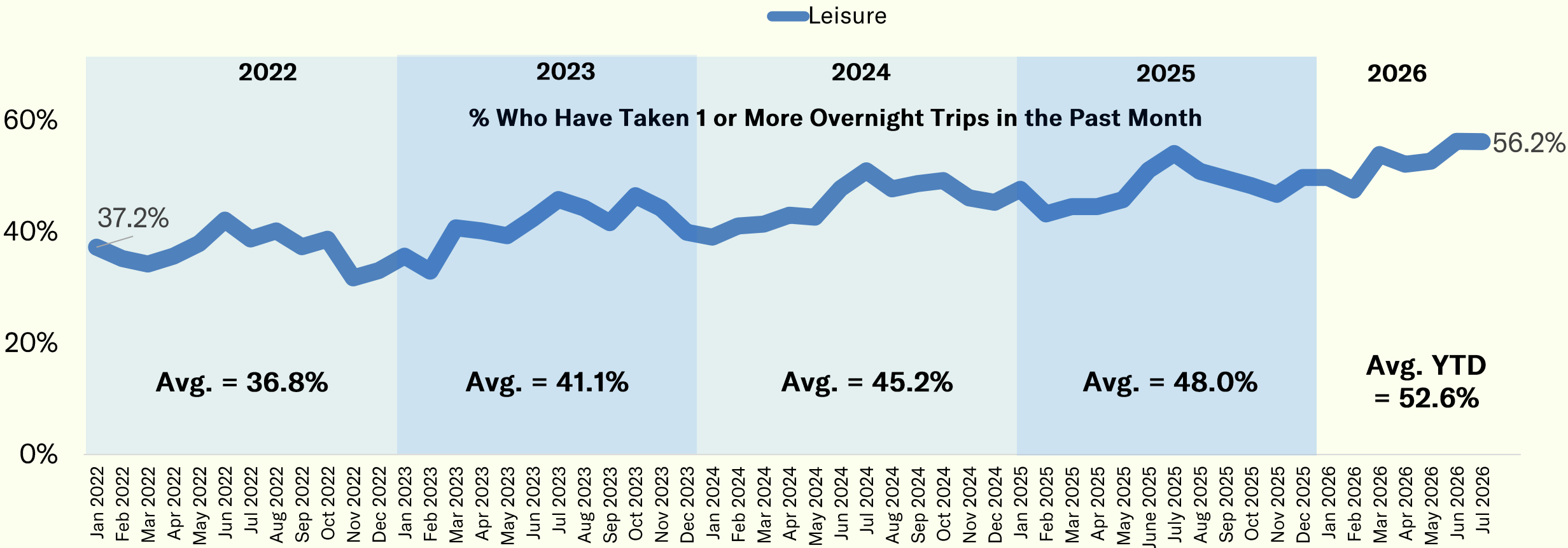
Overnight VFR trips have been steadily growing

Question: How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)



Overnight leisure trips taken have increased most

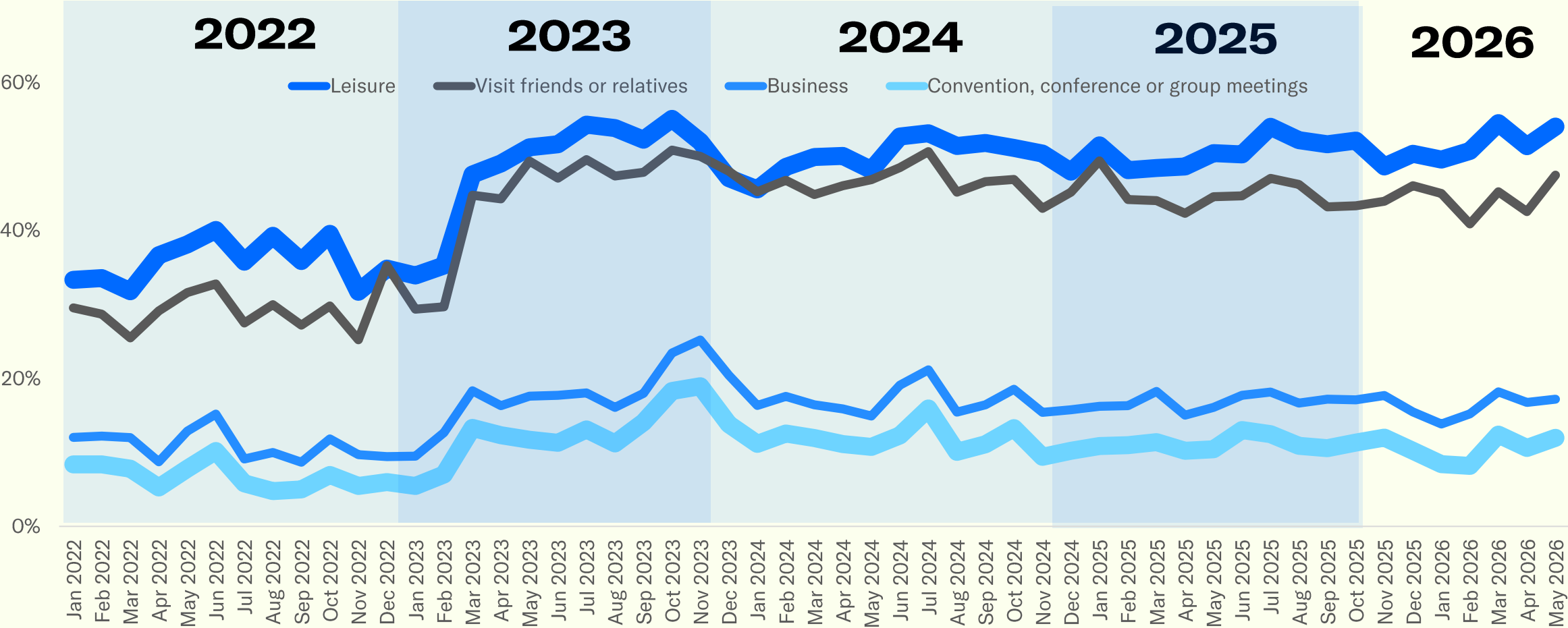
Question: How many OVERNIGHT trips of each type have you taken in the PAST MONTH? (Select the correct number of each trip type)



Day trips have grown in 2026

Question: How many DAY TRIPS (i.e., no overnight stay) of each type have you taken in the PAST MONTH?

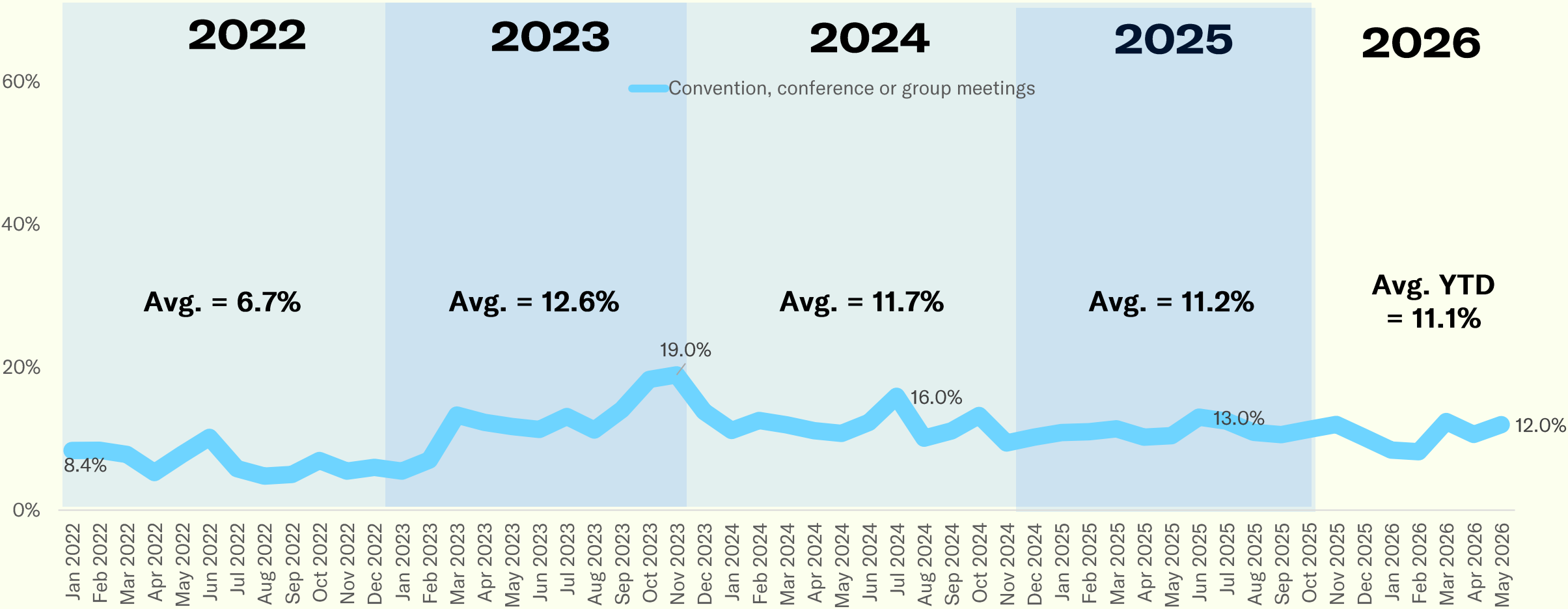
% Who Have Taken 1 or More Day Trips in the Past Month



Group meeting day trips hold firm

Question: How many DAY TRIPS (i.e., no overnight stay) of each type have you taken in the PAST MONTH?

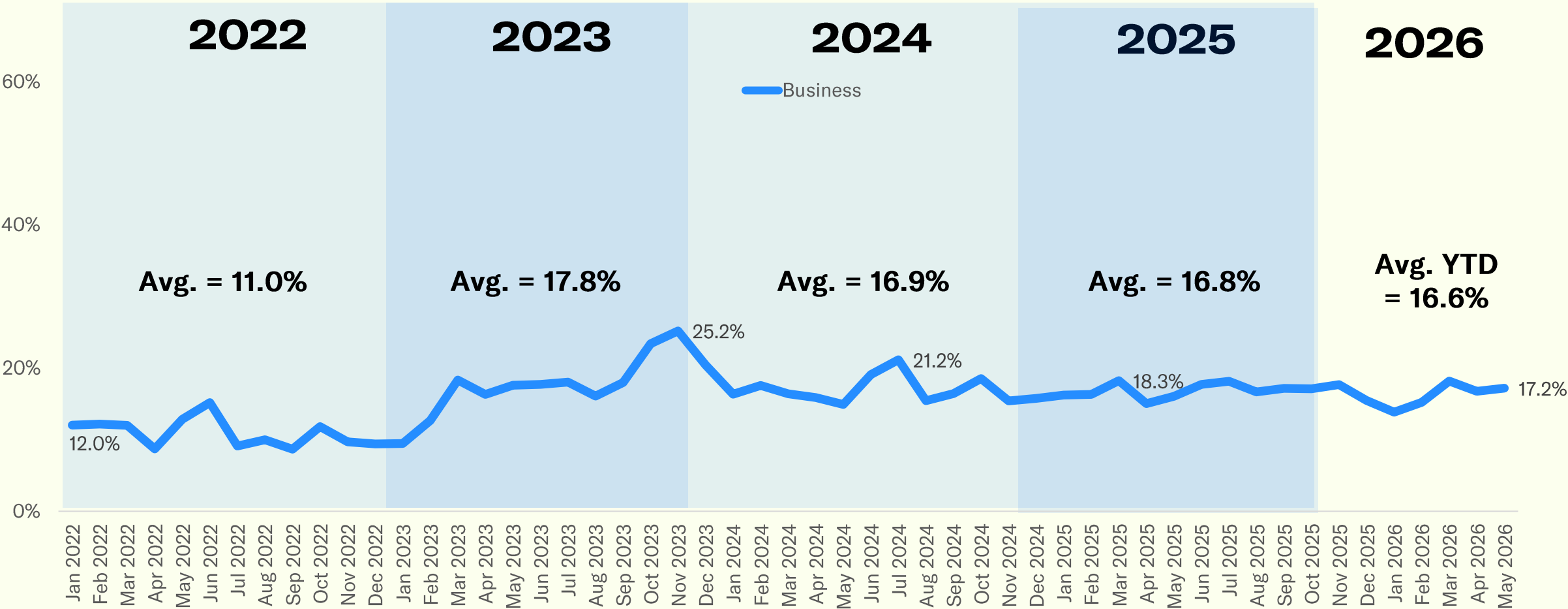
% Who Have Taken 1 or More Day Trips in the Past Month



Business day trips haven't seen much growth

Question: How many DAY TRIPS (i.e., no overnight stay) of each type have you taken in the PAST MONTH?

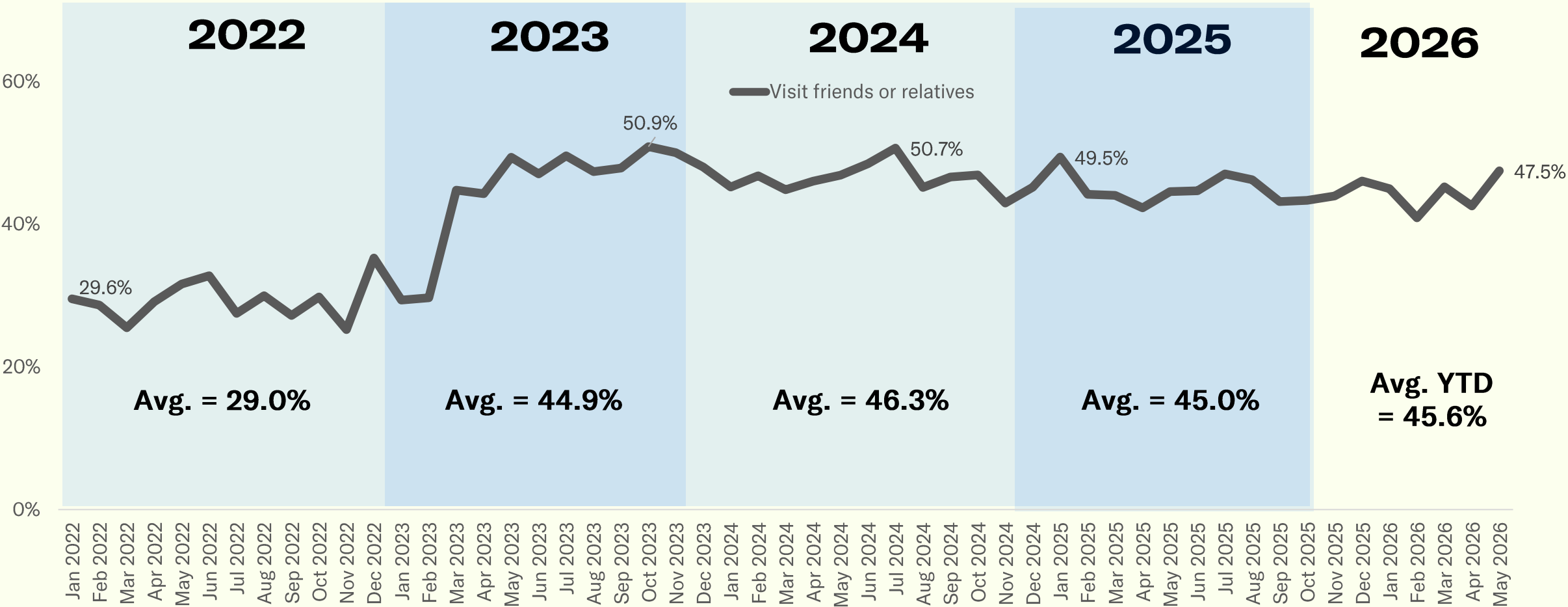
% Who Have Taken 1 or More Day Trips in the Past Month



VFR day trips have also plateaued

Question: How many DAY TRIPS (i.e., no overnight stay) of each type have you taken in the PAST MONTH?

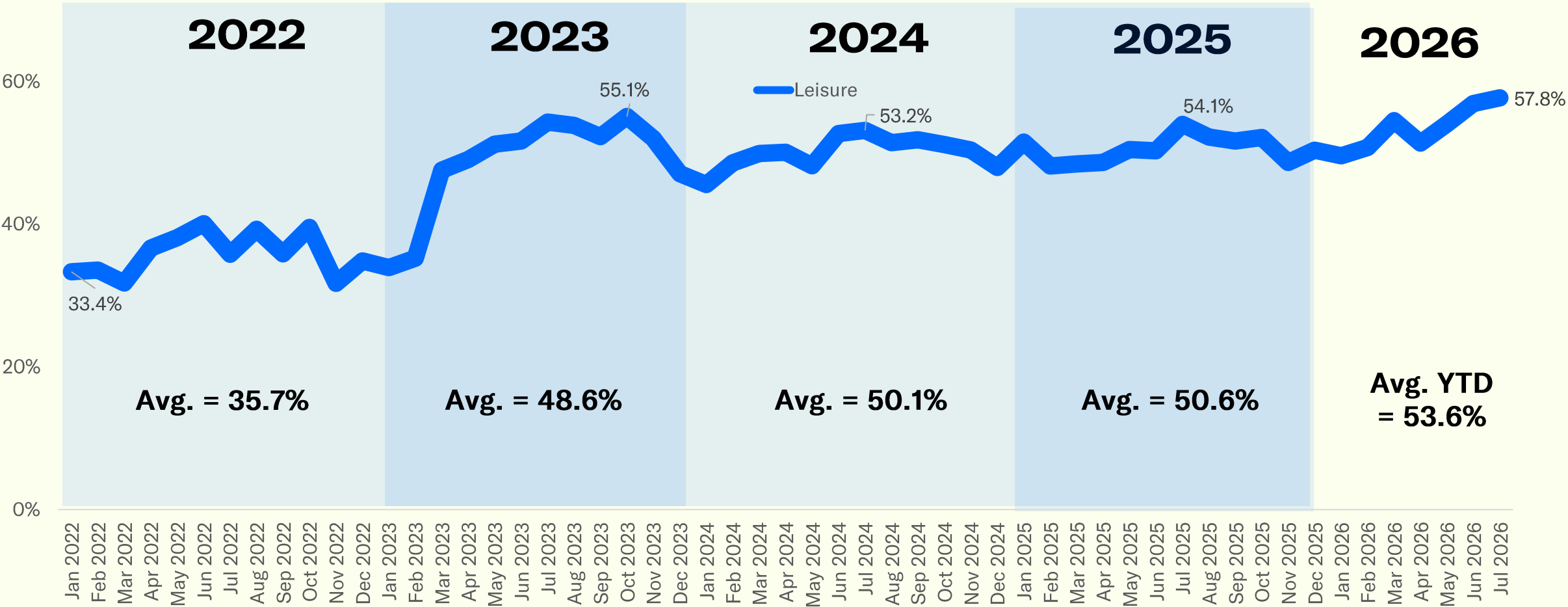
% Who Have Taken 1 or More Day Trips in the Past Month



However, leisure day trips are on the rise

Question: How many DAY TRIPS (i.e., no overnight stay) of each type have you taken in the PAST MONTH?

% Who Have Taken 1 or More Day Trips in the Past Month

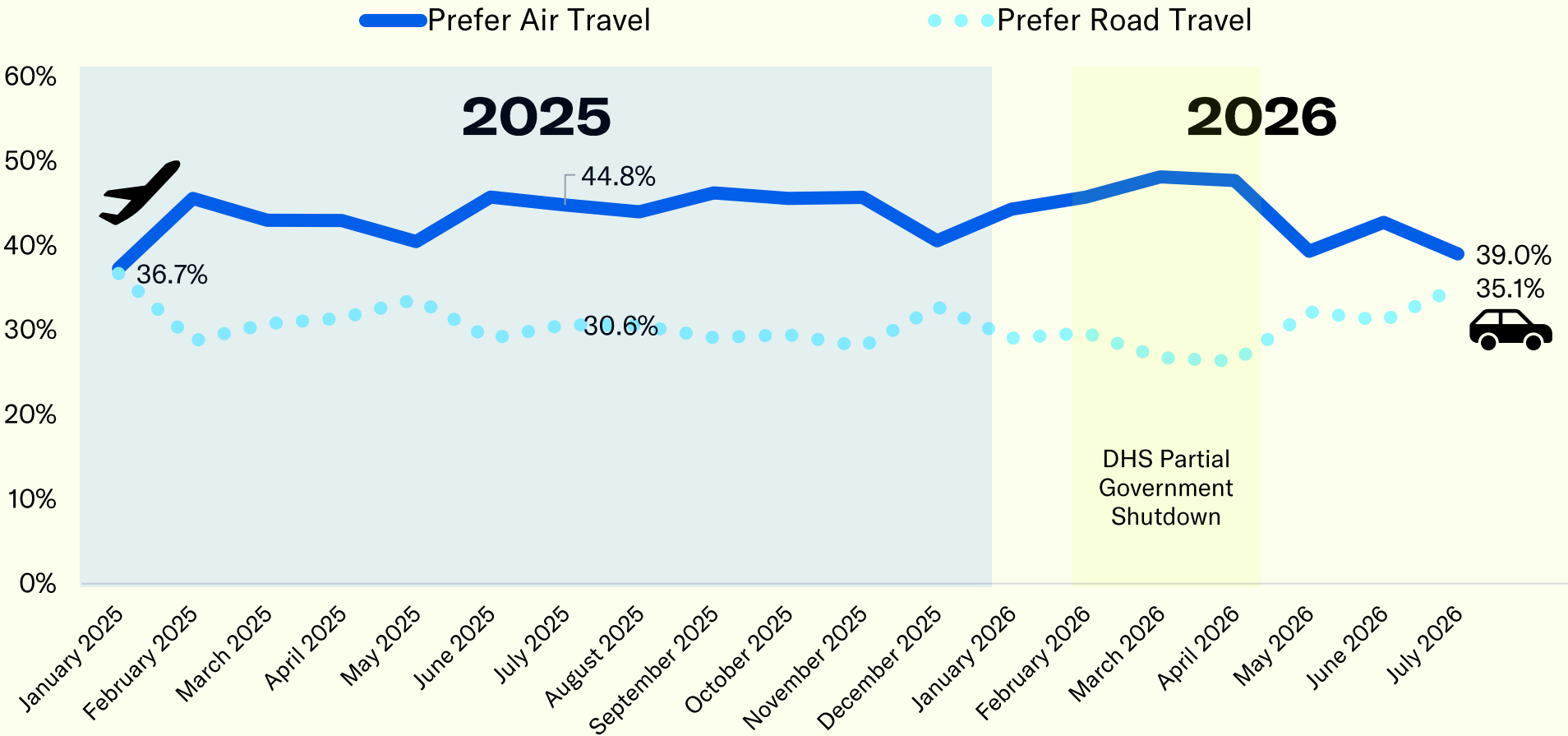


Americans' preference for road travel increases post DHS partial government shutdown

Question: Thinking about leisure travel, do you generally prefer to travel by air or automobile (i.e., road trips)? (Select one that best completes the sentence)

When it comes to road trips vs. air travel, I _____.

Preference for Traveling by Air or Automobile (Road Trips)



[Home](#) > [Categories](#) > [Production & Business Activity](#) > [Transportation](#)★ **Vehicle Miles Traveled** (TRFVOLUSM227SFWA)[Observations ▾](#)Jun 2026: **278,013**

Updated: Aug 5, 2026 1:49 PM CDT

Next Release Date: Not Available

Units:Millions of Miles,
Seasonally Adjusted**Frequency:**

Monthly

1Y

5Y

10Y

Max

[Edit Graph](#) 

2021-01-01

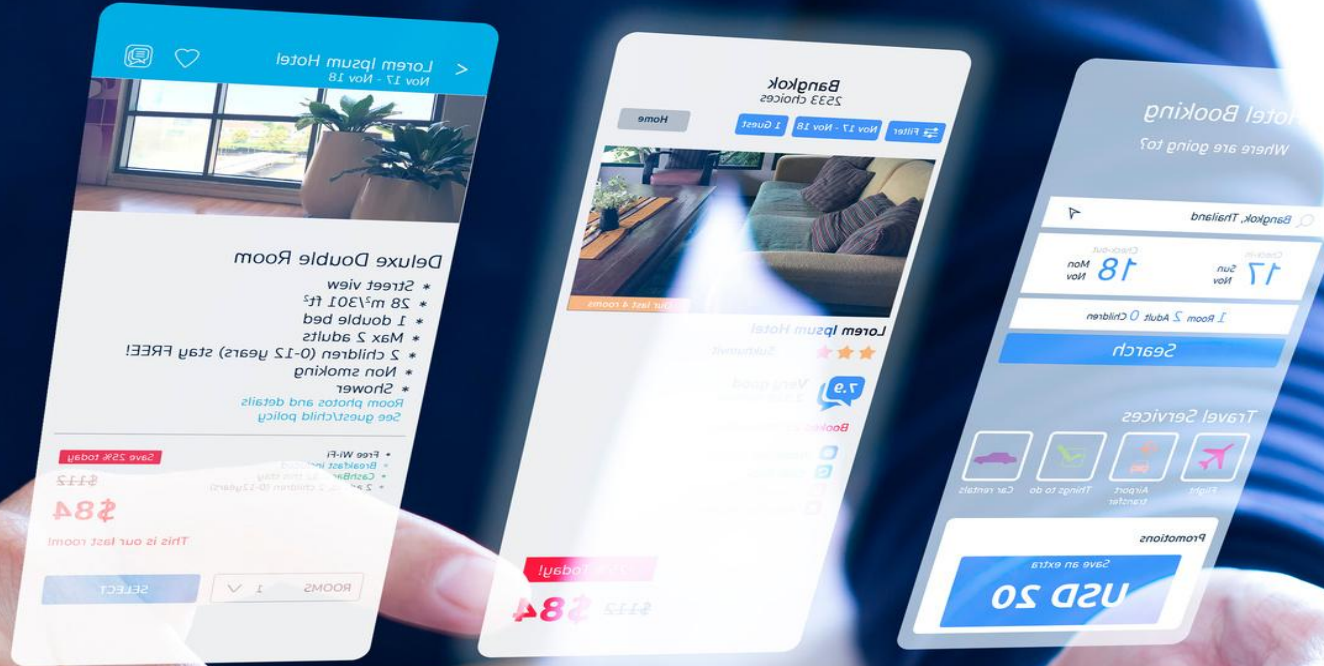
to

2026-06-01

[Download](#) **FRED** — Vehicle Miles Traveled

Source: U.S. Federal Highway Administration via FRED®

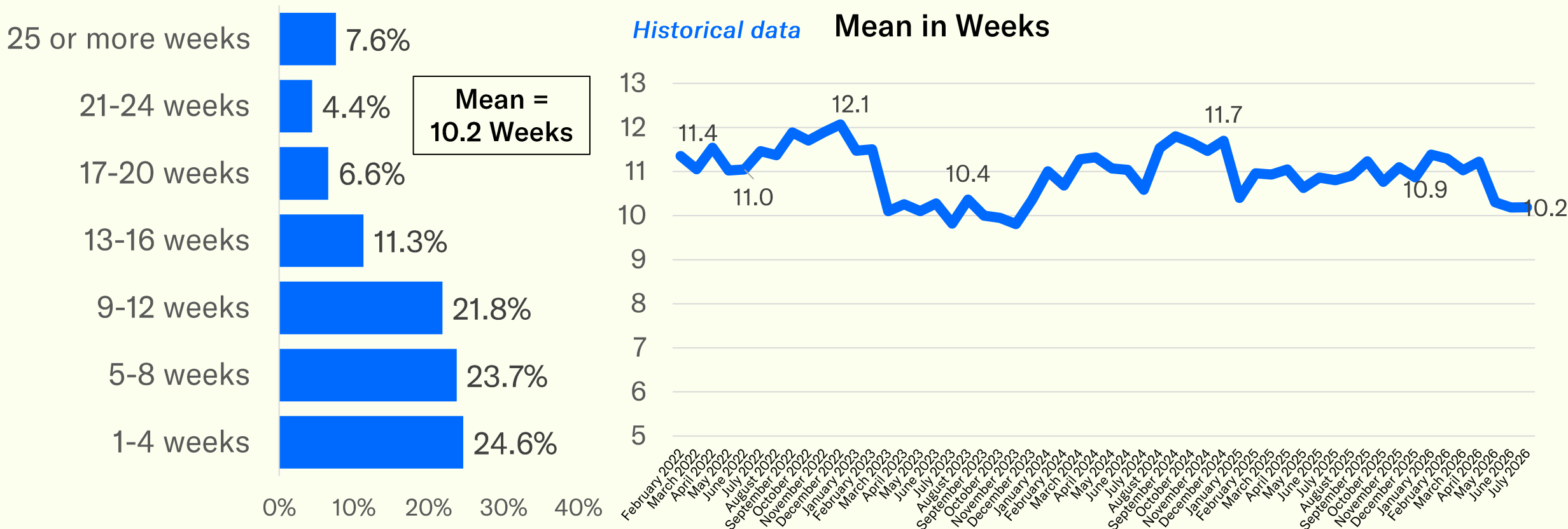
Shaded areas indicate U.S. recessions.



Trip Planning Insights

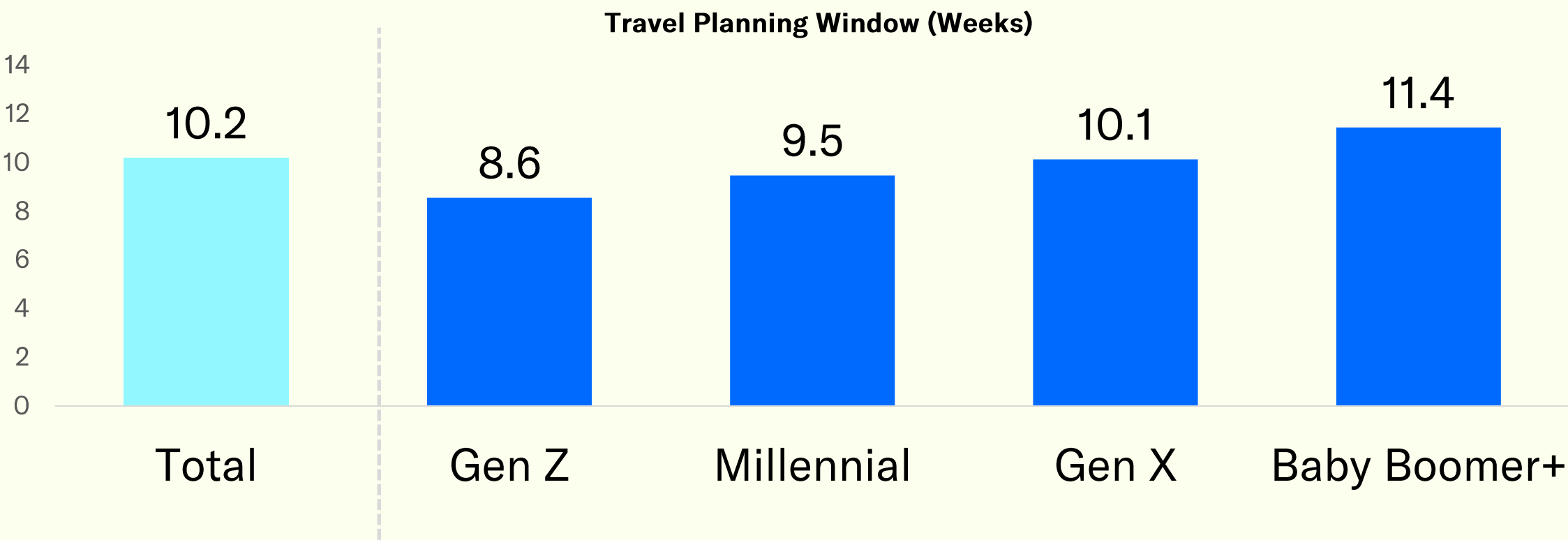
The planning window for domestic leisure travel is shortening

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



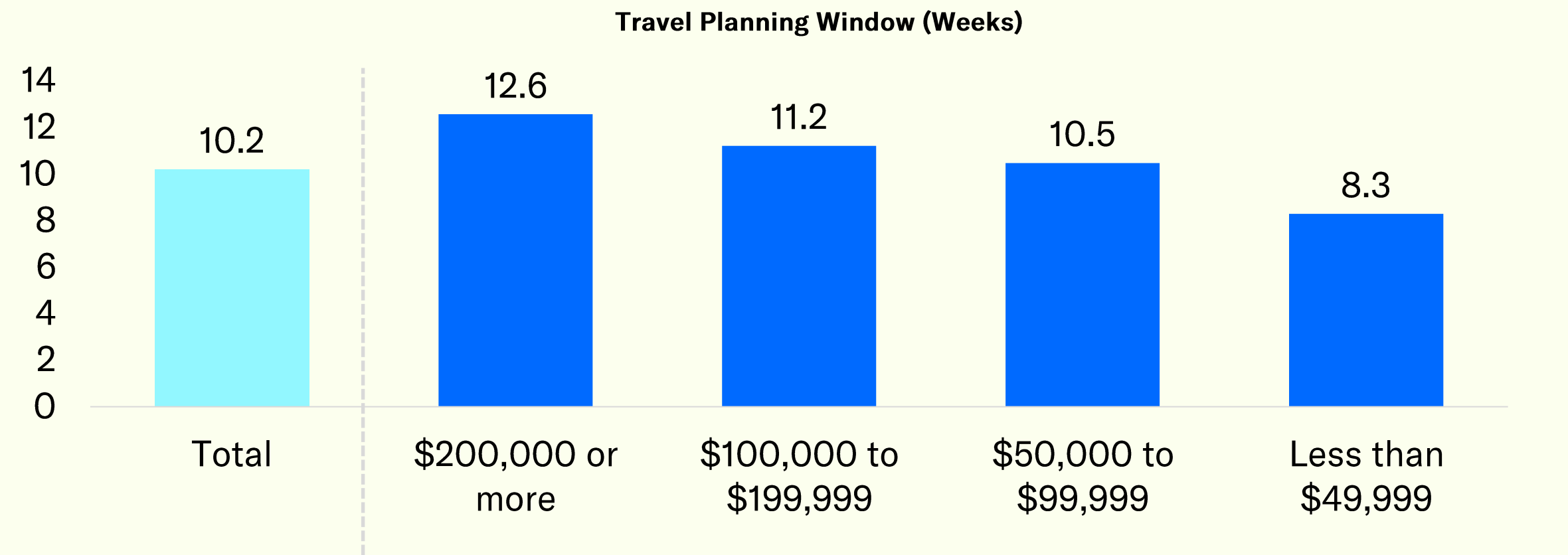
Younger travelers have shorter planning windows

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



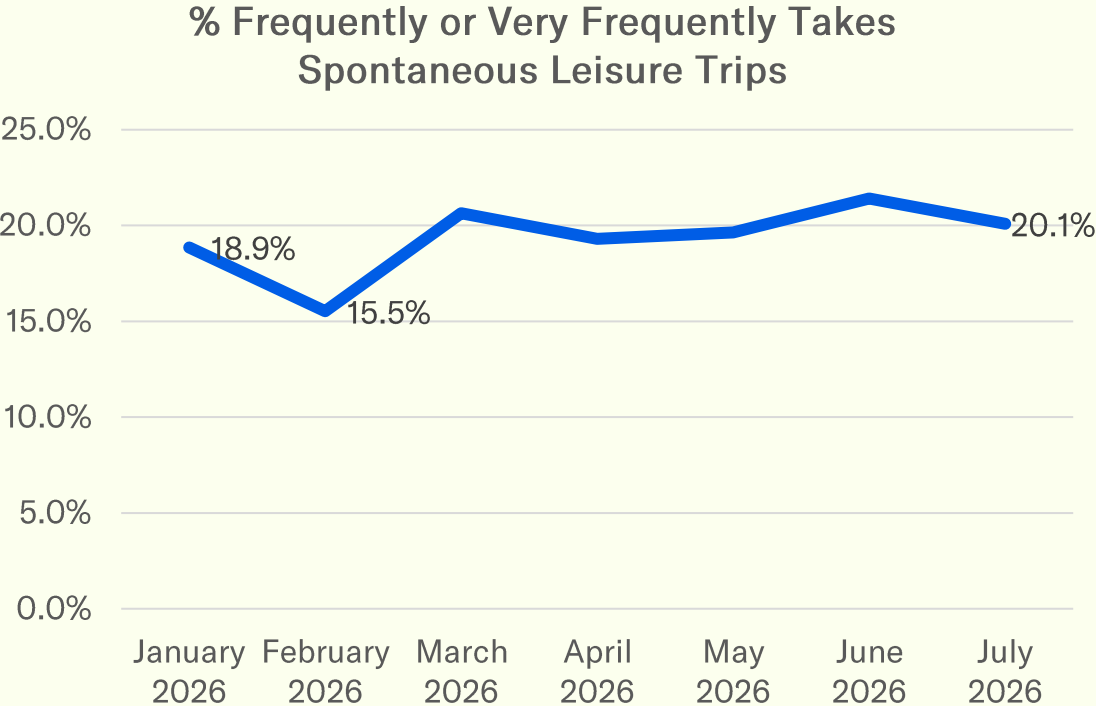
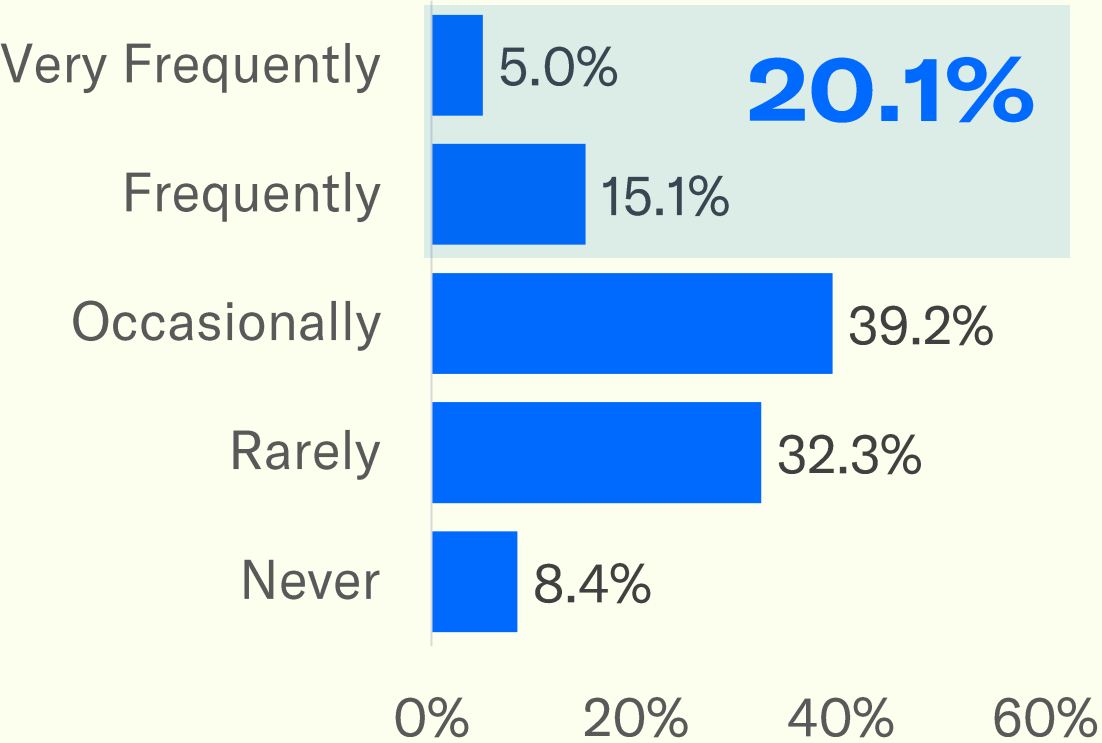
Higher income travelers have the longest travel planning windows

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



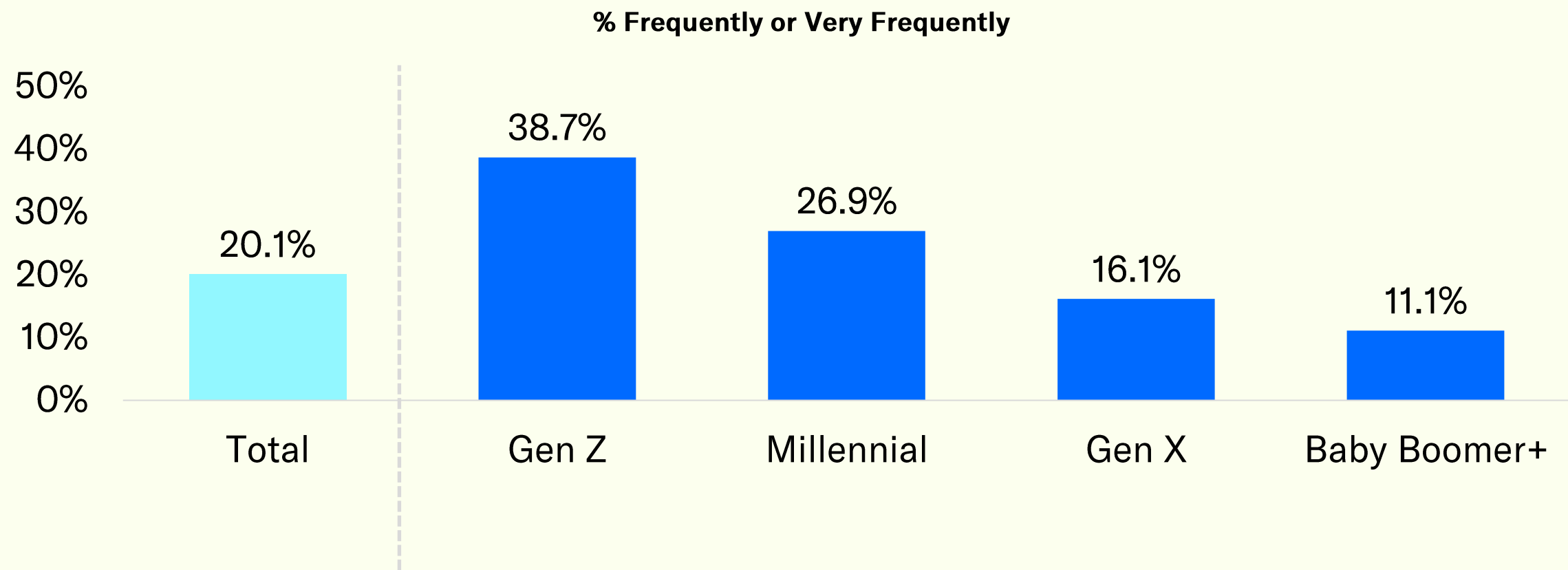
One-in-five Americans frequently plan spontaneous leisure trips

Question: How often do you take spontaneous leisure trips (i.e., trips sparked by impulse which begin soon after the idea arises)?



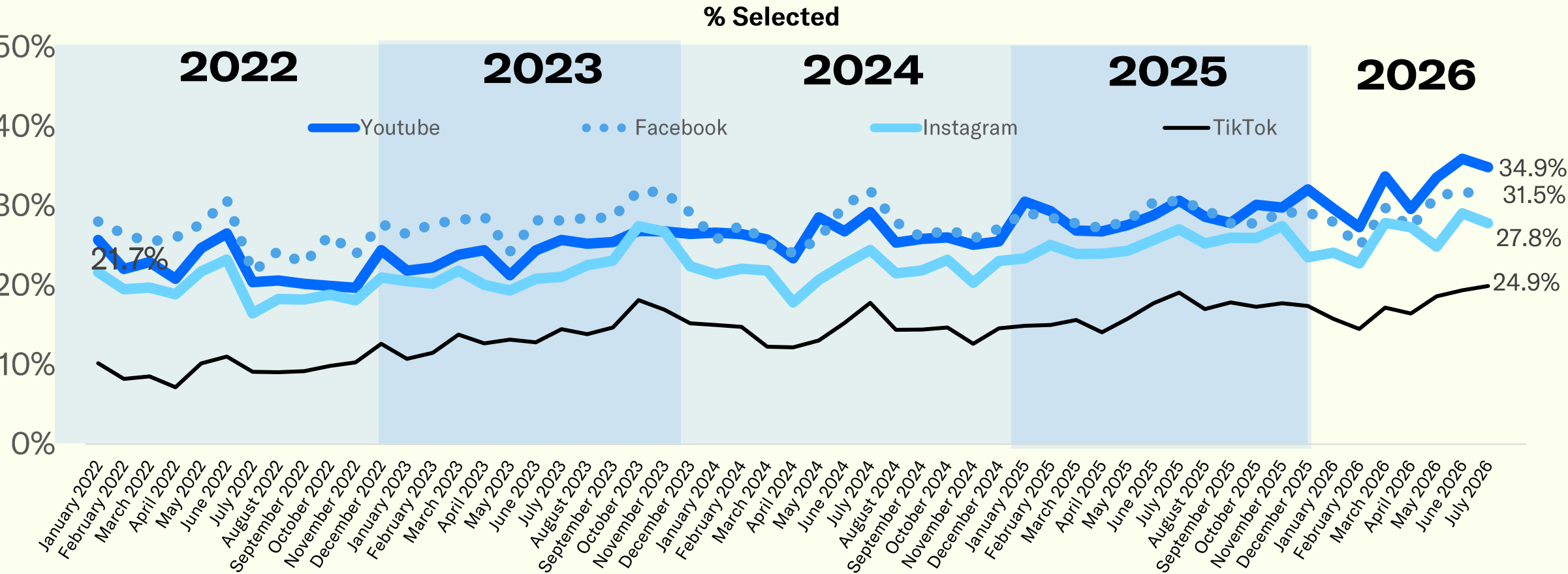
Younger generations more prone to trip spontaneity, particularly GenZ

Question: How often do you take spontaneous leisure trips (i.e., trips sparked by impulse which begin soon after the idea arises)?



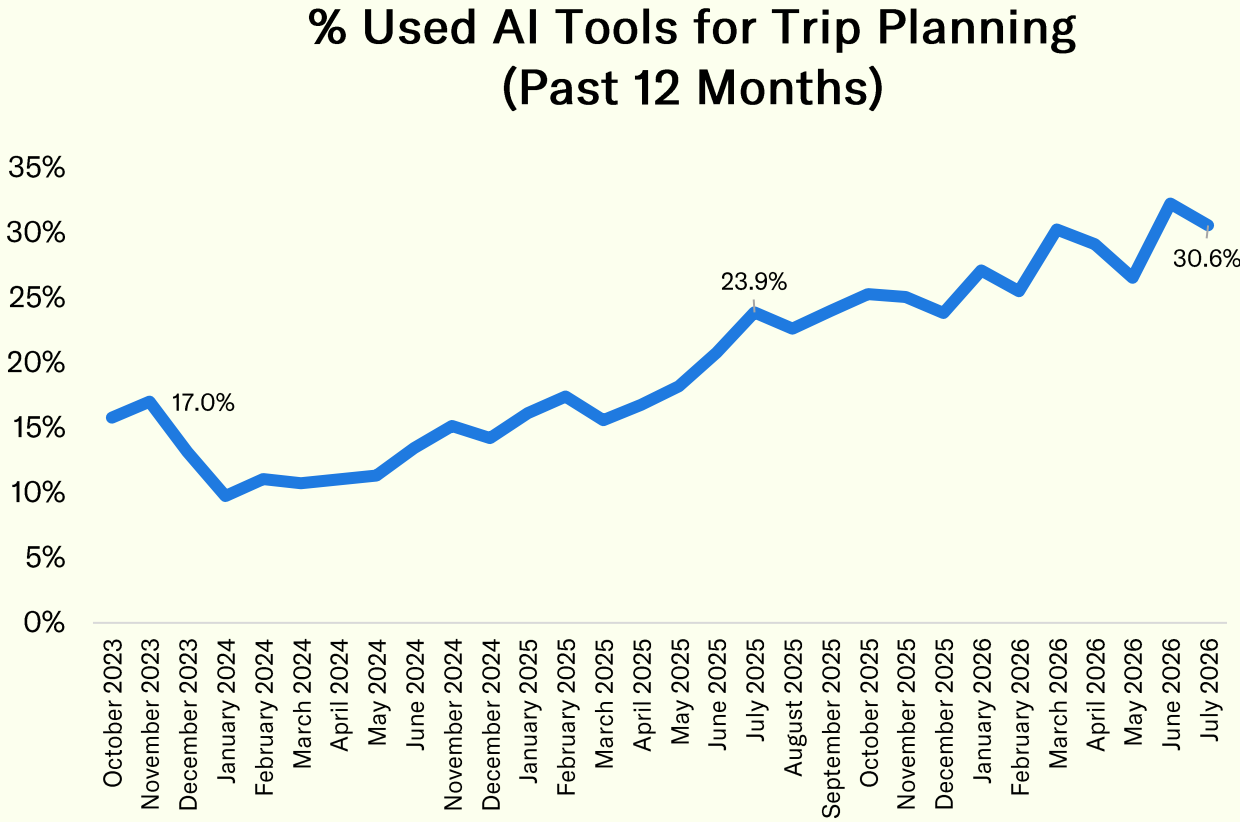
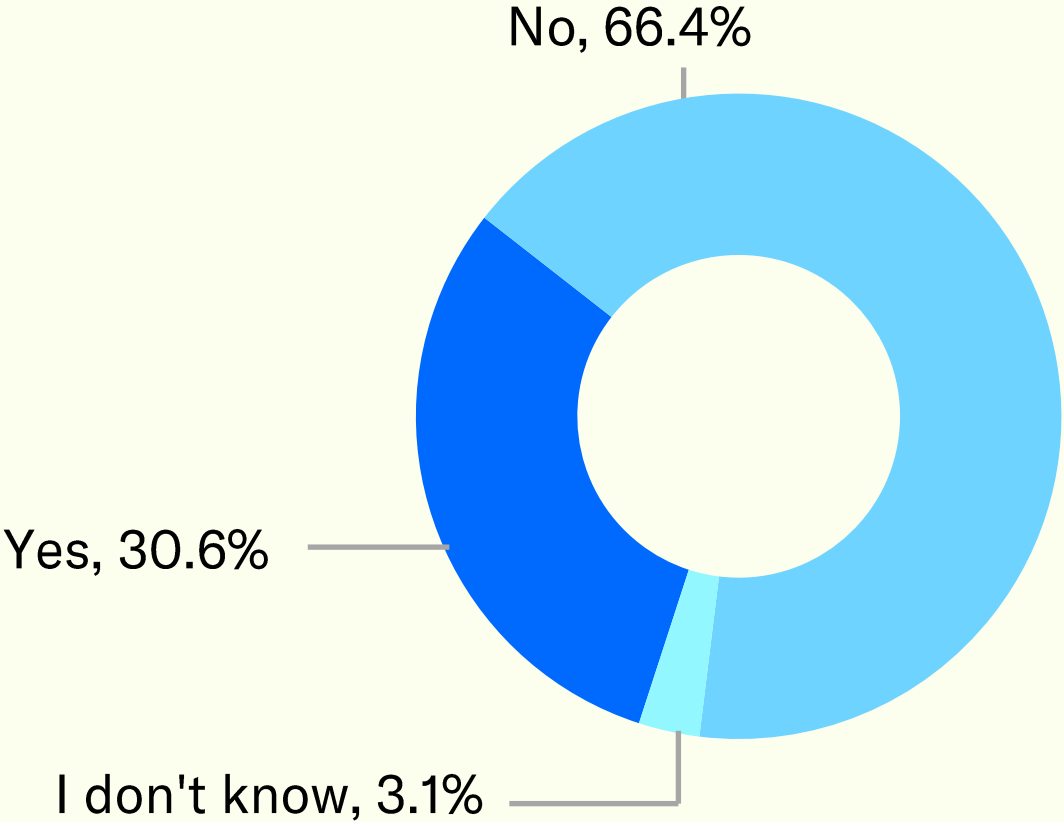
YouTube is now the most-used social platform for travel planning

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)



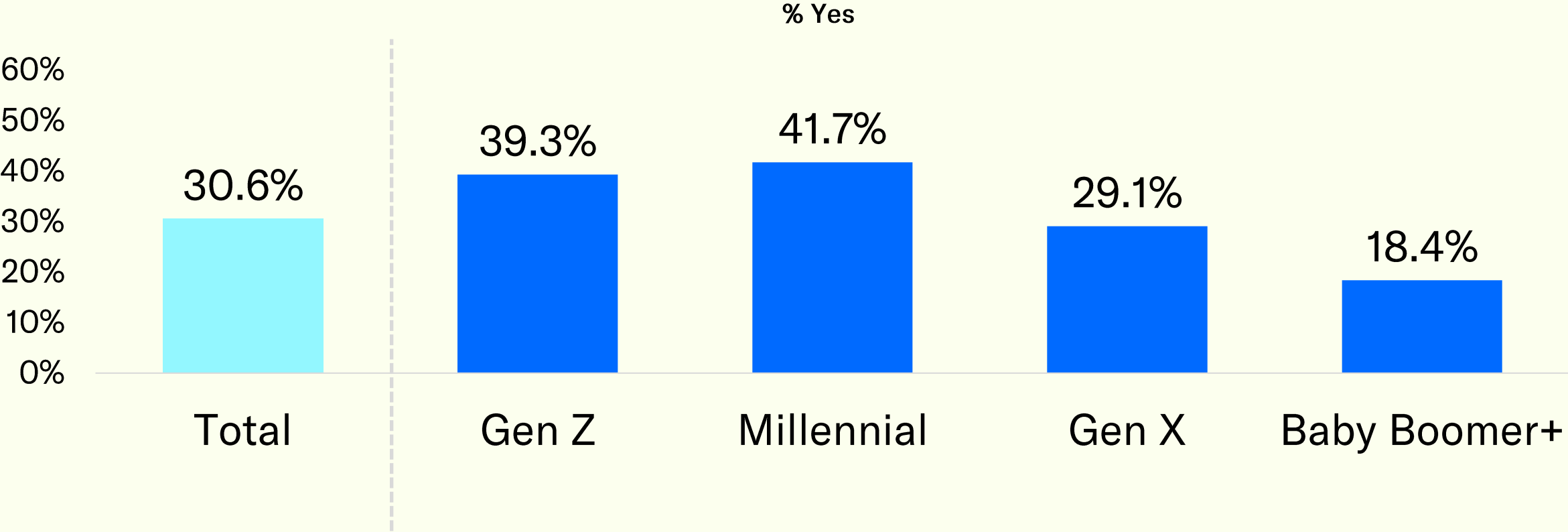
AI tool usage for travel planning continues to rise

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



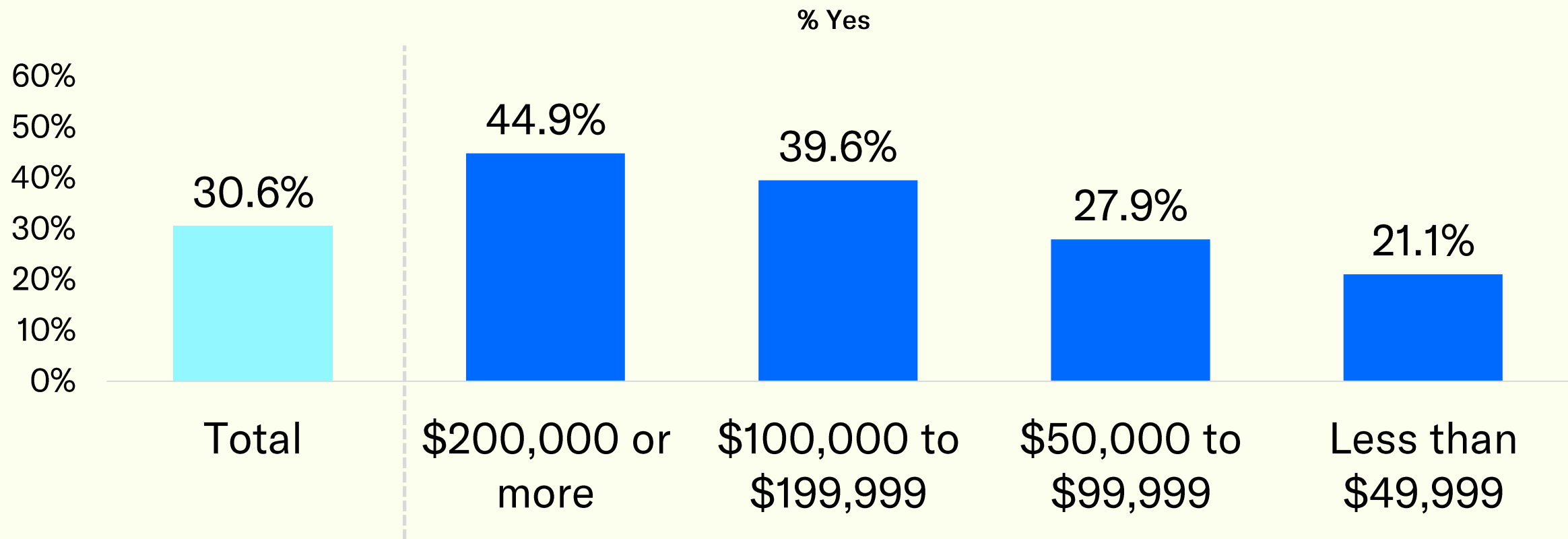
Millennials lead in AI tool usage for travel planning

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



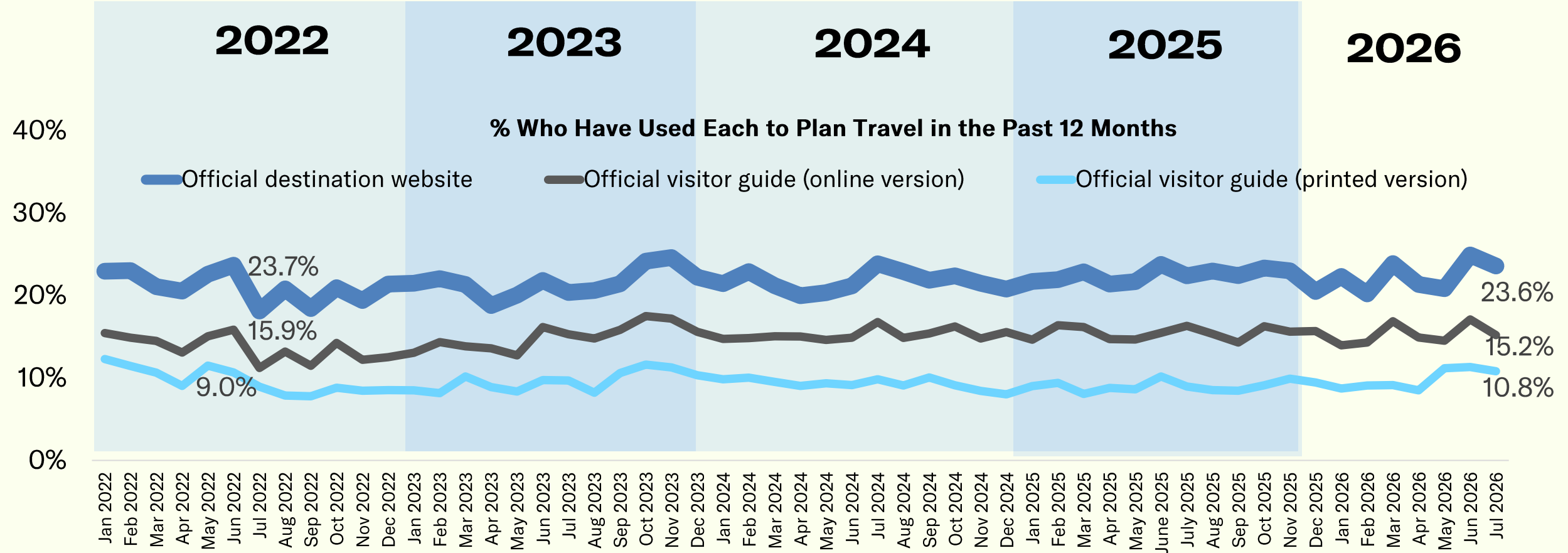
Higher income travelers have higher AI adoption rates for travel planning

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



Use of official DMO resources for travel planning hold firm in the era of AI

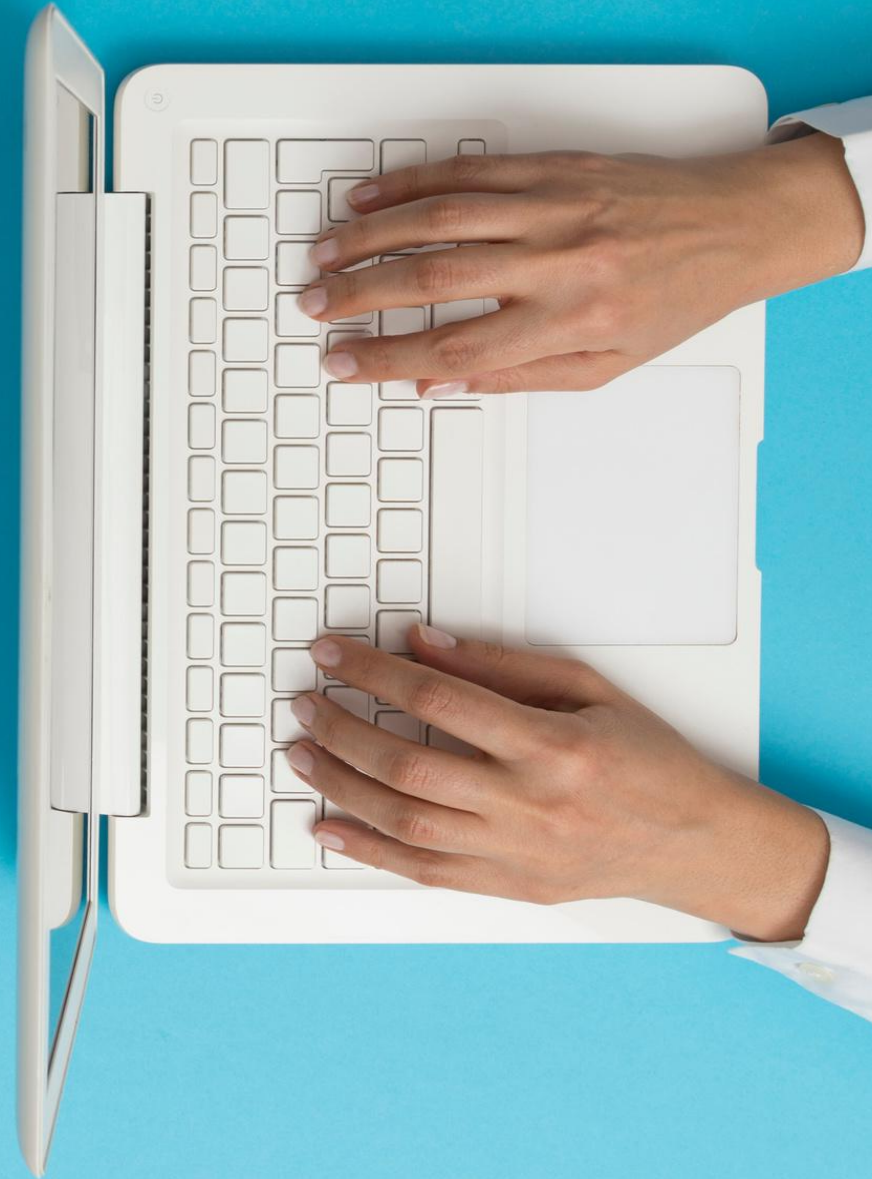
Question: In the PAST TWELVE (12) MONTHS, have you used a destination's official local Visitors or Convention Bureau (or Chamber of Commerce), or state or national government tourism office to help plan any travel? If so, which resources did you use?

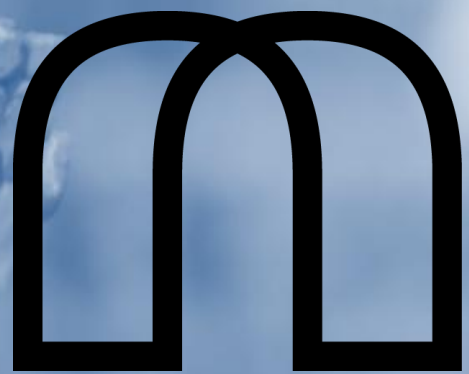


Website Relevancy Co-op

Understanding the Role of
Travel Websites in the Age of AI

Future Partners





2026 Visitor Guide Readership & Conversion Research

Future Partners' Data + Insights Meets the Power of AI

Purpose built to give you *Sharper Answers, Smarter Strategy, and Faster Decisions.*

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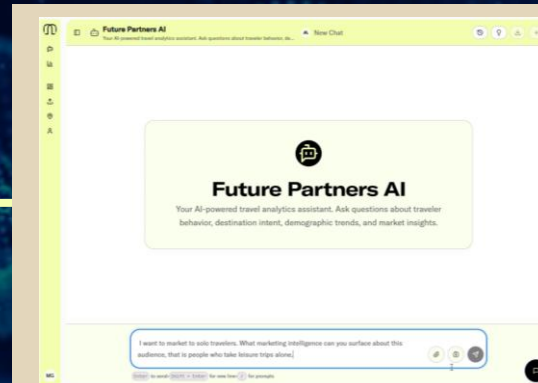
**The State of the
American Traveler**

Future Partners

**The State of the
International Traveler**

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**The Future of the
Meetings &
Convention Industry**



Future Partners AI:
The Travel
Industry's
Insights Agent



America 250 Travel

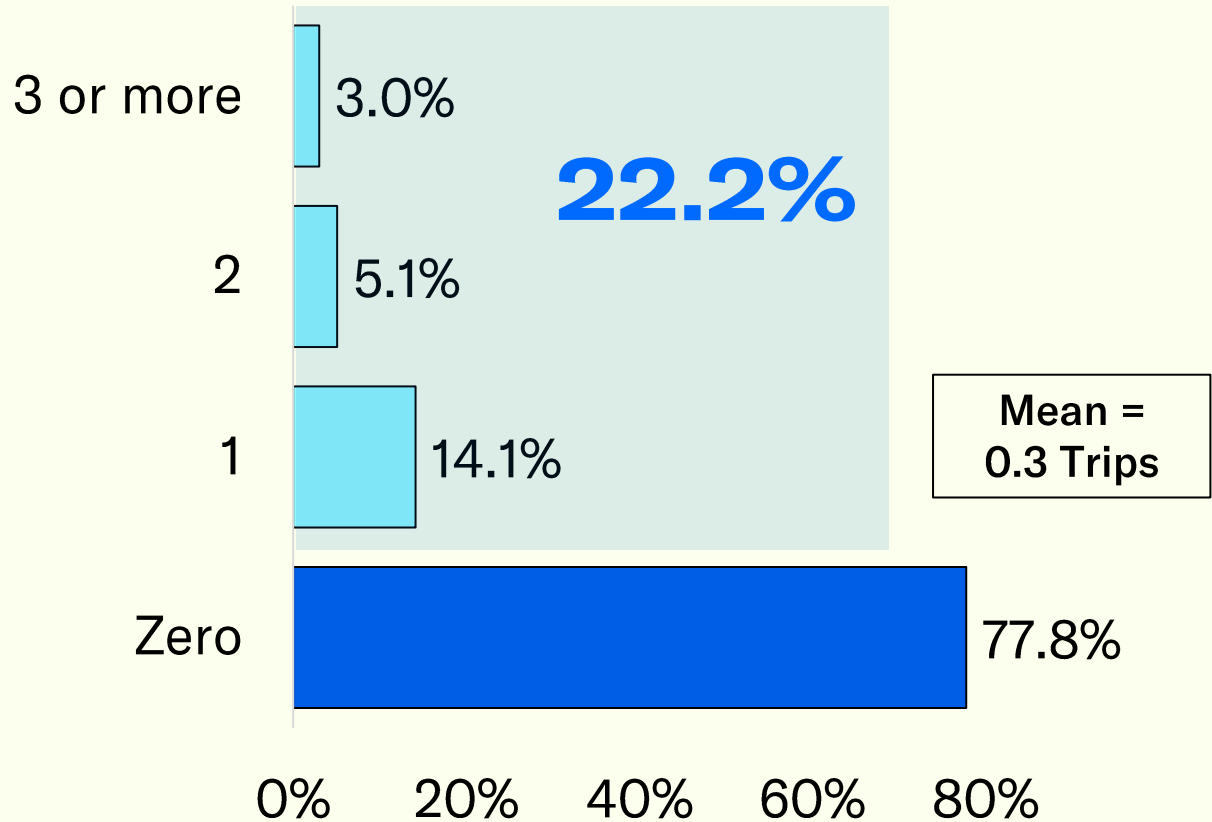


To date, nearly a quarter of Americans took a trip to celebrate America 250

Question:

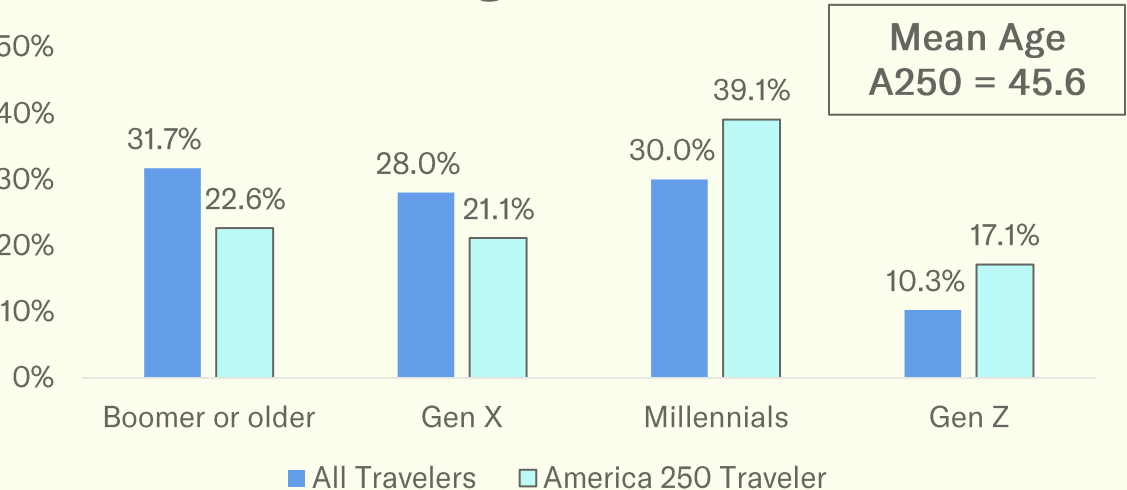
America 250 is the yearlong nationwide commemoration of the United States’ 250th anniversary, featuring events and celebrations across the country throughout 2026.

How many trips (if any) have you taken specifically to celebrate America 250? (Please include both day trips or overnight trips)

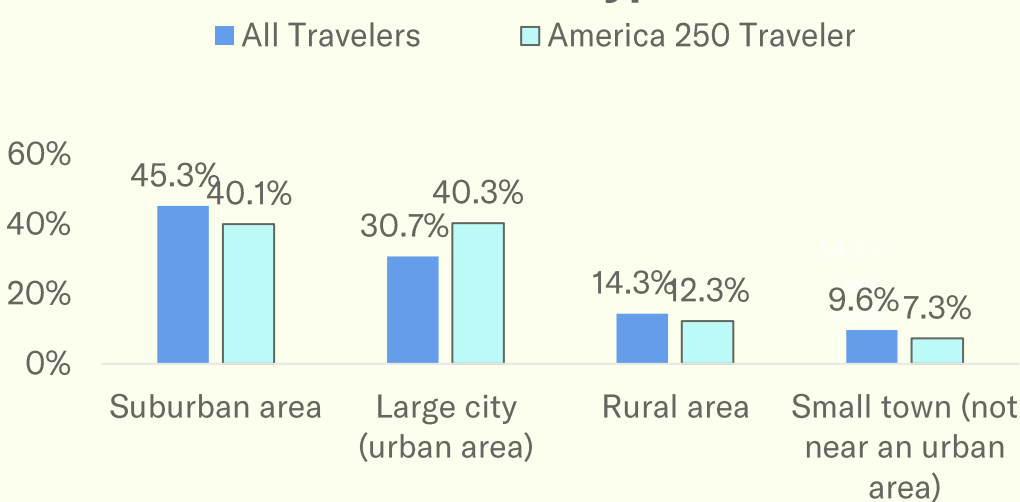


Profile of A250 Travelers

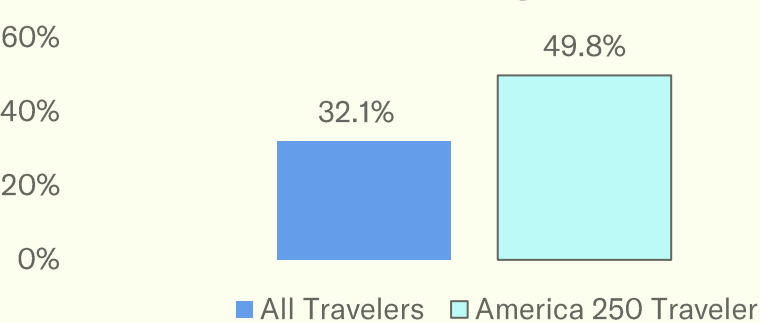
Age: Generation



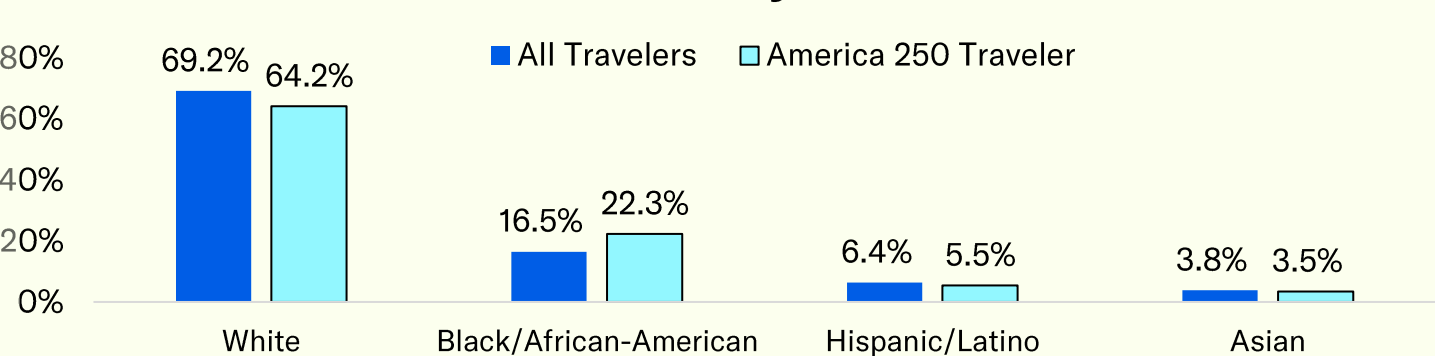
Residence Type



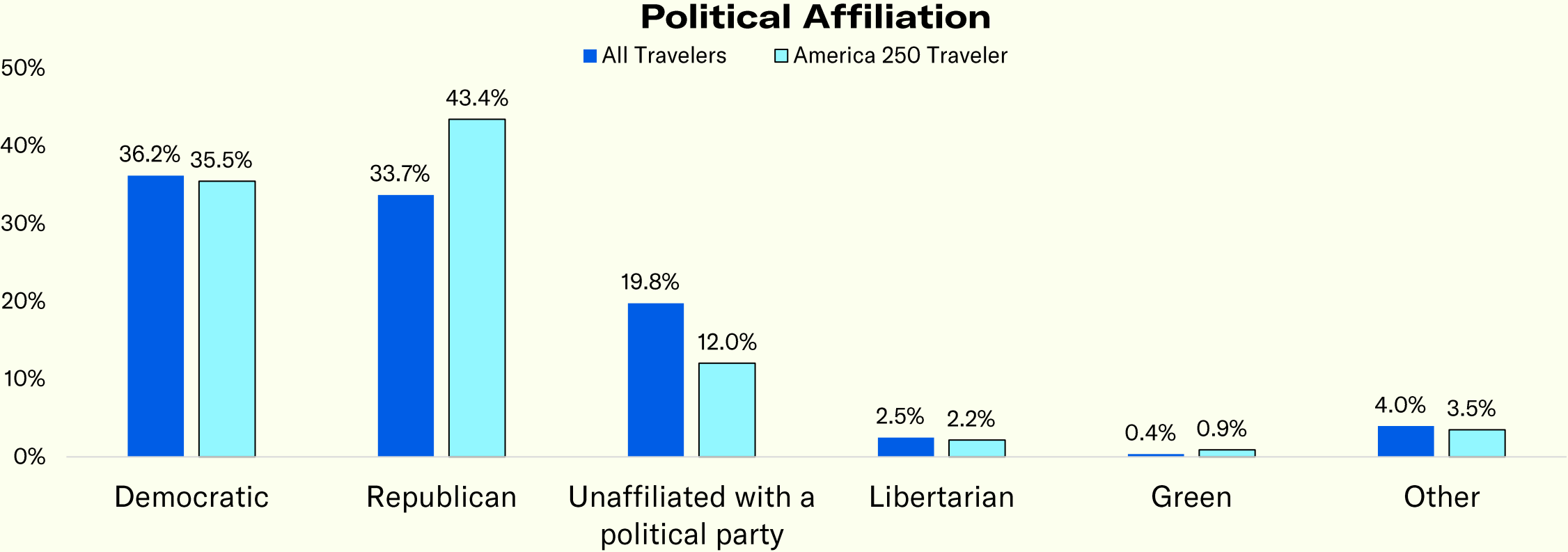
Parents of School-Aged Children



Ethnicity



Profile of A250 Travelers



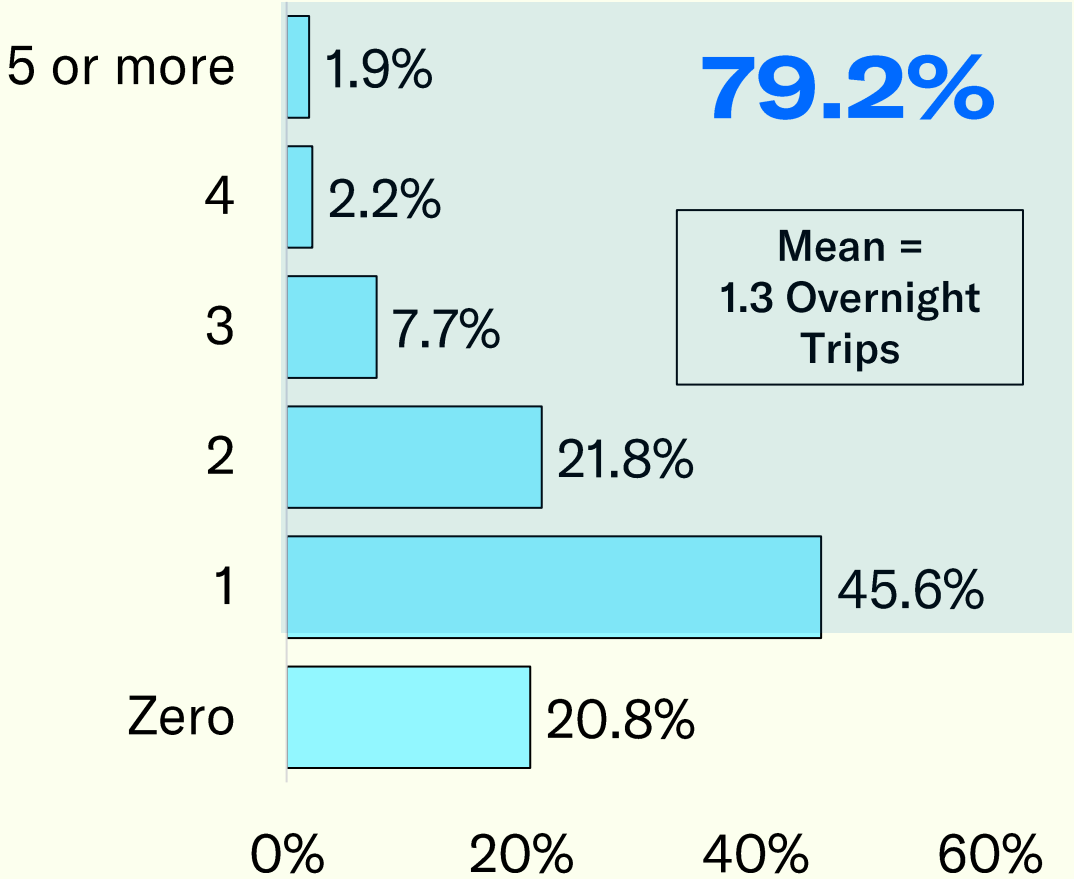
(Base: Respondents who took a trip to celebrate America 250, 463 completed surveys. Data collected July 16-25, 2026.)

Nearly 80% of A250 travelers took overnight trips to celebrate the nation’s anniversary

Question:

America 250 is the yearlong nationwide commemoration of the United States’ 250th anniversary, featuring events and celebrations across the country throughout 2026.

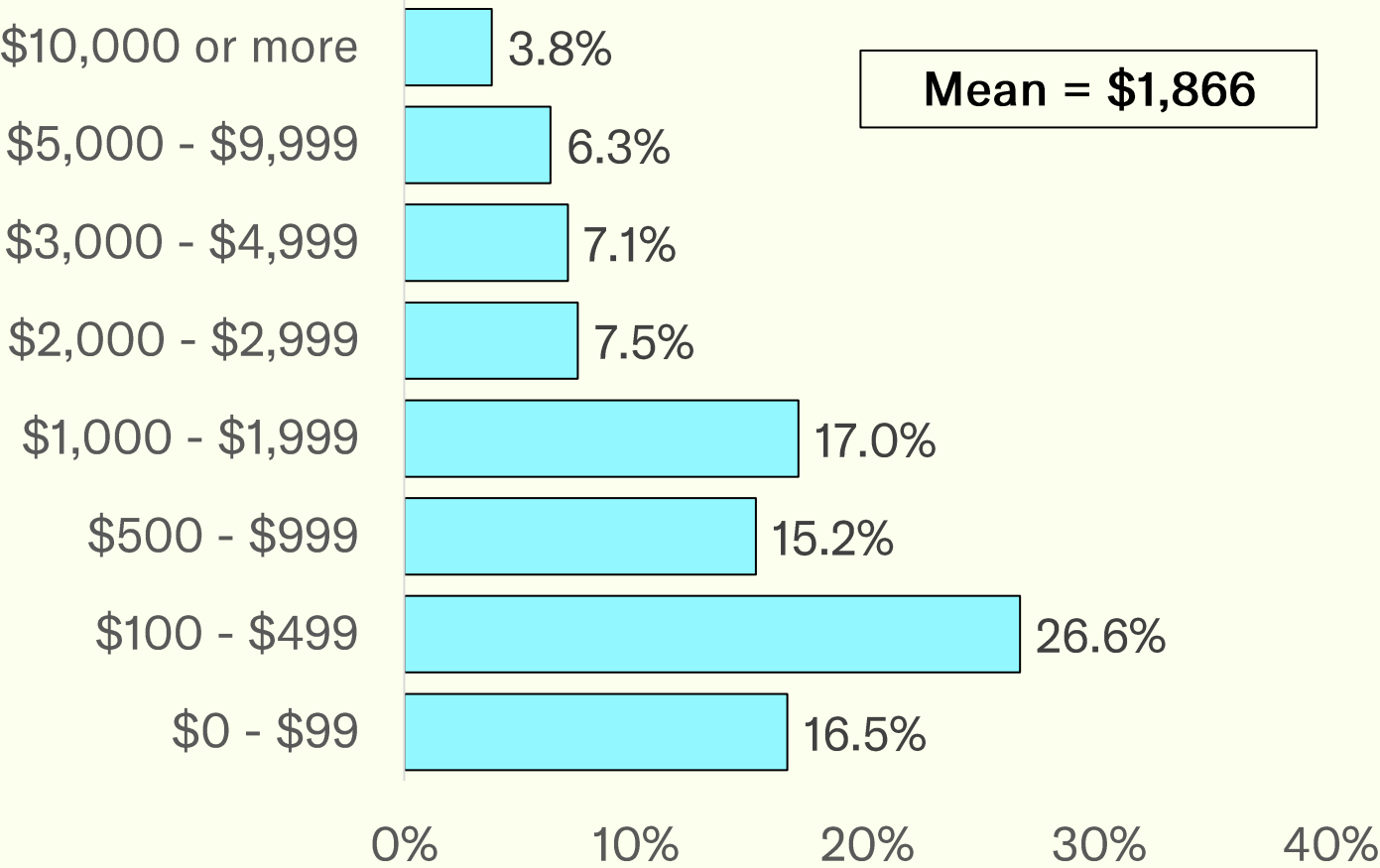
How many OVERNIGHT TRIPS (one night or more away from home) have you taken specifically to celebrate America 250?



The average A250 traveler spent nearly \$1900 on their trip

Question:
America 250 is the yearlong nationwide commemoration of the United States' 250th anniversary, featuring events and celebrations across the country throughout 2026.

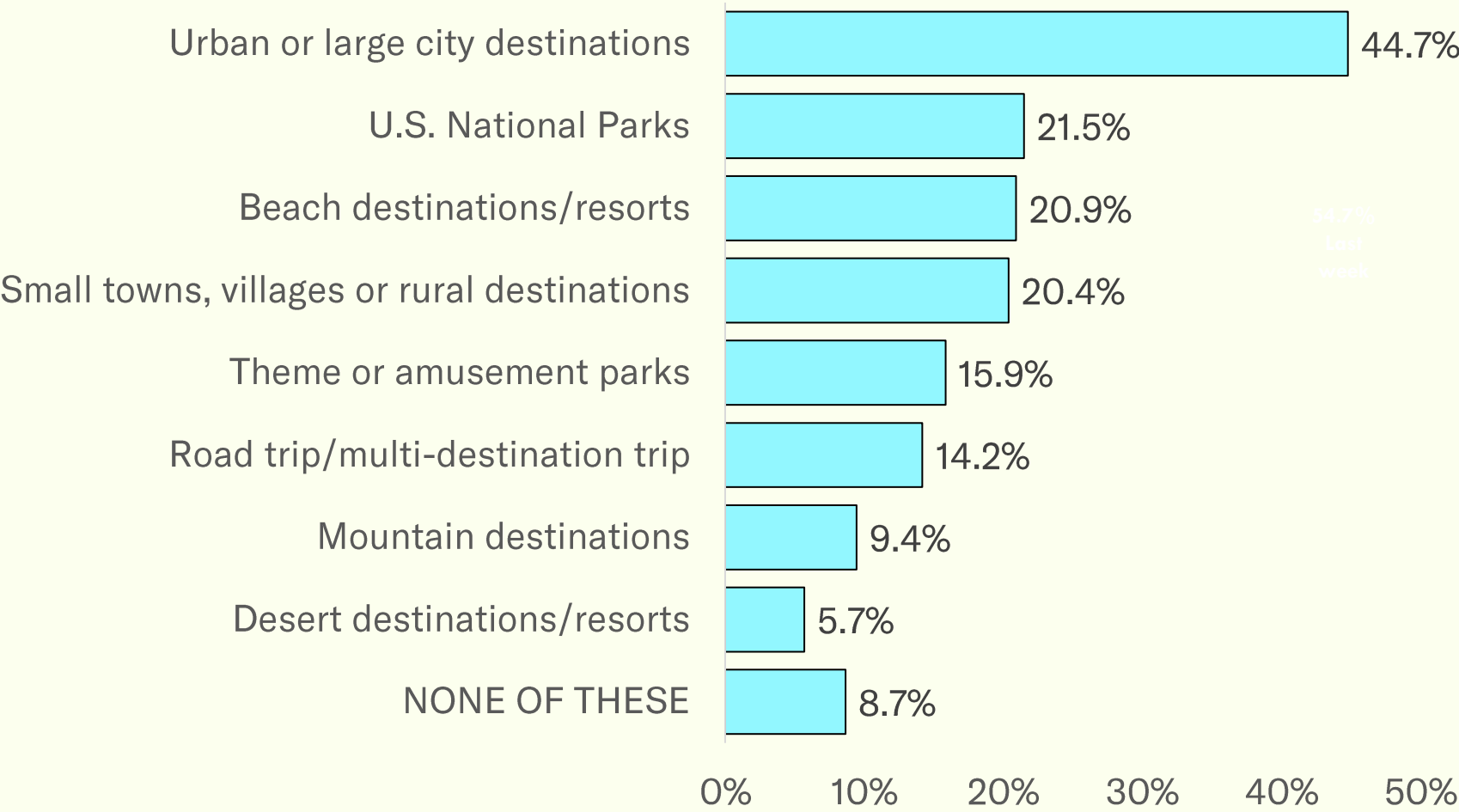
How much IN TOTAL did you spend on these trips specifically to celebrate America 250?



America 250 Destination Type

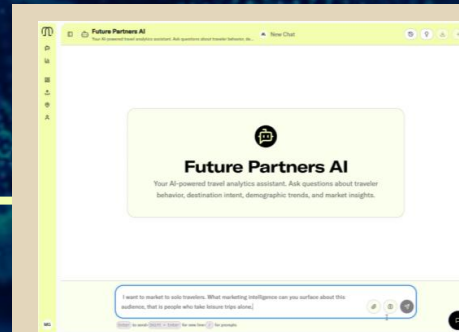
Question:

Which of these destination types did you visit on any of your trips to celebrate America 250?



You can now explore these insights using **Future Partners AI** which was purpose built to give you *sharper answers, smarter strategy, and faster decisions.*

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Livestream Calendar