
Future Partners
The State of the American Traveler
November 2026

Opportunity powered by *Insight*

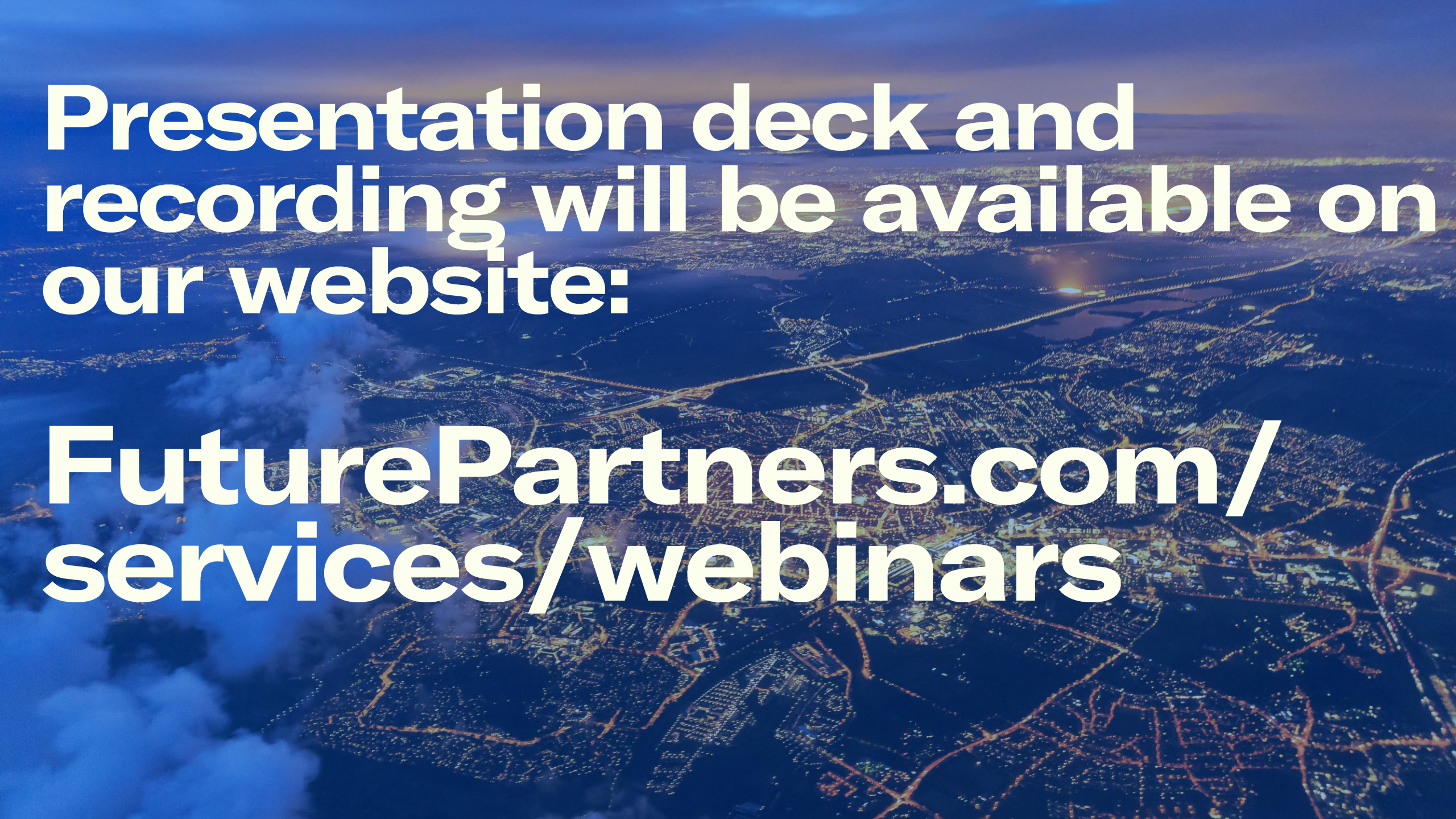
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Today

- **American Travel Sentiment Update**
- **Holiday Travel Outlook**
- **Resident Sentiment & DMOs**
- **How Travelers Feel Post Election & the Impact on Their Travel Outlook**

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: October 15 – 28
- 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



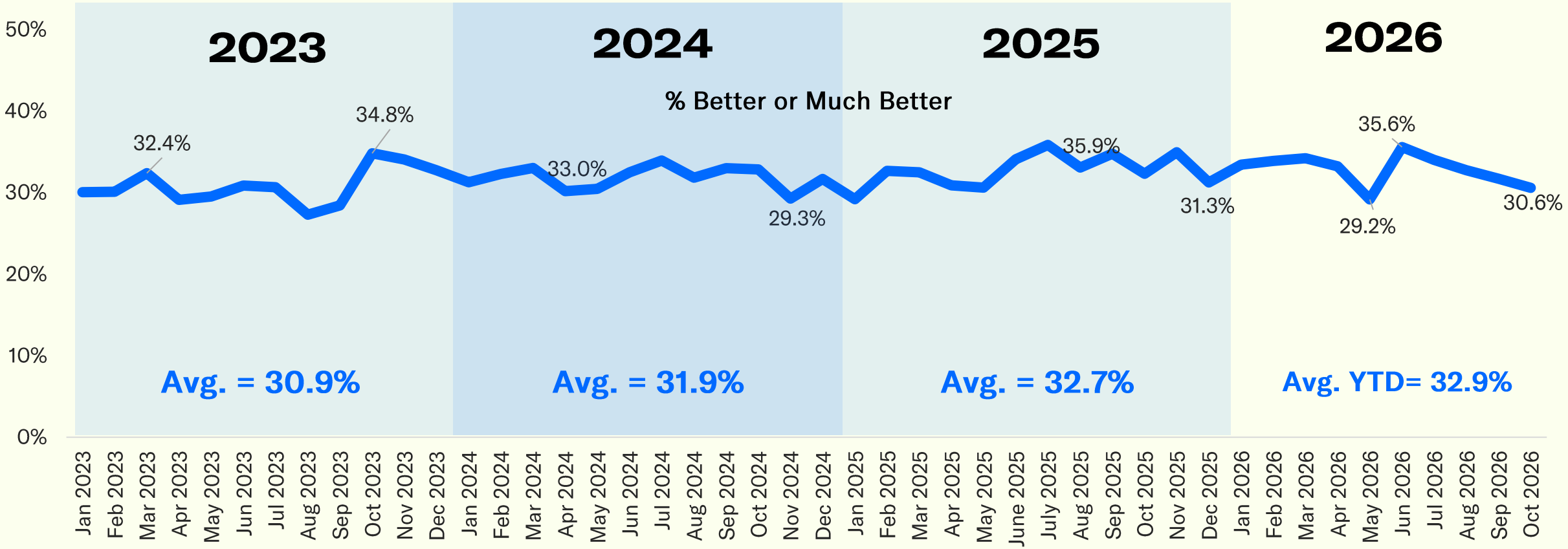


Americans' Current Travel Sentiment

This month's findings show financial sentiment is holding but so is the downward shift in travel‘s budget prioritization, yet we are seeing the strongest holiday calendar we have measured since 2023, and a resident population that wants a say in how tourism is managed in their community.

Fewer American travelers feel better off financially now compared to summer

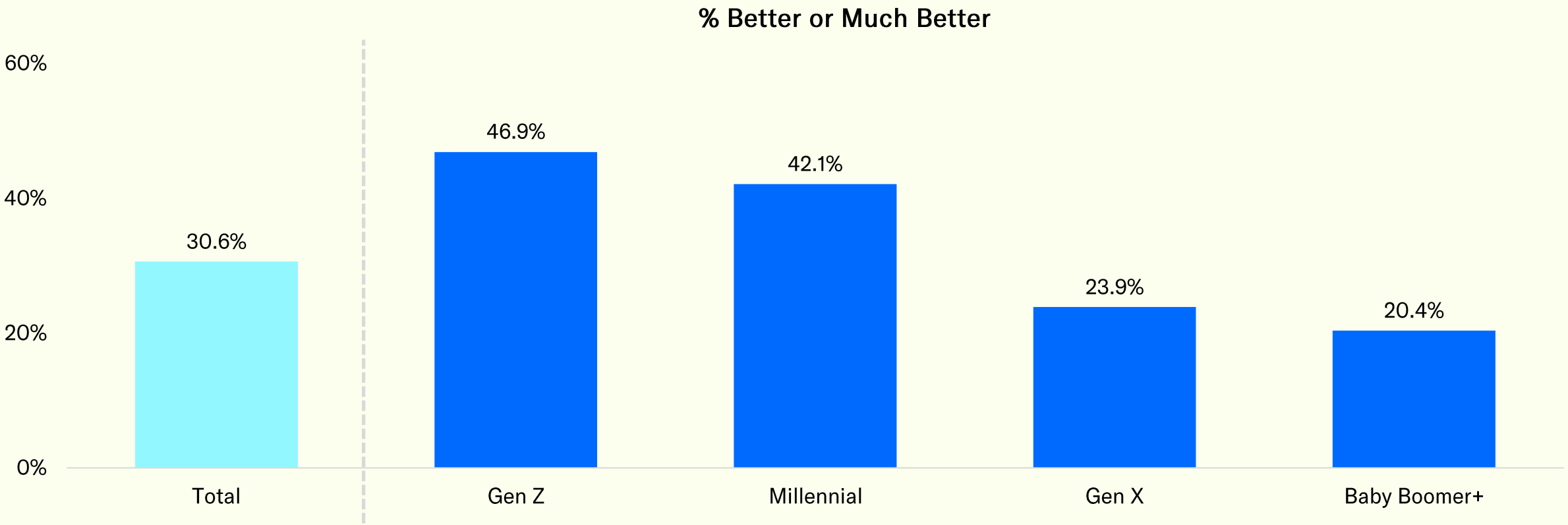
Question: Would you say that you (and your household) are better off or worse off financially than you were a year ago? (Select one)



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

Younger travelers are twice as likely as older generations to feel financially better off now.

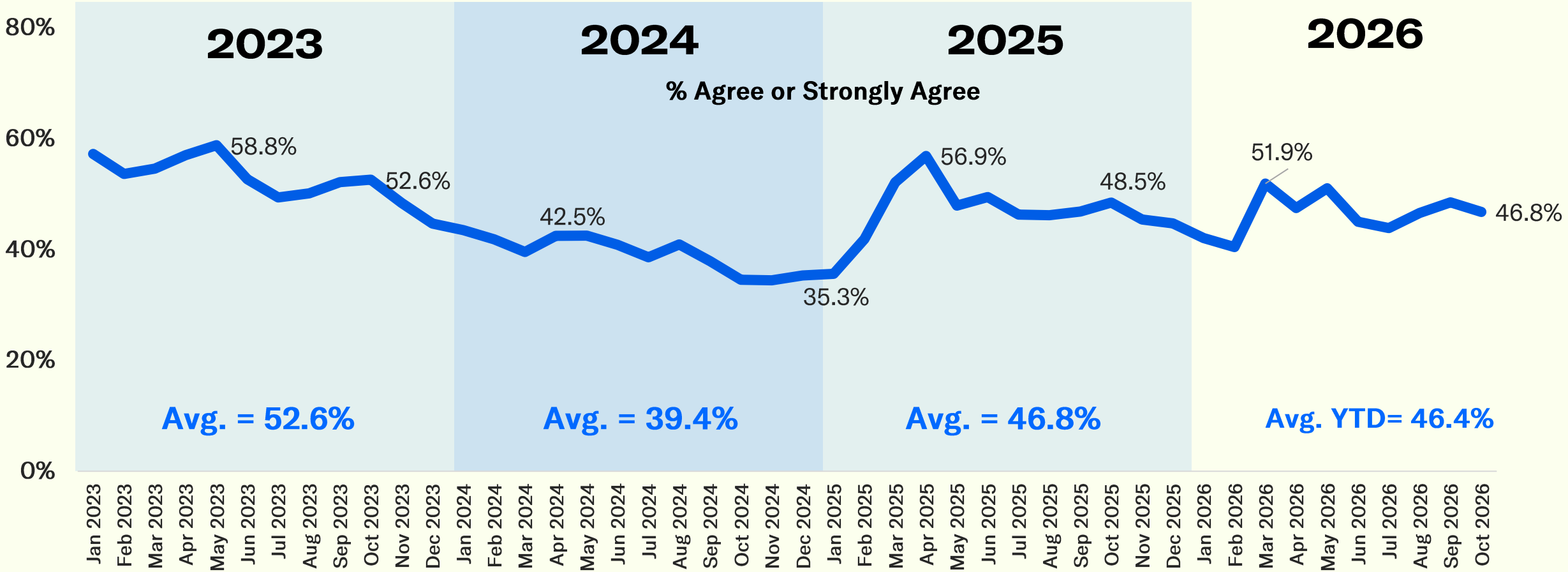
Question: Would you say that you (and your household) are better off or worse off financially than you were a year ago? (Select one)



(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

Americans' recession fears hold firm

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



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

yahoo!finance

Stock market today: Dow plunges 1,800 points, Nasdaq enters correction in AI trade meltdown

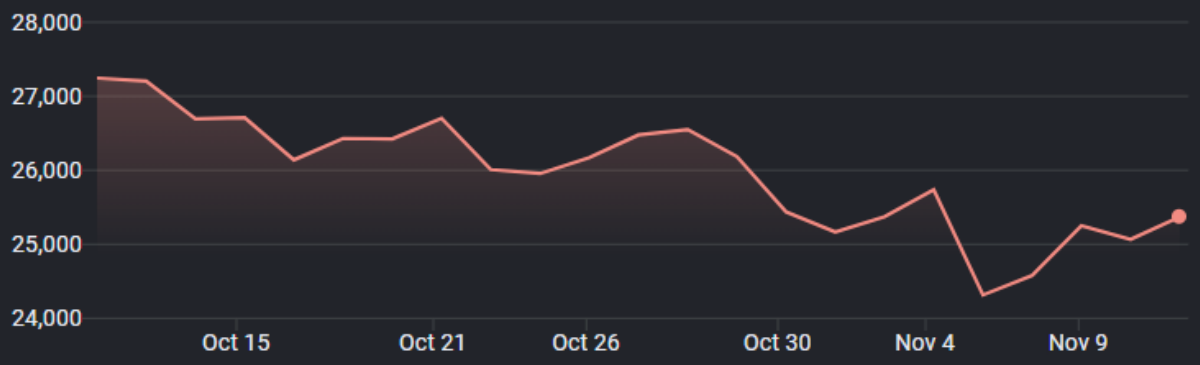
Market Summary > Nasdaq Composite

25,368.94 ↓ 6.89% -1,876.96 past month

INDEXNASDAQ: .IXIC

Nov 11, 10:10 AM EST • Disclaimer

1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max



Open	25,448.80	High	25,513.93	52-wk high	27,722.75
Prev close	25,065.88	Low	25,326.69	52-wk low	20,690.25

BUSINESS > INVESTING • 5 MIN READ

Massive tech sell-off wipes $2.5 trillion from the stock market

UPDATED NOV 5, 2026

By Ellsabeth Buchwald, John Towfighi, Matt Egan

UPDATED THU, NOV 5 2026 • 4:18 PM EST

SHARE

Dow drops 1,800 points; Nasdaq tumbles into correction territory on AI tech wreck: Live updates

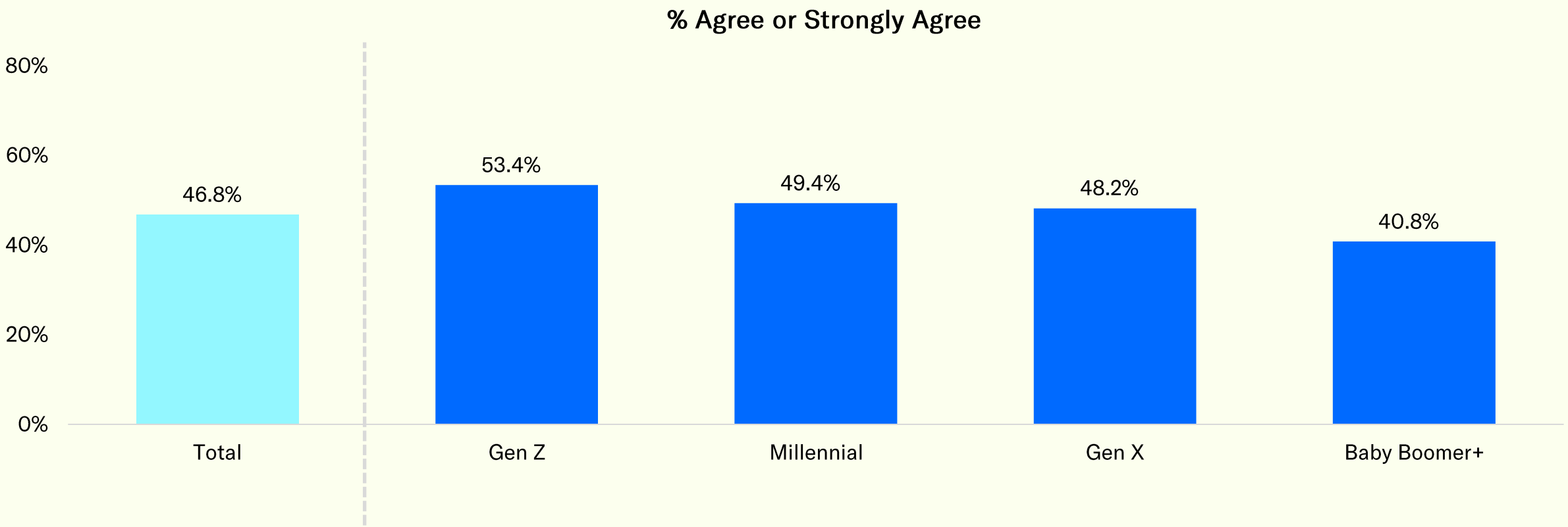
Sean Conlon | Davis Giangiulio | Hugh Leask | Lee Ying Shan



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Recession concerns are elevated across all generations, but rise among younger travelers

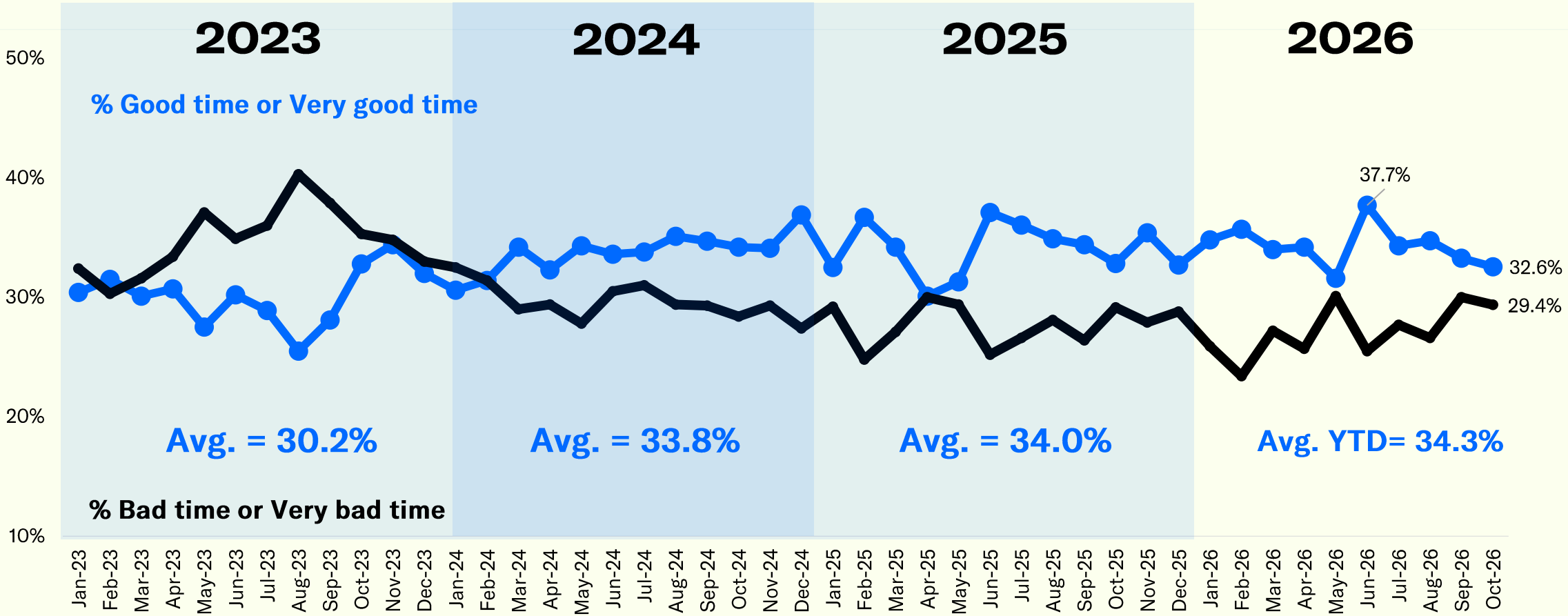
Question: I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.



(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

Fewer now say the current period is a good time to spend on trips compared to earlier this year

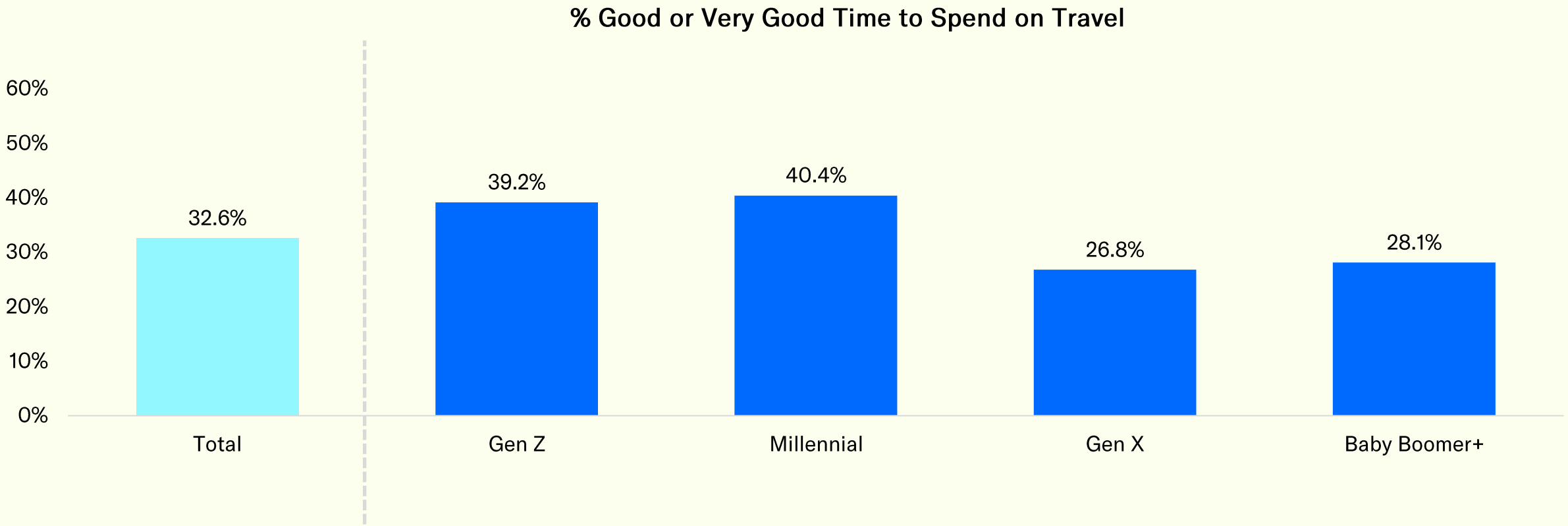
Question: Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?



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

Despite their recession concerns, younger travelers are more committed to travel spending

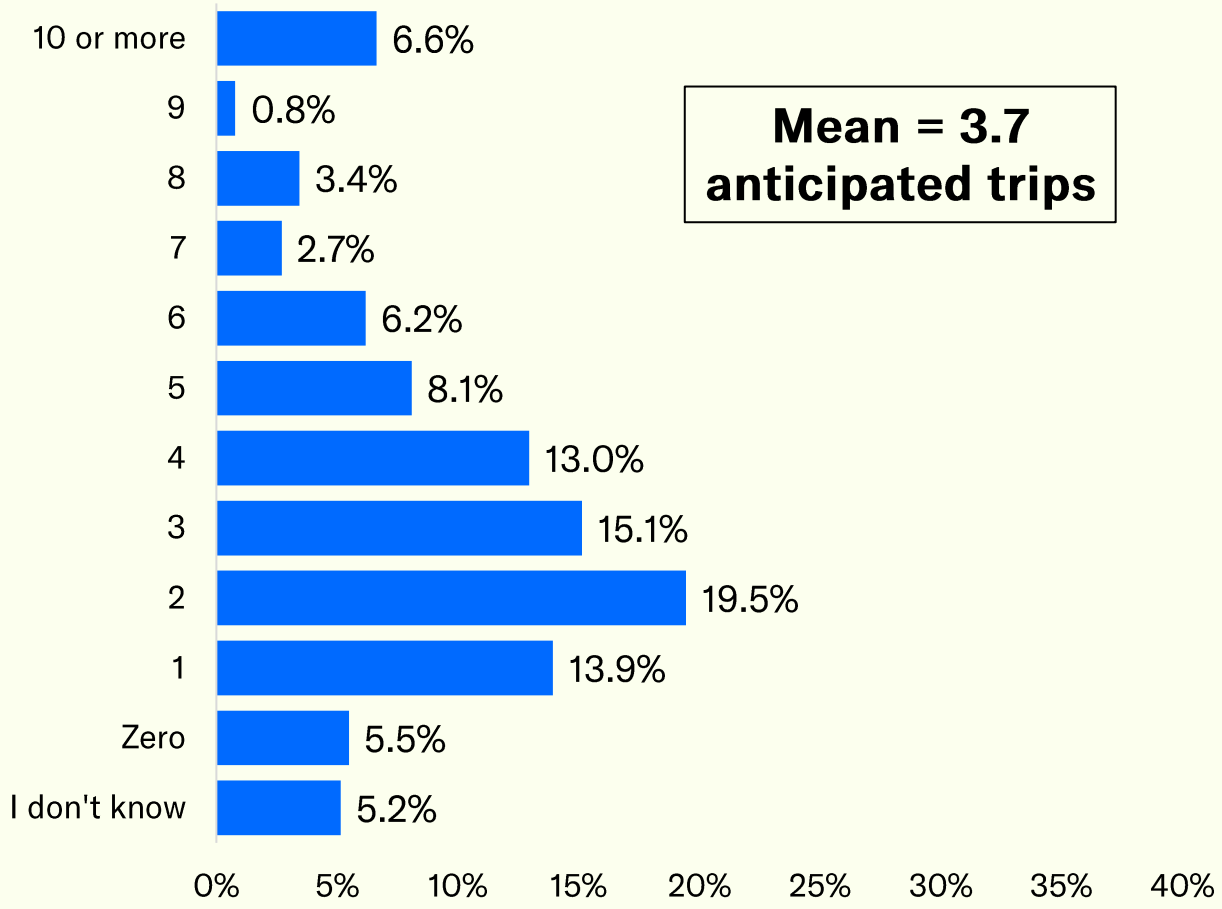
Question: Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel? (Select one)



(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

Trip volume expectations hold at 3.7 anticipated leisure trips for the next 12 months.

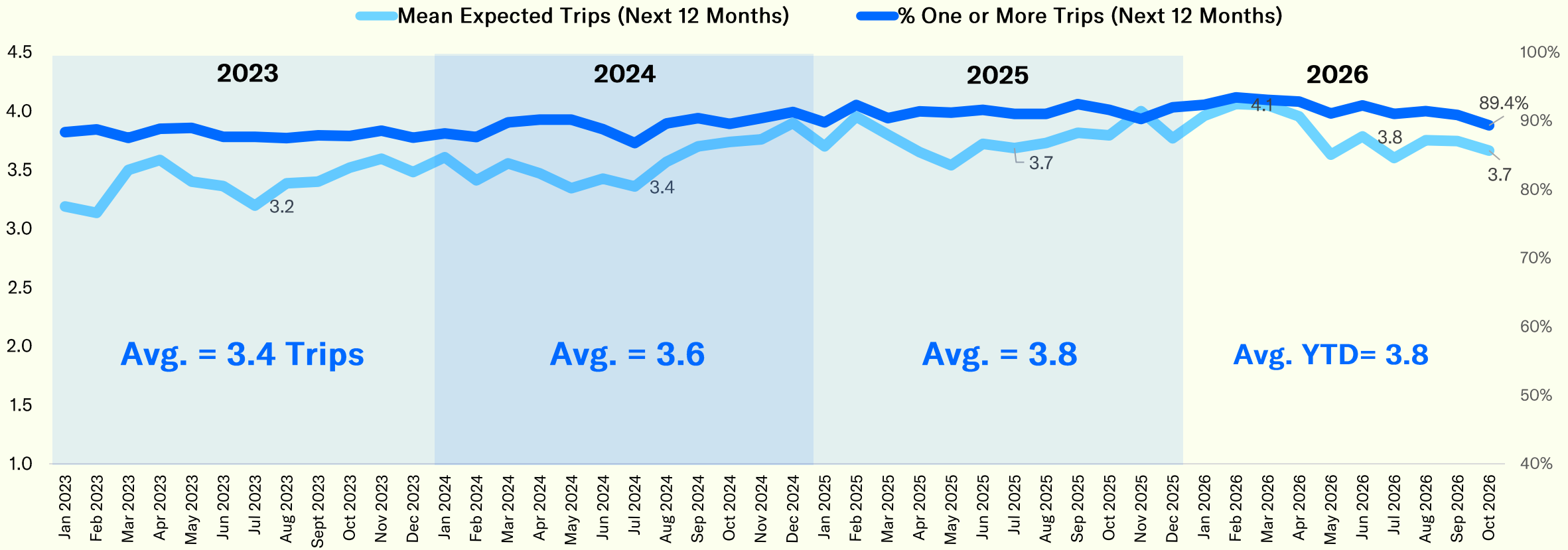
Question:
IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the NEXT TWELVE (12) MONTHS? (Select one)



(Base: All respondents, 3,793 completed surveys. Data collected October 15-28, 2026.)

Americans' anticipated trip volume holds firm

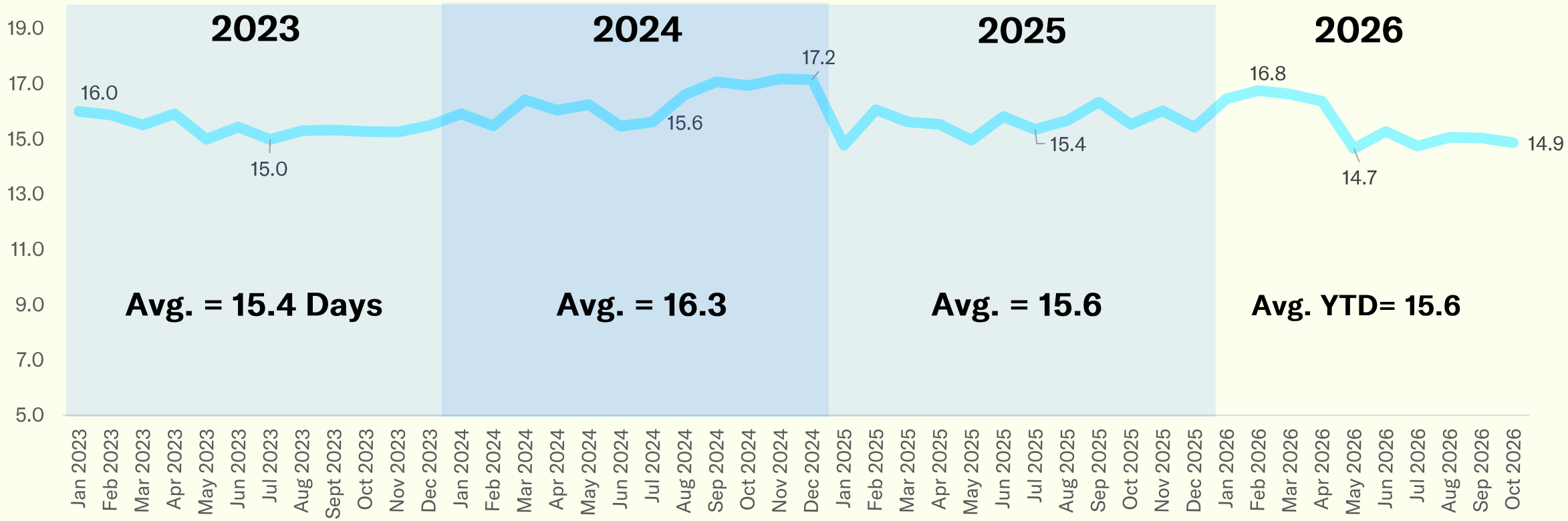
Question: IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the NEXT TWELVE (12) MONTHS? (Select one)



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

Despite dropping from early 2026, on average number of days available for trips is holding.

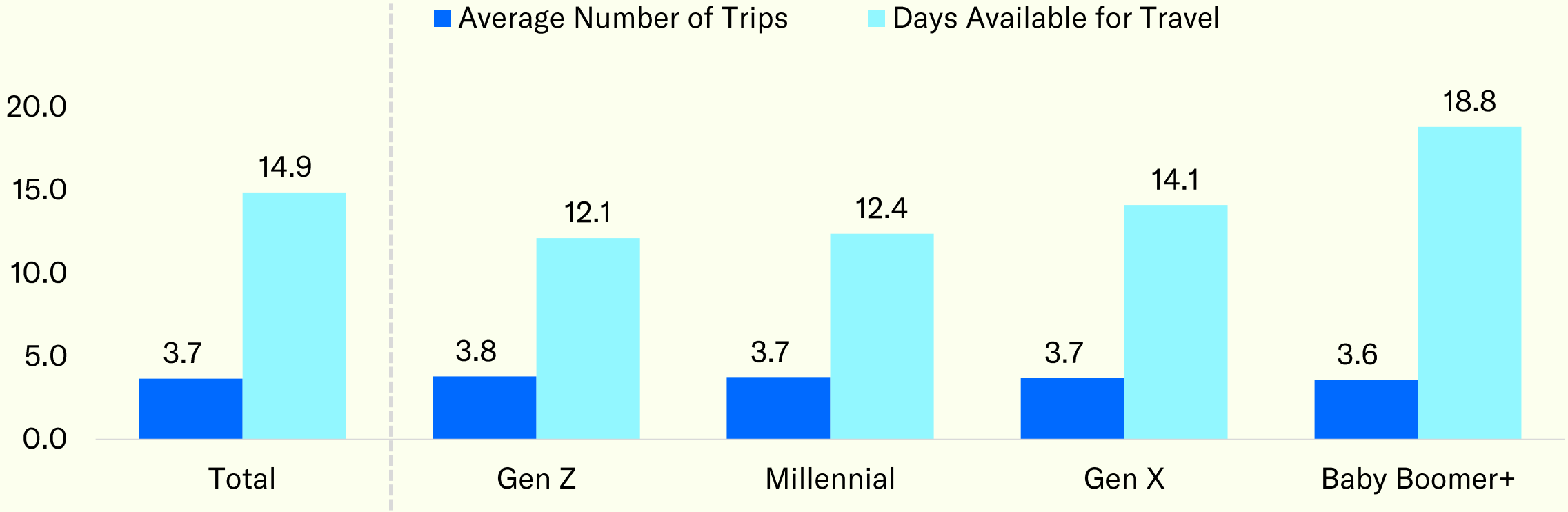
Question: Realistically, how many days will you have available for leisure travel in the NEXT TWELVE (12) MONTHS?



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

GenZ plans the most trips with the least amount of days available for travel

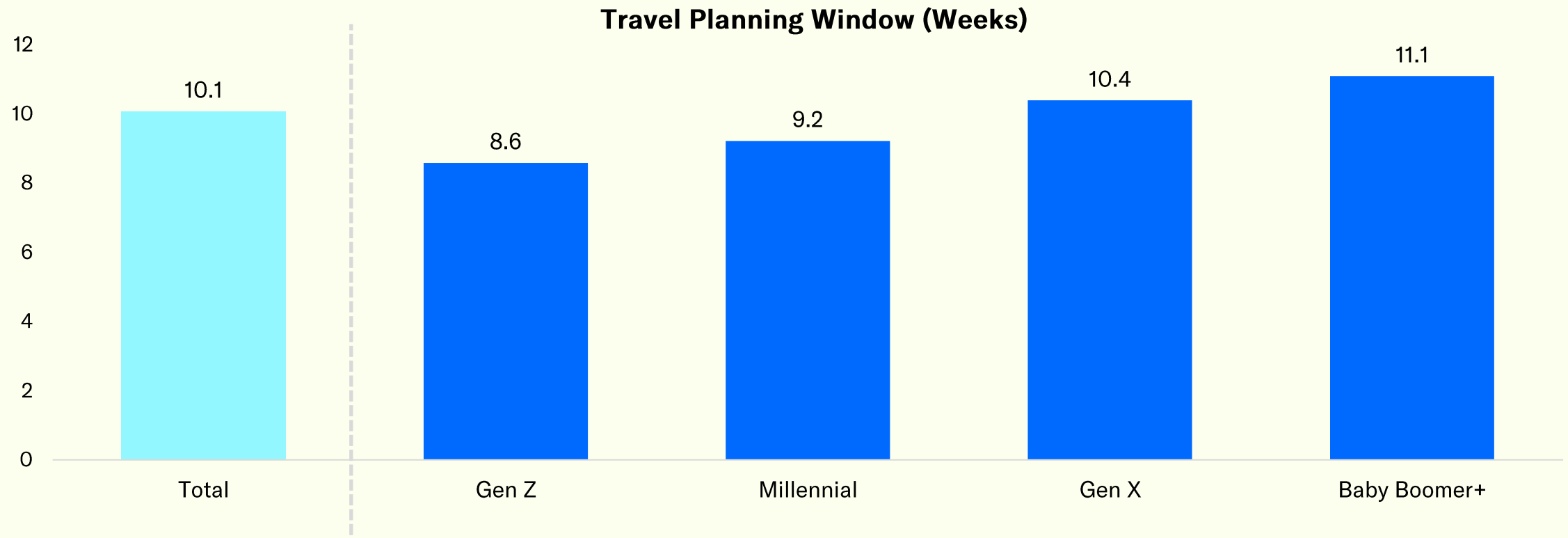
Questions: 1. IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in the NEXT TWELVE (12) MONTHS? (Select one) **2.** Realistically, how many days will you have available for leisure travel in the NEXT TWELVE (12) MONTHS?



(Base: All respondents, 3,793 - 4,000 completed surveys. Data collected October 15-28, 2026.)

Planning windows for domestic leisure travel increase with age

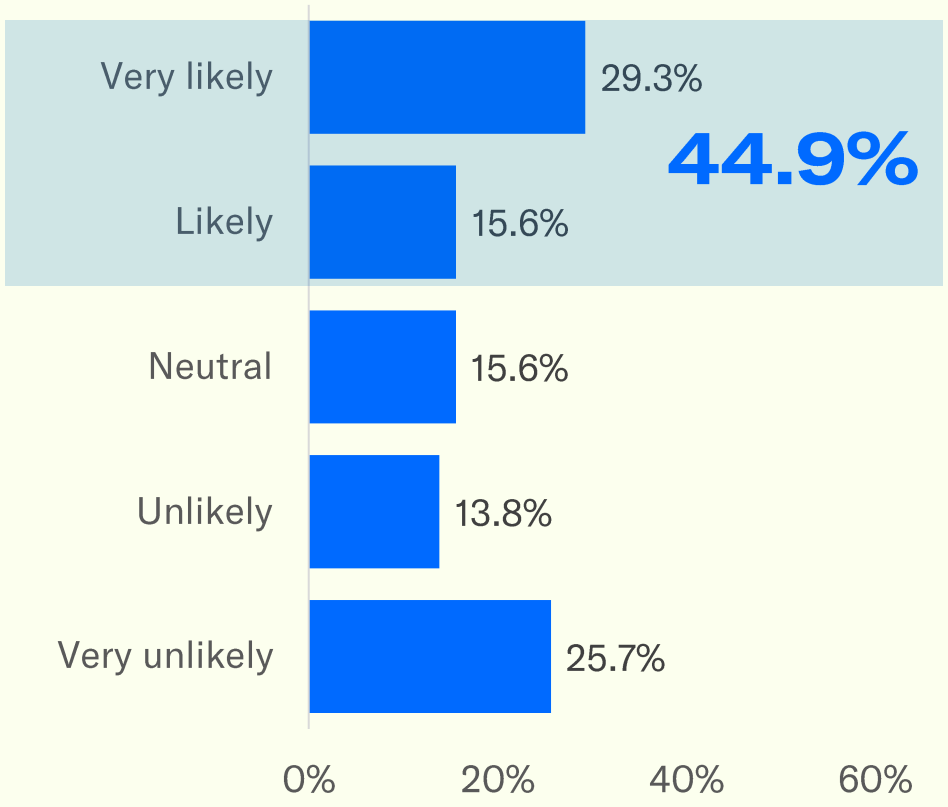
Question: How many weeks IN ADVANCE would you typically begin planning a domestic leisure trip (of at least one week in length)?

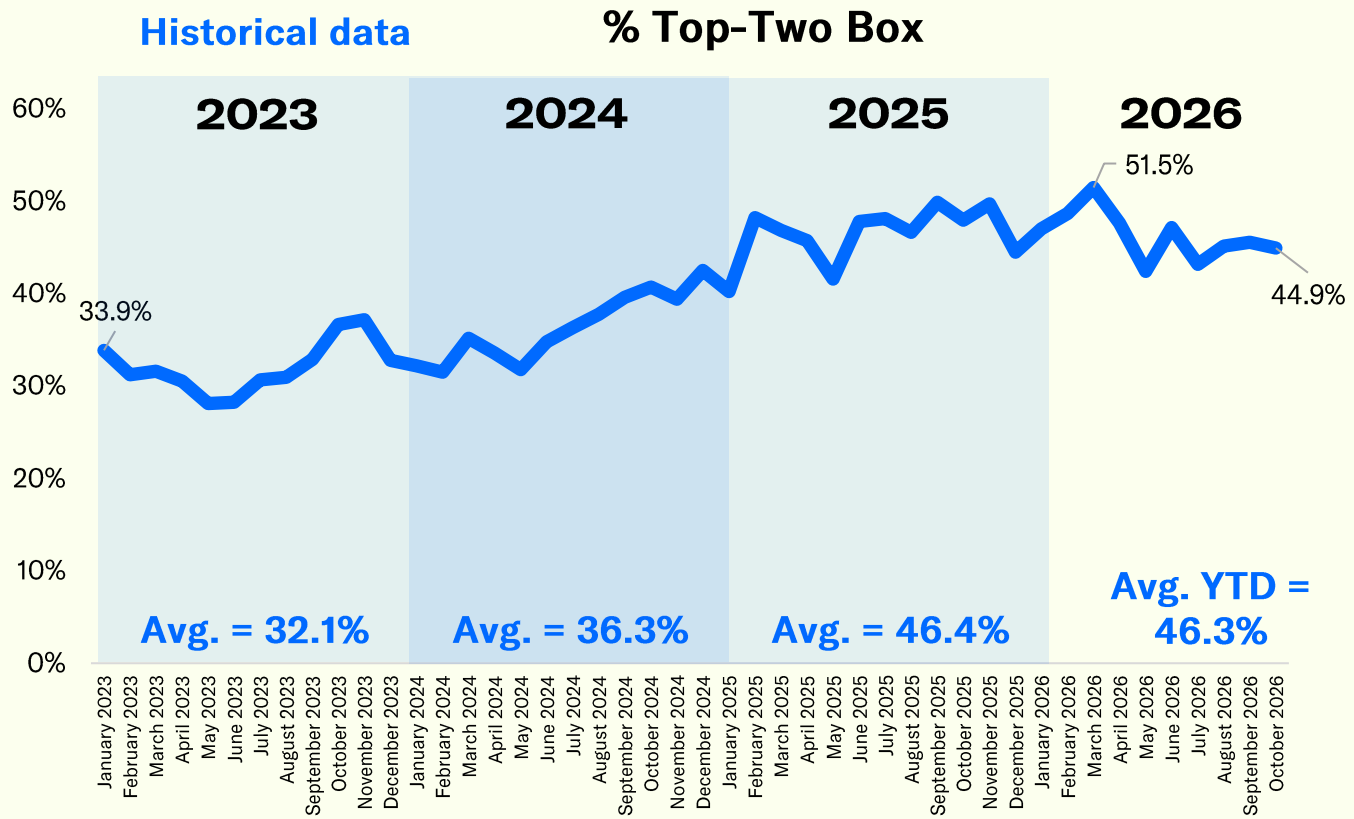


(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

Just under half of American travelers are planning trips abroad in the next year

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



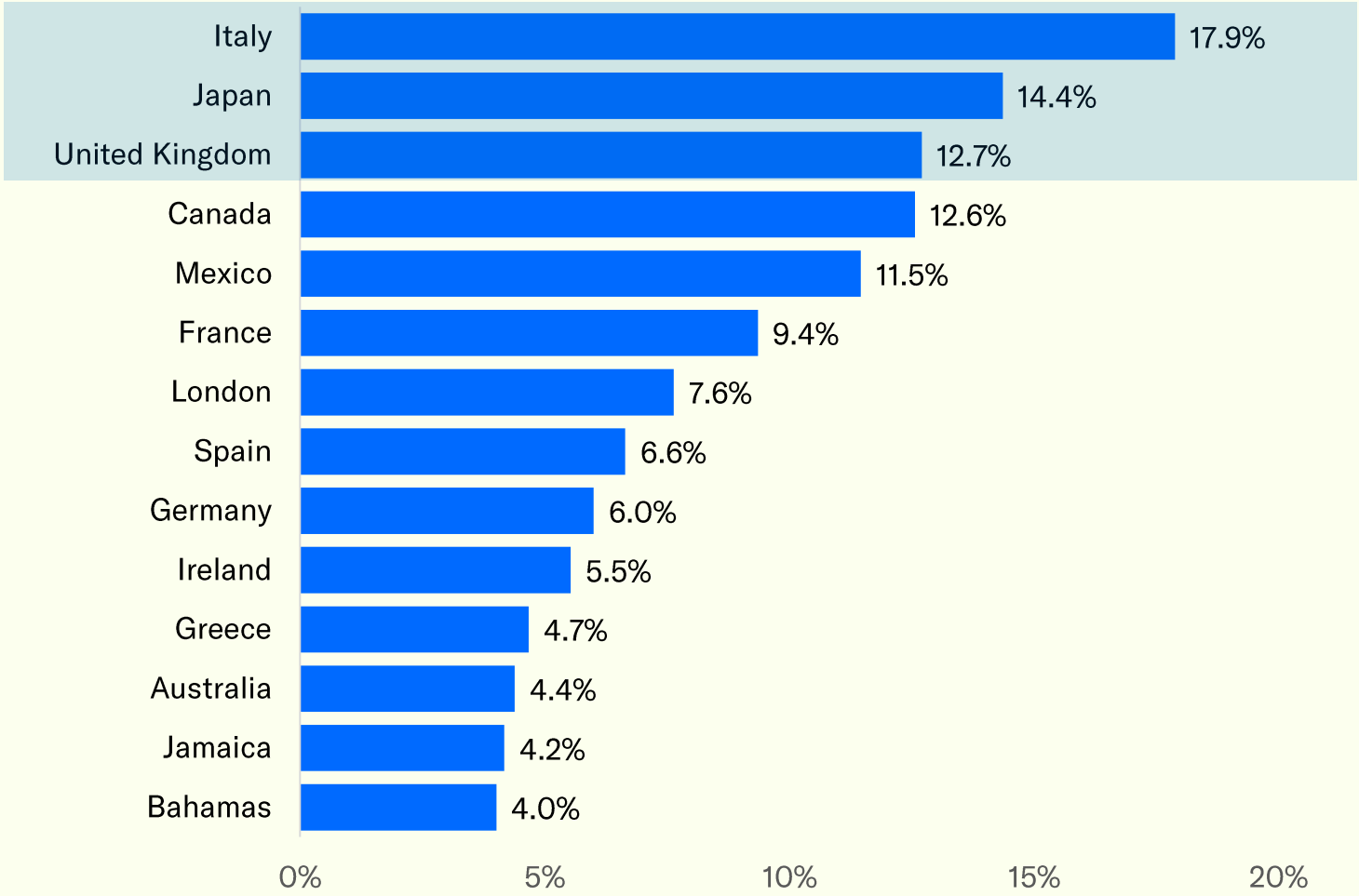


(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

Italy, Japan, UK, 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)



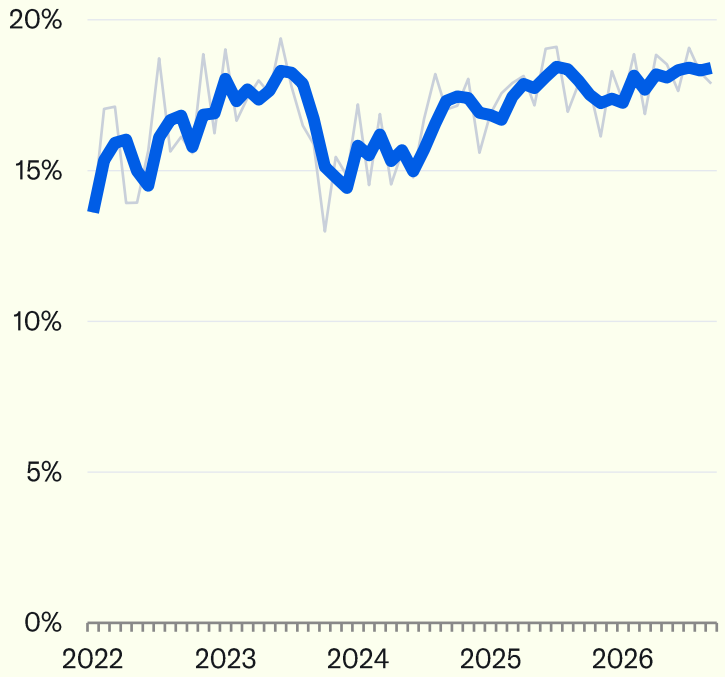
(Base: All respondents, 2,473 completed surveys. Data collected October 15-28, 2026.)

Interest in Italy and Japan continues to grow among Americans

1 Italy

▲ +2.5 pts since early 2022

17.9% in Oct 2026 · 15.9% in early 2022



2 Japan

▲ +6.1 pts since early 2022

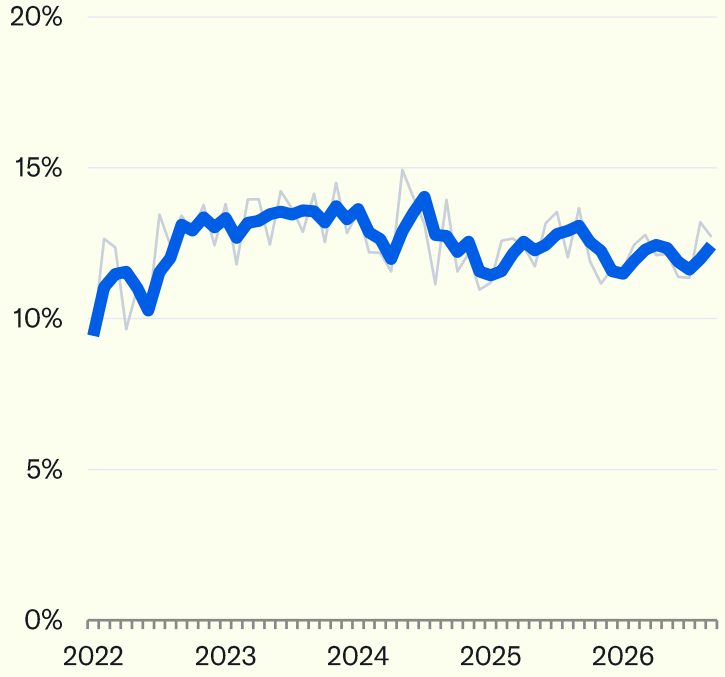
14.4% in Oct 2026 · 8.0% in early 2022



3 United Kingdom

▲ +0.9 pts since early 2022

12.7% in Oct 2026 · 11.5% in early 2022

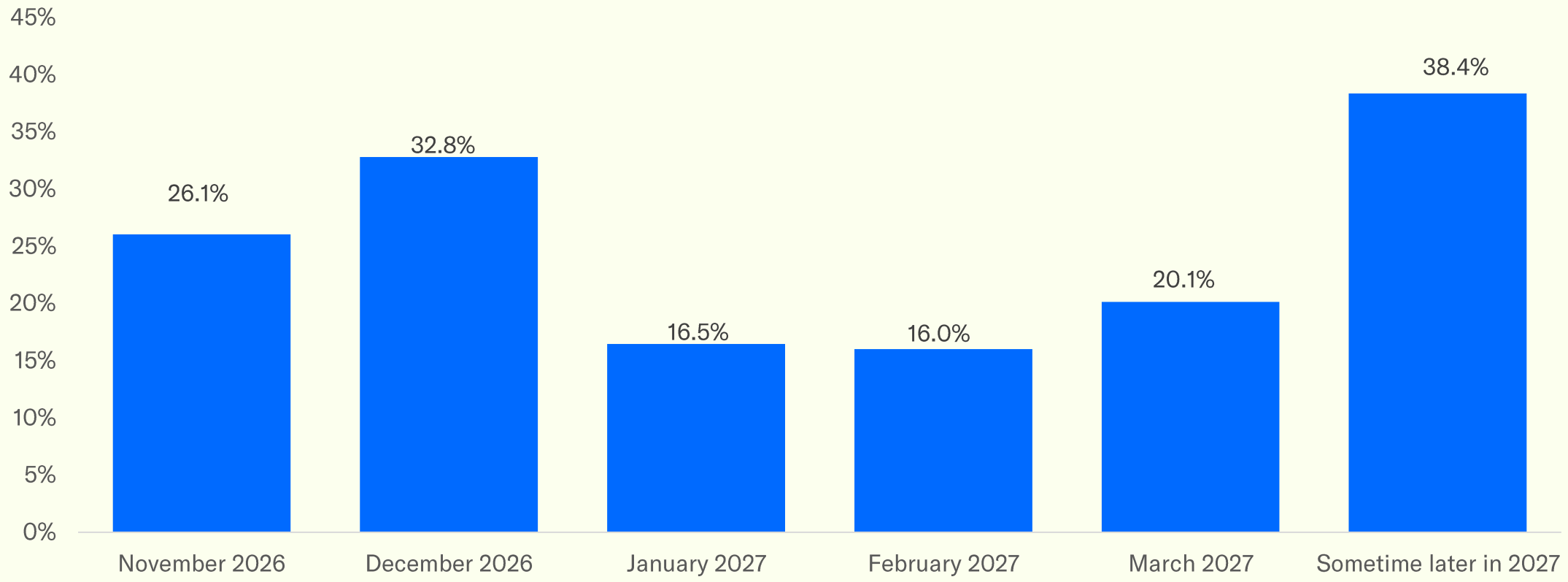


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Bold line: 3-month rolling average. Gray line: monthly value.
Change = Feb–Apr 2022 average vs. Aug–Oct 2026 average.

One in three Americans anticipate taking a leisure trip in December

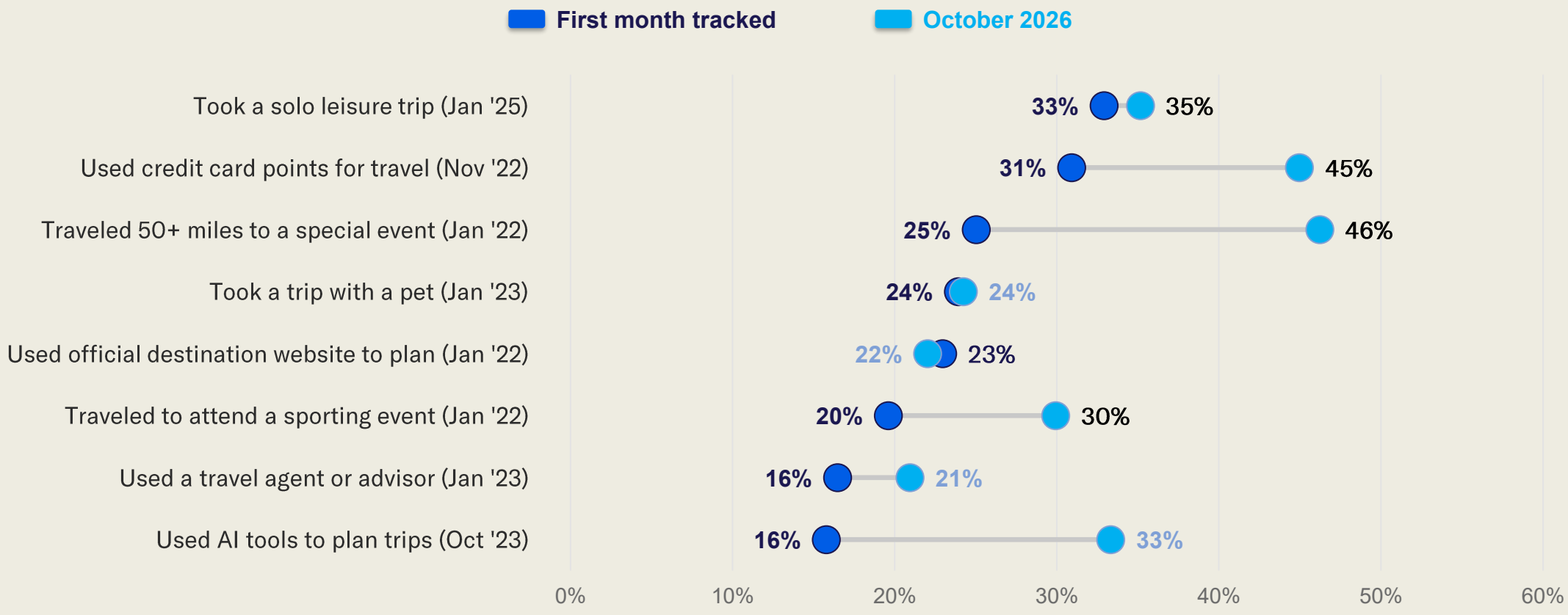
Question: In which months do you currently have any leisure trips planned (even if only tentatively)? (Select all that apply)



(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

Changes in Travel Behaviors, 2022–2026

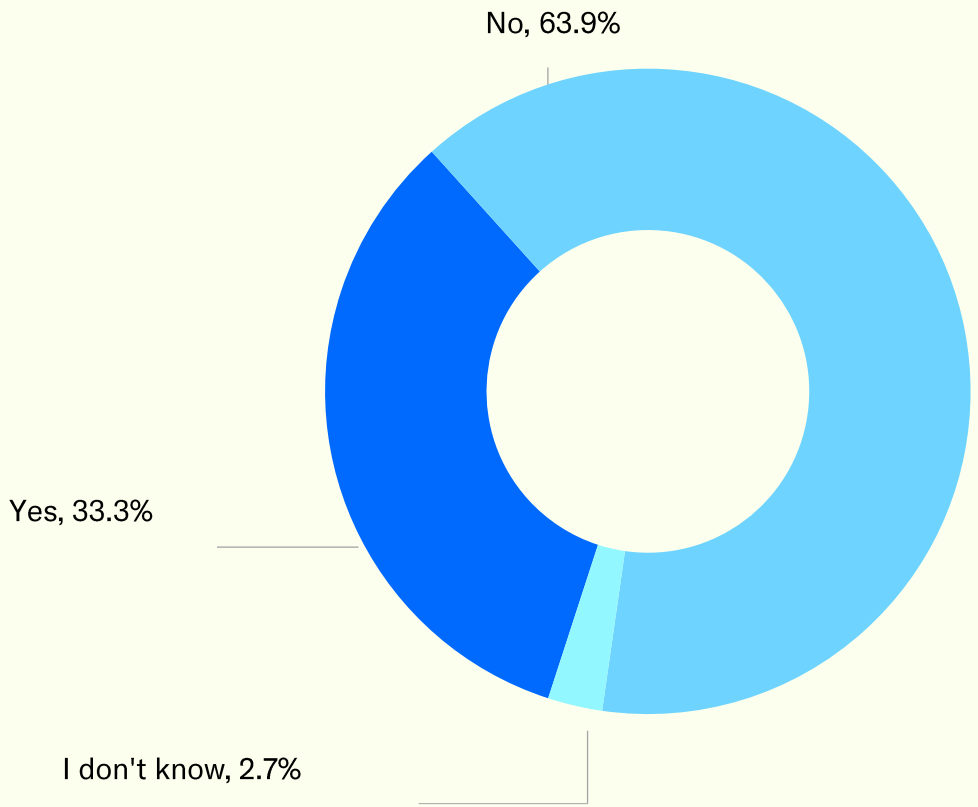
Percentage of respondents who answered “Yes” to each travel behavior in the past 12 months

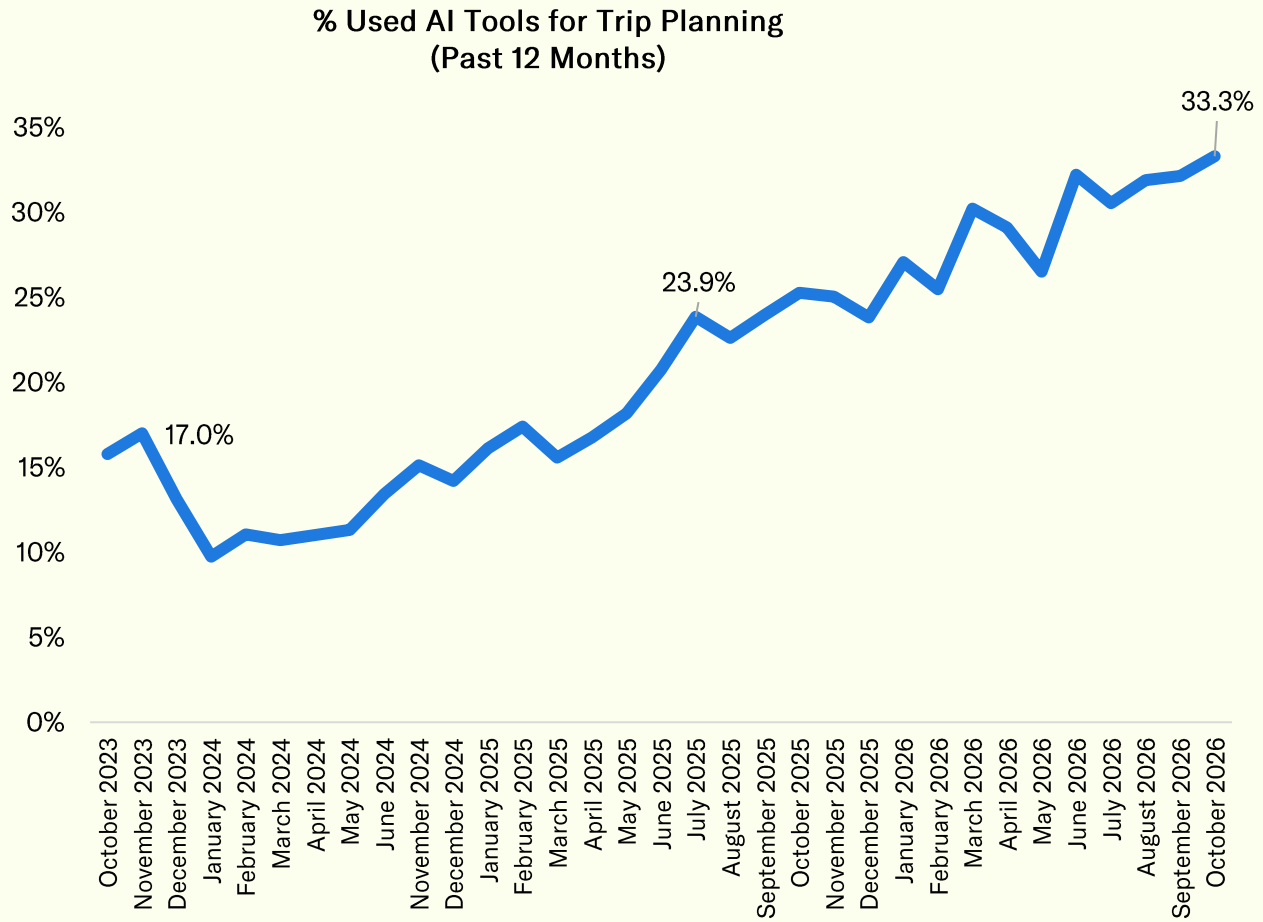


Source: Travel behaviors survey data, monthly waves Jan 2022–Oct 2026 (n≈4,000 per wave). “First month tracked” varies by question and is shown in parentheses.

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?

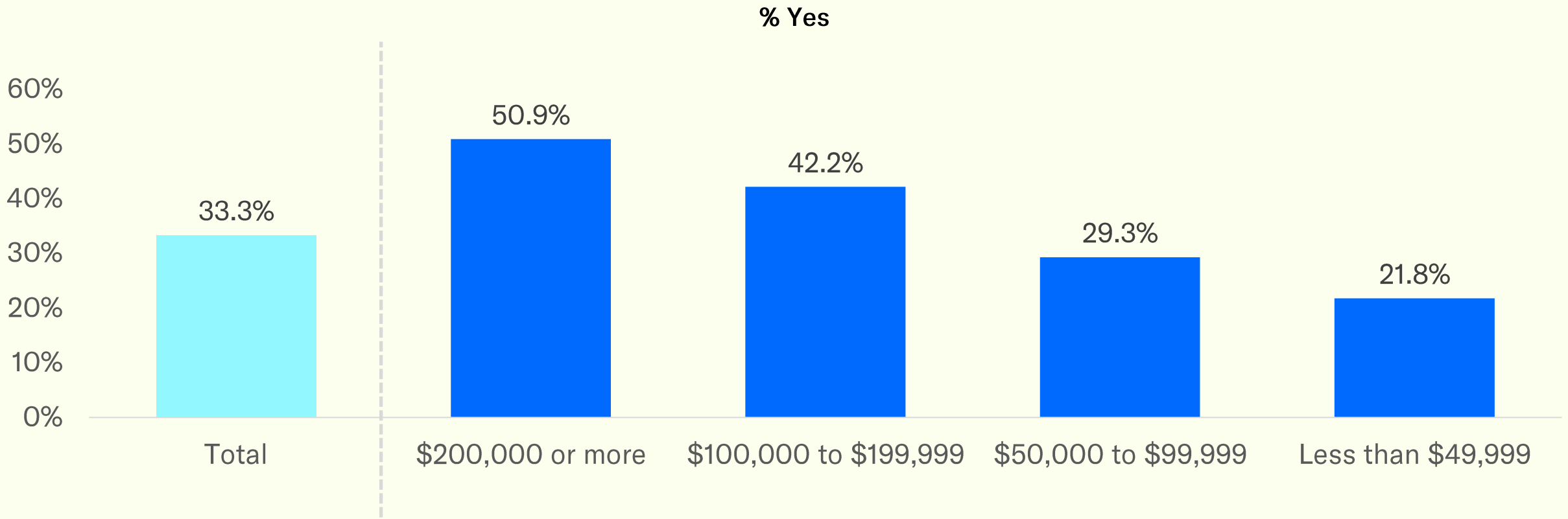




(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

Half of travelers earning $200,000 or more (50.9%) have used AI to plan travel

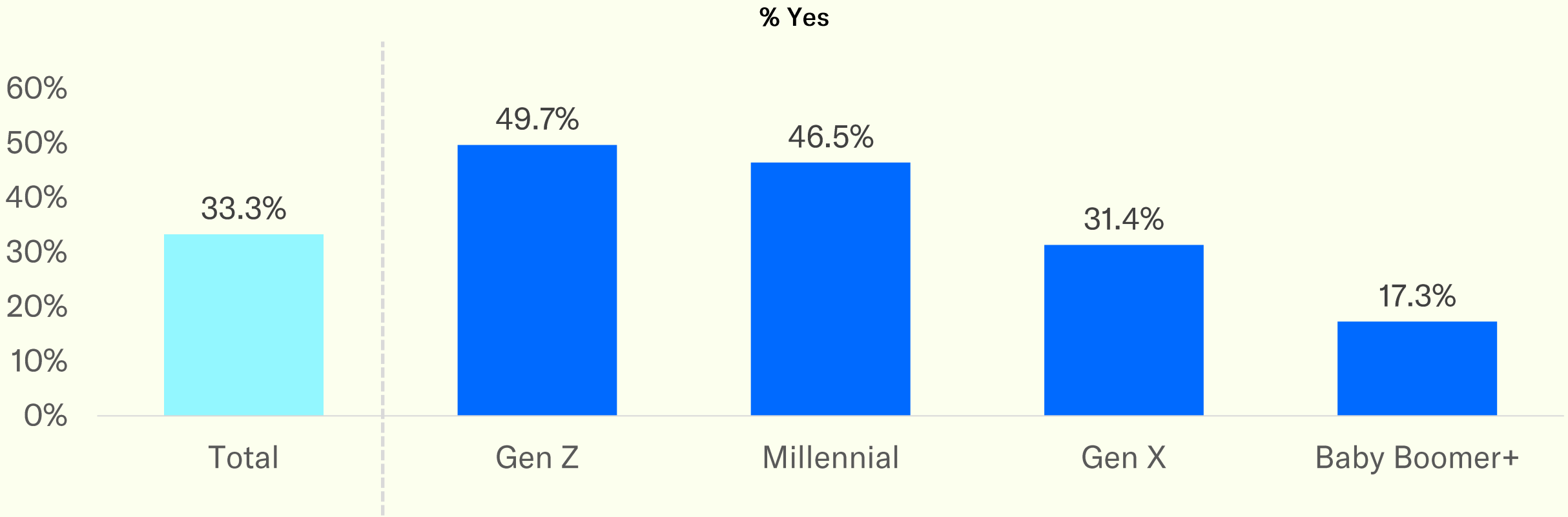
Question: In the past 12 months, have you used any Artificial Intelligence (AI) tools specifically to help you plan (or prepare for) your trips?



(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

GenZ and Millennials lead in AI usage for trip 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?



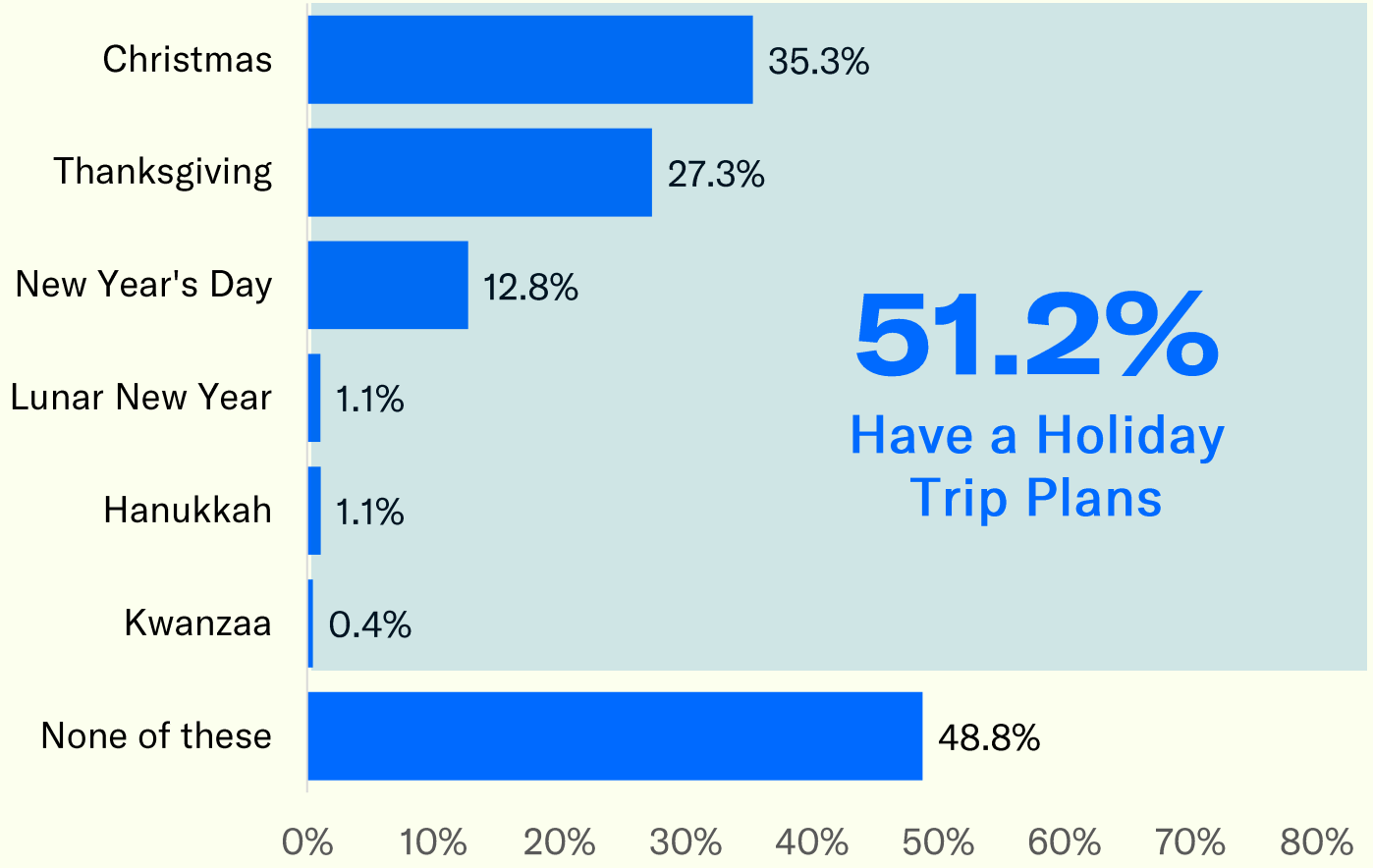
(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)



Holiday Travel Plans

A majority of American travelers anticipate taking an upcoming holiday trip

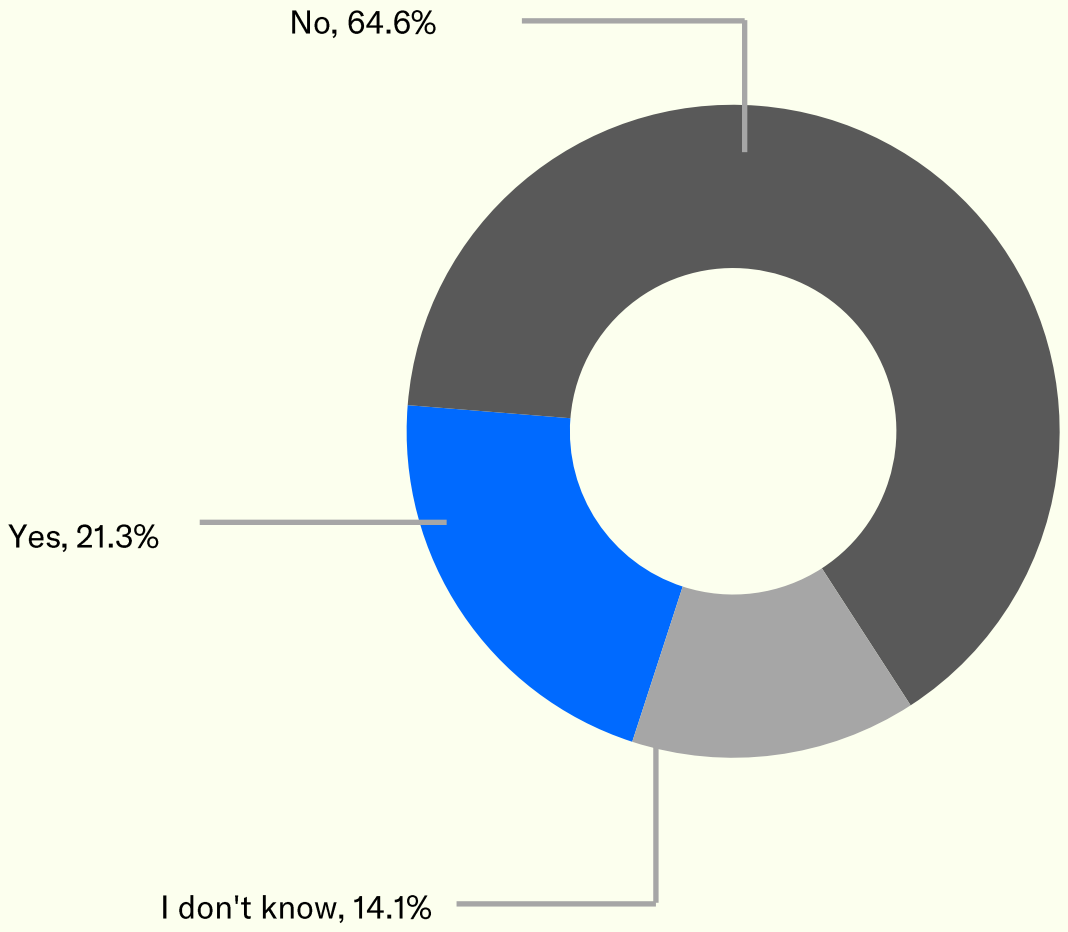
Question: Do you have any trips (50 miles or more one-way from home) planned specifically to celebrate any of the following holidays? (Select all that apply)



(Base: All respondents, 2,056 completed surveys. Data collected October 15-28, 2026.)

A notable proportion of holiday trips will not include visiting friends and family

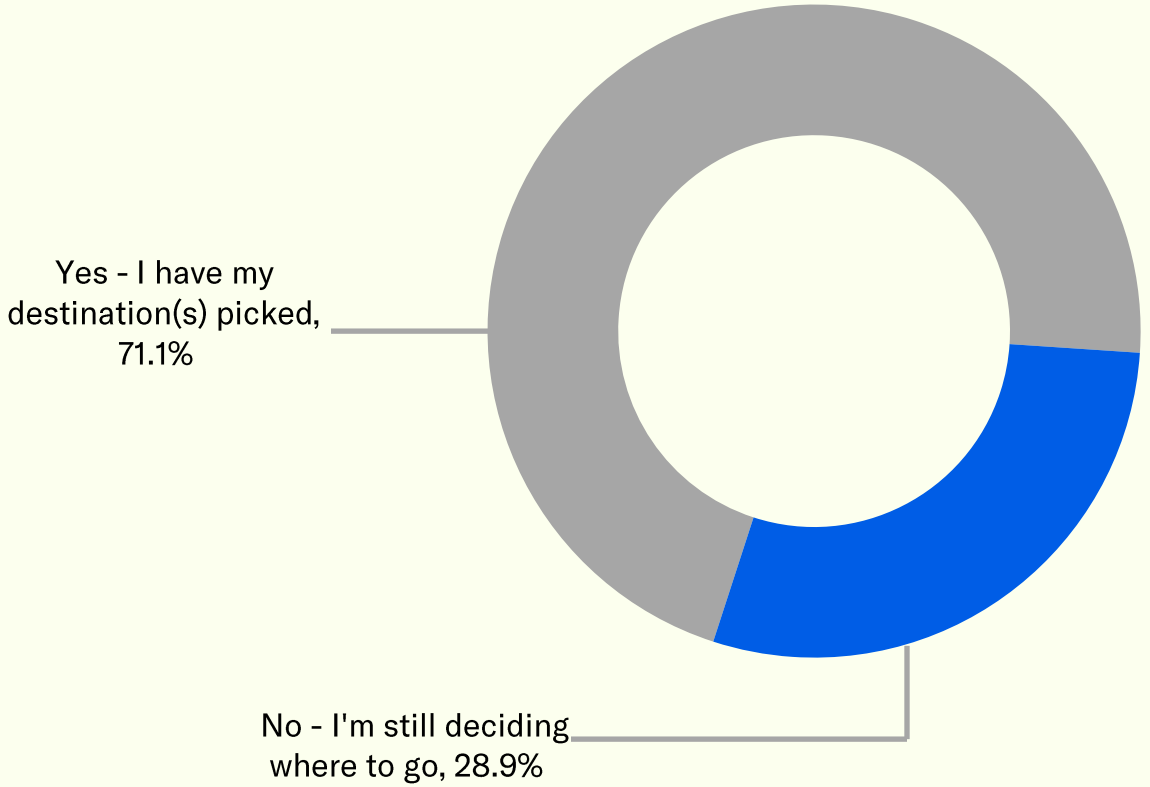
Question:
Will any of these holiday trips NOT include visiting friends/relatives?



(Base: All respondents, 2,056 completed surveys. Data collected October 15-28, 2026.)

And there is still time to influence trips. Over a quarter of non-VFR holiday trips are in the destination inspiration phase

Question: Have you made the decisions on where to travel to?



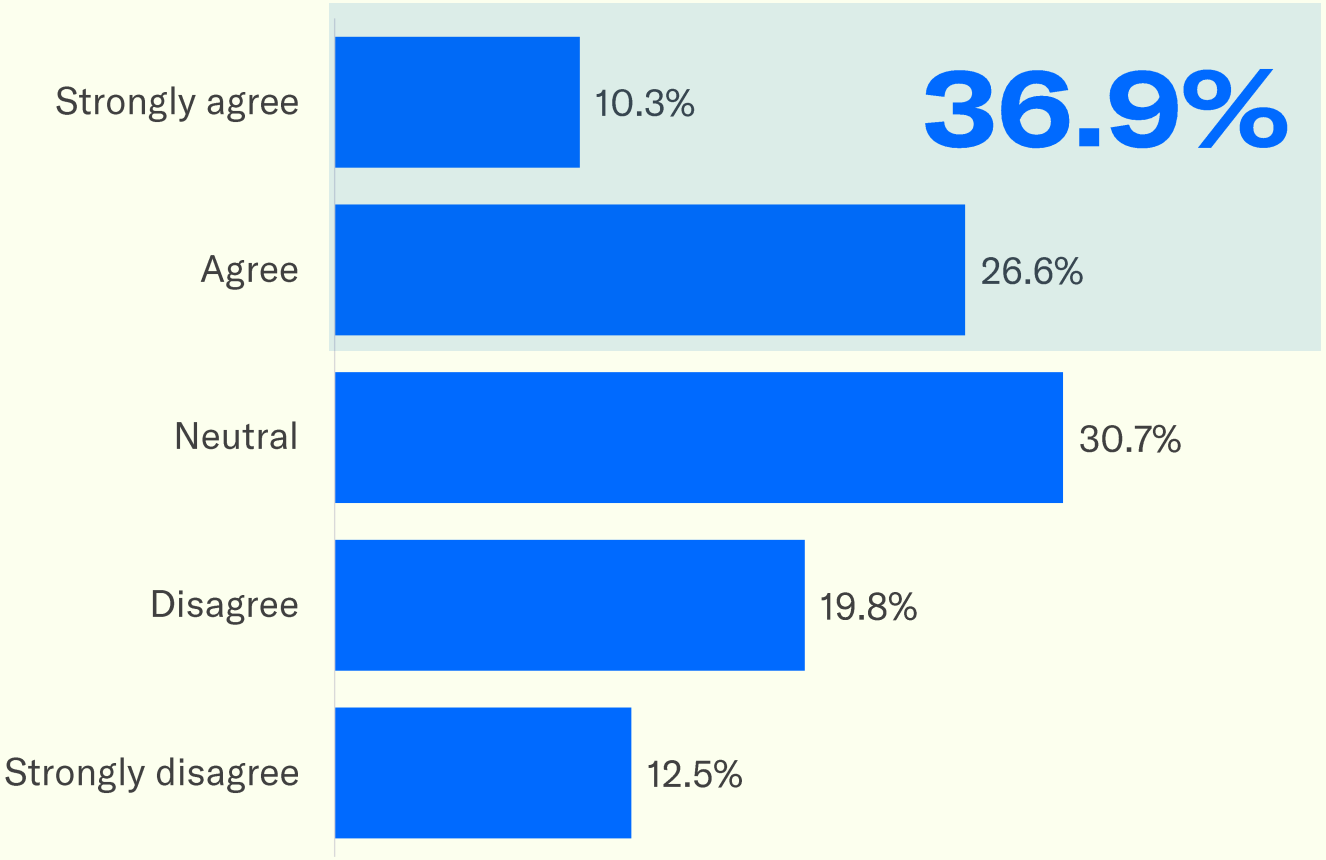
(Base: Respondents with holiday trips that do not include visiting friends/relatives, 428 completed surveys. Data collected October 15-28, 2026.)

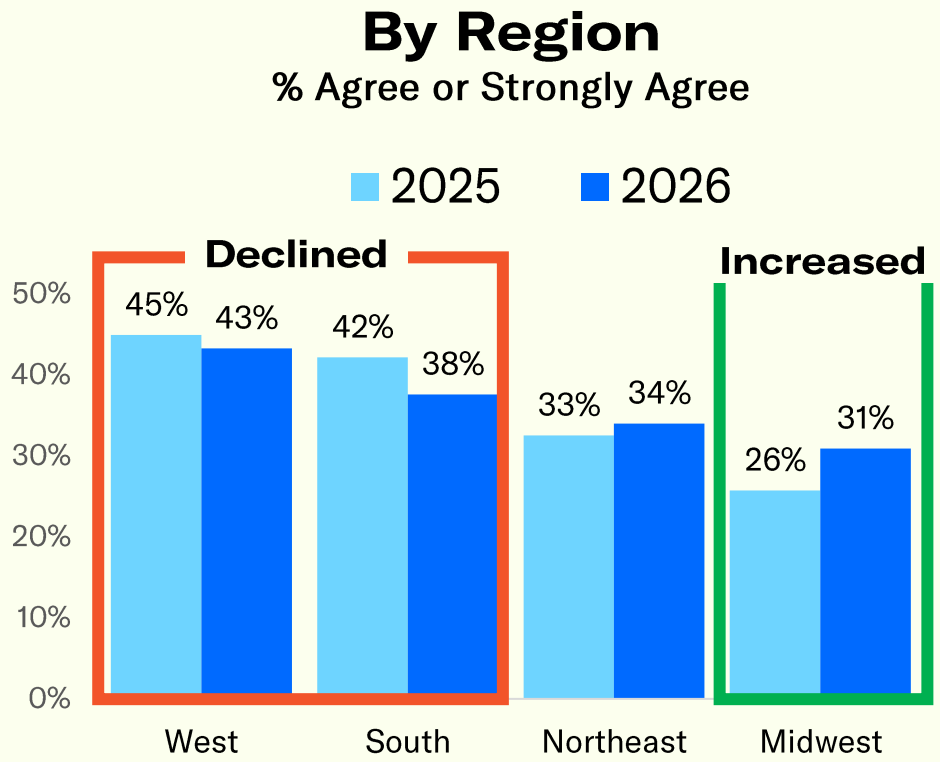


CVBs, DMOs, & Resident Sentiment

Over one-third of Americans say they moved to their community because they visited and loved it.

Question: Please rate how much you agree or disagree with the following statement: "I moved to my local community primarily because I visited and loved the place."

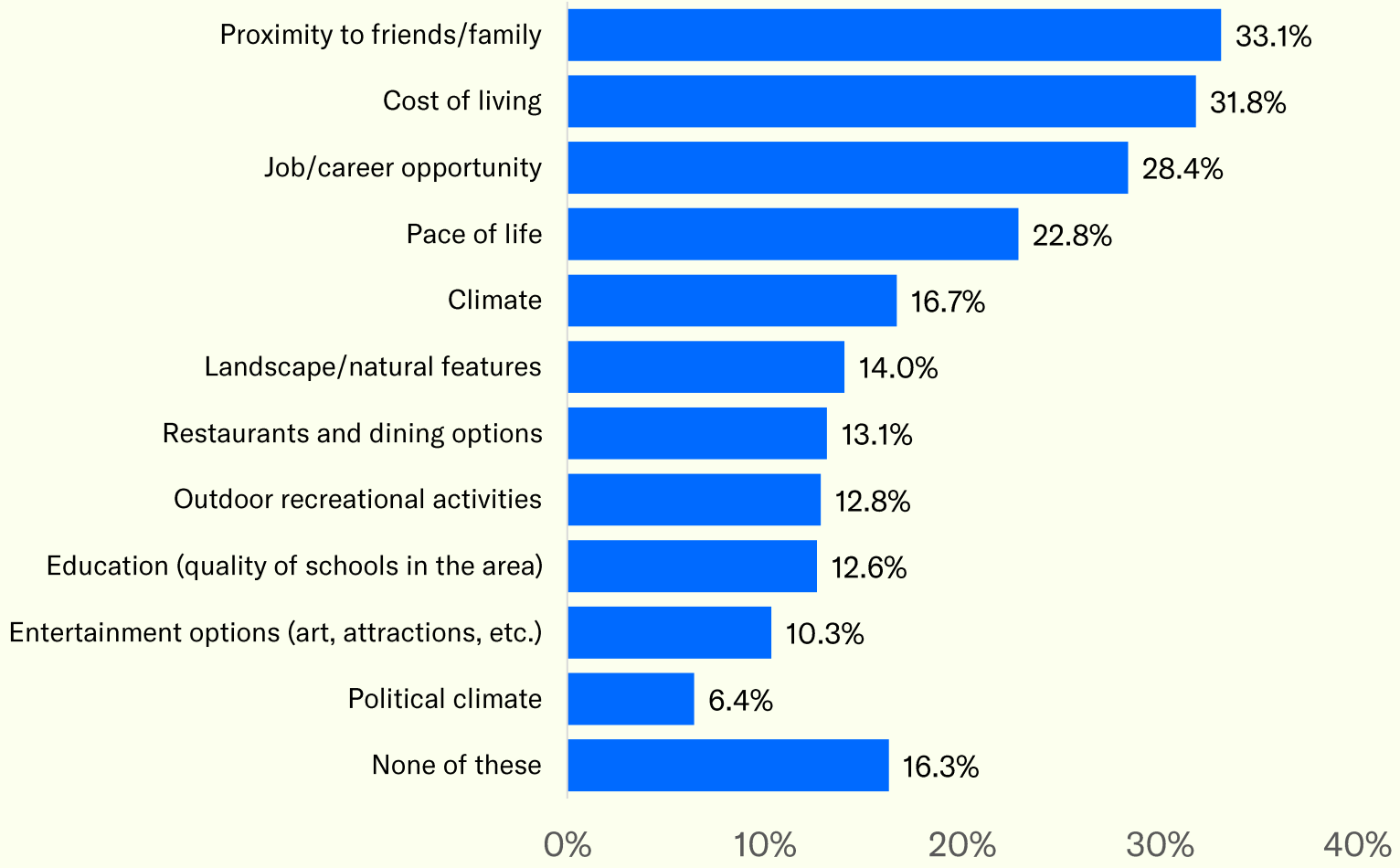




(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

Proximity to family, cost of living and jobs are the leading reasons Americans chose their community.

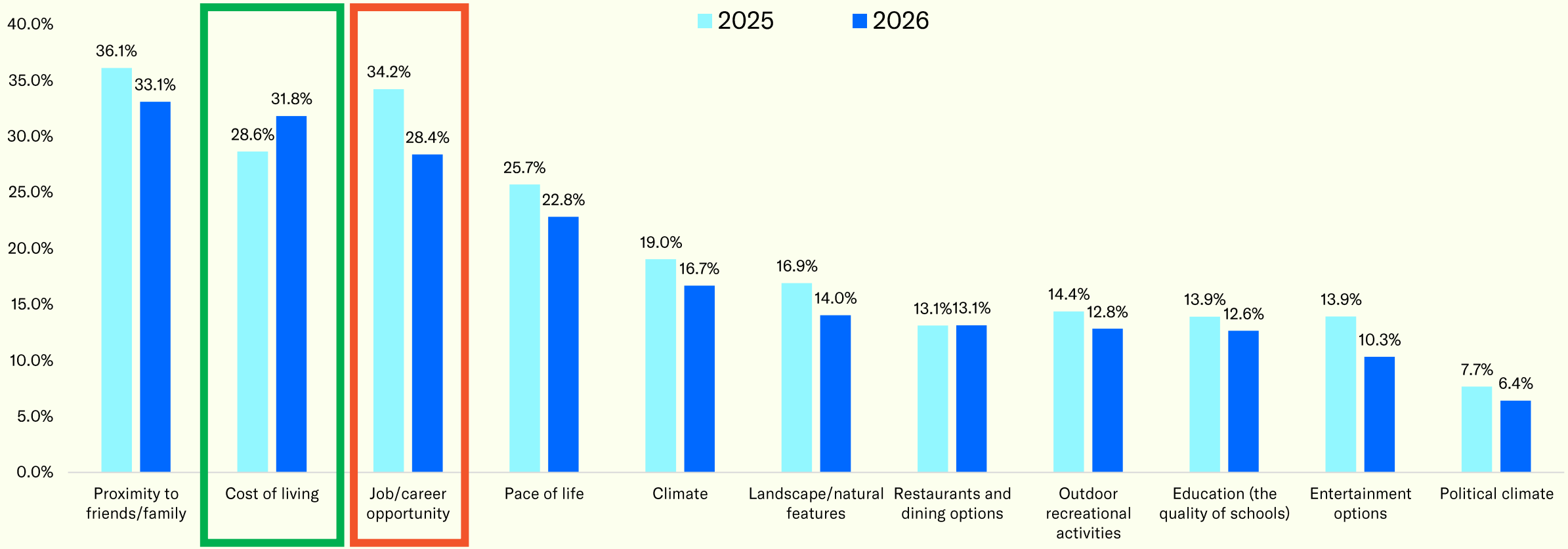
Question: Which of the following reasons best describe why you originally moved to your local community?



(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

Cost of Living grew YOY as a cited reason for moving to their current community, while career opportunities as a reason for moving declined most.

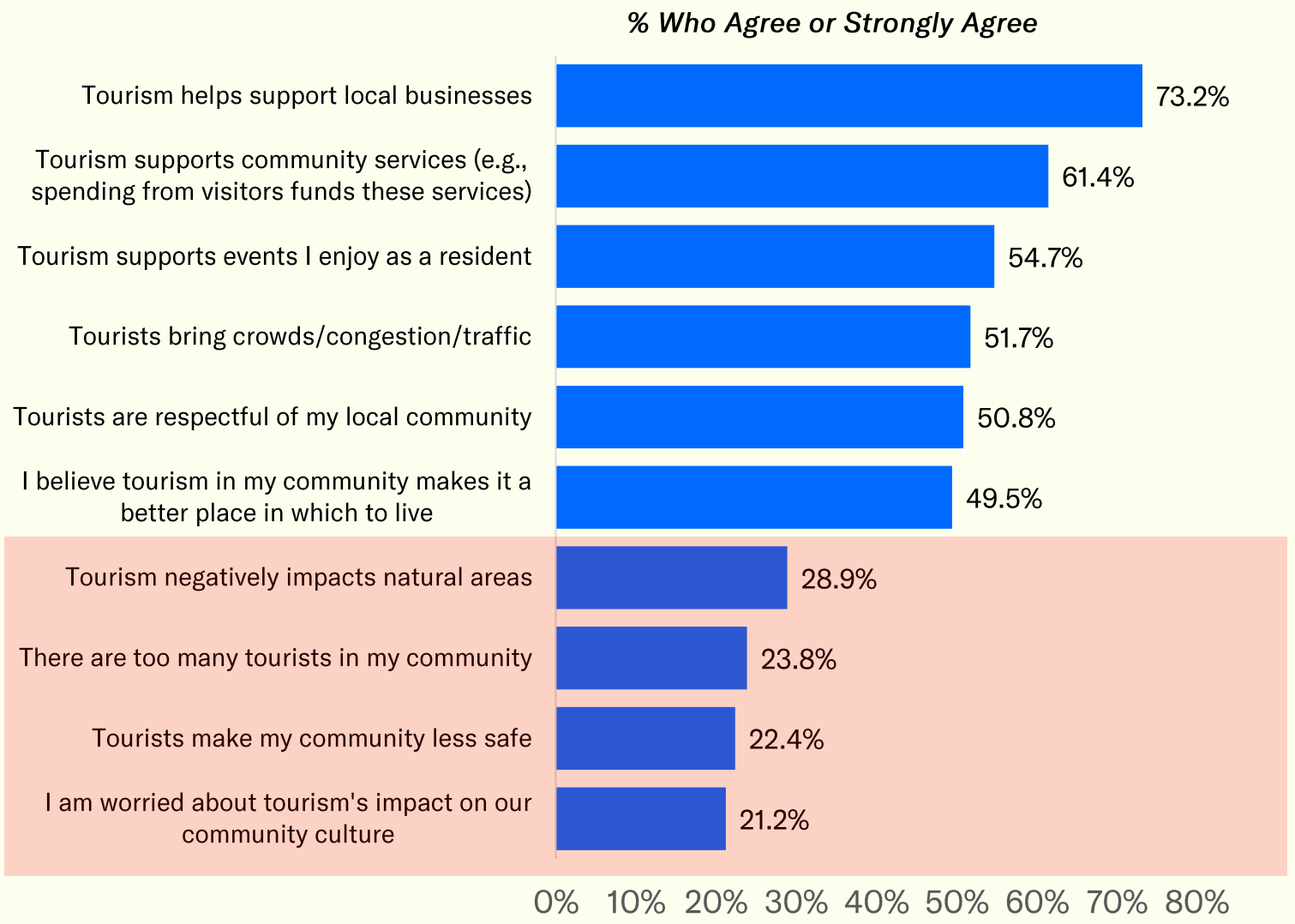
Question: Which of the following reasons best describe why you originally moved to your local community? (Select all that apply)



(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

Residents Still See Tourism's Upside

Question: Thinking about tourism and its impact on your community, how much do you agree or disagree with the following statements?

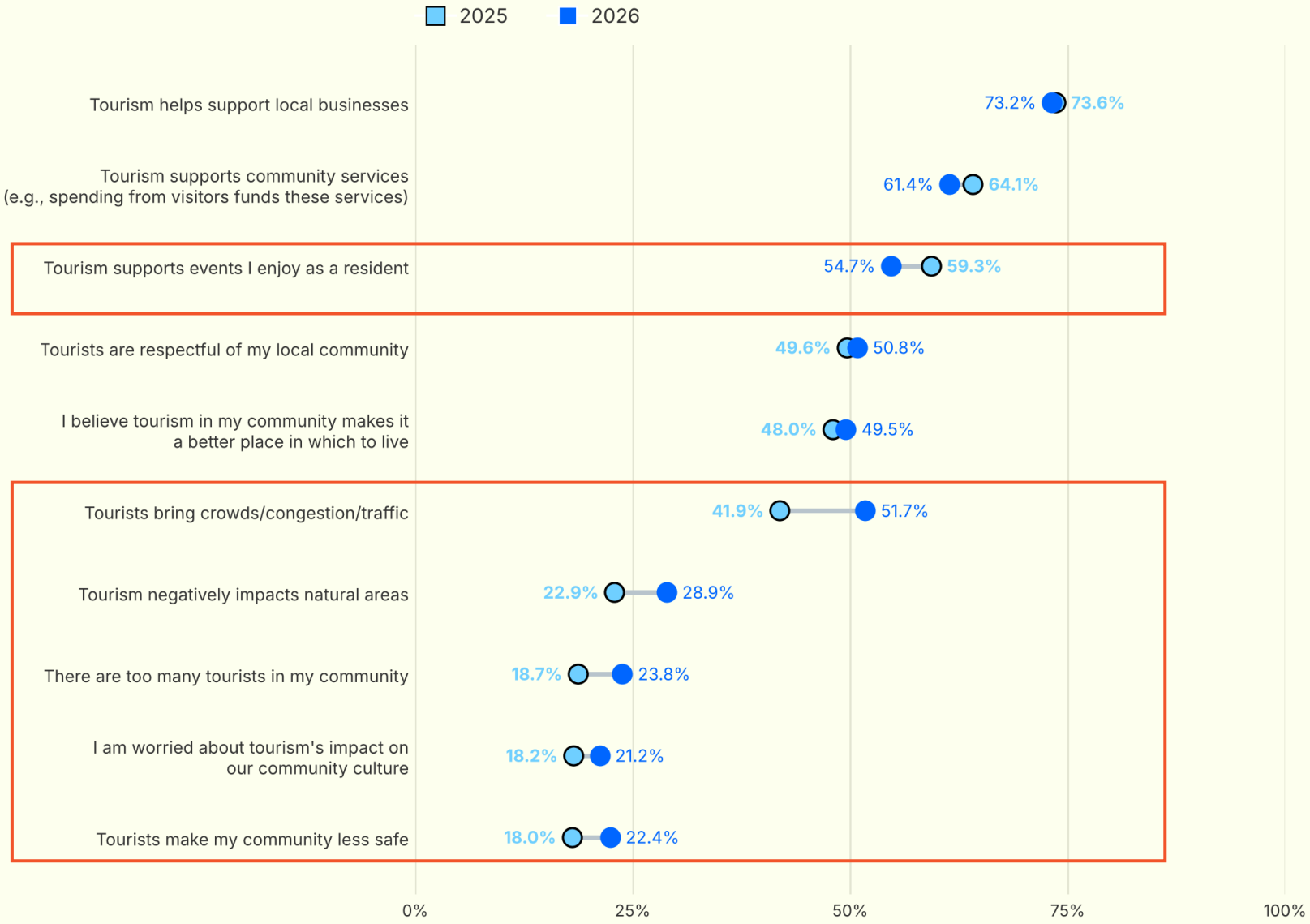


(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

Changes in Residents' Attitudes Toward Tourism. 2025-2026

Percentage of respondents who agree with each statement

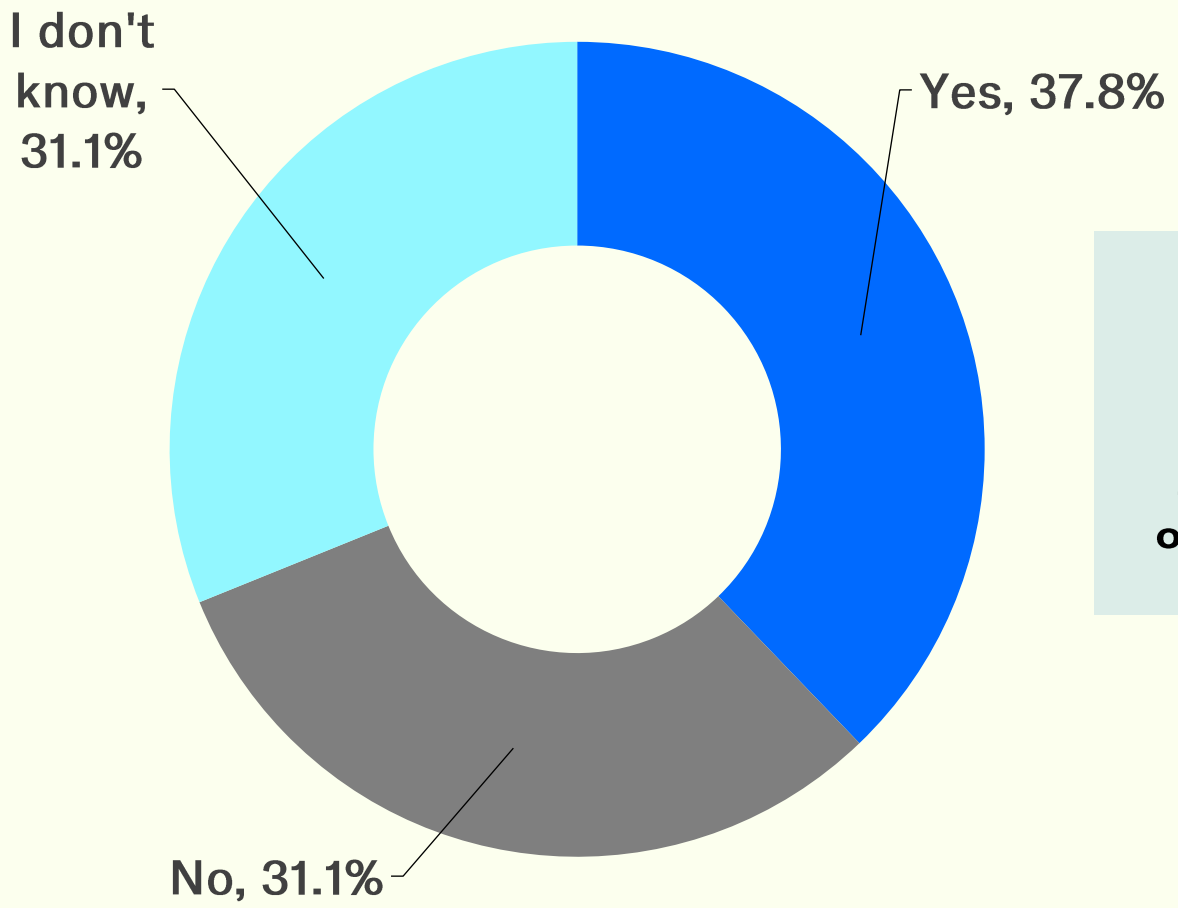
Question: Thinking about tourism and its impact on your community, how much do you agree or disagree with the following statements? (% Agree or Strongly agree)



(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

Fewer than four in ten Americans know their community has an official DMO.

Question:
To the best of your knowledge, does your local community have an OFFICIAL DESTINATION MARKETING ORGANIZATION (i.e., one that promotes travel to your community, like an official visitors' office, convention and visitors' bureau, etc.)?



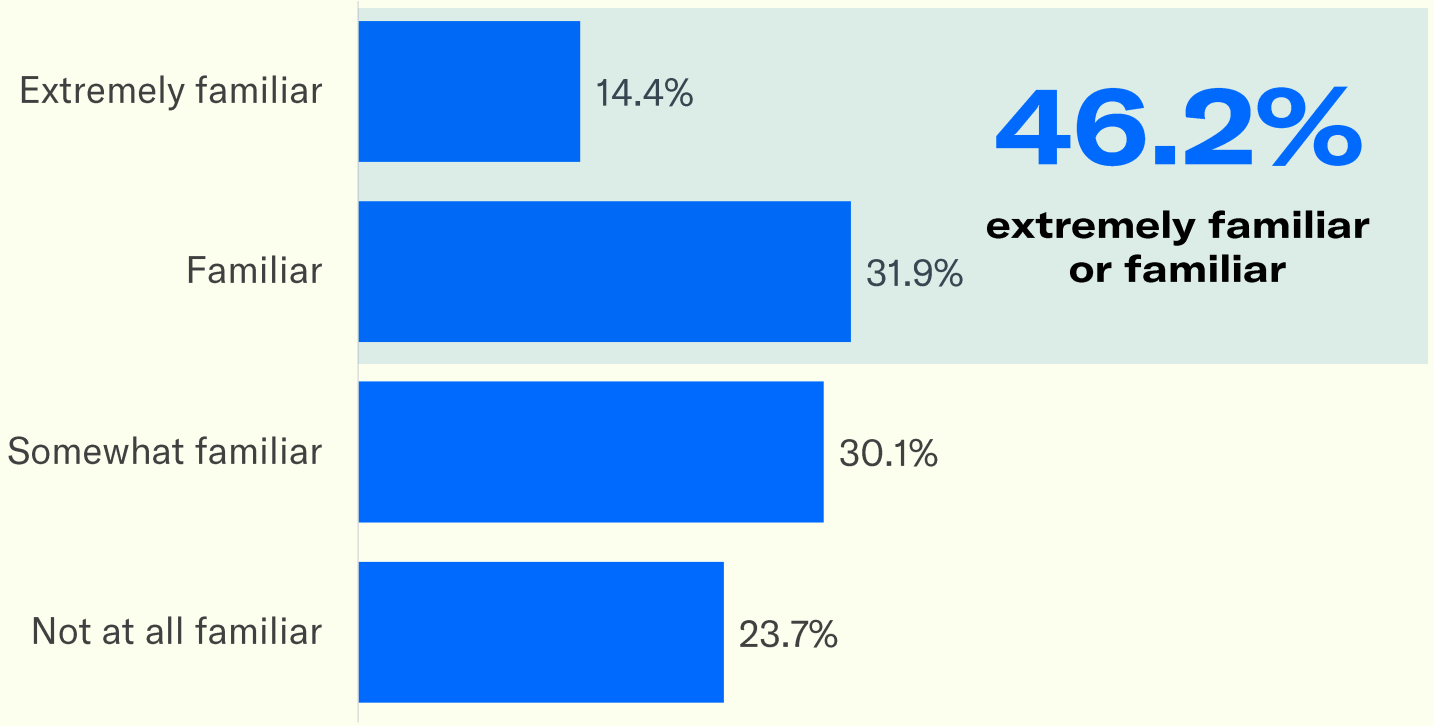
vs. 36%

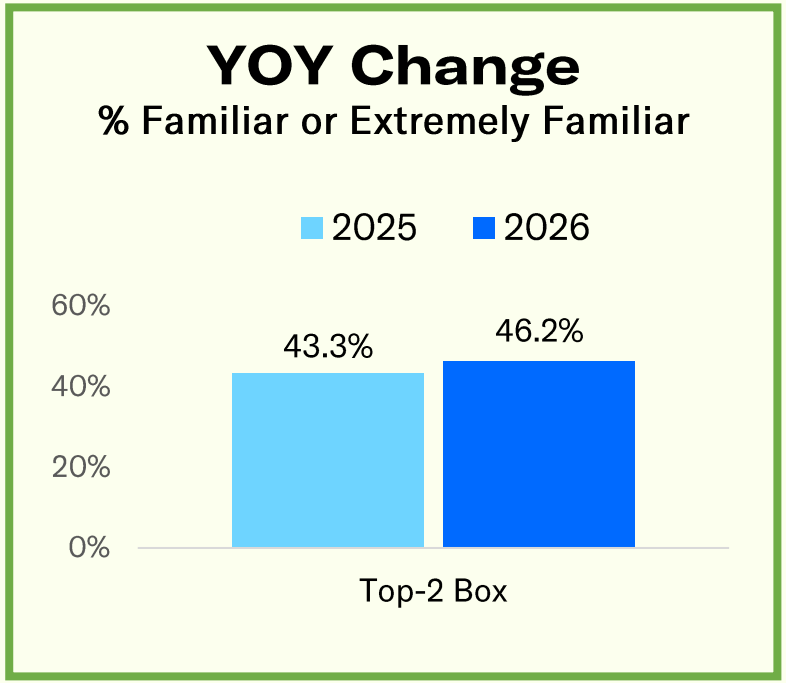
Who say their community has an official DMO in 2025

(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

More Americans (who are aware of their local DMO) now say they are familiar with this organization's work.

Question: How familiar are you with Convention & Visitors Bureaus (CVBs) — also referred to as Destination Marketing Organizations (DMOs)?

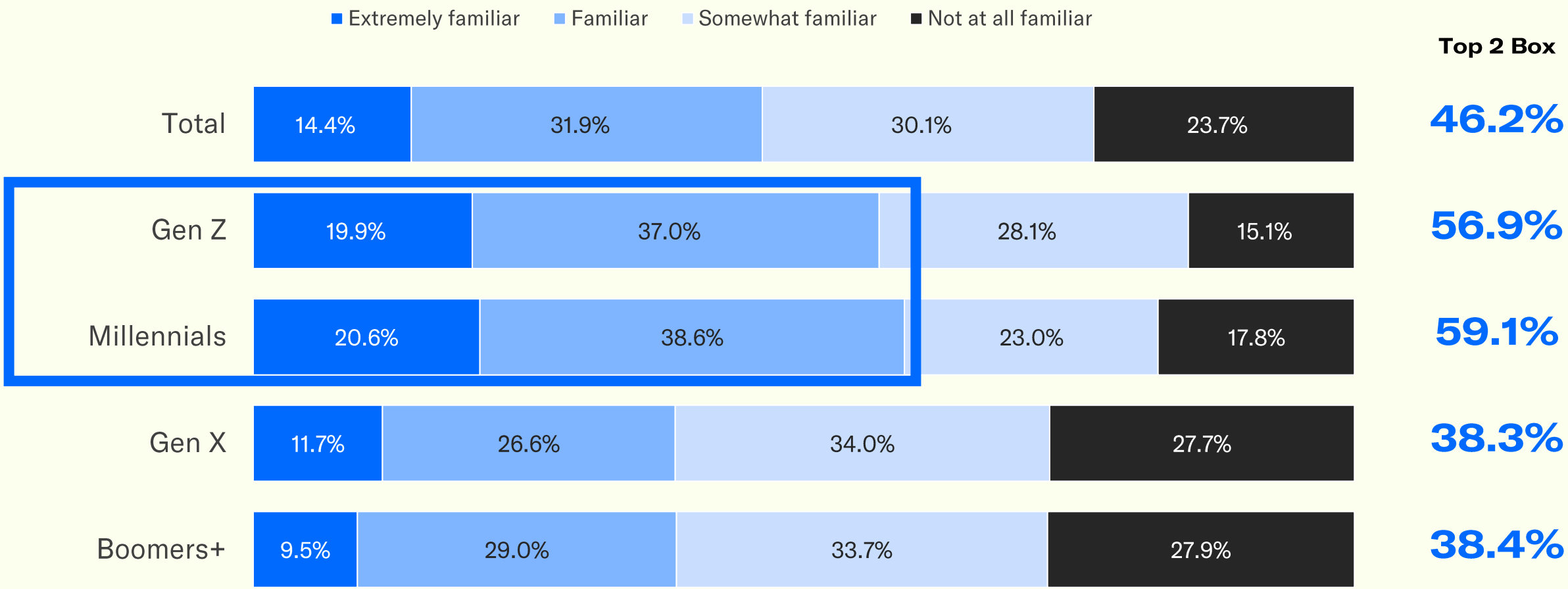




(Base: Respondents who are aware of their local community's DMO, 1,499 completed surveys. Data collected October 15-28, 2026.)

DMO-aware Gen Z and Millennials report greater familiarity with CVBs/DMOs than older generations.

Question: How familiar are you with Convention & Visitors Bureaus (CVBs) — also referred to as Destination Marketing Organizations (DMOs)?



(Base: Respondents who are aware of their local community's DMO, Gen Z n=109, Millennials n=441, Gen X n=447, Boomers+ n=509. Data collected October 15-28, 2026.)

Promoting the community to visitors is the most widely recognized DMO responsibility, but understanding this work generates tax revenue is less known.

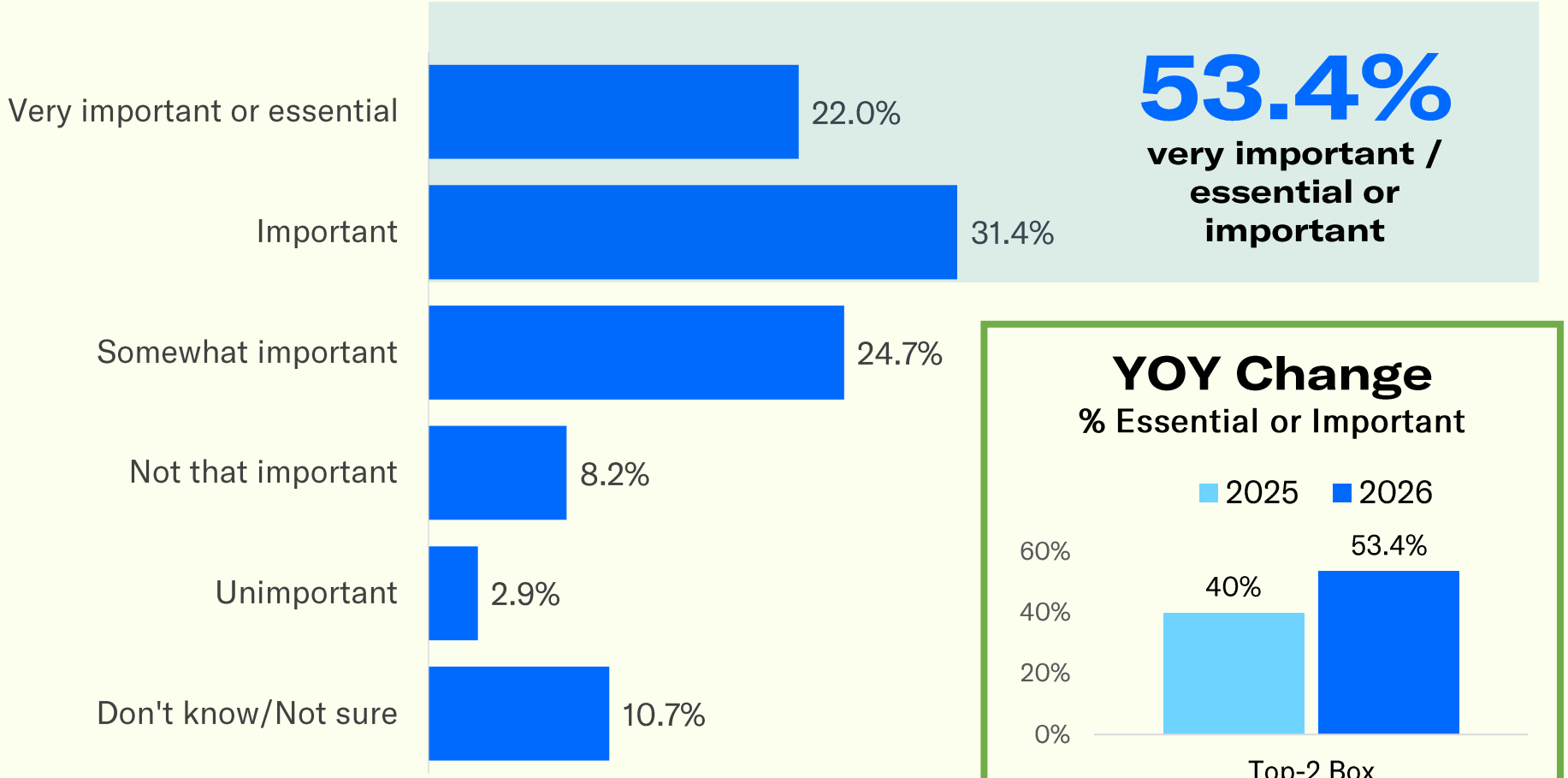
Question:
To your knowledge, what are the role and responsibilities of your local Destination Marketing Organization? (e.g., CVB, Chamber, Tourism Board) (Select all that apply)



(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

More residents now say it is important for tourism organizations to consult locals on development and tourism management.

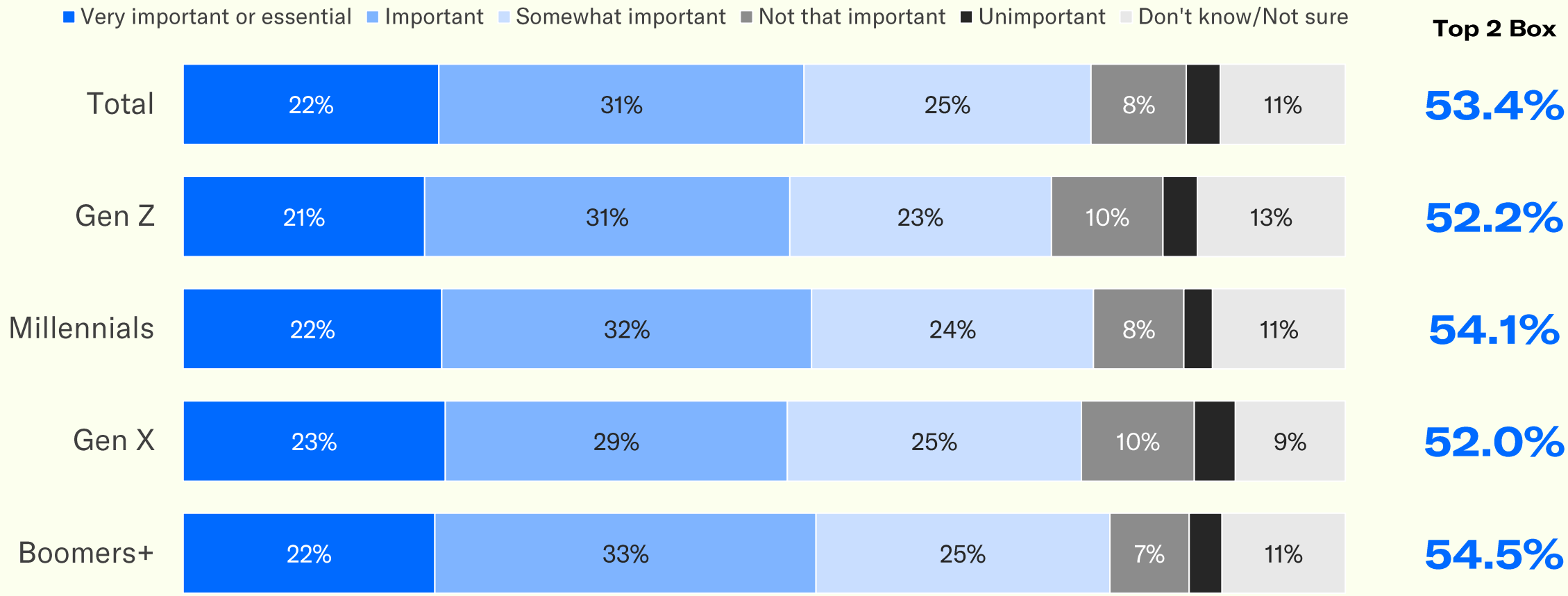
Question:
How important is it that the Official Tourism Organization (e.g., CVB, Chamber, Tourism Board) consults local residents on the development and management of tourism in your community?



(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

Support for resident consultation is consistent across every generation.

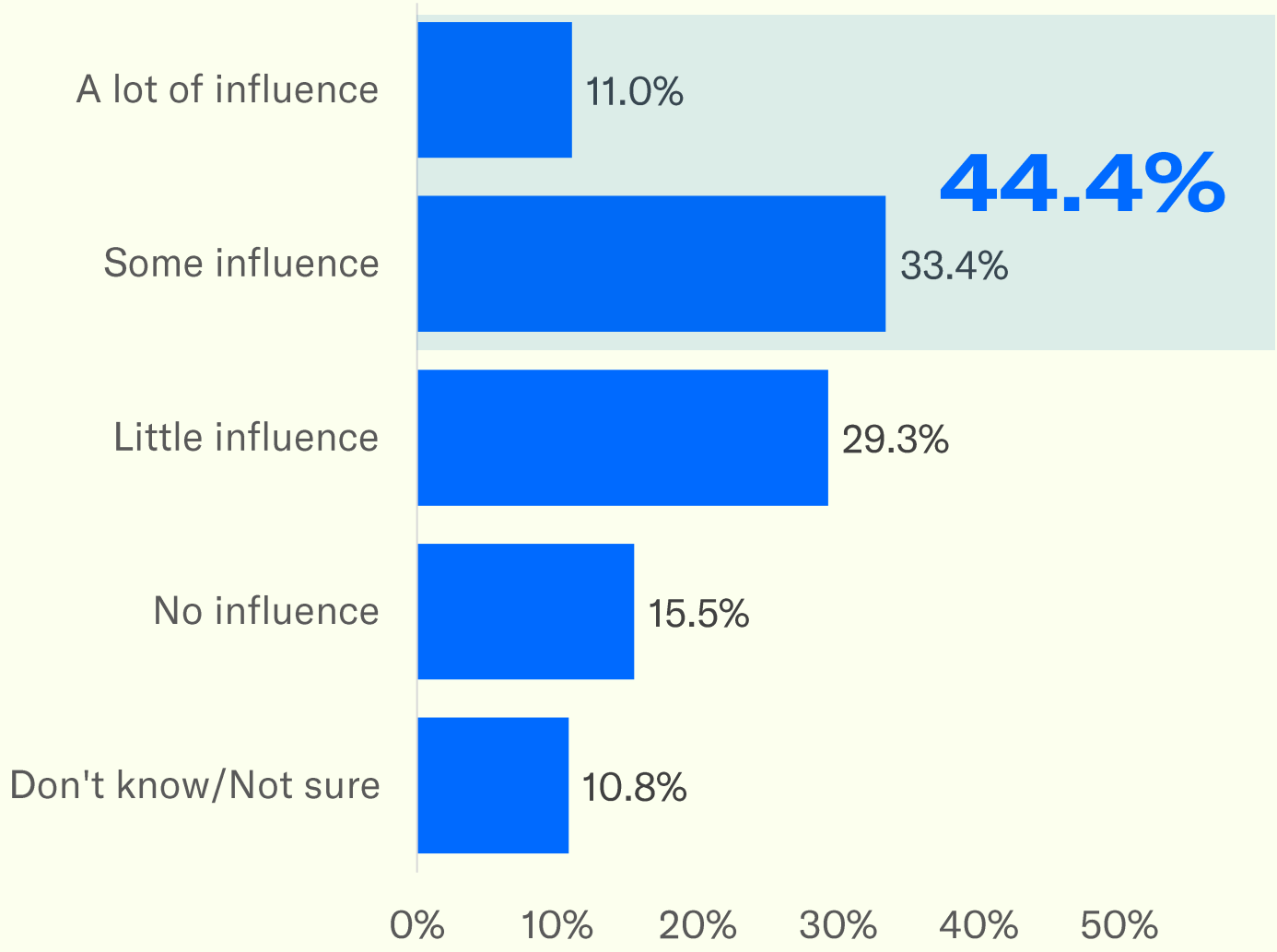
Question: How important is it that the Official Tourism Organization (e.g., CVB, Chamber, Tourism Board) consults local residents on the development and management of tourism in your community?



(Base: n=4,000; Gen Z n=299, Millennials n=1,185, Gen X n=1,202, Boomers+ n=1,314. Data collected October 15-28, 2026.)

Perceived Resident Influence on Tourism Development

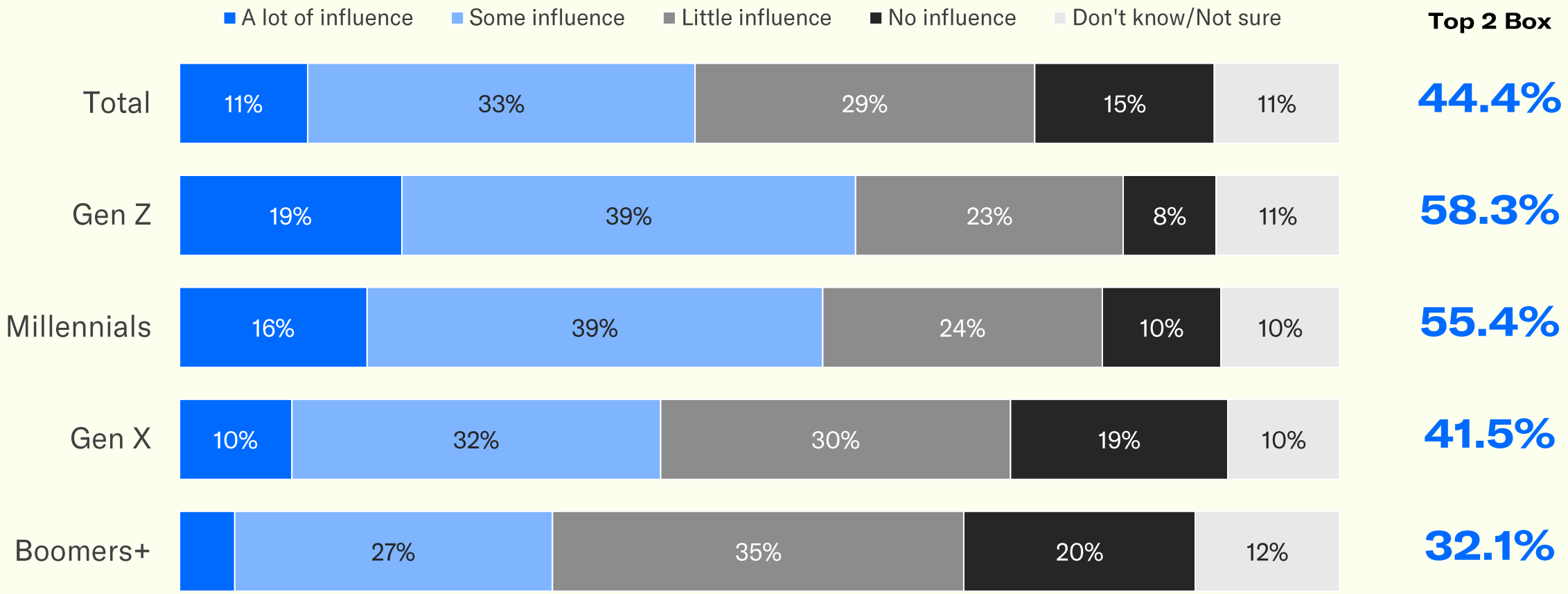
Question:
Please rate the level of influence that you believe you and other residents like you have in the development & management of tourism in your community.



(Base: All respondents, 4,000 completed surveys. Data collected October 15-28, 2026.)

Perceived influence drops sharply with age: 58% of Gen Z vs. 32% of Boomers.

Question: Please rate the level of influence that you believe you and other residents like you have in the development & management of tourism in your community.



(Base: n=4,000; Gen Z n=299, Millennials n=1,185, Gen X n=1,202, Boomers+ n=1,314. Data collected October 15-28, 2026.)

Key Takeaways

- **Travel spending as a budget priority is slipping.** Just 32.6% feel now is a good time to spend on travel, down from 37.7% in June.
- **Americans traveling for special events and sports are on the rise.** 46% have traveled to attend a festival/special event while 30% have traveled to attend a sporting event (up 21 pts and 10pts respectively from 2022)
- **Residents want a say.** 53.4% say it's important that DMOs consult residents on development and tourism management, up 13.6 points YOY, but only 44.4% feel they have any influence.
- **Post-Election feelings are mixed.** But the uniting theme is cautious optimism. More trip volume will be dependent on the government working together to bring costs down for Americans. The most optimistic of travelers anticipate reframing their trip purpose as a celebration of this great country rather than an escape from political tensions.

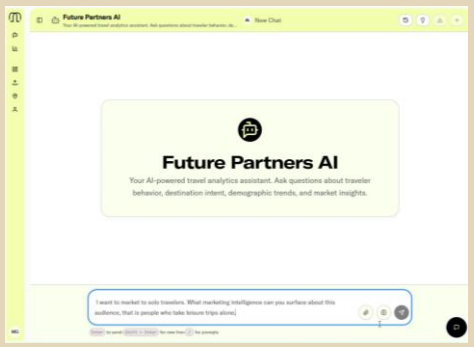
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