David Reichbach
Vice President of Development
dreichbach@futurepartners.com

Future Partners

Bringing the future of travel within reach

Future Partners

GREAT TO BE BACK!

The State of the International Traveler

- Tracking study conducted since 2014

- Online survey methodology
  - Screened for likely international travel in the next 3 years

- Over 800 fully completed surveys were collected from a random sample of likely international travelers in each market

- In total, 13,200 completed surveys were collected

	SAMPLE SIZE
Argentina	825
Australia	825
Brazil	825
Canada	825
China	825
Colombia	825
France	825
Germany	825
India	825
Italy	825
Japan	825
Mexico	825
Netherlands	825
South Korea	825
Spain	825
United Kingdom	825
TOTAL	13,200

Future Partners

General Drivers of Travel

| Driver	Percentage
For rest and relaxation	46.6%
Experience other cultures	45.1%
Explore new things	43.9%
Take a break from everyday life	41.0%
Treat myself	39.2%
Live life to its fullest	34.0%
Try/learn new things	32.3%
Spend more quality time with my family	28.8%
Feel alive and energetic	27.6%
Be outdoors and experience nature	26.9%
Gain knowledge of history	26.7%
Seek adventure	26.0%
Connect with my significant other	20.4%
Indulge my passion for food and cuisine	19.6%
Spend more time with my friends	15.0%
Celebrate or mark a special occasion	14.1%
Engage in my hobbies	13.4%
Immerse myself in the arts	12.4%
Create content for my social media channels	6.9%
Be the first among my friends to do something	6.4%

Future Partners   The State of the International Traveler 2026

The USA Continues to Rank First as a Most Desired International Destination

Most Desired International Destinations: 2018—2026
(Unaided, Total Aggregate)

Legend: United States — Spain — Italy — France — Japan

United States: 2018: 32.7%, 2019: 33.5%, 2020: 33.8%, 2021: 33.6%, 2022: 35.9%, 2023: 30.0%, 2024: 36.6%, 2025: 35.0%, 2026: 33.2%

Spain / Italy / France / Japan values:
- 17.3%, 16.6%, 15.0%, 12.3% (2018)
- 17.8%, 17.1%, 15.2%, 14.2% (2019)
- 18.5%, 18.0%, 14.9%, 13.4% (2020)
- 19.5%, 17.3%, 14.4%, 12.9% (2021)
- 16.9%, 15.5%, 14.4%, 12.8% (2022)
- 19.1%, 16.5%, 15.0%, 10.6% (2023)
- 18.0%, 17.5%, 17.2%, 12.4% (2024)
- 18.5%, 17.7%, 17.2%, 15.9% (2025)
- 20.5%, 17.5%, 15.7%, 14.2% (2026)
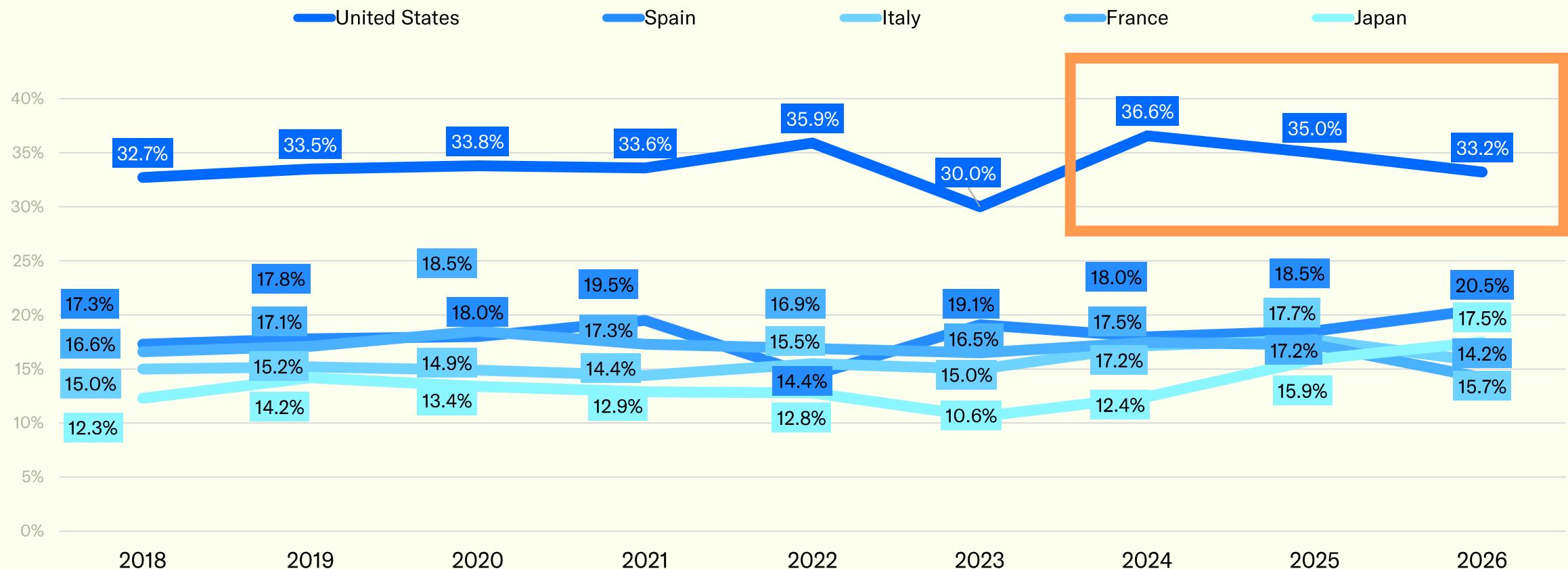
Excitement for Types of U.S. Destinations

Destination Types Most Excited to Visit
*Average Excitement Score on a Scale of 1 to 10*
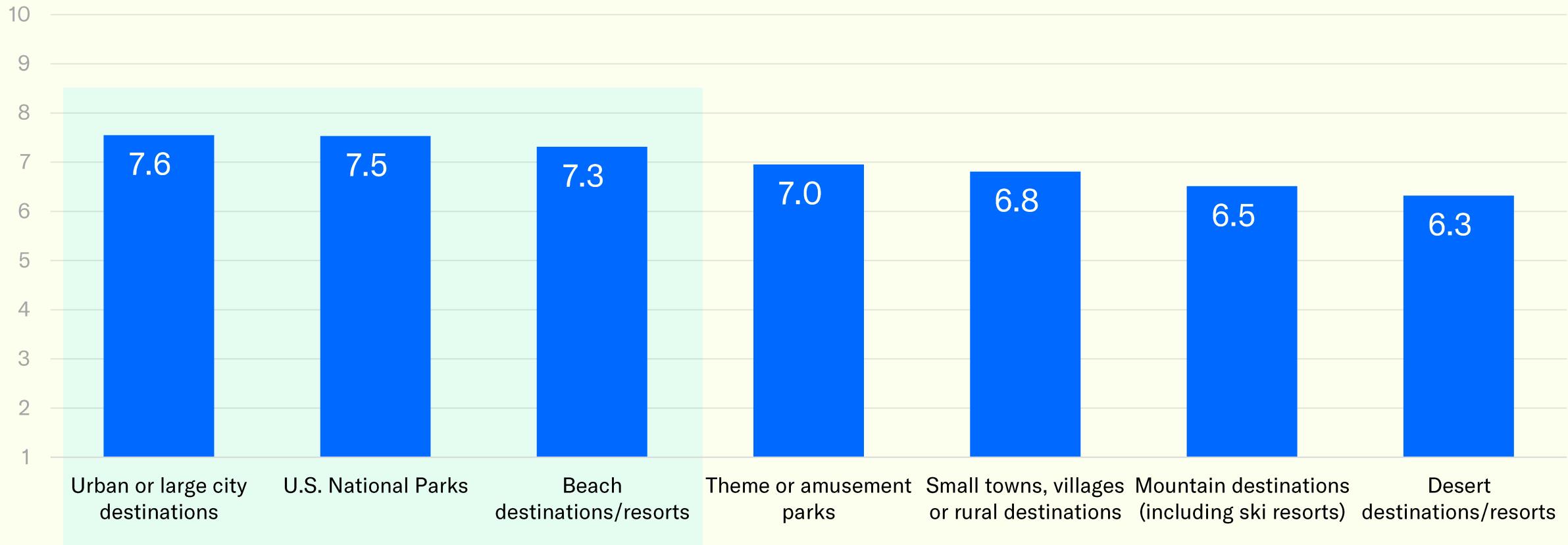
Important U.S. Leisure Trip Experiences

Experience	Percentage
Visit famous or iconic American landmarks and attractions	52.3%
Visiting historical sites	51.0%
Restaurants (authentic American cuisine/regional specialties)	46.4%
Shopping	44.3%
Take scenic drives or road trips	43.8%
Urban parks or botanical gardens	38.7%
Outdoor recreation or adventure	38.0%
Meet and interact with Americans	37.9%
Wildlife viewing (the observation of animals in their native habitats)	35.5%
Visit friends or family that live in the United States	34.5%
Participate in nature or ecological tours	34.3%

Planning & Booking Windows

Advance Travel Planning
(Avg. # of weeks planned in advance)

13.7

Country	Weeks
Australia	16.4
United Kingdom	16.1
Japan	15.8
Germany	15.6
Brazil	15.1
France	14.8
Argentina	14.7
Netherlands	14.6
South Korea	14.0
Colombia	13.7
Italy	13.6
Canada	13.5
Spain	12.9
Mexico	11.6
India	10.4
China	8.5

Advance Travel Booking
(Avg. # of weeks booked in advance)

12.3

Country	Weeks
Australia	14.6
United Kingdom	14.5
Japan	14.4
Germany	14.2
Netherlands	13.8
Brazil	13.5
France	13.2
Argentina	13.2
South Korea	12.7
Italy	12.5
Canada	12.0
Colombia	11.7
Spain	11.6
Mexico	10.5
India	9.5
China	7.0

Future Partners   The State of the International Traveler 2026

Online Search Surpassed Word-of-Mouth as the Top Source of Destination Inspiration

Sources Use for Destination Inspiration – Change Compared to Last Year
(% of Total Aggregate)

Online search: 44.2% (2023), 49.2% (2024), 46.0% (2025)

Word-of-mouth: 47.2% (2023), 39.2% (2024), 35.4% (2025)

■ 2023 ■ 2024 ■ 2025

Future Partners   The State of the International Traveler 2026
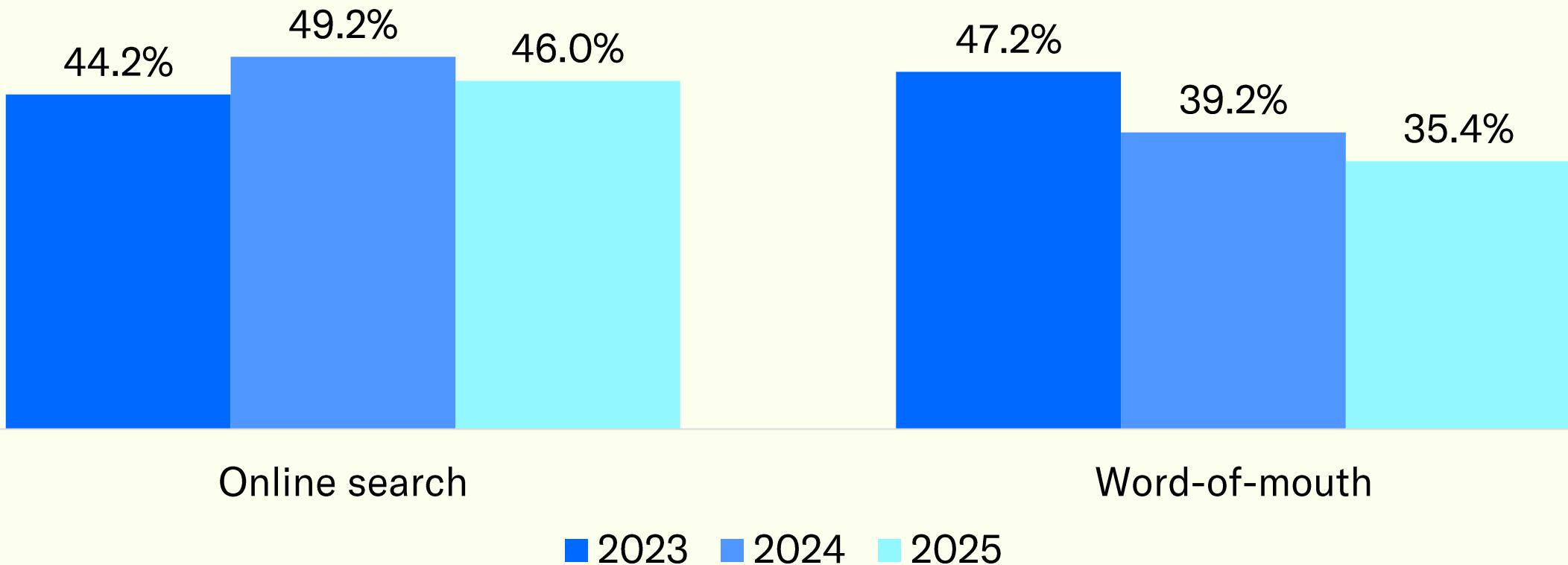
Marketing Considerations

Top 10 Sources of Destination Inspiration
(Total Aggregate)

Source	Percentage
Online search engines	46.0%
Online travel agencies	39.9%
Online travel content	35.6%
Opinions of friends, colleagues, or relatives	35.4%
Tour agent or tour operator websites	32.6%
Social media	31.9%
Official visitor bureau's website	31.3%
Travel agent – offline (traditional or store front)	27.2%
Official visitors bureau's visitor information...	25.6%
Travel or lifestyle magazine – printed or online	19.9%
Official visitor bureau's social media content	18.2%
Artificial Intelligence tool (ChatGPT, etc.)	16.8%
Commercial guidebook	16.5%
Digital influencers	12.0%
Newspaper travel section – printed or online	11.5%
Podcasts	7.6%

Online Media vs. Word-of-Mouth Preference
(By Market)

	Online Search	Word-of-Mouth (WOM)	Difference: Online over WOM
Japan	50.5%	24.2%	+26.3pp
South Korea	55.5%	37.8%	+17.7pp
Australia	57.8%	41.0%	+16.8pp
India	59.5%	43.0%	+16.5pp
Italy	43.4%	28.0%	+15.4pp
Netherlands	43.8%	28.8%	+14.9pp
Canada	56.0%	42.8%	+13.2pp
United Kingdom	50.2%	37.6%	+12.6pp
Germany	45.3%	33.3%	+12.0pp
Brazil	46.5%	37.1%	+9.5pp
France	36.7%	30.4%	+6.3pp
Mexico	36.2%	31.8%	+4.5pp
China	35.3%	33.5%	+1.8pp
Colombia	40.5%	39.4%	+1.1pp
Spain	36.5%	36.1%	+0.4pp
Argentina	41.7%	42.1%	-0.4pp

Future Partners

The State of the International Traveler 2026

Use of Destination Marketing Organization Digital Content for Travel Planning

DMO Websites

India	39.3%
China	37.8%
Colombia	37.1%
Mexico	35.9%
Australia	35.6%
Japan	33.2%
United Kingdom	33.2%
Spain	32.1%
Canada	31.6%
Argentina	30.9%
Germany	27.8%
Italy	26.5%
France	26.4%
Brazil	25.6%
Netherlands	25.3%
South Korea	21.7%

31.3%
Aggregate average

DMO Social Media Content

China	30.1%
India	26.7%
Colombia	22.9%
Argentina	22.2%
Mexico	21.9%
Japan	21.6%
Brazil	21.3%
Spain	20.0%
Australia	14.5%
South Korea	14.3%
Italy	13.9%
Germany	13.8%
France	13.6%
United Kingdom	12.5%
Canada	12.1%
Netherlands	9.3%

18.2%
Aggregate average

**Future Partners**   The State of the International Traveler 2026

Dreaming Phase

Considering Phase

Planning Phase

Experiencing Phase

Post-Trip Sharing Phase

Top Used Social Media Channels in the Travel Planning Journey

Dreaming Phase

Top Used Social Media Channel

Channel	Percentage
Instagram	39.0%
YouTube	38.7%
Facebook	27.3%
TikTok	17.7%
WhatsApp	12.2%
Twitter/X	11.0%
Pinterest	10.4%
Telegram	6.8%
Snapchat	4.9%
LinkedIn	4.4%
Reddit	3.6%
Discord	3.6%
Threads	3.5%
Kakaostory	1.0%
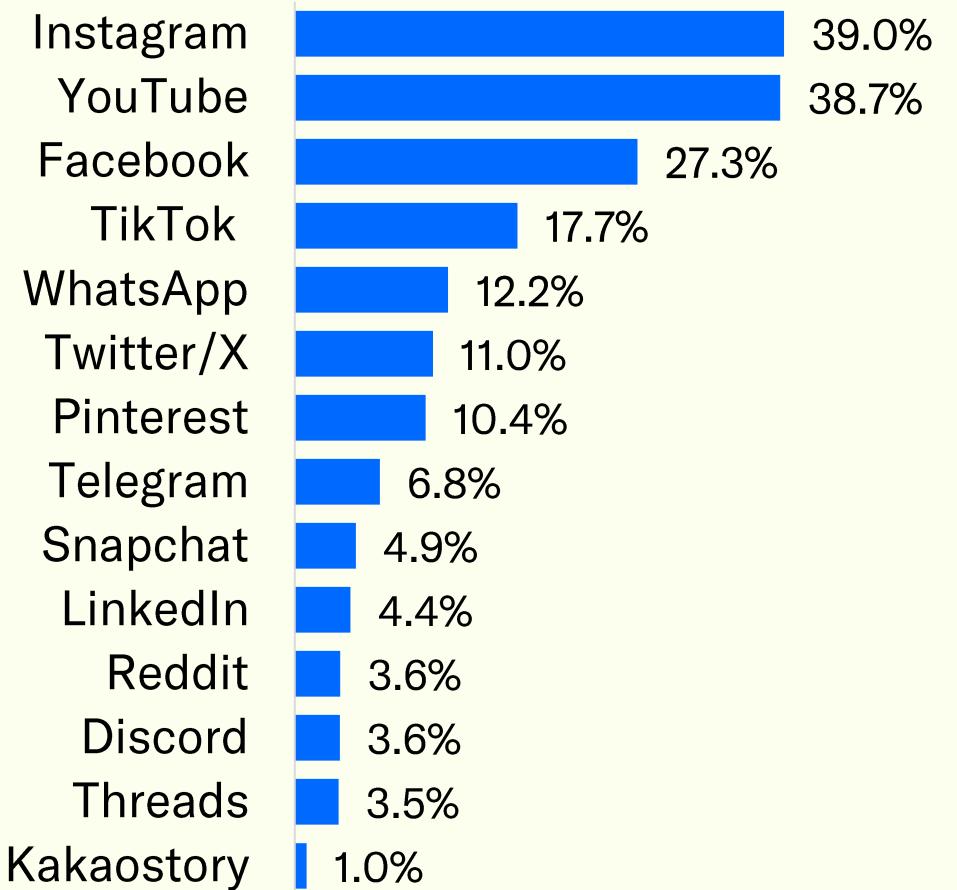
Dreaming Phase

Considering Phase

Top Used Social Media Channel

Channel	Percentage
YouTube	38.8%
Instagram	35.6%
Facebook	24.8%
TikTok	15.5%
WhatsApp	14.2%
Twitter/X	13.0%
Pinterest	8.6%
Telegram	7.2%
LinkedIn	5.7%
Snapchat	5.5%
Reddit	4.9%
Threads	3.4%
Discord	3.2%
Kakaostory	1.3%
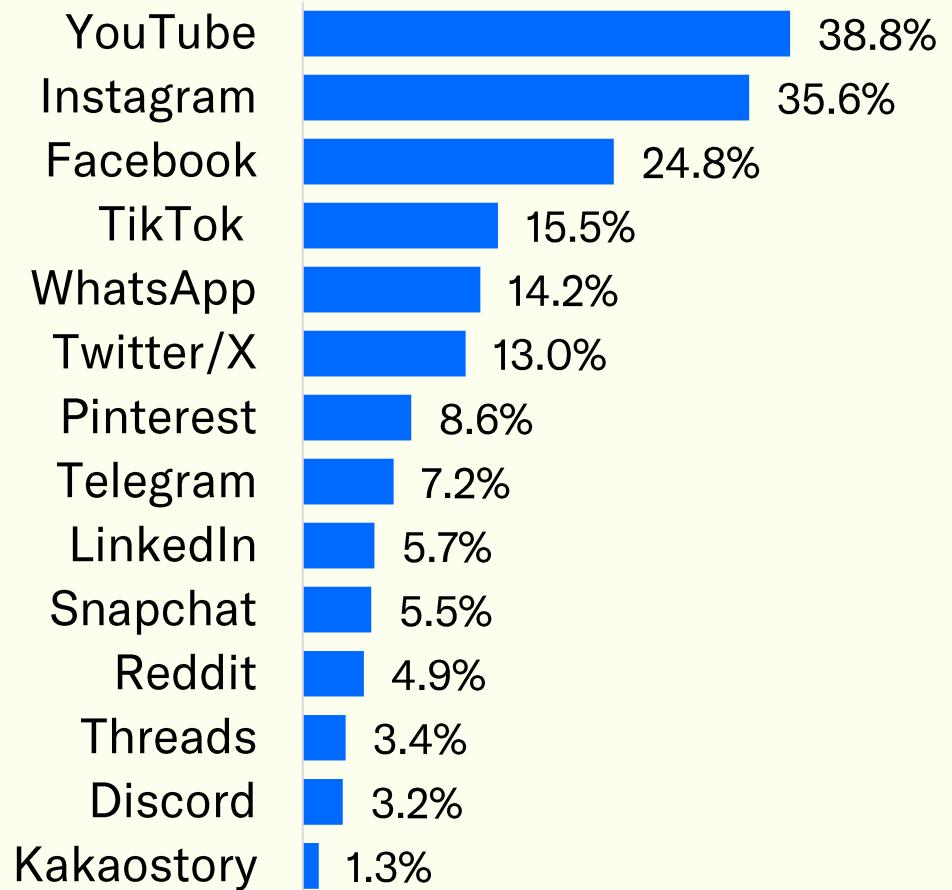
Dreaming Phase

Considering Phase

Planning Phase

Top Used Social Media Channel

Channel	Percentage
YouTube	37.3%
Instagram	32.2%
Facebook	22.1%
WhatsApp	15.8%
TikTok	14.8%
Twitter/X	12.0%
Telegram	8.0%
Pinterest	7.3%
LinkedIn	6.1%
Snapchat	5.4%
Reddit	4.8%
Threads	3.5%
Discord	3.3%
Kakaostory	1.1%
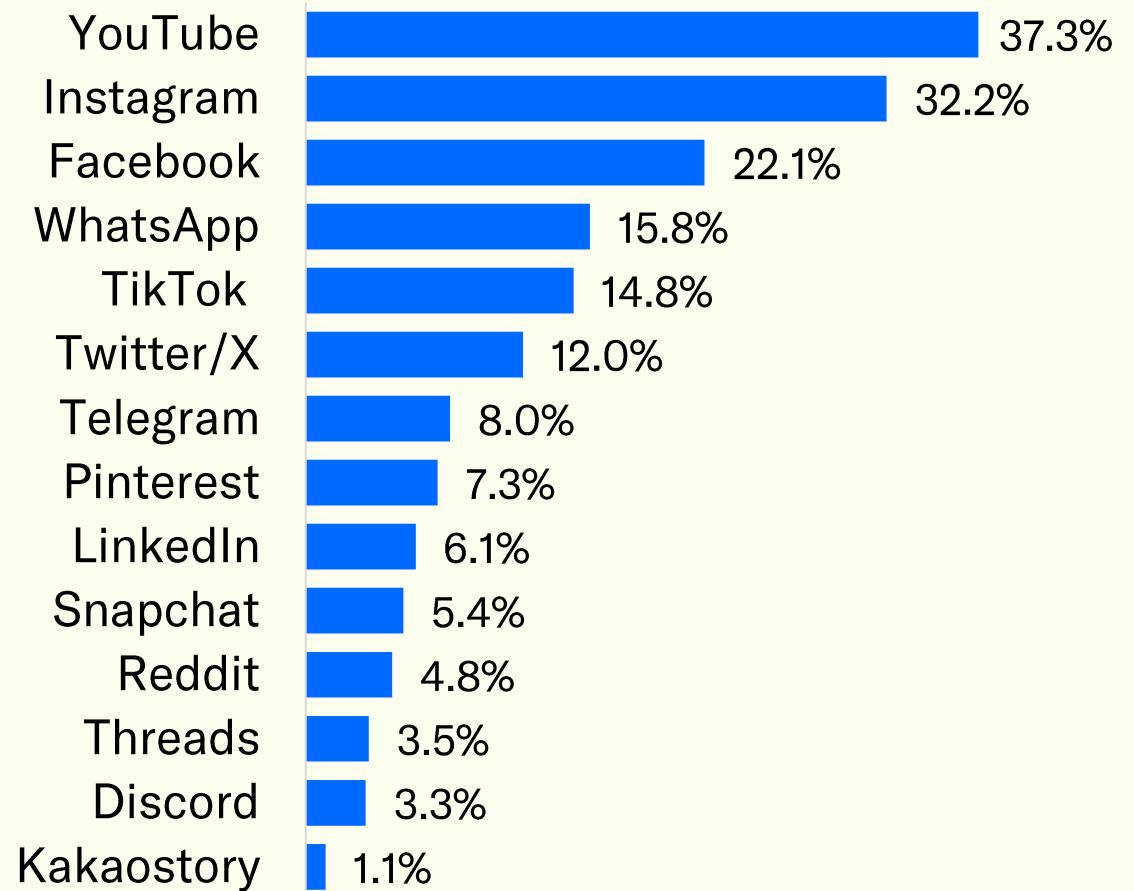
Dreaming Phase

Considering Phase

Planning Phase

Experiencing Phase

Top Used Social Media Channel
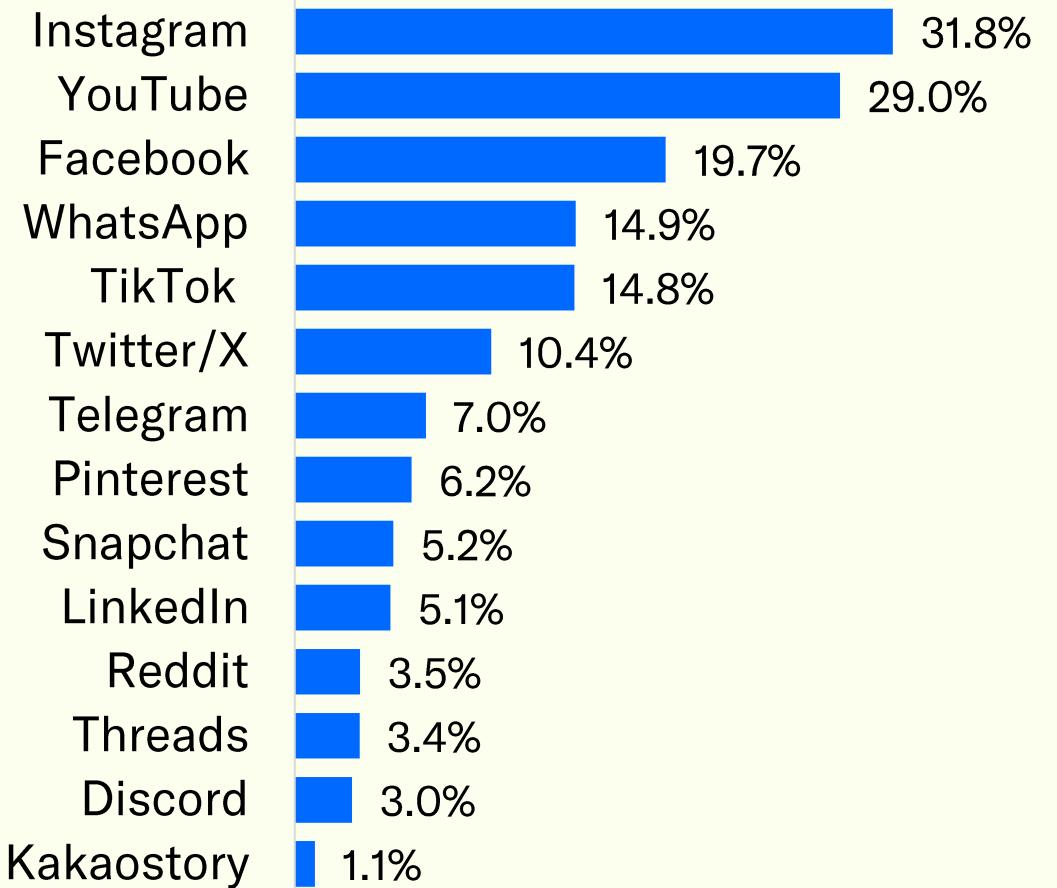
Channel	Percentage
Instagram	31.8%
YouTube	29.0%
Facebook	19.7%
WhatsApp	14.9%
TikTok	14.8%
Twitter/X	10.4%
Telegram	7.0%
Pinterest	6.2%
Snapchat	5.2%
LinkedIn	5.1%
Reddit	3.5%
Threads	3.4%
Discord	3.0%
Kakaostory	1.1%

Dreaming Phase

Considering Phase

Planning Phase

Experiencing Phase

Post-Trip Sharing Phase

Top Used Social Media Channel

Channel	Percentage
Instagram	32.3%
Facebook	21.6%
YouTube	19.3%
WhatsApp	16.7%
TikTok	11.6%
Twitter/X	9.8%
Telegram	6.3%
Snapchat	4.8%
Pinterest	4.8%
LinkedIn	4.1%
Threads	3.1%
Reddit	2.8%
Discord	2.3%
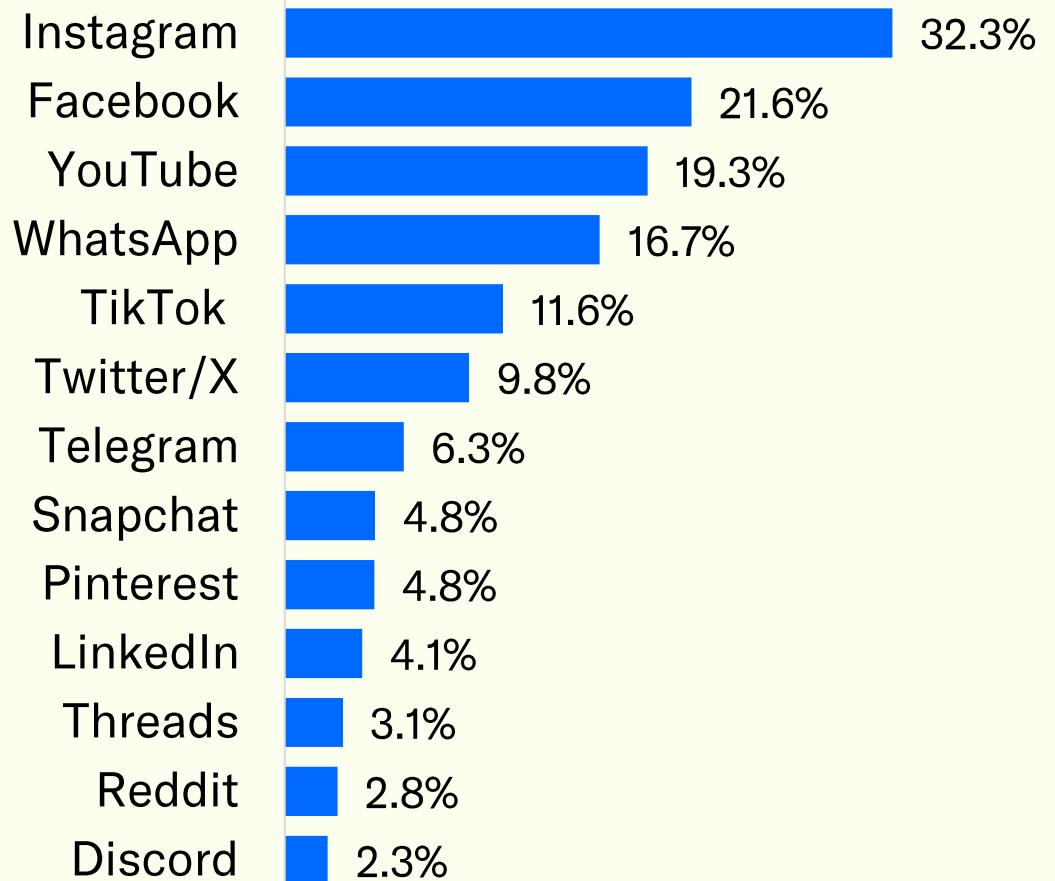
Desired Tone for International Destination Ads

% of Total Aggregate

Tone	%
Friendly/welcoming	46.3%
Positive/joyful	42.9%
Calm/relaxing/peaceful	40.4%
Fun/playful/exciting	37.5%
Shows a variety of activities/things to do	35.4%
Scenic/picturesque	33.8%
Informative/educational	33.5%
Inspirational/encouraging	33.4%
Sophisticated/elegant/refined	21.0%

Desire a Fun/Playful/Exciting Tone

Country	%
India	52.4%
Mexico	50.9%
Colombia	50.5%
China	48.1%
France	21.2%
Germany	13.7%

Future Partners

The State of the International Traveler 2026

The Role of Sporting Events

The Role of Professional Sporting Events

Professional Sporting Events Likely to Attend on a Trip to the United States
(Total Aggregate)

Event	Percentage
National Basketball Association game	30.1%
National Football League game	25.2%
Major League Baseball game	23.5%
Major League Soccer game	22.2%
National Hockey League game	14.1%

The Impact of the 2026 FIFA World Cup

Interest in Traveling to the U.S. for the 2026 FIFA World Cup
(Total Aggregate)

50.8%

Category	Percentage
Very interested	23.8%
Interested	27.0%
Neutral	19.2%
Uninterested	11.9%
Very uninterested	18.1%

Country	Percentage
India	86.1%
Brazil	75.2%
China	73.6%
Argentina	65.7%
Mexico	63.6%
Colombia	62.3%
South Korea	48.7%
Italy	46.4%
Japan	44.6%
Spain	44.2%
United Kingdom	42.9%
France	41.9%
Australia	30.2%
Germany	29.9%
Netherlands	29.9%
Canada	27.4%

Future Partners   The State of the International Traveler 2026

The Impact of the 2026 FIFA World Cup

2026 FIFA World Cup Hypothetical Trip – Number of Days for U.S. Destinations Visited

	# of Days in U.S.	# of Destinations	Days per Destination
Colombia	20.9	12.4	1.7
Argentina	17.7	5.7	3.1
Brazil	15.6	6.8	2.3
Mexico	15.3	15.1	1.0
India	15.3	8.6	1.8
Germany	13.6	6.7	2.0
Australia	13.2	5.1	2.6
Spain	12.5	4.4	2.8
Netherlands	12.4	5.8	2.2
United Kingdom	12.4	5.2	2.4
Italy	12.1	5.0	2.4
France	11.4	4.5	2.5
South Korea	8.4	3.4	2.5
China	8.3	3.3	2.6
Canada	8.3	3.3	2.5
Japan	8.0	4.9	1.6

2026 FIFA World Cup Hypothetical Trip – Likely Travel Party Size

Country	Value
India	10.4
Colombia	4.9
Mexico	4.9
Japan	4.0
South Korea	3.9
Brazil	3.6
Netherlands	3.4
United Kingdom	3.3
Germany	3.2
Australia	2.7
Canada	2.7
France	2.7
Argentina	2.7
Italy	2.7
China	2.6
Spain	2.5

Future Partners   The State of the International Traveler 2026
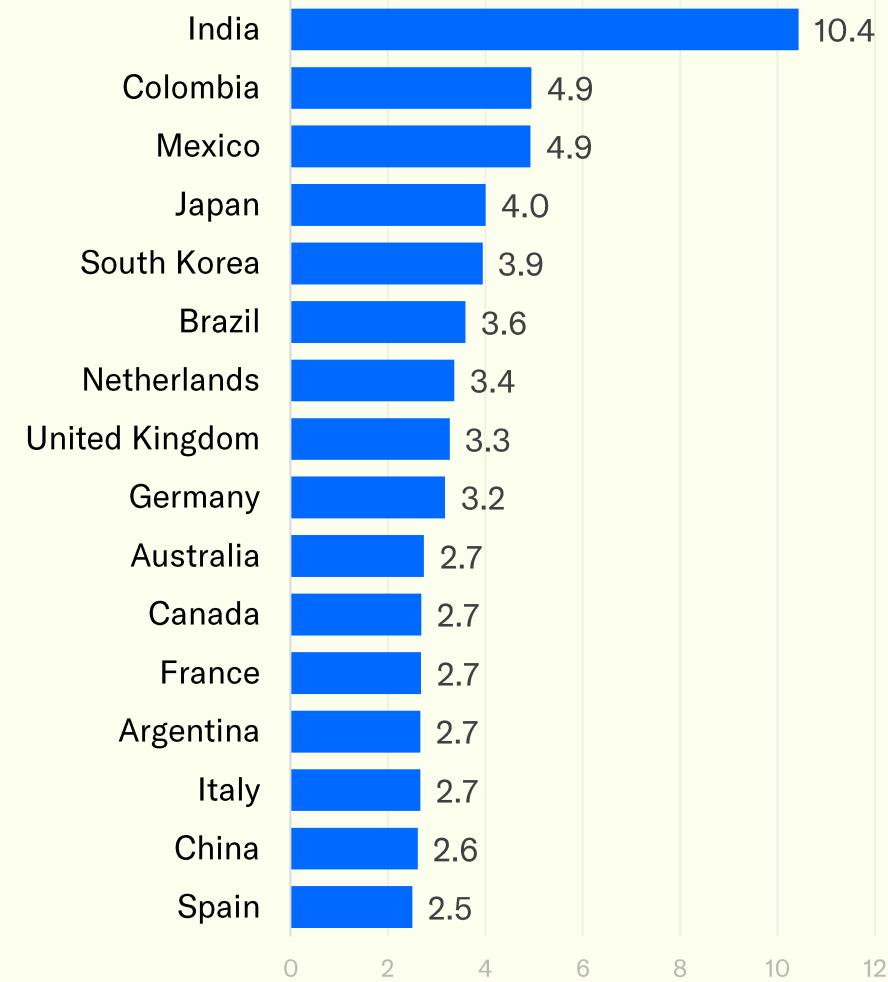
The Impact of the 2028 Olympic Games

Interest in Traveling to the U.S. 2028 Olympic Games
(Total Aggregate)

51.4%

Category	Percentage
Very interested	22.7%
Interested	28.7%
Neutral	20.8%
Uninterested	12.0%
Very uninterested	15.8%

Country	Percentage
India	87.9%
China	77.6%
Brazil	75.6%
Mexico	66.9%
Colombia	54.5%
Italy	51.6%
Japan	51.3%
South Korea	48.1%
Argentina	47.6%
France	47.3%
Spain	45.6%
United Kingdom	41.8%
Australia	34.5%
Germany	32.8%
Netherlands	29.9%
Canada	28.5%

The State of the American Traveler

- 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.

- Surveys collected thru December 2025

- Confidence interval of +/- 1.55%

- Data is weighted to reflect the actual population of each region

United States Census Regions and Divisions
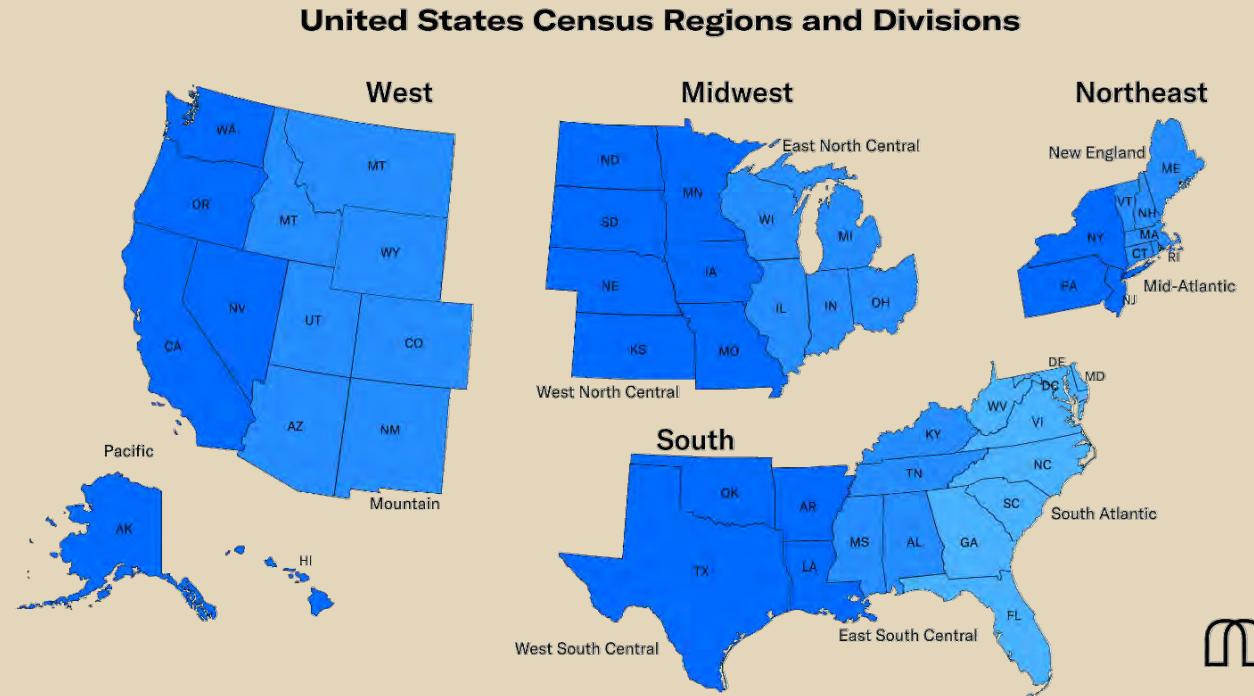
Traveler Sentiment

Future Partners

Americans Are Very Excited to Travel

Question:

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

Rating	Percentage
10 - I am extremely excited	37.7%
9	12.3%
8	18.5%
7	11.5%
6	6.0%
5	7.0%
4	1.7%
3	1.6%
2	1.5%
1	0.7%
0 - I am not at all excited	1.6%

86.0%

Base: All respondents, 4,000 completed surveys
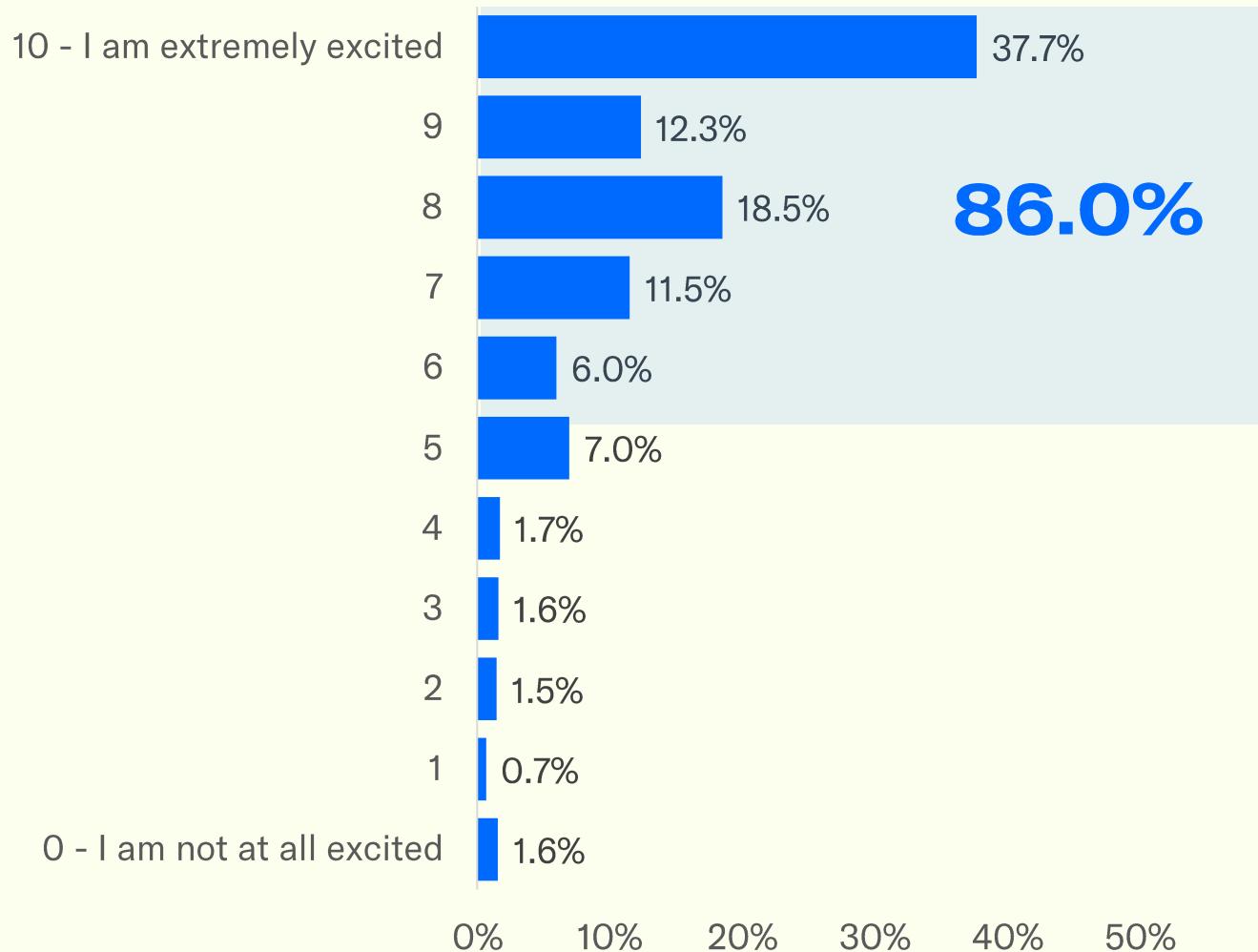
Travel Excitement Has Reached a New Normal— and It's High. Some Recent Declines Seen.

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

Mean Score on 11-point Scale

2021 — Avg. = 6.7
2022 — Avg. = 7.5
2023 — Avg. = 8.1
2024 — Avg. = 8.2
2025 — Avg. = 8.2

Base: All respondents, approx. 4,000 completed surveys per wave
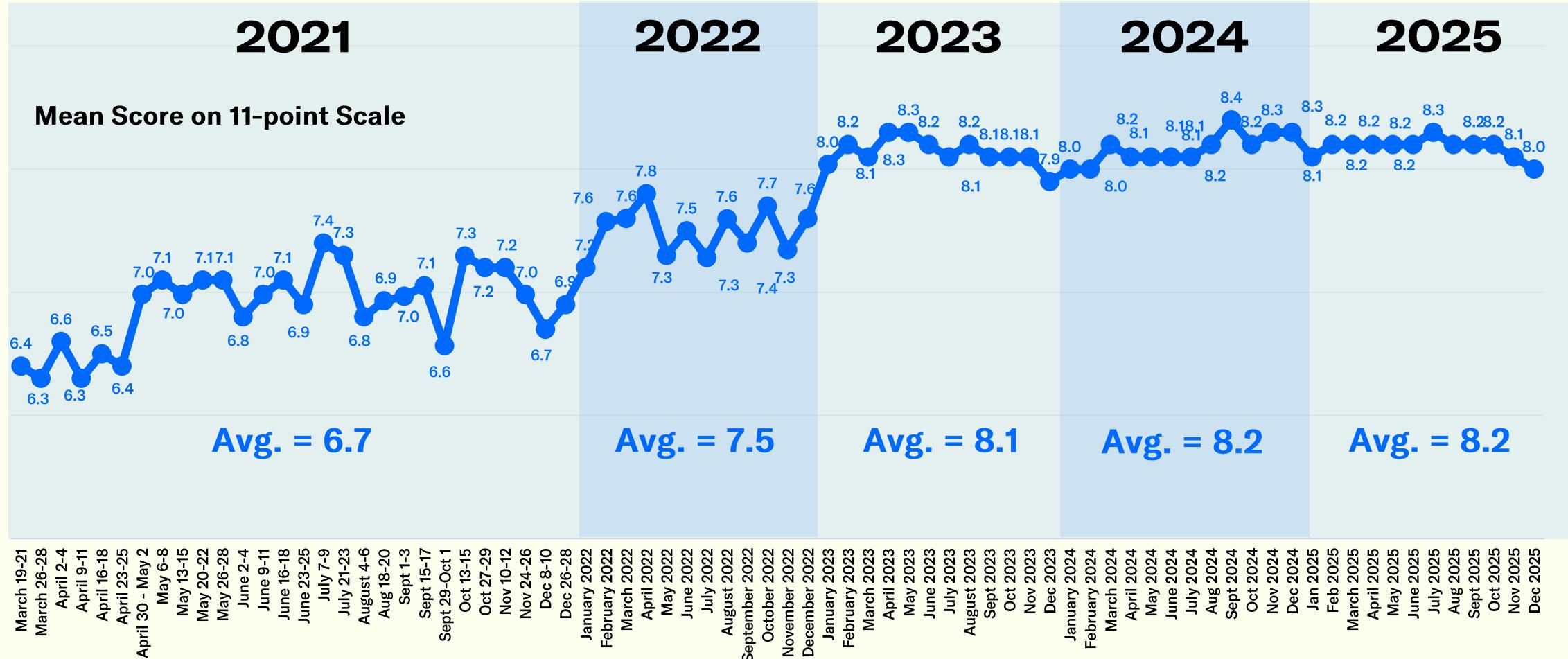
Household Finances: Some Unease, But No Dramatic Change From Last Month

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

Much better off — 7.0%

31.3%

Better off — 24.2%

UNCHANGED - Neither better off nor worse off — 43.9%

Worse off — 19.7%

Much worse off — 5.2%

24.9%

0%   10%   20%   30%   40%   50%

Base: All respondents, 4,000 completed surveys
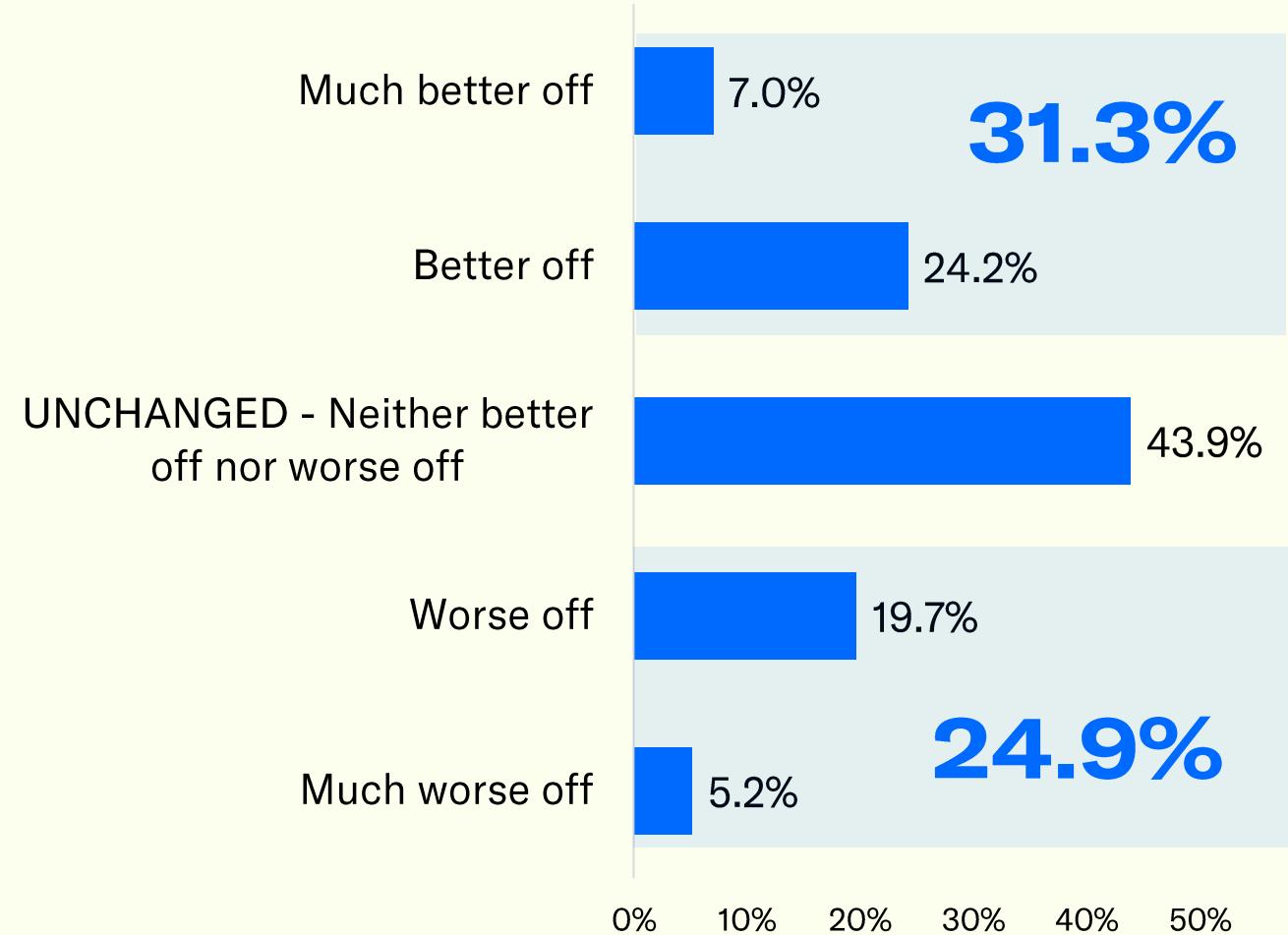
While Dropping This Month, Financial Sentiment Has Gradually Improved

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

2022   2023   2024   2025

% Better off or Much better off

% Worse off or Much worse off

Avg. = 29.2%   Avg. = 30.1%   Avg. = 31.8%   Avg. = 32.8%

31.3%

Future Partners

Base: All respondents, approx. 4,000 completed surveys per wave
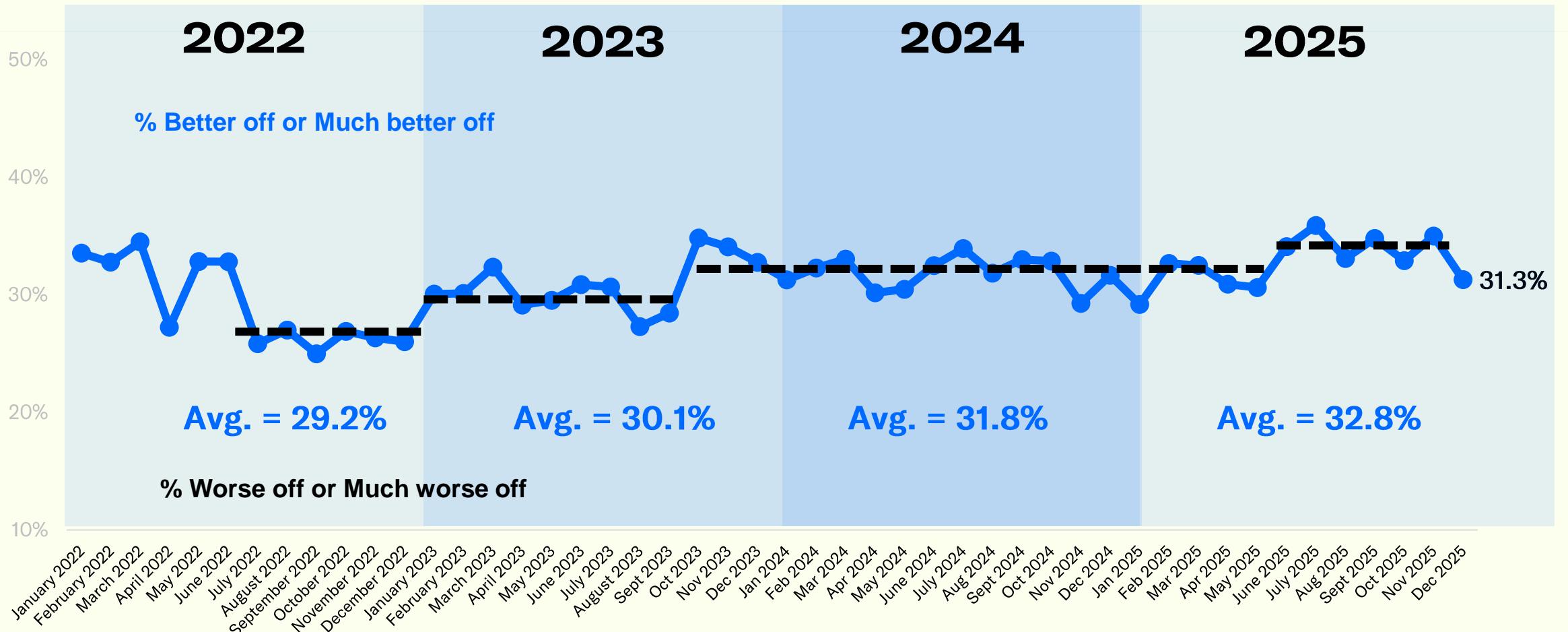
Travel Spending Confidence Drops

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?

Yes - It is a very good time — 6.8%

Yes - It is a good time — 25.9%

32.7%

It is neither a good time nor bad time — 38.4%

No - It is a bad time — 19.8%

No - It is a very bad time — 9.0%

28.8%

0% 10% 20% 30% 40% 50%
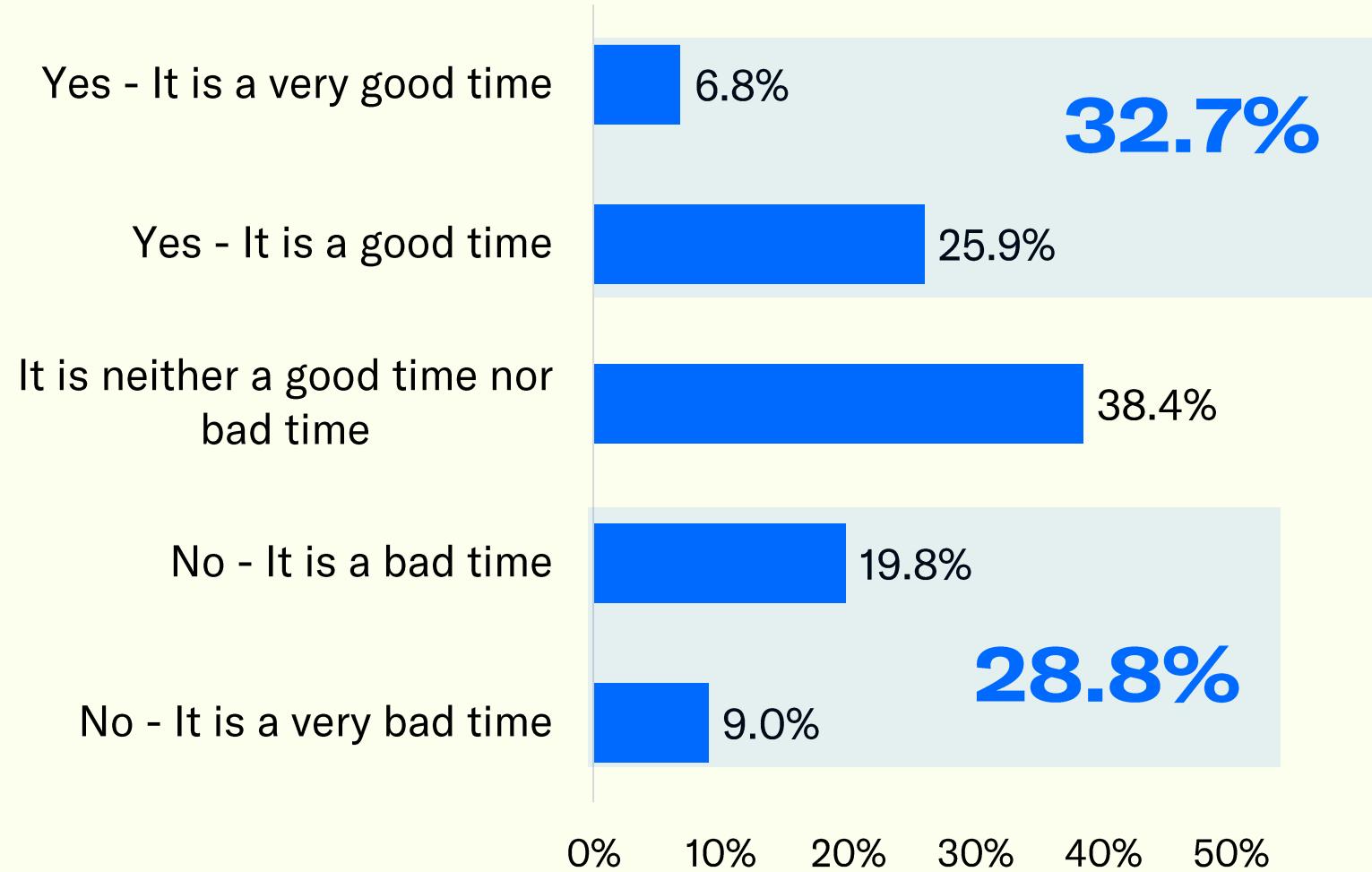
Spending Confidence Dropped This Month, But Has Been Inching Upward

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?

2022
2023
2024
2025

% Good time or Very good time

32.7%

Avg. = 30.1%
Avg. = 30.2%
Avg. = 33.8%
Avg. = 34.1%

% Bad time or Very bad time

Base: All respondents, approx. 4,000 completed surveys per wave
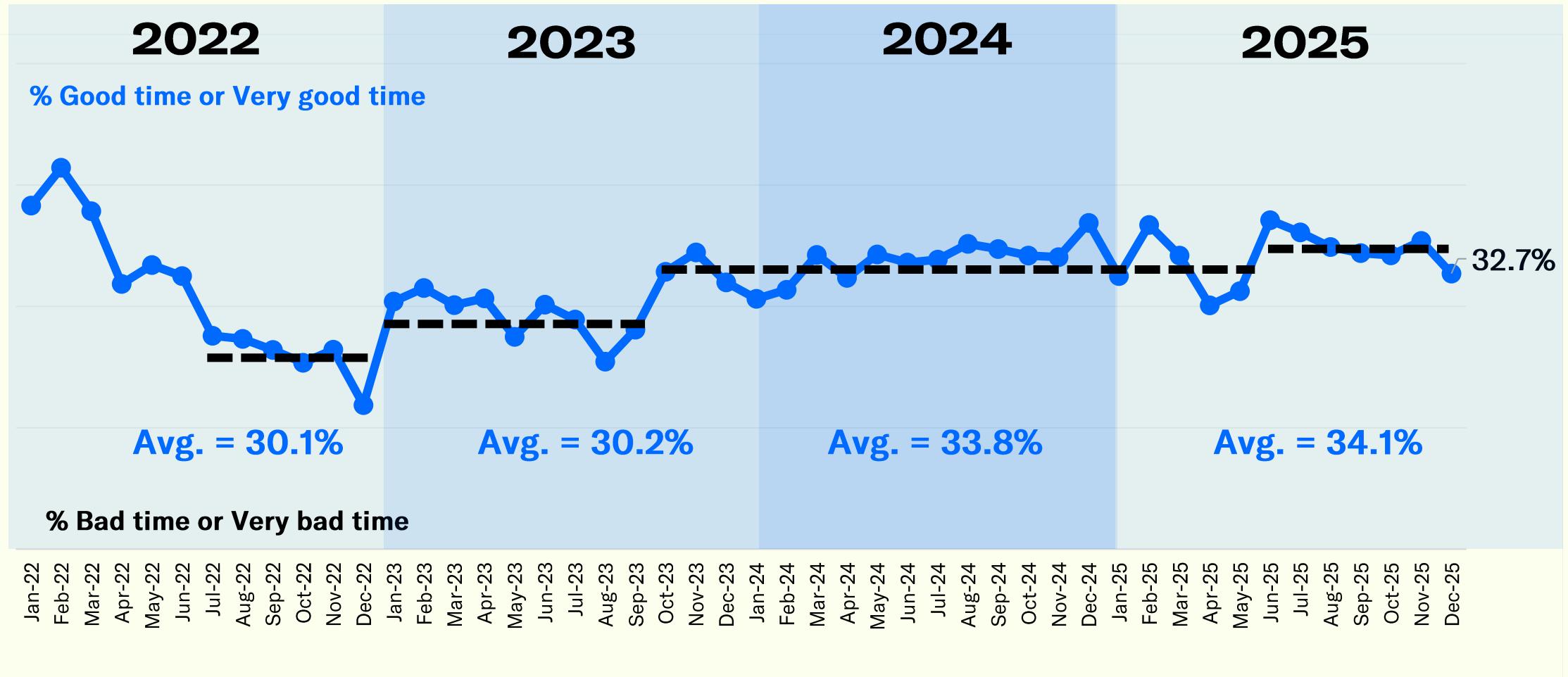
Travel Remains a Core Household Priority

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.

Leisure travel will be a(n) _____.
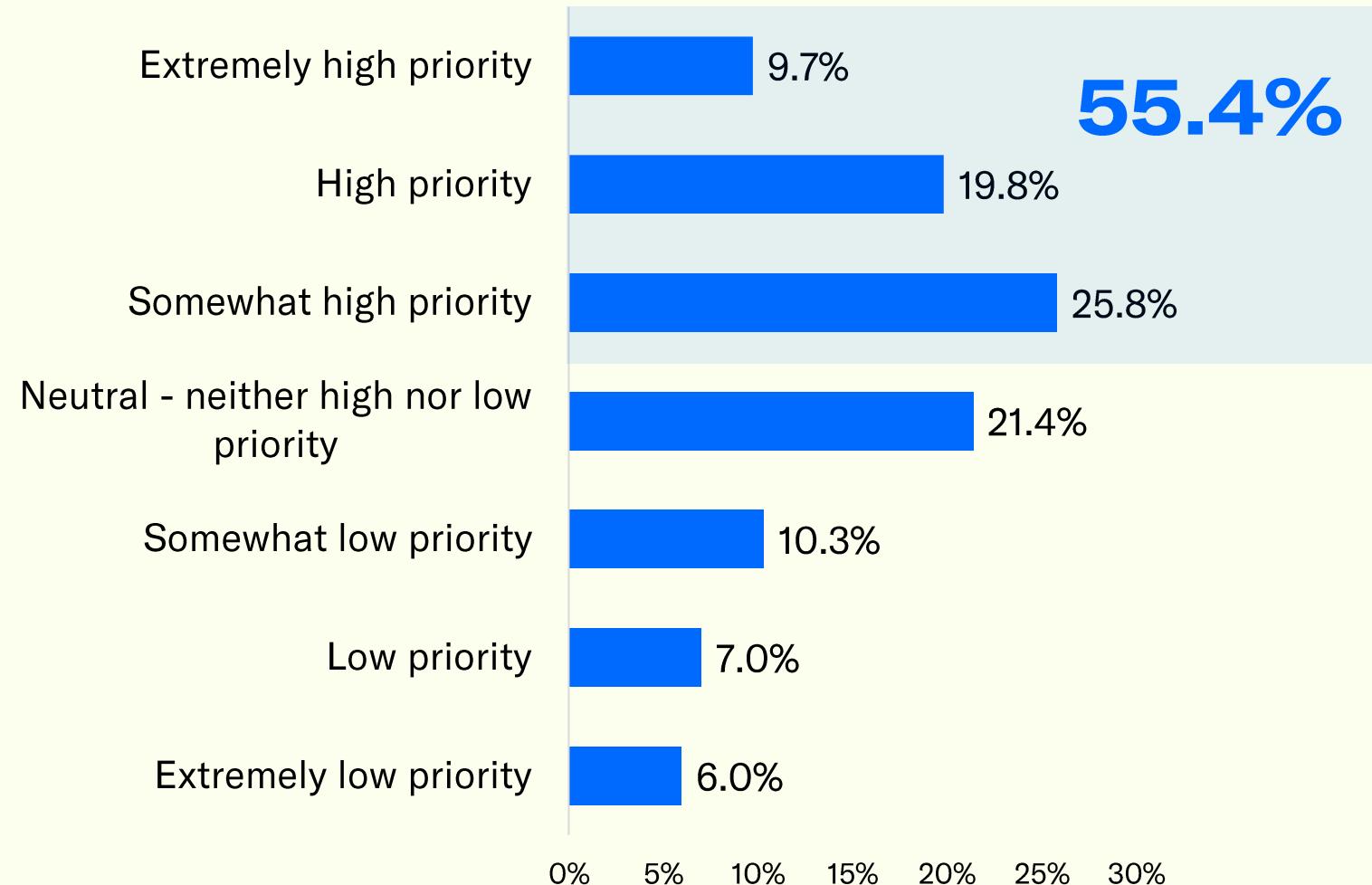
55.4%

Category	Value
Extremely high priority	9.7%
High priority	19.8%
Somewhat high priority	25.8%
Neutral - neither high nor low priority	21.4%
Somewhat low priority	10.3%
Low priority	7.0%
Extremely low priority	6.0%

0% 5% 10% 15% 20% 25% 30%

Travel Remains a Core Household 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.

% Top 3 Box Score

2022 | **2023** | **2024** | **2025**

Avg. = 57.7% | **Avg. = 53.9%** | **Avg. = 57.8%** | **Avg. = 57.9%**

55.4%

% Bottom 3 Box Score

Looking Forward

Future Partners

Trip Expectations for the Upcoming Year Ticked Downward

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?

Response	Percentage
10 or more	7.4%
9	0.7%
8	2.6%
7	2.7%
6	6.7%
5	8.9%
4	13.7%
3	15.1%
2	20.4%
1	13.9%
Zero	3.3%
I don't know	4.7%

Mean Dec 2025 = 3.8
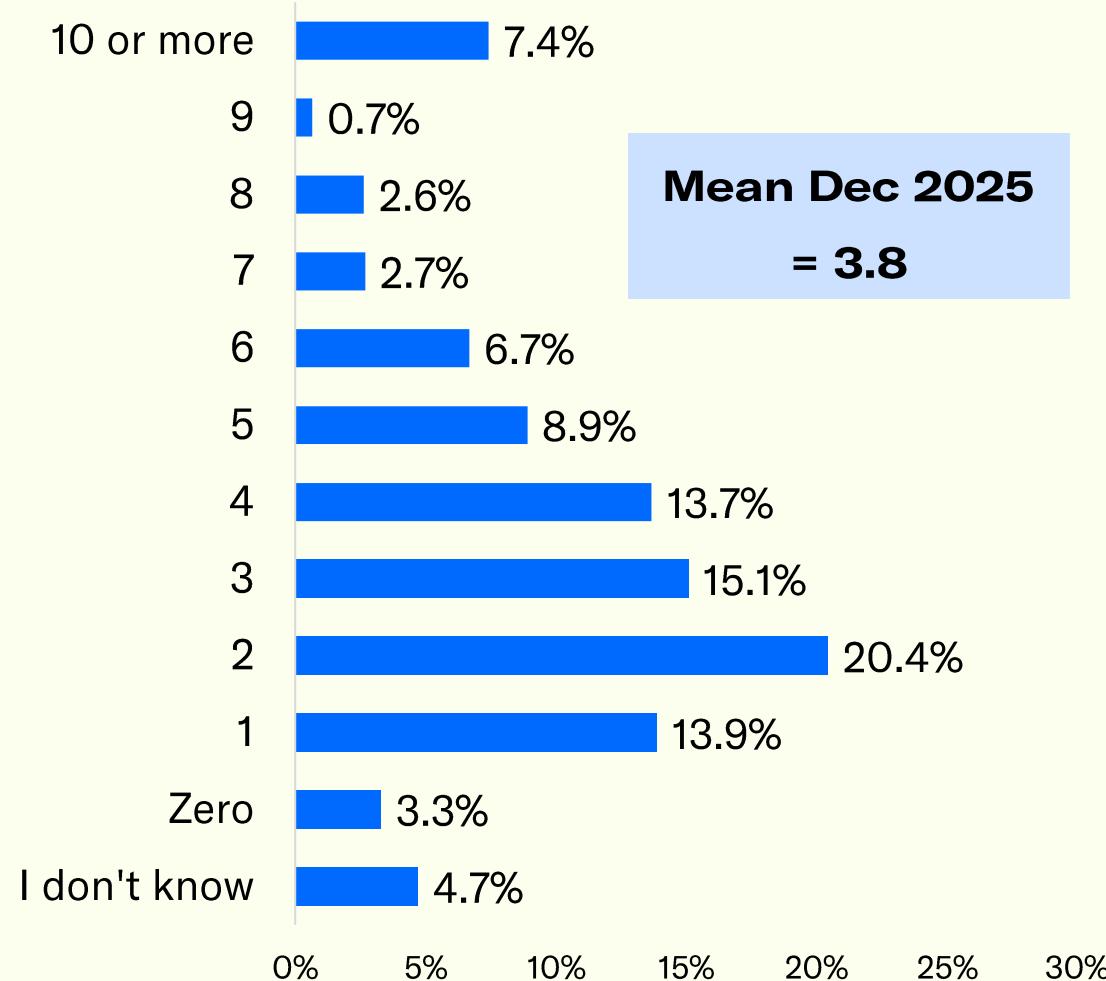
Expected Trip Volume Dropped This Month

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?

2022 — Avg. = 2.9
2023 — Avg. = 3.4
2024 — Avg. = 3.6
2025 — Avg. = 3.8

Legend: ■ Trips expected — % 5 or more trips

Trips expected values:
3.2, 3.1, 2.9, 3.0, 2.8, 2.8, 2.7, 2.9, 2.8, 3.0, 2.7, 3.2, 3.2, 3.1, 3.5, 3.6, 3.4, 3.4, 3.2, 3.2, 3.4, 3.5, 3.6, 3.5, 3.6, 3.4, 3.6, 3.5, 3.3, 3.4, 3.4, 3.6, 3.7, 3.7, 3.8, 3.9, 3.7, 4.0, 3.8, 3.7, 3.5, 3.7, 3.7, 3.7, 3.8, 3.8, 4.0, 3.8

Base: All respondents, approx. 4,000 completed surveys per wave
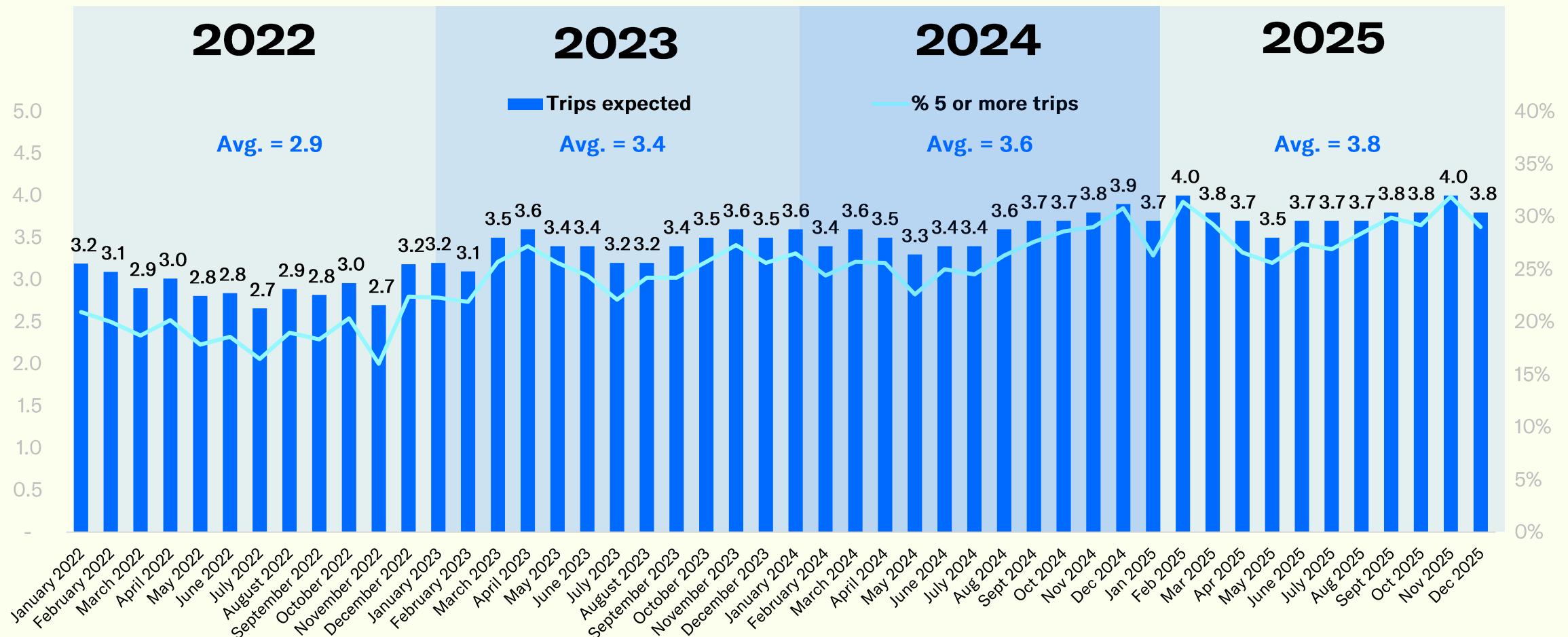
How are Americans Feeling About the Future of the US Economy?
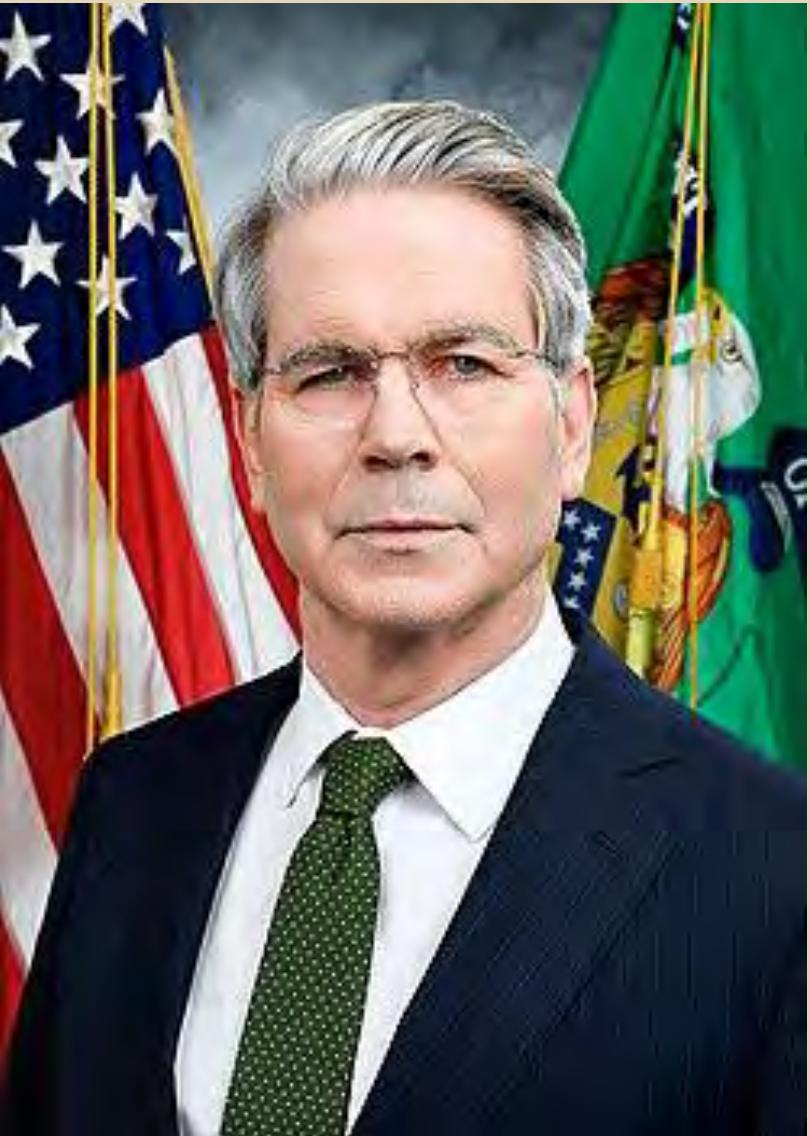
"While the overall economy remains relatively stable, certain sectors are in recession."

Scott Bessent
US Secretary of the Treasury
CNN's State of the Union Nov. 1, 2025

Future Partners

"**The US economy, which appears OK by the most commonly used measures, is definitely not OK once you look under the hood. One essential aspect of this weirdness is the economy is strongly bifurcated...**people who were already affluent are becoming more so, but the less well-off are under severe pressure."

Paul Krugman
Nobel Laureat Economist

Future Partners

American Travel Income Landscape

Question:

Which best describes the combined annual income of all members of your household?

> $150K
23.3%

< $80K
43.5%

Mean =
$115,700

$80K to
$150K
33.2%
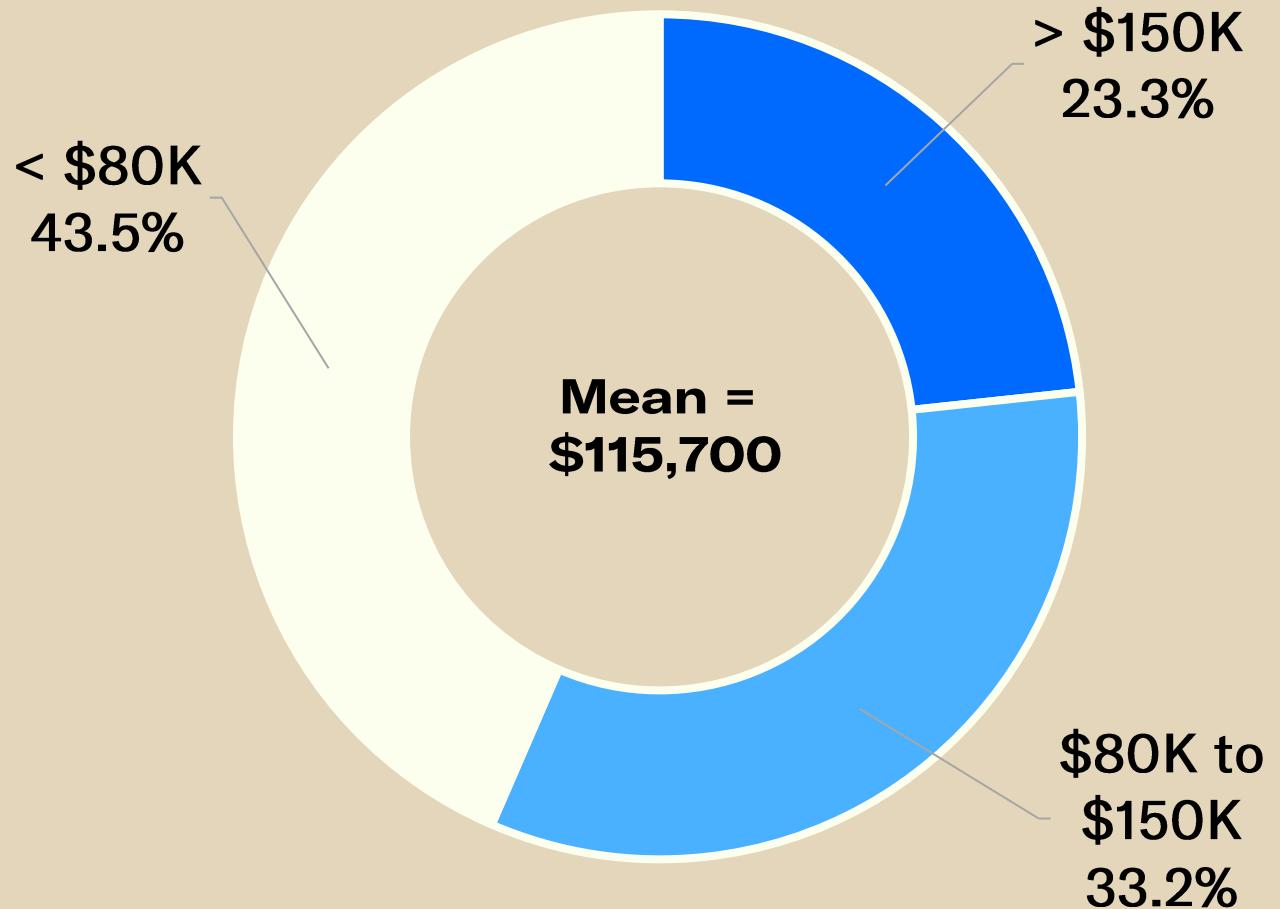
Maximum Travel Budgets Decreased in December

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?

Budget Range	Percentage
$10,000 or more	19.3%
$5,000 - $9,999	20.6%
$2,000 - $4,999	25.0%
$1,000 - $1,999	15.5%
$500 - $999	9.5%
$100 - $499	7.5%
Under $100	2.5%

Mean = $5,511
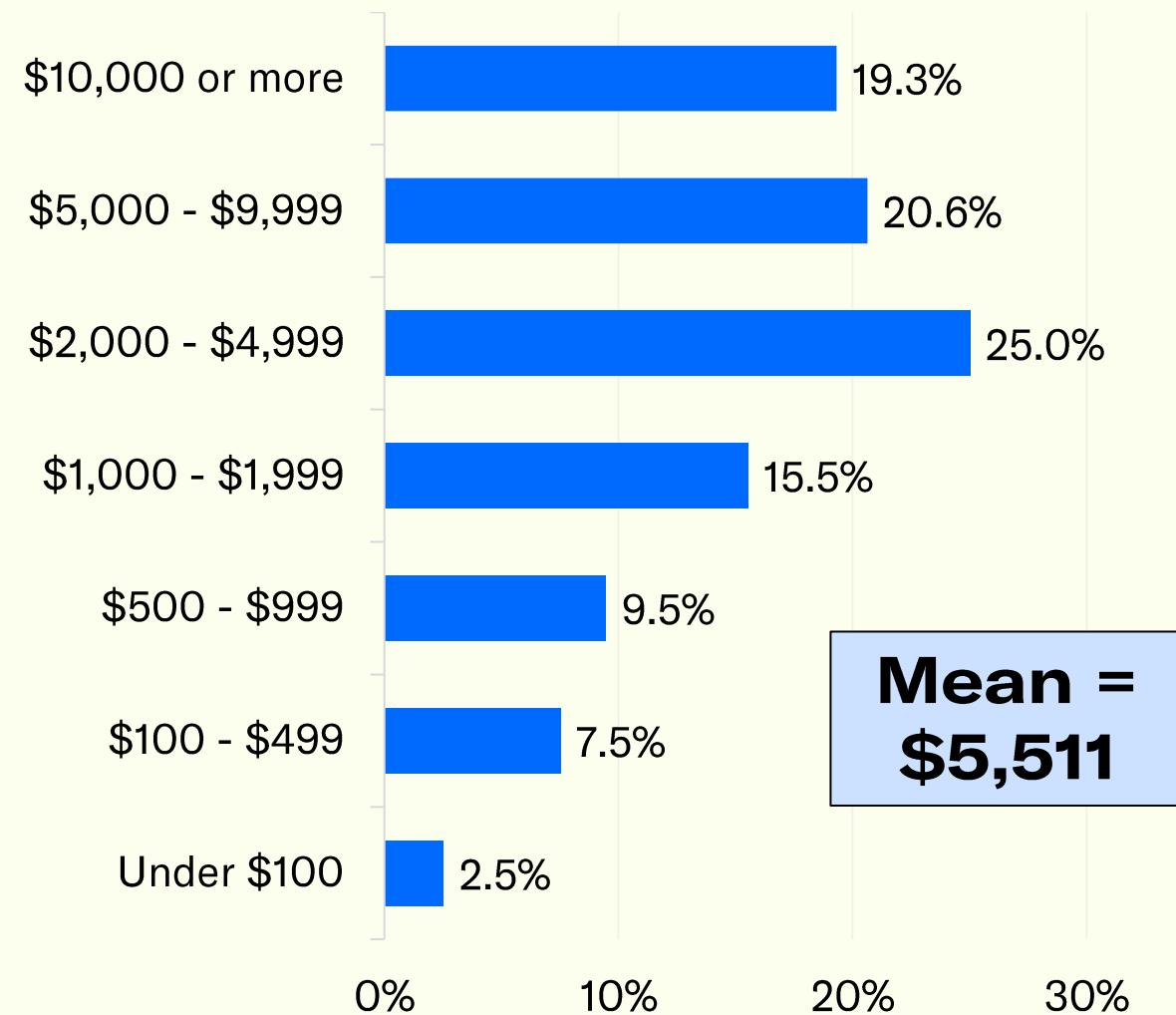
Maximum Travel Budgets Decreased

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):

2022 **2023** **2024** **2025**

Maximum Expected Annual
Travel Spending (Mean)

$6,211

$5,511

48 wave average
= $4,724

Base: All respondents, approx. 4,000 completed surveys per wave
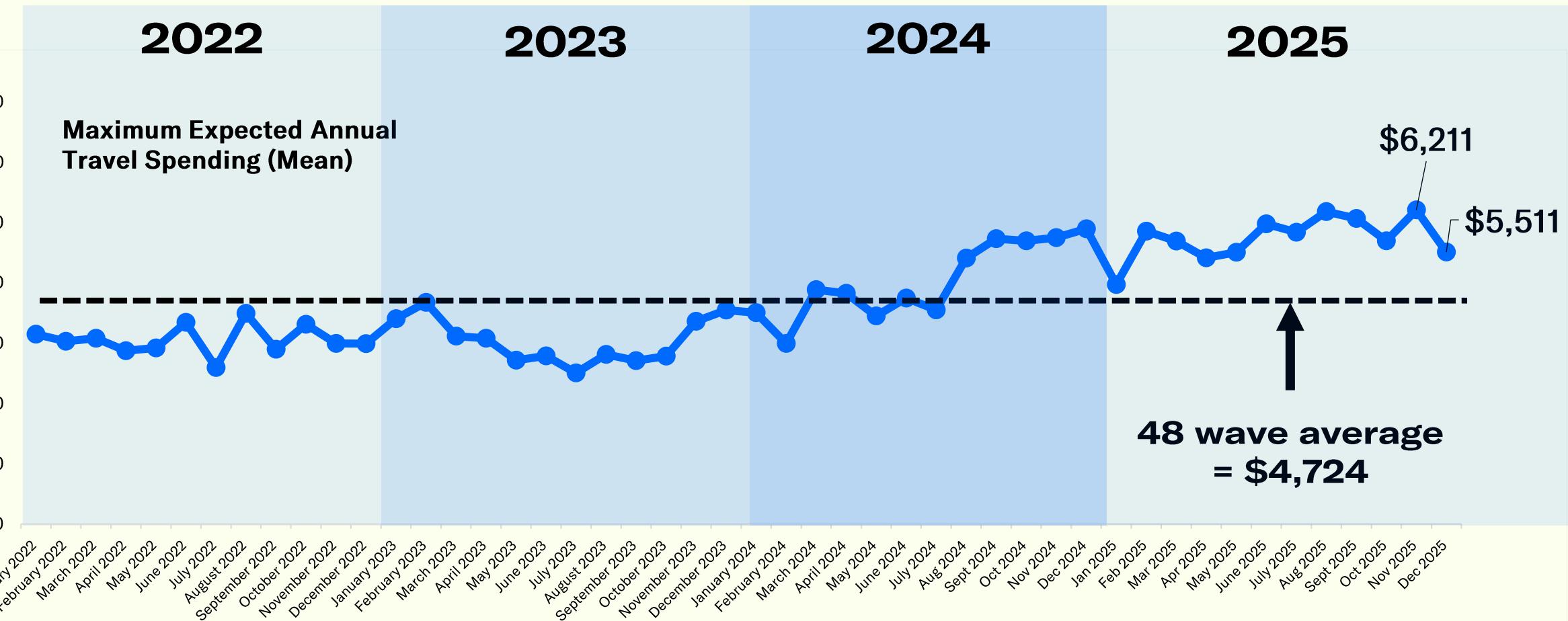
Affluent Travelers Race Ahead in Travel Spending Growth

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):

Legend: High Income >$150 — Middle Income $80K - $150K — Lower Income < $80K

Mean Maximum Expected Spend

$11,299

$6,185

$2,992
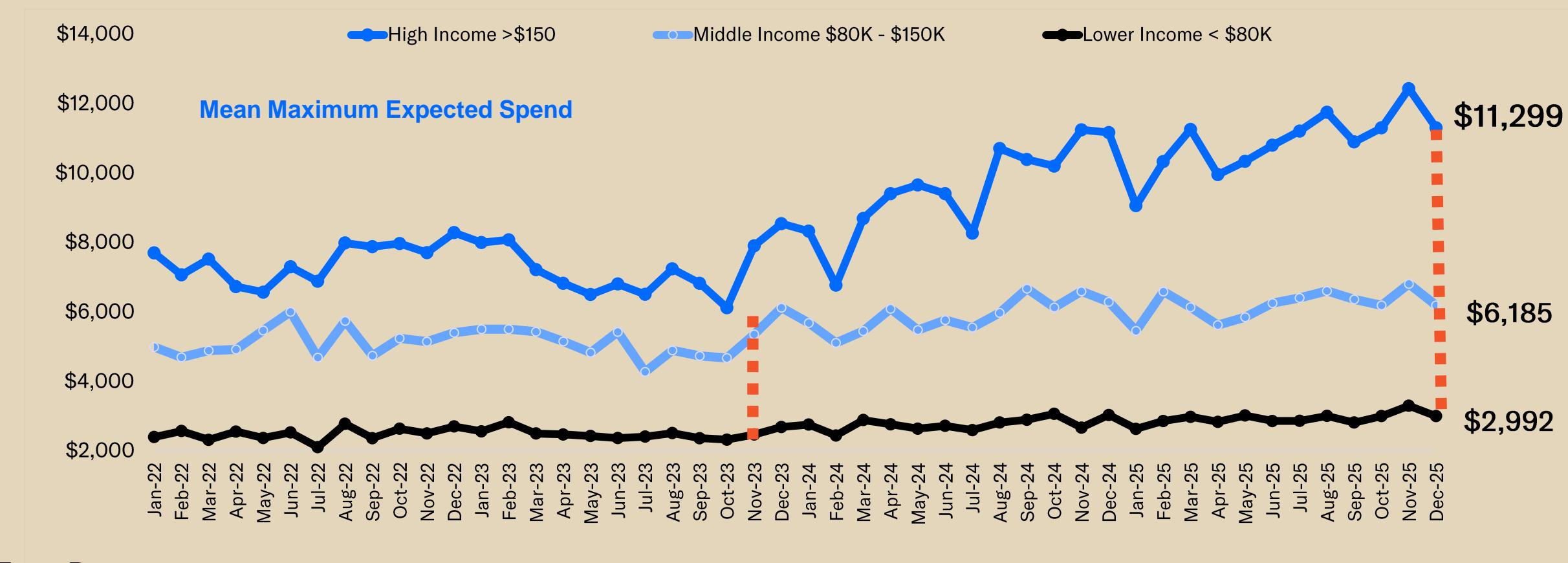
The Impact of a US Recession on Travel Sentiment

Future Partners

Recession Anxiety Softens Slightly

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

Strongly agree — 14.3%
Agree — 30.3%
44.7%

Neutral (neither agree nor disagree) — 33.3%

Disagree — 14.8%
Strongly disagree — 7.2%
22.0%

0% 10% 20% 30% 40%
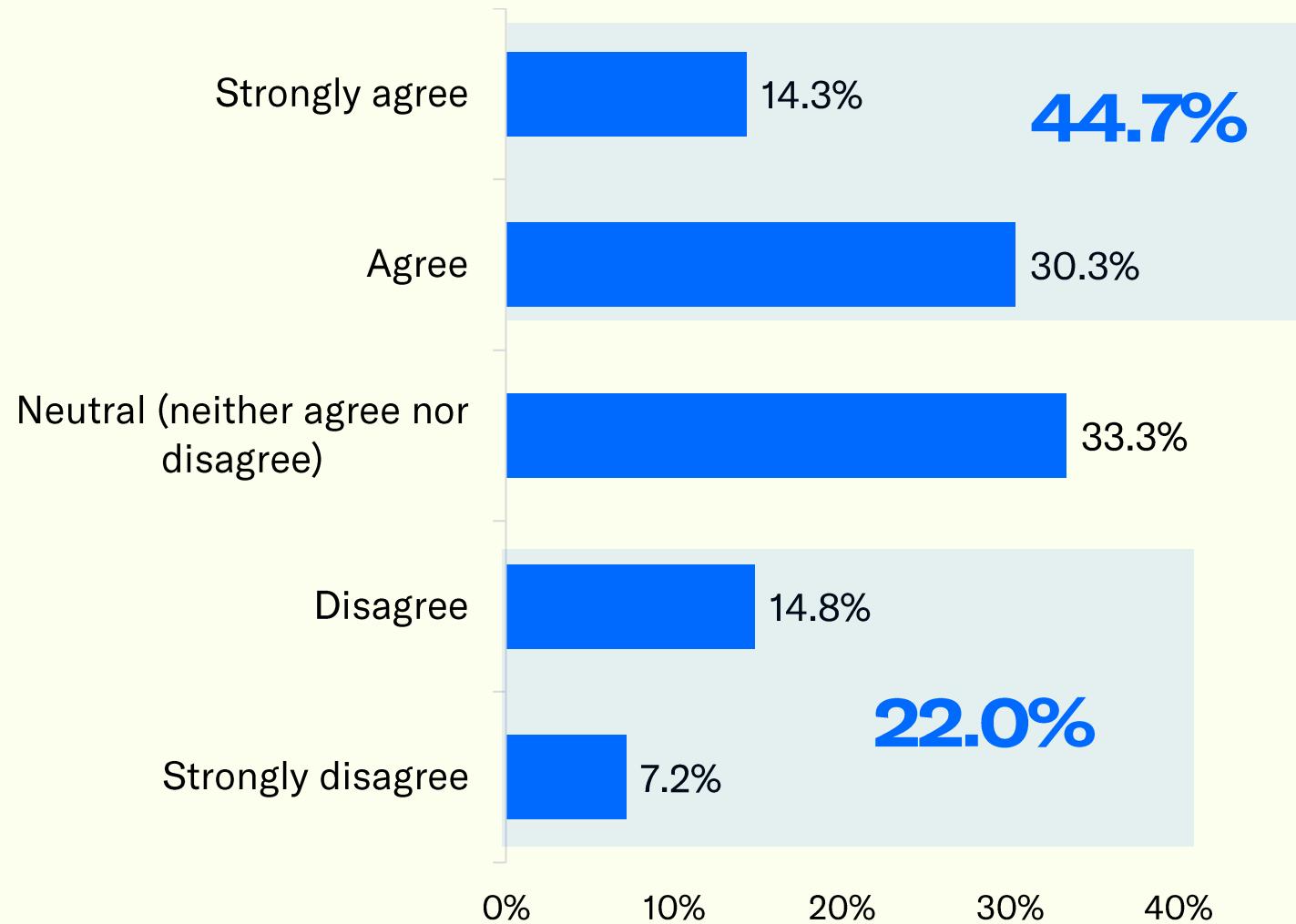
Recession Fears Remain Elevated—but Are No Longer Escalating

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

% Agree or Strongly agree

2022 · 2023 · 2024 · 2025

56.9%
44.7%

The State of the American Traveler livestream, January 2025

Base: All respondents, approx. 4,000 completed surveys per wave
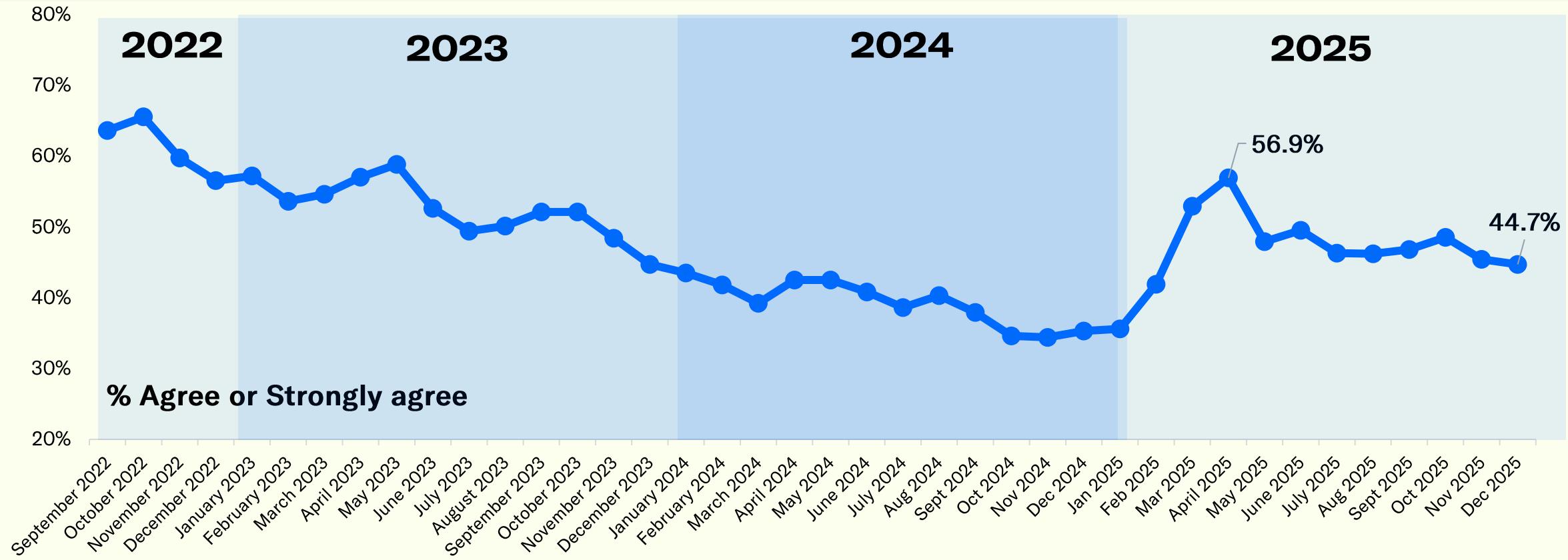
All Income Levels Share Similar Recessionary Concerns

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

Legend: High Income >$150 · Middle Income $80K - $150K · Lower Income < $80K

% Agree or Strongly agree

Endpoint values: 50.2%, 47.2%, 46.9%

X-axis: Sep-22, Oct-22, Nov-22, Dec-22, Jan-23, Feb-23, Mar-23, Apr-23, May-23, Jun-23, Jul-23, Aug-23, Sep-23, Oct-23, Nov-23, Dec-23, Jan-24, Feb-24, Mar-24, Apr-24, May-24, Jun-24, Jul-24, Aug-24, Sep-24, Oct-24, Nov-24, Dec-24, Jan-25, Feb-25, Mar-25, Apr-25, May-25, Jun-25, Jul-25, Aug-25, Sep-25, Oct-25, Nov-25, Dec-25

Future Partners

Base: All respondents, approx. 4,000 completed surveys per wave
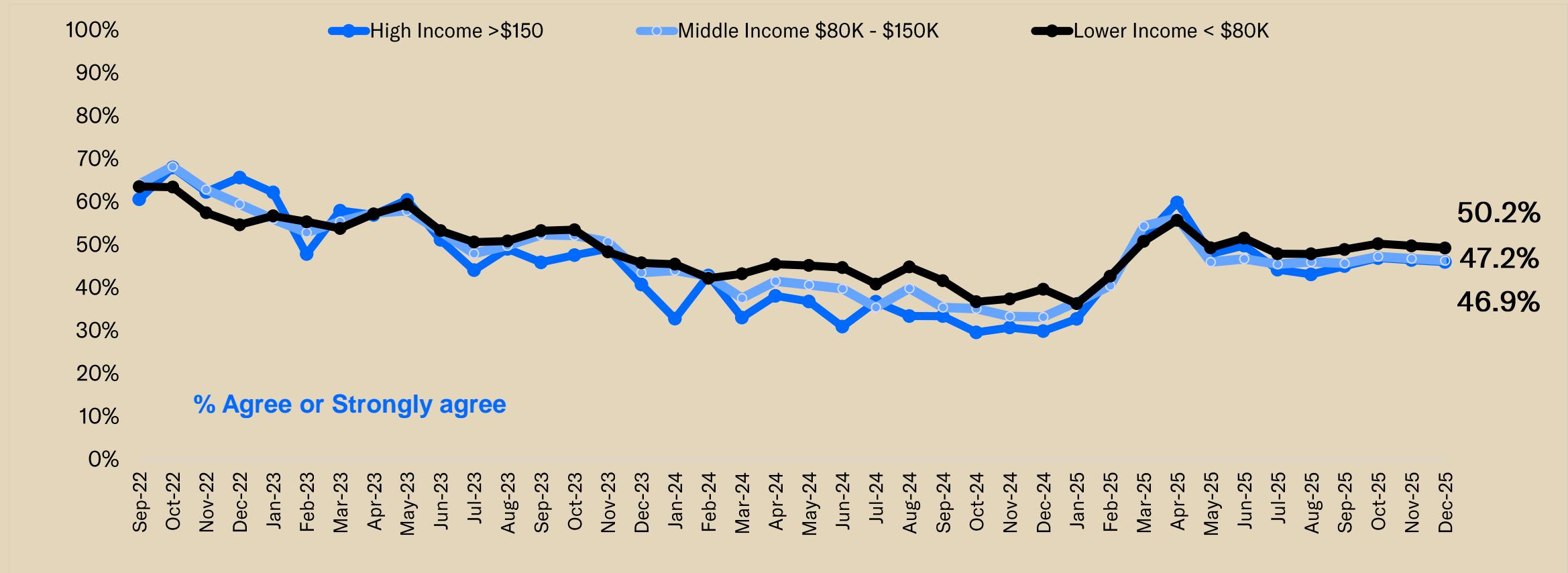
Recession Jitters Lead to More Careful Travel Spending

Question:

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

Strongly agree 18.1% — **50.1%**

Agree 31.9%

Neutral (neither agree nor disagree) 30.7%

Disagree 13.3% — **19.3%**

Strongly disagree 5.9%
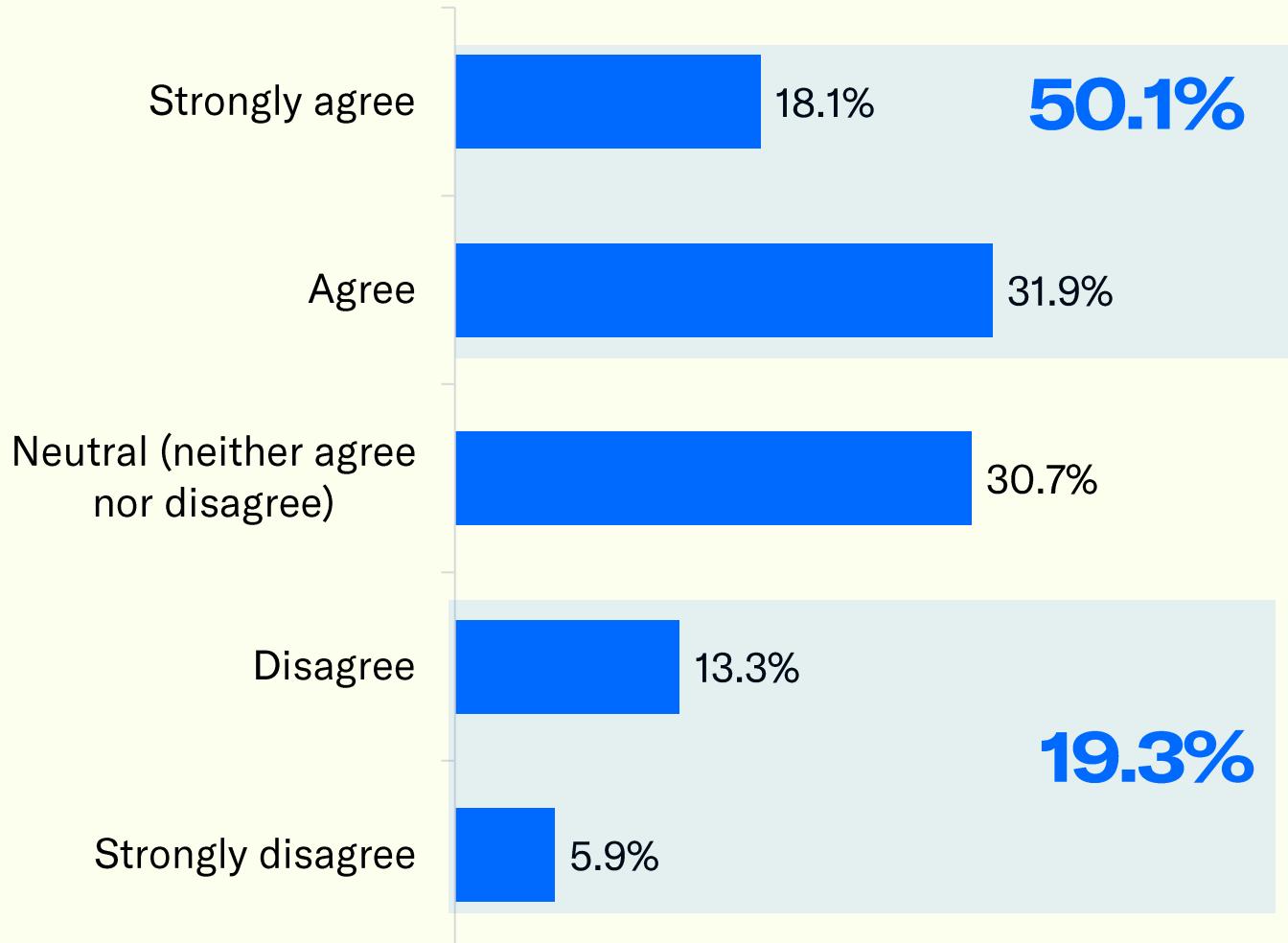
Spending Restraint Strongest Among Travelers of Modest Means

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

Legend: High Income >$150 — Middle Income $80K - $150K — Lower Income < $80K

60.8%

46.9%

38.2%

% Agree or Strongly agree

Y-axis: 70%, 60%, 50%, 40%, 30%, 20%

X-axis: Apr-25, May-25, Jun-25, Jul-25, Aug-25, Sep-25, Oct-25, Nov-25, Dec-25

Future Partners
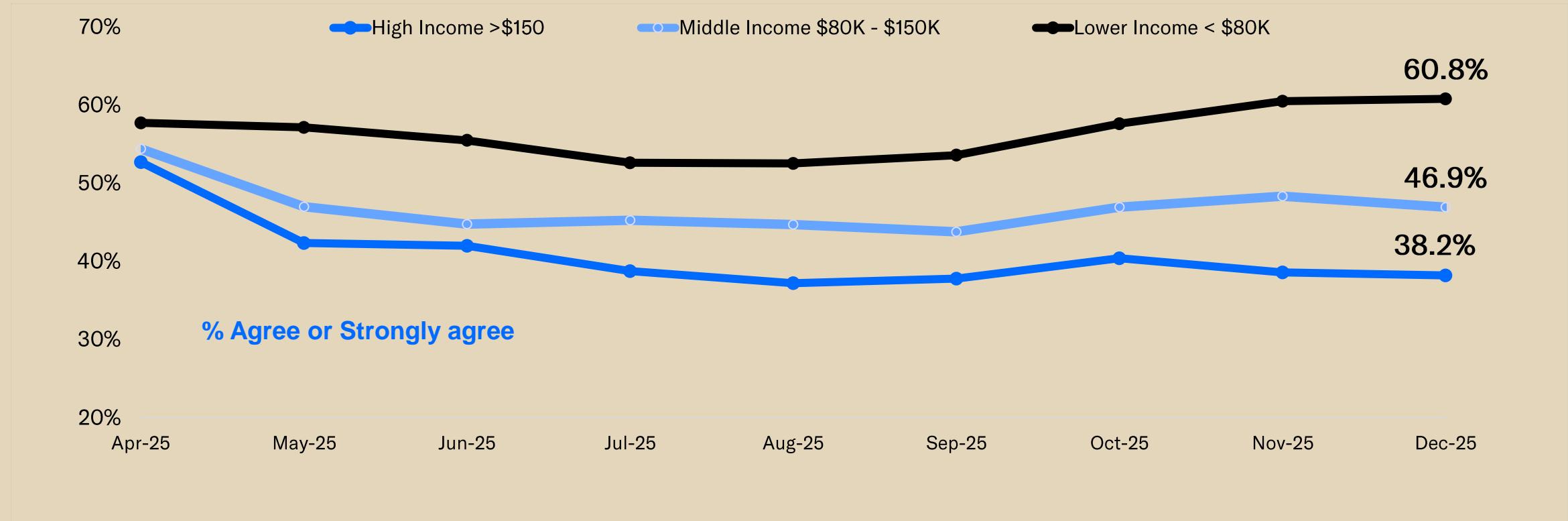
56% Say Travel Is a Worthwhile Investment Even in an Economic Downturn

Question:
Even in an economic recession, I'd consider travel to be a worthwhile investment.
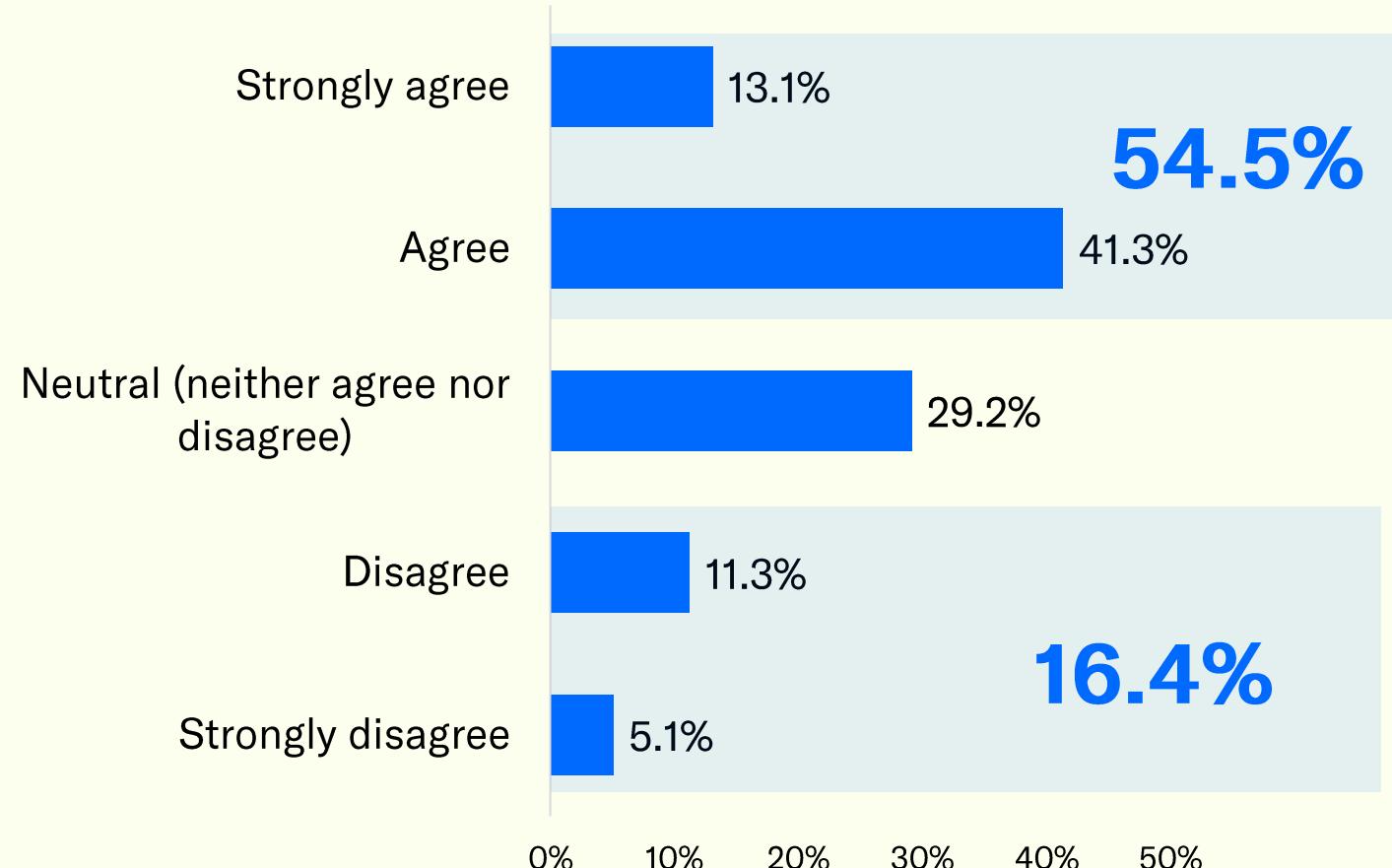
Strongly agree — 13.1%

54.5%

Agree — 41.3%

Neutral (neither agree nor disagree) — 29.2%

Disagree — 11.3%

16.4%

Strongly disagree — 5.1%

0% 10% 20% 30% 40% 50%

South Dakota Oriented Travelers

Future Partners
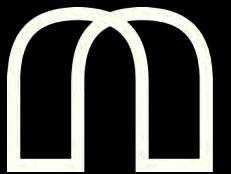
Demographics ⎘

Year	Curated Collections	Filters
2025 YTD ⌄	States ⌄	South Dakota ⌄
		(All) ⌄ · Recent Visitors ⌄

Gender ⎘

- ● Female — 41.9%
- ● Male — 57.9%
- ● Other — 0.2%

Generation ⎘

45.5

- ● Gen Z — 11.9%
- ● Millennials — 37.8%
- ● Gen X — 26.9%
- ● Boomers+ — 23.4%

Marital Status ⎘

- ● Married — 65.3%
- ● Single — 28.3%
- ● Domestic partner — 6.3%

Orientation ⎘

- ●
- ● LGBTQIA+ — 4.3%
- ●

Accessibility ⎘

- ● Accessibility needs — 17.6%
- ● No needs — 82.4%

Ethnicity/Race ⎘

- White — 79.3%
- Black/African-American — 10.0%
- Asian — 4.0%
- Hispanic/Latino — 3.7%
- American Indian/Native Alaskan — 0.7%
- Native Hawaiian/Pacific Islander — 0.4%

Household Income ⎘

Average	$123,933

- Less than $50k — 18.0%
- $50k-$99k — 32.2%
- $100k-$149k — 24.4%
- $150k or more — 25.3%

Education ⎘

- Completed graduate degree — 37.1%
- Some graduate school — 5.6%
- College graduate — 27.3%
- Some college — 15.2%
- High school graduate — 13.6%
- Some high school or less — 1.1%

Base: Recent Visitors to South Dakota (Past 12 Months), 2025 YTD respondents. 1,288 completed surveys.

Origin Markets ⬈

Recent Visitors to South Dakota (Past 12 Months)

Year
2025 YTD ⌄

Curated Collections
States ⌄

Filters
South Dakota ⌄

(All) ⌄   Recent Visitors ⌄

Top Origin Metros ⬈

Metro	%
Minneapolis-St. Paul, MN-WI	5.0%
Los Angeles-Long Beach, CA	4.2%
Dallas-Fort Worth, TX	3.6%
Chicago, IL	2.9%
Houston, TX	2.8%
Phoenix-Mesa, AZ	2.6%
Sioux Falls, SD	2.5%
Atlanta, GA	2.4%
Washington, DC-MD-VA	2.2%
Miami, FL	2.1%

0% 1% 2% 3% 4% 5% 6% 7%

Origin Map ⬈

Top Origin States ⬈

State	%
Texas	9.7%
California	9.2%
Florida	7.4%
Minnesota	7.3%
South Dakota	5.3%
Georgia	3.6%
Ohio	3.5%
Illinois	3.5%
Pennsylvania	3.2%
Nebraska	3.0%

Future Partners   The State of the American Traveler

Base: Recent Visitors to South Dakota (Past 12 Months), 2025 YTD respondents. 1,288 completed surveys.
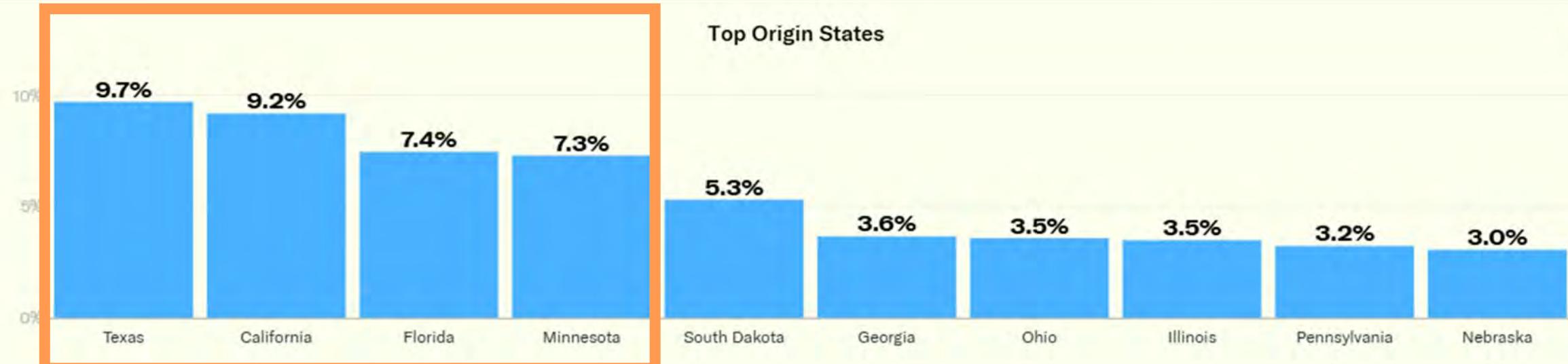
Travel Behaviors ⤴

Recent Visitors to South Dakota (Past 12 Months)

Traveler Segments
(Past 12 Months)

✈ **Air Travelers** *Traveled by Commercial Airline* ⤴
73.5%

⚓ **Cruise Travelers** *Traveled by Commercial Cruise Line* ⤴
30.6%

🏆 **Sporting Event Travelers** *Traveled for a Sports Event* ⤴
48.1%

🎟 **Event & Festival Travelers** *Attended a Festival or Special Event* ⤴
63.9%

👪 **Family Travelers** *Parent That Travels with School-Aged Children* ⤴
43.6%

Trips Taken in the Past Two Years ⤴
(Average per Trip Type)

Total   11.3 trips

- Leisure travel: 4.1
- Visiting friends or relatives: 3.2
- Business travel: 2.4
- Convention, conference or group meeting: 1.7
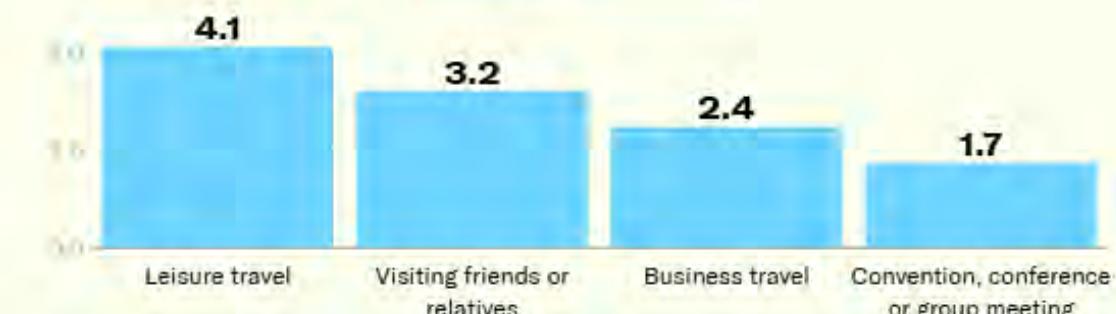
Paid Accommodations ⤴
(Overnight Stay in the Past Two Years)

- Full-service or 3-4 star: 61.0%
- Budget hotel or motel: 42.1%
- Luxury or 5-star: 32.9%
- Peer-to-peer lodging: 22.3%
- Vacation home rental: 20.5%

Future Partners   The State of the American Traveler

Travel Sentiment

Recent Visitors to South Dakota (Past 12 Months)

Excited for Upcoming Leisure Travel
88.4%
(Next 12 Months)

Most Desired Domestic Destinations

- New York — 17.4%
- Florida — 15.4%
- Las Vegas — 13.8%
- California — 12.4%
- Chicago — 9.5%

Making Travel a Financial Priority
69.9%
(Next 12 Months)

Travel Expectations
(Past 12 Months vs Next 12 Months)

- Expect to travel more — 36.1%
- Expect to travel the same — 50.9%
- Expect to travel less — 12.9%

Most Desired International Destinations

- Canada — 15.7%
- Italy — 15.4%
- France — 12.5%
- Japan — 12.1%
- Paris — 11.7%
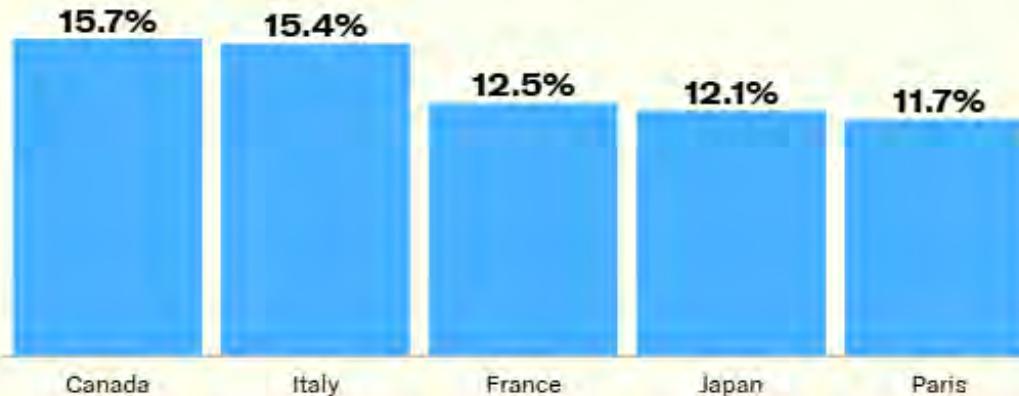
Anticipated Travel Spend
(Average Predicted Spend in the Next 12 Months)

$6,116

Anticipated Spend for Domestic Leisure Travel

Future Partners   The State of the American Traveler

Base: Recent Visitors to South Dakota (Past 12 Months), 2025 YTD respondents. 1,288 completed surveys.

Travel Inspiration Resources ⬈

Likely Visitors to South Dakota (Next 12 Months)

Most Effective Travel Inspiration Resources by Year

■ 2022 ■ 2023 ■ 2024 ■ 2025 YTD
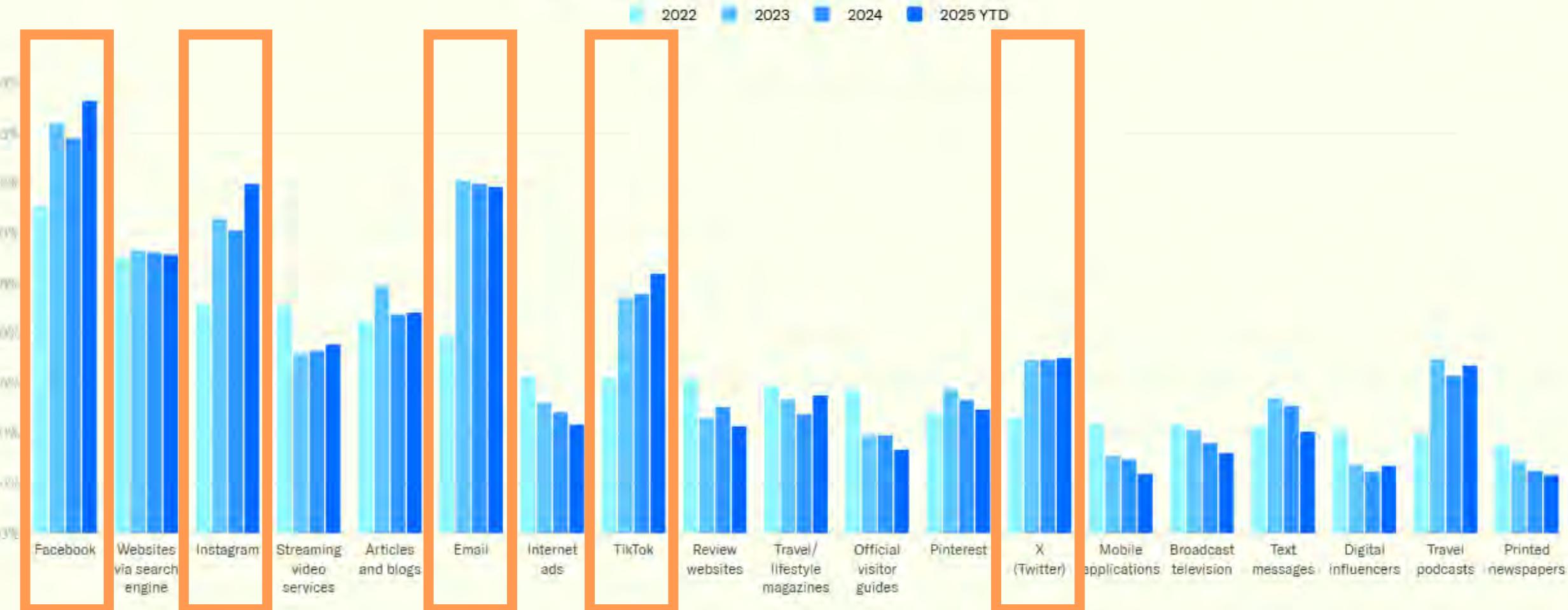
Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)

Future Partners   The State of the American Traveler

Base: Likely Visitors to South Dakota (Next 12 Months). 14,934 completed surveys.

Social Media Platforms in Travel Planning ↗

Likely Visitors to South Dakota (Next 12 Months)

Social Media Platforms Used for Travel Planning in the Past 12 Months

■ 2022   ■ 2023   ■ 2024   ■ 2025 YTD

Platform	2022	2023	2024	2025 YTD
Facebook	44%	46%	43%	47%
Youtube	36%	40%	41%	43%
Instagram	34%	40%	38%	44%
TikTok	19%	28%	29%	32%
X (formerly Twitter)	17%	21%	20%	22%
Pinterest	14%	18%	18%	17%
Snapchat	12%	17%	17%	15%
Reddit	7%	9%	10%	11%
WeChat	3%	4%	4%	3%
Quora	3%	3%	3%	3%
None of these	31%	29%	32%	27%
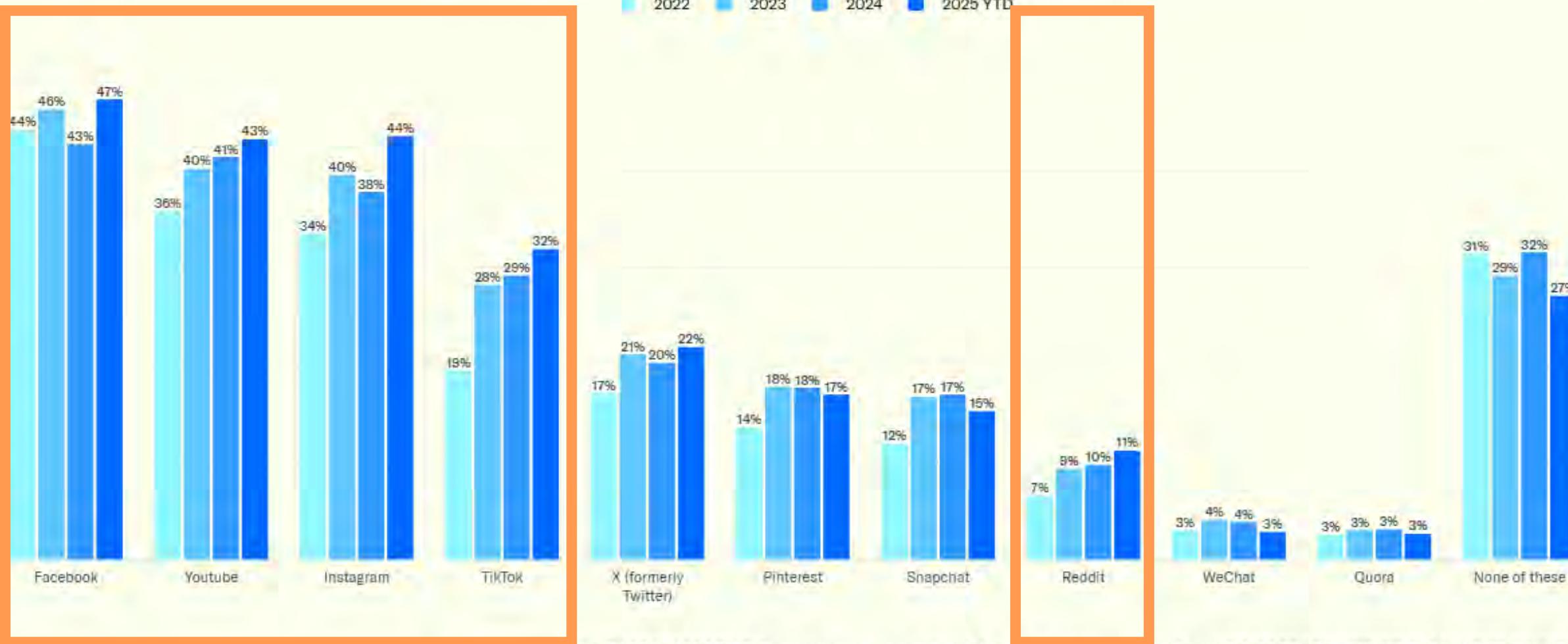
Question: In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS? (Select all that apply)

Future Partners   The State of the American Traveler

Base: Likely Visitors to South Dakota (Next 12 Months). 15,092 completed surveys.

Brand Equity Index Summary

Future Partners Destination Brand Equity Index is made up of the following **six key elements**, which are considered as the important components of a brand's equity. These factors are then utilized to calculate a destination's index score on a 100-pt scale.

Awareness
The extent to which travelers are familiar with a destination as a viable place to visit.

Reputation
The overall appeal and perceived quality of the destination among travelers.

Differentiation
How unique and distinct the destination's visitation experience is compared to others.

Energy/Momentum
The perception of how much the destination's popularity has increased/decreased recently.

Relevance
The likelihood that a consumer will consider visiting the destination in the next few years.

Loyalty
The degree to which consumers have visited the destination in the past.

46.2
South Dakota
(-0.3pts YOY)

Competitor Rankings
(Index Ratings - South Dakota vs. Top Ranking Competitive Set)
Average: 45.2

South Dakota	New Jersey	Ohio	New Hampshire	Connecticut
46.2	48.0	47.9	47.8	46.8

Future Partners   The State of the American Traveler Plus

Base: South Dakota set, 2025 YTD respondents. 883 completed surveys.

Destination Attributes Ratings

South Dakota, 2025 YTD

(Top 3 Box - % Rating the Attribute "Slightly good" to "Extremely good" for South Dakota)

Attribute	Rating
Scenic beauty	59.9%
Exploration	50.5%
Family friendly	49.9%
Historically interesting	49.8%
New experiences	47.9%
Safety	46.9%
Relaxation	46.9%
A place to escape	45.4%
Welcoming atmosphere	44.6%
Easy to get around	39.6%
Social media worthy experiences	36.7%
Bucket list experiences	36.5%
Easy to get to	35.8%
Life changing experiences	35.7%
Fun atmosphere	35.7%
Weather	35.6%
Excitement	34.3%
Food and cuisine	33.7%
Overall diversity	32.1%
Museums	31.3%
Interesting neighborhoods	30.0%
Festivals and special events	29.4%
Shopping	27.6%
Romance	27.4%
Performing arts	24.9%
Theme parks	19.3%
Sporting events	19.2%

Question: Please think about South Dakota as a place to visit for leisure. Given what you currently know about it, please rate the destination for each of these attributes.

Future Partners   The State of the American Traveler Plus

Base: South Dakota set. 2025 YTD respondents. 764 completed surveys.

Destination Deterrents – Destination vs. Competitive Set

South Dakota Travel Deterrents vs. Competitive Set Travel Deterrents
(% Unlikely Visitors Selecting a Deterrent from Visiting the Destination)
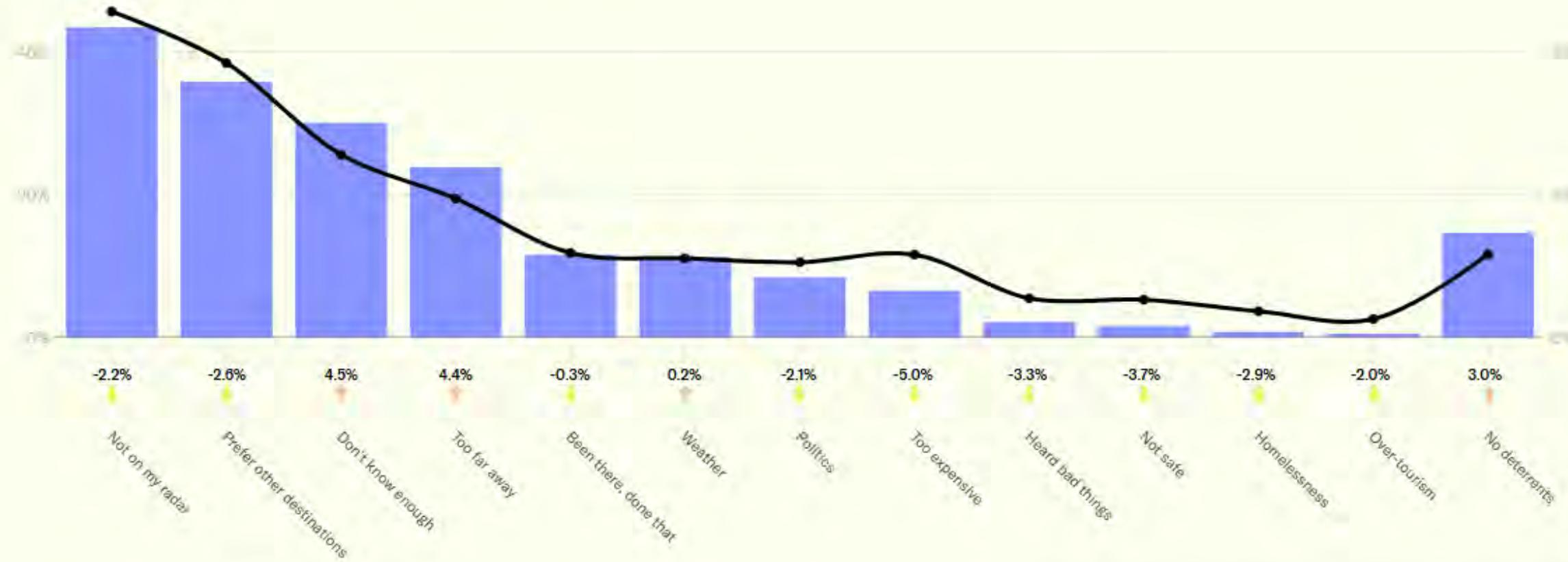
- ■ South Dakota
- ● Competitive Set

Not on my radar	Prefer other destinations	Don't know enough	Too far away	Been there, done that	Weather	Politics	Too expensive	Heard bad things	Not safe	Homelessness	Over-tourism	No deterrents
-2.2%	-2.6%	4.5%	4.4%	-0.3%	0.2%	-2.1%	-5.0%	-3.3%	-3.7%	-2.9%	-2.0%	3.0%

Future Partners   The State of the American Traveler Plus

Base: South Dakota set, 2025 YTD unlikely visitors. 574 completed surveys.

4-in-10 travelers use <u>offline resources</u> to plan their travels

Question:

In the PAST 12 MONTHS, which of these resources have you used to help plan your travel? (Select all that apply)PLEASE ONLY CHECK IF USED FOR TRAVEL PLANNING, IDEAS OR INSPIRATION]

No, 60.6%

Yes, 39.4%
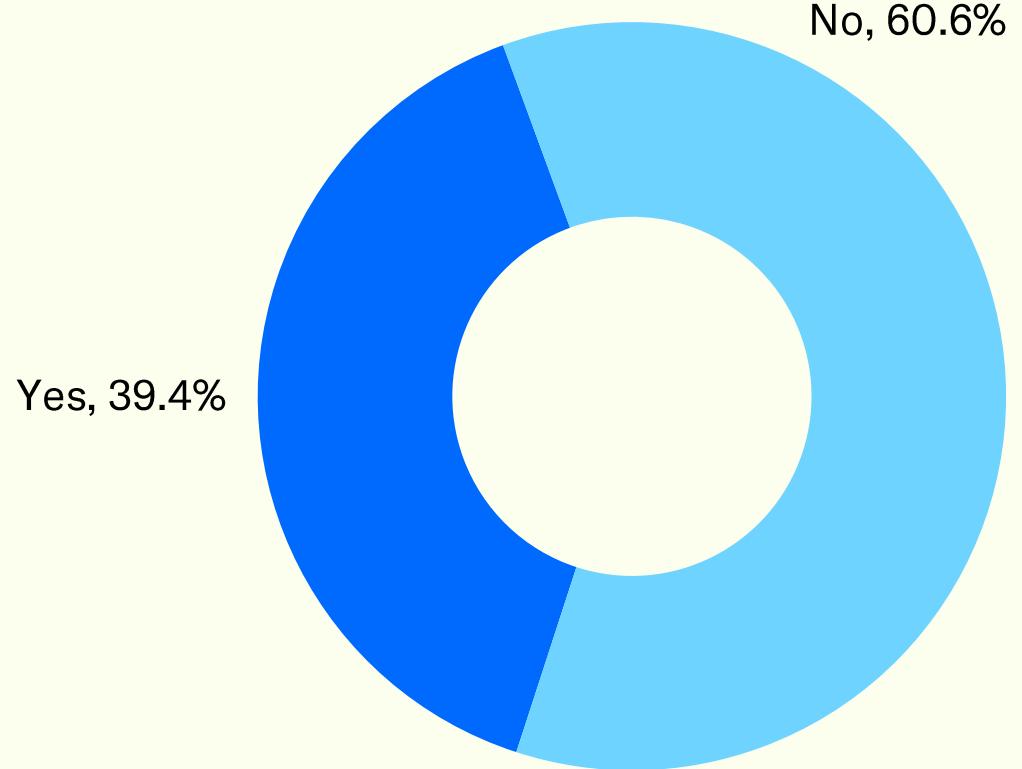
Travel magazines are the leading offline source of planning information.

Question: In the PAST 12 MONTHS, which of these resources have you used to help plan your travel? (Select all that apply)

PLEASE ONLY CHECK IF USED FOR TRAVEL PLANNING, IDEAS OR INSPIRATION

39.4%

Resource	Percentage
Travel or lifestyle magazines (printed)	13.1%
Free printed destination guide books or pamphlets	12.9%
Television programming (broadcast or streaming)	11.9%
Travel agent	11.2%
Commercial guidebook	9.0%
Newspaper travel section (printed)	5.9%
Direct mail piece	4.6%
Travel-related radio program	4.5%
None of these	60.6%

Future Partners
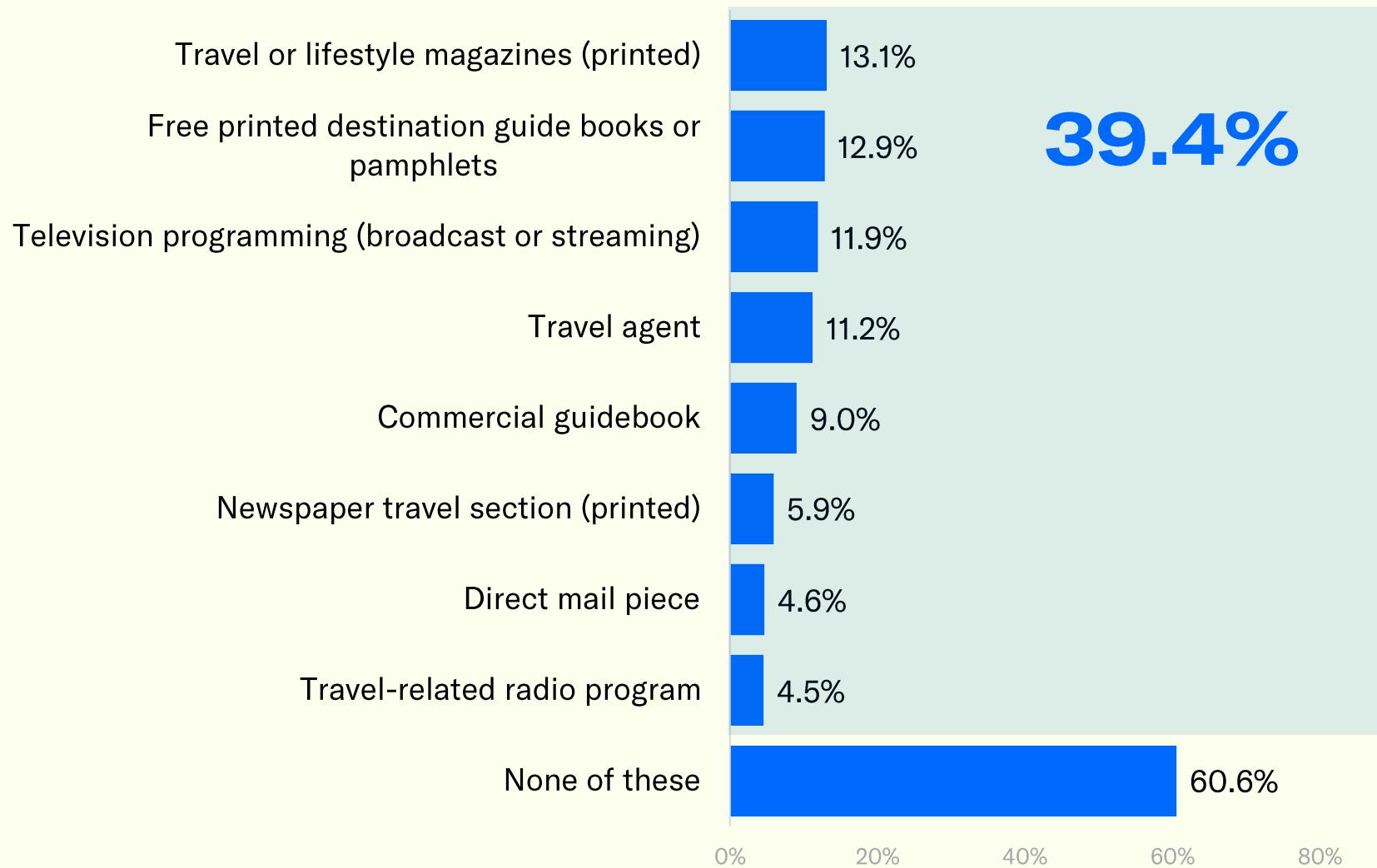
DMOs are used by about 1-in-3 travelers, with their websites leading the way.

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?

Official destination website — 21.4%

Official visitor guide (online version) — 14.7%

Official visitor guide (printed version) — 8.8%

Official visitor information center — 7.2%

Official destination mobile app — 3.3%

None of these — 65.3%

34.7%
Used at least one DMO resource
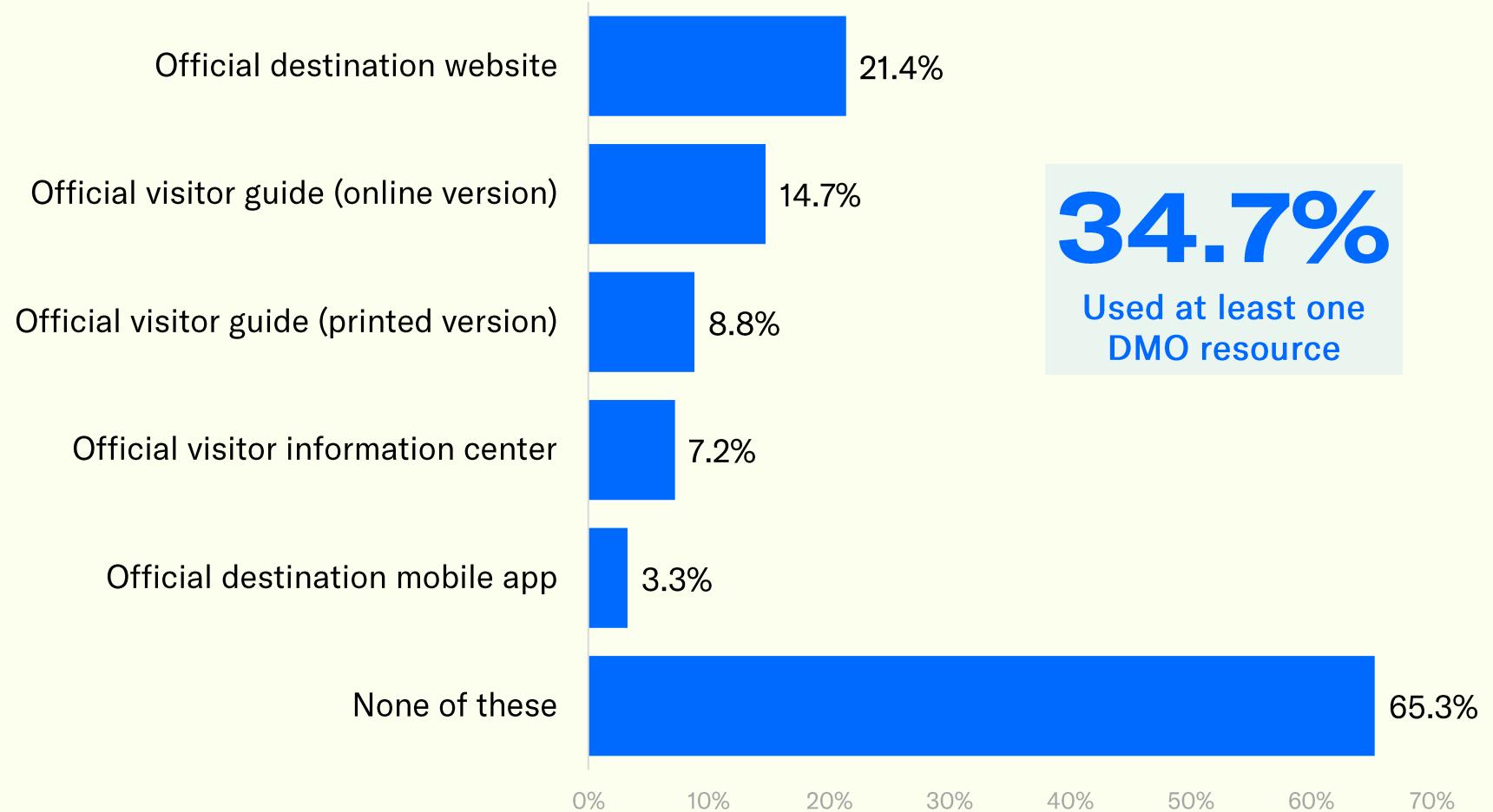
Future Partners

Online Video

Used Online Video for Travel Planning
(past 12 months)

No,
62.2%

Yes,
35.0%

I don't
know,
2.8%

Future Partners

Online Video

% Have Used Online Video to Plan Travel

Gen Z	55.1%
Millennial	48.7%
Gen X	35.8%
Boomer or older	20.7%

Vertical format — 15.5% ← **12.4% in 2024**

Standard (widescreen) format — 41.6%

Both are the same - I have no preference — 42.8%
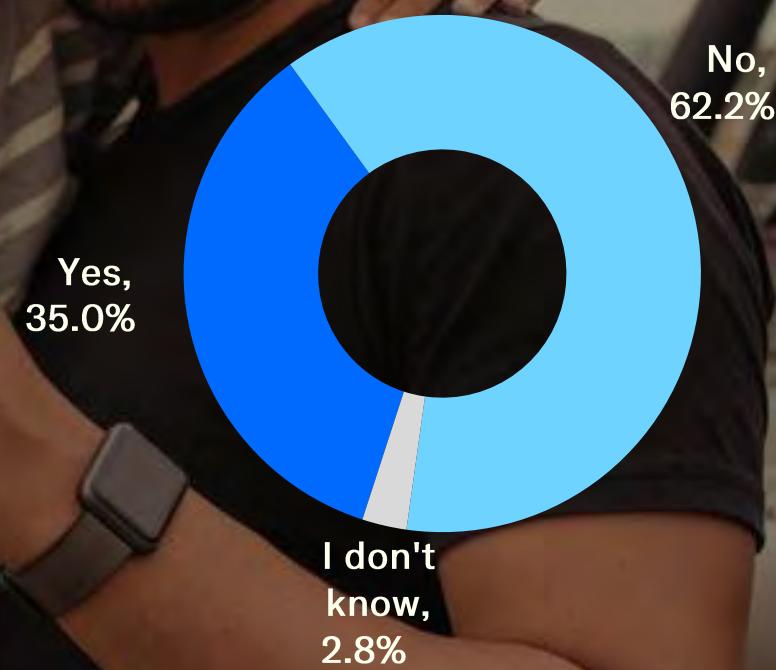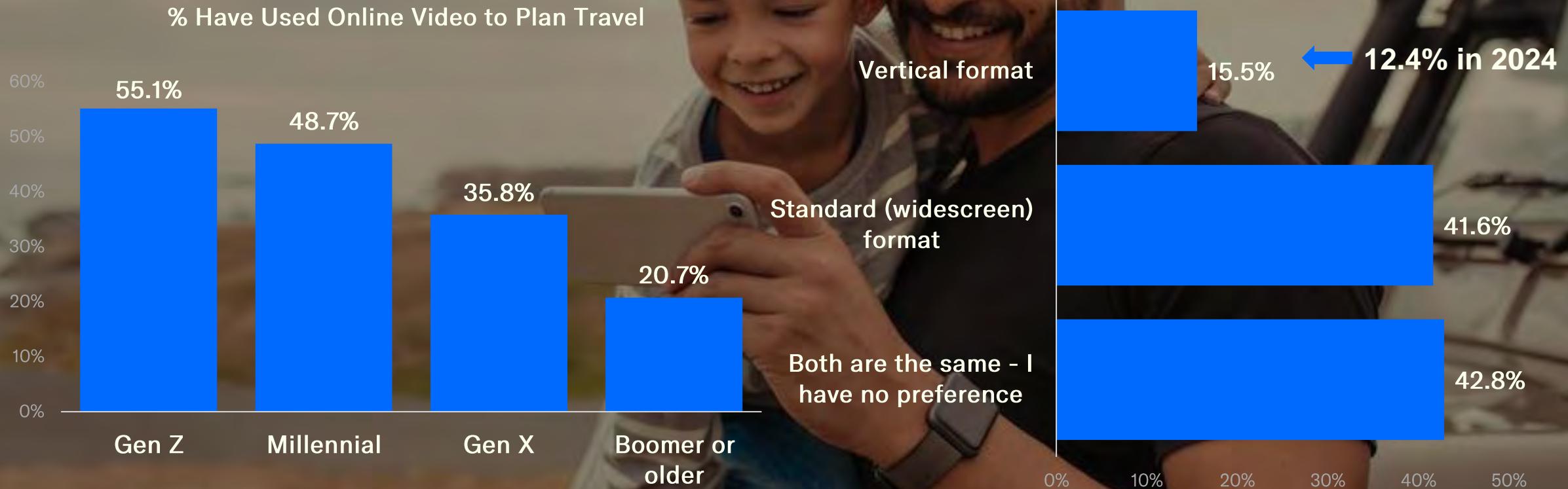
Future Partners

Digital Influencers

Used a Digital Influencer to Plan Travel
(past 12 months)

No, 78.0%

Yes, 18.6%

I don't know, 3.4%

By Generation

- Gen Z — 45.5%
- Millennial — 31.8%
- Gen X — 16.3%
- Boomer or older — 6.1%
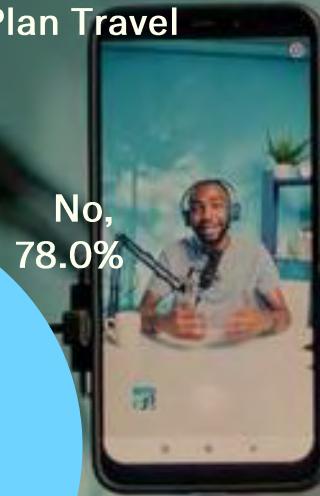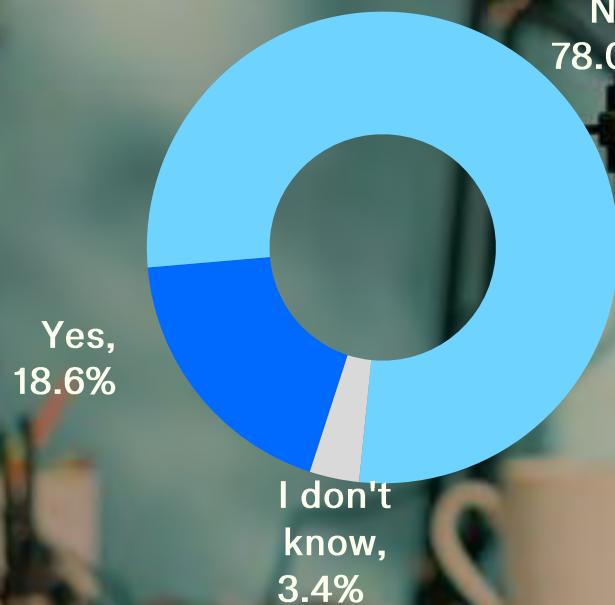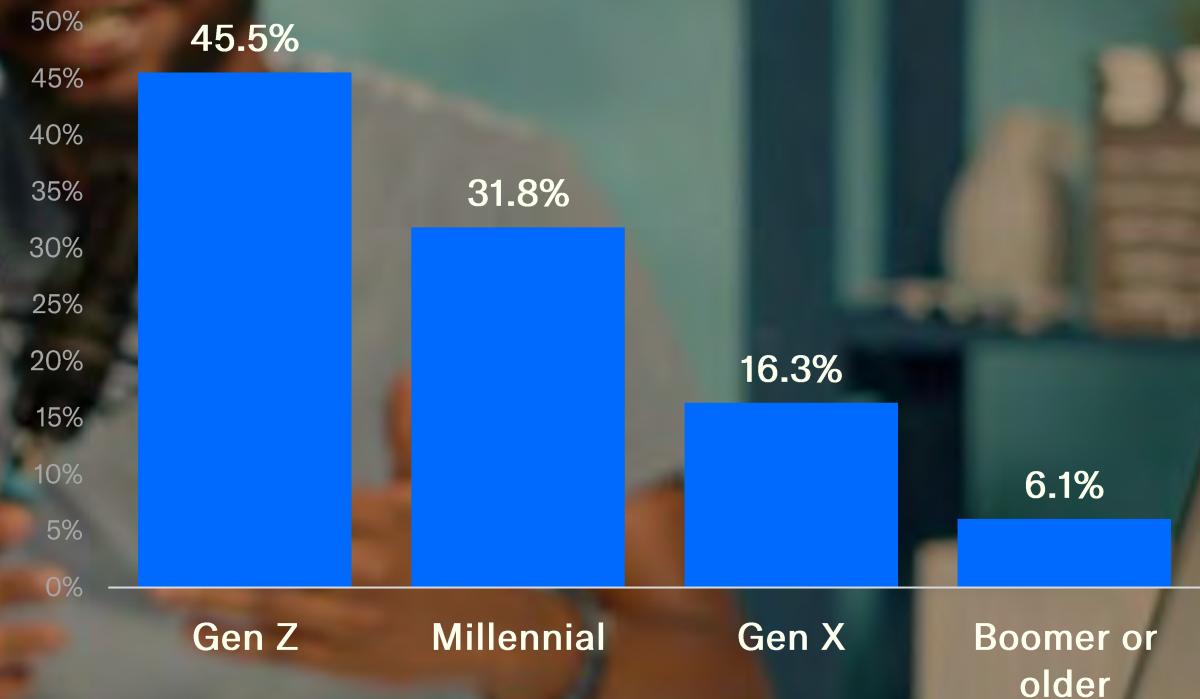
Future Partners

Podcasts

Listen to Podcasts Regularly

No, 65.2%

Yes, 34.8%

Top Podcast Genres

Genre	Percentage
Entertainment/Pop Culture	30.2%
Health/Fitness	30.0%
News/Politics	28.6%
Sports	25.9%
Comedy	25.7%
True Crime	22.5%
Music	19.9%
Travel	19.8%
Film & TV	18.0%
Technology	17.4%
History	17.3%
Hobbies	16.2%
Gaming	15.4%
Business	15.1%
Cooking/Recipes	14.8%

0% 5% 10% 15% 20% 25% 30% 35%
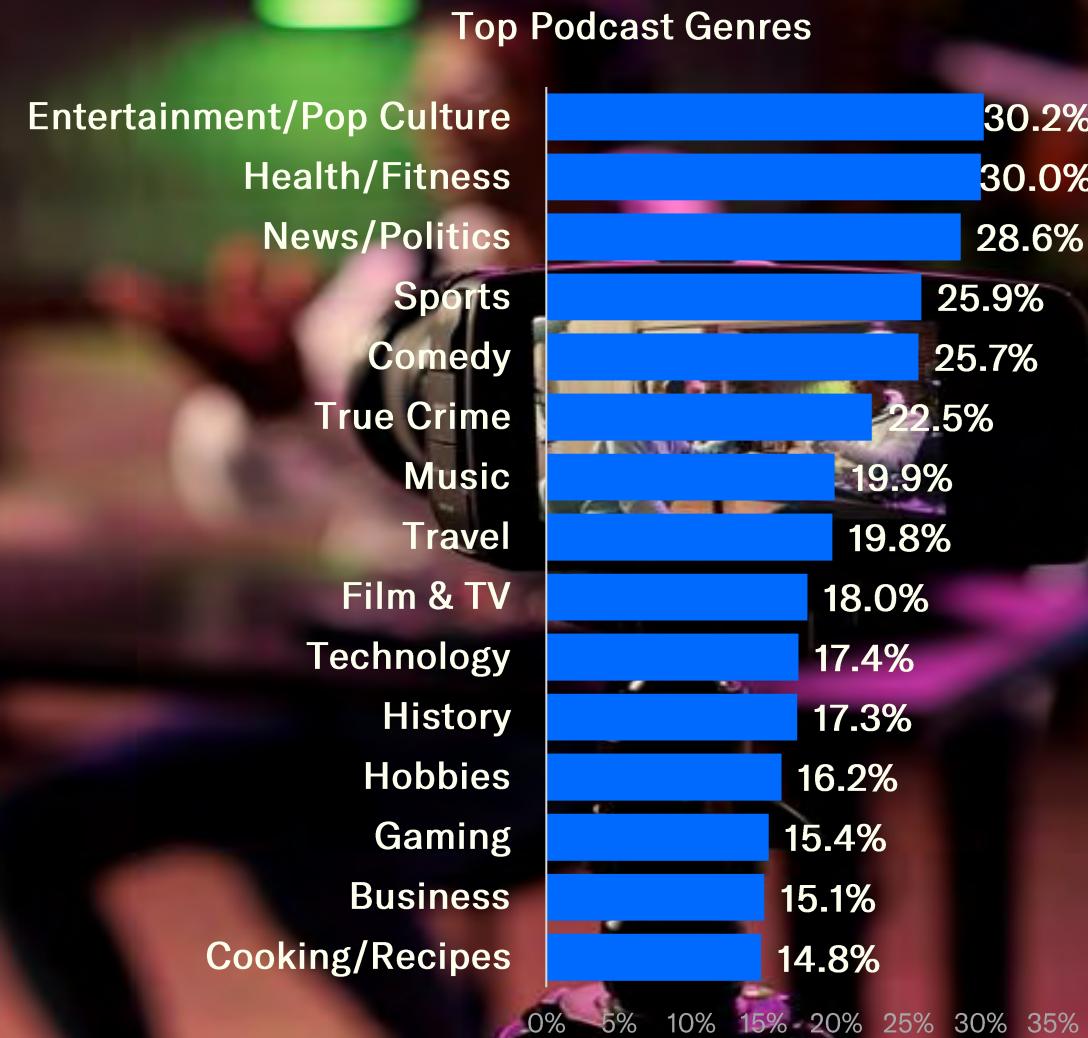
Future Partners

Streaming Services

% Regularly Watch Any Streaming Service

No, 8.6%

Yes, 91.4%
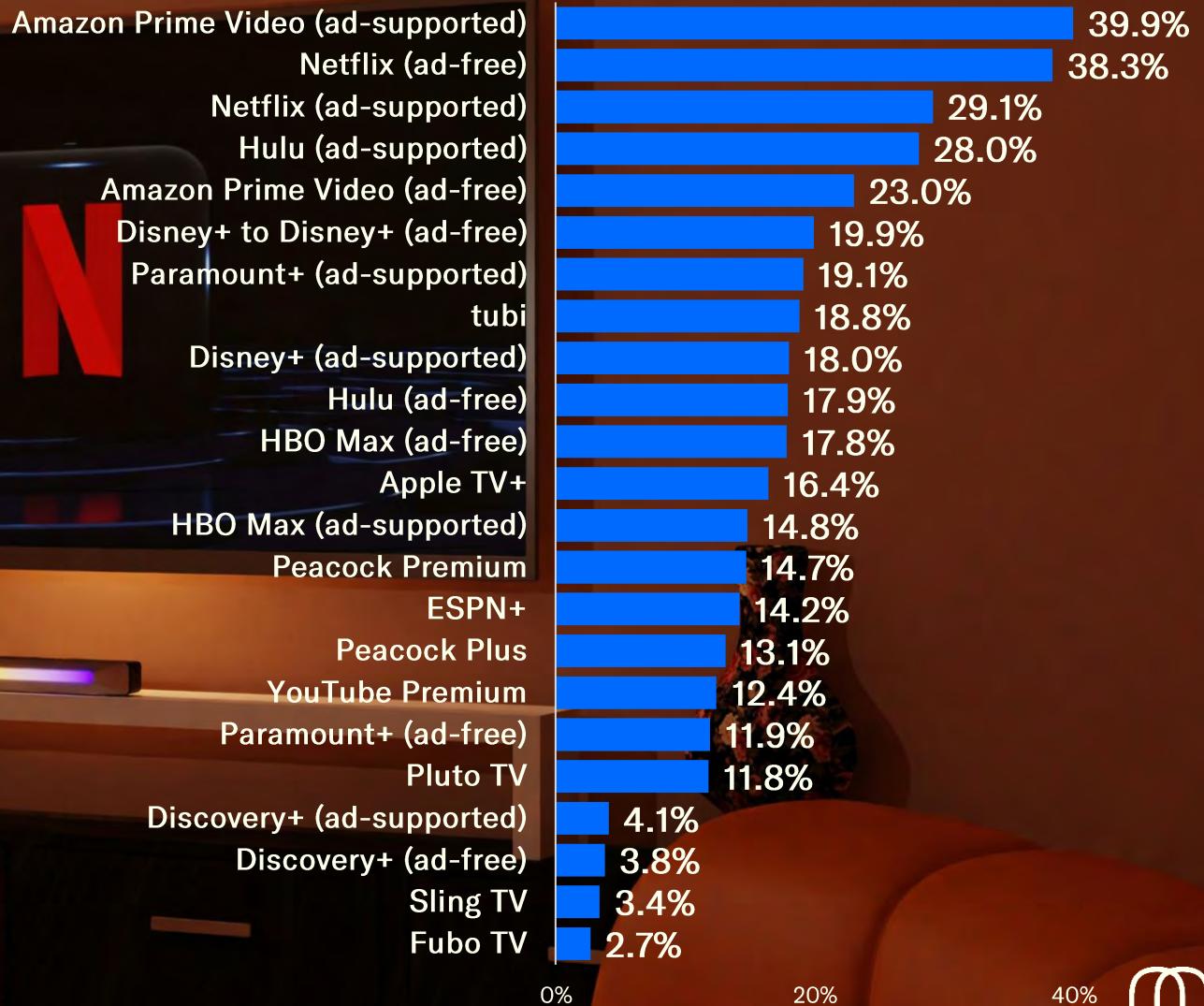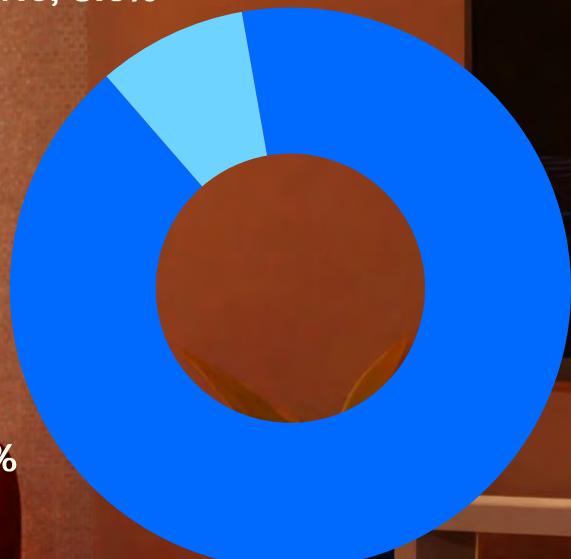
Service	Percentage
Amazon Prime Video (ad-supported)	39.9%
Netflix (ad-free)	38.3%
Netflix (ad-supported)	29.1%
Hulu (ad-supported)	28.0%
Amazon Prime Video (ad-free)	23.0%
Disney+ to Disney+ (ad-free)	19.9%
Paramount+ (ad-supported)	19.1%
tubi	18.8%
Disney+ (ad-supported)	18.0%
Hulu (ad-free)	17.9%
HBO Max (ad-free)	17.8%
Apple TV+	16.4%
HBO Max (ad-supported)	14.8%
Peacock Premium	14.7%
ESPN+	14.2%
Peacock Plus	13.1%
YouTube Premium	12.4%
Paramount+ (ad-free)	11.9%
Pluto TV	11.8%
Discovery+ (ad-supported)	4.1%
Discovery+ (ad-free)	3.8%
Sling TV	3.4%
Fubo TV	2.7%

0%   20%   40%

Future Partners

Virtual & Augmented Reality

Future Partners

VIRTUAL REALITY HEADSETS

14.9%

of travelers say they have access to a *virtual reality headset.*

# Virtual reality headsets have not seen significant adoption over the past eight years.

Question:
Do you currently own (or have access to use) a virtual reality headset?

% Own or have access to a virtual reality headset

Year	Value
2017	17.2%
2018	15.5%
2019	17.8%
2022	16.1%
2023	17.4%
2024	15.5%
2025	14.9%

Future Partners
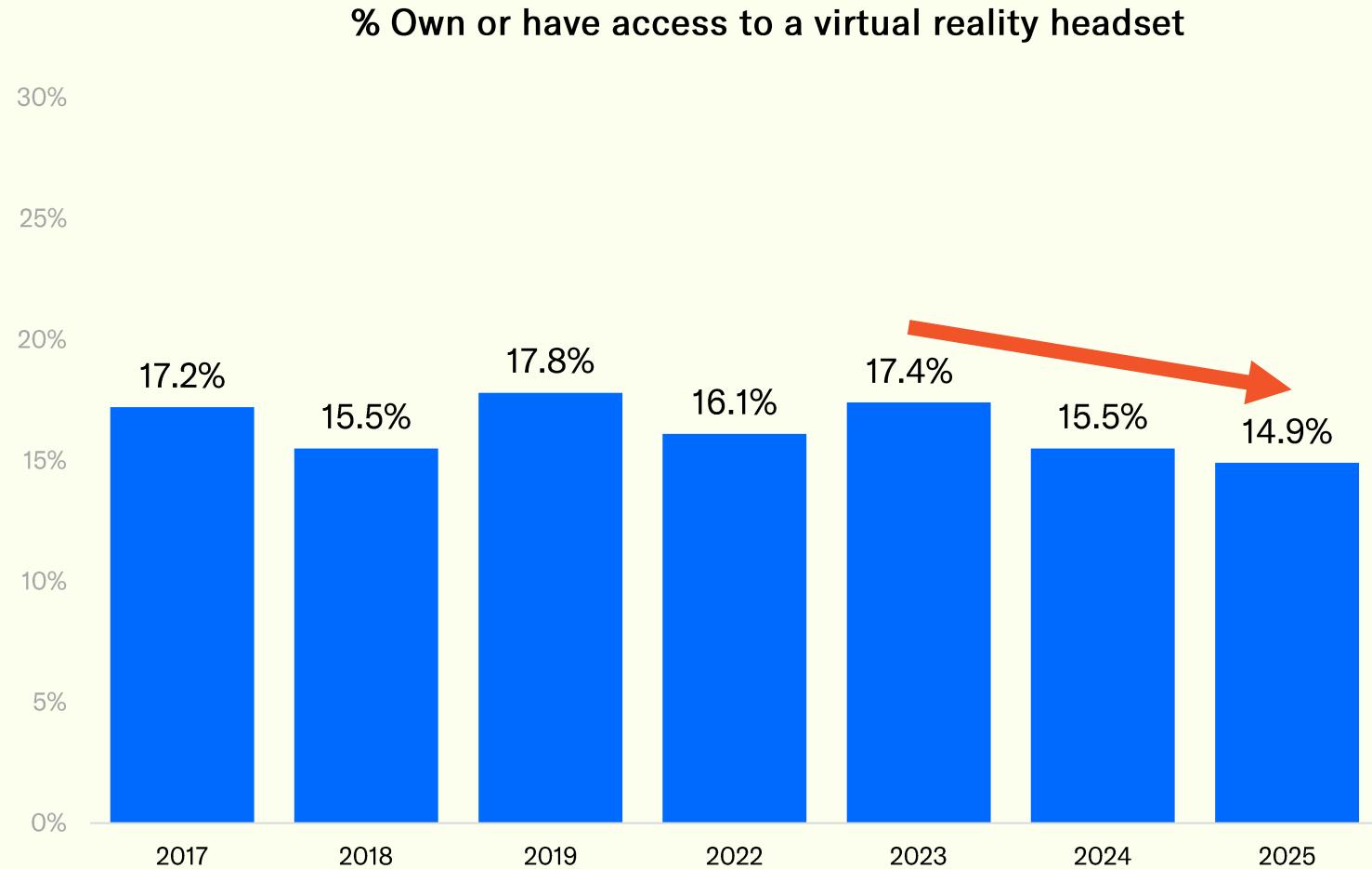
One in three are interested in using VR headsets to research leisure destinations.

Question:
If good contents were available, how interested would you be in using a Virtual Reality Headset to research leisure destinations you are considering visiting?

Very interested — 10.4%

Interested — 23.2%

33.6%

Neutral (Neither interested nor uninterested) — 27.6%

Uninterested — 16.5%

38.8%

Very uninterested — 22.3%

0% 5% 10% 15% 20% 25% 30%

Future Partners
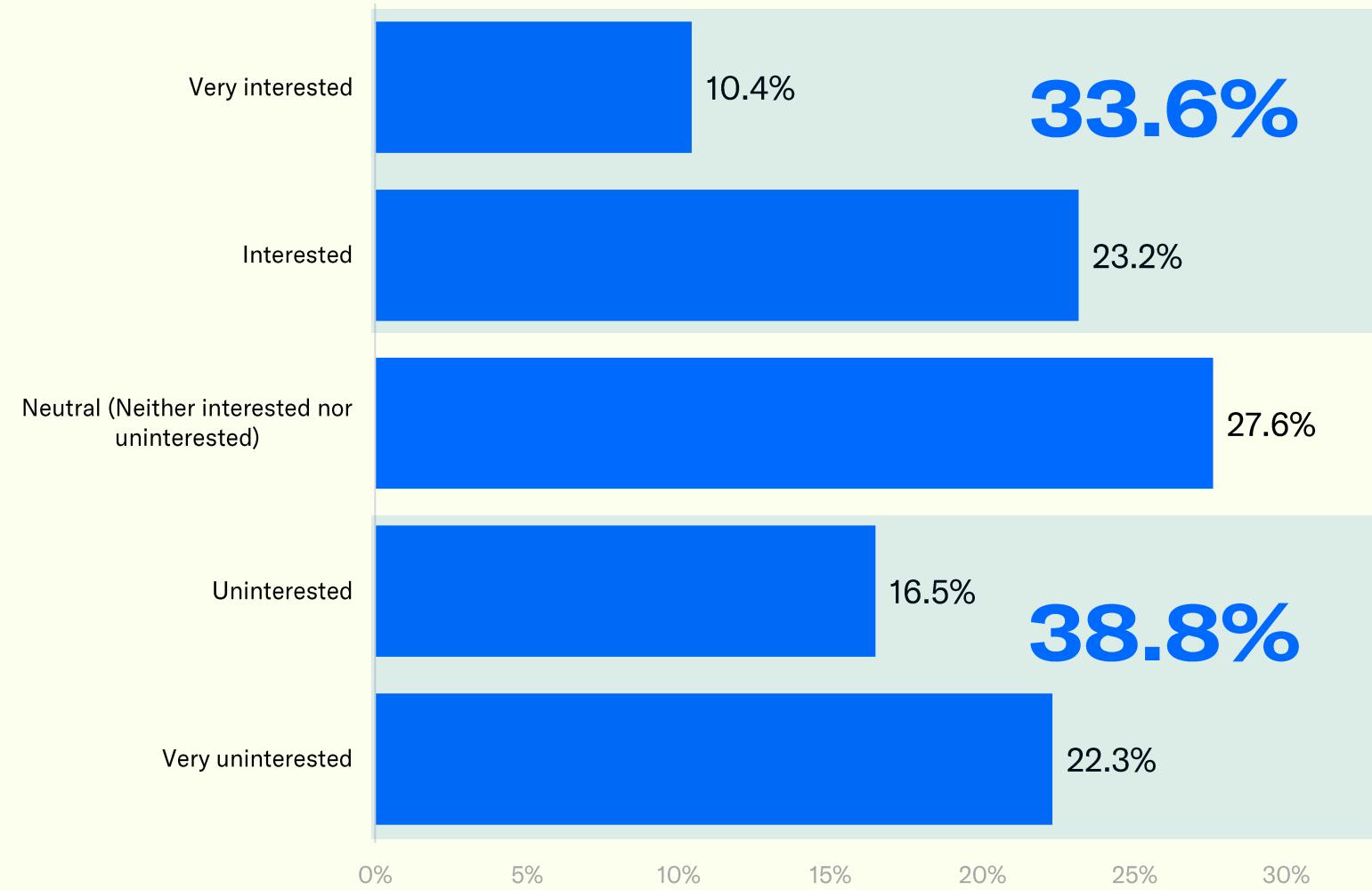
Interest in using VR headsets to research leisure destinations has been declining over the past three years.

Question:
If good contents were available, how interested would you be in using a Virtual Reality Headset to research leisure destinations you are considering visiting?
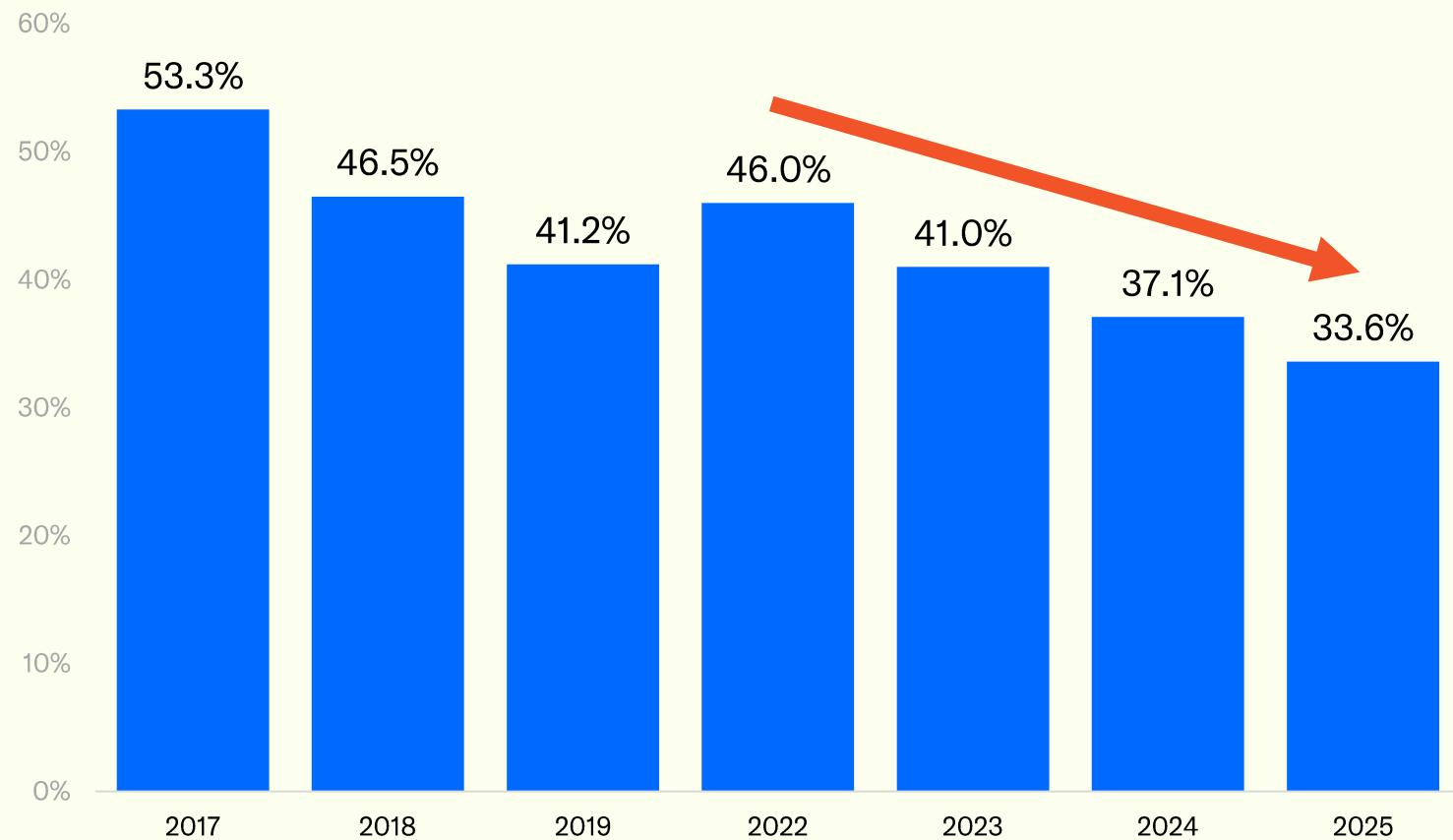

Future Partners

Traveler Use of AI-based tools for Travel Planning

Artificial Intelligence Tool Usage
(Travel planning – Past 12 months)

I don't know, 3.2%

Yes, 23.8%

No, 73.0%

Historical Trends

October 2023	15.8%	
November 2023	17.0%	
December 2023	13.1%	
January 2024	9.7%	
February 2024	11.1%	
March 2024	10.7%	
April 2024	11.0%	
May 2024	11.3%	
June 2024	13.4%	
November 2024	15.1%	
December 2024	14.2%	
January 2025	16.1%	
February 2025	17.4%	
March 2025	15.6%	
April 2025	16.8%	
May 2025	18.2%	
June 2025	20.8%	
July 2025	23.9%	
August 2025	22.6%	
September 2025	24.0%	
October 2025	25.3%	
November 2025	25.0%	
December 2025	23.8%	

Future Partners

Interest in using AI for travel planning is strong.

Statement:
"I am open to receiving suggestions for new travel destinations from an Artificial Intelligence (AI) tools."

53.8%

Response	Percentage
Strongly agree	15.1%
Agree	38.7%
Neutral (Neither agree nor disagree)	29.0%
Disagree	8.2%
Strongly disagree	9.0%

0%   10%   20%   30%   40%   50%

Future Partners
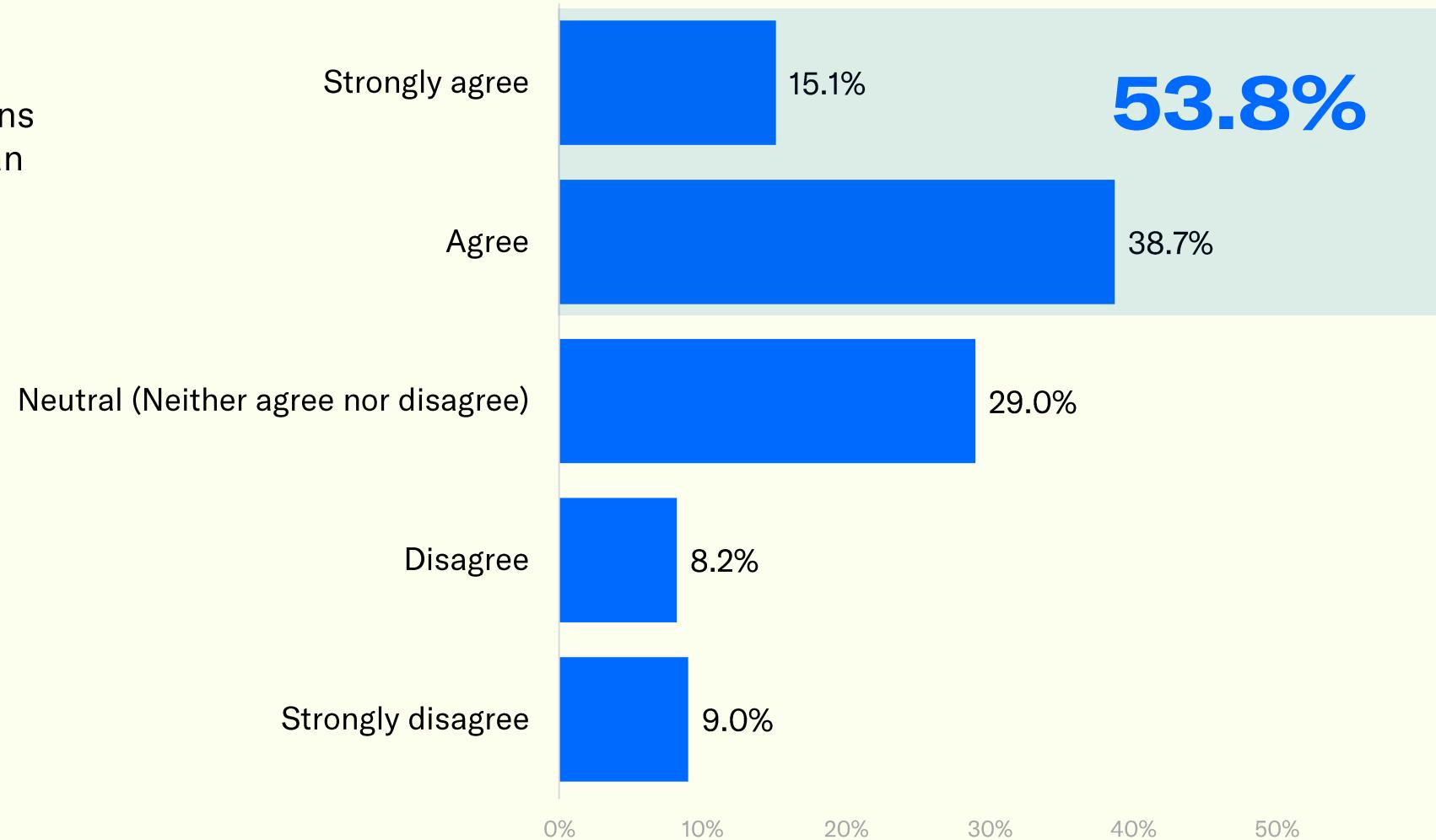
Live experience on AI-organized Search results

Note these experiences will continue to evolve over time
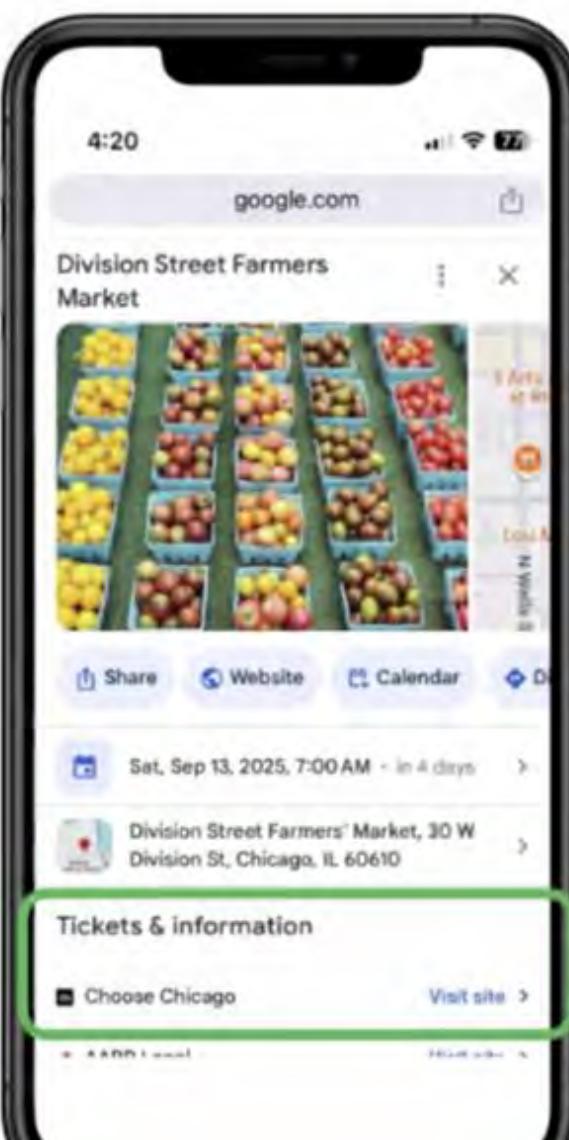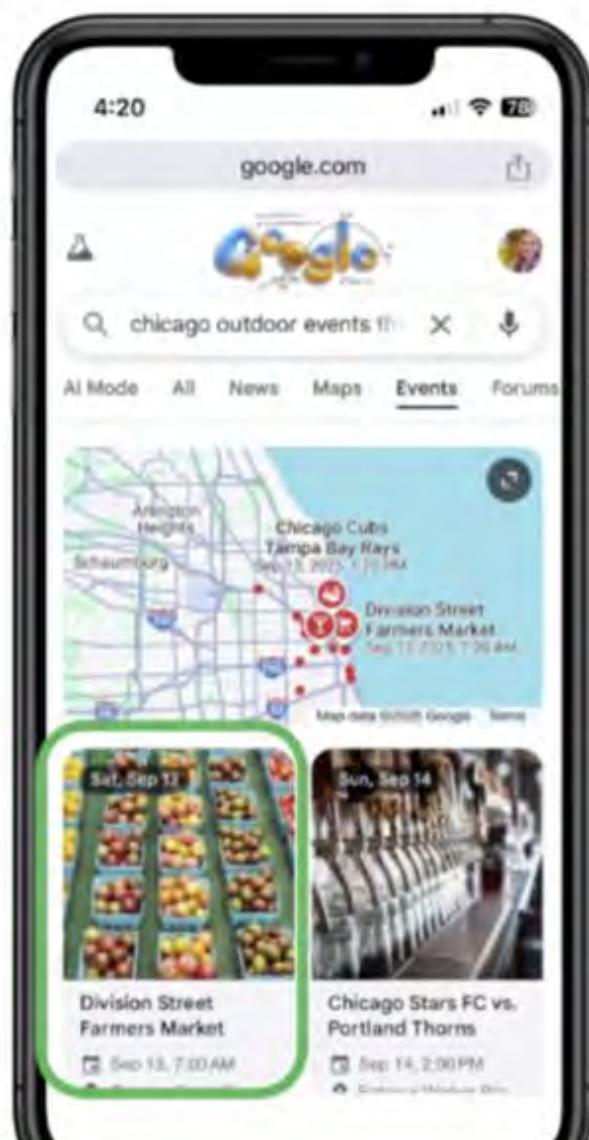
SEO

Three things to do for AI search experiences

The way people discover your content continues to evolve, but our core goal remains the same: **help people find outstanding, original content that adds unique value.**

1 Focus on unique, valuable content for people

Meet users' preferences in today's multimodal search environment, supporting your text content with high-quality short form videos and images.

2 Ensure we can access your content

Prioritize content-rich pages for indexing and crawling, and ensure structured data is always supported by visible content.

3 Understand the full value of your visits

Focus on how well users get information or finish tasks, not just on clicks.

Travel Nostradamus

Crowdsourcing Predictions for Travel in 2026

Statement:

I'll take a dream trip to somewhere exciting in 2026.

Future Partners

Many see it as likely that they'll take a dream trip to somewhere exciting in the next year.

Statement:
I'll take a dream trip to somewhere exciting in 2026

Certain – 100% chance — 11.4%

Extremely likely — 17.0%

Likely — 24.4%

52.8%

Neither likely nor unlikely — 27.2%

Unlikely — 11.7%

Extremely unlikely — 5.2%

Impossible – 0% chance — 3.1%

20.0%

0%   20%   40%   60%

Future Partners   The State of the American Traveler Livestream, January 2026
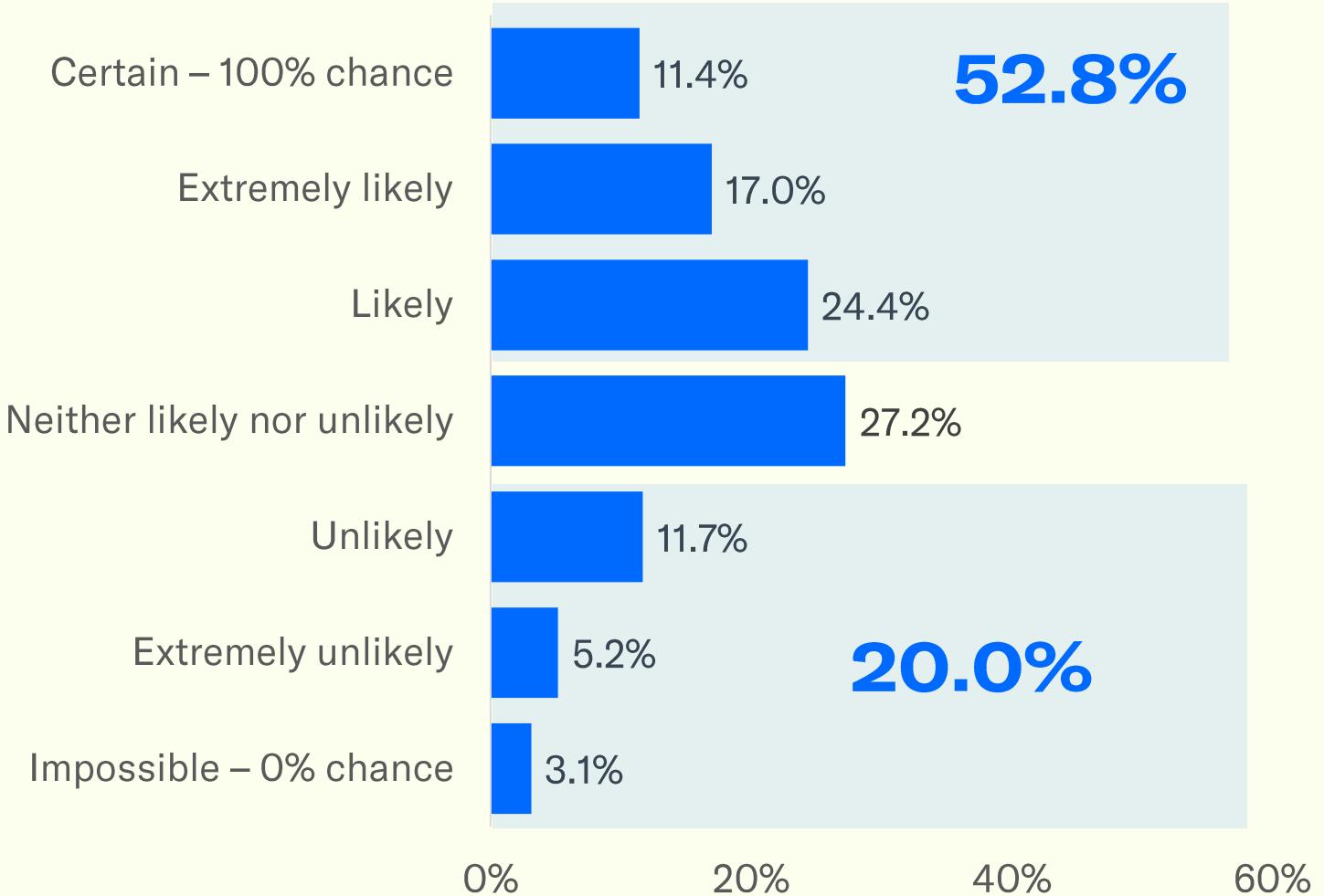
Stepping outside our comfort zones

Statement:

I will use travel as an opportunity to step outside my comfort zone.

Future Partners

Many Americans will use travel as a way to step outside their comfort zone this year.

Statement:
I will use travel as an opportunity to step outside my comfort zone.
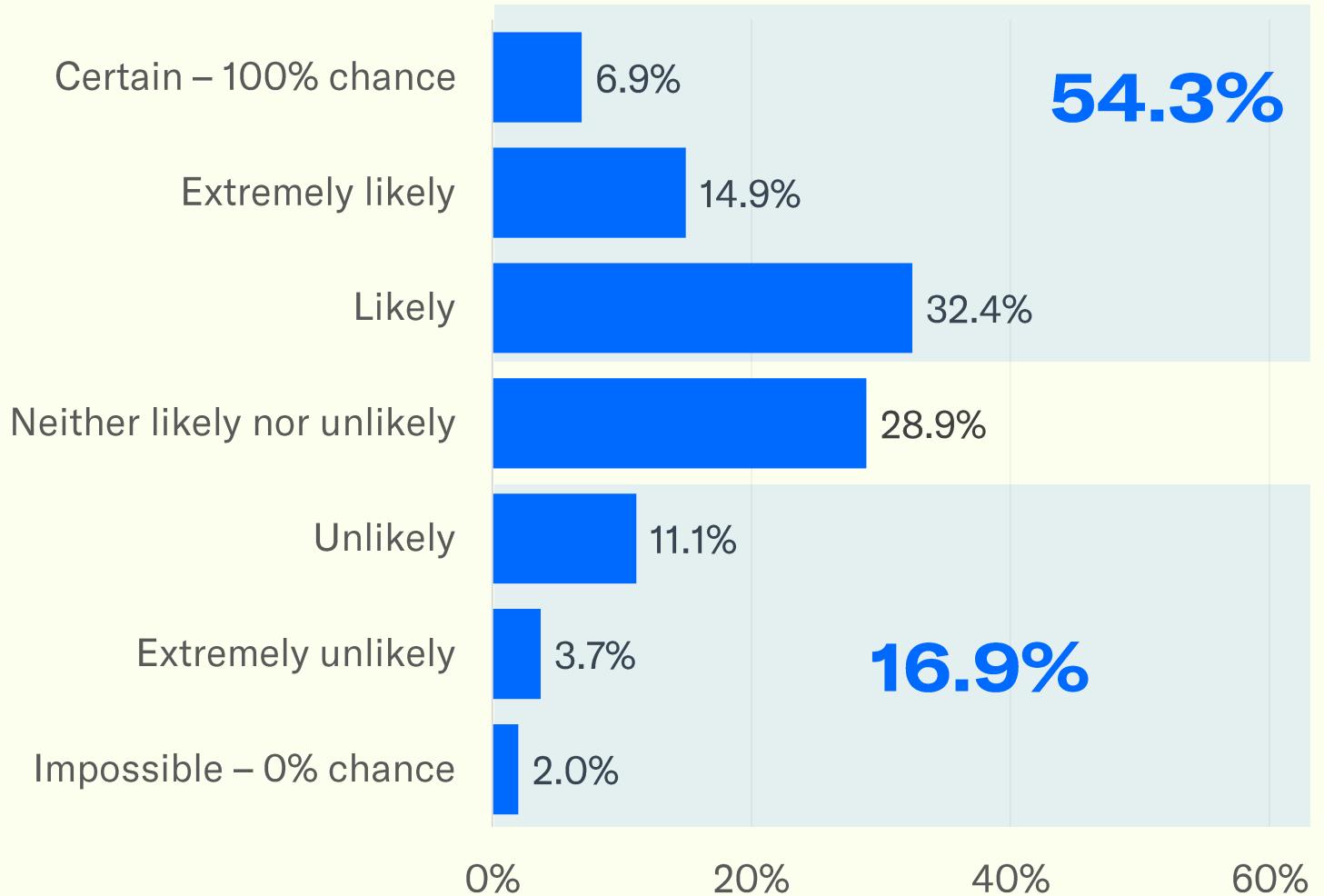
| Response	Percentage
Certain – 100% chance	6.9%
Extremely likely	14.9%
Likely	32.4%
Neither likely nor unlikely	28.9%
Unlikely	11.1%
Extremely unlikely	3.7%
Impossible – 0% chance	2.0%

54.3%

16.9%

0%   20%   40%   60%

Statement:

Inflation will drive travel costs up significantly.

Future Partners

As close to unanimity as we get, nearly 3-in-4 travelers expect significant travel cost increase in 2026.

Statement:
Inflation will drive travel costs up significantly.

Category	Percentage
Certain – 100% chance	15.3%
Extremely likely	22.0%
Likely	34.2%
Neither likely nor unlikely	19.6%
Unlikely	6.4%
Extremely unlikely	1.7%
Impossible – 0% chance	0.7%

71.6%
70.4% in 2025

8.8%

0%　　20%　　40%　　60%

Statement:

Budget-friendly destinations will become more popular in 2026.

Future Partners

The high cost of travel weighs heavily on travelers' minds, with 3-in-4 seeing budget-friendly travel as growing in 2026.

Statement:
Budget-friendly destinations will become more popular in 2026.

| Response	Percentage
Certain – 100% chance	12.0%
Extremely likely	23.9%
Likely	37.3%
Neither likely nor unlikely	22.1%
Unlikely	2.9%
Extremely unlikely	0.8%
Impossible – 0% chance	1.0%

73.2%
67.5% in 2025

4.7%

Statement:

Undiscovered or off-the-beaten-path travel destinations will grow in popularity due to the crowding and high costs

Future Partners
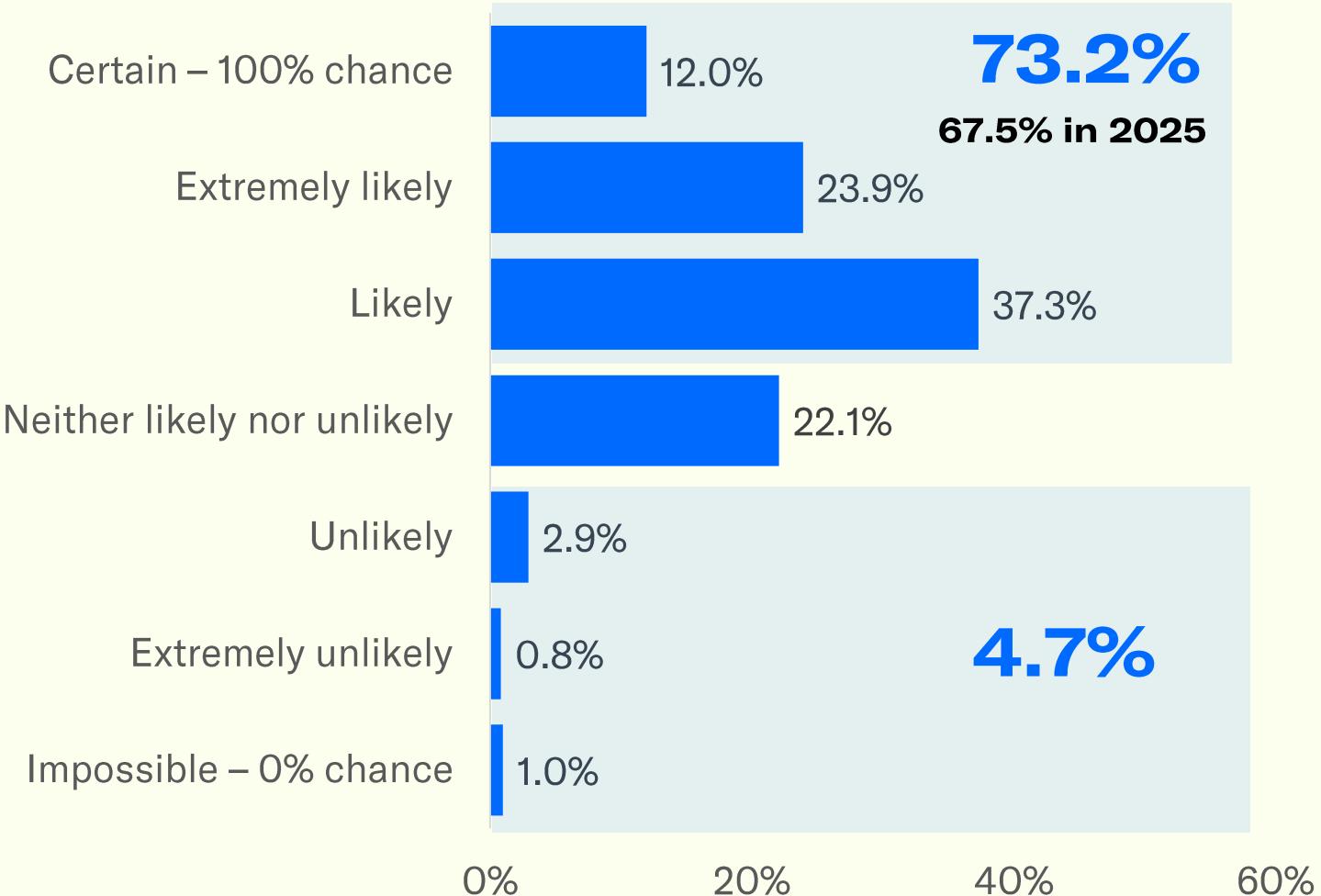
Down from last year, but nearly 2-in-3 travelers see the market responding to high costs and crowding by traveling to off-the-beaten-path destinations.

Statement:
Undiscovered or off-the-beaten-path travel destinations will grow in popularity due to the crowding and high costs of popular destinations.

57.0%

Category	Value
Certain – 100% chance	5.9%
Extremely likely	19.2%
Likely	31.8%
Neither likely nor unlikely	32.0%
Unlikely	6.0%
Extremely unlikely	2.1%
Impossible – 0% chance	2.9%

**11.0%**

0%   20%   40%   60%
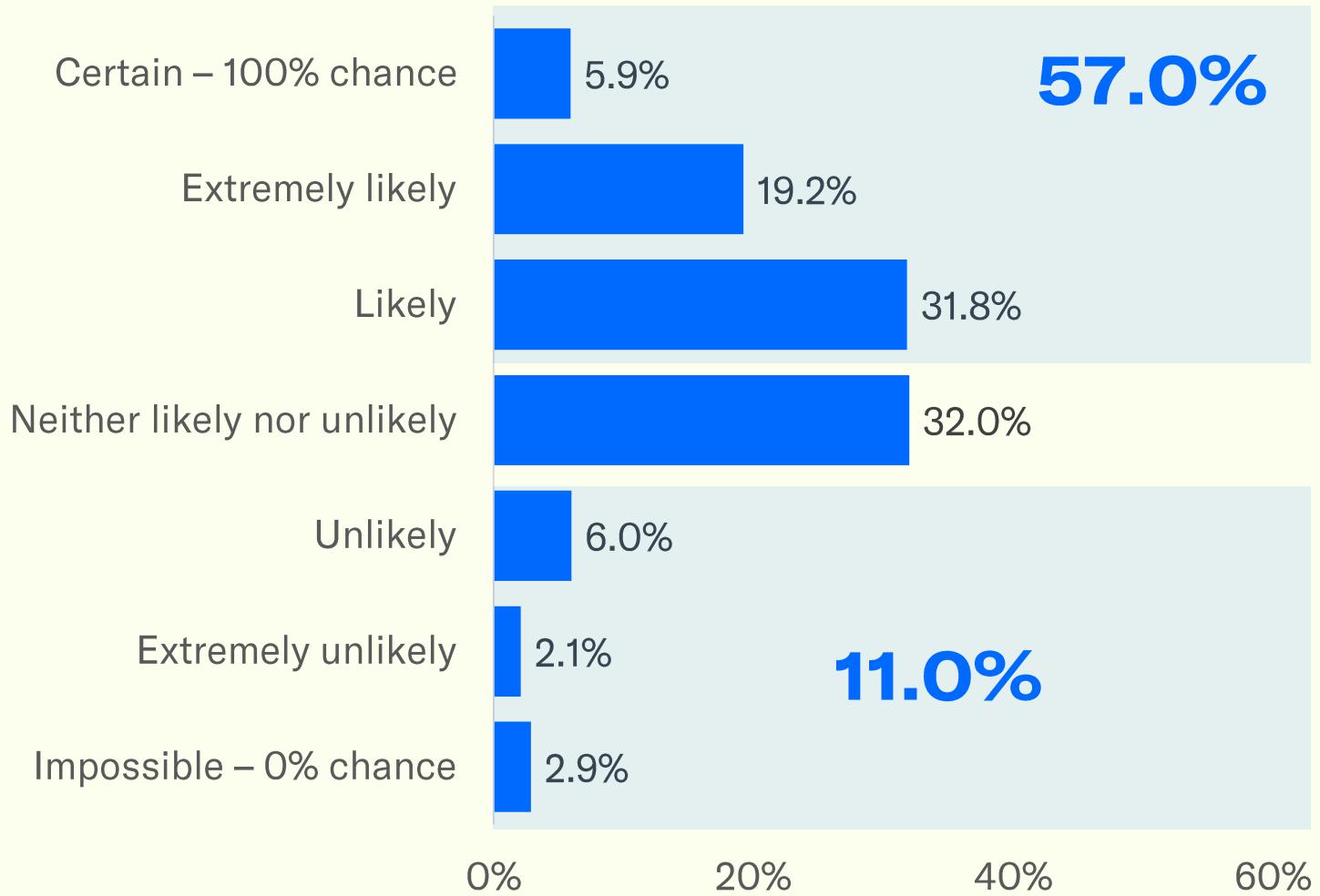
Statement:

I will spend more money on luxury travel experiences.

Future Partners

Expectations to spend on luxury are down slightly this year.

Statement:
I will spend more money on luxury travel experiences.
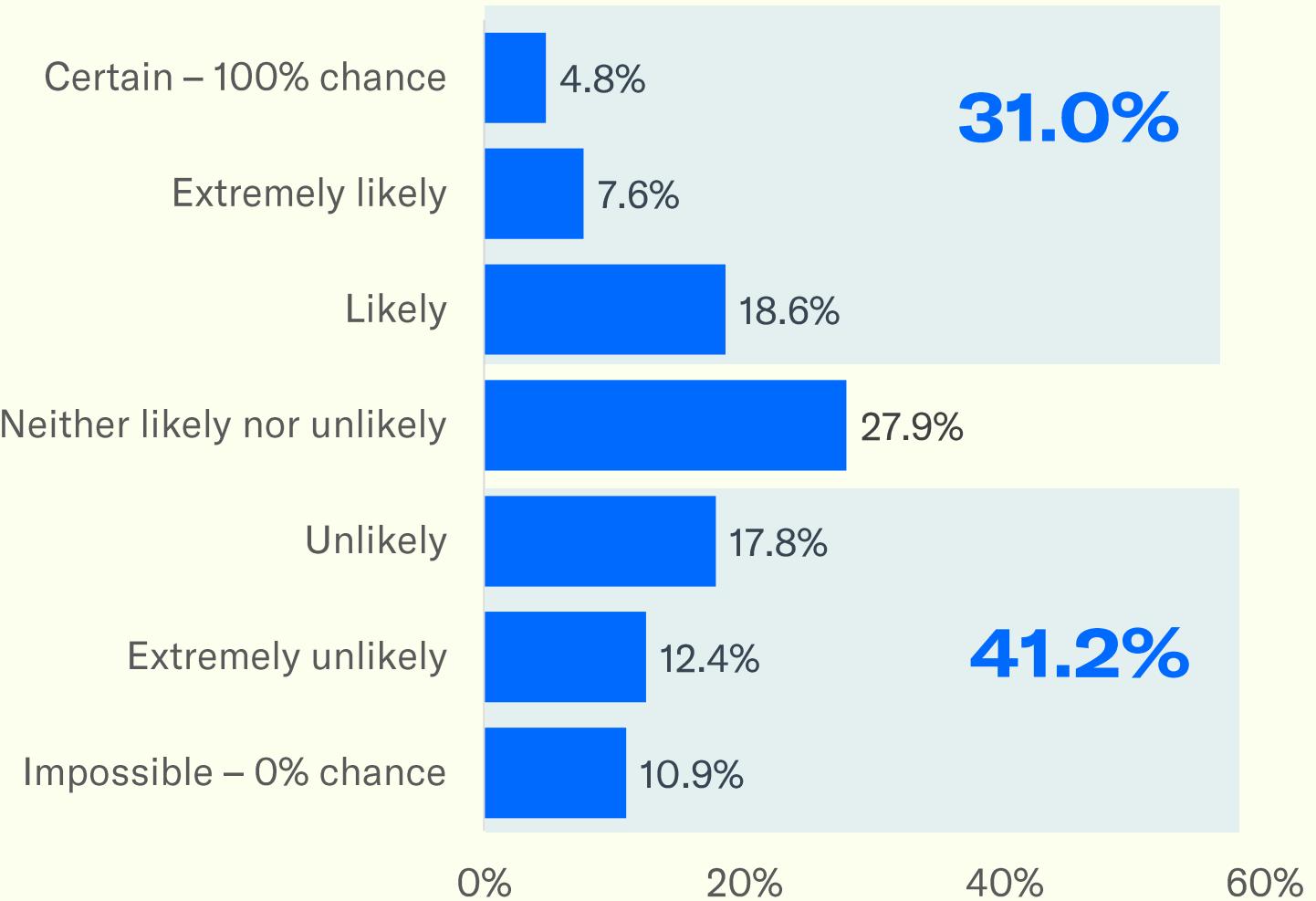
31.0%

| Category	Value
Certain – 100% chance	4.8%
Extremely likely	7.6%
Likely	18.6%
Neither likely nor unlikely	27.9%
Unlikely	17.8%
Extremely unlikely	12.4%
Impossible – 0% chance	10.9%

41.2%

0%   20%   40%   60%

Statement:

Domestic travel will become generally more frustrating (e.g., over-crowding, air travel breakdowns, poor customer service, etc.)

Future Partners

Many see domestic travel as an increasingly frustrating experience.

Statement:
Domestic travel will become generally more frustrating (e.g., over-crowding, air travel breakdowns, poor customer service, etc.)

Certain – 100% chance 7.0%

Extremely likely 15.1%

Likely 29.2%

Neither likely nor unlikely 32.6%

Unlikely 11.5%

Extremely unlikely 2.4%

Impossible – 0% chance 2.1%

51.4%
55.2% in 2025

16.0%

0%   20%   40%   60%
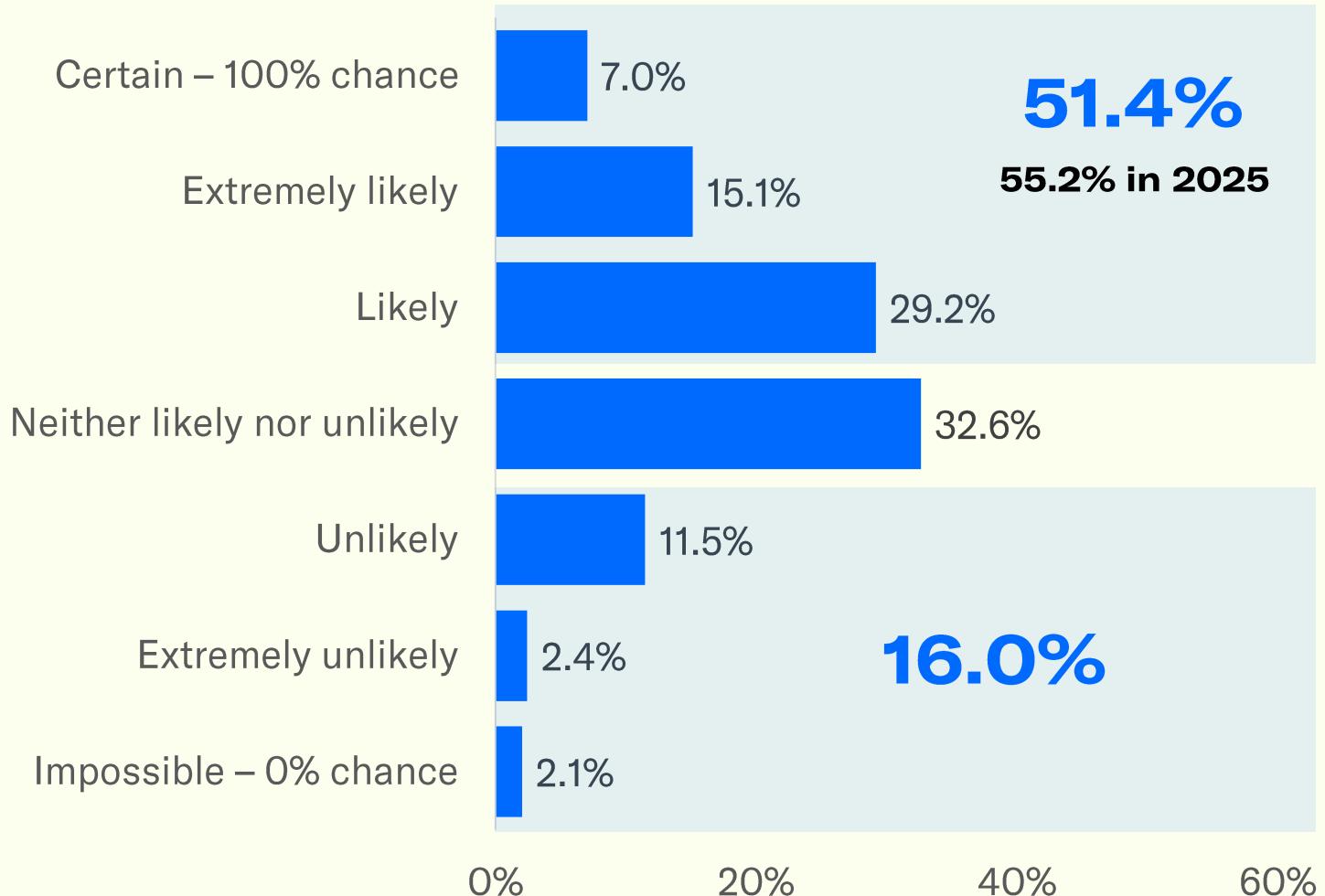
Statement:

I'll be more proactive in reducing the impact of my travel on the environment.

Future Partners

Four-in-ten travelers will be more proactive in reducing the impact of their travels on the environment.

Statement:
I'll be more proactive in reducing the impact of my travel on the environment.
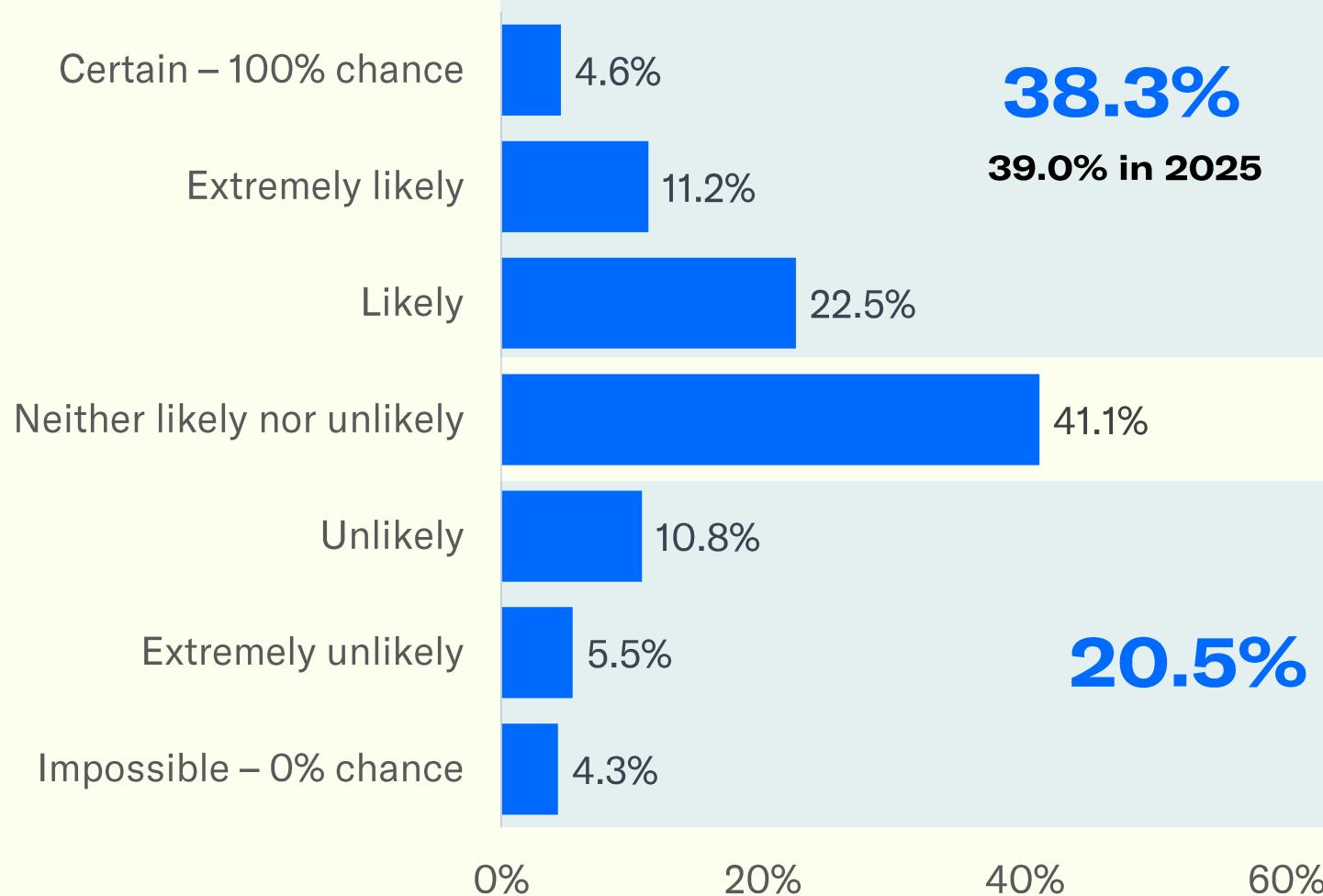
Certain – 100% chance 4.6%

Extremely likely 11.2%

Likely 22.5%

Neither likely nor unlikely 41.1%

Unlikely 10.8%

Extremely unlikely 5.5%

Impossible – 0% chance 4.3%

38.3%
39.0% in 2025

**20.5%**

0%   20%   40%   60%

Statement:

With higher temperatures each year, travelers will try to seek out cooler places.

Future Partners

47% of American travelers predict that increasingly warmer climates will drive travelers to seek cooler destinations for their trips

Statement:
With higher temperatures each year, travelers will try to seek out cooler places.

Certain – 100% chance — 5.3%

47.3%

44.9% in 2025

Extremely likely — 12.0%

Likely — 29.9%

Neither likely nor unlikely — 36.5%

Unlikely — 11.0%

Extremely unlikely — 3.5%

16.3%

Impossible – 0% chance — 1.7%

0%   20%   40%   60%

Statement:

Using Artificial Intelligence (AI) tools (like ChatGPT and Gemini) to plan travel will become much more popular.

Future Partners
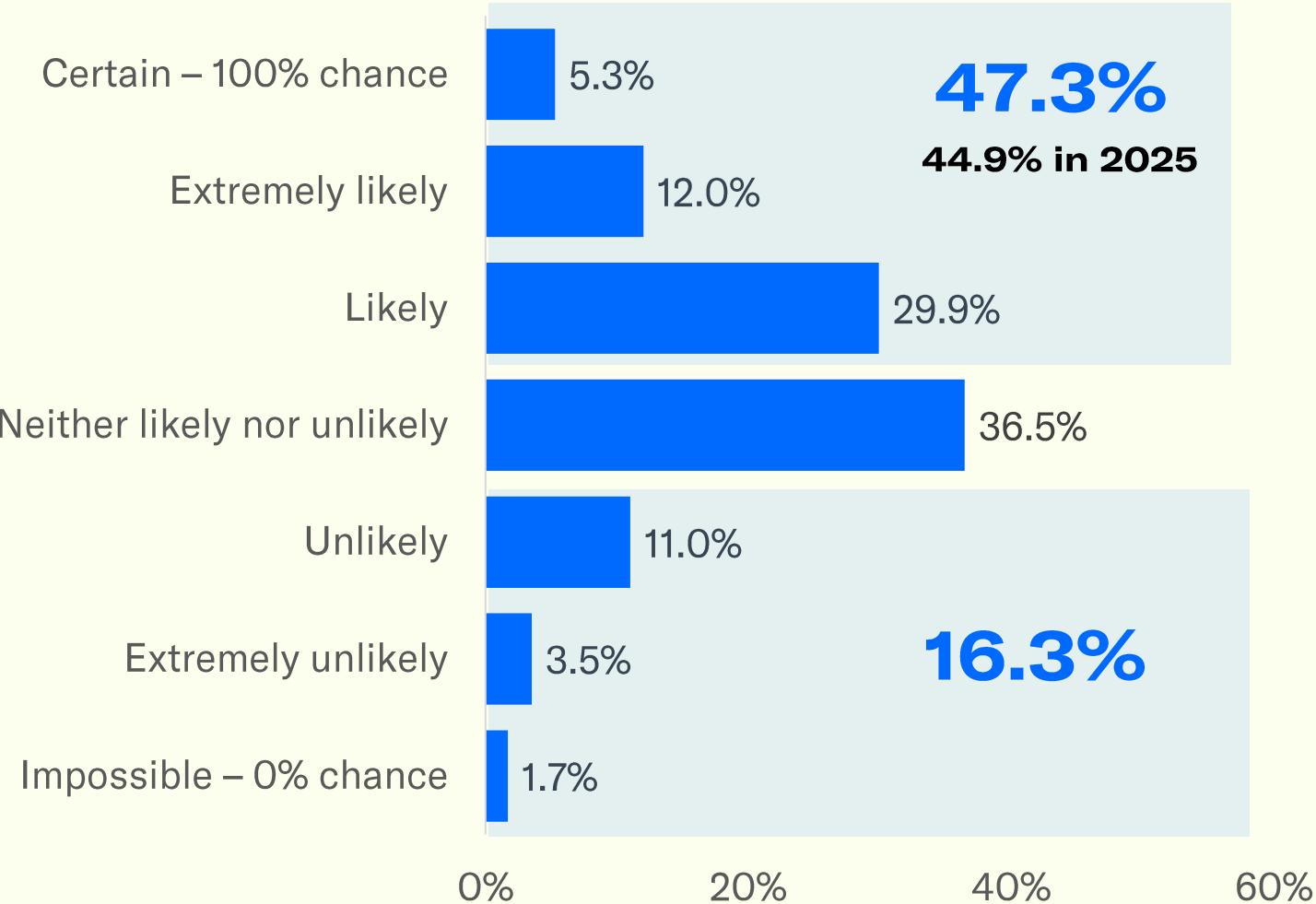
Robots will soon be planning our trips? Travelers see AI as growing in importance to the travel planning landscape.

Statement:
Using Artificial Intelligence (AI) tools (like ChatGPT and Gemini) to plan travel will become much more popular.

Certain – 100% chance — 11.3%

Extremely likely — 21.3%

Likely — 32.5%

Neither likely nor unlikely — 19.5%

Unlikely — 5.8%

Extremely unlikely — 4.5%

Impossible – 0% chance — 5.1%

65.2%
61.7% in 2025
58.7% in 2024

15.4%

0%   20%   40%   60%
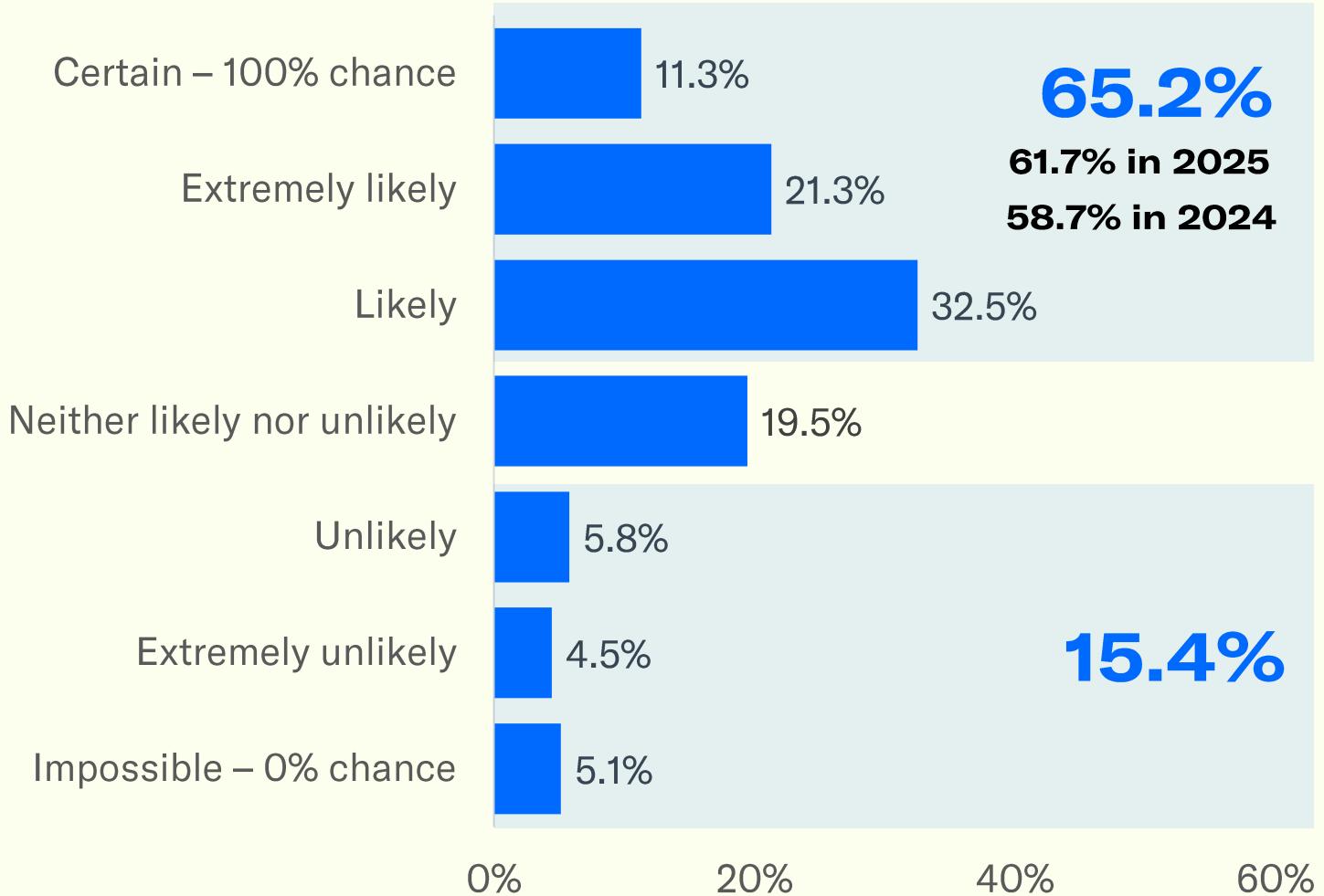
Travelers foresee growth in dynamic pricing.

Statement:
More travel companies will use AI-powered dynamic pricing in 2026.

Response	Percentage
Certain – 100% chance	10.6%
Extremely likely	22.9%
Likely	34.9%
Neither likely nor unlikely	26.1%
Unlikely	2.6%
Extremely unlikely	1.1%
Impossible – 0% chance	1.9%

68.4%

5.5%
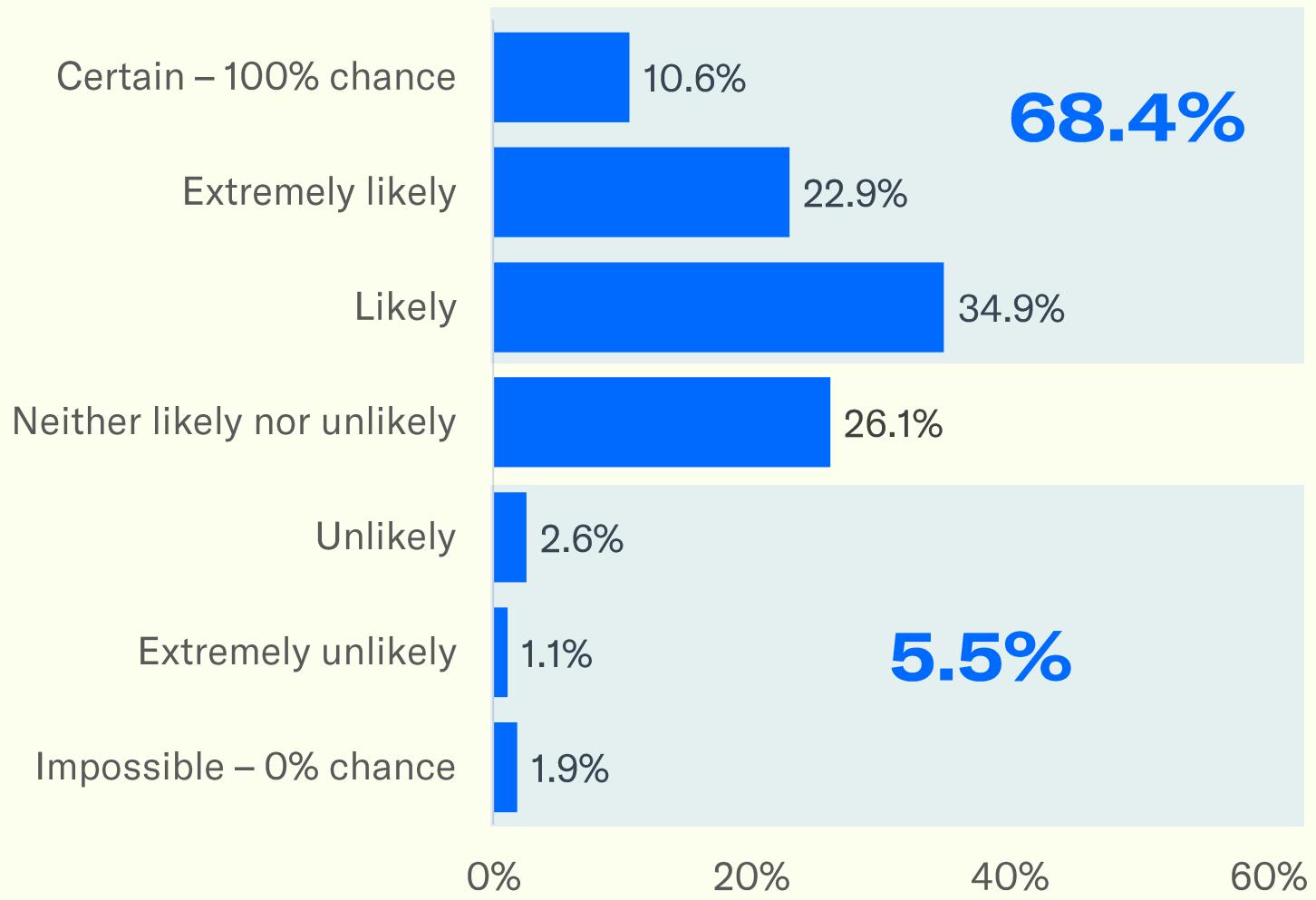
...but AI-powered Dynamic Pricing Isn't Popular With American Travelers.

Question:

Which best describes how you would feel about buying travel products and services (airline tickets, hotel reservations, rental cars, etc.) **from a company using AI-powered dynamic pricing?**
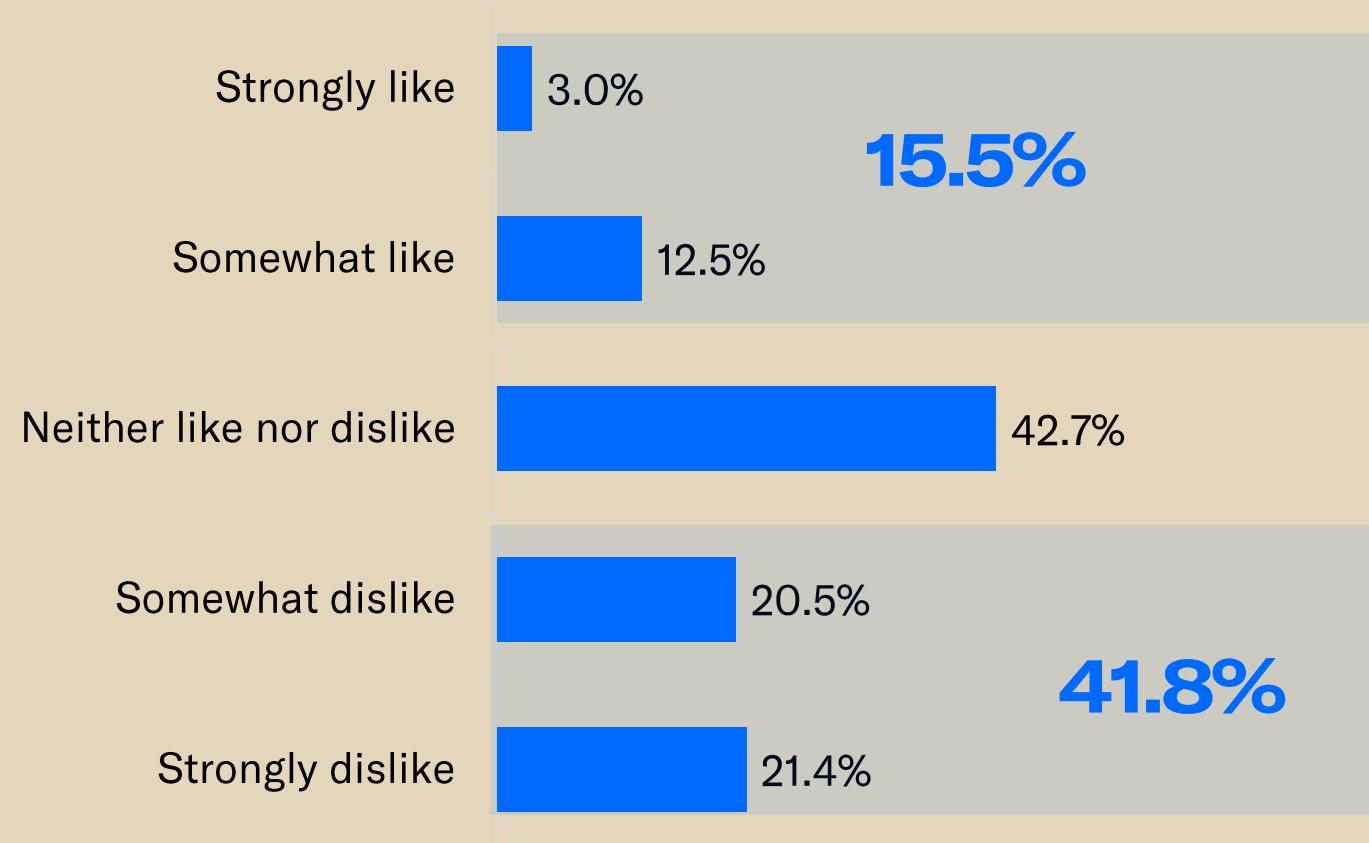
Response	Percentage
Strongly like	3.0%
Somewhat like	12.5%
Neither like nor dislike	42.7%
Somewhat dislike	20.5%
Strongly dislike	21.4%

15.5%

41.8%

The State of the American Traveler livestream, January 2026

Base: All respondents, 4,000 completed surveys

Statement:

More travelers will avoid (or select) destinations based on their personal politics.

Future Partners

Half of American travelers see politics as influencing the places we visit.

Statement:
More travelers will avoid (or select) destinations based on their personal politics.

Certain – 100% chance — 6.4%

Extremely likely — 14.6%

Likely — 28.6%

Neither likely nor unlikely — 35.1%

Unlikely — 10.4%

Extremely unlikely — 3.4%

Impossible – 0% chance — 1.5%

49.6%
52.3% in 2025
**56.3% in 2024**

15.3%

0%   20%   40%   60%
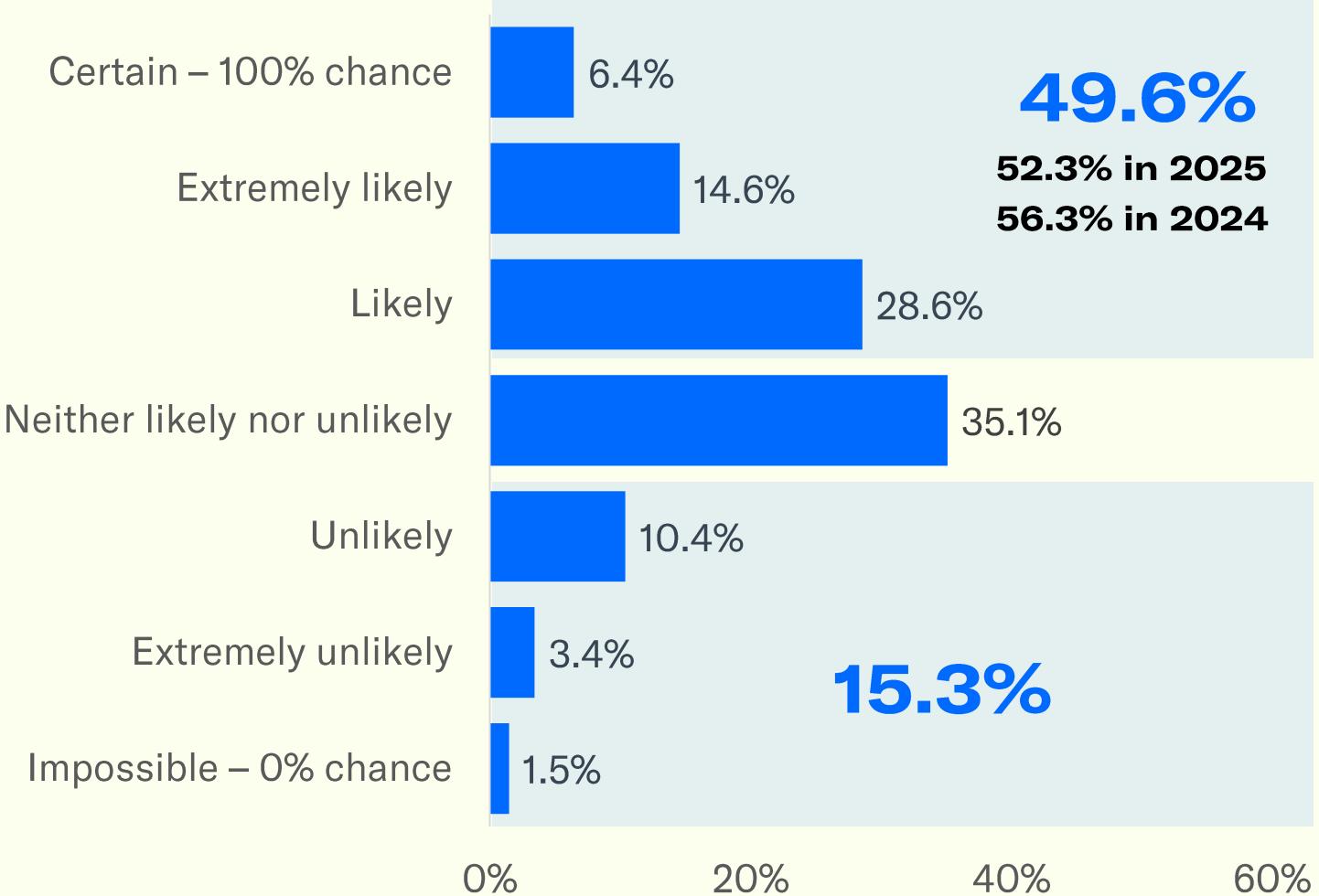
Statement:

International tourists will avoid visiting the U.S. because of its contentious politics.

Future Partners

Our sense that American politics will scare away international tourist heightens.

Statement:
International tourists will avoid visiting the U.S. because of its contentious politics.

Certain – 100% chance	15.7%
Extremely likely	18.5%
Likely	24.2%
Neither likely nor unlikely	22.9%
Unlikely	10.8%
Extremely unlikely	5.3%
Impossible – 0% chance	2.5%

58.5%
43.6% in 2025

18.6%

Future Partners The State of the American Traveler Livestream, January 2026

Americans are far from confident they will be warmly welcomed when visiting foreign countries in 2026.
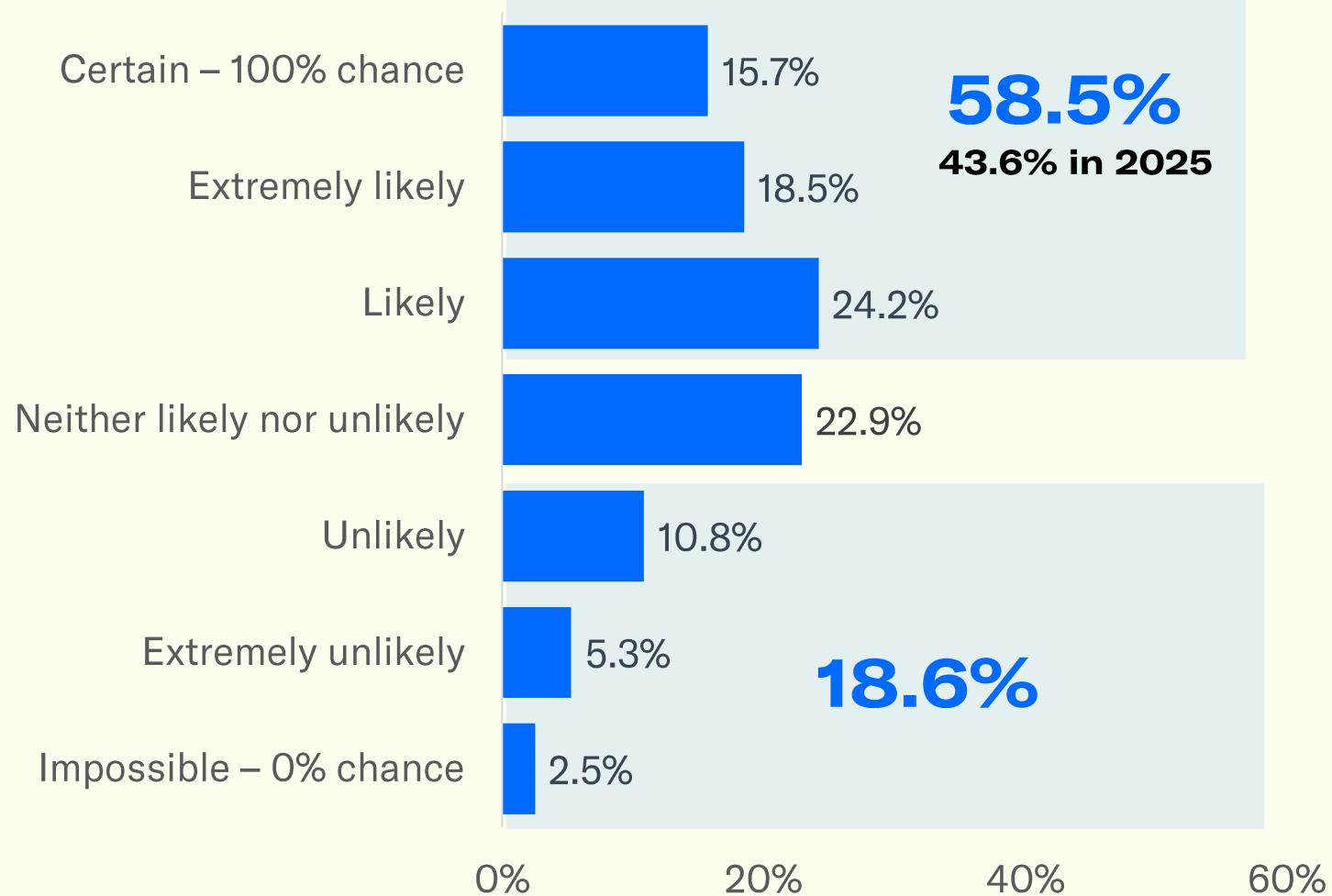
Statement:
Foreign destinations will become less welcoming to American travelers

Response	Percentage
Certain – 100% chance	12.7%
Extremely likely	18.2%
Likely	30.4%
Neither likely nor unlikely	23.6%
Unlikely	9.3%
Extremely unlikely	4.0%
Impossible – 0% chance	1.7%
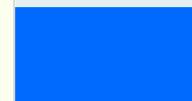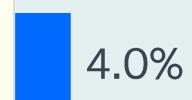
61.4%
51.4% in 2025
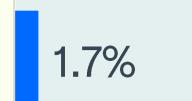
15.0%

American Travelers Likely Predictions for 2026

Top 3-Box Score (Likely, Extremely likely or Certain - 100 % chance)

Statement	Score
Budget-friendly destinations will become more popular in 2026.	73.2%
Inflation will drive travel costs up significantly.	71.6%
More travel companies will use AI-powered dynamic pricing in 2026.	68.4%
Using AI tools (like ChatGPT and Gemini) to plan travel will become much more popular.	65.2%
Undiscovered destinations grow in popularity due to the crowding/high costs of popular destinations.	63.7%
Foreign destinations will become less welcoming to American travelers.	61.4%
International tourists will avoid visiting the U.S. because of its contentious politics.	58.5%
I will use travel as an opportunity to step outside my comfort zone.	54.3%
I'll take a dream trip to somewhere exciting in 2026.	52.8%
Domestic travel will become generally more frustrating	51.4%
More travelers will avoid (or select) destinations based on their personal politics.	49.6%
With higher temperatures each year, travelers will try to seek out cooler places.	47.3%
I'll be more proactive in reducing the impact of my travel on the environment.	38.3%
I will spend more money on luxury travel experiences.	31.0%

Some statements are shortened here to fit into chart.

Future Partners

*Travel Nostradamus
(in a nutshell)*

1. Cost
2. AI
3. Politics
4. Dreams
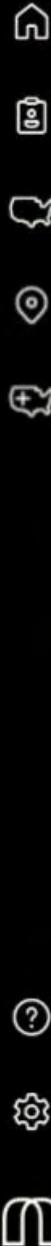
Future Partners

The State of the American Traveler

Welcome back, Future Partners!

Sign Up For Your Demo & Trial of

The State of the American Traveler Insights Explorer