



## Memorial Day Travelers Expected to Increase by One Million, to 39.3 Million

### Total Memorial Day Travelers to Hit 12-year High

Travel during the Memorial Day holiday period is expected to rise this year to a forecasted total of 39.3 million travelers - a 2.7 percent increase compared to 2016. Spikes in consumer confidence and personal income will help to drive the growth in travelers this holiday.

### Car Transportation Ranks as Top Choice of Consumers

34.6 million travelers will take to cars for their mode of holiday transportation- marking the largest number of holiday weekend auto travelers since 2005. Year over year, auto travelers will increase 800,000 over 2016.

### More Holiday Travelers Will Take to Friendly Skies

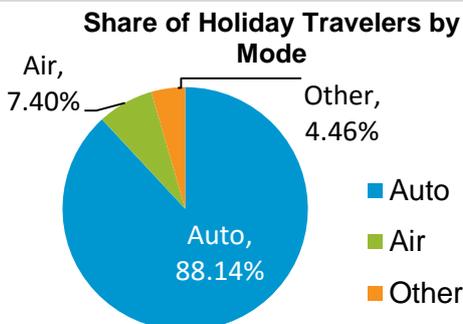
Nearly 3 million travelers will take to the skies over the Memorial Day holiday, representing a 5.5 percent increase over last year. This marks the fourth consecutive year of holiday air travel growth as consumers have the confidence to spend their increasing income on airfare.

#### Key takeaways:

- The 39.3 million traveler total trails only 2005 for the highest volume on record.
- 2017 will mark the third consecutive year of growth in Memorial Day travel, with total travel volume rising 3.75 million during that time.
- Automobile travel will grow by 2.4 percent over the 2016 total, although the share of travel will decrease 0.3 points to 88.1 percent.
- Air travel volume has risen 16 percent in the four-year run of rising travel volumes.
- Travel by other modes (including train, bus and cruise) will rise to 1.75 million, the highest level since 2009.
- The 2017 Memorial Day holiday period is defined as Thursday, May 25 to Monday, May 29.

#### Economic factors influencing the travel forecast include:

- Consumer sentiment continues to rebound toward the 13-year high achieved in January, with a 1.1 point gain in the month of April. This score is 9 points higher than the April 2016 reading.
- Spending is expected to rise along with consumers' rosy outlook, increasing 4.4 percent over last year.
- Overall economic growth has been strong, as the real gross domestic product should increase 2.6 percent year-on-year, and unemployment is down to 4.6 percent.
- Strong showings in after-tax profits have translated to surging household net worth, which has grown 6.2 percent year-over-year.
- Gas prices have increased modestly over last spring, with the April average \$0.26 above last year's level.



	Number of Memorial Day Travelers by Mode of Transportation		
	Automobile	Air	Other
2016	33.8M	2.75M	1.70M
2017	34.6M	2.91M	1.75M
Growth	2.4%	5.5%	2.9%

AAA and IHS Markit forecast a 2.7 percent increase in travelers this Memorial Day, with 39.3 million travelers expected to take to the roads, skies, rails and water.



## Holiday Forecast Methodology: A Brief Overview

### Travel Forecast

In cooperation with AAA, IHS Markit-- a world leader in critical information, analytics and expertise -- developed a unique methodology to forecast actual domestic travel volumes. The economic variables used to forecast travel for the current holiday are leveraged from IHS Markit's proprietary databases. These data include macroeconomic drivers such as employment, output, household net worth, asset prices including stock indices, interest rates, housing market indicators and variables related to travel and tourism, including prices of gasoline, airline travel and hotel stays.

Historical travel volume estimates come from DK SHIFFLET's TRAVEL PERFORMANCE/Monitorism. The TRAVEL PERFORMANCE/Monitorism, is a comprehensive study measuring the travel behavior of US residents. DK SHIFFLET contacts over 50,000 U.S. households each month to obtain detailed travel data, resulting in the unique ability to estimate visitor volume and spending, identify trends, forecast U.S. travel behavior and position brands—all after the trips have been taken.

The travel forecast is reported in person-trips. In particular, AAA and IHS Markit forecast the total U.S. holiday travel volume and expected mode of transportation. The travel forecast presented in this report was prepared the week of April 17th.

### Memorial Day Holiday Travel Period

For purposes of this forecast, the Memorial Day holiday travel period is defined as the five-day period from Thursday, May 25 to Monday, May 29. The five-day holiday length is consistent with previous holiday periods.

### About AAA

As North America's largest motoring and leisure travel organization, AAA provides more than 57 million members with travel, insurance, financial and automotive-related services. Since its founding in 1902, the not-for-profit, fully tax-paying AAA has been a leader and advocate for the safety and security of all travelers. Motorists can map a route, identify gas prices, find discounts, book a hotel and access AAA roadside assistance with the AAA Mobile app for iPhone, iPad and Android. Learn more at [AAA.com/mobile](http://AAA.com/mobile). AAA clubs can be visited on the Internet at [AAA.com](http://AAA.com).

### About IHS Markit ([www.ihsmarkit.com](http://www.ihsmarkit.com))

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.

### About DK SHIFFLET ([www.dkshifflet.com](http://www.dkshifflet.com))

DK SHIFFLET boasts the industry's most complete database on U.S. resident travel both in the U.S. and worldwide. Data is collected monthly from a U.S. representative sample, adding over 60,000 traveling households annually and is used daily by leading travel organizations and their strategic planning groups. DK SHIFFLET is an MMGY Global company.