



2018 Thanksgiving Holiday Travel Forecast

November 8, 2018



Thanksgiving Holiday Travel to Surpass 54 Million, an Increase of 2.5 Million From Last Year and the Most in More Than a Dozen Years

Total Thanksgiving
Holiday Travelers to
Reach **54.3 Million**



Thanksgiving holiday travel will reach 54.3 million travelers, an increase of 4.8 percent from a year ago. Confident consumers are buoyed by rising incomes and a strong labor market.

Auto Travel Will
Rise by More Than
2 Million in 2018



Automobile travel will rise 4.9 percent this Thanksgiving, growing to 48.5 million travelers. That is 2.3 million more than in 2017 and the highest travel volume since 2005.

Nearly **4.3 Million**
Will Fly in 2018, an
Increase of **5.4 Percent**



4.3 million travelers will take to the skies this Thanksgiving, an increase of 5.4 percent over last year and the most since 2007.

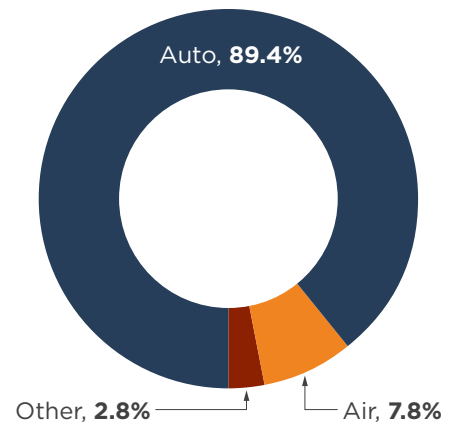
Key takeaways:

- 54.3 million Americans are expected to travel this Thanksgiving, a 4.8 percent increase over 2017.
- 2018 will be the highest travel volume on record, second to 2005.
- Auto travel is expected to increase nearly five percent for the second consecutive year, with 2018 volume on the road topping 48.5 million.
- Leading all modes of travel in growth, 4.3 million Americans will be taking to the skies this Thanksgiving, a 5.4 percent jump from last year.
- Travel by other modes (including train, bus and cruise) will increase 1.4 percent to 1.48 million.
- The 2018 Thanksgiving holiday period is defined as Wednesday, Nov. 21 to Sunday, Nov. 25.

Economic factors influencing the travel forecast include:

- Economic growth remains strong and broad based, as real gross domestic product is slated to increase 3.1 percent year-over-year during the fourth quarter, and unemployment is expected to decrease to 3.7 percent.
- Strong fundamentals continue to support high levels of consumer spending, with wages, disposable income and household wealth all increasing.
- Consumer and corporate outlook measures remain positive. Consumer confidence reached an 18-year high.
- October gas prices were on average about 40-cents more than last year, which is in line with gas price trends seen throughout this year.

Share of Travelers by Mode



Number of Thanksgiving Holiday Travelers by Mode of Transportation

	Air	Automobile	Other
2018	4.27M	48.5M	1.48M
2017	4.05M	46.2M	1.46M
Growth	5.4%	4.9%	1.4%

AAA and IHS Markit forecast **54.3 million** travelers this Thanksgiving holiday, a **2.5 million** increase in travelers over 2017 and the highest number in more than a dozen years.



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/*Monitor*sm. The PERFORMANCE/*Monitor*sm 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 Oct. 15.

Thanksgiving Holiday Travel Period

For purposes of this forecast, the Thanksgiving holiday travel period is defined as the five-day period from Wednesday, Nov. 21 to Sunday, Nov. 25. The Wednesday to Sunday period is consistent with previous years.

About AAA

AAA provides more than 59 million members with automotive, travel, insurance and financial services through its federation of 35 motor clubs and nearly 1,100 branch offices across North America. Since 1902, the not-for-profit, fully tax-paying AAA has been a leader and advocate for safe mobility. Drivers can request roadside assistance, identify nearby gas prices, locate discounts, book a hotel or map a route via the [AAA Mobile app](#). To join, visit [AAA.com](#).

About IHS Markit

([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](#))

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.