



# 2019 Independence Day Holiday Travel Forecast

June 25, 2019

## Independence Day Holiday Travel Predicted to Reach a New Record, Increasing 4.1% to Nearly 49 Million

### Number of Independence Day travelers to rise by nearly 2 million

Travel is expected to rise by 4.1% to 48.9 million travelers. That will be 1.9 million more than in 2018, and the highest number of travelers on record since AAA began tracking holiday travel in 2000.

### Car travel to increase by 1.7 million to 41.4 million motorists

Automobile travel will increase by 4.3%, to 41.4 million travelers - the most on record (since 2000). This will be the sixth straight year of growth in this mode of transportation.

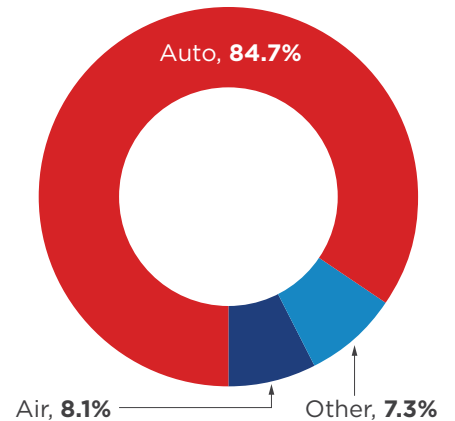
### Air travel will increase 5.3% to 3.96 million

Air travel volume will increase to 3.96 million, 5.3% more than last year. This year's total will be the highest on record and will be the third straight year air travel will increase its share of overall travel.

### Key takeaways:

- The 2019 Independence Day holiday travel volume of 48.9 million will be the highest on record, since AAA began tracking holiday travel 19 years ago.
- 2019 will be the sixth consecutive year of travel growth during the Independence Day holiday period.
- Automobile travel will increase for the sixth straight year to 41.4 million motorists, the most on record.
- Air travel volume will rise for the 10th straight year and will be the highest travel volume on record for this mode of transportation, reaching 3.96 million this year.
- 3.55 million people will use other modes of travel (including bus, rail and cruise ship), an increase of 0.6% and the highest volume via these modes since 2007.
- The 2019 Independence Day holiday period is defined as the five-day period of Wednesday, July 3 to Sunday, July 7. This is one day shorter than last year.

Share of Travelers by Mode



Independence Day Holiday Travelers by Mode

	Automobile	Air	Other
2018	39.7M	3.76M	3.53M
2019	41.4M	3.96M	3.55M
Growth	4.3%	5.3%	0.6%

### Economic gains include the following:

- Annual real GDP growth should reach 2.7%, as economic fundamentals remain strong. Unemployment continues to fall and is now at 3.6%.
- Conditions for strong consumer spending growth remain as disposable income continues to rise, as gains in employment, wages and home values remain healthy.
- Both business and consumer optimism remain strong and will encourage discretionary spending.
- Gas prices are 21-cents less year-over-year and are expected to drop even lower into the summer.

AAA and IHS Markit expect nearly 1.9 million more travelers to take to the roads, skies, rails and water this Independence Day. The 48.9 million travelers represent a 4.1% increase from last year, the highest on record and the sixth consecutive year of travel growth.



## Holiday Forecast Methodology:

### 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*<sup>sm</sup>. The PERFORMANCE/*Monitor*<sup>sm</sup> is a comprehensive study measuring the travel behavior of U.S. 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 May 27, 2019.

Percentages shown in tables may differ due to rounding.

### Independence Day Holiday Travel Period

For purposes of this forecast, the Independence Day holiday travel period is defined as the five-day period from Wednesday, July 3 to Sunday, July 7. 2018 was a six-day holiday length, which occurs when the Fourth of July falls on a Wednesday. When the Fourth of July falls on any other day of the week the holiday period is a five-day window.

### About AAA

AAA provides more than 59 million members with automotive, travel, insurance and financial services through its federation of 34 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](http://www.ihsmarkit.com))

IHS Markit  
(Nasdaq: INFO)



IHS Markit

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% 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.