



# 2019 Memorial Day Holiday Travel Forecast



May 15, 2019

## More Americans Than Ever to Take Road Trips This Memorial Day

Memorial Day holiday travel to jump **3.6%** to **42.8 million**



Travel during the Memorial Day holiday period is expected to increase by 1.5 million in 2019, setting the second highest travel record\* for the holiday.

Car travel to increase **3.5%** to **37.6 million**



Memorial Day travel by automobile will be the most on record\*, topping the previously recorded high in 2005.

Air travel will rise to **3.25 Million** travelers

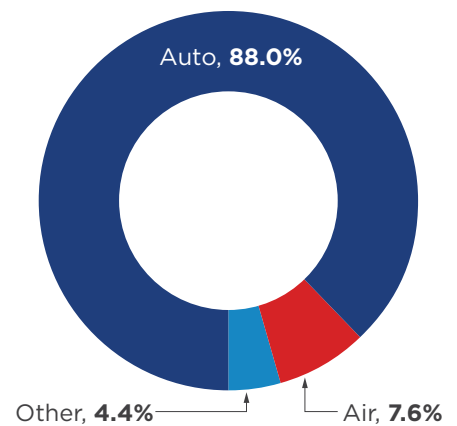


Air travel will increase 4.8% this year, outpacing overall travel growth for the fourth consecutive year. The 3.25 million travelers is the second highest on record\*.

### Key takeaways:

- The 2019 Memorial Day holiday travel volume of 42.8 million will mark the fifth consecutive year of rising holiday travel and the highest travel volume on record\*, after 2005. The 3.6% year-over-year growth will result in an additional 1.5 million travelers this holiday period compared with Memorial Day 2018.
- Travel by automobile will continue to be the most preferred mode of transportation, with an 88% share of holiday travel. The 37.6 million automobile travelers is an increase of 3.5% above last year, and the most on record.
- Air travel volume will increase for the sixth consecutive year. The 3.25 million travelers is 4.8% above last year and trails only 2005 for the highest volume on record\*. Share of travel by air will increase to 7.6%.
- Travel by other modes (including bus, rail and cruise ship) will increase by 3.8% to 1.9 million.
- The 2019 Memorial Day holiday period is defined as Thursday, May 23 through Monday, May 27.

### Share of Travelers by Mode



### Memorial Day Holiday Travelers by Mode (millions)

	Air	Automobile	Other
2018	3.10	36.3	1.83
2019	3.25	37.6	1.90
Growth	4.8%	3.5%	3.8%

### Economic gains include the following:

- While economic growth has begun to cool, real GDP should increase 2.3% compared to a year ago while the unemployment rate is expected to fall to 3.6%, the lowest level in 50 years.
- Solid job and income growth, along with an elevated consumer mood, will remain fundamental drivers for U.S. consumer spending.
- Consumers' optimism hasn't fully recovered from declines seen in late 2018 but near-term expectations remain in-line with the levels seen a year ago.
- Gas prices have increased by more than 30-cents in the last two months with the national average inching closer to \$3/gallon, however, are consistent with this same time last year.

AAA and IHS forecast Memorial Day holiday travel to rise **3.6%** in 2019, resulting in **42.8 million** travelers expected to take to the roads, skies, rails and water.

\* AAA and IHS Markit have quantified holiday travel volumes going back to 2000.



## 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 PERFORMANCE/Monitorism 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 April 15, 2019.

### 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 23 to Monday, May 27. The five-day holiday length is consistent with previous holiday periods.

### 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) is  IHS Markit

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.