2019 Independence Day Holiday Travel Forecast

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

**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.

**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 19-cents less year-over-year and are expected to drop even lower into the summer.
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®. The PERFORMANCE/monitor® 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.