

2026 Travel Plans

American Travel Sentiment Study

WAVE 106 : GAS PRICES AND THE IRAN WAR

April 23, 2026

 Longwoods
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American Travel Sentiment Wave 106 Highlights

Key Findings:

1. Concerns About Gas Prices Highest Since July 2022

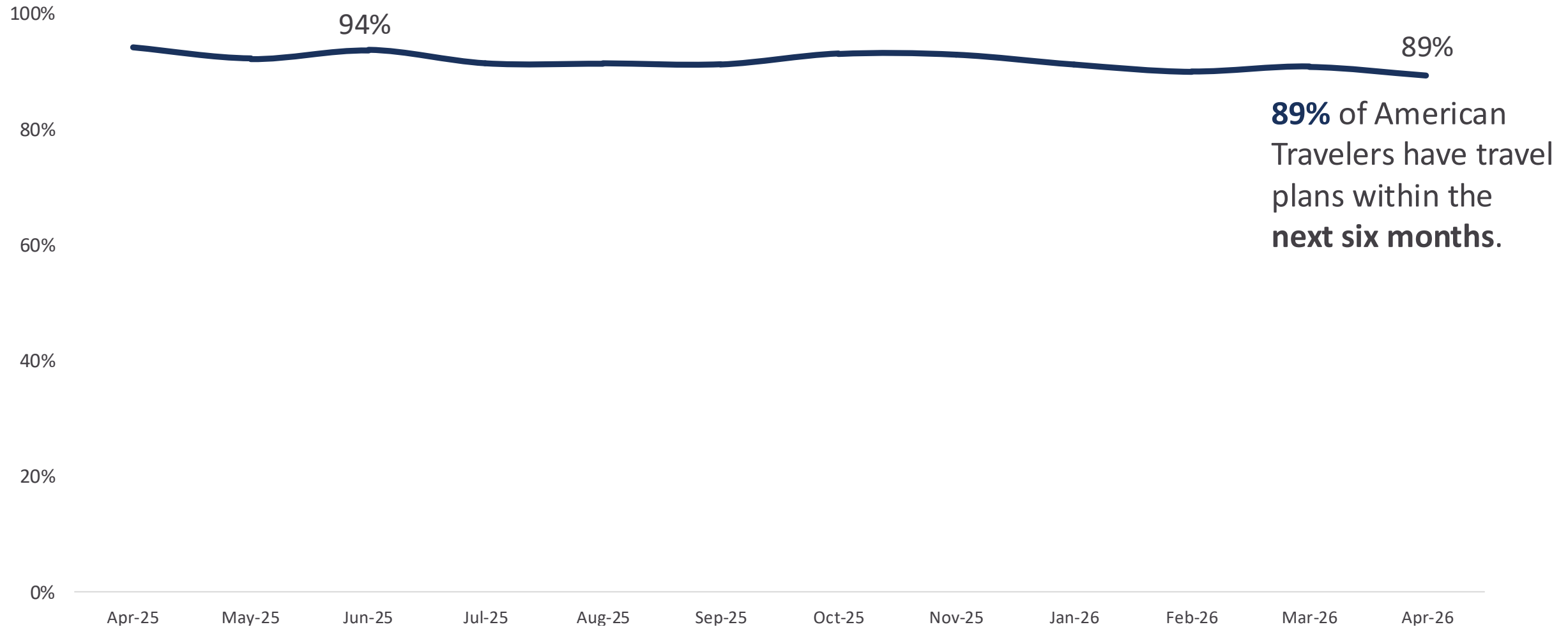
Concerns about gas prices greatly impacting travel decisions has reached 33%, up 12.6 points from March 2026 (21%) and the highest since July 2022 (43%). Due to gas prices, four in ten travelers (41%) are choosing destinations closer to home and 36% are reducing the number of trips they're taking. Travelers are also reducing their spending on entertainment and recreation (35%), retail purchases (33%), and food and beverage (29%). Nearly one in ten (8%) are canceling their trips.

2. Iran War Influencing International Travel Plans

A third of travelers (33%) plan to travel internationally in the next 12 months. However, the Iran war is impacting international travel plans, with 27% indicating they are less likely to travel internationally due to the war. Among travelers who indicated the Iran war is influencing their international travel plans, 40% will postpone their international trip and 31% plan to replace their international trip with a domestic trip. One in five (19%) will cancel their international trip.



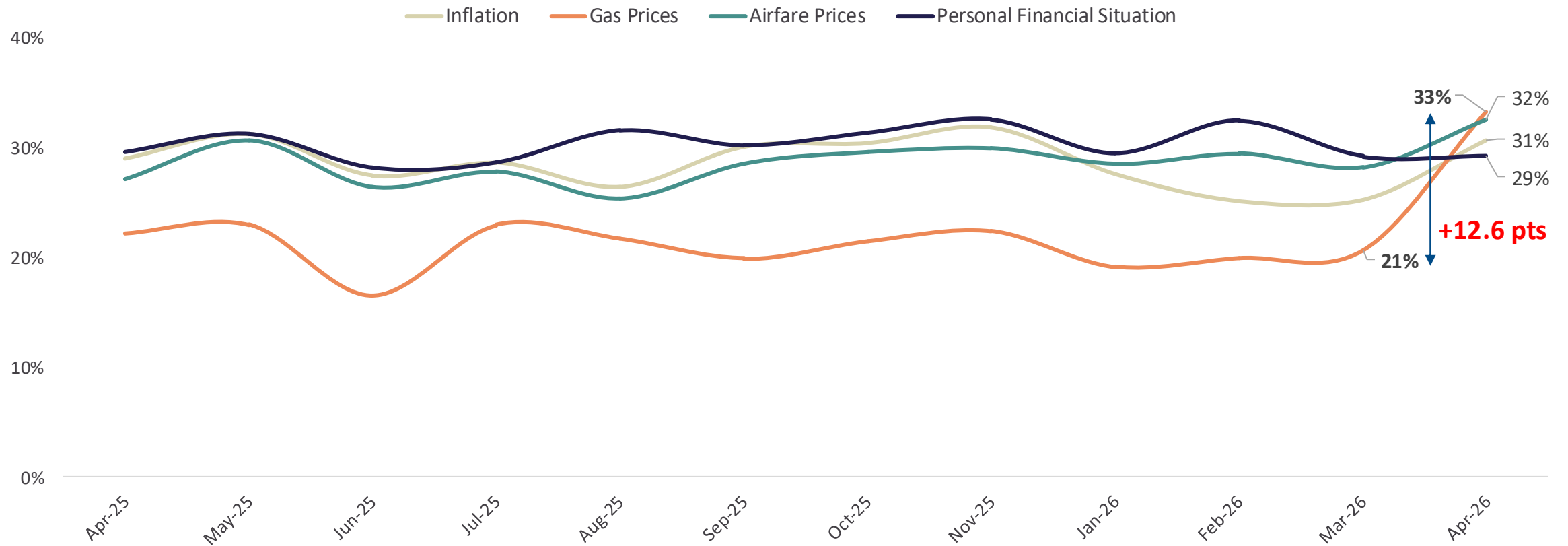
Travel Plans Within the Next 6 Months



Concerns About Gas Prices Impacting Travel Plans Highest Since July 2022

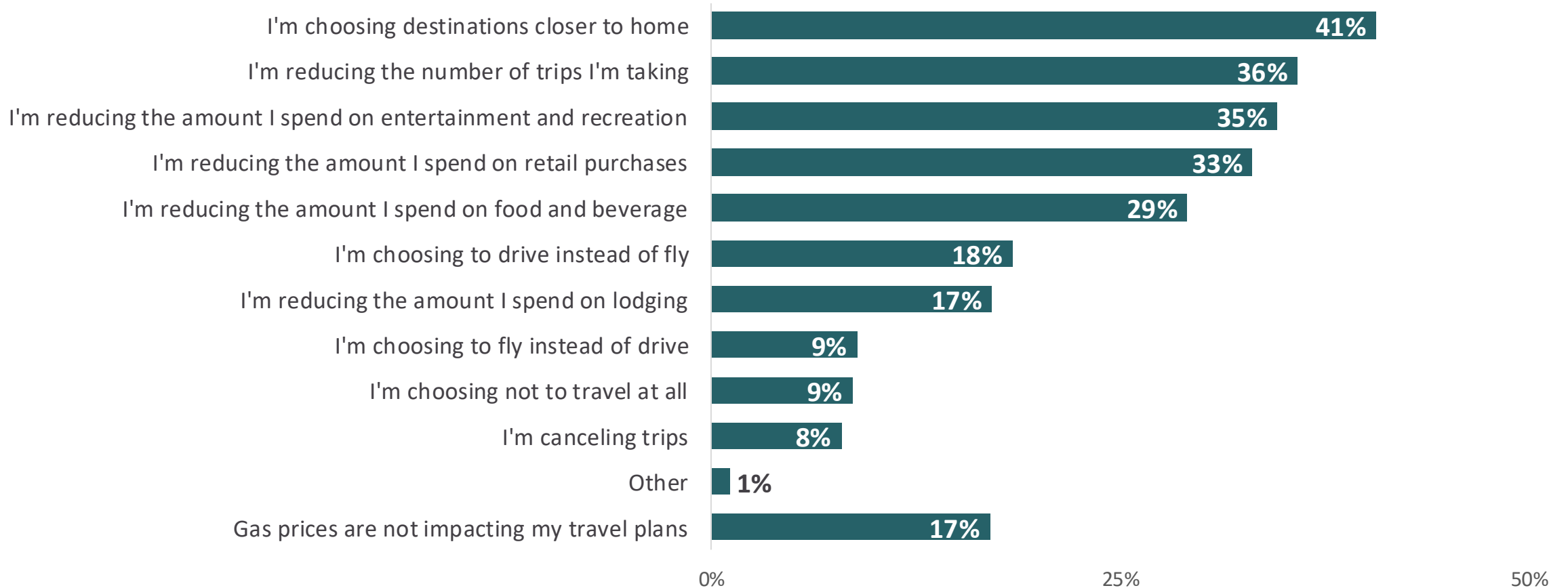
Concerns Impacting Your Travel Decisions in the Next Six Months

The chart shows the percentage of respondents who rated each factor as "Greatly impact" their travel plans (a 5 on a 1-5 scale) over the period from April 2025 to 2026.



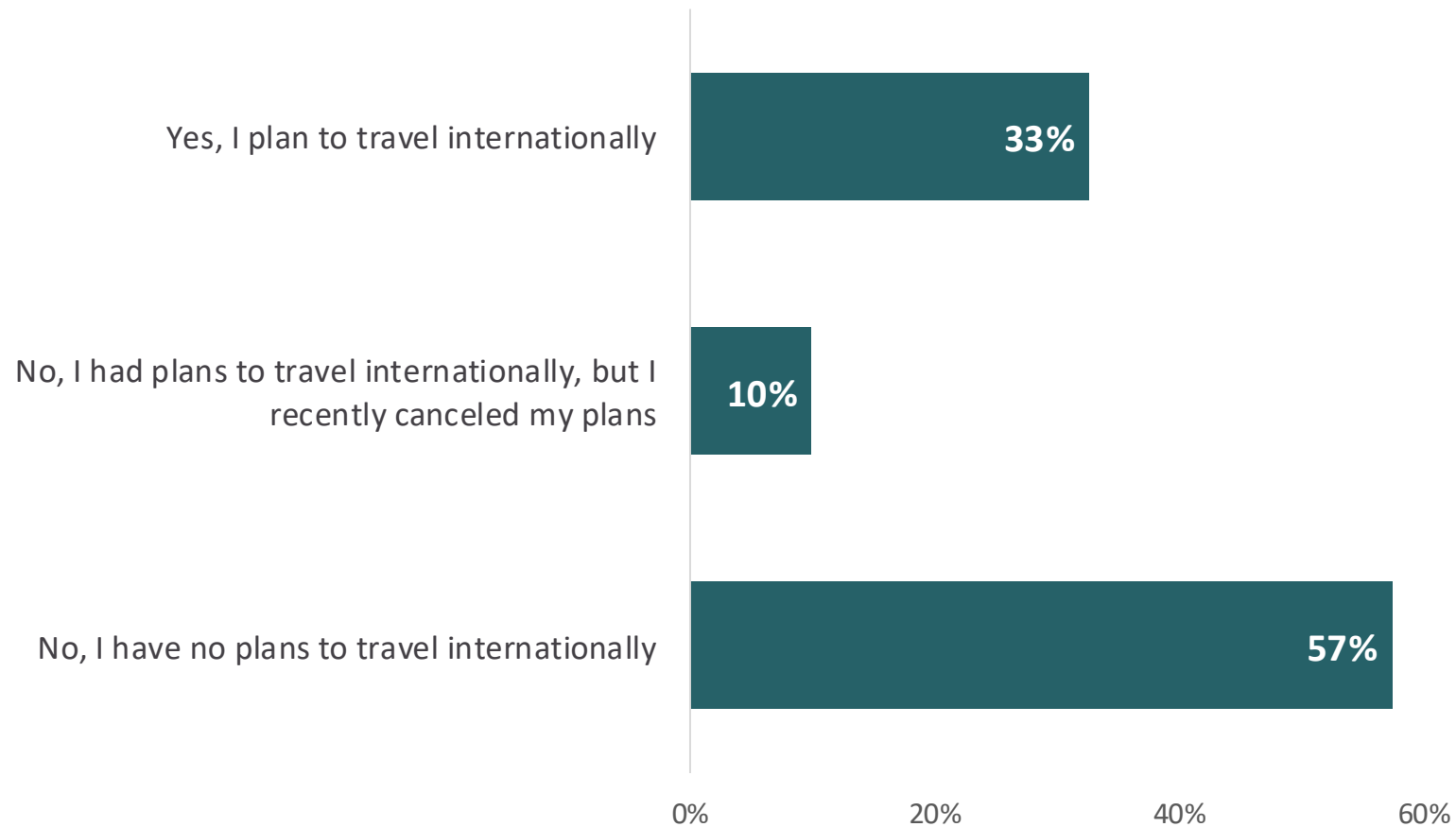
8% Are Canceling Trips Due to Rising Gas Prices

During the next six months, how are gas prices impacting your travel plans?



A Third of Travelers Plan to Travel Internationally

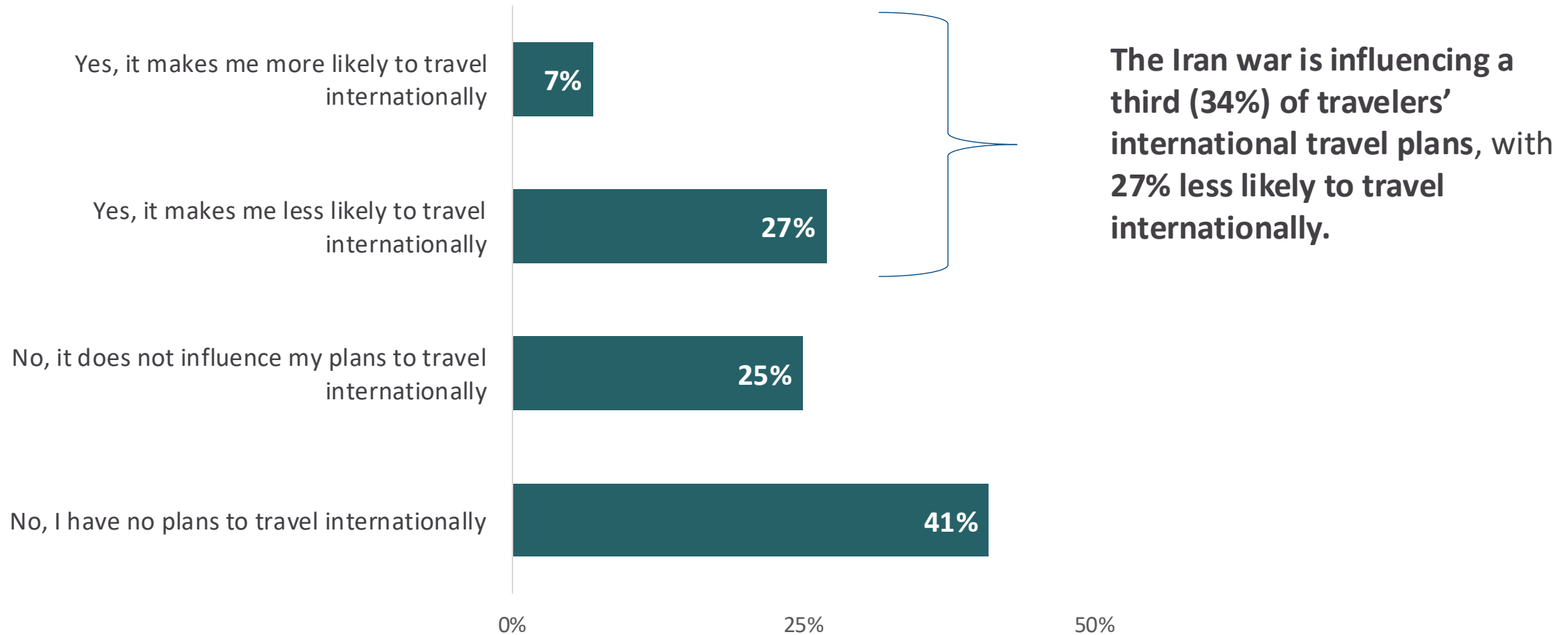
In the next 12 months, do you plan to travel internationally?



A third (33%) of travelers plan to travel internationally in the next 12 months.

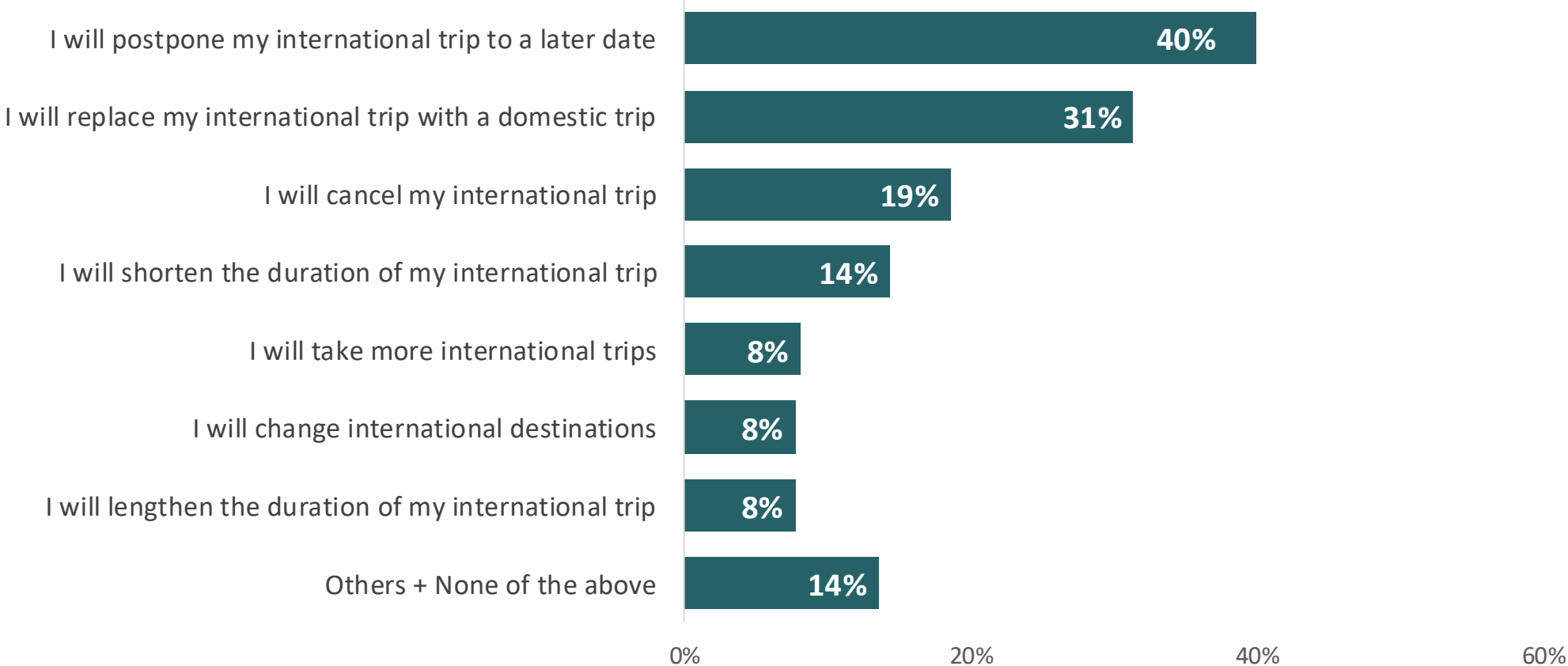
Iran War Influencing a Third of Travelers' International Travel Plans

Is the Iran war influencing you to change your international travel plans in the next 12 months?



19% Will Cancel Their International Trip Due to the Iran War

You indicated that the Iran war is influencing your international travel plans. How will you change your international travel plans in the next 12 months?



Source: Longwoods International ATS Wave 106
Percentages are based only on respondents who are confirmed travelers and indicated the Iran war is influencing their international travel plans

American Travel Sentiment Methodology

The American National Travel Sentiment Study is the most comprehensive and longest-running survey of its kind, offering valuable insights into the factors influencing American travel behaviors.

Key Details:

- Survey Date: April 7 – 8, 2026
- Sample Size: 1,000 U.S. adults (18+)
- Margin of Error: $\pm 3\%$
- Representative of U.S. population demographics (age, gender, region)

Travelers are only respondents that have taken a trip in the last 3 years and intend to take a trip in the next 2 years.

Conducted with support from Miles Partnership, this study remains a vital tool for understanding the dynamic landscape of American travel.





WHO WE ARE

Established in 1978 as a market research consultancy

Headquartered in Columbus, OH and Toronto, ON

Focused in tourism since 1985

Working with over 175 Destinations and Brands

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Additional Resources

Longwoods International Research

<https://longwoods-intl.com/category/american-travel-sentiment/>

Miles Partnership Research and Insights

www.MilesPartnership.com/How-We-Think

A person with long blonde hair tied back, wearing a teal long-sleeved shirt, stands on a rocky ledge overlooking a deep canyon. The canyon walls are dark, layered rock, and a vibrant turquoise river flows through the center. The scene is captured from a high angle, looking down at the person and across the canyon.

Thank You!

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