

## U.S. Travelers Hit the Road on a Budget

In early May, AAA projected that approximately 45.1 million people would travel at least 50 miles from home over the Memorial Day holiday period – setting a new weekend record. This projection seems to indicate a strong start to summer travel.

Deloitte’s “Right-sized American Summer: 2025 Deloitte Summer Travel Survey” also indicates that American consumers are willing to prioritize travel despite economic uncertainty – and that they are likely to carry that trend throughout the summer. The research reports that 53% of Americans traveling this summer plan to stay in paid lodging, which is a 5-point increase over 2024 (48%).

The survey also found that travel incidence, number of trips, and length of trips will likely remain the same. The biggest change to American travel plans involves spending less money. This will likely lead to uneven impacts across the travel industry, more driving instead of flying, and a boost in smaller destination economies.

“We are still seeing what we believe is going to be strong demand for travel this summer, even though there are some uncertain economic conditions,” Kate Ferrara, Deloitte’s vice chair and U.S. transportation, hospitality and services sector leader, told Hotel Dive.

Bank of America Institute’s Senior Economist David Tinsley also spoke with Hotel Dive about consumer forecasts for 2025, and how it was “always going to be hard to compete” against the backdrop of 2023 and 2024.

Total debit and credit card spending on lodging was down year over year for the period between January 1 and May 3, 2025. Several hotel companies also downgraded their RevPAR expectations for the remainder of 2025 in first-quarter earnings calls following threats from tariffs and other Trump administration moves. However, confidence dips and the weakened dollar haven’t been “cataclysmic” for the travel industry, Tinsley noted.

While several tourism reports indicate that Americans are gearing up to hit the road this summer in big numbers, the outlook for international inbound travelers is not as optimistic. However, hoteliers remain confident that demand for hotel rooms will be strong.

[-Hotel Dive](#)

## Summer Vacation Plans Take a Detour

Harvest Hosts, the largest private RV camping network in North America, streamlines road travel and camping experiences for RV travelers. The company’s mission is to advance the RV and campground industry while supporting national parks, local small businesses and

communities. As such, they developed a travel trends survey to measure the current state of summer vacation and how travel is being approached amid economic uncertainty. Similar to other reports from big-names in the industry, Harvest Hosts sees a notable return to domestic vacations, nature and outdoor activities, as well as swapping expensive experiences for budget-friendly fun.

“During the pandemic, we saw a massive rise in outdoor activities. Now, as the travel industry braces for another chaotic season and potential economic downturn, we’re seeing COVID-level upticks in demand for road travel and outdoor excursions,” says Joel Holland, CEO of Harvest Hosts. “Americans are getting creative and looking to stretch their budgets this summer, from driving instead of flying to hiking instead of scuba diving, we can expect to see cost-cutting shifts in how people travel over the next few months.”

According to the survey, over half (52%) of Americans plan to take multiple smaller, closer trips rather than big trips this year. In line with that information, 35% indicate they are willing to drive 11-30 miles to visit lesser-known destinations and avoid tourist traps. Additionally, they are grounding themselves, with 43% cutting travel costs by choosing to drive instead of fly.

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## Road Trips Mark the Start of Summer

Pilot Travel Centers partnered with Campspot to survey nearly 2,000 travelers and identify emerging travel trends. What they found was an increased interest in “Pop-Up” escapes, which they define as 1-3 night trips within easy driving distance.

While 90% of respondents indicated an interest in “Pop-Up” escapes this summer, 88% reported they are already planning 1-3 night camping trips to destinations within driving distance. Notably, 65% prefer camping as their trip of choice this summer– which suggests a road trip boom.

The report includes the types of “nearby great escapes” that travelers most often head to: a lake or beach (58%), mountains or national parks (51%), and charming small towns (48%).

-[Campspot](#)

## Summer Travel Trends to Expect in 2025

The Kiplinger Letter team forecasts affordability will be a priority over destination selection this summer. As such, shorter domestic trips will see a rise in popularity.

The most popular U.S. destinations are projected to be Orlando, New York City, Hawaii, Seattle, Boston, and Las Vegas. Metros and regions with outdoor adventures will also see strong visitor numbers, including Santa Fe, New Mexico; the Rocky Mountains; Wilmington, North Carolina; and rural New England.

With outdoor adventures growing in popularity, travelers can expect to see longer lines and more disruptions than usual at national state parks.

Gas prices are on track to hit a five-year low this summer, but it is important to note that this is subject to change depending on geopolitics and trade wars.

-[Kiplinger](#)

## Canadian Summer Travel

Just as Americans plan to hit the road this summer, Canadians are embracing local getaways and exploring the best of home.

In 2024, Canadian Airbnb hosts welcomed nearly 9 million domestic guests– a nearly 40% increase over 2019. Hosts expect to see similar numbers this year.

National parks, quiet seaside towns, and vibrant small cities capture the essence of domestic travel with charm.

This summer’s top trending domestic destinations among Canadians include Magdalen Islands, Quebec; Blue Mountain, Ontario; Waterton Park, Alberta; Falcon Lake, Manitoba; and Hubbards, Nova Scotia.

-[Airbnb](#)

