

SURVEY: 7 OUT OF 10 AMERICANS UNLIKELY TO TRAVEL FOR HOLIDAYS

A new national survey commissioned by the American Hotel & Lodging Association (AHLA) shows that **72% of Americans are unlikely to travel for Thanksgiving** and **69% are unlikely to travel for Christmas**.



72%
Of Americans unlikely to travel for Thanksgiving



69%
Of Americans unlikely to travel for Christmas



65%
Of Americans unlikely to travel for Spring Break



3 in 10
have taken an overnight vacation or leisure trip since March



8%
have taken an overnight business trip since March



8%
expect to travel for business within next 6 months

44%

say next hotel stay for vacation or leisure will be a year or more from now

36%

Urban market hotel occupancy for the week ending October 31

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44%

Nationwide hotel occupancy for the week ending October 31

STR

“This holiday season will be an especially difficult time for all Americans, and our industry is no exception. Fewer people will be traveling, and business travel remains nearly non-existent. That’s why it’s so important for Congress to pass a relief bill now. Millions of Americans are out of work, and thousands of small businesses are struggling to keep their doors open. We cannot afford to wait until the next Congress is sworn in for relief. They need help now.”

- Chip Rogers, president and CEO of the American Hotel & Lodging Association

Survey Methodology: This poll was conducted by Morning Consult on behalf of AHLA. The survey was conducted November 2-4, 2020 among a national sample of 2,200 adults. The interviews were conducted online, and the data were weighted to approximate a target sample of adults based on age, gender, educational attainment, race, and region. Results have a margin of error of plus or minus 2.0 percentage points.