



Record-Breaking 107 Million Americans Expected to Travel During Year-End Holiday Period

U.S. Year-End Holiday Travel to Break Records with 107.3 Million Travelers

Travel during the year-end holiday period is expected to increase 3.1 percent to 107.3 million travelers, which will be the highest year-end holiday travel volume on record.

Travel by Car to Rise by Nearly 3 Million

Travel by car will grow 3 percent, in line with overall travel and resulting in 97.4 million travelers on the road this holiday period. Rising gas prices compared with last year are unlikely to significantly slow automobile travel this year.

Air Travel Will Rise to 6.4 Million Travelers

Air travel growth will lead all modes this year-end holiday period, increasing 4.1 percent to 6.4 million. This will mark the fourth consecutive year where air travel increases its share of year-end travelers.

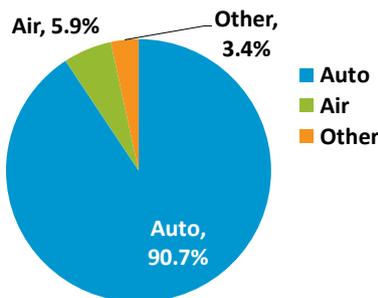
Key takeaways:

- ✓ The 2017 year-end holiday period is defined as Saturday, Dec. 23 through Monday, Jan. 1. This 10-day period is one day shorter than in 2016.
- ✓ 2017 will break a record in terms of travel volume and is the ninth consecutive year of year-end holiday travel growth. With 107.3 million travelers, this is the sixth straight year of reaching a new record-high travel volume.
- ✓ 2017 is expected to have the highest ever year-end holiday travel volume.
- ✓ Travel by automobile, the most preferred mode of transportation, will rise for the seventh consecutive year to 97.4 million.
- ✓ Air travel volume will be the highest since 2004, with 6.4 million travelers—4.1 percent above last year.
- ✓ Travel by other modes (including bus, rail and cruise ship) will increase by 2.2 percent to 3.61 million.

Economic gains include the following:

- Economic growth remains steady as real gross domestic product is forecast to rise 2.5 percent in the fourth quarter compared to last year while the unemployment rate has fallen to 4.2 percent.
- Consumer spending continues to drive U.S. economic growth, as rising incomes are accompanied by low prices for goods and services, strong employment and increasing household asset values.
- Consumers remain optimistic as consumer sentiment and consumer confidence levels remain well above figures seen a year ago.
- This December's national average price is \$2.47 (Dec. 1-13), which is 28 cents more than last December.

Share of Travelers by Mode



Year-End Holiday Travelers by Mode

	Automobile	Air	Other
2016	94.52	6.11	3.53
2017	97.37	6.36	3.61
Growth	3.0%	4.1%	2.2%

AAA and IHS forecast a 3.1 percent increase in travelers this year-end holiday, with 107.3 million travelers.



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/*Monitor*sm. The PERFORMANCE/*Monitor*sm 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 Nov. 20, 2017.

Year-End Holiday Travel Period

For purposes of this forecast, the year-end holiday travel period is defined as the 10-day period from Saturday, Dec. 23 to Monday, Jan. 1. This period is one day shorter than the 2016/2017 year-end travel period.

About AAA

As North America's largest motoring and leisure travel organization, AAA provides more than 58 million members with travel, insurance, financial and automotive-related services. Since its founding in 1902, the not-for-profit, fully tax-paying AAA has been a leader and advocate for the safety and security of all travelers. Motorists can map a route, identify gas prices, find discounts, book a hotel and access AAA roadside assistance with the AAA Mobile app for iPhone, iPad and Android. Learn more at AAA.com/mobile. AAA clubs can be visited on the Internet at AAA.com.

About IHS Markit (www.ihsmarkit.com)

IHS Markit (Nasdaq: INFO) is 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 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.

About DKSA

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.