/CONNECTED RESEARCH

Under-45s will drive this holiday travel season

Four in 10 Americans travel during the winter holidays, and under-45s lead the way. They are also the most likely to be spending more on travel than a year ago, even as nearly 1 in 3 Americans cut back. Learn more at tunnldata.com

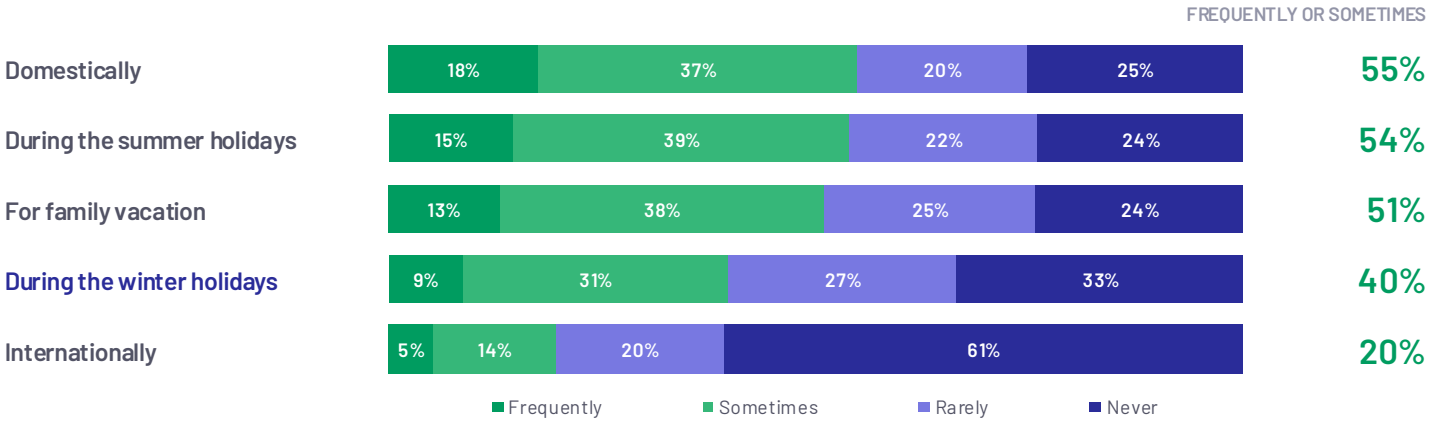
40%
Travel during the winter holidays frequently or sometimes, rising to 50% of 18–29s

32%
Of 18–29s prefer a vacation rental over a hotel, vs. 19% of those 45–64

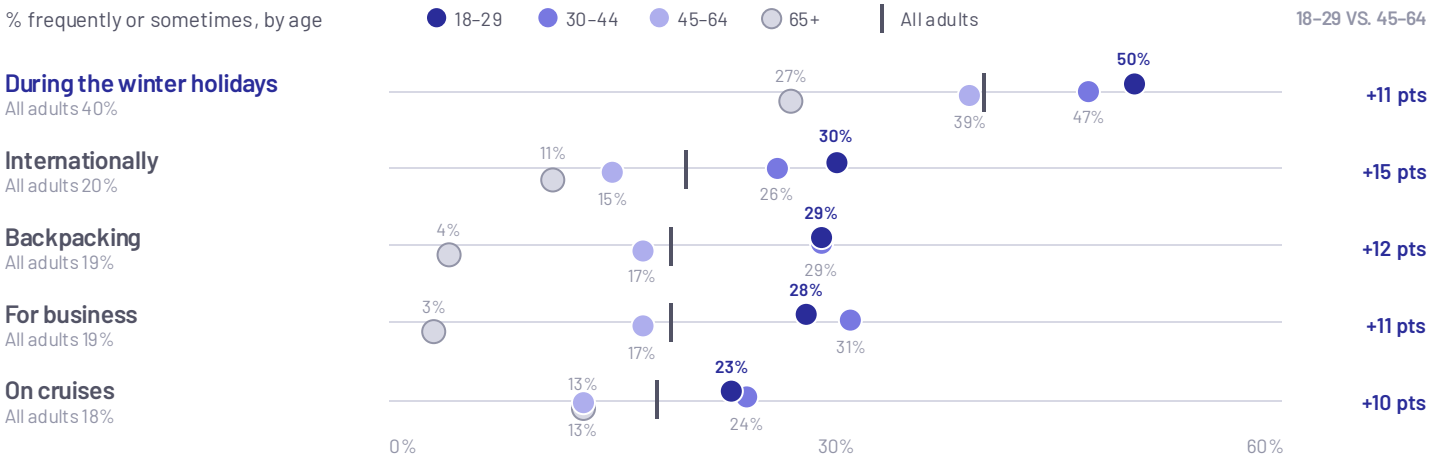
31%
Are spending less on travel than a year ago, vs. 18% spending more

Winter holidays trail summer, but 4 in 10 Americans still travel

How often do you travel in each of the following ways? (% of U.S. adults)



Under-45s lead on holiday, international, and adventure travel



What this means
FOR TRAVEL & HOSPITALITY BRANDS

Lead with under-45s
Half of 18–29s and 47% of 30–44s travel over the winter holidays, and they are the most likely to be spending more this year.

Make room for rentals
Hotels hold about half of every age group, but 32% of 18–29s prefer a vacation rental. Younger audiences are where rental growth lives.

Target as budgets tighten
With nearly 1 in 3 spending less, reaching the under-45s still spending takes targeted audiences, not broad reach.

Methodology: Tunnl online survey of 3,018 U.S. adults, fielded October 19 to October 22, 2026. Margin of error ±1.8 points for the full sample.