



# AAA / IHS forecast a record 100.5 million travelers for year-end holidays, an increase of 1.4 percent from 2014

### U.S. Year-End Travel Overview

Travel during the year-end holiday period will top 100 million for the first time, as the 1.4 percent growth will be driven by rising incomes and low prices, boosting consumer spending three percent above year-ago levels.

### Steady Growth in Autos

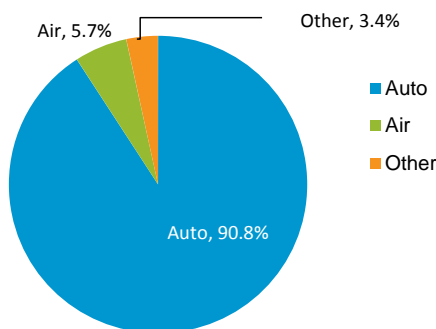
Due to the extended length of this holiday period, car travel accounts for an even higher share of overall travel than in other holidays. Nearly 91 percent of all travelers (91.3 million travelers) will take to the road this year, an increase of 1.4 percent from 2014.

### Air Travel Will Remain Stable

Air travel is forecast to grow only slightly from 2014, with the 5.76 million travelers just 0.7 percent higher than last year. 2015 will mark the fourth straight year of air travel growth and the second highest air travel volume since 2006.

- The 2015 year-end holiday period is defined as Wednesday, December 23 to Sunday, January 3. This 12-day period is one day shorter than in 2014.
- 2015 will be the seventh consecutive year of year-end holiday travel growth, and the 100.5 million travelers will be 17.3 percent above the 2008 recession-driven low.
- In terms of percentage growth, travel by other modes will outpace both automobile and air travel in 2015.
- Gas prices averaged \$2.14 in November, and as of December 8, were 64 cents per gallon below prices from one year ago.
- Disposable income is expected to increase 3.1 percent as wages rise and prices remain flat, but consumers are expected to increase spending only three percent as they remain cautious about their finances.
- Real GDP is forecast to be just 2.1 percent above last year, while the unemployment rate is expected to be 0.6 points lower.
- Household net worth is up 4.5 percent over last year, as both the housing and equities markets show moderate growth.
- The consumer surveys are mixed, as the Consumer Comfort and Consumer Sentiment are above 2014 levels while the Consumer Confidence index fell sharply in November and is below last year's level.

Share of Travelers by Mode



Year-End Holiday Travelers by Mode

	Automobile	Air	Other
2014	90.0	5.72	3.36
2015	91.3	5.76	3.44
Growth	1.4%	0.7%	2.4%

AAA and IHS forecast a 1.4 percent increase in travelers this year-end holiday, with 100.5 million travelers expected to take to the roads, skies, rails and water. The growth comes despite one fewer day within the holiday period. The 2015 forecast is 11.8 percent above the 2001-2014 average.



## Holiday Forecast Methodology: A Brief Overview

### Travel Forecast

In cooperation with AAA, IHS 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 Global'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 the ongoing travel survey database of D.K. Shifflet & Associates (DKSA), the premier source of U.S. resident travel volume and behavior. DKSA interviews more than 50,000 U.S. households per month on tracking trip incidence, party composition, traveler behavior and spending—all after the trips have been taken.

The travel forecast is reported in person-trips. In particular, AAA and IHS 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 November 23, 2015.

### Year-End Holiday Travel Period

For purposes of this forecast, the year-end holiday travel period is defined as the 12-day period from Wednesday, December 23 to Sunday, January 3. This period is one day shorter than the 2014/2015 year-end travel period.

### About AAA

As North America's largest motoring and leisure travel organization, AAA provides more than 55 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. AAA clubs can be visited on the Internet at AAA.com.

### About IHS ([www.ihs.com](http://www.ihs.com)):

IHS (NYSE: IHS) is the leading source of information, insight and analytics in critical areas that shape today's business landscape. Businesses and governments in more than 150 countries around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS is committed to sustainable, profitable growth and employs about 8,800 people in 32 countries around the world.

### About DKSA

DKSA's TRAVEL PERFORMANCE/MonitorSM is a comprehensive study measuring the travel behavior of US residents. DKSA contacts 50,000 distinct U.S. households monthly and has done so since 1991. DKSA is able to provide current behavior and long term trended analyses on a wide range of travel.