

# Bankrate

## Fewer Americans Plan to Travel for Thanksgiving, Winter Holidays This Year

*Gen Zers, parents with young children, and men all less likely to travel this year*

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NEW YORK - October 6, 2025 - About one in five U.S. adults (21%) plans to travel this holiday season (including Thanksgiving and December holidays), down from 27% in 2024, according to Bankrate's new Holiday Travel Survey. This includes staying in a hotel or a short-term rental, or traveling somewhere by airplane. Click [here](#) for more information:

<https://www.bankrate.com/credit-cards/news/holiday-spending-report/>

Overall, fewer Americans appear to be planning holiday travel this year compared to last year, with the biggest differences coming from men, younger adults, lower-income households, and parents with children under age 18:

	2025	2024
<b>Generations</b>	<ul style="list-style-type: none"><li>• Gen Zers (ages 18-28): 30%</li><li>• Millennials (ages 29-44): 29%</li><li>• Gen Xers (ages 45-60): 16%</li><li>• Baby boomers (ages 61-79): 12%</li></ul>	<ul style="list-style-type: none"><li>• Gen Zers: 44%</li><li>• Millennials: 38%</li><li>• Gen Xers: 21%</li><li>• Baby boomers: 14%</li></ul>
<b>Parents with children under the age of 18</b>	<ul style="list-style-type: none"><li>• Parents with children under the age of 18: 33%</li></ul>	<ul style="list-style-type: none"><li>• Parents with children under the age of 18: 45%</li></ul>
<b>Genders</b>	<ul style="list-style-type: none"><li>• Men: 21%</li><li>• Women: 21%</li></ul>	<ul style="list-style-type: none"><li>• Men: 31%</li><li>• Women: 23%</li></ul>
<b>Annual Income</b>	<ul style="list-style-type: none"><li>• &lt;\$50,000: 16%</li><li>• \$50,000 - \$79,999: 23%</li><li>• \$80,000 - \$99,999: 23%</li><li>• \$100,000+: 29%</li></ul>	<ul style="list-style-type: none"><li>• &lt;\$50,000: 24%</li><li>• \$50,000 - \$79,999: 31%</li><li>• \$80,000 - \$99,999: 25%</li><li>• \$100,000+: 38%</li></ul>

"Ever since the pandemic, we've seen tremendous travel demand. But that appetite is starting to wane due to the cumulative effects of high inflation, high interest rates, rising debt and diminishing savings," said Bankrate Senior Industry Analyst Ted Rossman.

"Prices aren't rising as much on a month-over-month or year-over-year basis, but in total, everything costs about 25% more than it did five years ago. That's catching up with people. Higher-income households are driving most of the spending these days, too."

Credit cards are expected to be the most popular payment method for holiday travelers this year. Over 3 in 5 holiday travelers (63%) plan to use credit cards to fund their travels, followed by debit cards/cash (44%), rewards points (32%), asking friends/family to pay (13%), and buy now, pay later services (BNPL; 10%).

More specifically, 40% plan to use a credit card and pay in full before interest accrues, while 23% plan to carry a balance for their travel. Millennials are more likely to use BNPL services, with 15% planning to use BNPL, compared to 8% of Gen Zers, 7% of baby boomers, and 6% of Gen Xers.

Millennials (39%) are most likely to accrue debt for their holiday travel, followed by 30% of Gen Zers, 25% of Gen Xers, and 21% of baby boomers. When combining the 23% of travelers who plan to carry a credit card balance and the 10% who plan to use BNPL services and adjusting for overlap, 31% of holiday travelers are likely to take on debt.

"I don't want to tell people that they can't have any fun, but financing a trip with a credit card that charges a 20- or 30-percent interest rate gets expensive in a hurry," Rossman added. "Always pay in full if you can. That's when credit cards work for you, in terms of rewards and buyer protections. By the way, remember to use your rewards points and miles. Many people have accumulated more than they realize. Putting them to use can greatly reduce your holiday travel burden."

### **Methodology:**

This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. All figures, unless otherwise stated, are from YouGov Plc. The total sample size was 2,529 U.S. adults, of which 498 are planning to travel this holiday season. Fieldwork was undertaken between September 2-4, 2025. The survey was carried out online and meets rigorous quality standards. It gathered a non-probability-based sample and employed demographic quotas and weights to better align the survey sample with the broader U.S. population.

### **About Bankrate:**

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cards, personal loans, insurance, the company offers various free resources to help consumers reach their goals. From product comparison tools to award-winning editorial content, Bankrate provides objective information and actionable next steps. It's why over 100 million people put their trust in Bankrate every year.

**For more information:**

Julie Guacci

Public Relations Manager

[julie.guacci@bankrate.com](mailto:julie.guacci@bankrate.com)

917-368-8673

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