



# AAA / IHS Forecast Calls for 34.7 Million Travelers this Labor Day Holiday, an increase of 1.3 percent from 2013

### US Holiday Travel Overview

Enthusiastic travelers remain undeterred by a sluggish economy and will keep travel volume growing, resulting in a 1.3 percent increase in travel volume from 2013, with nearly 35 million people expected to travel this Labor Day holiday.

### Car Travel Will Lead the Way

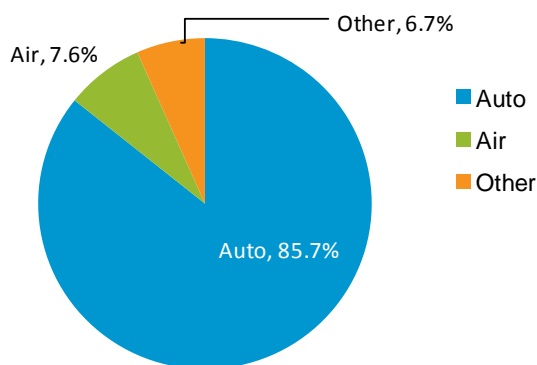
Nearly 86 percent (29.7 million) of holiday travelers will travel by car, resulting in a 1.4 percent increase from 2013. This represents the second-highest volume seen since 2003, trailing 2008.

### Air Travel Will Hold Steady

Air travel is forecast to be at the highest level since 2007, increasing for the third consecutive year, with 2.65 million travelers. 2014 volume expected to be one percent higher than last year.

- The 2014 Labor Day holiday is defined as Thursday, August 28 to Monday, September 1.
- The 2014 forecast of 34.7 million travelers is 1.1 percent above the average of the previous ten years.
- Consumer spending will increase 3.8 percent from last year, continuing to outpace income growth
- Consumer credit increased through the second quarter, as a willingness to take on debt to finance travel spending remains strong.
- Real GDP is forecast to be 1.7 percent above last year, while the unemployment rate is expected to be 0.9 points lower.
- Household net worth is up 6.4 percent over last year, despite some cooling in the housing market.
- The Consumer Comfort survey remains above last year's level, and the July Consumer Confidence index reached its highest figure since 2007. However, the Consumer Sentiment reading slipped in July and is now below 2013 levels.

Share of Travelers by Mode



	Labor Day Travelers by Mode		
	Automobile	Air	Other
2014	29.7	2.7	2.3
2013	29.3	2.6	2.3
Growth	1.4%	1.0%	0.5%

AAA and IHS forecast an increase in travelers this Labor Day holiday of 1.3 percent, with 34.7 million travelers expected. Travel for this holiday has grown for three consecutive years and the 2014 volume will be 1.1 percent higher than the average volume for the previous ten years.



# 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 Insight'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 US resident travel volume and behavior. DKSA interviews more than 50,000 US 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, which are defined as round-trips that involve travel of 50 miles or more away from home. In particular, AAA and IHS forecast the total US holiday travel volume and planned mode of transportation. The Travel Forecast presented in this report was prepared the week of August 1, 2014.

### Labor Day Holiday Travel Period

For purposes of this forecast, the Labor Day holiday travel period is defined as the five-day period from Thursday, August 28 to Monday, September 1. This five-day period is the same length as 2013.

### About AAA

As North America's largest motoring and leisure travel organization, AAA provides more than 54 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 165 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 approximately 8,000 people in 31 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.