



AAA / IHS forecast 37.2 million travelers during the Memorial Day holiday, a 4.7 percent increase from 2014

US Holiday Travel Overview

A strong employment market has combined with lower gas prices to drive consumer optimism to new highs, resulting in a 4.7 percent increase in holiday travel, with 37.2 million people expected to travel this Memorial Day holiday.

Strong Growth in Auto Travel

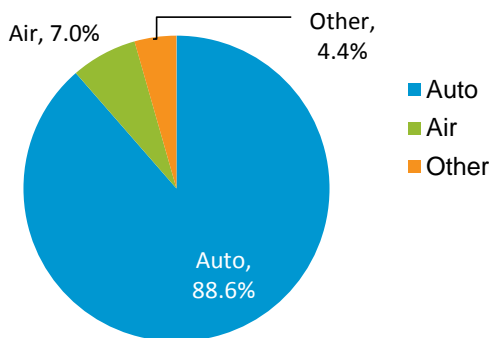
Car travel is expected to account for 88.6 percent of all travel this holiday. The 33 million travelers expected to hit the road is 5.3 percent above last year, as gas prices have increased affordability of this travel mode.

Air Travel Will Grow in 2015

Air travel is forecast to make up 7 percent of all Memorial Day holiday travel. The 2.6 million travelers taking to the sky is 2.5 percent higher than 2014.

- The 2015 forecast of 37.2 million travelers will mark the second highest Memorial Day Holiday travel volume since tracking began in 2000 and the highest in 10 years.
- The 37.2 million travelers will be 7.1 percent above the average travel volume of the previous 15 years and nearly 10 percent above the post-recession average.
- The 4.7 percent growth is the highest forecast growth rate for any of the holidays tracked by AAA/IHS since Independence Day 2012.
- Gas prices averaged \$2.44 in April, and as of April 30, were \$1.11 per gallon below last year.
- Rising wages and falling gas prices have helped boost disposable income, which is expected to increase 3.7 percent compared to last year.
- Real GDP is forecast to be 2.9 percent above last year, while the unemployment rate is expected to fall to 5.5 percent, which is 0.7 points lower than this time last year.
- A strong housing market and rising equities have raised household net worth 5.2 percent over last year.
- The Consumer Comfort, Consumer Sentiment and Consumer Confidence indices, while down slightly from peaks seen in late 2014, all remain well above year-ago levels.

Share of Travelers by Mode



Memorial Day Holiday Travelers by Mode

	Automobile	Air	Other
2014	31.3	2.54	1.71
2015	33.0	2.60	1.64
Growth	5.3%	2.5%	-3.6%

AAA and IHS forecast a strong increase in Memorial Day holiday travel. The 37.2 million travelers expected to take to the roads, skies, rails and water is nearly five percent above 2014, 5.5 percent higher than the average seen during the previous ten years and 22.2 percent above the post-recession low seen in 2009.



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 April 13, 2015.

Memorial Day Holiday Travel Period

For purposes of this forecast, the Memorial Day holiday travel period is defined as the 5-day period from Thursday, May 21 to Monday, May 25.

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.ih.com): IHS (NYSE: IHS) is the leading source of insight, analytics and expertise 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.