



Nearly 51 Million Americans to Travel This Thanksgiving, Highest Thanksgiving Travel in a Dozen Years

Total Thanksgiving Holiday Travelers to Reach 50.9 Million

Thanksgiving holiday travel will reach 50.9 million travelers, an increase of 3.3 percent from a year ago. A strong economy and labor market are generating rising incomes, enabling a confident consumer to spend on travel.

Auto Travel Will Rise by More Than 1 Million in 2017

Automobile travel will rise 3.2 percent this Thanksgiving holiday, with 45.5 million travelers. That is almost 1.5 million more than in 2016 and the highest travel volume in a dozen years.

Air Travel Will Rise 5 Percent Over 2016

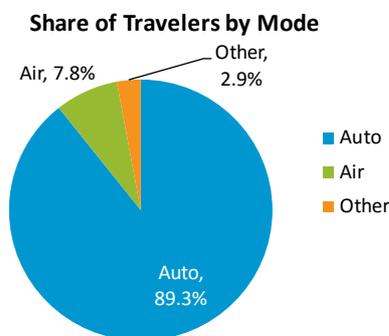
Just under 4 million travelers will take to the skies this Thanksgiving holiday, an increase of 5 percent over last year. The share of travel via air rose a tenth of a point to 7.8 percent, the highest share since 2010.

Key takeaways:

- ✓ 50.9 million travelers are expected this Thanksgiving, a 3.3 percent increase over 2016.
- ✓ 2017 will be the highest travel volume since 2005.
- ✓ 89 percent of all travelers - 45.5 million - are expected to take to the road this Thanksgiving, an increase of 3.2 percent over last year.
- ✓ Air travel growth will be the highest of all modes, at 5 percent, with 3.95 million Americans taking to the skies this Thanksgiving.
- ✓ Travel by other modes (including train, bus and cruise) will increase 1.1 percent to 1.48 million.
- ✓ The 2017 Thanksgiving holiday period is defined as Wednesday, Nov. 22 to Sunday, Nov. 26.

Economic factors influencing the travel forecast include:

- The economy maintains significant momentum, as real gross domestic product is slated to increase 2.4 percent year-over-year during the third quarter, and unemployment is down to 4.3 percent.
- Consumer spending will remain an engine of U.S. economic growth, supported by solid momentum for employment, real disposable income and household asset values.
- Consumer outlook measures remain strong. Consumer sentiment reached a 13-year high while consumer confidence remains well above last year's levels.
- While gas prices have been falling steadily since September, they remain nearly 10 percent above last year.



	Automobile	Air	Other
2017	45.5M	3.95M	1.48M
2016	44.05M	3.77M	1.47M
Growth	3.2%	5.0%	1.1%

AAA and IHS Markit forecast 50.9 million travelers this Thanksgiving holiday, a 3.3 percent increase over 2016 and the highest number since 2005.



Holiday Forecast Methodology: A Brief Overview

Travel Forecast

In cooperation with AAA, IHS Markit-- a world leader in critical information, analytics and expertise -- 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 Markit'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 DK SHIFFLET's TRAVEL PERFORMANCE/*Monitor*sm. The PERFORMANCE/*Monitor*sm is a comprehensive study measuring the travel behavior of US residents. DK SHIFFLET contacts over 50,000 U.S. households each month to obtain detailed travel data, resulting in the unique ability to estimate visitor volume and spending, identify trends, forecast U.S. travel behavior and position brands—all after the trips have been taken.

The travel forecast is reported in person-trips. In particular, AAA and IHS Markit 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 Oct. 16.

Thanksgiving Holiday Travel Period

For purposes of this forecast, the Thanksgiving holiday travel period is defined as the five-day period from Wednesday, Nov. 22 to Sunday, Nov. 26. The Wednesday to Sunday period is consistent with previous years.

About AAA

As North America's largest motoring and leisure travel organization, AAA provides nearly 58 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. Motorists can map a route, identify gas prices, find discounts, book a hotel and access AAA roadside assistance with the AAA Mobile app for iPhone, iPad and Android. Learn more at AAA.com/mobile. AAA clubs can be visited on the Internet at AAA.com.

About IHS Markit (www.ihsmarkit.com)

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.

About DK SHIFFLET (www.dkshifflet.com)

DK SHIFFLET boasts the industry's most complete database on U.S. resident travel both in the U.S. and worldwide. Data is collected monthly from a U.S. representative sample, adding over 60,000 traveling households annually and is used daily by leading travel organizations and their strategic planning groups. DK SHIFFLET is an MMGY Global company.