

Future Partners

September 2025



The State of the American Traveler: Road Trips X Minnesota

We're a creative insights firm shaping strategies that capture hearts, minds, and *market share*.

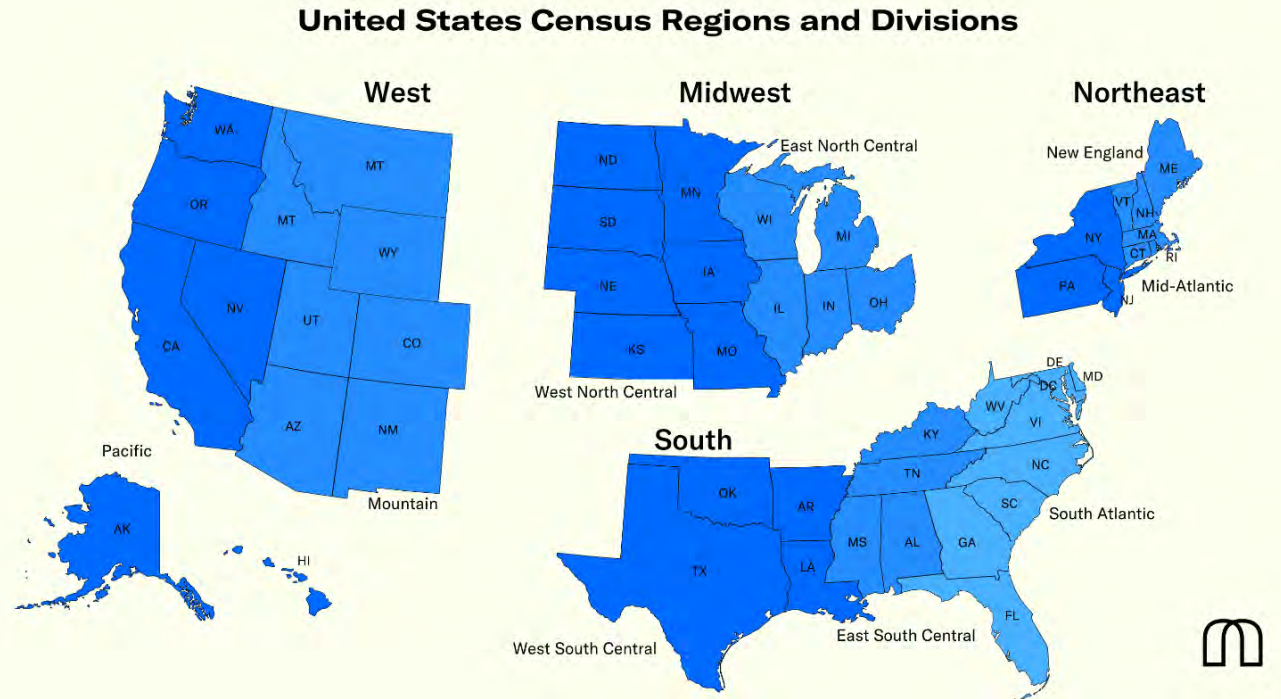
Future Partners

*Bringing the future of travel
within reach*

Future Partners

Methodology

- Monthly tracking survey
- Representative sample of adult American travelers in each of four U.S. regions
- Tracks traveler sentiment to generate insights into domestic travel trends
- 4,000+ fully completed surveys collected each wave.
- Survey collected **August 16-28**
- Confidence interval of +/- 1.55%
- Data is weighted to reflect the actual population of each region



Traveler Sentiment Road Tripper Profile Minnesota Metrics

A group of four hikers are posing in a mountainous landscape. A man in a plaid shirt is playfully pushing a man in a dark blue shirt who is holding a camera. A woman in a striped shirt is on the left, and a woman in a tan shirt with a red backpack is on the right. They are all smiling and appear to be enjoying their hike. In the background, there are steep, rocky mountains and a cable car with the number 20 is visible on the right.

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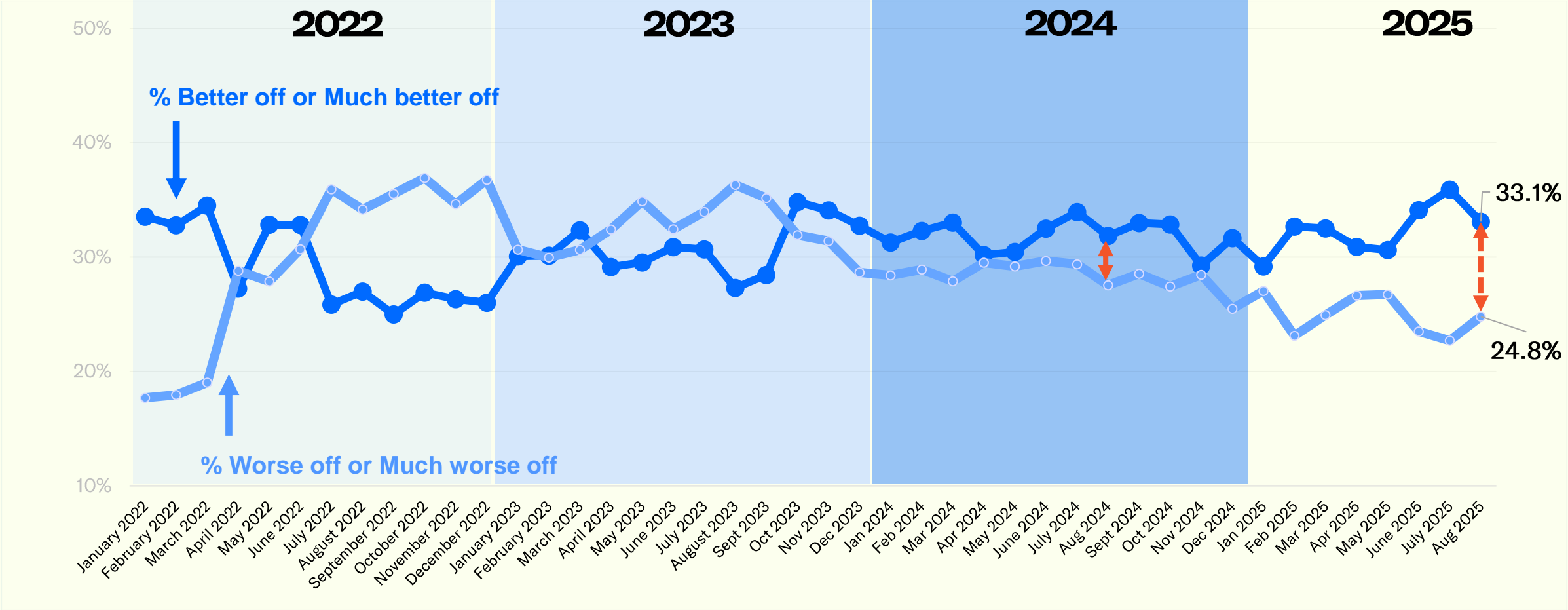
Traveler Sentiment

The Travel Sentiment Story

- Traveler financial sentiment slipped this month, reversing two months of improvement.
- Excitement for leisure travel eased slightly but continues to hold near record highs.
- 85% of travelers currently have at least one trip tentatively planned.
- While the share of household budgets devoted to travel is steady compared to last year, expected annual travel spend has climbed to a new peak.
- Expectations of a U.S. recession this year remain unchanged from the prior month.
- Consistent with recent patterns, two in three American travelers anticipate adjusting their travel behaviors in response to economic uncertainty.

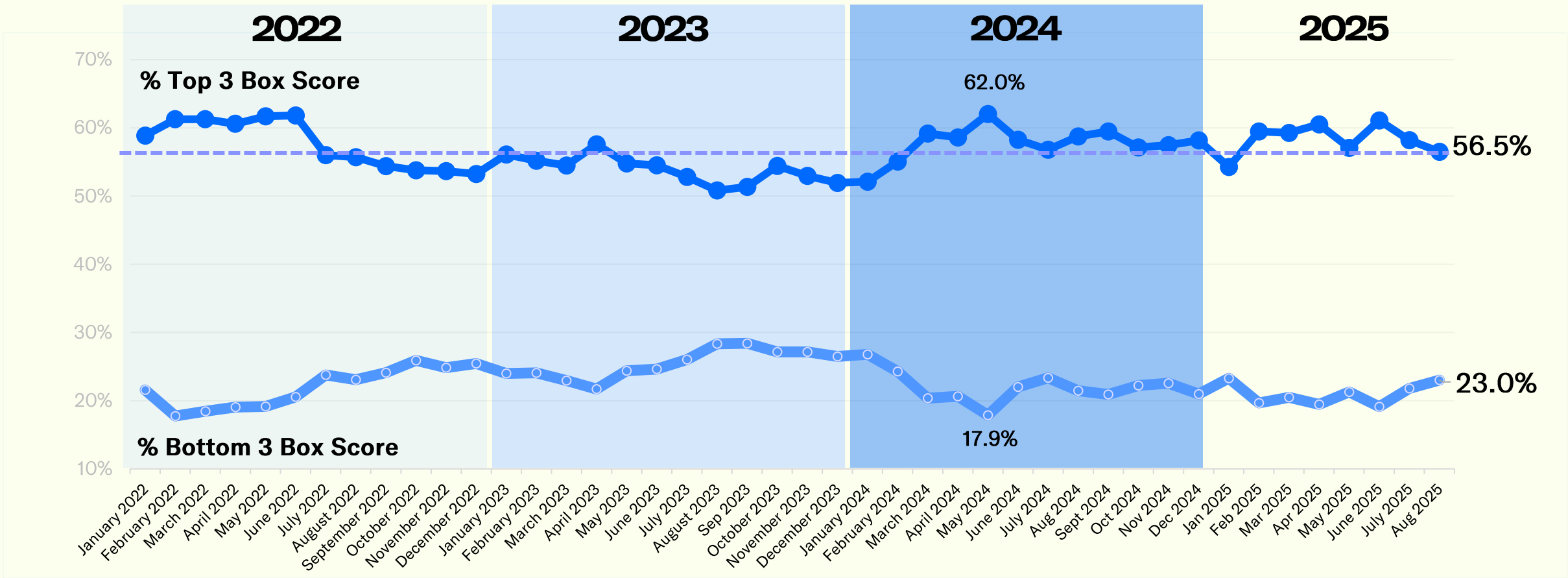
Traveler Financial Sentiment Declines After Recent Gains

Question: Would you say that you (and your household) are better off or worse off financially than you were a year ago?



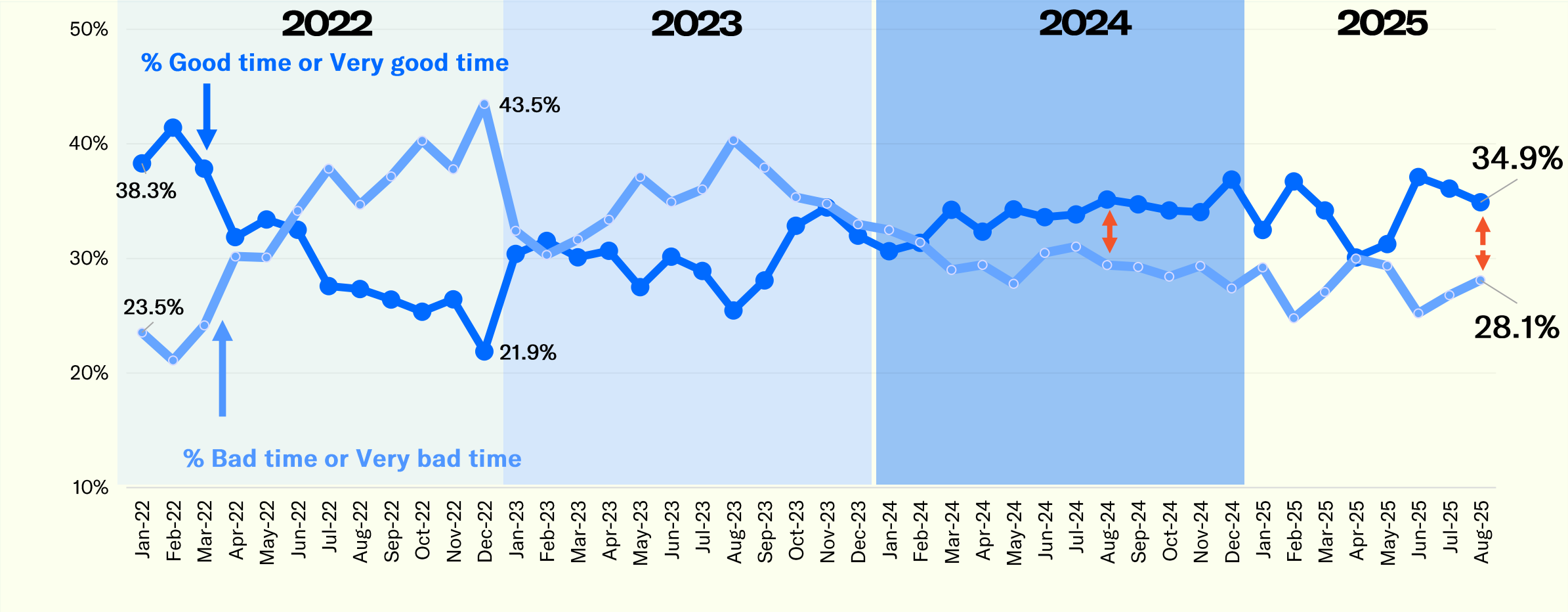
Travel as a Budget Priority Slips Below Last Year

Question: Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities.



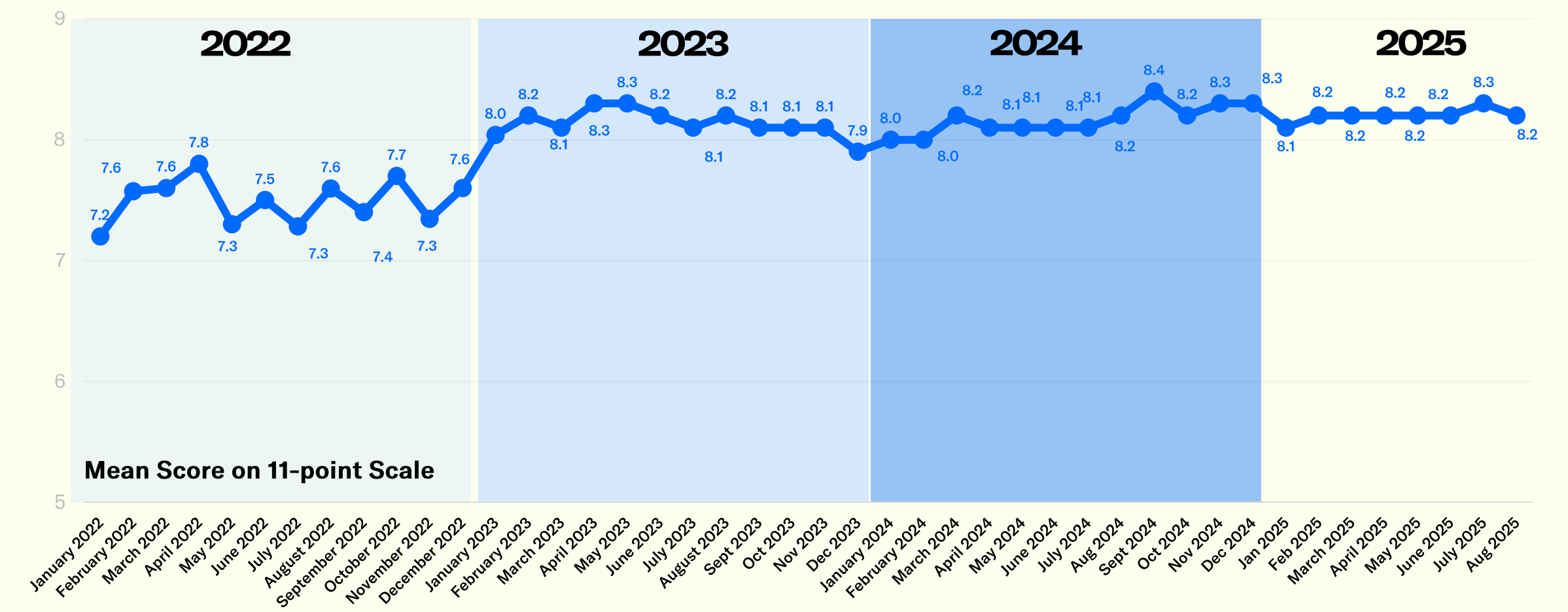
Confidence That Now is a Good Time for Leisure Travel Spending Slips Slightly

Question: Thinking only of your household's finances, do you feel NOW is a good or bad time for you to spend money on leisure travel?



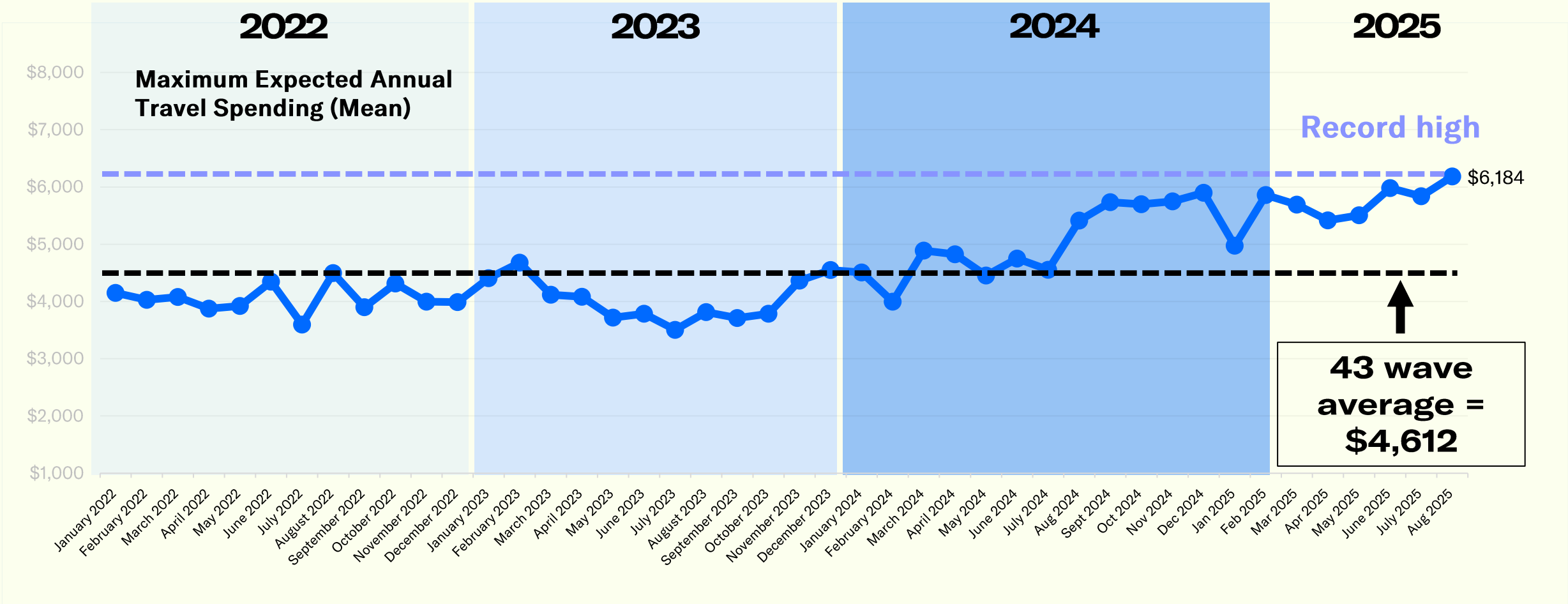
Americans' Excitement for Travel Remains Elevated

Question: Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS?



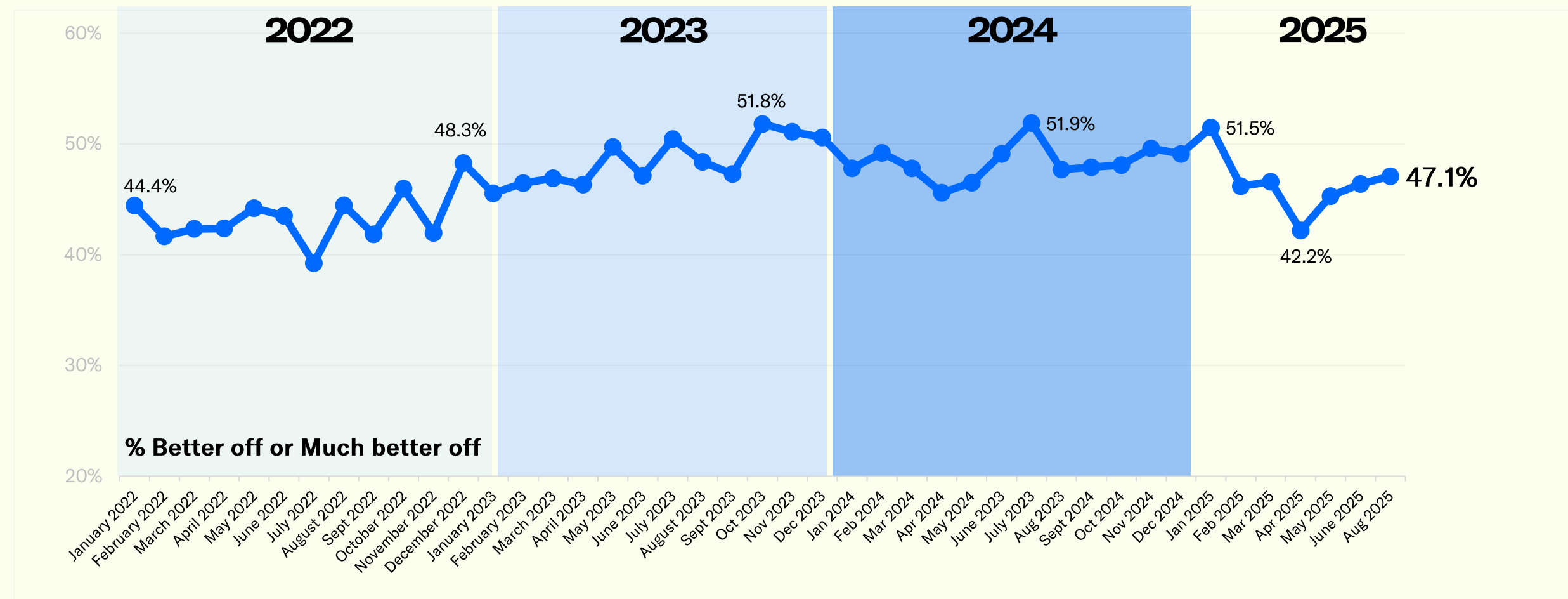
Expected Annual Travel Budgets Reach a New High

Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS? Maximum I would spend on leisure travel (next 12 months):



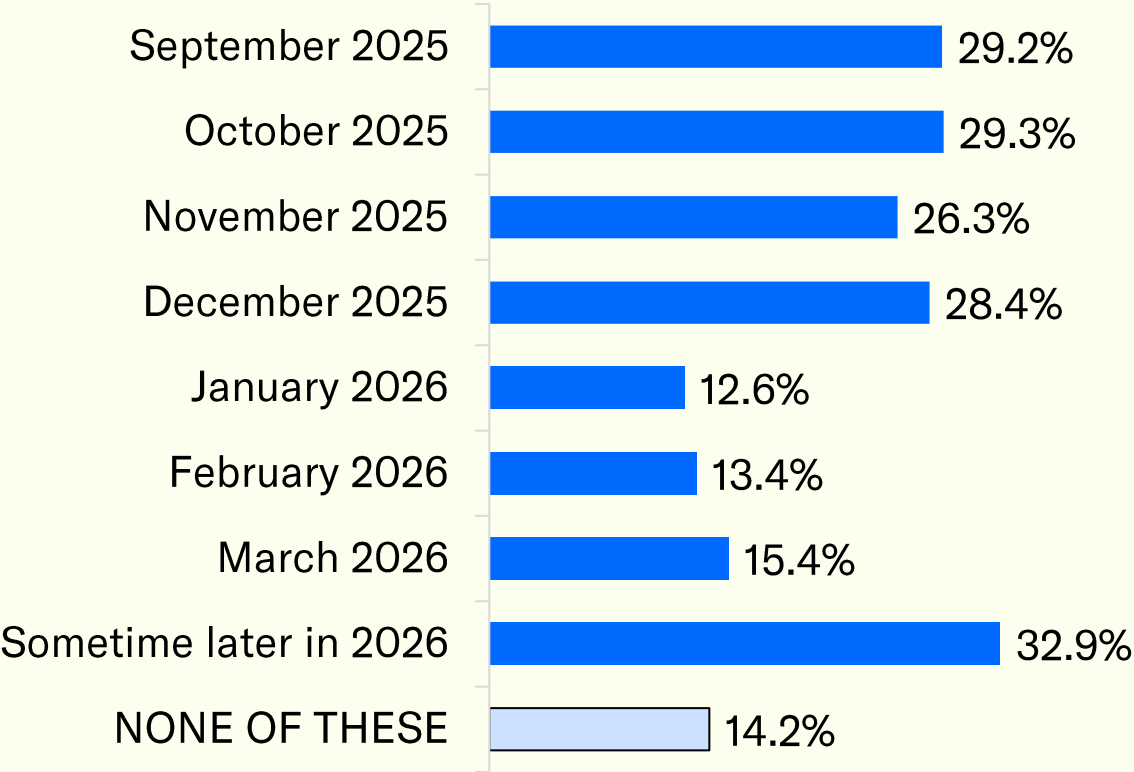
Travelers' Confidence in Financial Future Improves Again

Question: LOOKING FORWARD - Do you feel that a year from now, you (and your household) will be better off financially, or worse off, or just about the same as now?



86% of Travelers Have at Least One Trip Currently Planned

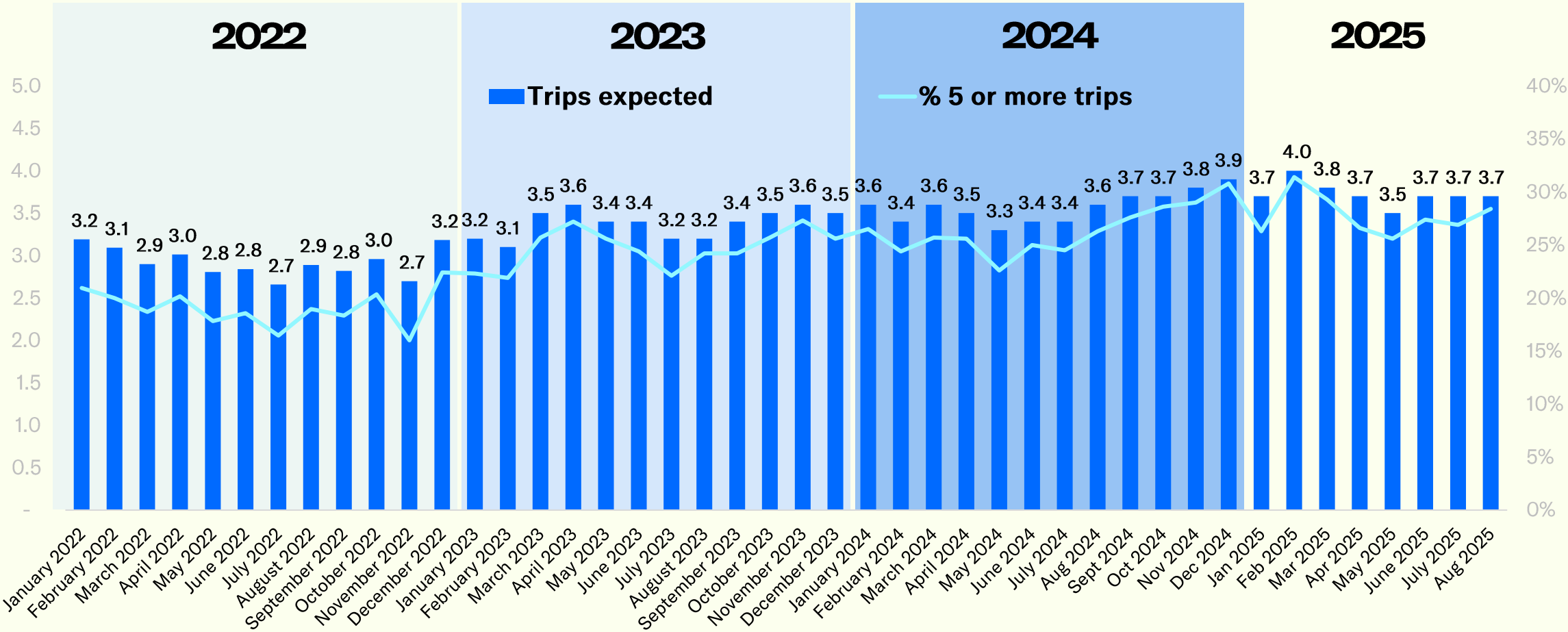
Question: In which months do you currently have any leisure trips planned (even if only tentatively)?



86%

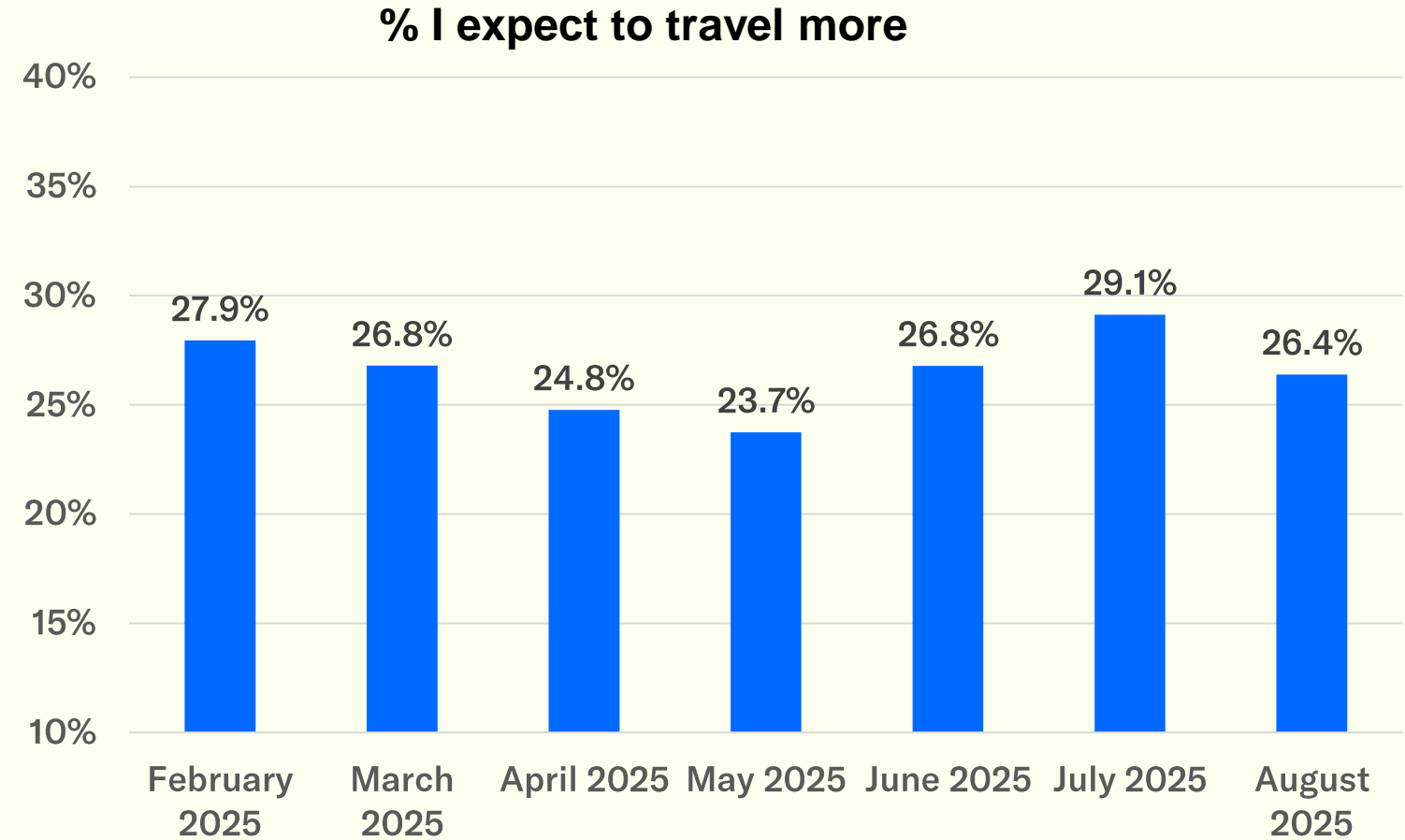
Expected Trip Volume Holds Steady This Month

Question: IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?



Plans to Increase Trip Volume Next Year Decline from 2025 Peak

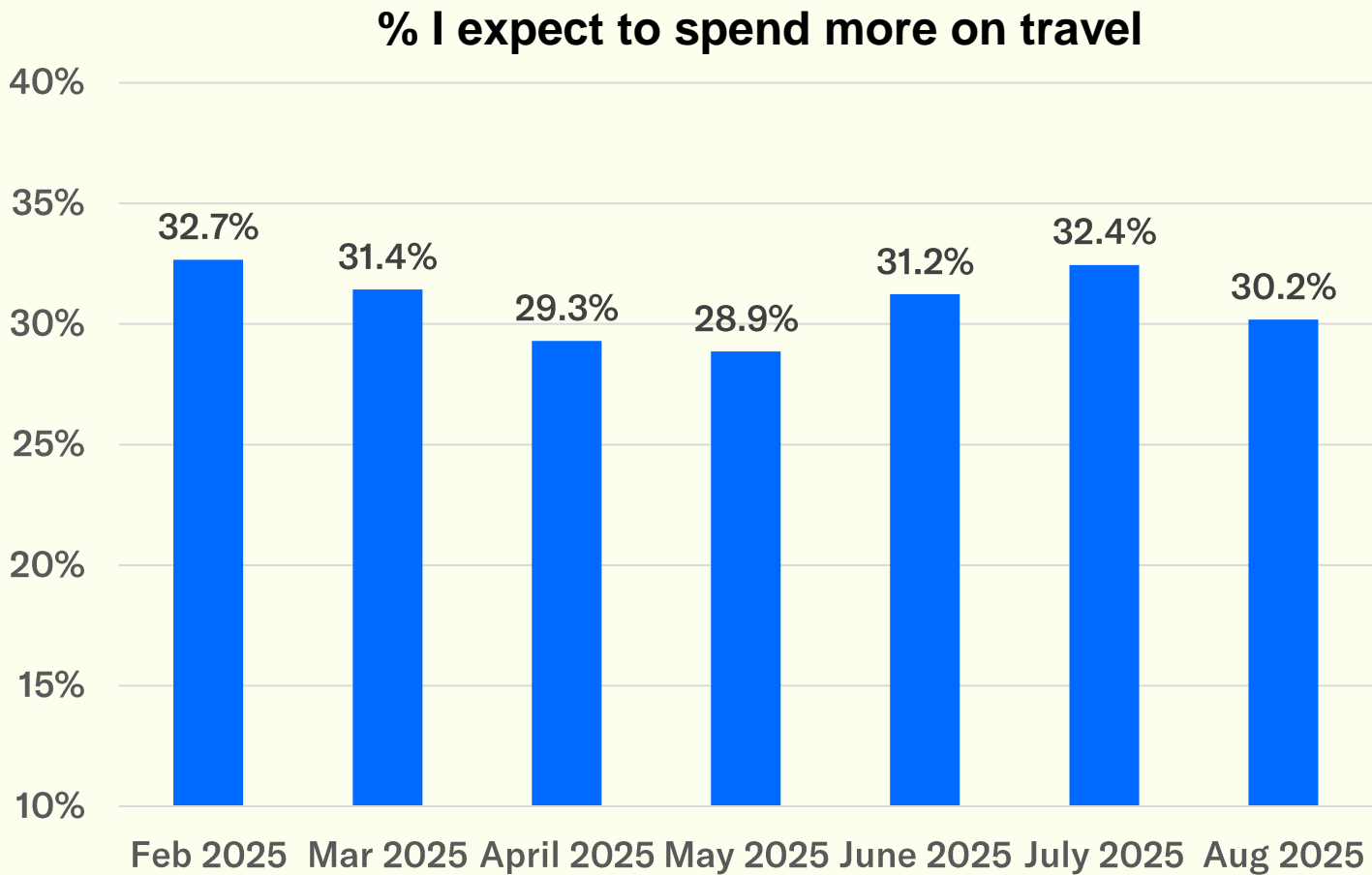
Question:
In the NEXT 12 MONTHS, do you expect to travel more or less for leisure than you did in the most recent 12-month period? (Select one)



Travel Spending Expectations Follow the Same Trajectory

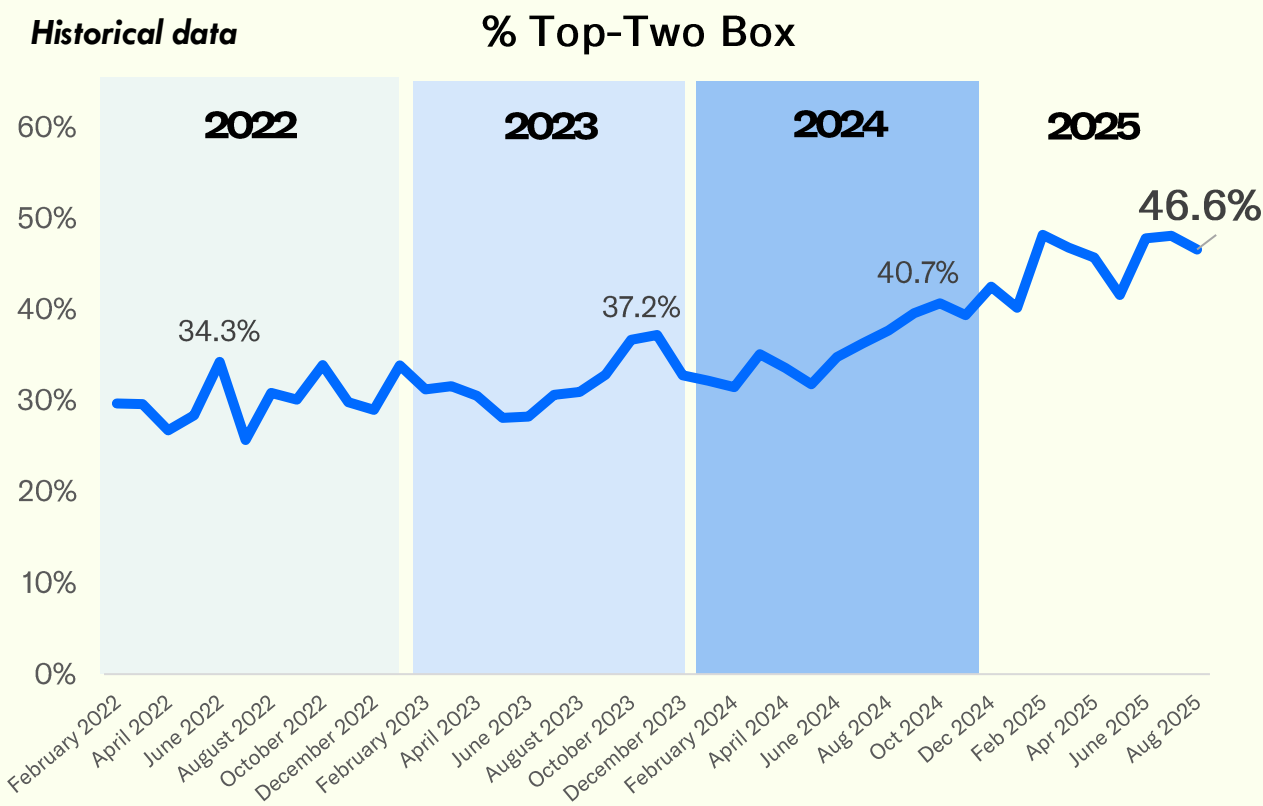
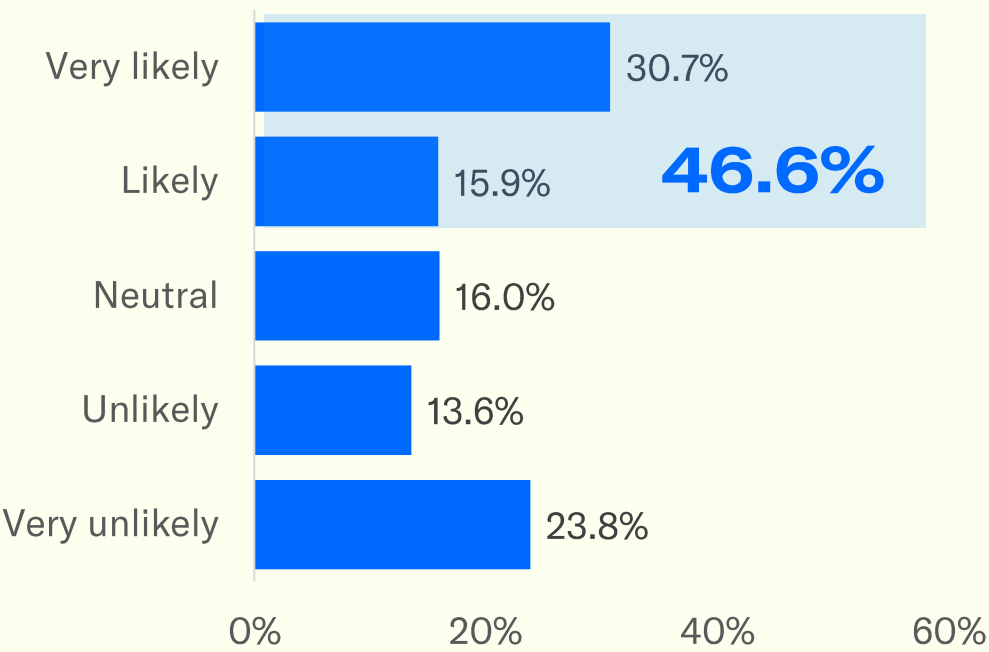
Question:

In the NEXT 12 MONTHS, do you expect to spend more or less for leisure travel than you did in the most recent 12-month period? (Select one)



International Travel Expectations have Decreased

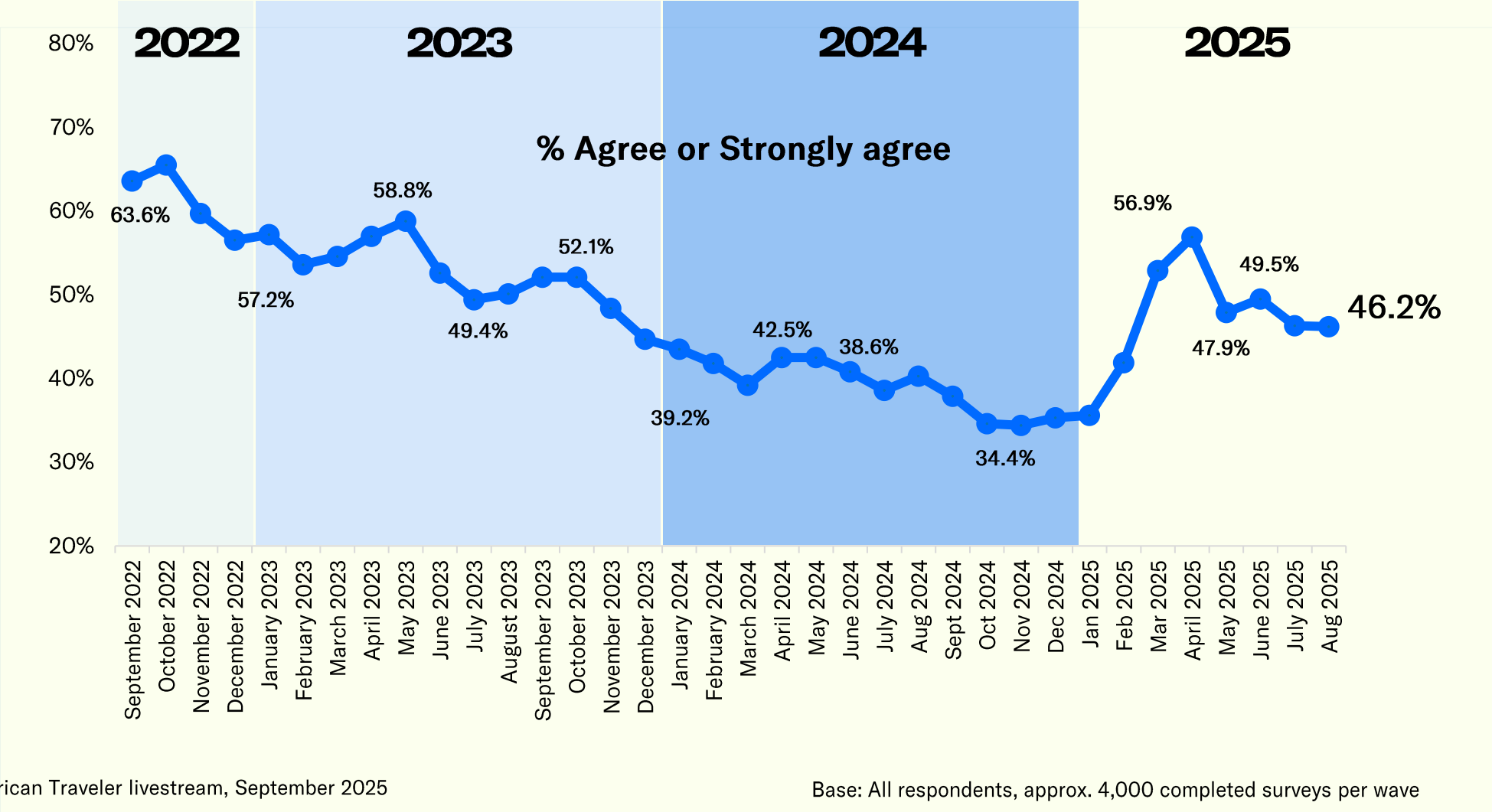
Question: How likely are you to travel outside the United States for leisure in the NEXT TWELVE (12) MONTHS?



**How are Americans
adapting to the current
economic situation?**

46% of American Travelers have Recession Concerns--Unchanged This Month

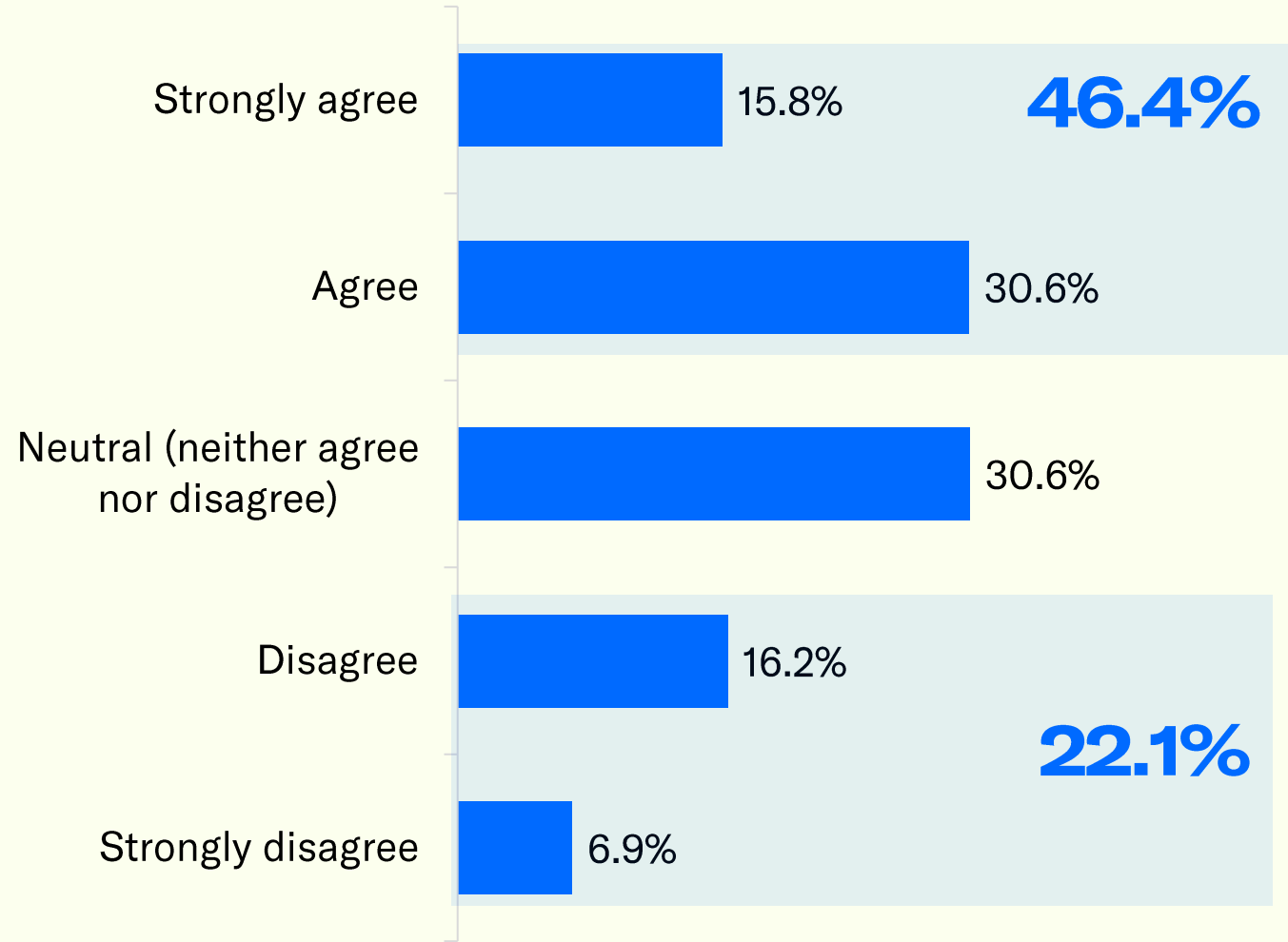
Statement:
I expect the United States will enter an economic recession sometime in the NEXT SIX (6) MONTHS.



Nearly Half of Travelers Cautious With Money Amid Economic Concerns

Question:

Right now, I am being careful with my money because I'm concerned about an upcoming recession.

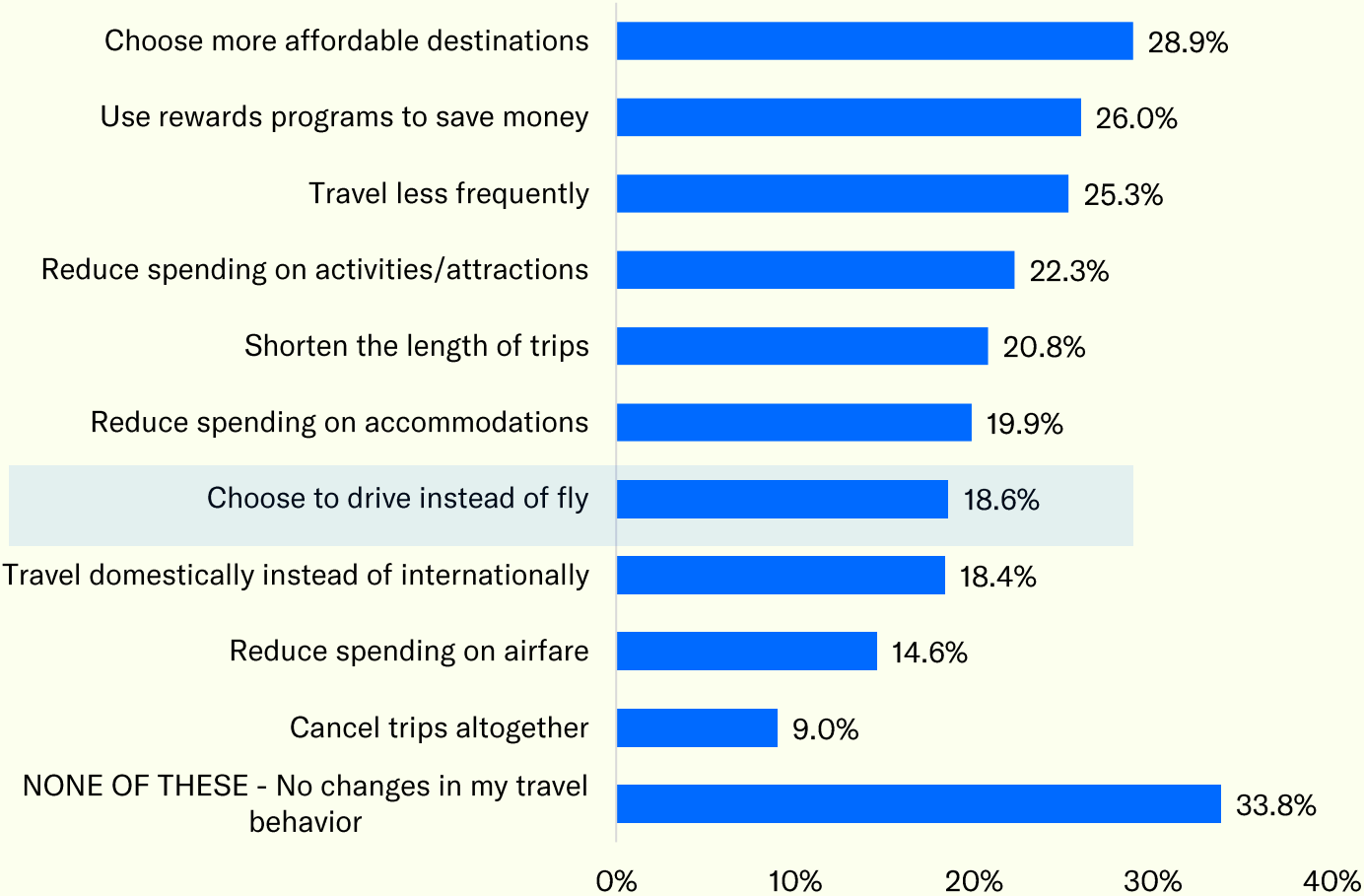


Two-Thirds of Travelers Plan to Adjust Behavior Due to Economic Concerns

Question:

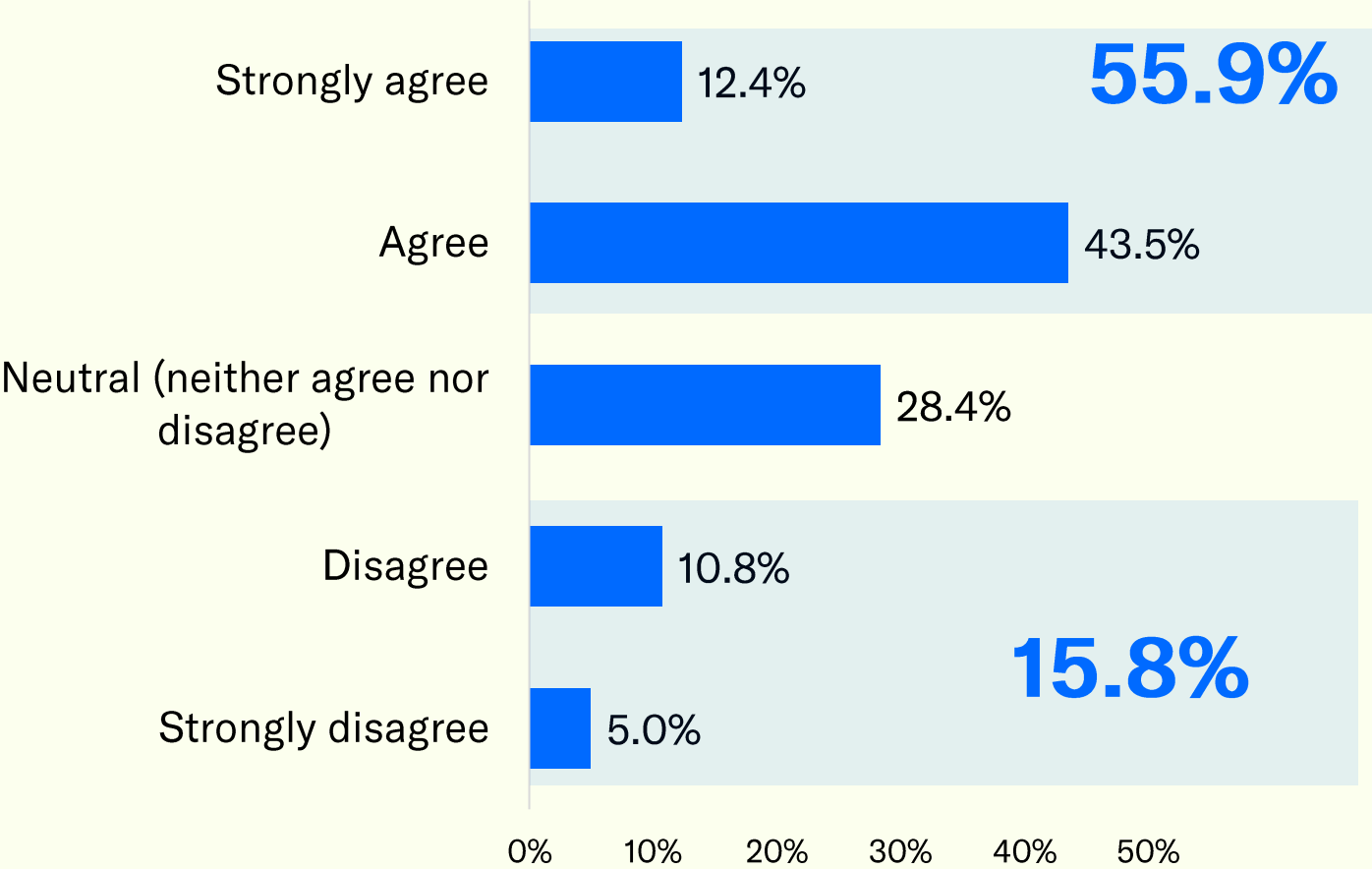
Have concerns about the economy led you to change your thinking about travel or travel plans for the NEXT SIX (6) MONTHS? If so, please describe how below.

Due specifically to concerns about the economy, I expect to



56% Say Travel Is a Worthwhile Investment Even in an Economic Downturn

Question:
Even in an economic recession, I'd consider travel to be a worthwhile investment.



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Recession-Proof Traveler

Agrees that even in an economic recession, they'd consider travel to be a worthwhile investment.

+

Expects to take 3+ trips in the next year

The Recession-Proof Traveler

Compare how Recession-Proof Travelers differ from your selected audience to reveal key differences in intent, behavior, and value.

Recession-Proof Traveler: Top 2 Box Agreement – “Even in an economic recession, travel is a worthwhile investment.”

Year

2025 YTD

Curated Collections

Total

Filters

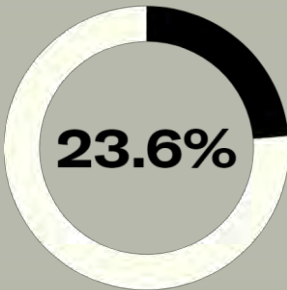
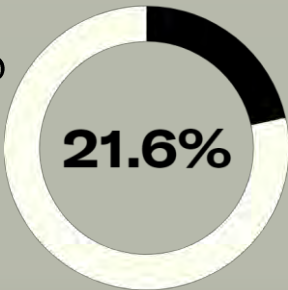
American Travelers

Total

Total

American Travelers

I expect to travel more...



I expect to spend more on travel...



Average Planning Window
9.5 weeks



Anticipated Travel Spend
\$2,659



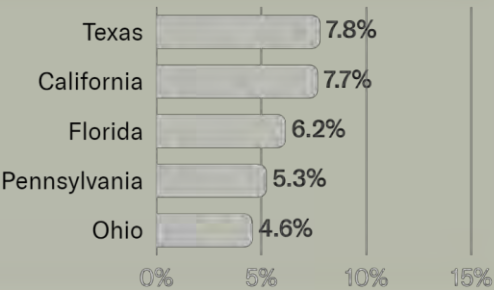
Trips Planned (Next 12 Months)
3.1 trips

Average Age
50.0

Average Household Income
\$73,081

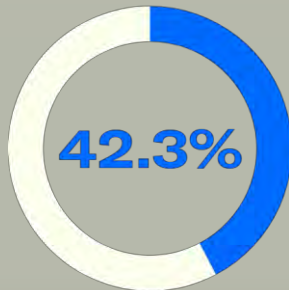
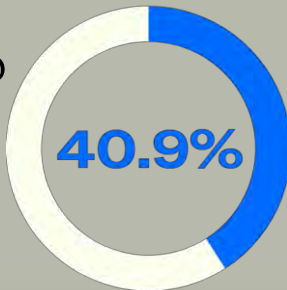
Children in Household
23.6%

Top Origin States



Recession-Proof American Travelers

I expect to travel more...



I expect to spend more on travel...



Average Planning Window
9.9 weeks



Anticipated Travel Spend
\$4,401



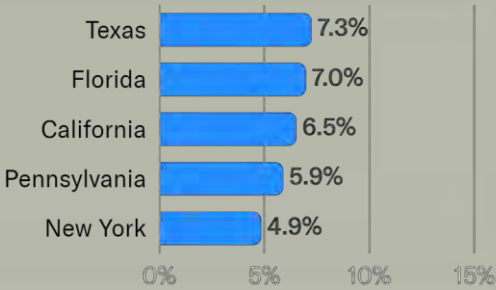
Trips Planned (Next 12 Months)
5.2 trips

Average Age
51.5

Average Household Income
\$84,750

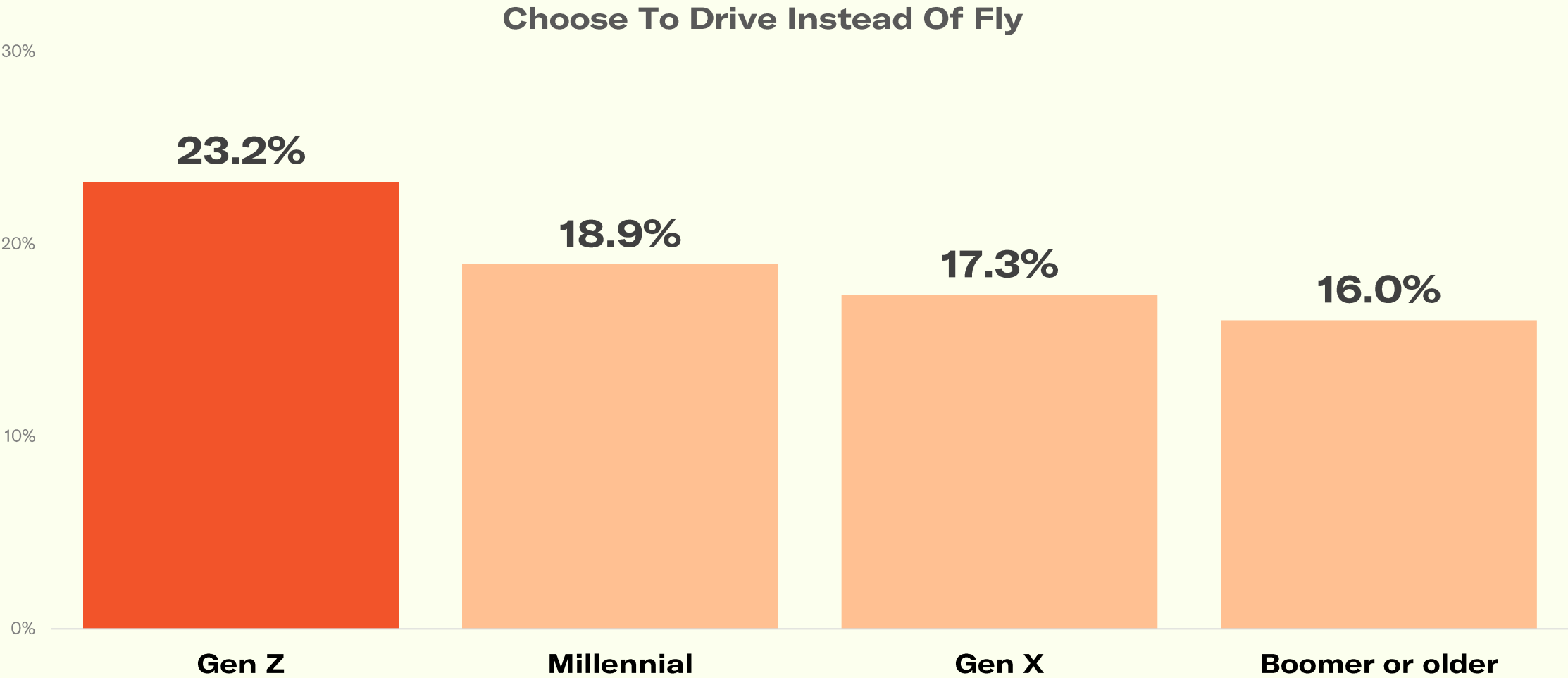
Children in Household
26.6%

Top Origin States



GenZ Travelers Are Likelier to Have Switched from Air to Car Travel

Statement: Have concerns about the economy led you to change your thinking about travel or travel plans for the NEXT SIX (6) MONTHS? If so, please describe how below.



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American Road Trip Travel

A photograph of a young Black woman and a young man camping. They are sitting on a patterned blanket inside a tent, looking at a small brown dog. The woman is wearing a plaid shirt and a dark vest, and the man is wearing a blue denim shirt and a red cap. They are both smiling. In the background, there is a calm lake and a forested hillside under a soft, golden light. Various camping gear, including a blue water bottle and a black cup, is visible on the ground.

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Travel Motivations

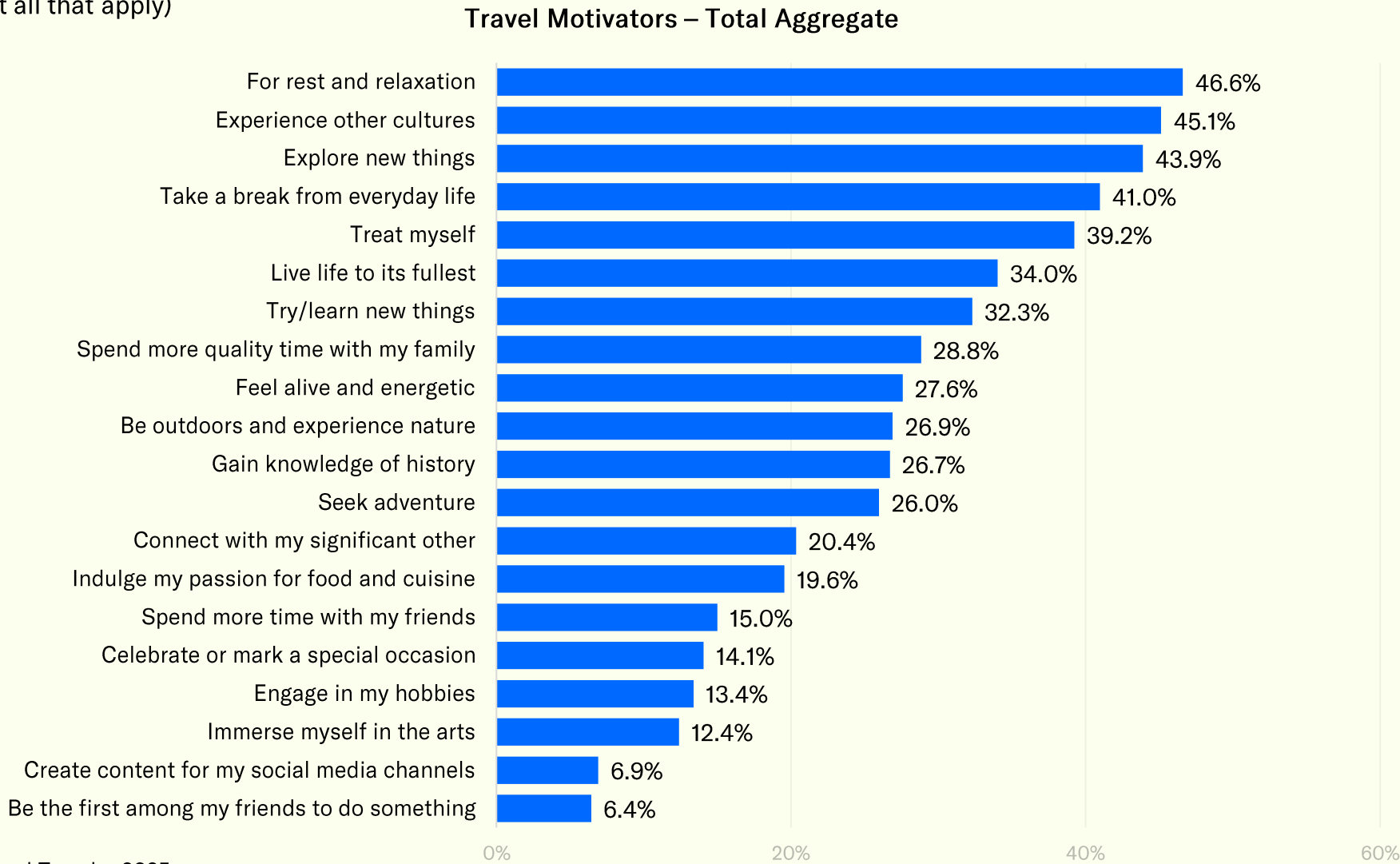
Intrinsic Motivation

The cheese can wait. This is FUN!



Why do we travel? Rest, Reward, Research, Ramble, Reflection

Question: Why do you travel? (Select all that apply)

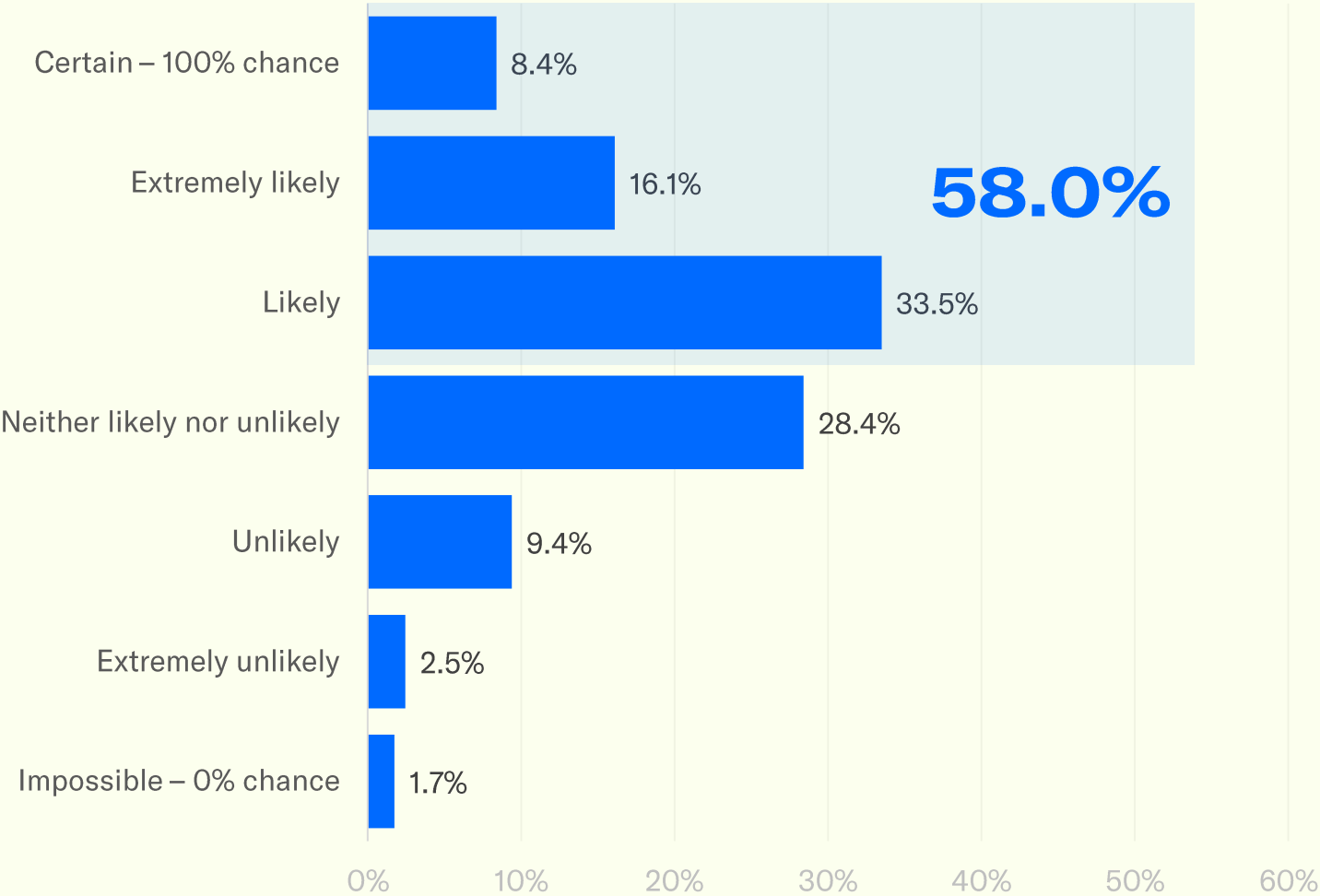


Base: Total (13,200 responses).

A significant number will use travel as a way to step outside their comfort zone this year.

Statement:

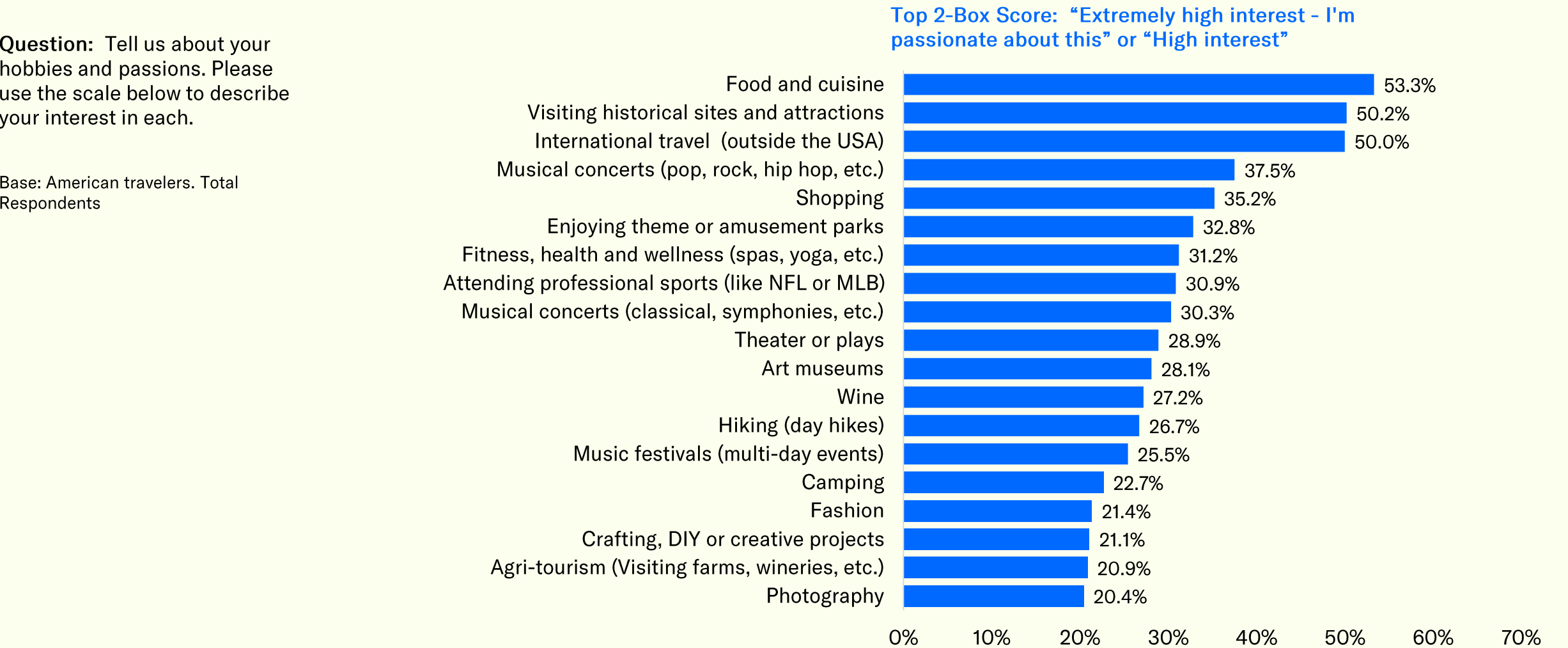
I will use travel as an opportunity to step outside my comfort zone.



Food, history, concerts and shopping top travelers' passions right now

Question: Tell us about your hobbies and passions. Please use the scale below to describe your interest in each.

Base: American travelers. Total Respondents



Top 5 Passions by Generation

Question: Tell us about your hobbies and passions. Please use the scale below to describe your interest in each.

Top 2-Box Score: “Extremely high interest - I'm passionate about this” or “High interest”

Gen Z	Millennial	Gen X	Baby Boomer+
1. Food and cuisine (58.9%)	1. Food and cuisine (64.3%)	1. Food and cuisine (57.2%)	1. Historical sites (51.2%)
2. Fitness and wellness (54.4%)	2. International travel (55.2%)	2. International travel (52.9%)	2. International travel (43.4%)
3. International travel (53.9%)	3. Historical sites (49.9%)	3. Historical sites (50.2%)	3. Food and cuisine (41.4%)
4. Video games (52.6%)	4. Theme parks (47.6%)	4. Musical concerts (38.5%)	4. Musical concerts (28.8%)
5. Shopping (51.2%)	5. Shopping (47.6%)	5. Shopping (35.6%)	5. Theater or plays (25.7%)

After visiting friends or relatives, relaxation and de-stressing are the top reasons for travelers' most recent overnight trips, followed by exploration, self-care, nature, culture & romance

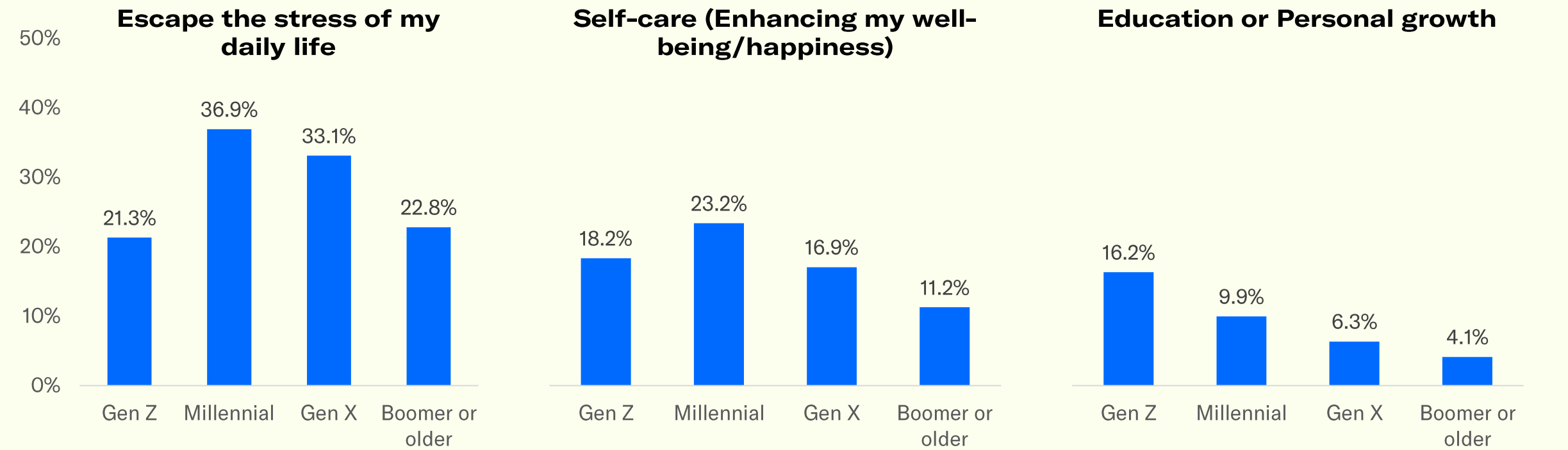
Question:

Please think about WHY YOU TOOK THIS MOST RECENT OVERNIGHT TRIP. Which of the following played a role in your decision to take this trip?



Millennials and Gen X are most looking to escape stress; Millennials are most likely to look for self-care; GenZ is the likeliest to be pursuing educational experiences in travel

Question: Please think about WHY YOU TOOK THIS MOST RECENT OVERNIGHT TRIP. Which of the following played a role in your decision to take this trip?



Dining and shopping activities were by far the most important in travelers' decisions to take their most recent overnight trip, followed by outdoor activities and historical attractions

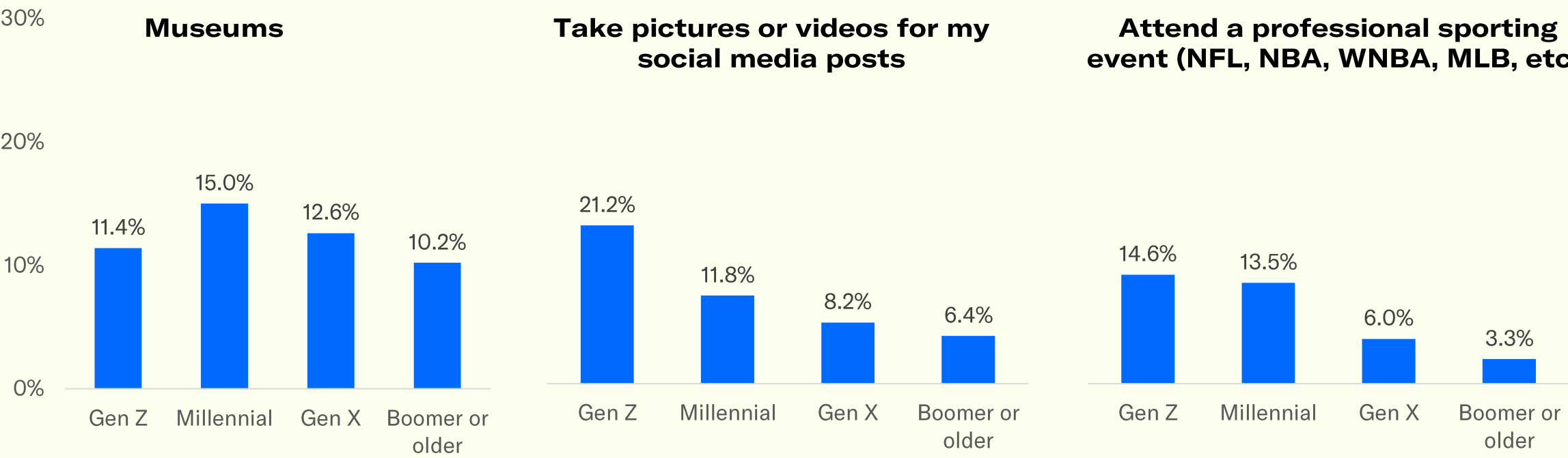
Question:

Which of the following SPECIFIC TRAVEL ACTIVITIES were important in your decision to take this most recent overnight trip?



Social media content was a decision driver for Gen Z; Millennials are loving museums. Pro-sports events motivate younger travelers overall

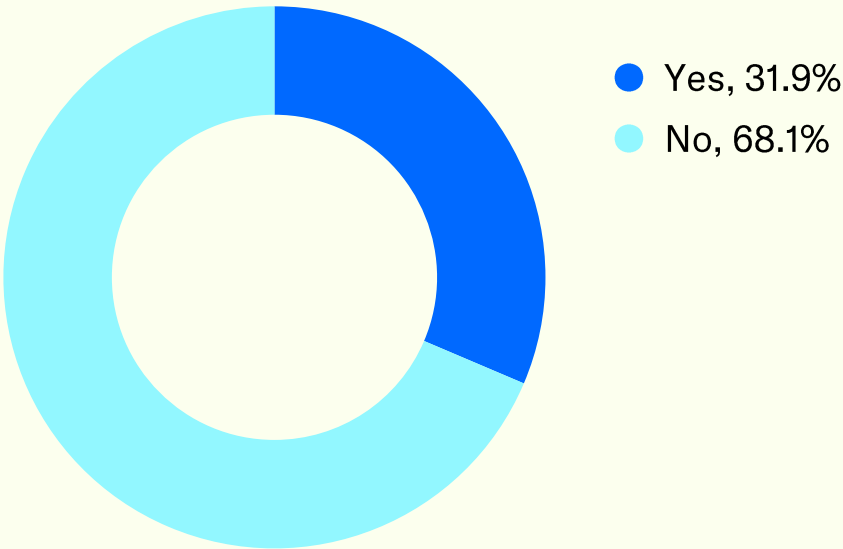
Question: Which of the following SPECIFIC TRAVEL ACTIVITIES were important in your decision to take this most recent overnight trip?



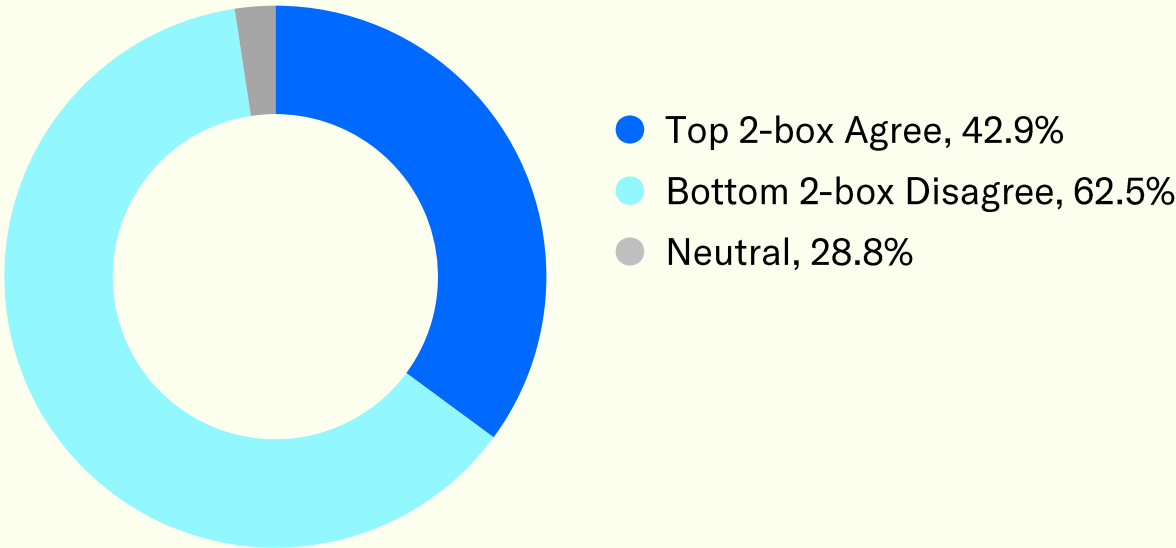
There is significant interest in Solo-Travel and Multi-Gen Travel

Question: Solo leisure travel is when someone goes on a leisure trip by themselves, without friends or companions. In the PAST 12 MONTHS, have you taken a solo leisure trip? **Question:** I am interested in taking MULTI-GENERATIONAL TRIPS (i.e., travel with at least 3 generations of your family)

Solo Travel



Multi-Gen Travel

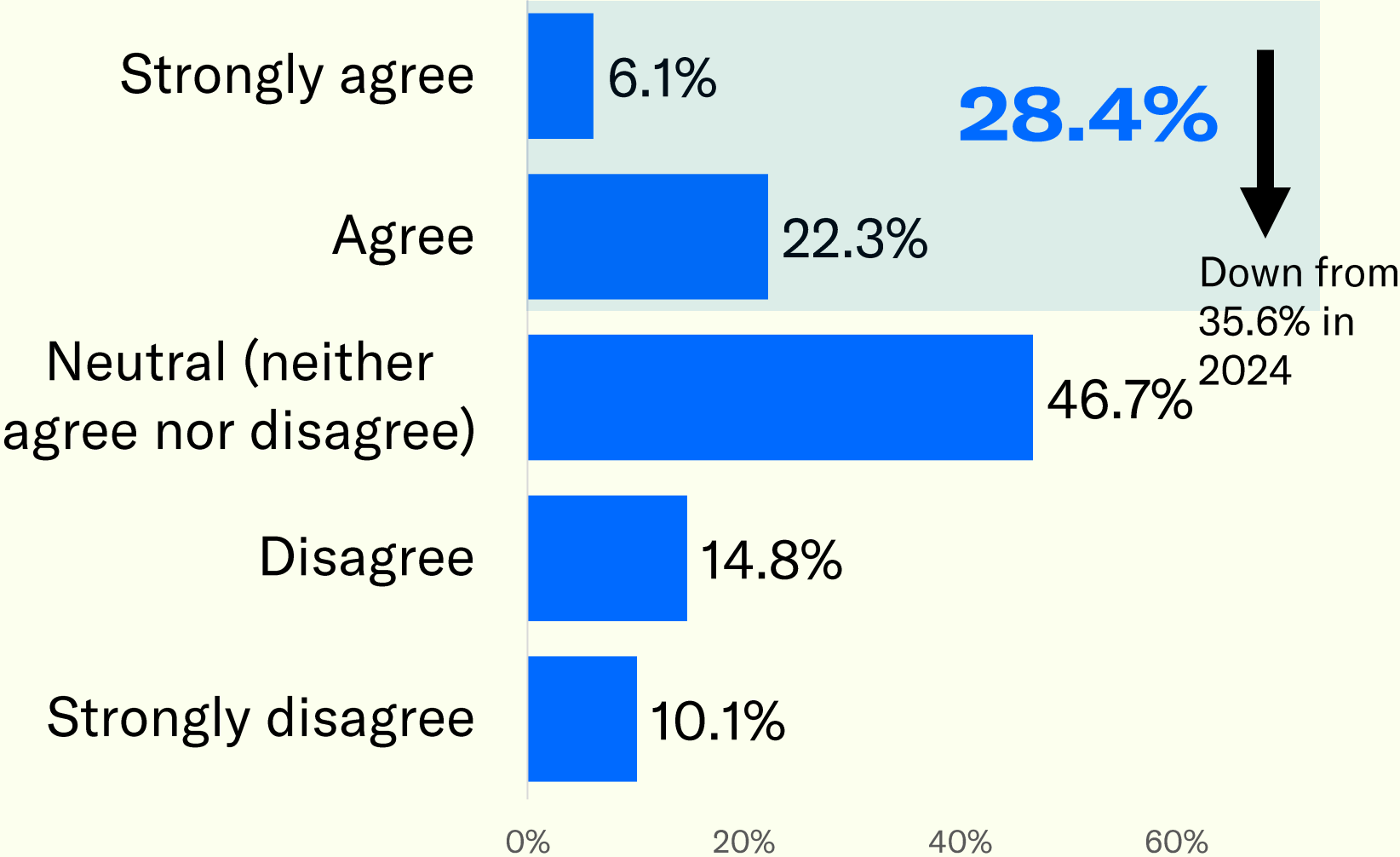


28.4% of travelers agree that sustainability considerations are important to their decisions

Question:

How much do you agree or disagree with the following statements?
Environmental/sustainability considerations are important to how I select my travel destinations.

(Base: All respondents, 4,000 completed surveys. Data collected February 14-23, 2025.)



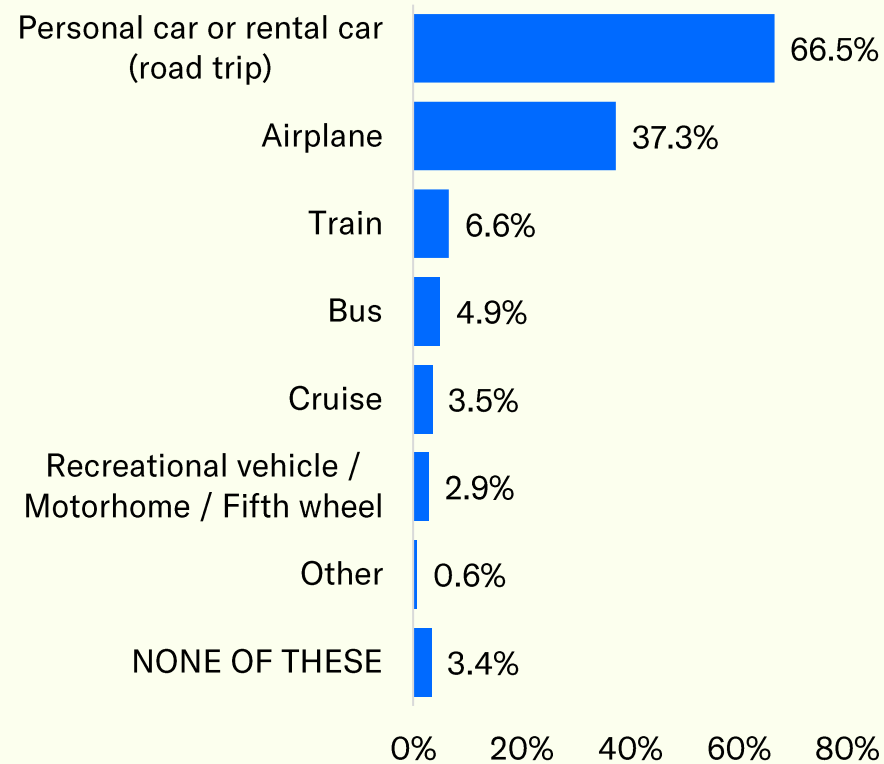
A group of people are gathered at a waterfall. In the foreground, several people are seen from behind, looking towards the waterfall. One person in a pink shirt is pointing towards the water. To the left, two men are standing on a path. The waterfall is a wide, powerful cascade of white water over a dark rock face. The surrounding area is lush with green vegetation. The text "Future Partners" is at the top, and "Profile: American Road Trip Travelers" is at the bottom.

Future Partners

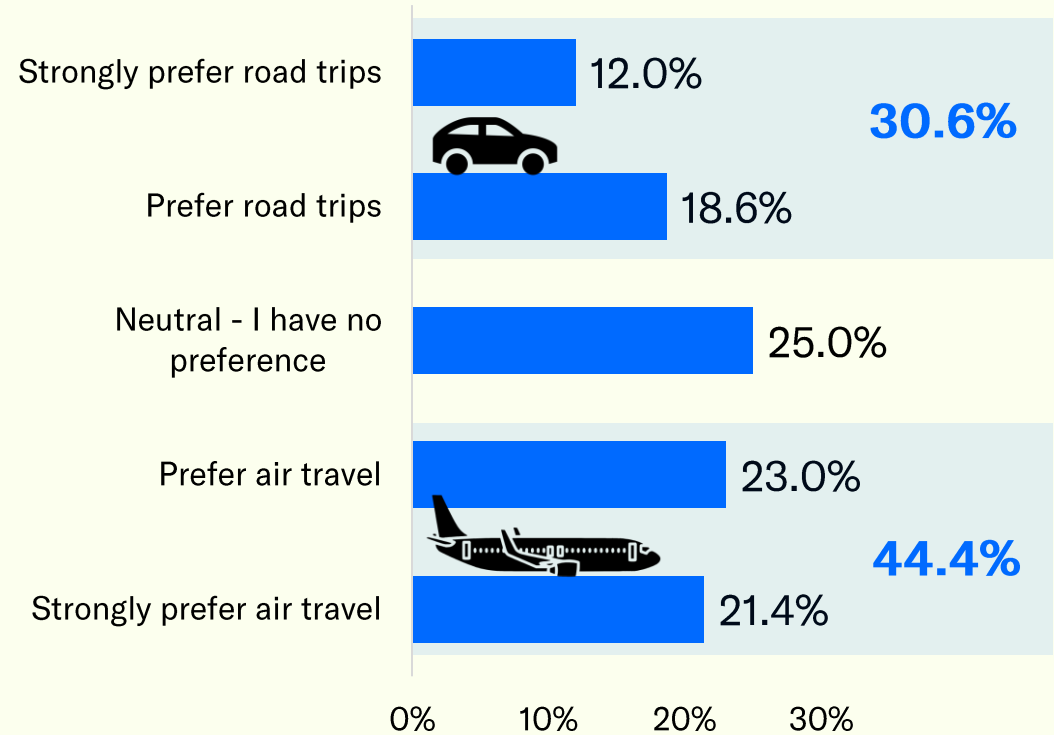
Profile: American
Road Trip Travelers

Car is still King in American travel, but note that a lot of us prefer to fly.

Question: How did you travel to (or between) destinations on your most recent trip? (Select all that apply)



Question: Thinking about leisure travel, do you generally prefer to travel by air or automobile (i.e., road trips)? (Select one that best completes the sentence) When it comes to road trips vs. air travel, I _____.



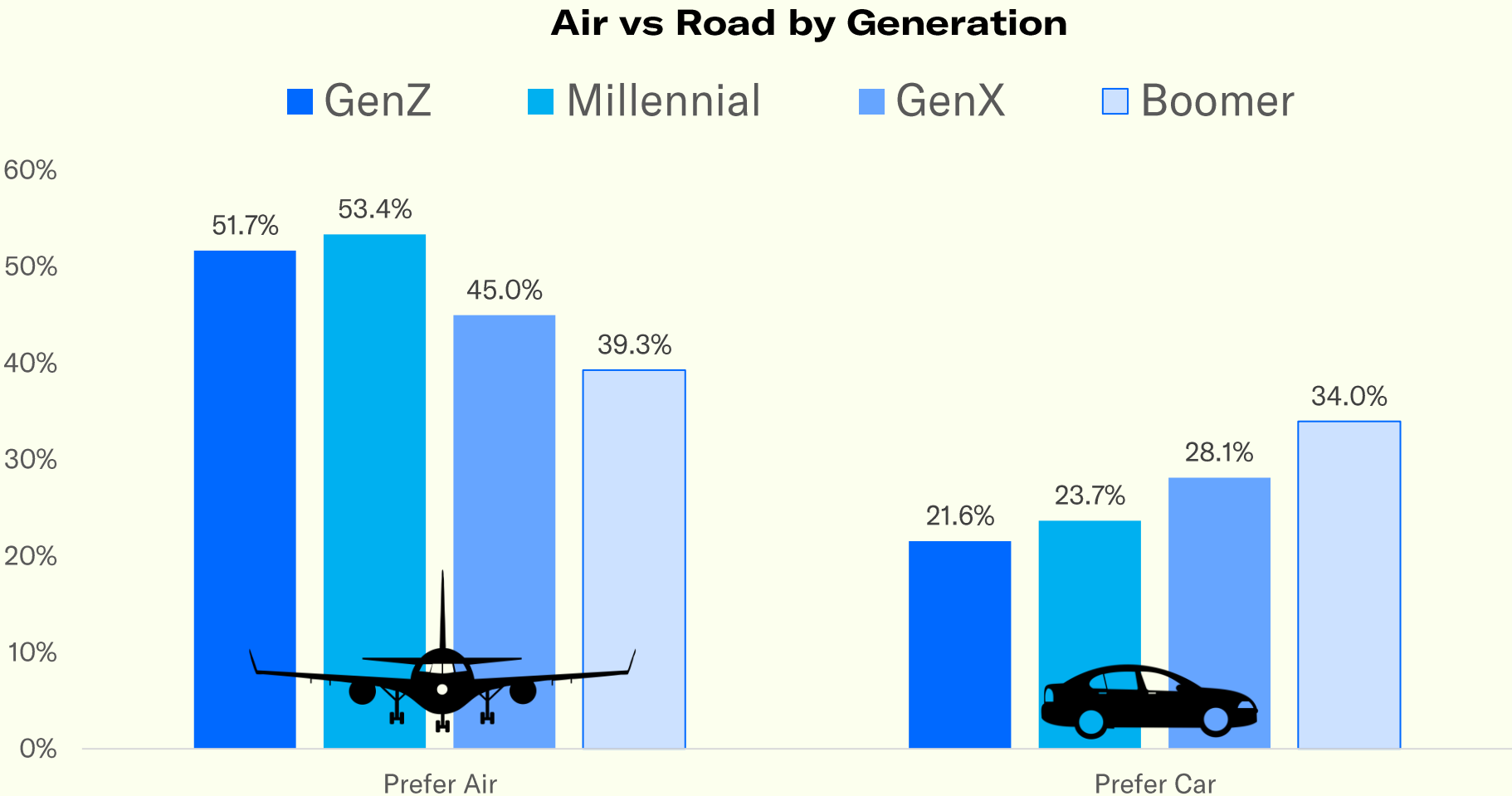
Preference for Air vs Car: Younger travelers want to fly

Question:

Thinking about leisure travel, do you generally prefer to travel by air or automobile (i.e., road trips)?

When it comes to road trips vs. air travel, I

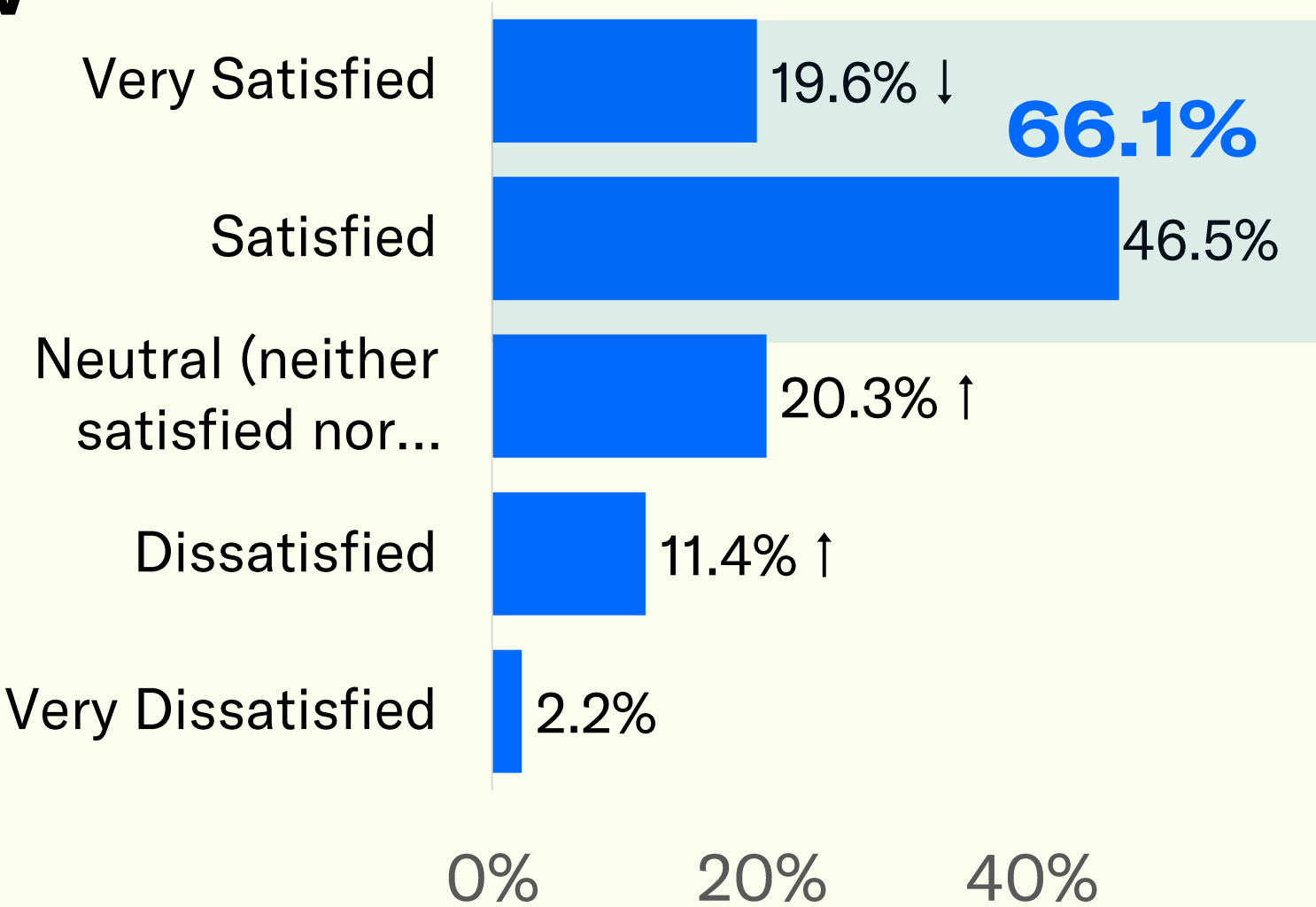
Base: All respondents, 2,000 completed surveys



Road Trippers aren't as Satisfied with Life Right Now

Question:

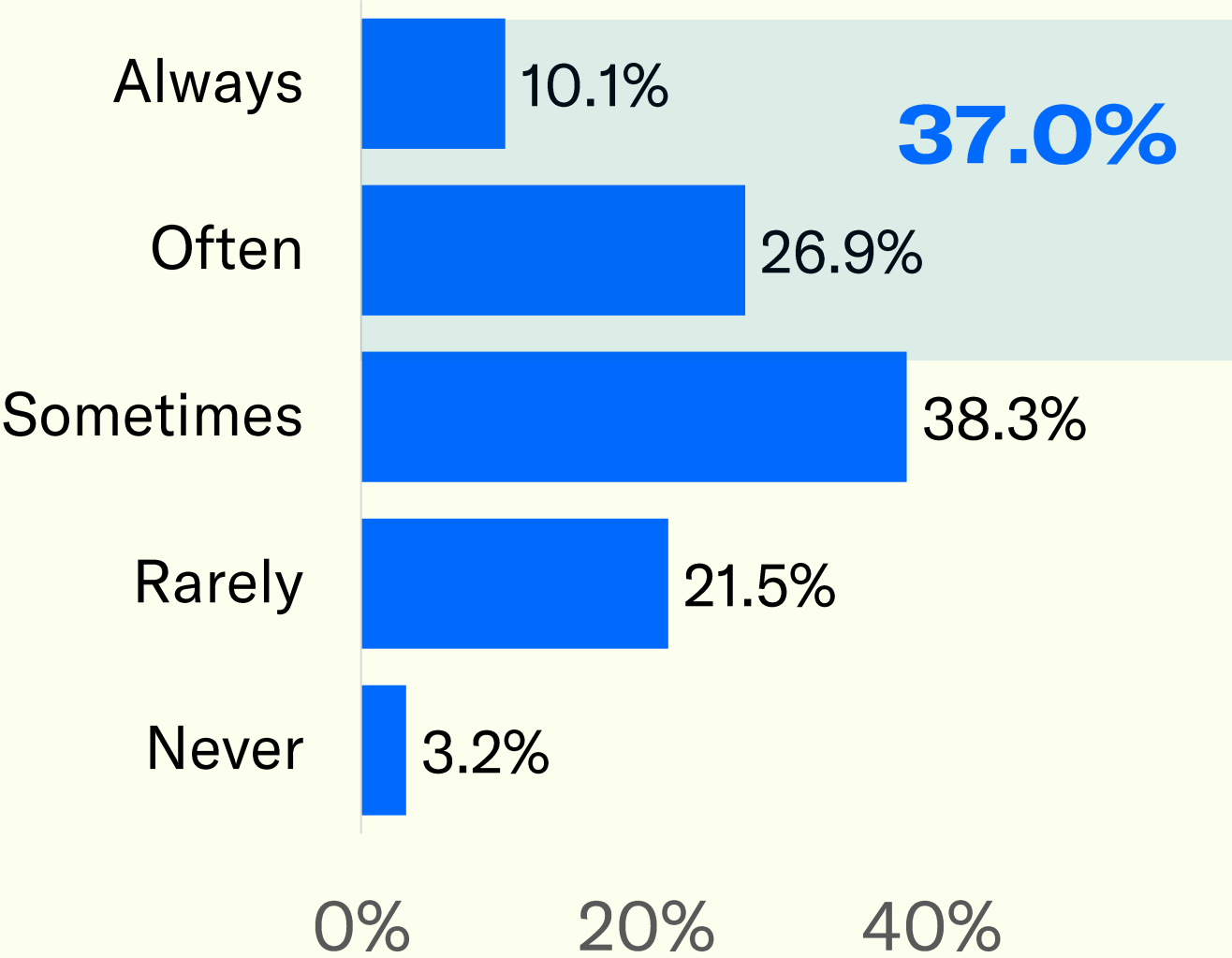
How satisfied are you with your life right now?



They are Feeling more Day-to-Day Stress

Question:

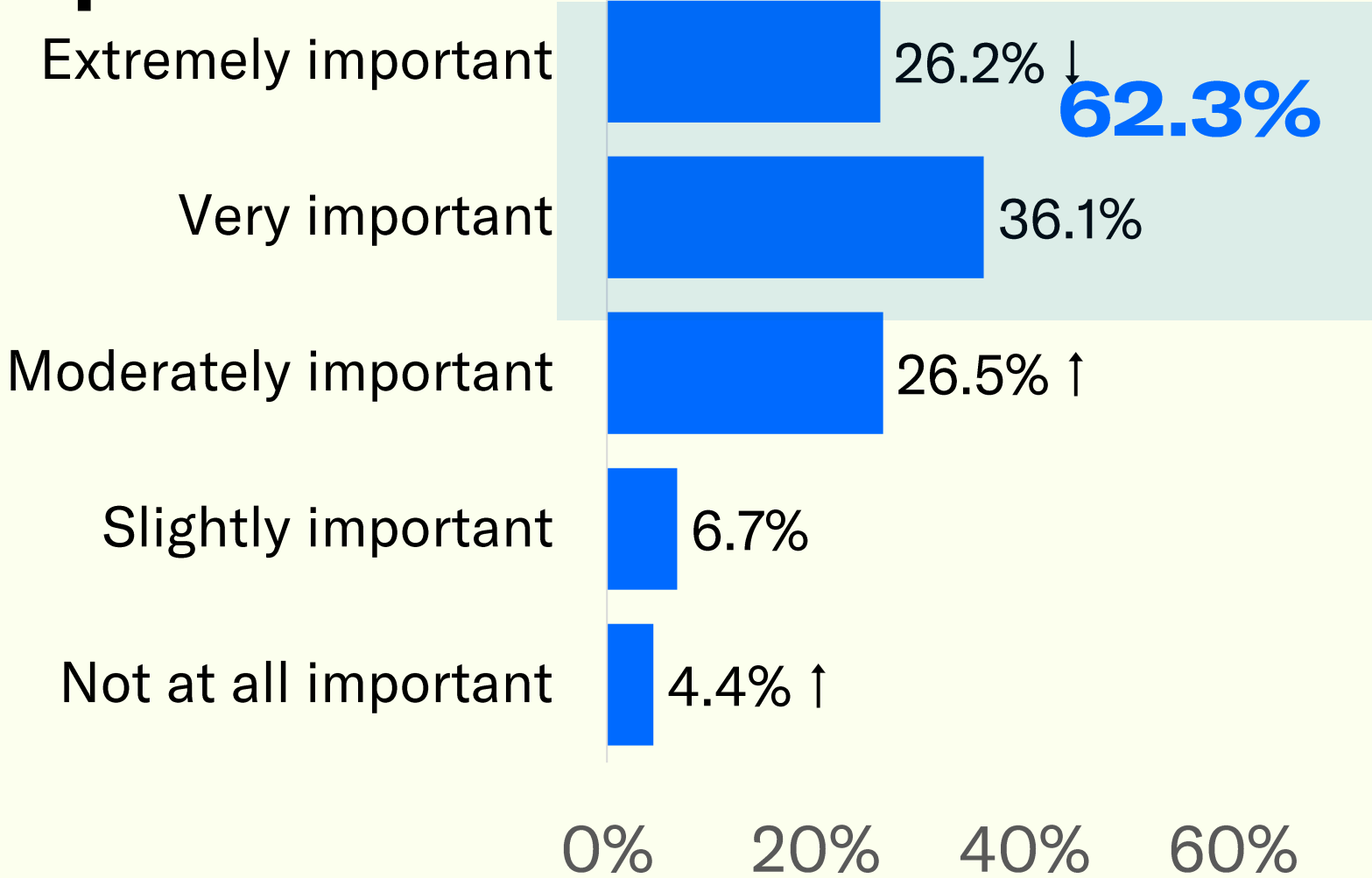
How often do you feel elevated levels of stress in your day-to-day life?



Maintaining Physical, Mental, or Spiritual Well-Being is an Important Travel Motivator

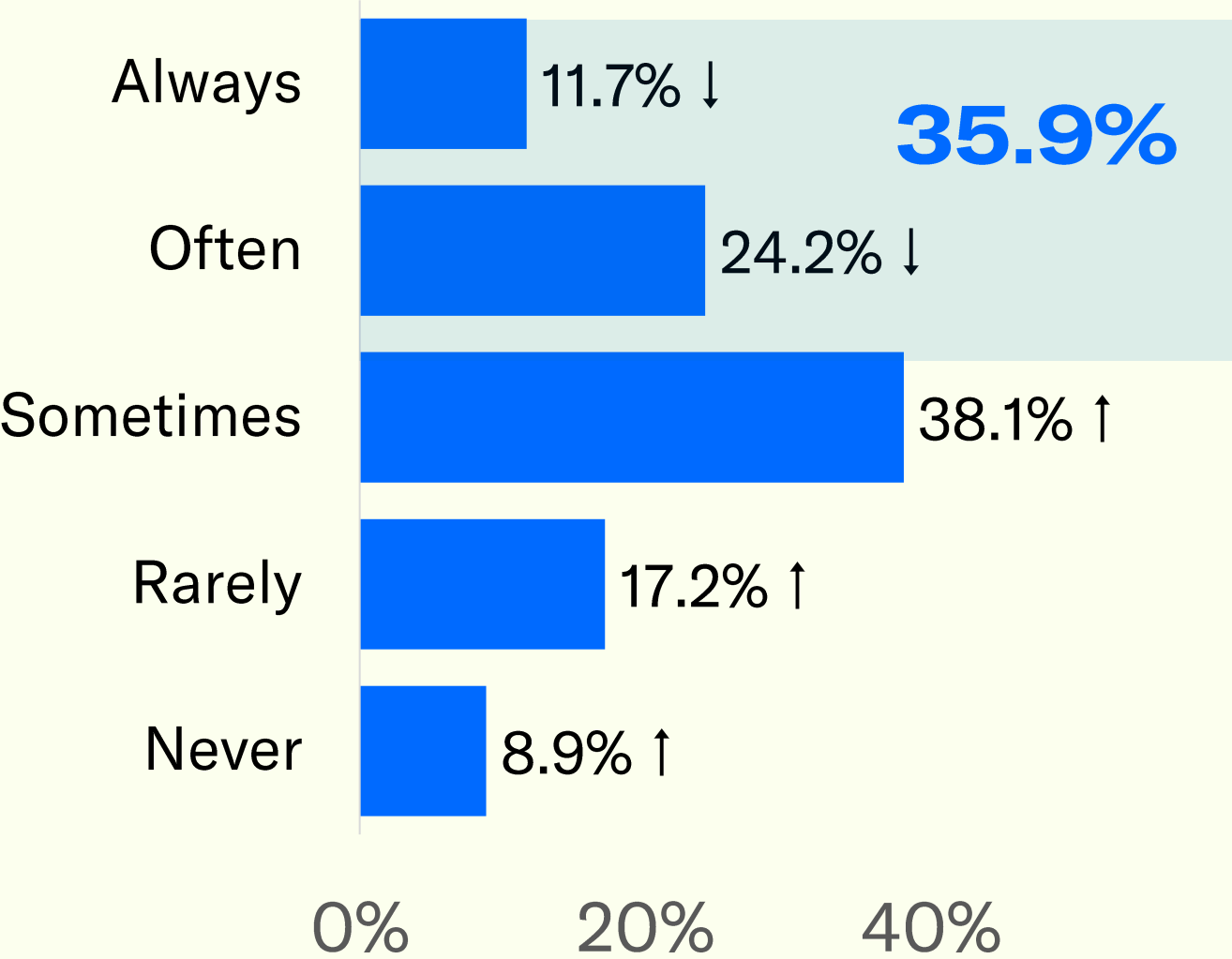
Question:

Think about what motivates you to travel. In general, how important is it to you that your leisure trips support your physical, mental, or spiritual well-being? (Select one)



More than One-Third Frequently Take Trips Specifically for Physical, Mental, or Spiritual Well-Being

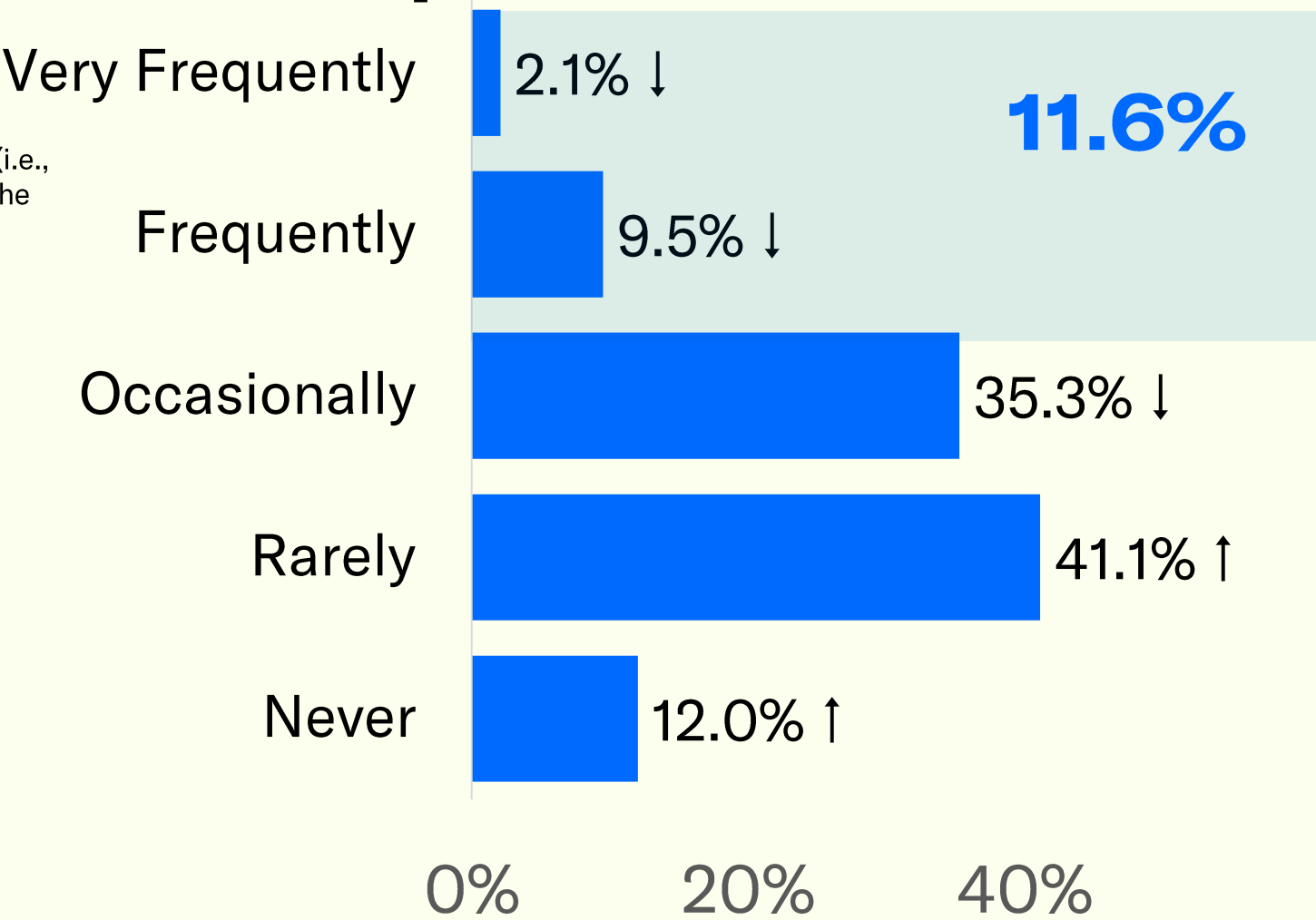
Question:
How often do you plan leisure trips specifically to support your physical, mental, or spiritual well-being?



More than One-in-Ten Frequently Take Spontaneous Leisure Trips

Question:

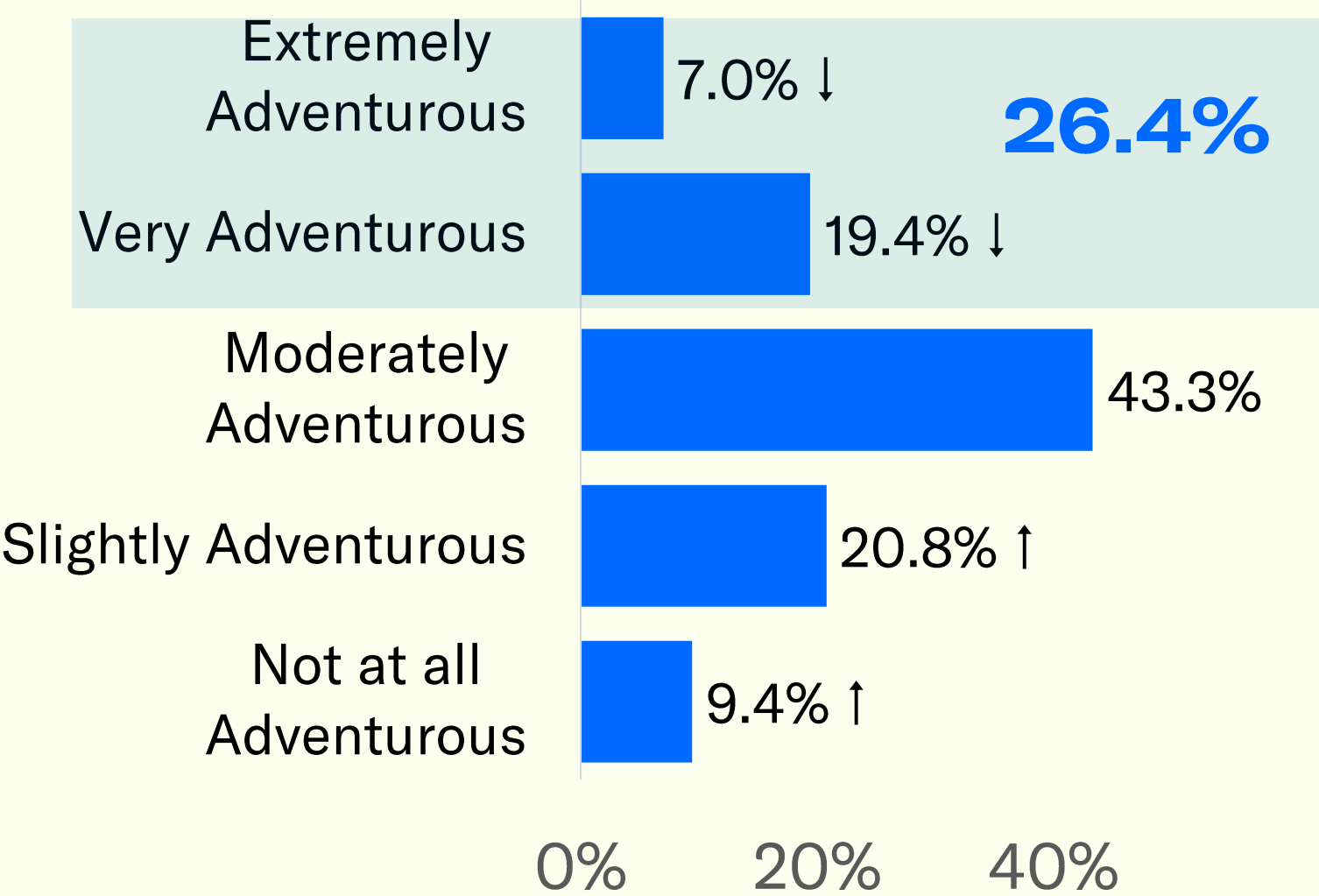
How often do you take spontaneous leisure trips (i.e., trips sparked by impulse which begin soon after the idea arises)?



Most Road Trippers Consider Themselves Adventurous—26% Very/Extremely

Question:

How adventurous do you consider yourself to be while traveling?



Road Trippers are Much Likelier to Prefer Off-Season Travel

Question:

When do you typically prefer to travel for leisure?

I don't have a seasonal preference – I travel whenever...

46.0%

During off-seasons (e.g., shoulder seasons, less...

42.0%

During peak seasons (e.g., summer, major holidays, school...

12.0% ↓

0% 20% 40%



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**Profile: Likely
Minnesota Travelers—
Road Trippers**

Demographics

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Year

2025 YTD

Curated Collections

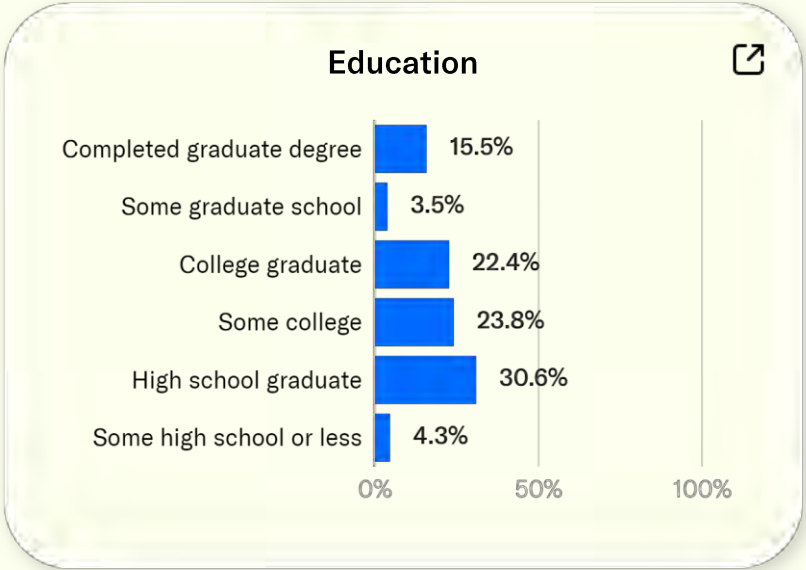
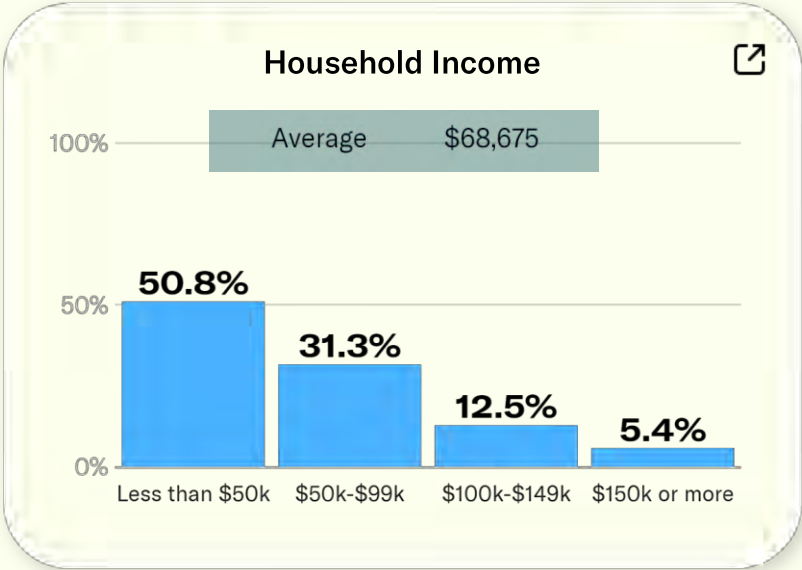
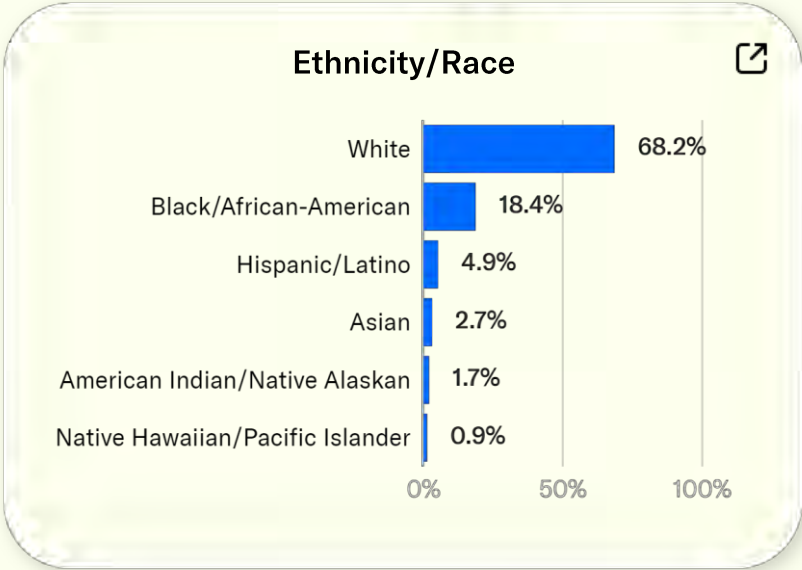
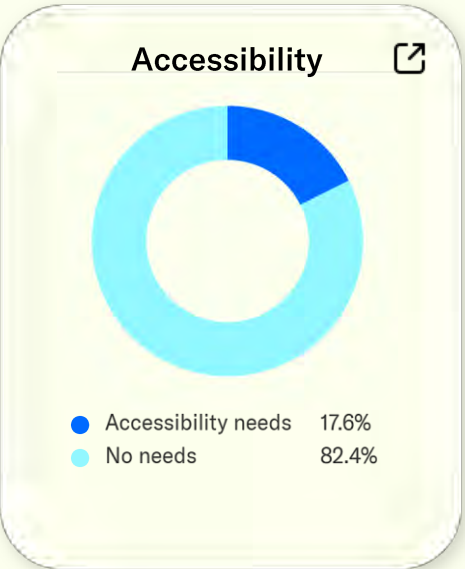
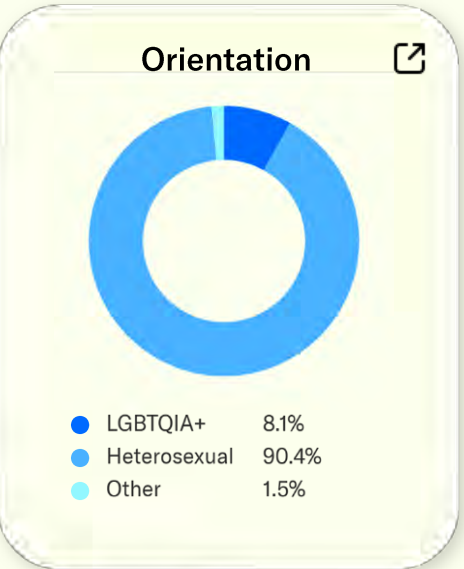
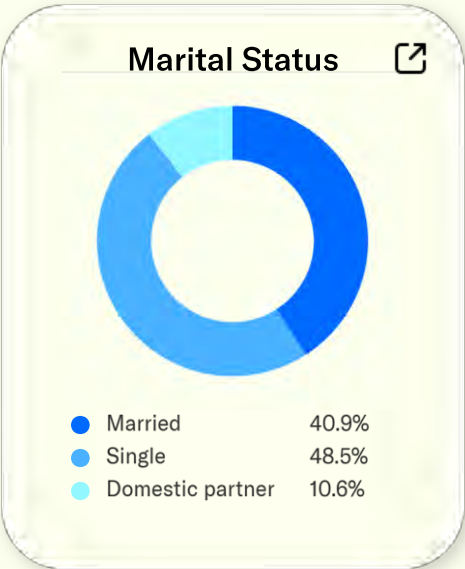
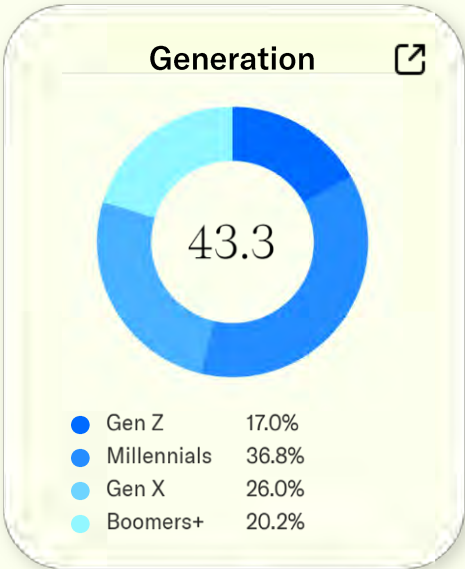
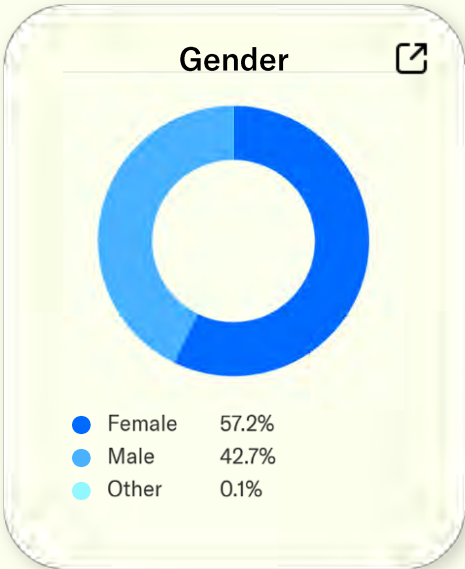
States

Filters

Minnesota

(All)

Likely Visitors



Origin Markets

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Year

2025 YTD

Curated Collections

States

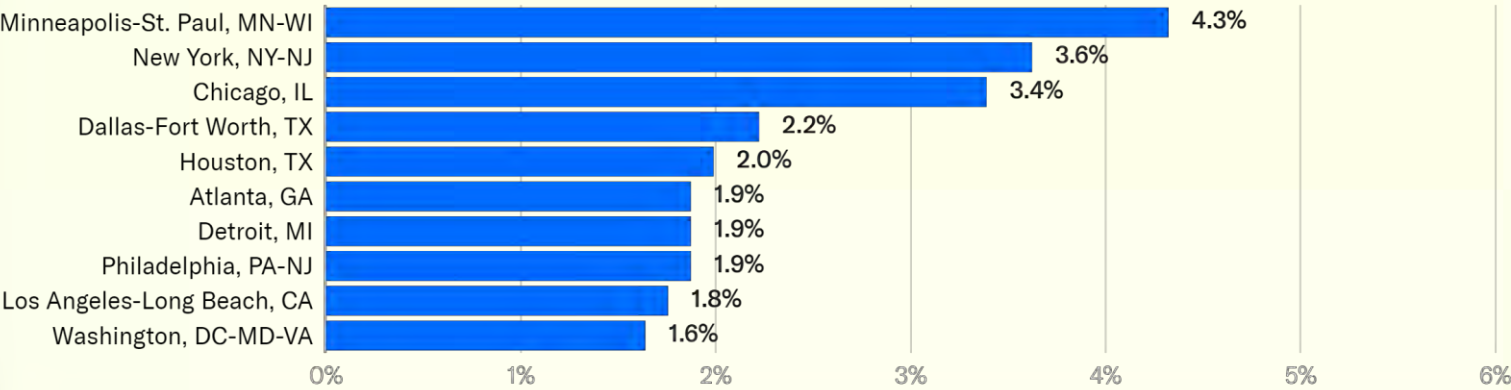
Filters

Minnesota

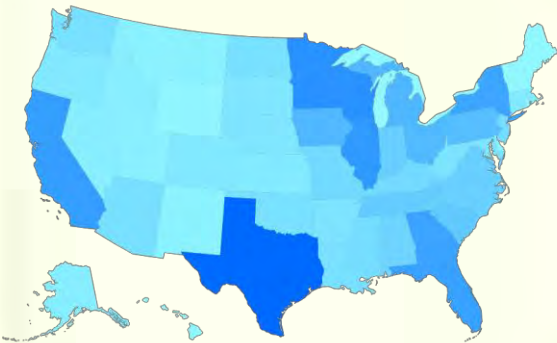
(All)

Likely Visitors

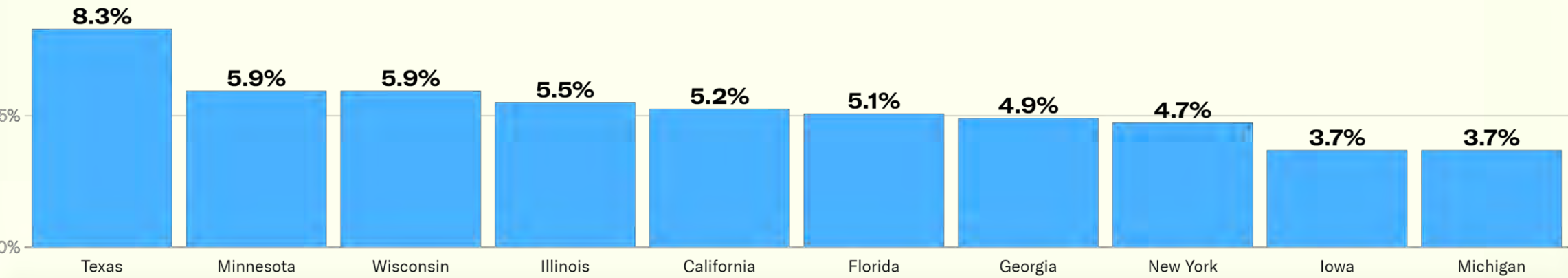
Top Origin Metros



Origin Map



Top Origin States



Travel Sentiment

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Year

2025 YTD

Curated Collections

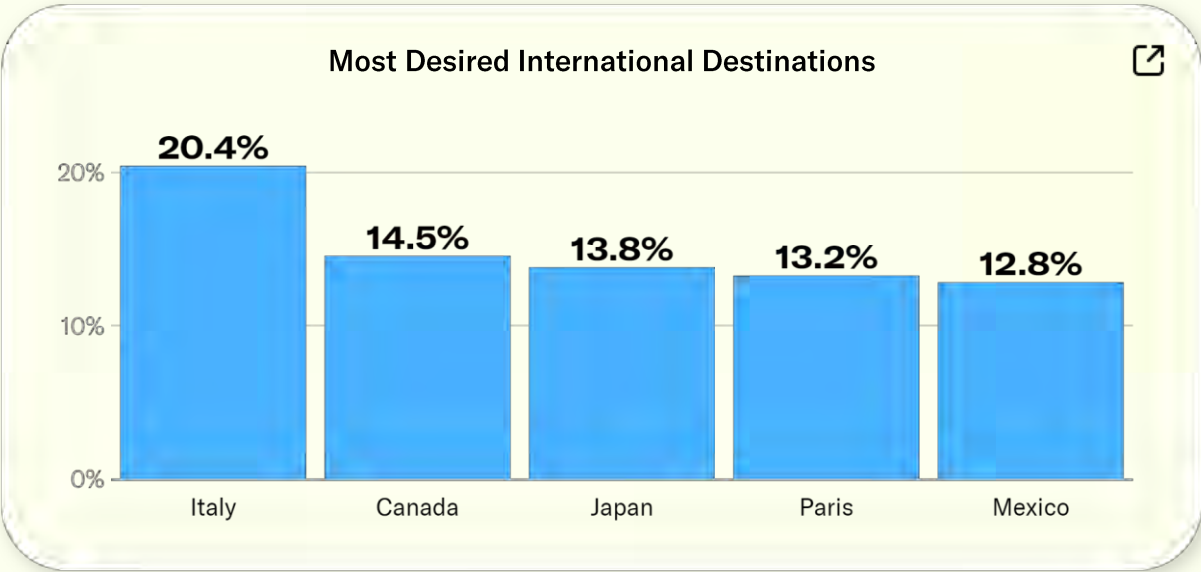
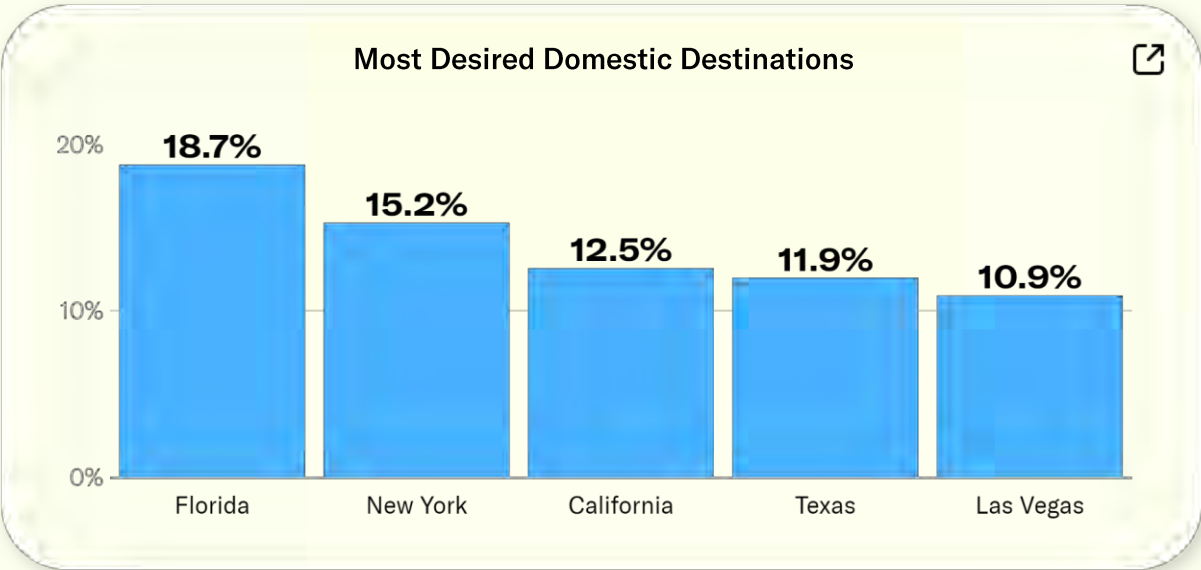
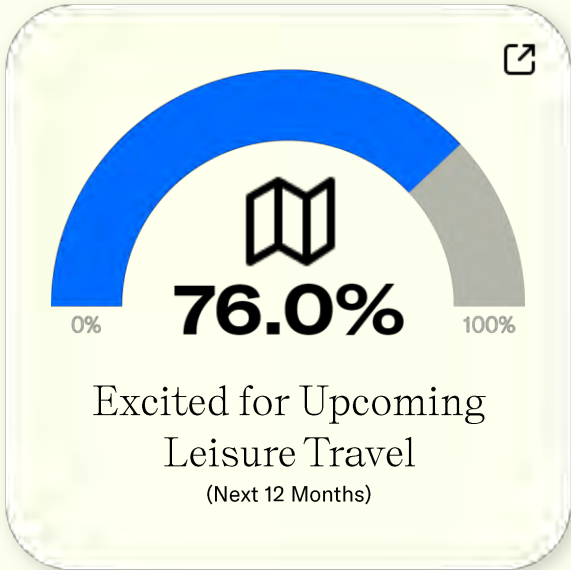
States

Filters

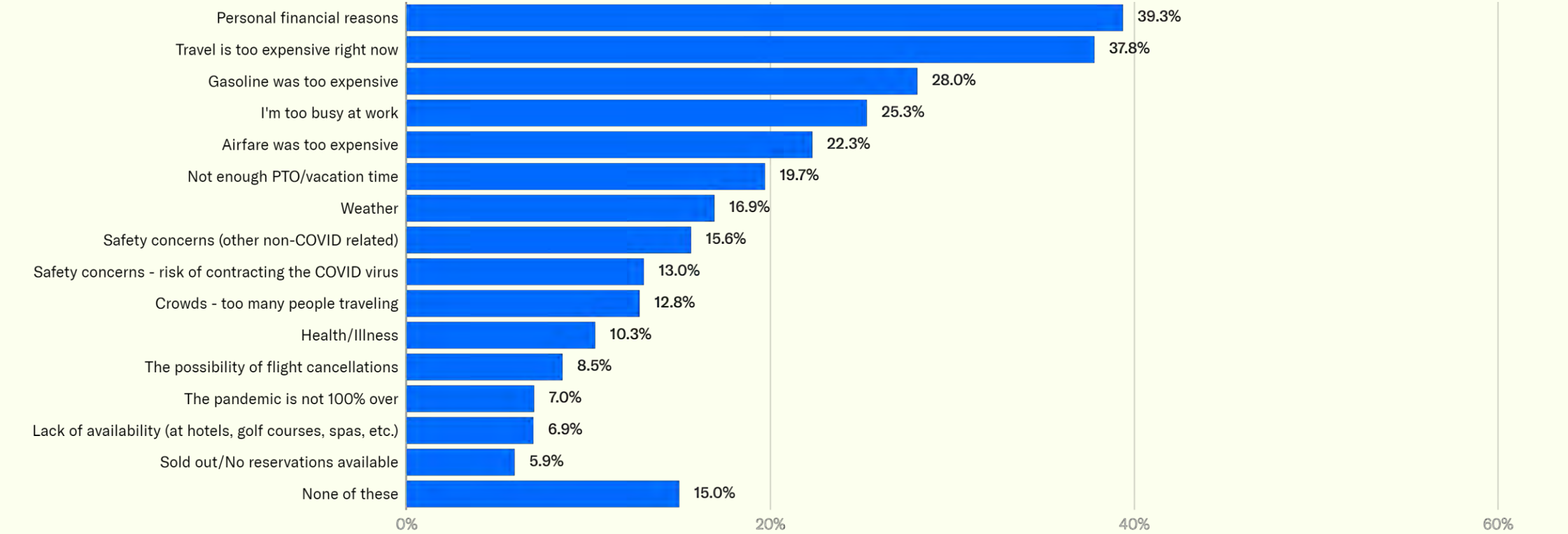
Minnesota

(All)

Likely Visitors



Deterrents to Additional Travel in the Past Six Months



Question: In the PAST SIX (6) MONTHS, which (if any) of the following kept you from traveling more for leisure than you would have otherwise preferred? (Select all that apply)

Most Desired Domestic Destinations

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Year

2025 YTD

Curated Collections

States

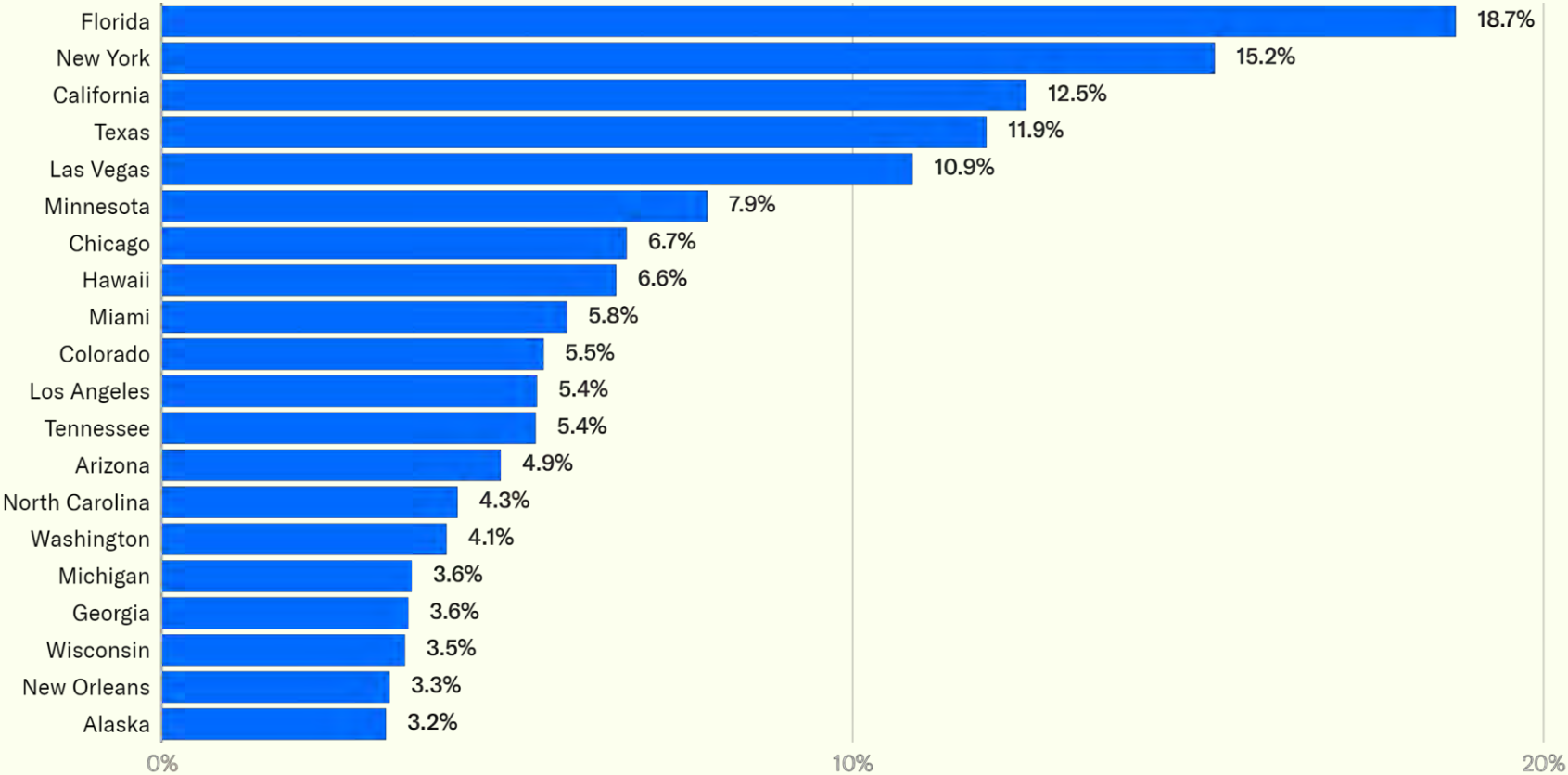
Filters

Minnesota

(All)

Likely Visitors

Most Desired Domestic Destinations to Visit in the Next 12 Months (Unaided)



Question: Which DOMESTIC DESTINATIONS do you most want to visit in the NEXT TWELVE (12) MONTHS? (Write in up to five)

Credit Cards Held / Rewards

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Year

2025 YTD

Curated Collections

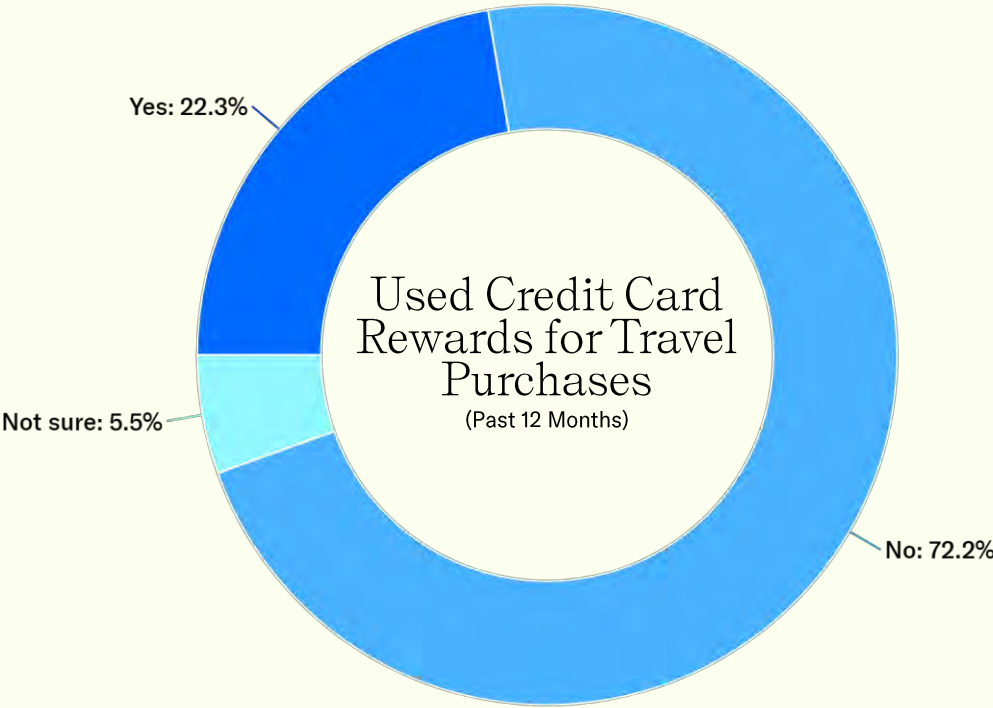
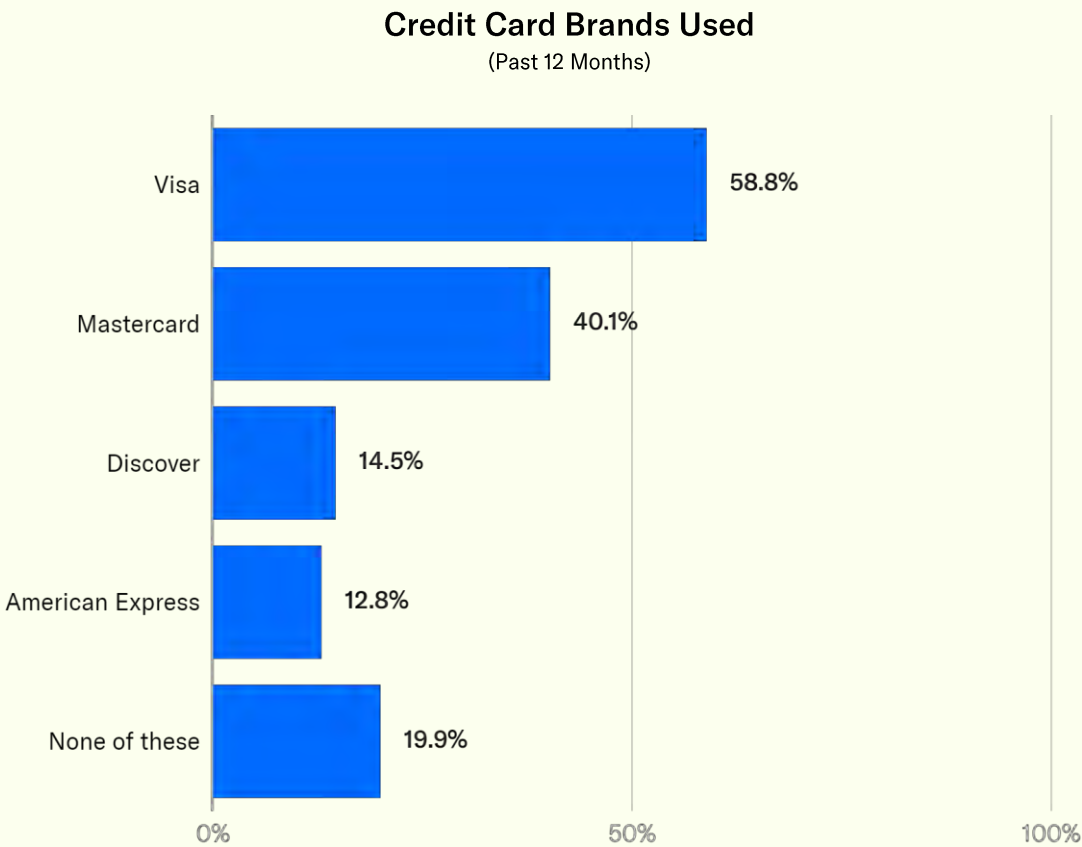
States

Filters

Minnesota

(All)

Likely Visitors



Question 1: Which of the following types of credit cards do you personally currently hold? (Select all that you have)

Question 2: Have you used CREDIT CARD POINTS OR REWARDS for travel-related purchases within the PAST TWELVE (12) MONTHS?

Paid Accommodations Used

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Year

2025 YTD

Curated Collections

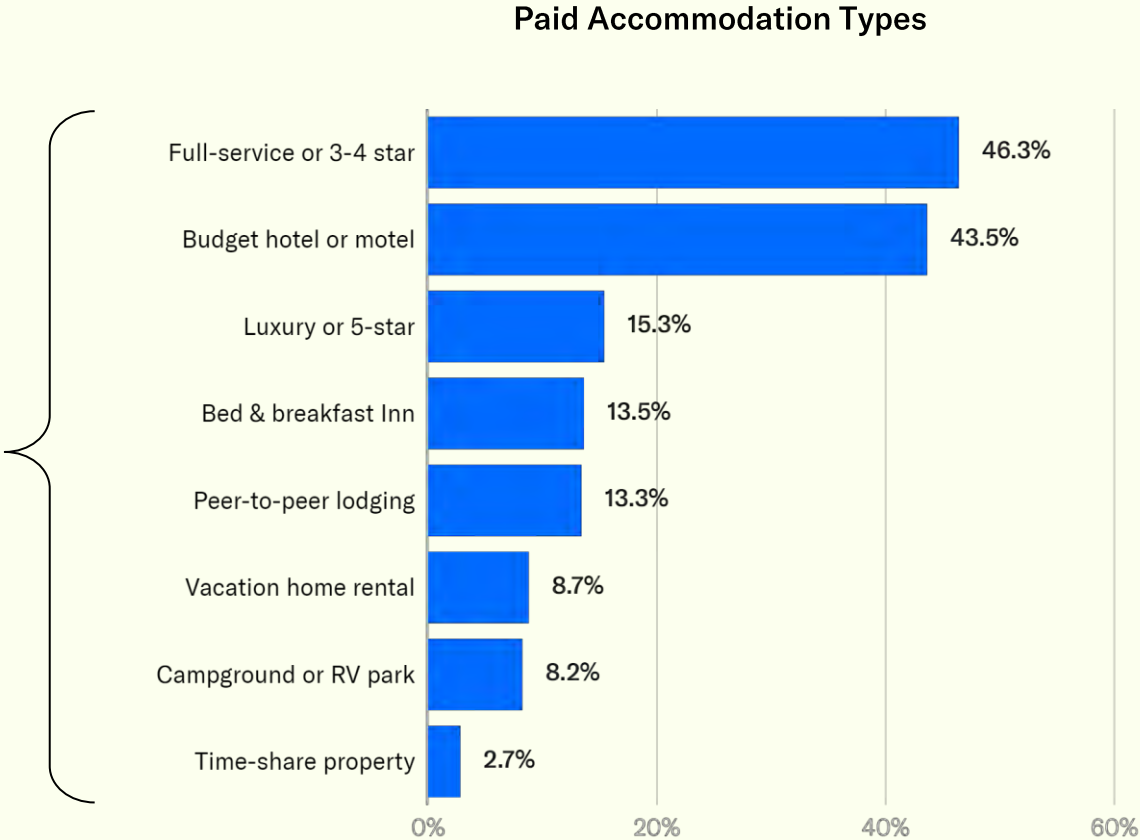
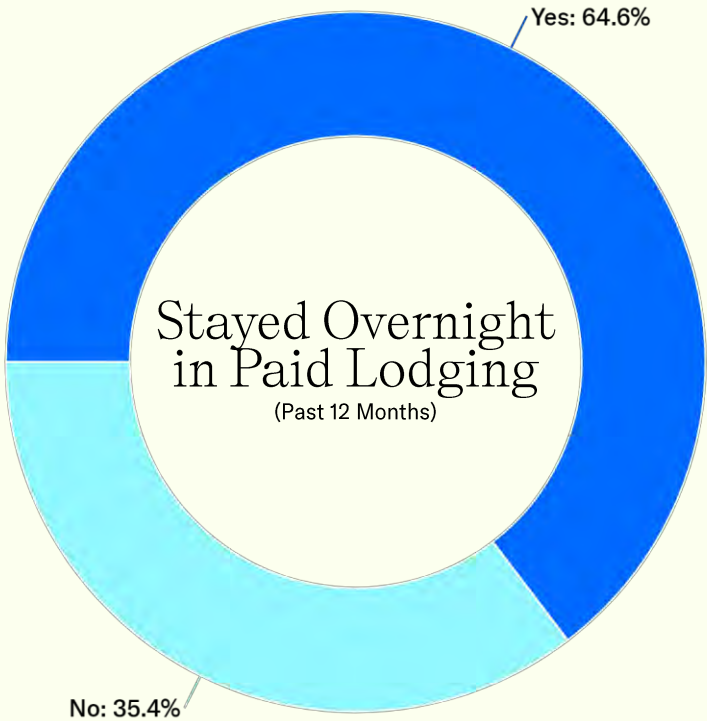
States

Filters

Minnesota

(All)

Likely Visitors



Question 1: In the PAST 12 MONTHS, on any trips have you STAYED OVERNIGHT IN ANY PAID LODGING (i.e., a hotel, motel, inn, vacation rental, Airbnb type rental, etc.)?

Question 2: In the PAST 12 MONTHS, which type of paid lodging have you stayed in? (Select all that apply)

Hotel Brands / Reward Programs

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Year

2025 YTD

Curated Collections

States

Filters

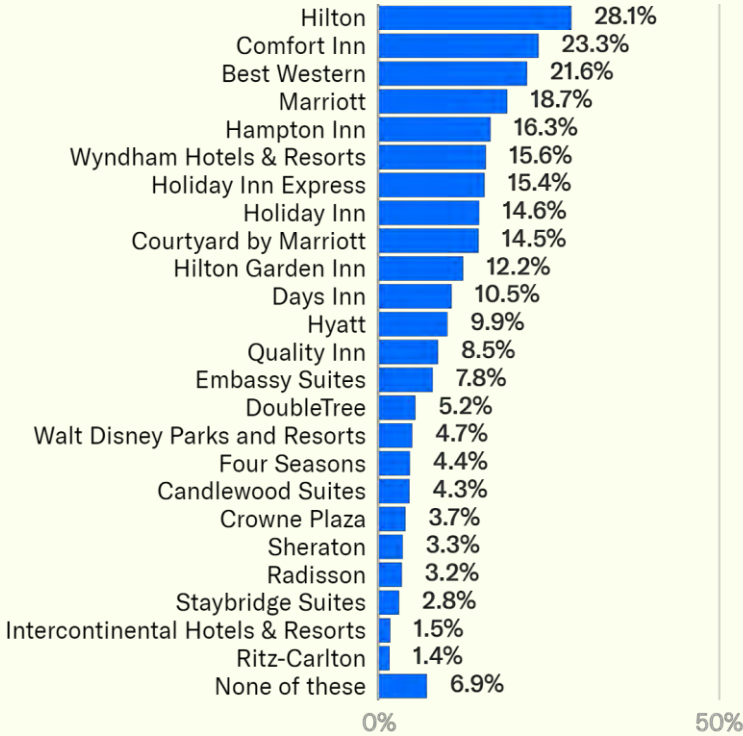
Minnesota

(All)

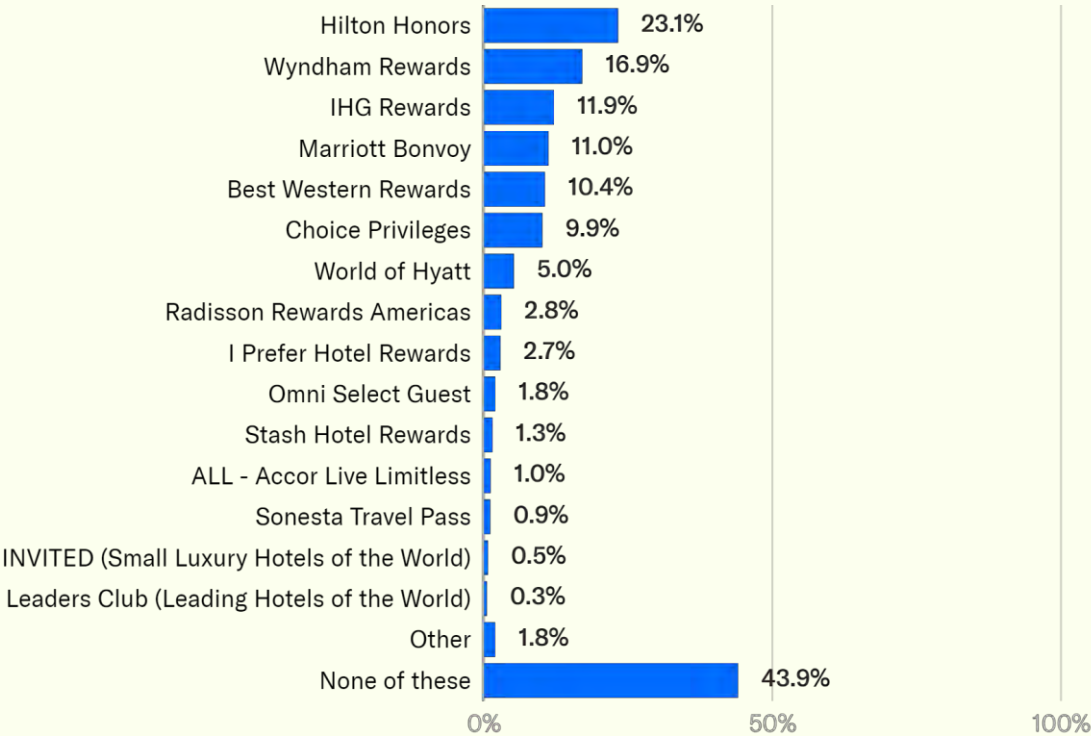
Likely Visitors

Hotel Brands Used

(Past 12 Months)



Hotel Rewards Programs



Question 1: In the PAST 12 MONTHS, in which of these hotel brands have you stayed? (Select all that apply)

Question 2: Which of these HOTEL REWARDS PROGRAMS do you currently use? (Select all that apply)

Base 1: Did Not Travel by Air Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers, 2025 YTD respondents who stayed in a hotel in the past 12 months. 448 completed surveys.

Base 2: Did Not Travel by Air Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers, 2025 YTD respondents. 1,162 completed surveys.

Event & Festival Travel

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Year

2025 YTD

Curated Collections

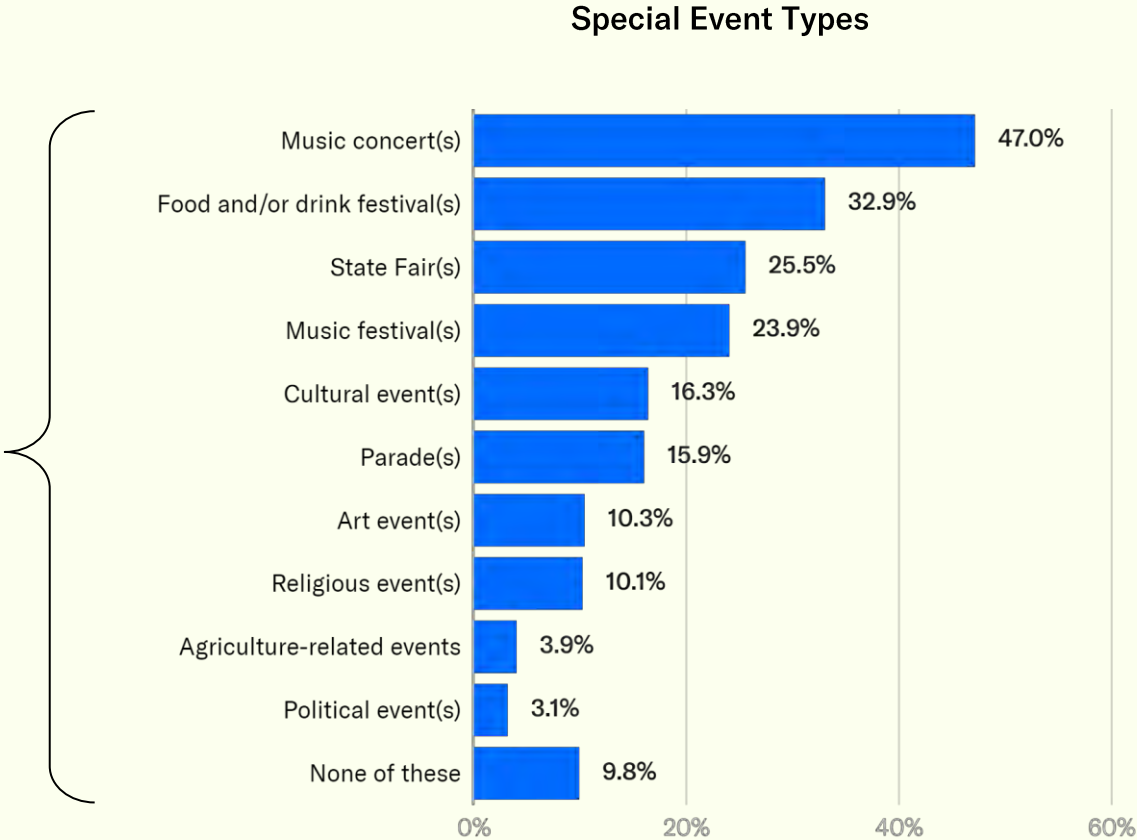
States

Filters

Minnesota

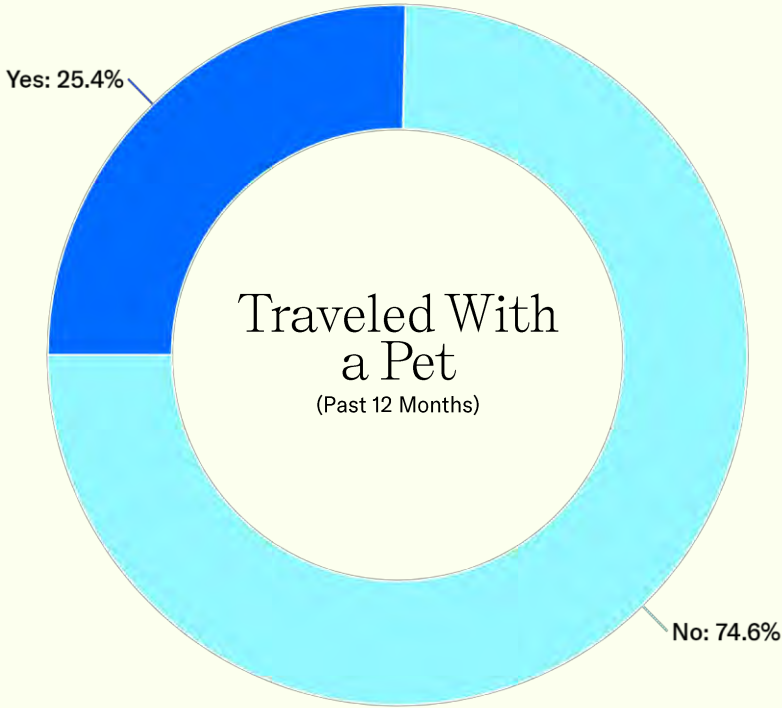
(All)

Likely Visitors



Question 1: In the PAST 12 MONTHS, have you traveled (50 miles or more) specifically to attend a special event of any type (music festivals, parades, or charity events)?

Question 2: In the PAST 12 MONTHS, which type of special event have you attended? (Select all that apply)



Question: In the PAST TWELVE (12) MONTHS have you taken a trip (50 miles or more from home) with a pet (e.g., your dog, cat or other animal)?

Travel Passions & Hobbies

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Year

2025 YTD

Curated Collections

States

Filters

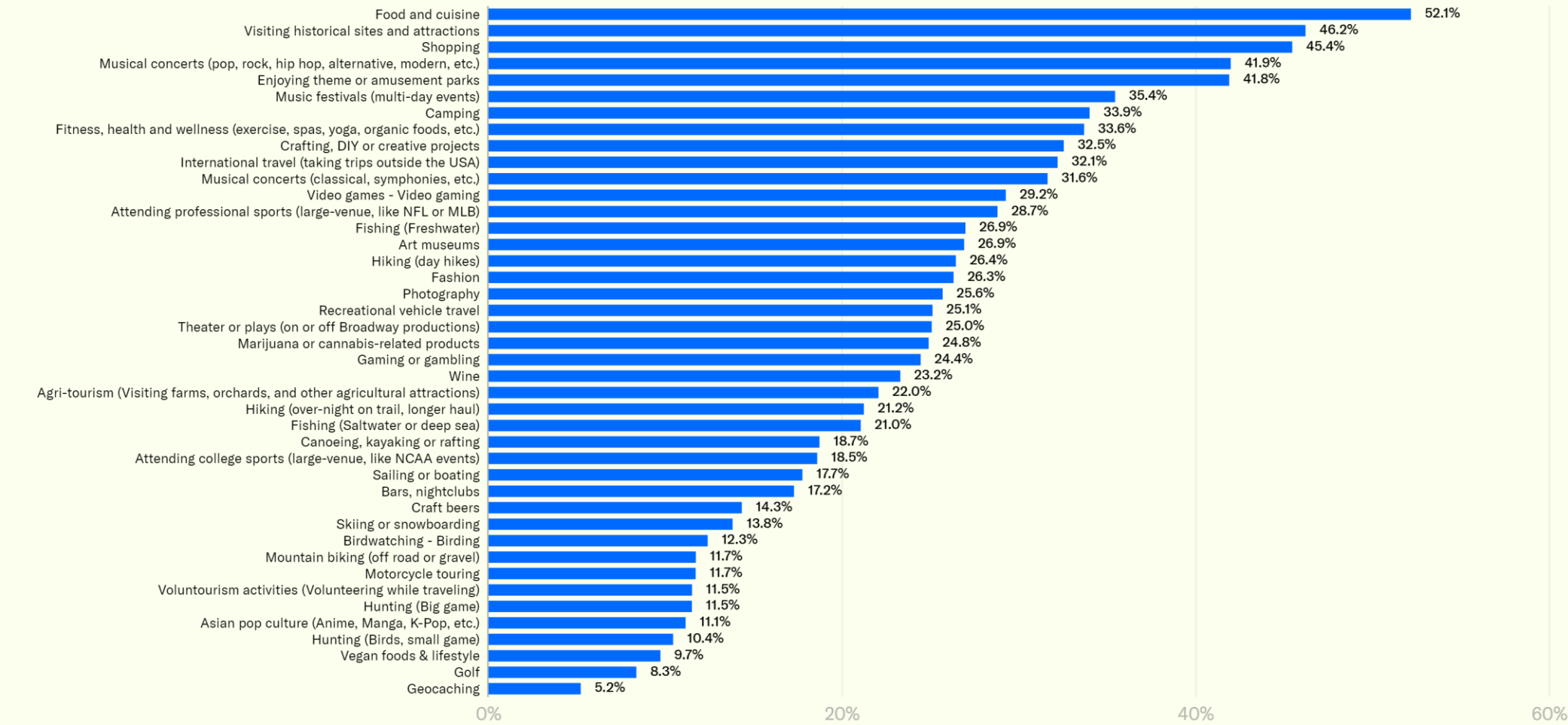
Minnesota

(All)

Likely Visitors

Travel Passions & Hobbies

(Top 2 Box - % selecting "Extremely high interest" or "High interest")



Question: Tell us about your hobbies and passions. Please use the scale below to describe your interest in each.

Base: Did Not Travel by Air Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers, 2025 YTD respondents. 1,162 completed surveys.



Reaching Likely Minnesota Road Trip Travelers

Artificial Intelligence in Travel Planning

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Year

2025 YTD

Curated Collections

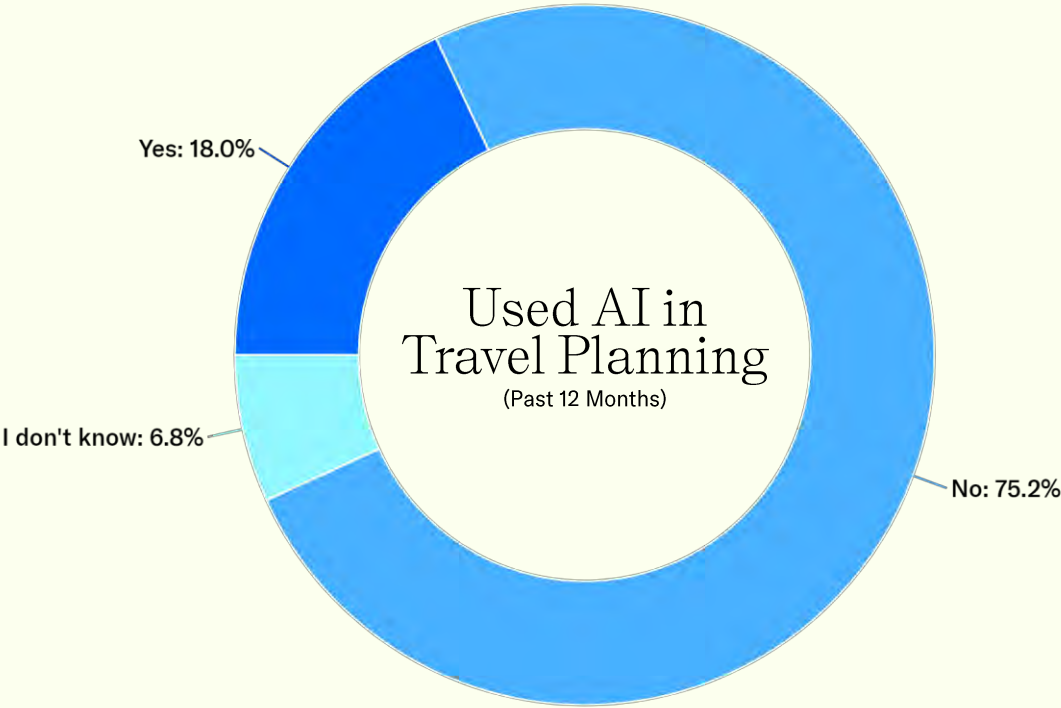
States

Filters

Minnesota

(All)

Likely Visitors



Question: In the past 12 months, have you used any Artificial Intelligence (AI) tools specifically to help you plan (or prepare for) your trips?

Digital Influencers in Travel Planning

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Year

2025 YTD

Curated Collections

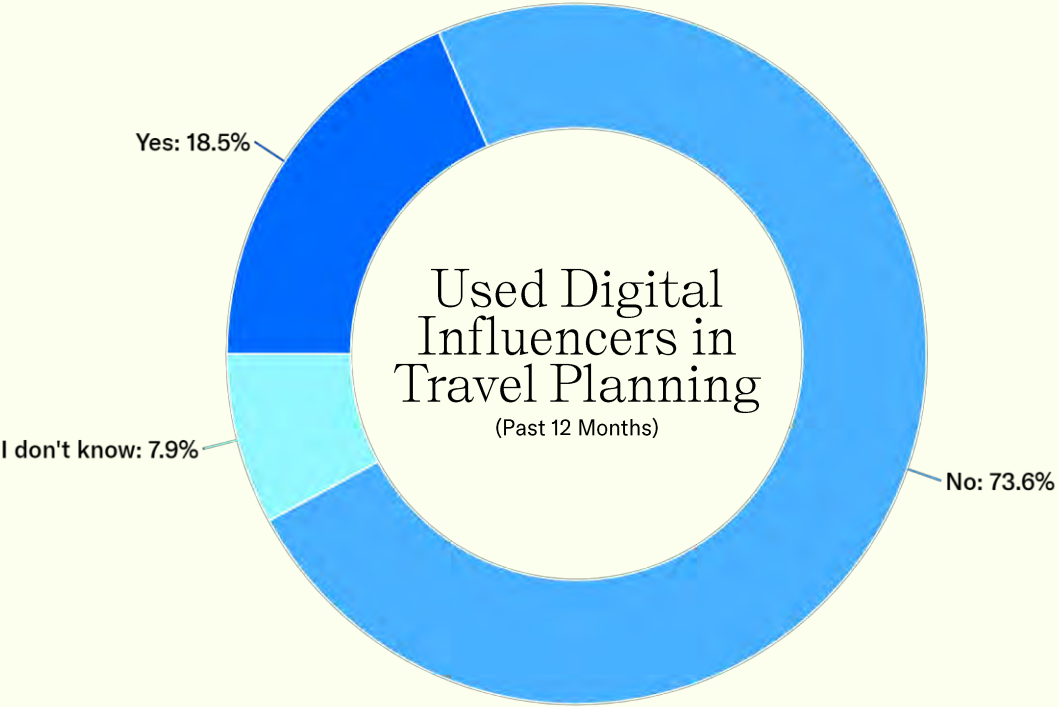
States

Filters

Minnesota

(All)

Likely Visitors



Question: In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER or CREATOR to help plan any travel?

Social Media Platforms in Travel Planning

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Year

2025 YTD

Curated Collections

States

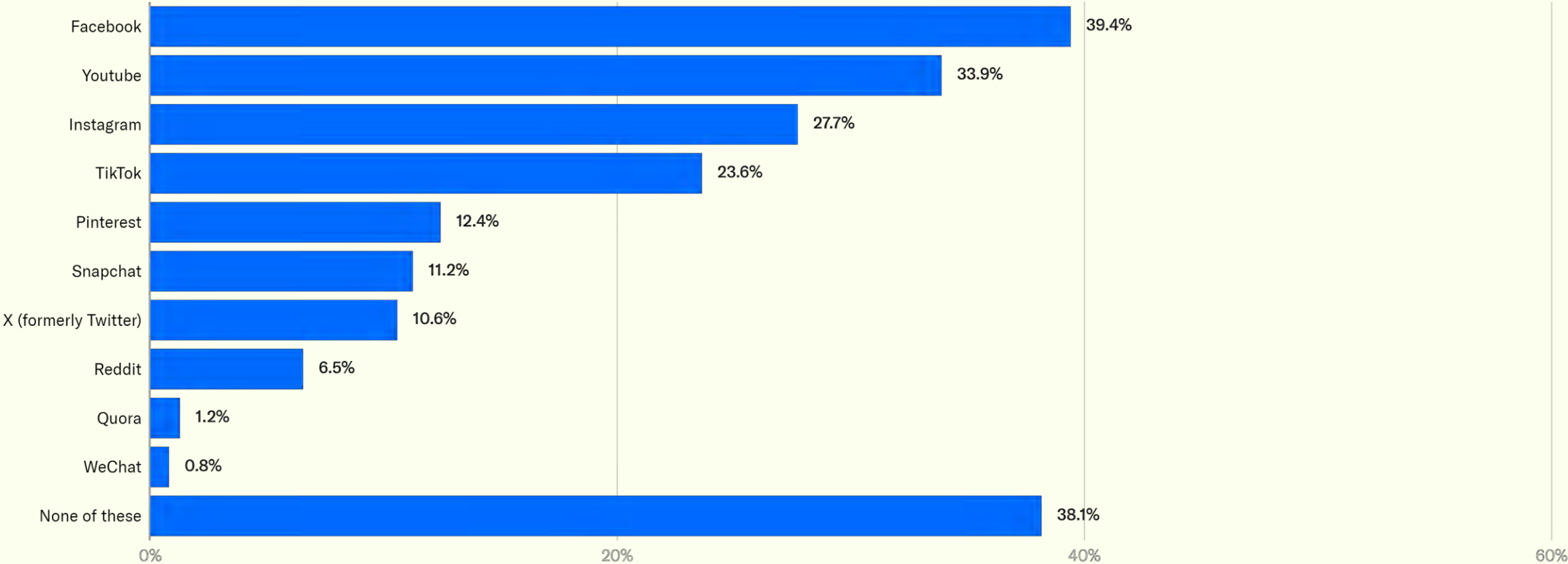
Filters

Minnesota

(All)

Likely Visitors

Social Platforms Used for Travel Planning in the Past 12 Months



Question: In the PAST 12 MONTHS, have you used any of the following social media platforms TO PREPARE FOR OR PLAN YOUR TRAVELS?
(Select all that apply)

Travel Inspiration Resources

Likely Visitors to Minnesota (Next 12 Months)

Year

2025 YTD

Curated Collections

States

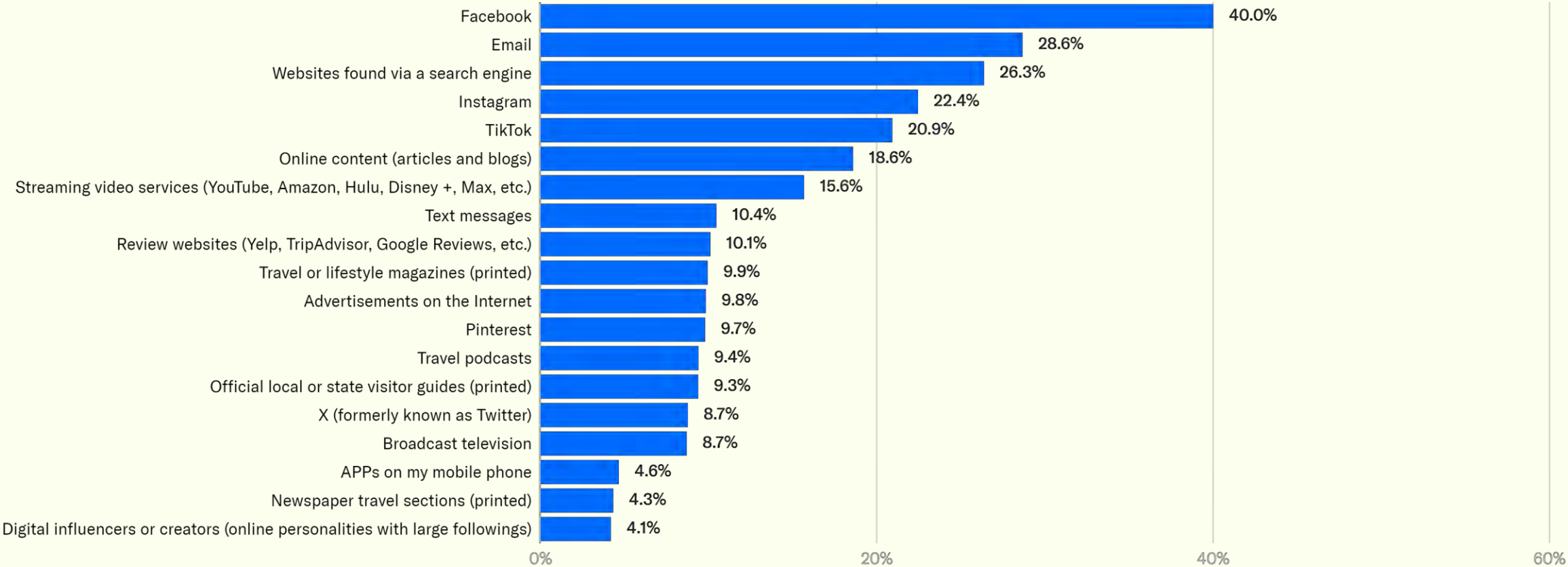
Filters

Minnesota

(All)

Likely Visitors

Most Effective Travel Inspiration Resources



Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)

Travel Planning Resources Used

Likely Visitors to Minnesota (Next 12 Months) – Road Trippers

Year

2025 YTD

Curated Collections

States

Filters

Minnesota

(All)

Likely Visitors

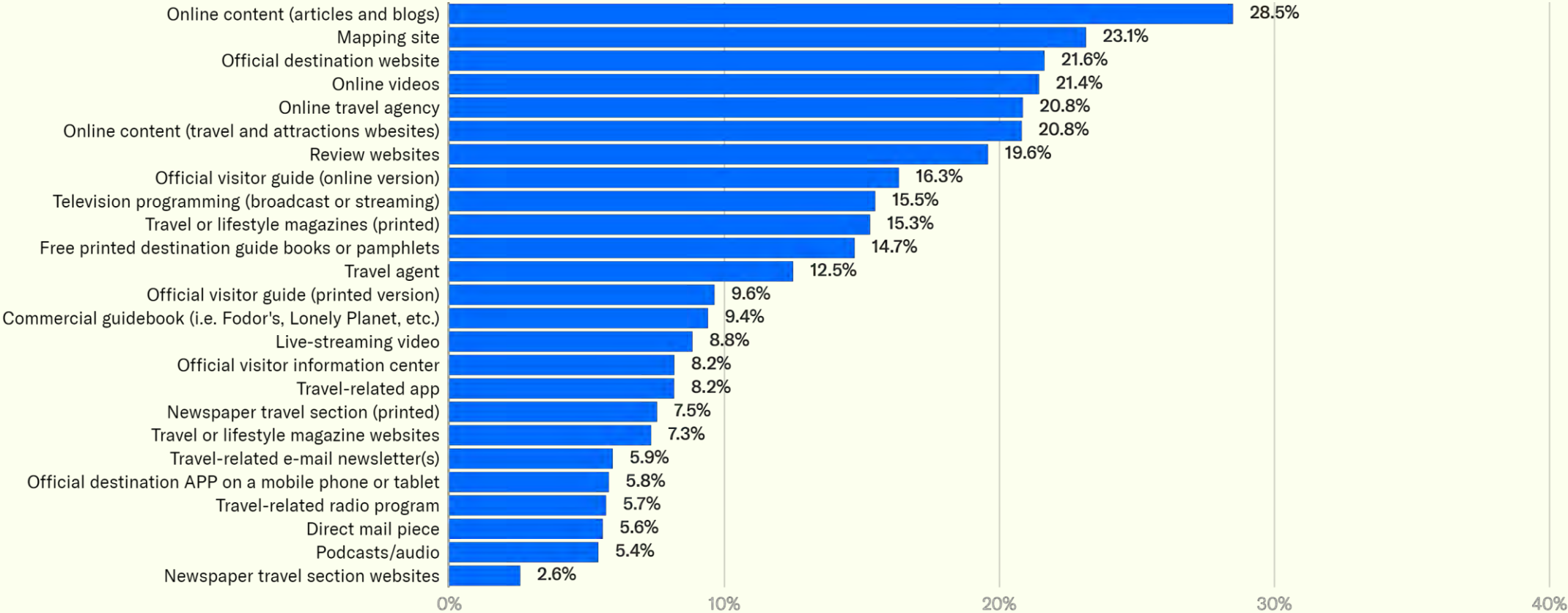
Online

Offline

Official

DMO

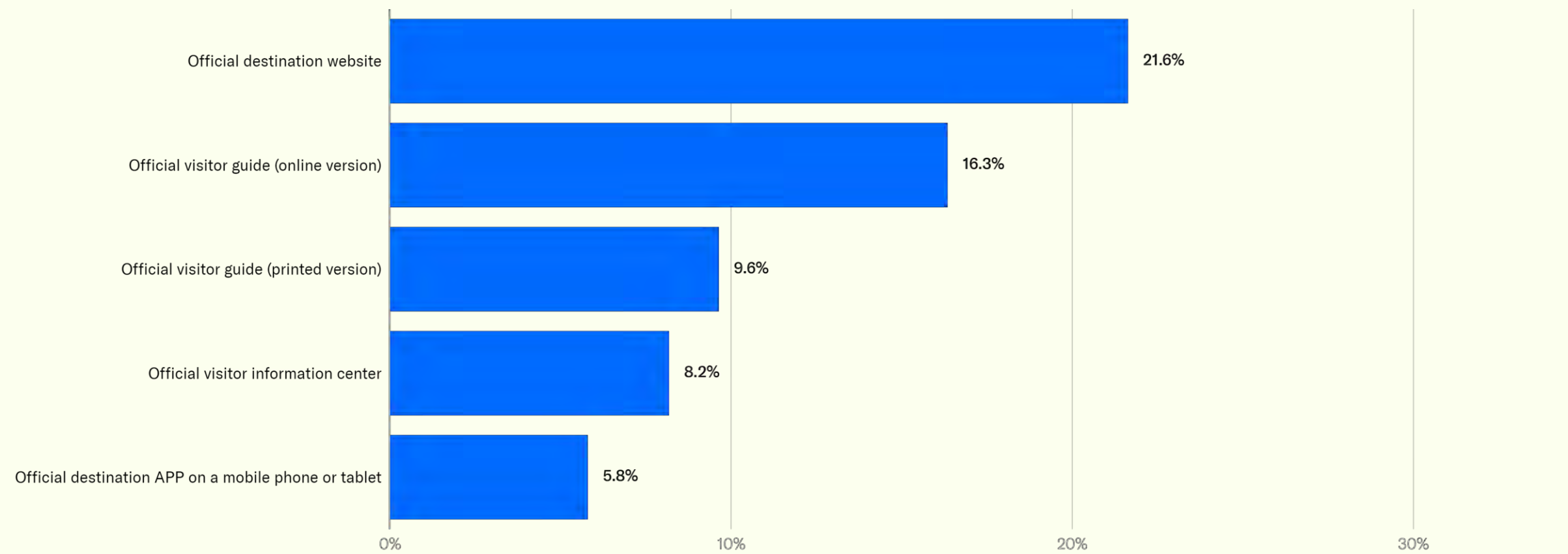
Travel Planning Resources Used in the Past 12 Months



Question: In the PAST 12 MONTHS, which of these resources have you used to help plan your travel? (Select all that apply)
PLEASE ONLY CHECK IF USED FOR TRAVEL PLANNING, IDEAS OR INSPIRATION

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Official Tourism Resources Used to Plan Travel in the Past 12 Months



Question: In the PAST TWELVE (12) MONTHS, have you used a destination's official local Visitors or Convention Bureau (or Chamber of Commerce), or state or national government tourism office to help plan any travel? If so, which resources did you use? (Select all that apply)

Magazines Read

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Year

2025 YTD

Curated Collections

States

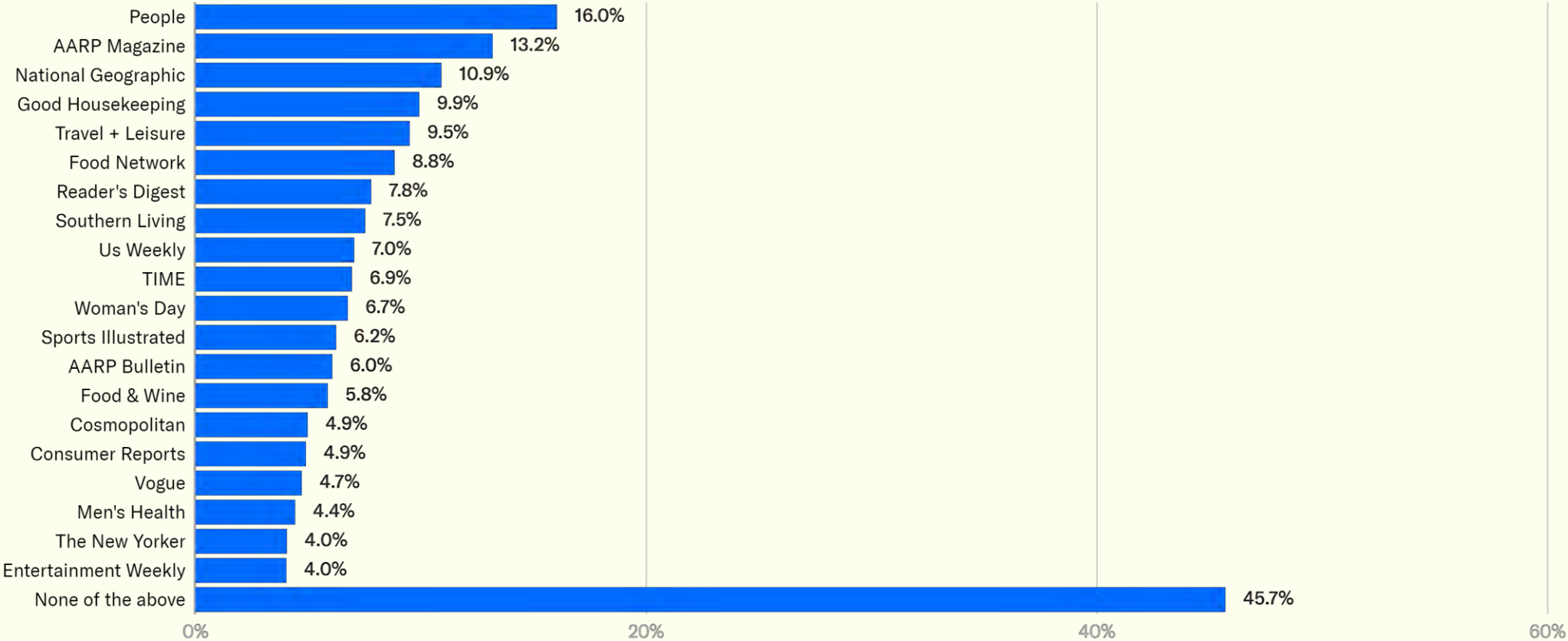
Filters

Minnesota

(All)

Likely Visitors

Regularly Used Magazines (Online & Offline)



Question: Which of these MAGAZINES (PRINTED OR ONLINE) have you read or paged through in the past TWELVE (12) MONTHS?
(Select all that apply).

News Sources Used

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Year

2025 YTD

Curated Collections

States

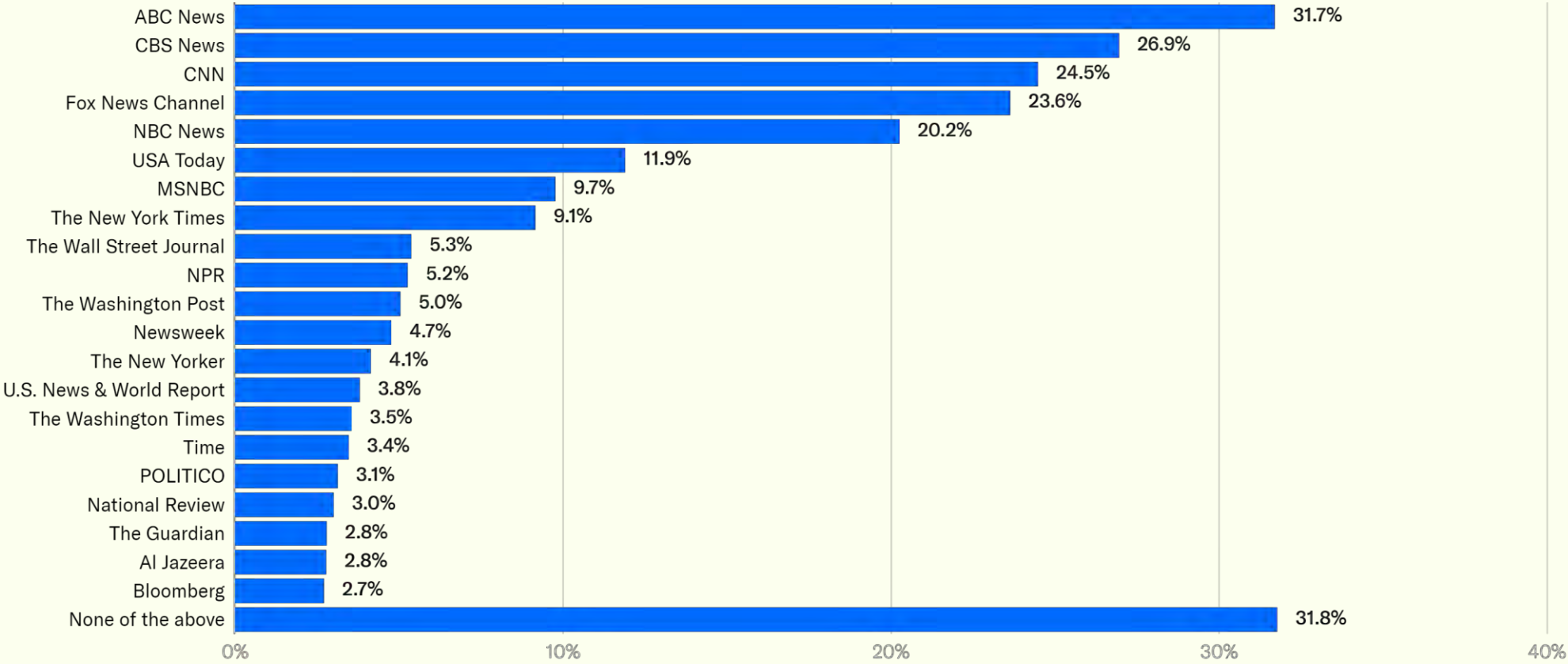
Filters

Minnesota

(All)

Likely Visitors

Regularly Used News Sources



Question: Which of these news sources do you use on a regular basis? (Select all they apply)

Streaming Services Subscribed / Watched

Likely Visitors to Minnesota (Next 12 Months)

Year

2025 YTD

Curated Collections

States

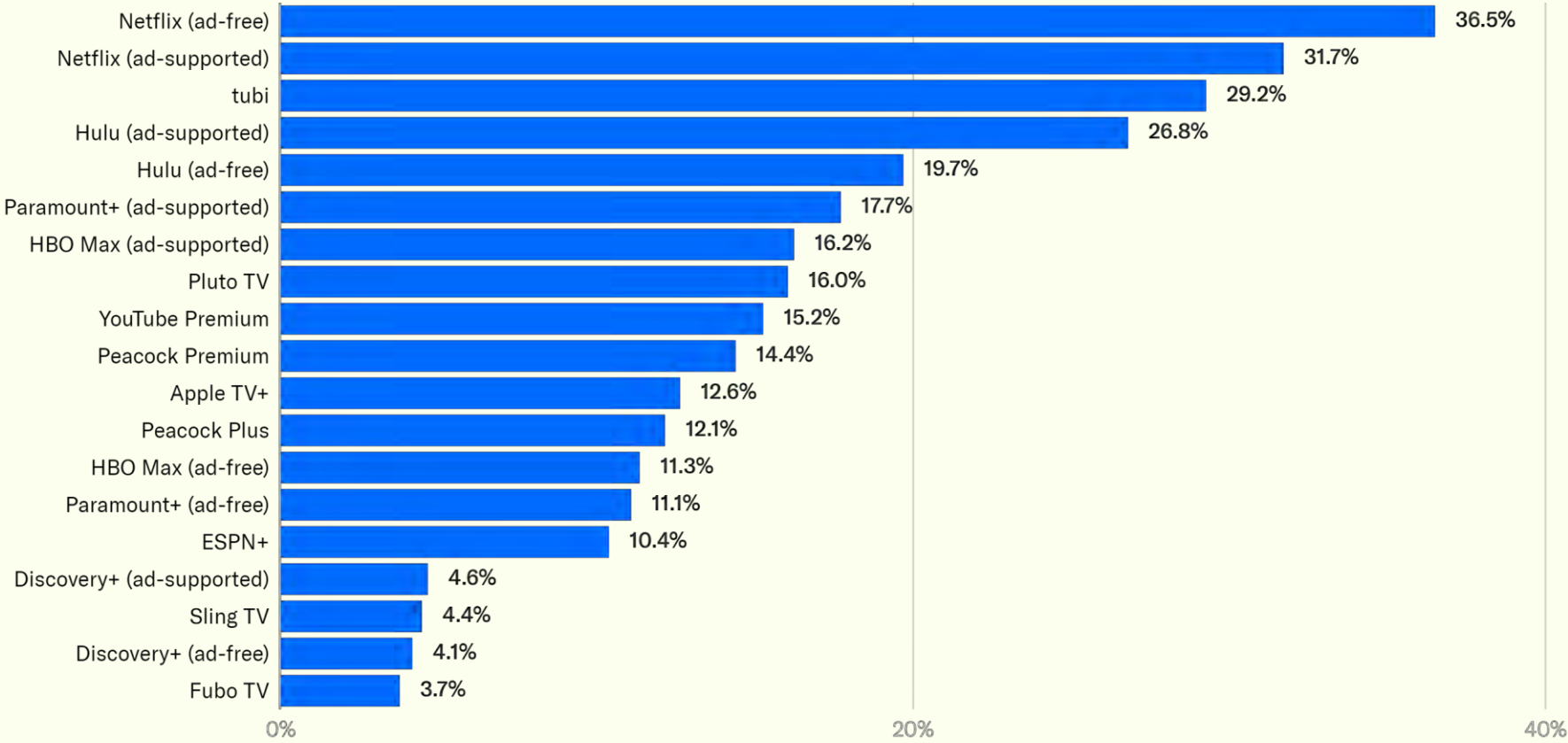
Filters

Minnesota

(All)

Likely Visitors

Regularly Watched Streaming Services



Question: To which of these streaming services do you currently subscribe or regularly watch? (Select all that apply)

Podcasts Used / Genres

Likely Visitors to Minnesota (Next 12 Months) -- Road Trippers

Year

2025 YTD

Curated Collections

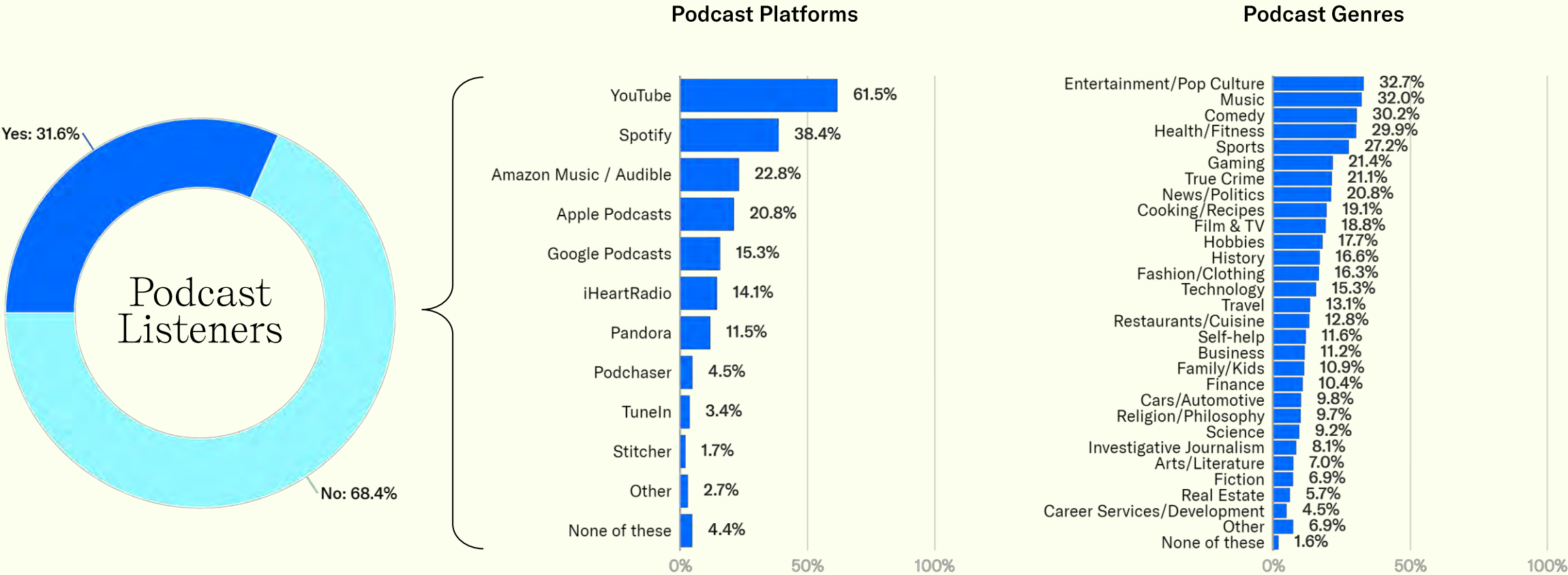
States

Filters

Minnesota

(All)

Likely Visitors



Question 1: Do you listen to any podcasts on a regular basis?

Question 2: What podcast platforms do you listen to on a regular basis? (Select all that apply)

Question 3: What podcast genres do you listen to on a regular basis? (Select all that apply)

Future Partners

Minnesota Metrics

WalletHub: Minnesota is best road trip state in America

The research is based on metrics ranging from costs, safety and activities.

W

WalletHub

Q

Search

MyHub

Credit Cards

Loans

Overall Rank ⬆	State	Total Score ⬆	Costs Rank ⬆	Safety Rank ⬆	Activities Rank ⬆
1	Minnesota	59.84	22	3	20
2	New York	59.66	37	18	3
3	Ohio	58.46	12	23	13
4	Utah	58.03	30	10	10
5	Louisiana	57.91	1	46	11

Destination Snapshot

A snapshot of key metrics to provide a high-level view of American traveler perceptions of a destination at a glance.



Brand Equity Index Summary

Destination Attributes - Detail

Destination Attributes - Competitive View

Destination Perceptions - Competitive View

Destination Deterrents - Detail

Destination Deterrents - Competitive View

Media Recall - Competitive View

Brand Equity Index Summary

Year

2025 YTD

Destination Type

States

Destination

Alabama

Competitive Set

(All)

Future Partners Destination Brand Equity Index is made up of the following **six key elements**, which are considered as the important components of a brand's equity. These factors are then utilized to calculate a destination's index score on a 100-pt scale.

Awareness

The extent to which travelers are familiar with a destination as a viable place to visit.

Reputation

The overall appeal and perceived quality of the destination among travelers.

Differentiation

How unique and distinct the destination's visitation experience is compared to others.

Energy/Momentum

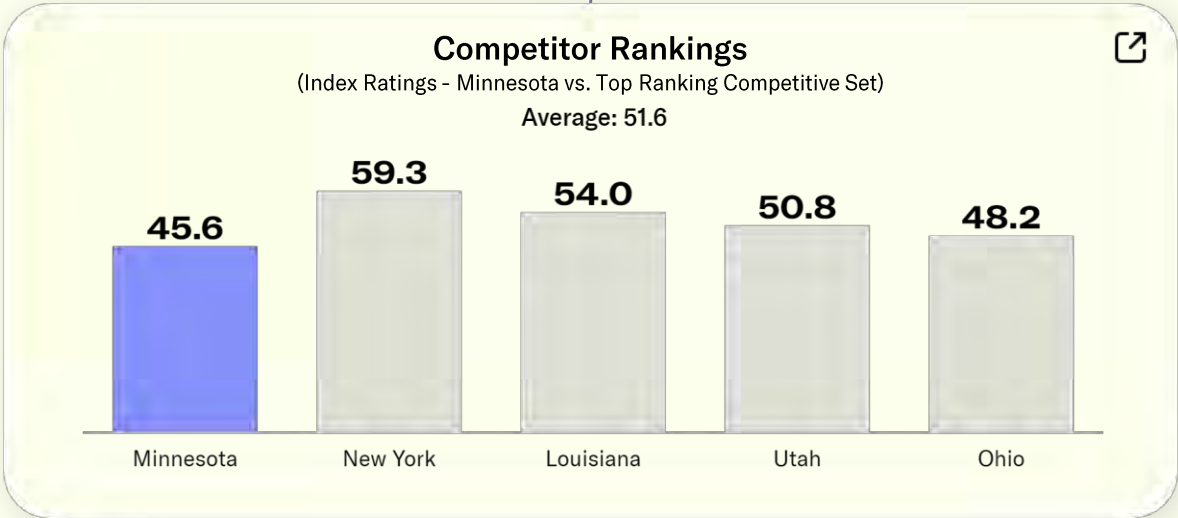
The perception of how much the destination's popularity has increased/decreased recently.

Relevance

The likelihood that a consumer will consider visiting the destination in the next few years.

Loyalty

The degree to which consumers have visited the destination in the past.



*Barometer values indicate how each destination performs relative to the selected competitive set, with 50 representing average performance.

Destination Perceptions - Destination vs. Competitive Set

Year

2025 YTD

Destination Type

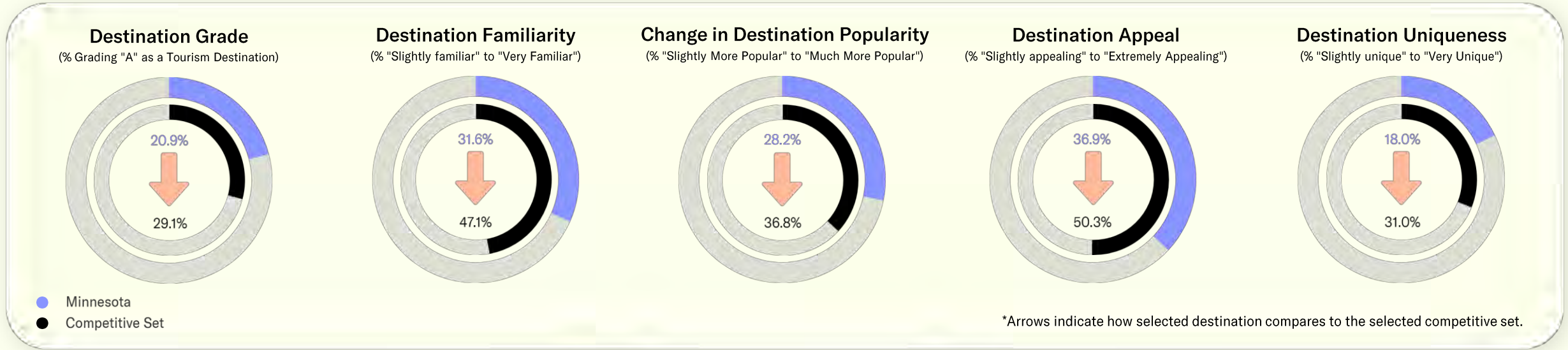
States

Destination

Alabama

Competitive Set

(All)



Destination Attributes - Detail

Year

2025 YTD

Destination Type

States

Destination

Alabama

Destination Attribute

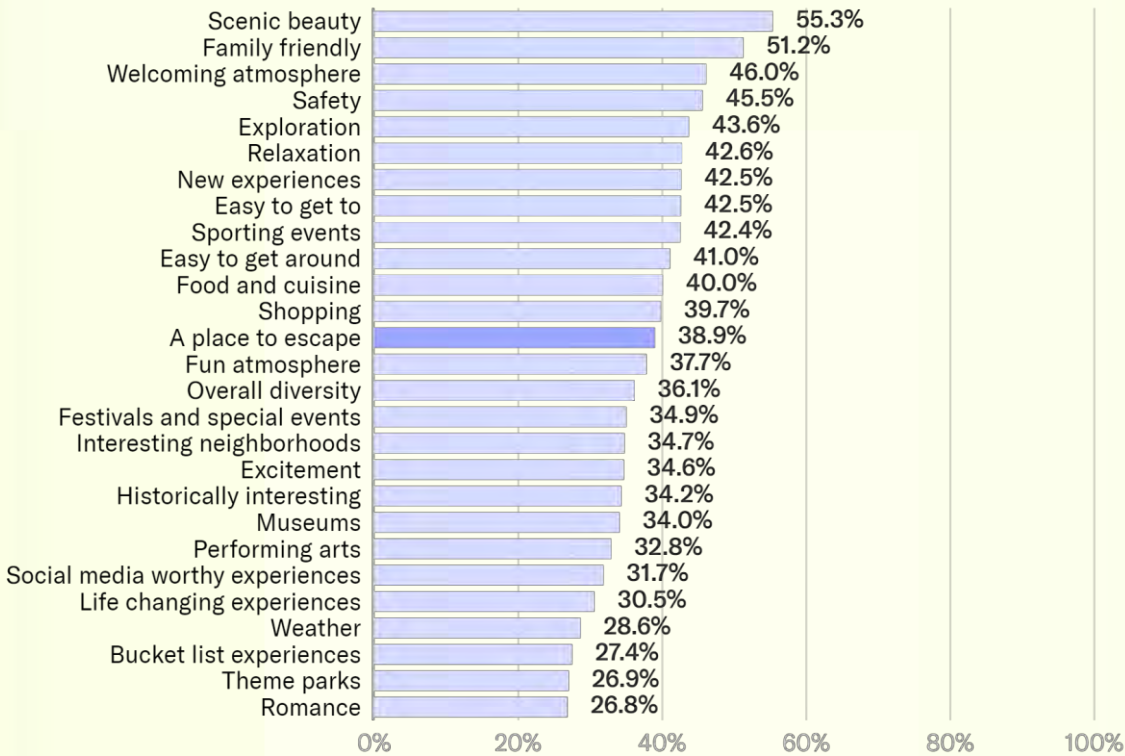
A place to escape

Competitive Set

(All)

Minnesota, 2025 YTD

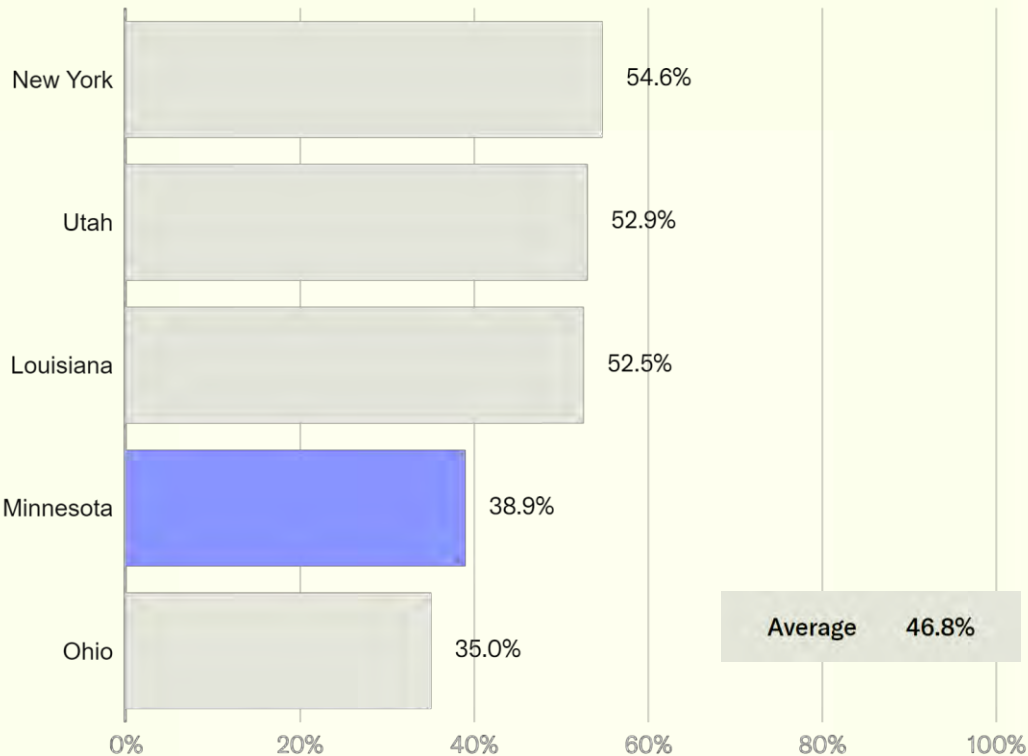
(Top 3 Box - % Rating Minnesota "Slightly Good" to "Extremely Good" for Delivering on Each Attribute)



Base: Minnesota set, 2025 YTD respondents.
642 completed surveys.

States Ranked, 2025 YTD

(Top 3 Box - % Rating the Destination "Slightly good" to "Extremely good" for: A place to escape)



Base: Competitive set, 2025 YTD respondents.
3,205 completed surveys.

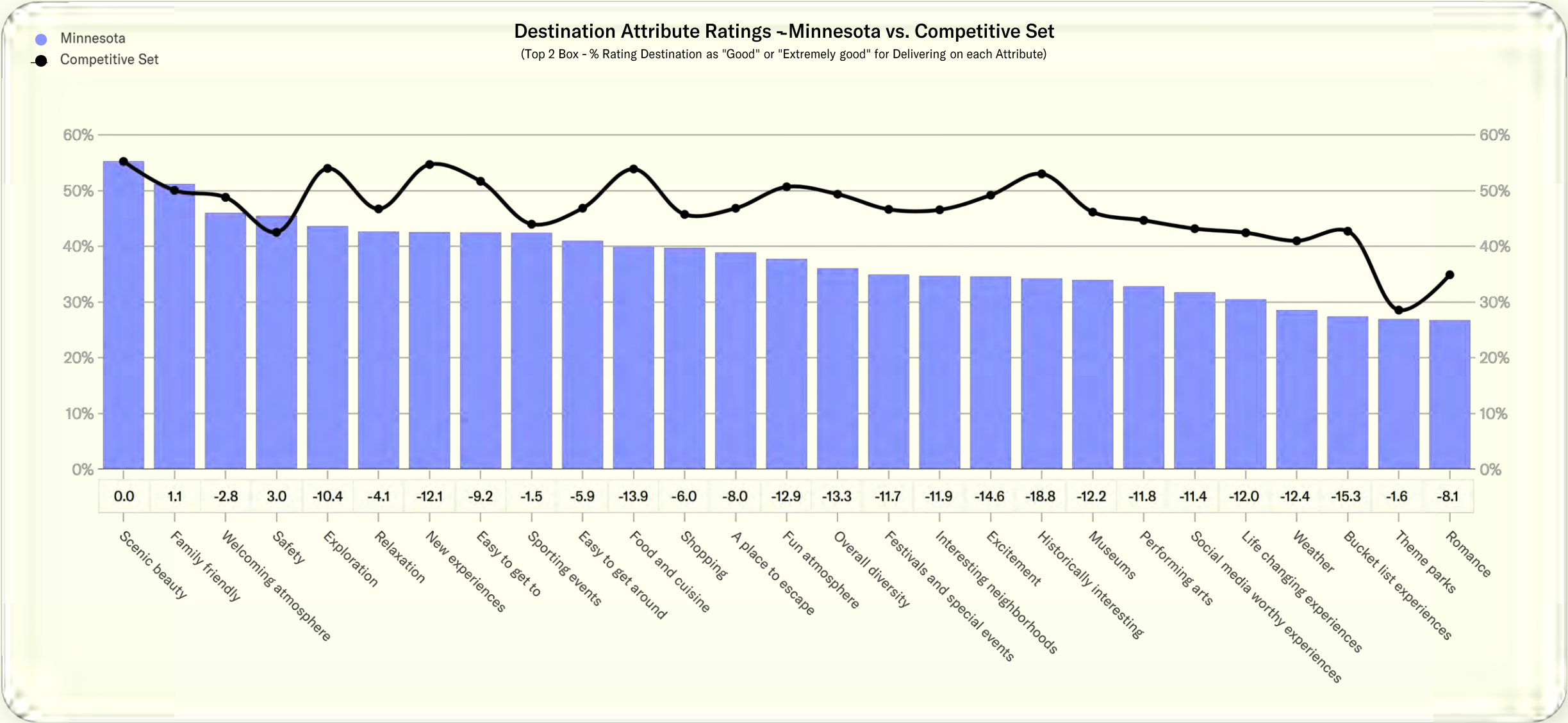
Destination Attributes - Destination vs. Competitive Set

Year
2025 YTD

Destination Type
States

Destination
Alabama

Competitive Set
(All)



Destination Deterrents - Detail

Year

2025 YTD

Destination Type

States

Destination

Alabama

Destination Deterrent

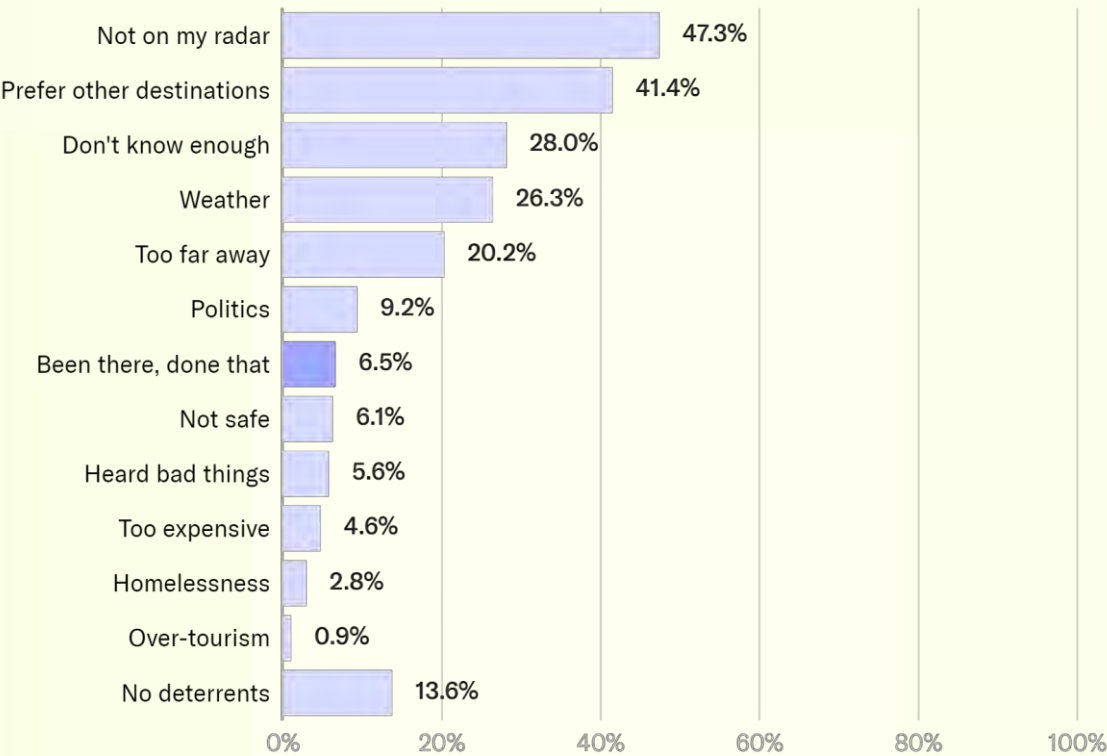
Been there, done that

Competitive Set

(All)

Minnesota, 2025 YTD

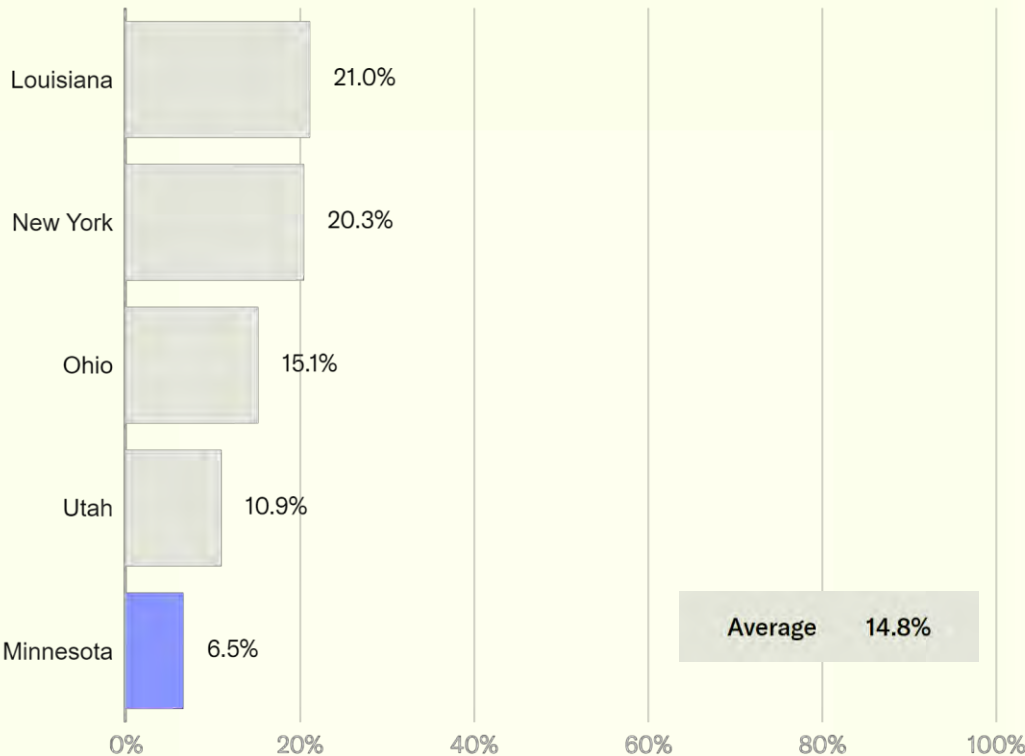
(% Unlikely Visitors Selecting a Deterrent from Visiting Minnesota)



Base: Minnesota set, 2025 YTD unlikely visitors.
642 completed surveys.

States Ranked, 2025 YTD

(Percent of Unlikely Visitors to a Destination Reporting "Been there, done that" Deters from Visiting)



Base: Competitive set, 2025 YTD unlikely visitors.
3,205 completed surveys.

Destination Deterrents - Destination vs. Competitive Set

Year

2025 YTD

Destination Type

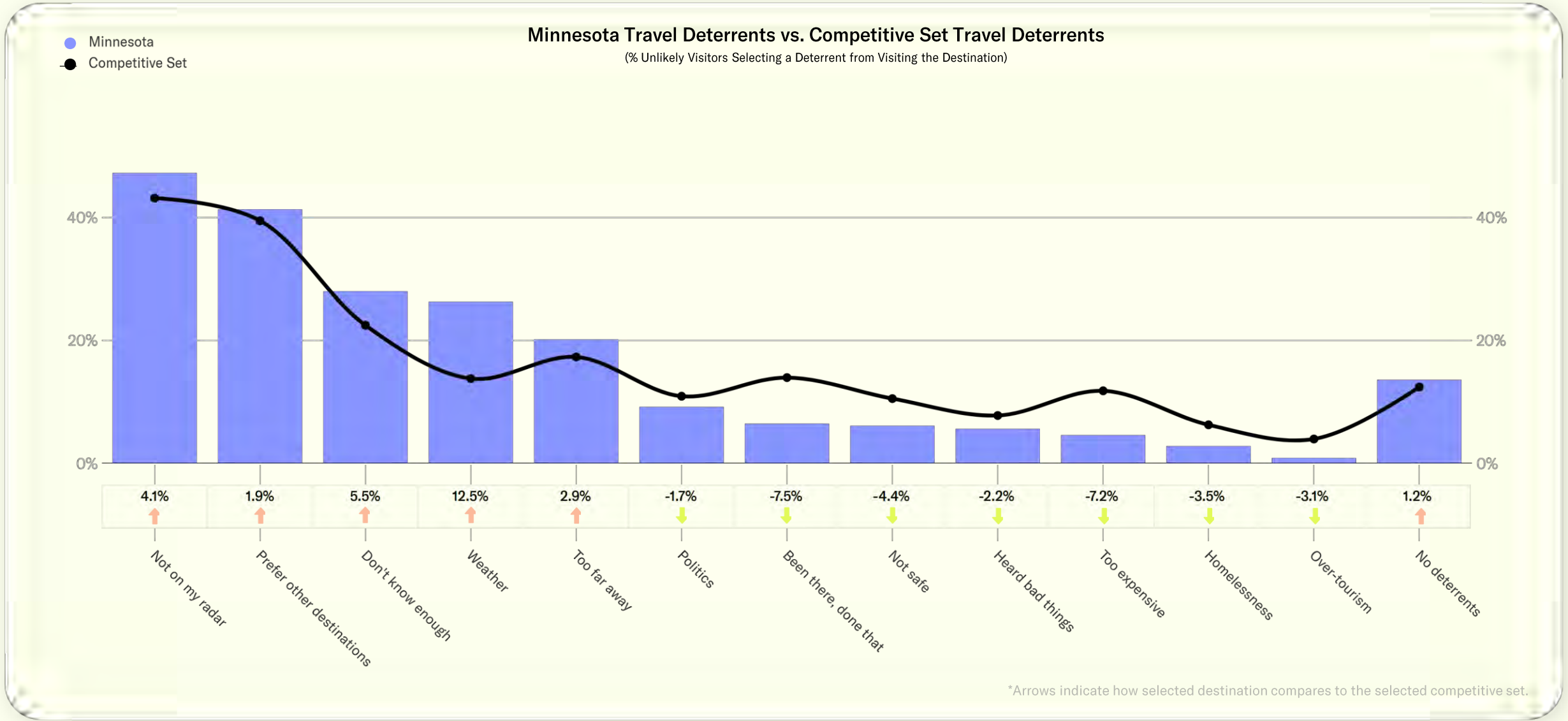
States

Destination

Alabama

Competitive Set

(All)



Overall Value for Money

Year

2025 YTD

Destination Type

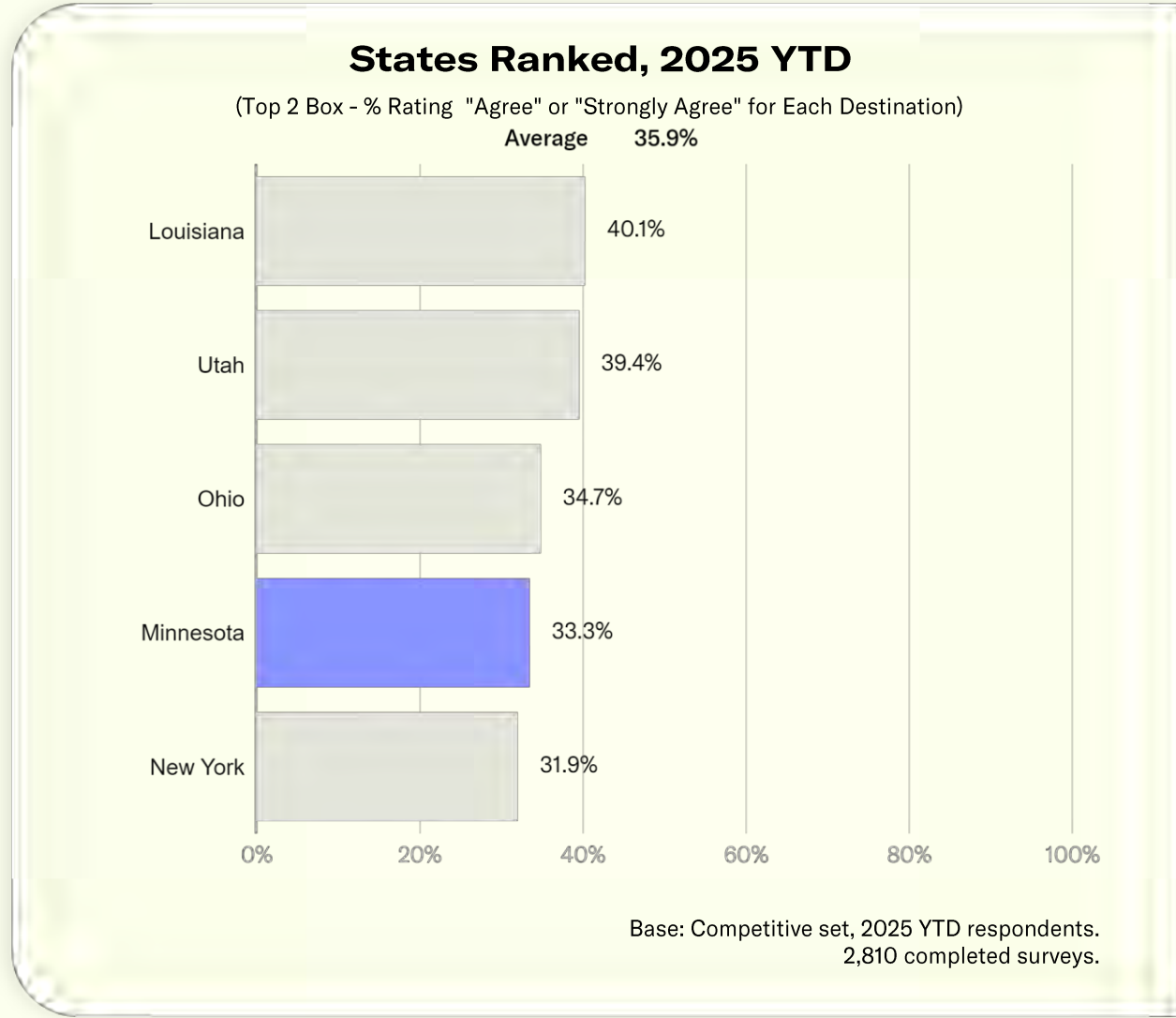
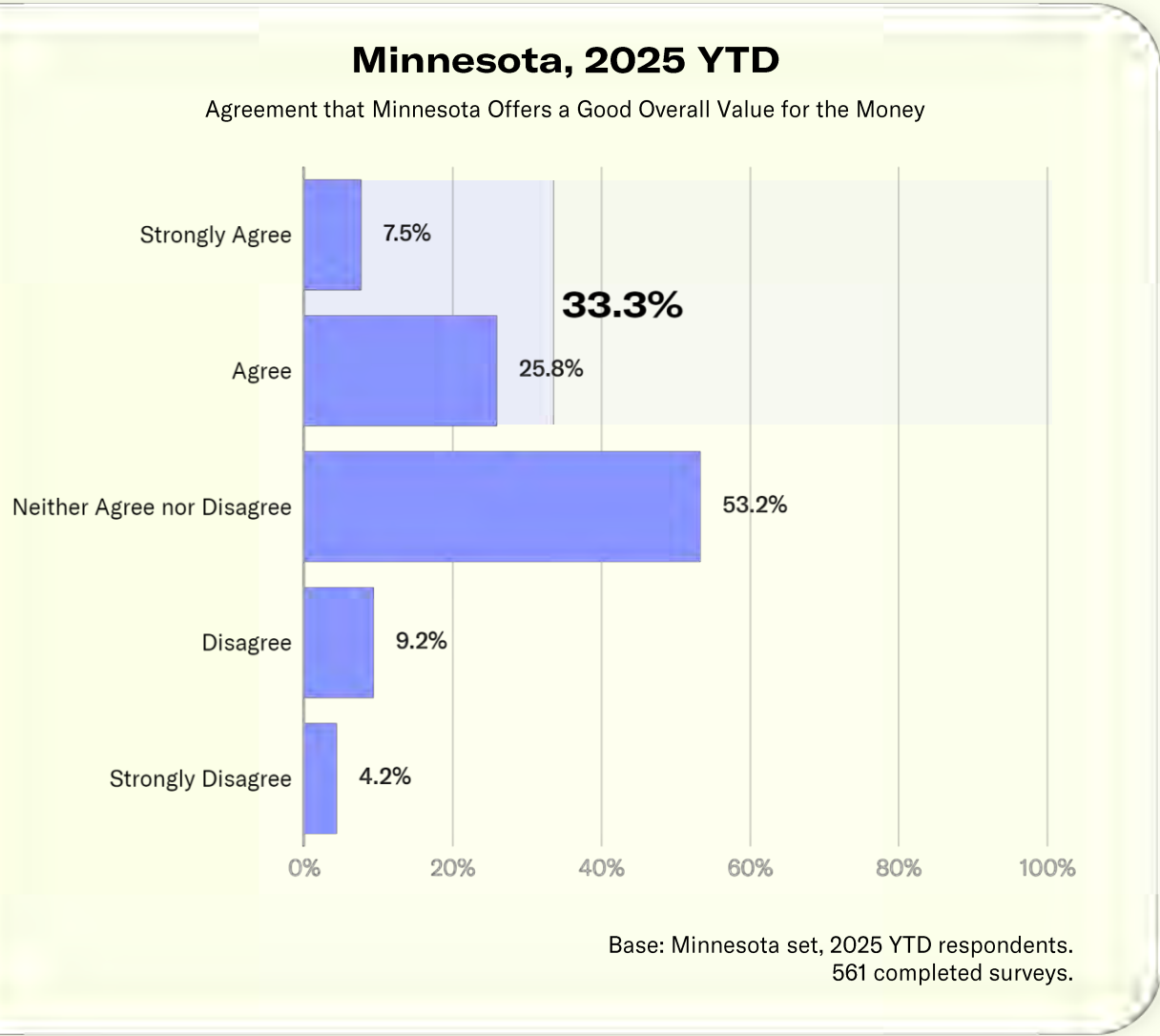
States

Destination

Minnesota

Competitive Set

Louisiana, New York, Ohio and Utah



Destination Affordability

Year

2025 YTD

Destination Type

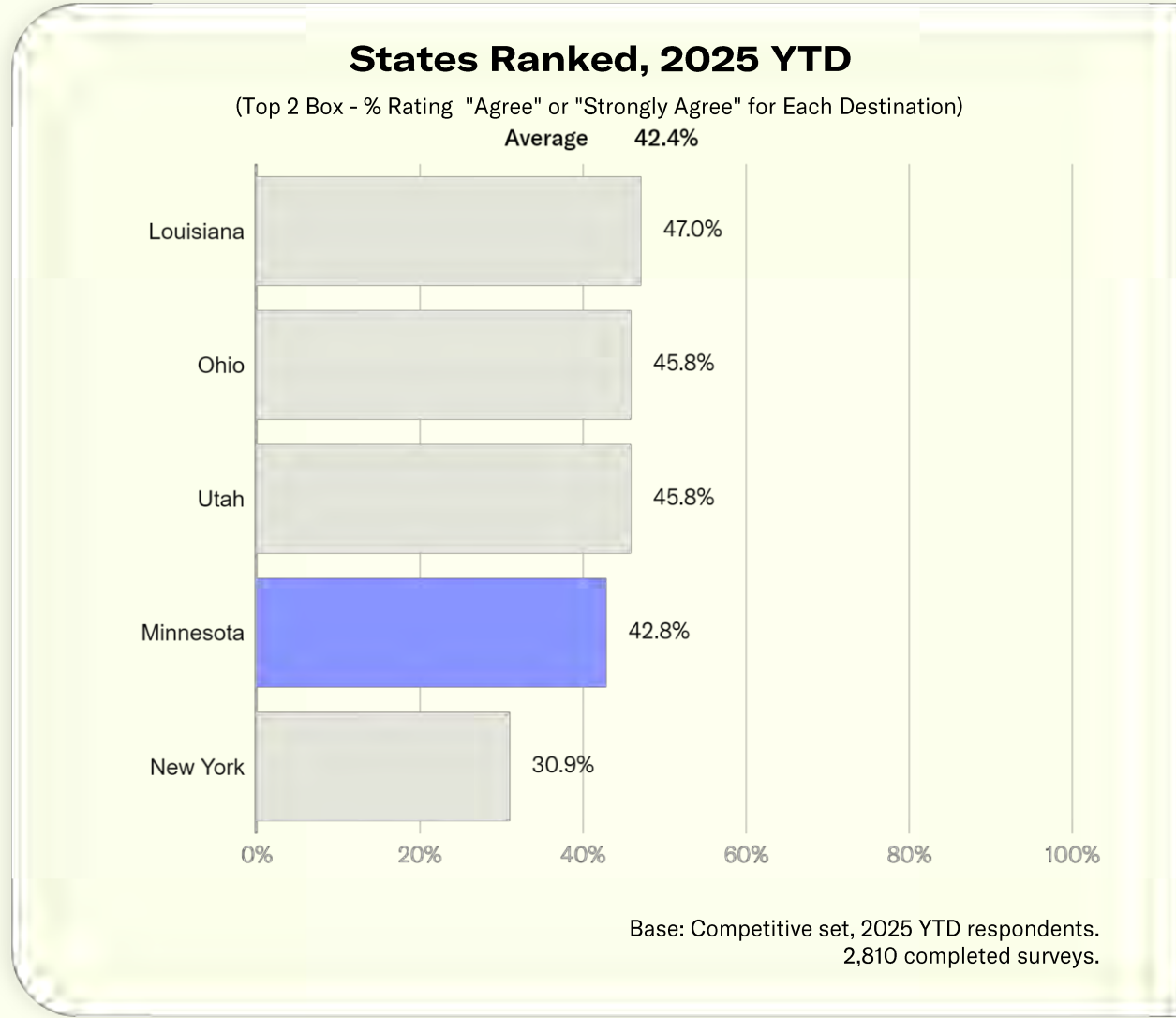
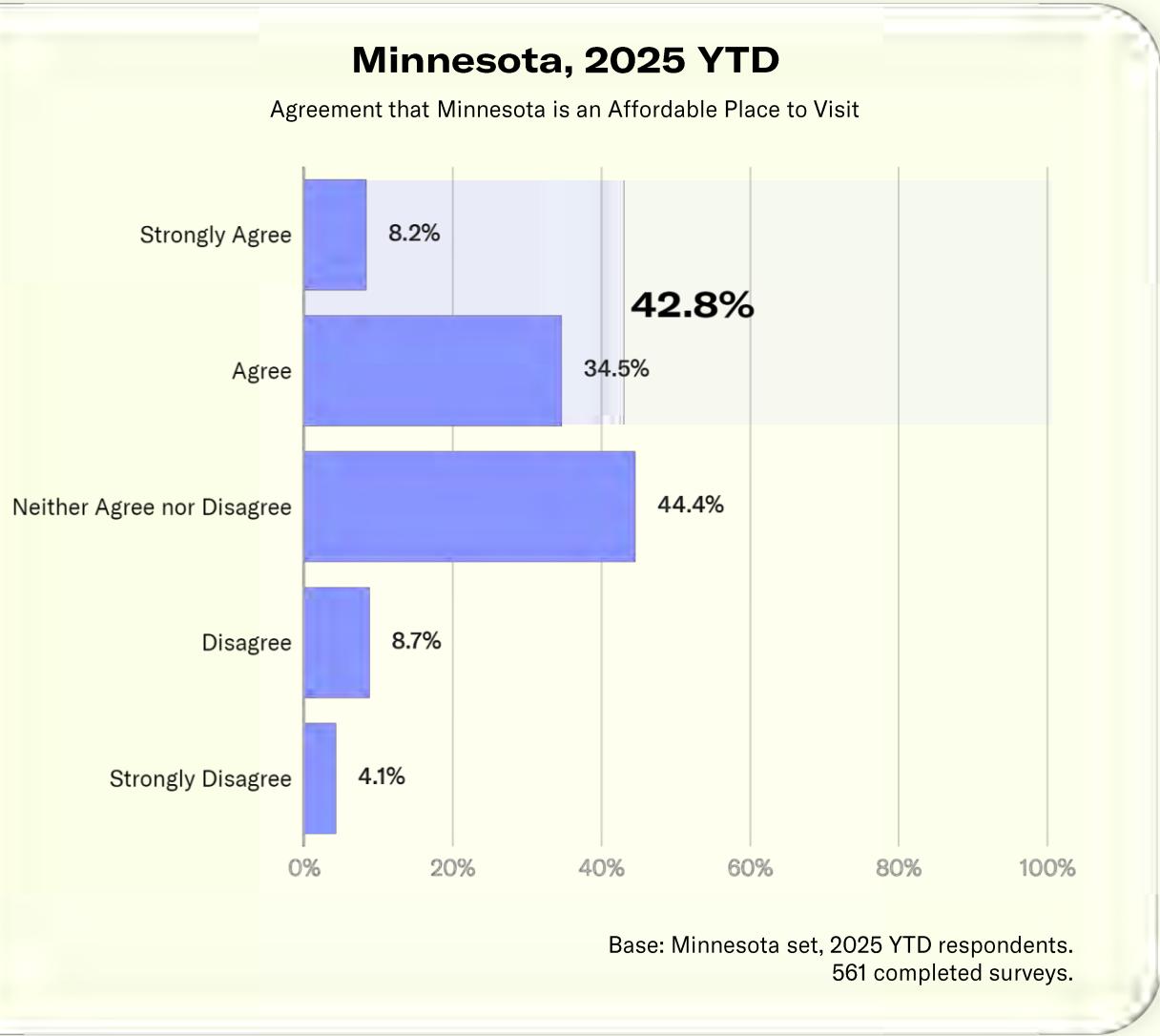
States

Destination

Minnesota

Competitive Set

Louisiana, New York, Ohio and Utah



Travel Accessibility

Year

2025 YTD

Destination Type

States

Destination

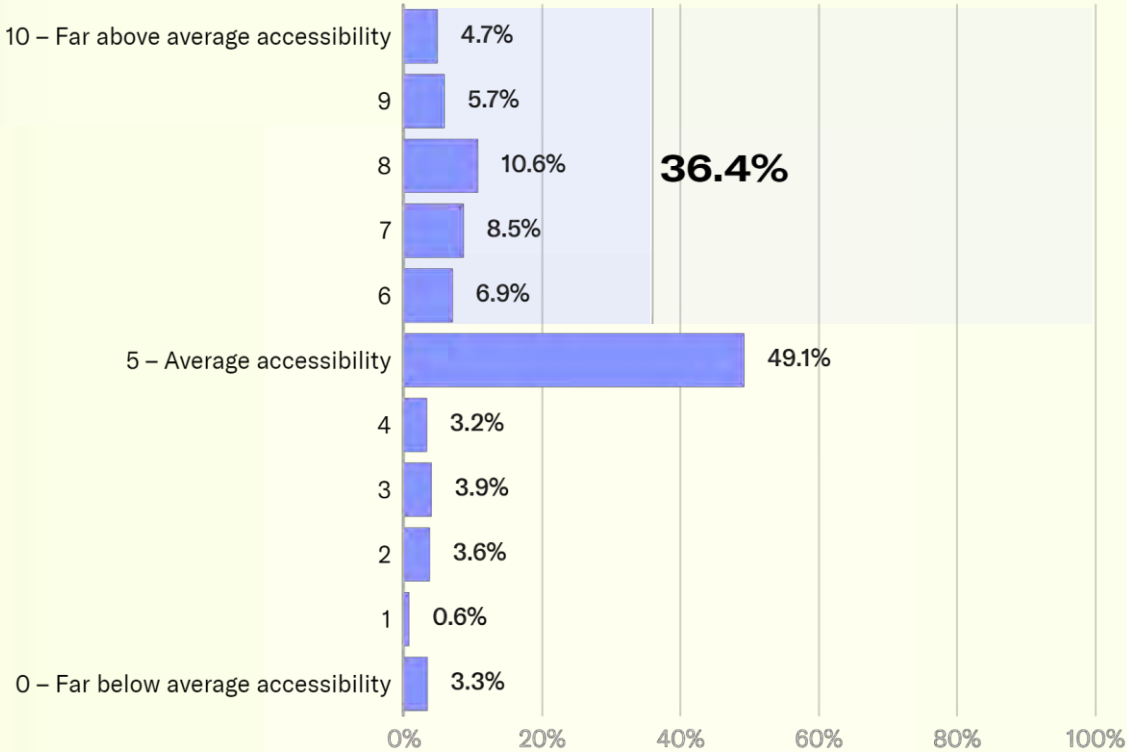
Minnesota

Competitive Set

Louisiana, New York, Ohio and Utah

Minnesota, 2025 YTD

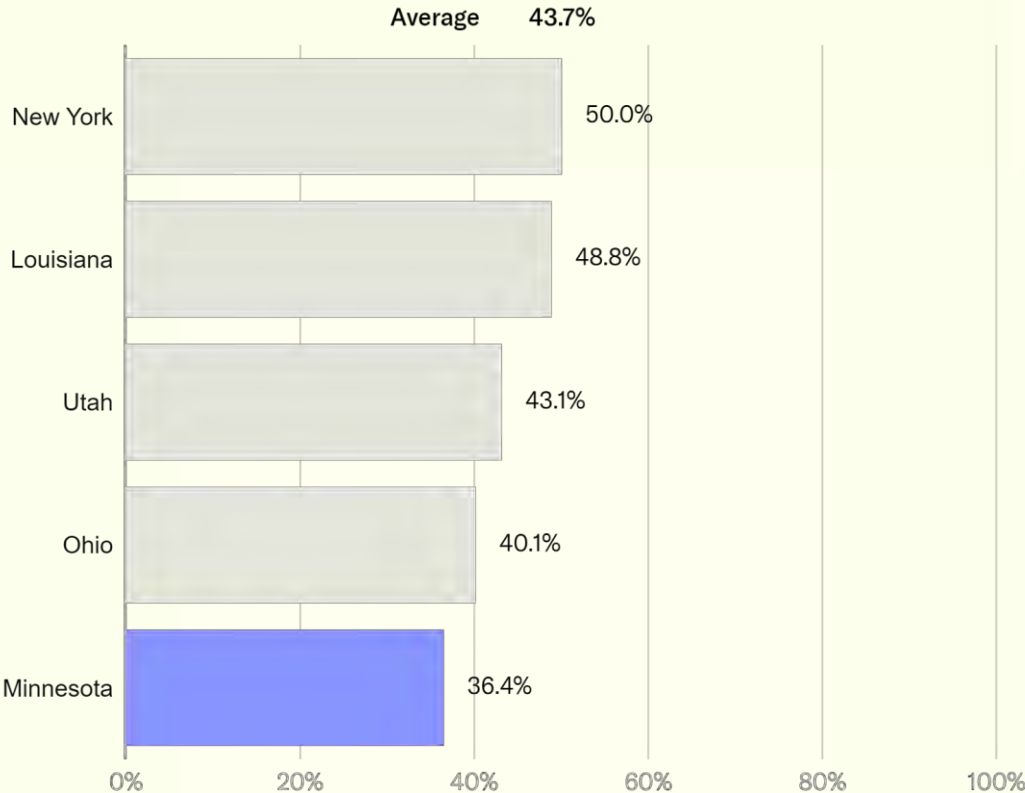
Accessibility of Minnesota as a Leisure Destination



Base: Minnesota set, 2025 YTD respondents.
642 completed surveys.

States Ranked, 2025 YTD

(Positive Rating - % Selecting "6"-"10 - Far above average accessibility" for Each Destination)



Base: Competitive set, 2025 YTD respondents.
3,205 completed surveys.

Welcoming Atmosphere

Year

2025 YTD

Destination Type

States

Destination

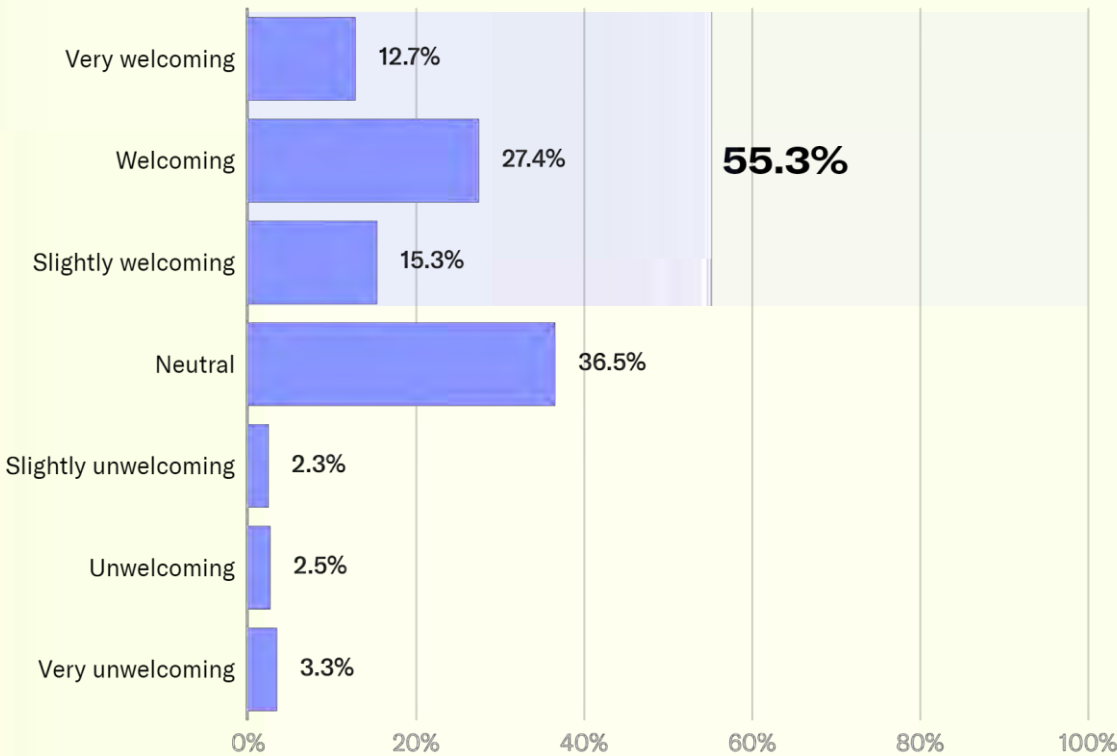
Minnesota

Competitive Set

Louisiana, New York, Ohio and Utah

Minnesota, 2025 YTD

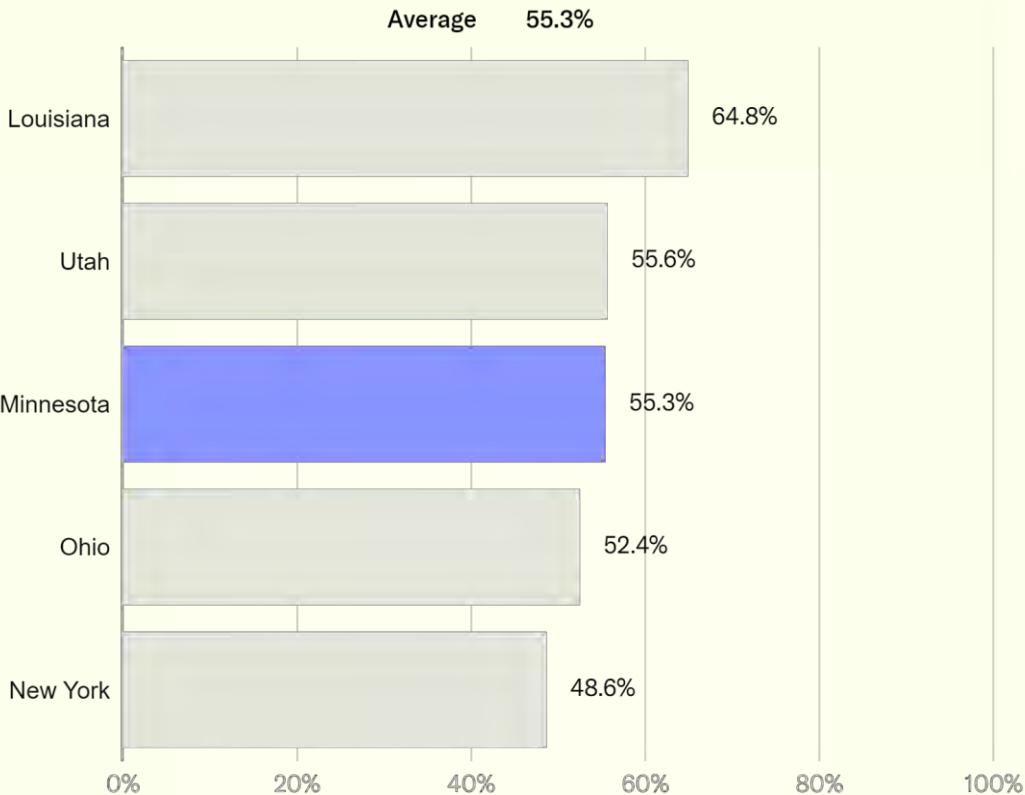
Perception of the Welcoming Atmosphere Created by Minnesota's Residents



Base: Minnesota set, 2025 YTD respondents.
642 completed surveys.

States Ranked, 2025 YTD

(Top 3 Box - % Rating "Slightly welcoming" to "Extremely welcoming" for Each Destination's Residents)



Base: Competitive set, 2025 YTD respondents.
3,205 completed surveys.

Question: Given what you know about Minnesota, how welcoming would you expect the residents there to be to people like yourself? (Select one)

Thank You! More Insights Available



[instagram.com/futurepartners.tourism/](https://www.instagram.com/futurepartners.tourism/)



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Livestream Calendar

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Demo & Trial of

***The State of the
American Traveler***
Insights Explorer

