



44.2 Million Americans to Travel This Independence Day, the Most on Record

Total Independence Day Travelers to Top 44 Million

Travel is expected to rise nearly three (3) percent during the Independence Day holiday period, to 44.2 million travelers in 2017 – the highest on record and 1.25 million more than last year. A confident consumer and rising incomes will spur increased travel demand during the holiday.

One Million More Auto Travelers on July 4 in 2017 than in 2016

Automobile travel will hit 37.5 million travelers in 2017, a rise of 2.9 percent and one million more travelers. This will be the fourth straight year of rising auto travel. Overall, travel volume has increased by 10 percent in the past four years.

Air Travel Volume Continues to Rise

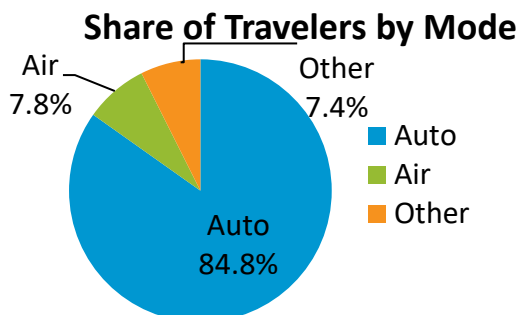
Air travel is expected to grow by nearly five (5) percent in 2017, as 3.44 million travelers will take to the skies over the Independence Day holiday. This marks the eighth consecutive year of air travel growth around this holiday.

Key takeaways:

- ✓ 44.2 million travelers are expected this Independence Day, a 2.9 percent increase over 2016.
- ✓ Independence Day holiday travel volume will mark the highest on record in 2017.
- ✓ Automobile travel will rise by just over one million, to 37.5 million people taking to the roads. Travel volume has increased by 10 percent in the past four years.
- ✓ With travel volume growth of 4.6 percent, air travel share will hit 7.8 percent, the highest share for this mode since 2006.
- ✓ Travel by other modes (including train, bus and cruise) will rise to 3.27 million, an increase of 1.4 percent.
- ✓ The 2017 Independence Day holiday period is defined as Friday, June 30 to Tuesday, July 4.

Economic factors influencing the travel forecast include:

- Overall economic growth has been strong, as the real gross domestic product is slated to increase 2.7 percent year-over-year during the third quarter, and unemployment is down to 4.4 percent.
- Boosted by strong employment and rising incomes, spending is expected to rise along with consumers' rosy outlook, increasing 4.6 percent over last year.
- Consumer measures remain strong. Consumer sentiment rose for the third straight month, with a 0.7 point gain in May. This score is three points higher than the May 2016 reading.
- Gas prices remain slightly above last year, with the May average only 10 cents above last year's level.



Number of Independence Day Travelers by Mode of Transportation			
	Automobile	Air	Other
2017	37.5M	3.44M	3.27M
2016	36.5M	3.29M	3.23M
Growth	2.9%	4.6%	1.4%

AAA and IHS Markit forecast 44.2 million travelers this Independence Day holiday, a 2.9 percent increase over 2016 and the most on record.



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 May 22.

Independence Day Holiday Travel Period

For purposes of this forecast, the Independence Day holiday travel period is defined as the five-day period from Friday, June 30 to Tuesday, July 4. The five-day holiday length is consistent with the 2016 holiday period. The Independence Day holiday period has been a five-day holiday since 2012, when the 4th of July fell on a Wednesday, causing a six-day holiday period.

About AAA

As North America's largest motoring and leisure travel organization, AAA provides more than 57 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.