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Only 27% of Americans Plan Holiday Trips With Paid Lodging

Deloitte said the share fell 5 percentage points from last year, signaling softer demand for hotels through early January

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Americans are showing weaker holiday demand for paid lodging, a sign of softer potential business for hotels and other accommodation providers during the year-end travel season.

A Deloitte holiday travel survey published Tuesday, November 17, found that 27% of Americans expect to take a holiday trip that includes paid accommodations between Thanksgiving and mid-January 2027. That was down 5 percentage points from a year earlier, according to the survey of 4,272 U.S. consumers.

For the hospitality industry, the decline points to weaker potential demand across hotels and other paid lodging categories during one of the busiest travel periods of the year. Deloitte said holiday travel intent is at its lowest level in recent years, and framed the pullback as a response to cost concerns that are now reaching high-income Americans as well as other households.

That detail matters for the lodging market because higher-income travelers have often been a more resilient customer base when travel budgets come under pressure. If affluent consumers are also becoming more cautious, hotel operators may face a broader slowdown in holiday demand rather than a pullback limited to more price-sensitive travelers.

The survey does not measure actual bookings, room nights or occupancy. It reflects stated travel intentions, not confirmed reservations, and that distinction is important for hotel owners, operators and investors. Holiday travel plans can still change in the weeks before departure, and many travelers may choose lower-cost options, shorter trips or stays with friends and relatives instead of paid lodging.

Even so, the data offers an early read on demand conditions heading into the late-November through early-January travel period. That stretch is critical for many hospitality businesses, including city hotels, resorts and leisure-focused properties that depend on Thanksgiving, Christmas and New Year traffic to support end-of-year performance.

The Deloitte findings suggest that pressure on household budgets is now affecting a larger share of the market. While the survey summary did not provide a full breakdown of spending plans or booking behavior, its central message was that travel cost concerns are no longer confined to lower-income groups. For hotels, that raises the risk that demand could soften not only in budget segments but also in categories that rely on higher-spending guests.

The report also suggests that a lower share of Americans is planning trips that require a paid stay at all. That is a narrower measure than overall holiday travel, but it is one with direct relevance for lodging companies because it speaks more closely to room demand than broader measures of trip-taking.

Deloitte’s survey adds to the picture of a consumer who remains willing to travel but is becoming more selective about how much to spend and when to go. For hospitality businesses, the 27% reading does not establish how the season will end, but it does indicate that the pool of potential customers for paid overnight stays is smaller than it was a year ago.

That means hotel companies will be watching late booking patterns closely through Thanksgiving and the rest of the holiday season to see whether price promotions, loyalty demand or shorter leisure trips offset the softer intent reflected in Deloitte’s survey.