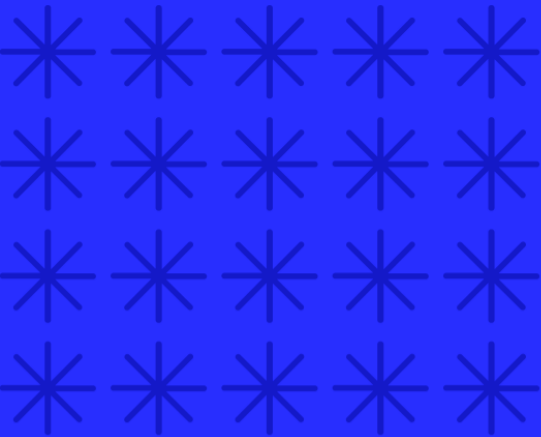




Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

Raising Awareness & Interest in State
Travel

August 2026

Key Highlights from Study

- State travel remains remarkably strong. Nine in ten consumers plan to take a state trip in the next 12 months, and 85% expect to take an overnight leisure trip within their home state, reinforcing that regional travel continues to offer a large and accessible audience opportunity.
- Travel decisions are driven by emotional needs, not just destinations. Relaxation (81%) and visiting friends and family (61%) are the leading reasons people take state trips, suggesting tourism messaging should focus on recharging, reconnecting, and creating memories, not simply attractions.
- Affordability is the single biggest lever. Cost is the top consideration when planning state travel (77%), and among those who did not travel in the past year, three in five cite expense as the reason. Demonstrating value and affordability should be central to tourism marketing.
- Younger travelers represent a key growth audience. Adults 18-34 are 48% more likely to be planning more state trips next year and are significantly more likely to visit a destination they hear about through radio or podcasts, making them an especially valuable audience for destination marketers.

People Are Planning More Local State Travel In The Coming Year

9 in 10

plan to take a state trip
(personal/leisure domestic
trip 50+ miles from home) in
next 12 months

85%

plan to take a
personal/leisure overnight
trip within their home state
in the next 12 months

Travelers are

3.5x

More likely to say they plan
on increasing their state
travel compared to last year
vs. those who say they are
decreasing their state travel

Cost Can Make Or Break Travel Decisions

Among those who have not done any state travel in the last 12 months,

3 in 5

say it's because it is too expensive.

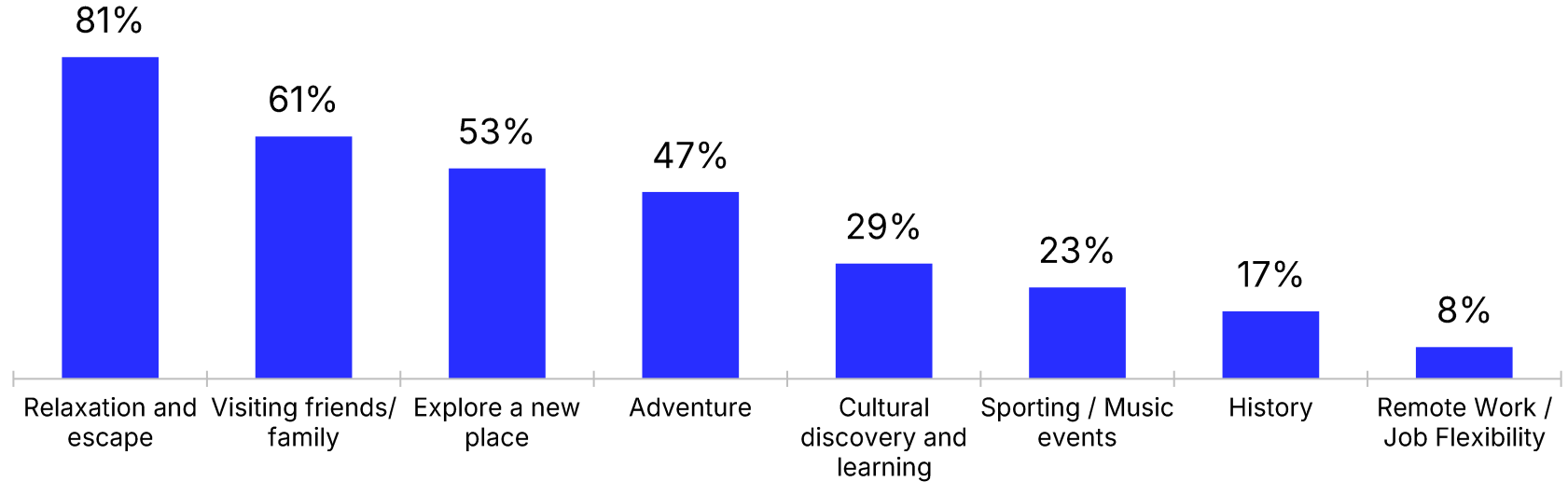
Those with HHI \$100K+ are

33%

more likely to have taken 3+ state travel trips in the last 12 months.

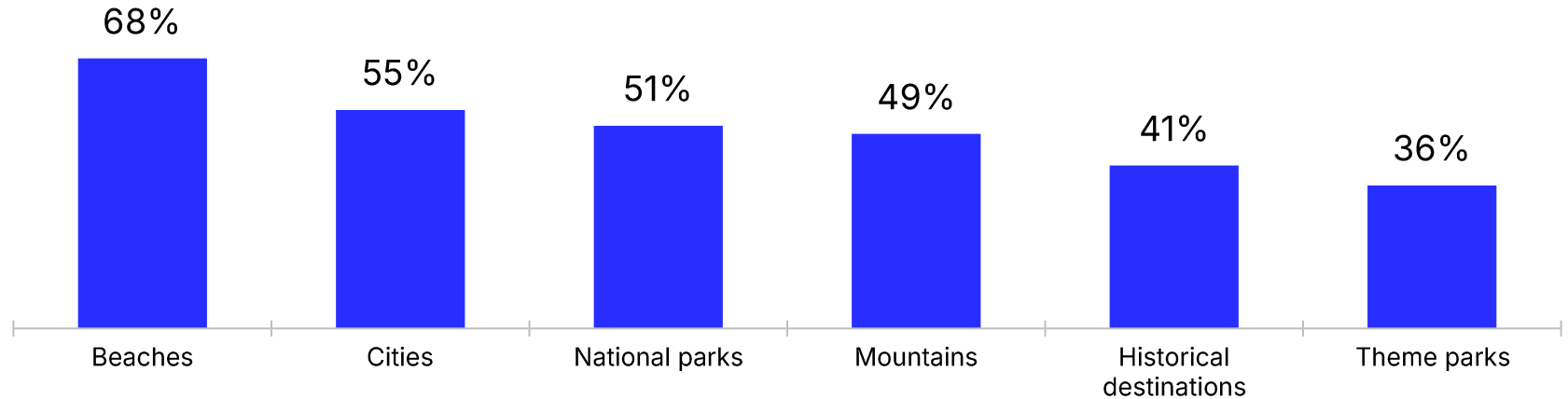
Relaxation And Human Connection Are Top Reasons For State Travel

Top Reasons For Planning State Trips



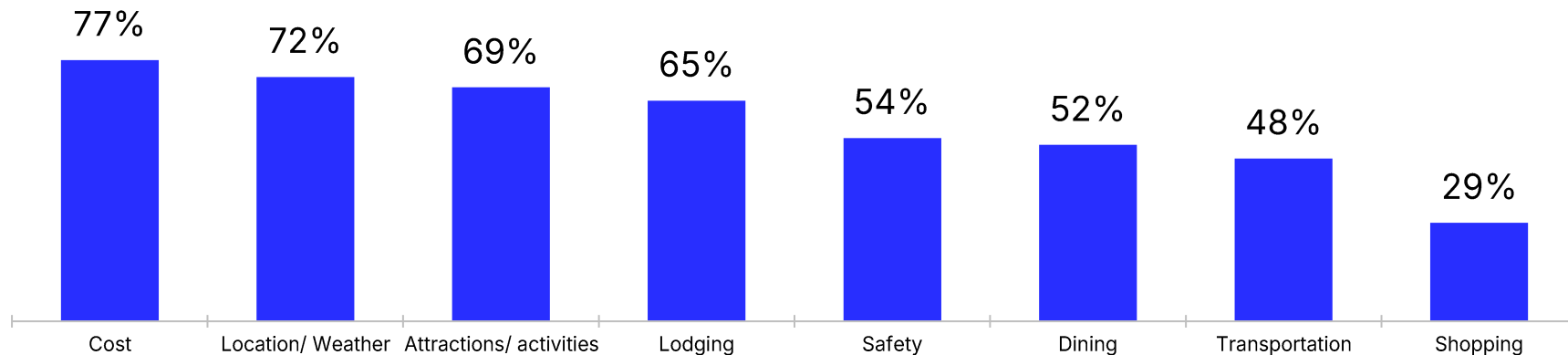
The Most Appealing Destinations For State Reflect the Desire for Relaxation and Human Connection, With Beaches #1

Most Appealing Destinations For State Trips



Cost, Location, And Attractions Are Top Considerations For State Travel

Important Factors When Considering State Travel



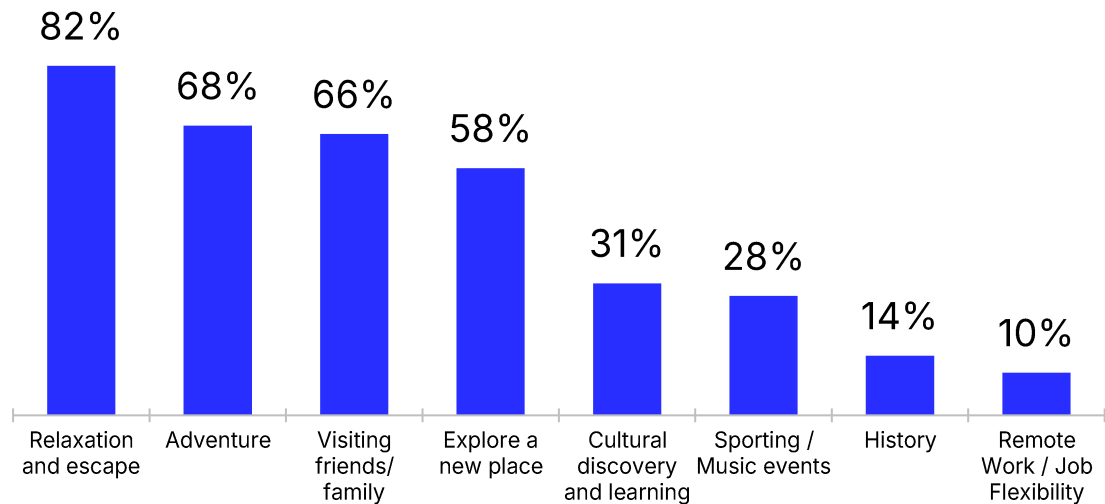
Younger Audiences Are More Likely to Travel in the US and are Seeking Relaxation but Also Adventure

A18-34 are

48%

more likely to be planning to take more state trips in the next year.

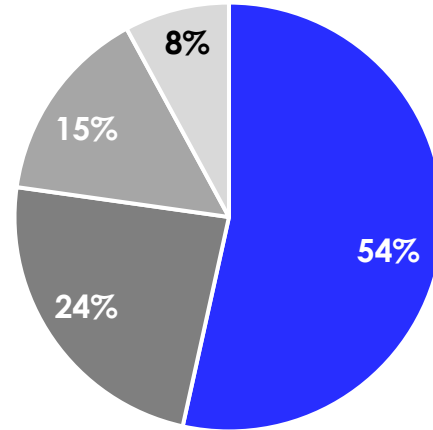
Top Reasons For Planning State Trips Among A18-34



While Most State Trips Occur In The Summer And Fall, Planning Begins Months Prior Making Reaching Prospects Throughout The Year Key



Time Of Year Travel Most
Often For State Trips



■ Summer ■ Fall ■ Winter ■ Spring

Audio Offers The Top-Of-Mind Awareness And Trust Needed To Reach Travel And Tourism Prospects Throughout Their Planning

92%

agree that hearing someone talk about their travel makes it feel more approachable.

3 in 4

agree that they are more likely to trust information about travel and tourism when it comes from a familiar voice like a radio or podcast host

3 in 4

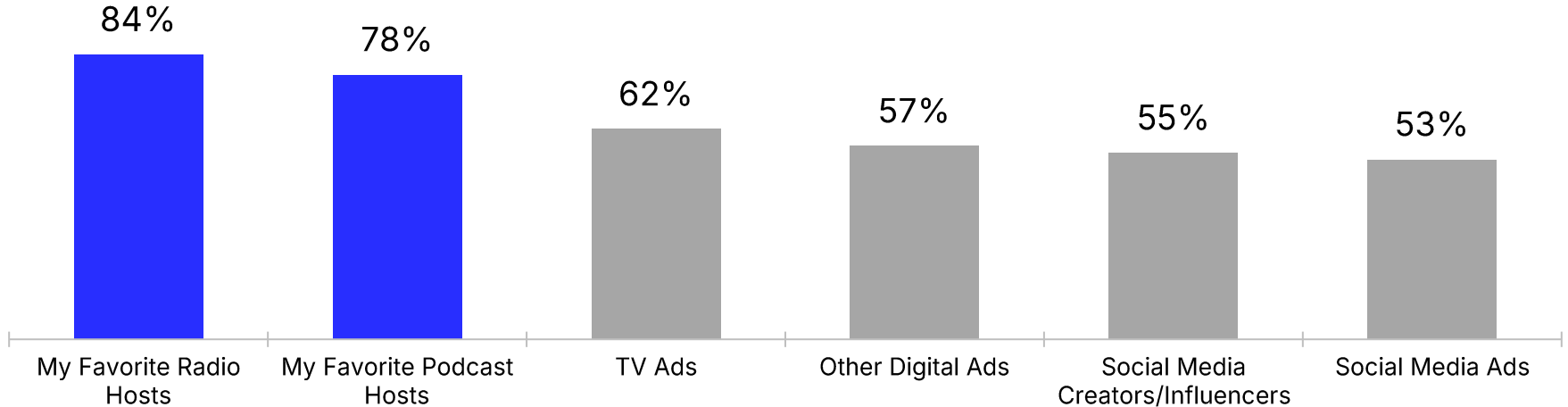
agree that they are inspired to visit places when they hear about them on the radio or podcasts

3 in 4

agree that they are more likely to search for information about travel and tourism if they heard about it on the radio or a podcast first.

Radio And Podcasts Hosts Are Seen As More Trustworthy Compared To Other Media

Trust In Recommendations About Travel And Tourism From Different Media



Younger Audiences Are More Likely To Trust Radio And Podcast Hosts For Their Recommendations

A18-34 are

23%

more likely to plan a trip or visit a destination they heard about on the radio or a podcast.

A18-34 are

13%

more likely to trust information about travel and tourism when it comes from a familiar voice like a radio or podcast host.

Radio Reaches Domestic Travels, with Sports, Alternative and Spanish Top Formats and Arts, Science, Tech Top Podcast Genres

Radio Reaches Over

86%

of domestic travelers



Top Radio Formats

Sports (120i)
Alternative (113i)
Spanish Contemporary (111i)
News/Talk(110i)
Adult Contemporary (110i)



Top Podcast Topics

Arts (135i)
Science (135i)
Technology (133i)
Business (130i)
Education (127i)

METHODOLOGY

DATES OF FIELDING: August 2026

N=1,002 Adults 18+ Radio Listeners

Respondents weighted to reflect total population of the target audience

THANKS FOR WORKING WITH



For additional insights and information, please contact:

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