Memorial Day traveler volume bounced back in 2021, but not to prepandemic levels

Article



For more insights and key statistics on the biggest trends in today's most disruptive industries, subscribe to our Chart of the Day newsletter.





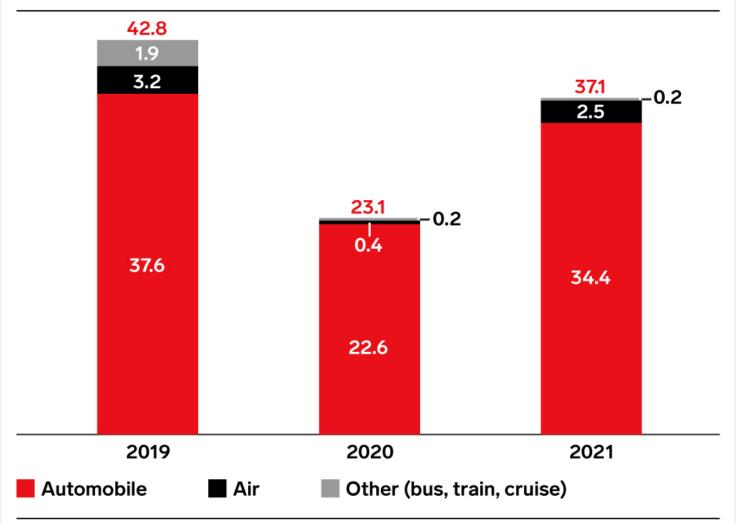
After seeing just **23.1 million** US travelers in 2020, the Memorial Day weekend rebounded somewhat this year, according to AAA projections. Over the holiday weekend this past May, **37.1 million** people traveled at least 50 miles from their homes. The most common form of travel was via automobile, while methods like buses, trains, and cruises were not expected to make a meaningful recovery from last year's slump. The overall volume of travelers still lagged behind that of 2019, when **42.8 million** headed out for the holiday.





US Memorial Day Weekend Travelers*, by Mode of Transportation, 2019-2021

millions



Note: May 27-31, 2021; *those who travel 50 miles or more from home Source: AAA as cited in press release, May 11, 2021

266175

eMarketer | InsiderIntelligence.com

More like this:

- Report: US Out-of-Home Ad Spending 2021
- Article: A new era in retail and ecommerce is emerging



•	Article: US travel industry will gain just \$550 million back in digital ad spending after 2020's \$3 billion loss
	INSIDER