

Winter travel trends 2025 - How Americans are Rethinking Seasonal Getaways

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From inflation and credit card rewards to cozy towns and sunny escapes, here's how travelers are adapting this winter.

Planning to travel this winter? You're not alone, but many Americans are rethinking how, when, and where they go. According to a new WalletHub survey, inflation, debt, and a weaker dollar are reshaping travel plans nationwide. Some are spending more, others are still paying off last year's trip, and many are turning to credit card rewards and budgeting apps to make winter vacations possible.

Although summer is the most popular travel season for many families, it's our least favorite time to travel. We prefer the quieter months, especially winter, when crowds thin out and prices often drop. With a bit of planning, winter can be one of the most rewarding times to explore.

What the WalletHub Survey Reveals About Winter Travel in 2025

Winter travel in 2025 is about more than just destinations. It's about navigating rising costs, shifting priorities, and creative budgeting. According to WalletHub's national survey, 54 percent of Americans say inflation will affect their winter travel plans, and 51 percent are concerned about the weaker dollar. Nearly one in four are still paying off last year's trip.

Despite these pressures, many travelers are finding ways to make winter vacations work. More than half (55 percent) plan to redeem credit card rewards to help cover holiday spending, and 23 percent say they'll apply for a new card to save on travel. Budgeting apps are also gaining traction, with nearly one in three using them to plan their next getaway.

Opinions are split on value. While 49 percent say winter travel offers better value than summer, 51 percent disagree. And when asked if winter travel is worth going into debt for, 79 percent said no. That's a clear signal: travelers want smarter, more affordable options, not just seasonal escapes.

Winter Travel Ideas to Spark Your Next Getaway

Looking for a change of scenery this winter? Whether you're drawn to snowy landscapes or dreaming of sunshine, there's no shortage of places to explore.

***Please be advised, the below links contain useful information but do have ads and pop ups.**

If quiet charm is what you're after, take a look at our guide to [50 cozy towns perfect for a winter vacation](#). These destinations offer scenic backdrops, festive touches, and a slower pace — ideal for travelers who want to relax without the hustle.

Prefer warmer weather? You'll find plenty of inviting options in our roundup of [beach resorts that cure the winter blues](#). From laid-back coastal spots to tropical escapes, these picks offer a welcome break from the cold.

Whether you're planning a weekend road trip or a longer stay, winter travel offers more variety than many expect. With the right destination, it can be the perfect season to recharge.

Smart Tips for Winter Travel on a Budget

Traveling in winter can be rewarding, but it pays to be strategic. Start by setting a realistic budget and using a travel-friendly app to track expenses. With nearly one in three Americans doing the same, it's a simple way to stay on course.

Consider redeeming credit card rewards for flights, lodging, or gift cards. If you're in the market for a new card, look for one with a generous sign-up bonus and no foreign transaction fees. Just be sure to read the fine print and avoid overspending.

Flexibility is the key. Traveling midweek or outside peak holiday windows can lead to significant savings. Look for bundled deals on lodging and activities, and don't overlook smaller towns. They often offer better value and fewer crowds.