

Holiday Travel Trends

Be prepared for the holiday rush! Between holiday travel, last minute shopping, and the hustle and bustle of the season, there are many cars out on the road.

An Increase in Travel, Shoppers & Claims

The week before Christmas sees a nearly **30% increase in auto claims** compared to the rest of the year, with road accidents being the leading cause of this increase. This represents the largest increase in claims throughout the year and reflects a consistent annual trend since 2022. Additionally, **parking lot accidents increase by approximately 18% during this week.***

This trend points to an increase in travel before the holidays, and the surge of holiday shopping and errands. This year, it is projected that **over half of shoppers are planning to complete their holiday shopping in person.**** More cars in crowded parking lots means more fender benders and collisions.

Safety Tips

Avoid holiday catastrophes by using extra caution in crowded lots and busy shopping areas during this high-risk week. Here are some tips to keep in mind as we head into the holiday season:

- **Slow down:** Traffic will be abundant, so keep two car lengths from the car in front of you to ensure there is plenty of space to break.
- **Be aware of your surroundings:** Holiday shoppers and cars will be buzzing around parking lots and sidewalks. Take extra care and make sure to pay attention to where you're driving.
- **Plan ahead:** Batch errands that are close to each other to avoid having to park multiple times or go long distances between stores
- **Practice patience:** Holiday traffic can be very frustrating. Avoid aggressive driving like tailgating and hard braking.
- **Be cautious while parking:** With more shoppers weaving in and out of cars, parking lots can get busy. Be sure to carefully pull in and slowly back out of your parking spot.



*According to Plymouth Rock claims data.

**PWC.com, [Holiday Outlook 2025](#). September 2025.

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