

The Cost of Thanksgiving - 2024

Lower Meal Costs Amid Rising Travel Expenses

Author: Serra Kirsch

Thanksgiving is a time for family, gratitude, and indulging in a classic meal that brings everyone together. However, the costs associated with this cherished holiday can vary widely depending on location, travel, and national trends. Here’s an in-depth look at the numbers shaping Thanksgiving this year:

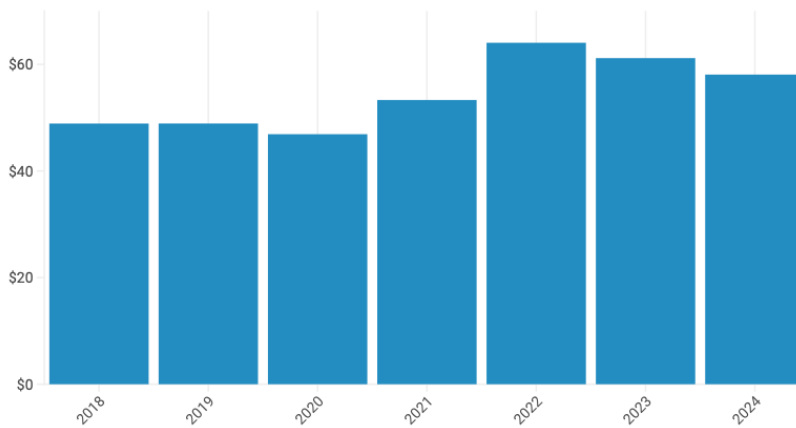
Thanksgiving Meal Costs: West Region vs. National Averages

The cost of a traditional Thanksgiving meal in the **West** is among the highest in the nation, totalling **\$67.05**, though it reflects a **6% decrease from last year’s \$71.37**. This decline aligns with broader national trends, though the West’s prices remain **15% higher than the national average of \$58.05**.¹

For context, here’s how the national average cost of a Thanksgiving dinner has shifted over the past seven years:

The Cost of a Traditional Thanksgiving Dinner

Trends in the average cost of a traditional 10 person Thanksgiving meal across the U.S.



Source: • American Farm Bureau Federation

Turkey prices, a key driver of overall meal costs, have dropped significantly, from **\$27.35 in 2023** to **\$25.67 in 2024**, offering some financial relief to hosts.

The Rising and Falling Costs of Meal Ingredients

¹ American Farm Bureau Federation

Nationally, the cost of Thanksgiving staples has seen fluctuations. Key highlights include:

- **Turkey:** Down to \$25.67, compared to \$28.96 in 2022.
- **Pumpkin Pie Mix** Now \$4.15, a modest decrease from \$4.44 last year.
- **Rolls:** Increased to \$4.16, up from \$3.84 in 2023.
- **Sweat Potatoes:** A significant drop to \$2.93 from \$3.97 in 2023.

Overall, the average cost of a Thanksgiving meal in the U.S. continues to stabilize after sharp increases in 2022, reflecting broader economic trends.

Travel Trends and Costs for Oregonians

Thanksgiving travel is a major factor for holiday spending. **California and Washington, D.C.**,² remain the most popular destinations for Oregonians, with the top cities including:

- San Francisco
- San Diego
- Sacramento
- Los Angeles
- Washington, D.C.

The **average travel cost** to these destinations has increased slightly, rising from **\$222.22 in 2023** to **\$232.08 in 2024**, based on second-to-fourth quarter price adjustments.

Gas Prices: A Mixed Bag for Travelers

Fuel costs play a critical role in travel budgets. In Oregon, gas prices as of November 25th have seen a significant year-over-year decline, dropping from **\$4.058 per gallon in 2023** to **\$3.546 in 2024**. While this offers some relief, Oregon's prices still exceed the **national average of \$3.06 per gallon**.³

² U.S. Department of Transportation. The information on the most traveled cities reflects data from the last quarter of 2023. The 2024 second-quarter prices have been adjusted based on the price increase observed from the second to the fourth quarter of 2023.

³ [American Automobile Association](#)