



**Euromonitor
International**

Travel in the US

September 2025

Table of Contents

[Travel in the US](#)

EXECUTIVE SUMMARY

Travel in 2025: The Big Picture

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 1 - Surface Travel Modes Sales: Value 2020-2025

Table 2 - Surface Travel Modes Online Sales: Value 2020-2025

Table 3 - Forecast Surface Travel Modes Sales: Value 2025-2030

Table 4 - Forecast Surface Travel Modes Online Sales: Value 2025-2030

Table 5 - In-Destination Spending: Value 2020-2025

Table 6 - Forecast In-Destination Spending: Value 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Tourism Flows in the US](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Politics at the border: slow US inbound travel in 2025

Outbound travel defies economic and political headwinds

PROSPECTS AND OPPORTUNITIES

2026 FIFA World Cup to be a catalyst for US inbound growth

Outbound on the rise: Americans keep travelling, even amid global tensions

CATEGORY DATA

Table 7 - Inbound Arrivals: Number of Trips 2020-2025

Table 8 - Inbound Arrivals by Country: Number of Trips 2020-2025

Table 9 - Inbound City Arrivals 2020-2025

Table 10 - Inbound Tourism Spending: Value 2020-2025

Table 11 - Forecast Inbound Arrivals: Number of Trips 2025-2030

Table 12 - Forecast Inbound Arrivals by Country: Number of Trips 2025-2030

Table 13 - Forecast Inbound Tourism Spending: Value 2025-2030

Table 14 - Domestic Tourism by Destination: Number of Trips 2020-2025

Table 15 - Domestic Spending: Value 2020-2025

Table 16 - Forecast Domestic Tourism by Destination: Number of Trips 2025-2030

Table 17 - Forecast Domestic Spending: Value 2025-2030

Table 18 - Outbound Departures: Number of Trips 2020-2025

Table 19 - Outbound Departures by Destination: Number of Trips 2020-2025

Table 20 - Outbound Tourism Spending: Value 2020-2025

Table 21 - Forecast Outbound Departures: Number of Trips 2025-2030

Table 22 - Forecast Outbound Departures by Destination: Number of Trips 2025-2030

Table 23 - Forecast Outbound Spending: Value 2025-2030

[Airlines in the US](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Softened demand dampens 2025 expectations for airlines
Delta remains largest US airline, but United is gaining ground

PROSPECTS AND OPPORTUNITIES

Economic uncertainty and plane shortage put future airline growth at risk
Airlines pursue premiumisation to attract high-income travellers

CATEGORY DATA

Table 24 - Airlines Sales: Value 2020-2025
Table 25 - Airlines Online Sales: Value 2020-2025
Table 26 - Airlines: Passengers Carried 2020-2025
Table 27 - Airlines NBO Company Shares: % Value 2020-2024
Table 28 - Non-Scheduled Carriers Brands by Key Performance Indicators 2025
Table 29 - Low Cost Carriers Brands by Key Performance Indicators 2025
Table 30 - Full Service Carriers Brands by Key Performance Indicators 2025
Table 31 - Forecast Airlines Sales: Value 2025-2030
Table 32 - Forecast Airlines Online Sales: Value 2025-2030

[Lodging \(Destination\) in the US](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Hotels see low growth despite economic headwinds
Marriott remains the largest hotels player, showing strength in the luxury and upscale space

PROSPECTS AND OPPORTUNITIES

Technology and sustainability to play growing role
Shifting demographics demand new experiences

CATEGORY DATA

Table 33 - Lodging (Destination) Sales: Value 2020-2025
Table 34 - Lodging (Destination) Online Sales: Value 2020-2025
Table 35 - Hotels Sales: Value 2020-2025
Table 36 - Hotels Online Sales: Value 2020-2025
Table 37 - Other Lodging Sales: Value 2020-2025
Table 38 - Other Lodging Online Sales: Value 2020-2025
Table 39 - Lodging (Destination) Outlets: Units 2020-2025
Table 40 - Lodging (Destination) Rooms: Number of Rooms 2020-2025
Table 41 - Lodging (Destination) by Incoming vs Domestic: % Value 2020-2025
Table 42 - Hotels NBO Company Shares: % Value 2020-2024
Table 43 - Hotel Brands by Key Performance Indicators 2025
Table 44 - Forecast Lodging (Destination) Sales: Value 2025-2030
Table 45 - Forecast Lodging (Destination) Online Sales: Value 2025-2030
Table 46 - Forecast Hotels Sales: Value 2025-2030
Table 47 - Forecast Hotels Online Sales: Value 2025-2030
Table 48 - Forecast Other Lodging Sales: Value 2025-2030
Table 49 - Forecast Other Lodging Online Sales: Value 2025-2030
Table 50 - Forecast Lodging (Destination) Outlets: Units 2025-2030

[Booking in the US](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

The AI travel race: OTAs vs generative AI in the future of bookings
Expedia holds the crown while Booking.com gains ground

PROSPECTS AND OPPORTUNITIES

Diverging consumer behaviours shaping the development of booking
AI, survival and global expansion for travel intermediaries

CATEGORY DATA

Table 51 - Booking Sales: Value 2020-2025

Table 52 - Business Travel Sales: Value 2020-2025

Table 53 - Leisure Travel Sales: Value 2020-2025

Table 54 - Travel Intermediaries NBO Company Shares: % Value 2020-2025

Table 55 - Forecast Booking Sales: Value 2025-2030

Table 56 - Forecast Business Travel Sales: Value 2025-2030

Table 57 - Forecast Leisure Travel Sales: Value 2025-2030

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/travel-in-the-us/report.