



Euromonitor
International

Travel in the US

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

American Airlines adjusts offering to tap into shifting travel patterns

Expedia and Delta tailor value and premium experiences to match evolving demand

Operators invest in experiential and local immersion to sustain traveller demand for authenticity

Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

AI-powered personalisation set to reshape trip planning and booking decisions

Customised experiences and value anticipated to drive gains in in-destination spending

Income polarisation and deal-seeking expected to accelerate divergence in consumer behaviour

Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

Expedia and Booking.com leverage dual appeal as budget brands falter

PRODUCTS

Unbundled cabin architecture redefines the premium product

Experiential lodging design transforms accommodation into the product

Segmented booking features address diverging product needs

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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