



**Euromonitor
International**

Tourism Flows in the US

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Canadian travel shifts spark US inbound and outbound realignment
Domestic tourism spending surges as Americans stay closer to home
Major events and personalisation drive new travel experiences
Chart 1 Tourism Flows Spending by Category: Value 2026

WHAT'S NEXT?

Americans and visitors anticipated to reshape travel choices as spending rises
Affluent and value-driven travellers expected to drive new corridors and timing
Chart 1 Forecast Tourism Flows Spending by Category: Value 2026-2031

PRODUCTS

Digital platforms and personalisation engines redefine the travel product
Route and service tier design adapts to diverging traveller needs
Event-driven product design creates new demand cycles

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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