



PRESS RELEASE: 21st October 2025

Visit USA Association Survey Results – Q3

Bookings for 2026 continue to look positive despite challenges

The Visit USA Association (UK) has revealed the results of its third quarter USA Market Barometer following a survey issued to the association's tour operator and travel agent members to review booking trends for Q3 covering July to September 2025.

The topline results indicate that bookings to the USA are holding steady, and that the market is optimistic about forward bookings for 2026 already. 2026 is set to be a busy year for the USA, celebrating its 250th anniversary and hosting the FIFA Soccer World Cup. This quarter responses to the survey increased across the transactional members of the association, back to Q1 levels, indicating strong engagement in the market.

- 48% of responders say enquiries and searches are above 2024 levels or on par with 2024
- 67.5% of responders say bookings are above 2024 levels or on par with 2024
- 96% of responders reported zero cancellations or changes to forward bookings
- Best destination performers in this quarter: Florida, New York, and Tennessee
- 80% of responders reported that forward bookings for 2026 are above or on a par with this time last year.
- Reliability of experiences stood out as a key booking driver in this quarter; UK consumers are comfortable with the USA and keen to keep exploring. Competitive exchange rates and airfares are also helping to sway decisions on vacation planning.

Kate Kenward, CEO at Visit USA (UK) commented "We are seeing huge potential for bookings to the USA in 2026. Some consumers are holding for now, waiting for FIFA announcements, and others are ready to plan and book a holiday to see and experience something new, in a destination that they love and are familiar with. We are working with our membership to ensure that UK consumers see exciting content and holiday offers for the USA in this next important 3 month period."

Mark Sykes at Freedom Destinations commented, "Our repeat US client base is strong. Returnee travellers are looking for more personalised approach, including discovering the lesser travelled states and regions."

Sports travel will be a huge trend in 2026, and Ben Mortimer at MVP Travel added "We continue to see strong demand for US sports getaways. With the NFL season in full swing, we continue to take advantage of competitive air fares and room rates for late deals where available and look forward to a fantastic 2026 with the USA hosting the World Cup!"



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The luxury market continues to show steady growth, and Sarah Gibbons, Senior Product Manager, USA at LUSSO commented “I’m pleased to say that the luxury end of the market is holding up well for the USA. And 2026 is already looking particularly positive.”

Visit USA confirmed that the barometer survey will continue into Q4 with the next results due following early in 2026 for Q4.

For those selling the USA, the Visit USA Travel Planner is an invaluable guide that can be downloaded direct from the Visit USA website now: www.visitusa.org.uk/travelplanner. This lists tour operators and travel agents who are experts on the USA, along with airlines, attractions and tourist boards ready to assist with itinerary planning. Next issue due in January 2026.

For more information on Visit USA (UK) please visit www.visitusa.org.uk or email info@visitusa.org.uk.

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About Visit USA Association (UK)

Visit USA (UK) is a membership organisation that brings together experts from the widest range of US states and destinations, travel, accommodation, entertainment and other US-travel related products and services. Its strong and loyal membership base are travel professionals dedicated to increasing destination awareness and providing leisure travel arrangements to and within the United States of America.



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